



## Annual Report



# Chief Executive's Foreword



2017/18 has been another successful year and it's definitely worth highlighting some of the successes we have achieved as an organisation, for the benefit of our members and the dietetic profession as a whole. Our achievements would not have been possible without the help, support and dedication of our staff, volunteers and wider membership.

This was an award-winning year for the Association - receiving recognition for our campaigns and an award for Young Association Executive of the Year at the UK Associations Congress. Our membership continues to grow significantly – as we reach over 9,000 members – and I really believe we can achieve 10,000 members in the not too distant future! Financially we also did well due to both income growth and our prudent management of the BDA's resources. Our commitment is always to re-invest money into delivering services to members and promoting the profession. We also need to maintain reserves to support the BDA in times of difficulty, but we face a promising future, confident that we can continue to support major campaigns and investment in technology.

## Our achievements

This annual report will give you a clear overview of what we have achieved across a broad spectrum of services. Let us not forget that we aim to be many things to many people. We are very successful as a trade union, we also deliver professional and education services and advice to our members, and we promote the profession nationally and locally in very efficient and effective ways. In addition, we have diverse specialist groups and branches providing services to members around the UK and we continue to provide policy support to members across all four of the UK's countries, something which will be a growing challenge. Our journal, book series and publications have grown in impact and breadth, demonstrating the reach we have. But this is just a small taste of what we do and I am delighted that BDA member feedback demonstrates that we seem to be working in those areas members value.

## Looking ahead

The future is not totally certain: we do not know what Brexit will mean for members and food policy. But we are taking the initiative in working with our other nutrition association colleagues in leading the dialogue with Government. What I do believe is that we have never been in a better position to face uncertainties, and this is down to the dedication of BDA staff and volunteers – who make up one of the largest groups of volunteer members in the association sector. Without everyone's ongoing support we could not have done so much so, I want to thank everyone for a fantastic year.

*Andy Burman*  
Chief Executive

# Chairman's Foreword



The BDA has continued to grow and develop. Our membership now exceeds 9000 and our strong financial position allows us to plan for future investment into our website and membership database. This will improve services to members and the public alike.

We took the opportunity to continue the great work developed by the Children's Food Trust when we acquired their resources and learning networks. Coupled with our Work Ready and other campaigns to raise the profile of the profession, we have increased our impact and visibility across the whole population. But we haven't stopped there.

Our new campaign Go2Dietitians4Prevention aims to promote dietitians as key professionals for the prevention of ill health and optimisation of health and well-being. We are relentless in advocating for the profession. Our members continue to demonstrate initiative and advocacy, leading projects and research across the UK, showing how BDA members have senior roles in public health, NHS leadership, education, clinical specialisms and in the media and industry.

Without our amazing member volunteer base we would not be able to do many of the things we do. We are the envy of many other professions, with the large proportion of active and engaged members as well as our ongoing membership growth. However we must never be complacent, and we continue to represent our members as a Trade Union as well as provide them with the growing services and support they want. We have increased the level of complimentary indemnity insurance available, and BDALegal has been a popular new resource for members to access.

We would like to thank you all for your continued support. Together with the dedicated office team supporting all our activities, we are confident that we can face the coming year with dynamism and optimism.

Siân O'Shea  
*BDA Chairman 2017-18*

**Supporting** our members

**Leading** the profession

**Building** for the future

# Supporting our members

The BDA is dedicated to supporting members of the profession in their dietetic careers in every way possible. We strive to empower our members to make a difference to patient care and outcomes and to the development of the dietetic profession as a whole.

**Here are just some of the ways in which we continue to support our valued BDA members:**

# Our members - vital statistics

**9100+**  
**members**

including  
80% of  
HCPC  
registered  
dietitians

**20%**

increase in  
Associate  
and Student  
membership

**5500+**

members  
are also a  
member  
of a BDA  
Specialist  
Group

**95%**

of members  
renewed  
their annual  
membership  
with us

BDA  
membership  
grew by

**5%**

**500+**

new  
members  
welcomed

**BDA specialist groups** have also reported  
significant increases in membership



**28%**  
Diabetes



**23%**  
Public Health



**21%**  
Parenteral &  
Enteral Nutrition



**15%**  
Critical Care



**11%**  
Oncology



**10%**  
Obesity

# Guiding members in ethics and conduct

As the professional body for dietitians, we strive to support our members in the delivery of the highest standards of care, helping them to keep up-to-date with best practice in ethics and conduct.

