



Middle East Dietetics
Needs Assessment

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
 - If additional data is needed, determine data collection and analysis methodology
- Develop content for various types of advocacy documents for various target audiences
 - World Health Organization
 - National government agencies
 - Other specific audiences (JCI)
- Conduct 12 Train the Trainer webinars for network members that include various topics for CEUs every 3 months
 - Communication strategies e.g. use of message map, tailoring messages to audiences
 - Best practices from other countries
 - Analyzing the nutrition and dietetics landscape on issues
 - 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)