MALAYSIAN DIETITIANS’ ASSOCIATION (PERSATUAN DIETITIAN MALAYSIA)

11th MDA Council:
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Assoc. Prof. Dr. Tilakavati Karupaiah
Ms Gaiyal Viliy Subramanian
Mr. Ng Kar Foo

STRATEGIC PLANS 2014 - 2020

Vision (What We Want To Be)
- To be advocates of nutrition and dietetics for the health and well-being of the nation.

Mission (Why We Exist)
- Actively advocate the principles of good nutrition and dietetics to the people through planned activities and via collaborations with professionals and organizations.
- Support innovations, evidence-based practice and continual professional development of dietitians.
- Provide Strategic leadership for the profession.

Aims and Objectives (As Per MDA Constitution)
- To promote the professional practice of dietetics.
- To promote the study and understanding of the science of dietetics and allied fields.
- To encourage closer cooperation between members.
- To promote improvement in recruiting, training and conditions of employment of dietitians.
- To ensure that the profession is protected against persons who are untrained to practise as dietitians.
## GOALS & STRATEGIES
(WHAT WE MUST ACHIEVE FOR SUCCESS)

<table>
<thead>
<tr>
<th>GOAL</th>
<th>STRATEGIES GOAL</th>
<th>STRATEGIES</th>
<th>Proposed Activities</th>
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<tbody>
<tr>
<td>Enhance the Role and Visibility of Dietitians as Food Diet &amp; Nutrition Experts</td>
<td>1. Work collaboratively with national and international committees on nutrition &amp; dietetic related matters</td>
<td>1. Promote safe and evidence-based practice in clinical, community and food service</td>
<td>1. Open Associate membership to other healthcare professionals</td>
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<td>2. Work collaboratively with other healthcare professionals and their organizations</td>
<td>2. Promote self-regulation amongst members</td>
<td>2. Open international members</td>
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<td>3. Enhance collaboration with food-related industry and other external stakeholders</td>
<td>3. Empower members with leadership and mentoring capabilities</td>
<td>3. List qualified degrees for Ordinary members</td>
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<td>4. Increase accessibility of dietitians to the public</td>
<td>4. Enhance employment opportunities and career advancement of dietitians</td>
<td>4. Review membership benefits</td>
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<td>Improve Professional Standing of Dietitians</td>
<td>1. Promote research to enhance professional practice</td>
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<td>5. Regular CDEs, annual conference</td>
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<td>6. Create feedback channel for members’ views / ideas / suggestion</td>
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<td>4. Enhance employment opportunities and career advancement of dietitians</td>
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<td>8. Training workshops on how to formulate &amp; apply evidence-based guidelines</td>
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<td>Promote Research to Enhance Professional Practice</td>
<td>1. Prepare members to contribute, conduct, interpret and use research in practice</td>
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<td>9. Working paper on salary scale of private dietitians</td>
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<td>2. Promote sharing of research findings to be used in practice</td>
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<td>10. Research training workshops</td>
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### Proposed Activities
1. Open Associate membership to other healthcare professionals
2. Open international members
3. List qualified degrees for Ordinary members
4. Review membership benefits
5. Regular CDEs, annual conference
6. Create feedback channel for members’ views / ideas / suggestion
7. Create MDA resources for members and public use
8. Training workshops on how to formulate & apply evidence-based guidelines
9. Set up scope of practice for dietitians & nutrition care process
10. Certification & awards to Ordinary members
11. Promote & educate on Code of Ethics
12. Implement CPD points
13. Mentoring Program
14. Undergraduate / fresh graduate support program
15. Working paper on salary scale of private dietitians
16. Insurance coverage for dietetic services
17. MDA Journal