We can take pride in the fact that Dietetics remains one of the safest professions registered with the HCPC. Although the BDA has supported many members with their fitness to practice cases, only 4 required the case to progress to a hearing.

In all cases the member was provided with bespoke and personal legal and professional support.

# Protecting our trademark intellectual property & member data

We believe that the BDA brand should be protected, and that it should only be associated with our valued BDA members. Our brand, trademark and tag-lines represent and serve the profession – giving our members a dietetic identity to be proud of.

We take the security of our member data very seriously, and so have been busy ensuring we are prepared for the new GDPR regulations. We have undertaken a systematic review of all our security and privacy policies, as well as overhauling internal processes and third-party data sharing practice in line with the expectations set out by the Information Commissioner's Office (ICO).

We have carefully undertaken work to ensure that we can balance the privacy and protection rights of our members, and other stakeholders, with the legitimate business needs of the BDA in terms of understanding, supporting and reflecting the dietetic profession in the United Kingdom.



# Supporting professional outcomes

The BDA has supported members towards measuring and collecting outcomes, both strategically and practically.

The BDA undertook a scoping exercise to gather examples of outcome tools and measures being used across the UK. This will provide essential background in the development of a BDA outcomes framework later this year.

We have also provided practical support to members by assisting them to embed the Nutrition and Dietetic Process into the workplace in the form of one-to-one support and department sessions. Work to develop standardised terminology (SNOMED CT subsets) for the profession also continues.

**BDA specialist groups** have also been active in the area of outcomes



## **Critical Care**

developed a Second Pilot of 'Dietetic Outcomes Measures in ICU' and is planning a third pilot this May 2018.



## **Diabetes**

continued work on diabetes outcomes using a digital version

# Supporting members continued professional development (CPD)

**BDAevents.**  
create.excite.innovate.



**Dietetic Education Forum** - The first Dietetic Education Forum saw over 70 dietitians, including university staff, practice educators, dietetic managers and BDA office staff come together for a jam-packed day of multiple short presentations and group work. It was a key opportunity for BDA members to influence the debate and direct the future of all aspects of dietetic education. Led by the BDA Education Board, the data, thoughts and opinions shared on the day, will influence the ongoing board work.



**BDA Research Symposium** - we are dedicated to supporting the research efforts of our members. Each year, we hold a research symposium in Birmingham showcasing the ongoing research across dietetics, providing delegates the opportunity to share and enhance their knowledge. In 2017, over 60 research projects were presented – and consequently published in JHND.



The BDA takes a strategic and operational approach to developing sustainable and innovative practice education opportunities for members. Our BDA Centre for Education (CED) runs a variety of excellent courses in support of member education and professional development, in 2017/18 we have had:

**57**

external  
courses were  
endorsed  
by the BDA

**44**

courses  
were  
run by the  
CED

**442**

delegates  
attended  
a CED  
course

**365**

members  
**77**  
non members  
attended a course

**The CED** has also:



Worked in collaboration with the Department of Health Scotland to develop and deliver the CED FODMAPS course free to Scottish dietitians.



Worked with the **Public Health Specialist Group** to create online training for dietitians on the theme of public health nutrition hosted on Moodle, the free online education service.



Our Branches are the BDA's representation at a local level. With a total of 13 across the UK, our Branches provide members with opportunities to network, learn and share best practice with their dietetic peers locally. Branches keep their members up to date with their various activities via e-newsletters and social media updates.



23 local BDA branch events were held in 2017/18 and ranged from CPD events and webinars, to AGM's. Some Branches also successfully live streamed or filmed their events for members to attend virtually if unable to attend in person.



Over 2600+ members attended low cost, high quality BDA Branch events local to them, and gained career development, CPD and networking opportunities with their local peers.

