CONCEPT PAPER
Middle East Dietetics and Nutrition Advocacy (MEDNA) Project: Building Support for Dietitians/Nutritionists

Proposed Project Leader: Tatyana El Kour

Project Aim: Create network and mobilize dietitians in Middle East to advocate for advancements in dietetics for 3 years

Specific Objectives:
- Develop a network of country representatives to support regional dietetics advocacy activities (Start with pilot involvement in first year with priority countries and then expand in second and years)
- Develop and maintain Middle East Country profiles that describe the current state of dietetics licensure and practice for use in regional advocacy documents
- Create advocacy document describing the current state and desired state of dietetics in Middle East countries

Overall Project Methodology Description:
1-Develop recruitment strategy for network of country representatives for MEDNA network of dietitians interested in dietetics/nutrition advocacy activities
2-Jointly create activities for MEDNA Network that:
   - Identify what information is needed from each country for country profiles (EFAD methodology – personal interviews)
   - Create and maintain country profiles/directories
   - Identify common issues that require advocacy documents
     o If additional data is needed, determine data collection and analysis methodology
   - Develop content for various types of advocacy documents for various target audiences
     o World Health Organization
     o National government agencies
     o Other specific audiences (JCI)
   - Conduct 12 Train the Trainer webinars for network members that include various topics for CEUs every 3 months
     o Communication strategies e.g. use of message map, tailoring messages to audiences
     o Best practices from other countries
     o Analyzing the nutrition and dietetics landscape on issues
     o Media spokesperson training, social media training
   - Maintain contact with Network through monthly contact
3-Document use/outcomes of materials developed, activities of network members, and successes (social media math algorithms)
4-Create and implement dissemination plan that includes manuscripts, directory, presentations, mainstream media, social media and other communication channels (Opportunity to co-publish)
5- Explore collaboration with other organizations (National Dietetic Association’s or AODA)

General type of funding support needed:
- Funding for MEDNA Project Manager/Researcher (8-10 hrs per week or 40 hours per month)
- Funding for selected 3-5 network members to attend national skill building policy workshops
- Honoraria for Webinar speakers ($400 per session)
- Support for website hosting. Webinar subscription and content development, graphic design country template, translation services into various languages (French Arabic, Turkish) (Shared with second project)