**We supported our branch volunteers** in the following ways:



80 member volunteers were provided with guidance, advice and support in their Branch volunteer roles.



The South Wales Branch was successfully reactivated, expanding the network of local branches.



BDA staff have continued to respond to requests to speak at Branch meetings on professional topics such as CPD, outcomes and prescribing.

## Specialist Group courses



**Paediatric** continued to run clinical modules for a unique partnership degree with Plymouth University – the highly sought-after MSc Advanced Professional Practice in Paediatric Dietetics. The professional lead for this degree, the module leads, lecturers, tutors and markers are all members of the Paediatric Group. 150 dietitians have been trained on the course, attending five modules during 2017/18. One-third of these students have opted to take the modules at Masters Level.



**Parenteral and Enteral Nutrition** funded five places through educational bursaries for the annual Parenteral and Enteral Nutrition Group Clinical Update, run at Masters Level in collaboration with Queen Margaret University Edinburgh. The course was delivered at full capacity, up-skilling 82 dietitians in nutrition support.



**Mental Health** commissioned the Postgraduate Certificate in Eating Disorders which now runs at Leeds Beckett University and continues to be well attended.



**Paediatric Diabetes Sub-group** developed a master's module on professional educational skills; this aims to develop paediatric dietetic outcomes.



**Renal** reviewed their education strategy in order to develop a Masters Level accreditation for a post registration course as well as developing national competencies for renal dietetic practice.

# Supporting members in the workplace

Dietitians remain the safest statutorily regulated nutritional professionals, with one of the lowest referral rates amongst all HCPC registrant professions. However, when our members do need legal help, the BDA offers support. Over the past year – we have assisted 26 members with legal support through HCPC fitness to practice proceedings.

The BDA Trade Union plays a huge role in supporting BDA members at work. This year our union has been busy, playing a vital and integral role in developing and negotiating a new national framework to improve pay and progression for staff in the NHS.

We have represented the NHS Staff Council on a group looking at a new pay progression framework. This work concentrates on staff in England initially, and work has begun on achieving parity for NHS staff in the other UK nations.

**More information can be found at**  
**[bda.uk.com/union/news/nhs\\_pay](https://bda.uk.com/union/news/nhs_pay)**








**200**  
TU Reps  
trained

# Supporting and representing you



On behalf of our members, the **BDA Trade Union** also:

-  Contributed to national work on the implementation of the Trade Union Act, the pay review body submission, Agenda for Change negotiations, Pensions, NHS funding and national TUC policy on Brexit.
-  Submitted successful motions to various TU conferences on topics including; mental health funding, disabilities, Women and the NHS, LGBT rights and Children's health and wellbeing.
-  Supported the membership through our network of trade union representatives around the four countries. In the past year we have trained 52 new representatives across the UK. The training has proved very successful and we have a growing number of well-trained reps providing first class support to members.
-  Supported 41 members through potential employment law cases in conjunction with BDA Legal.
-  Increased our presence on social media and improved communications with members and representatives.

# Our members useful resources

We provide our members with a wide range of useful resources to support their busy day-to-day roles, their teams and their wider service. We're committed to keeping members up to speed with the latest developments across the Association and wider profession. This year we improved many of our member resources.



## **Increased Professional Indemnity Insurance -**

we secured increased vital professional indemnity insurance for our members, now providing up to £5million per person in any one claim and up to £10million per person in aggregate for the membership year.



**We launched BDA Legal** - a new partnership with Trade Union law firm Unionline, in order to provide members with a bespoke legal service. This comprehensive legal benefit provides a range of legal services to BDA members and their families, including personal injury and employment law casework in conjunction with our Trade Union, free simple wills, conveyancing, as well as a free advice line that can cover any legal issue.

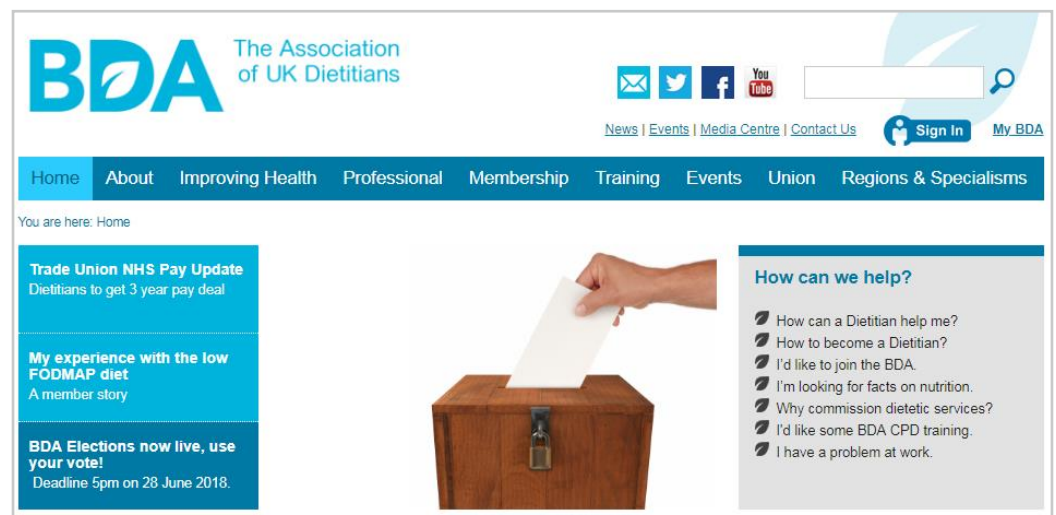
# Digital resources



The BDA provides a range of member-only content and resources online. This year we had an average of 29,000 monthly visitors to bda.uk.com, with 40% logging in to access locked member-only content and resources (up by 30% since last year).

We now collect information on the different sectors our members work in, along with their areas of interests and expertise, enabling us to get a better understanding of our members' needs so we can better promote and represent them.

We hold 99% of member emails (higher than sector average) so we can contact them all with relevant professional, membership and trade union news.



# 29,000

average monthly visitors to  
**bda.uk.com**

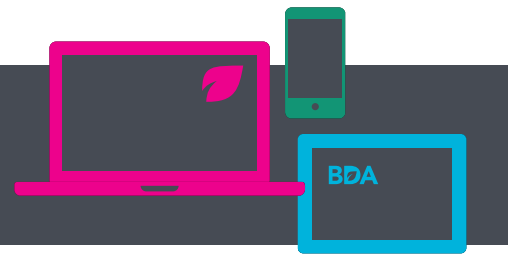
# 40%

logging into  
member only  
resources

# 99%

of member  
emails held

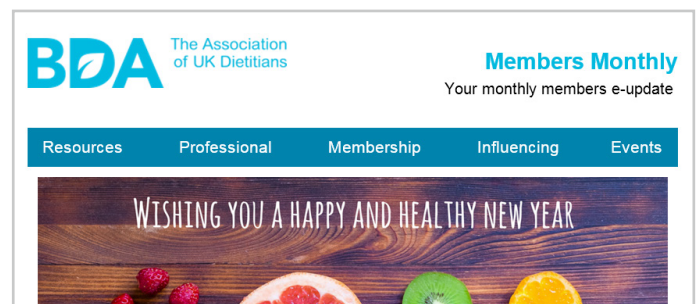
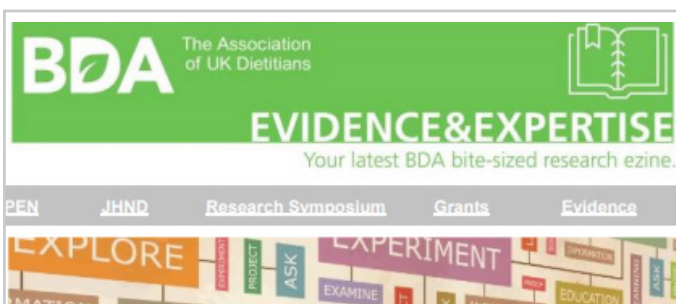
# Expanded publications



We created a new monthly Evidence & Expertise Research e-zine to highlight all the latest dietetic research in JHND and PEN, which has proven to be very popular.

We know that our e-zines are highly valued by our members - 35% of members open and almost 50% click through to read latest news from both the Members' Monthly e-zine and the new Evidence & Expertise e-zine (10% higher than sector average).

The popular BDA Advanced Dietetic Practice Book series, edited by BDA member Professor Kevin Whelan, expands the clinical specialist knowledge base and enhances the reputation of the BDA as promoting excellence in science and practice. This year has seen the completion and publication of Advanced Nutrition and Dietetics in Obesity as well as the Advanced Nutrition and Dietetics in Nutritional Support.



**35%**  
**of members**  
**open** their Members'  
Monthly ezine

**50% members**  
**click through** to read latest  
news from Members' Monthly  
e-zine and the new Evidence &  
Expertise e-zine

*\*10% higher than sector average.*

# Supporting our members specialisms

Over 280 dedicated volunteers help to run our 17 BDA Specialist Groups and 9 sub-groups and over 50% of BDA members see the value of belonging to one or more of our expert specialist groups.

This year we have worked hard to support **specialist group volunteers**. To do this we have:

- Hosted the most successful, and best attended, group and branch volunteer support day yet – in June 2017.
- Produced a new finance handbook containing lots of useful advice and guidance.
- Rolled out a new newsletter functionality on our website to enable all specialist groups to communicate digitally with their members.
- Hosted 500+ discussions within the specialist group private discussion forums on our website.
- Carried out volunteer inductions for new recruits.  
Provided financial training and support for group volunteers, enabling greater autonomy in group management.
- Created a new volunteer e-zine to help support and guide our group and branch volunteers and keep them up to date with the services available to them.
- Listened to member feedback and launched a new Trauma Sub Group of our Critical Care Specialist Group. A Neonatal Sub Group of our Paediatric Specialist Group and a Child and Adolescent Mental Health Sub Group of our Mental Health Specialist Group have been agreed by our council and will be launched in 2018/19.

# Supporting our members specialisms



The BDA hosts the highly regarded Sport and Exercise Nutrition register (SENr) which is the only voluntary register recognised as the industry standard in sports nutrition, actively supported by UK Anti-Doping.

The register has continued to grow (8% membership increase in 2017/18) alongside its success, reputation and influence as more and more employers of sports nutrition specialists are making registration with SENr an essential criteria for the role. For example, every nutrition expert employed at the four national Sports Institutes across the UK is an SENr registrant.

**8%**  
membership  
increase in  
2017/18



SENr Patron Dr Lady Ann Redgrave with SENr registrants and sponsors

# Leading the profession

The BDA and its members play a crucial role in taking the dietetic profession forward and leading on its development, visibility and influence.

**Outlined are key areas in which the Association and our members are leading the profession.**

# Raising the profile of dietetics

## Dietetics in the media



As a relatively small profession, it's essential that dietitians also counteract the growing noise and confusion caused by so-called 'celebrity experts' across social media.

In December 2017, the profession made the **#WhatRDsdo** and **#WhatDietitiansDo** hashtags trend which resulted in a combined social reach of 1.1 million people, with dietetic professionals joining in from Australia, the USA and Canada.

This highlights the impact of the profession working together and forming one strong collective voice, something we encourage members to continue to play an active role in.



A BDA member-led campaign  
**#WhatRDsdo** and **#WhatDietitiansDo** trended in the UK and worldwide resulting in a combined social reach of

# 1.1 million people

Reached an estimated  
**8 million** people with our  
Celeb Fad Diets to Avoid press  
release in *December 2017*

Top broadcast sources	Top press/online sources
BBC Radio 5 Live	Daily Mail Online
BBC Radio 1	Mail on Sunday
BBC 1	Independent
ITV1	Telegraph
BBC Local Radio	Huffington Post

# Achieving dietetic media coverage

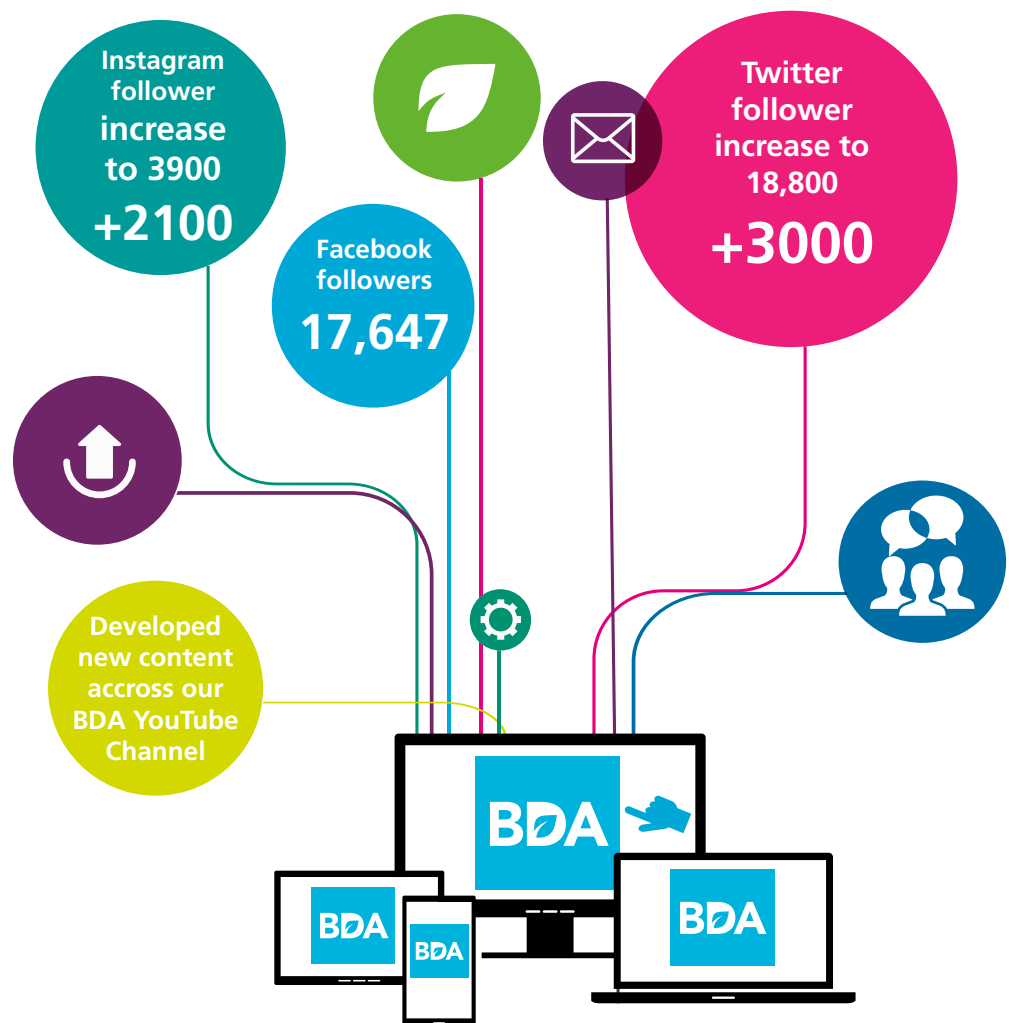


One of our aims as an Association is to raise the profile of dietetics and promote the message that dietitians are the only regulated and evidence-based nutrition professionals – highly qualified to advise on, prevent and treat a range of health issues and conditions.

The media world is saturated with unqualified people, calling themselves nutrition experts, commenting on the latest diet fad. Our job is to provide a dietetic perspective based on evidence to help the public sort fact from fiction.

Our valued volunteer media spokespeople help us to do exactly that, and working together we have achieved a great deal of dietetic media coverage.

Reached a probable audience of **475 million** people through media coverage in the UK and internationally, across top outlets such as the BBC, ITV and the Independent.



# Influencing the public



The BDA promotes dietitians as the experts in food and nutrition who play a key role in helping to improve the health and wellbeing of the nation. This promotion aims to educate and inform key stakeholders such as the general public.

This year we had an average of 29,000 monthly visitors to our website [bda.uk.com](http://bda.uk.com), with 60% accessing only our publicly available information.

Our 60+ peer reviewed, evidence-based, Food Fact Sheets are our most popular public-facing resources online.



Our food fact sheet pages online were viewed

**487,115**  
times

*Healthy Eating, Weight Loss and Type 2 Diabetes* received over

**10,000**  
views each

We reviewed and updated one third of food fact sheets with the latest evidence-based, peer reviewed content as part of their three year review cycle

**3 new** food fact sheet topics were developed: *Plant based diets, Iron and Soya and Health*

# Dietitians Week 2017



The BDA's biggest single campaign to raise the profile of dietetics is Dietitians Week, which enters its fifth year in 2018.

In 2017, our theme was Evidence and Expertise, highlighting the importance of an evidence-based approach to nutrition whilst showing that dietitians are the best placed interpreters of nutrition evidence.

We held our own event called "Eat Fact Not Fiction" in Leeds and there was lots of press and social media attention during the week.

## Our social impact included:



Alkaline infographic

**1433**  
likes

**1607**  
shares

**240K**  
reaches

**2000**  
impressions  
on Twitter  
across the  
week

**Almost  
900,000**  
impressions  
on Facebook

**500%**  
increase in  
the use of the  
**#DietitiansWeek**  
hashtag

# Leading in policy and practice



## Access to medicines

The BDA has worked tirelessly on behalf of our members and the whole profession to bring about change to the system managing nutrition borderline substances (NBS). The publication of “Case for Change” succeeded in raising the issues surrounding NBS with key enablers in the Department of Health. Work with stakeholders and lobbying continues locally and nationally.



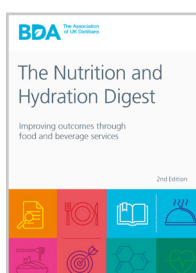
## Policy Statements

This year we have led on the production of policy statements on breastfeeding, sustainable diets and tackling obesity in Scotland. These statements are written by specialist groups or specially formed working groups of members with expertise in the relevant area. Our statements are evidence-based and referenced, and made available to policy makers, the public, media and our members to provide clear statements of our position on a range of important topics.

Over the past year many of our specialist groups have also been involved in influential work which is having a direct impact on dietetic policy and practice, examples include:



**Older People** have contributed to a number of All Party Parliamentary Groups and a number of national consultations on malnutrition and its impact on older people.



**Food Services** have, after a great deal of hard work, published the second edition of the Nutrition and Hydration Digest, which was very well received. The Digest forms part of the statutory food standards for hospitals in England.



**Gastroenterology** have fought to protect the provision of gluten free foods on prescription, including involvement with the national government consultation.



**Obesity, Paediatric and Public Health** continue to be closely involved with the implementation of the childhood obesity plan for action in England and PHE's sugar and calorie reformulation work.



**Mental Health** have updated and refreshed our Position Statement for Dietitians Working in Eating Disorders 2017 to support new or existing specialists in the field of ED. They have also refreshed and updated our Re-feeding Guidelines for the treatment of Anorexia Nervosa: evidence-based clinical guidelines.

# Providing quality resources for practice (PEN)

All BDA members receive unlimited access to the dynamic online PEN system (Practice-based Evidence in Nutrition) – helping dietitians find evidence-based information fast. It gives practical guidance across over 190 nutrition and dietetic-related topics to help apply to dietetic practice.

Over the past year there has been a big increase in PEN engagement amongst the profession. PEN is becoming well recognised and utilised amongst students and dietitians as the tool to support evidence-based practice.

We also continue to visit 15 of the accredited UK universities to support student dietitians in using PEN whilst on practice placement and in supporting their assignments; we add lots of new UK tools and resources to the system; and have an increasing number of dietitians as PEN authors and reviewers.



*The Global Resource  
for Nutrition Practice*



Visit  
[bda.uk.com/pen](https://bda.uk.com/pen)

**28,957**

visits in the first 9 months of  
2018 -

**45%**

increase on the previous year

# Our political impact around the UK

Representing all four nations, here's a snapshot of our key political influencing and campaigning activities during 2017/18.

We have continued to promote the dietetic profession and represent relevant policy areas at various TUC conferences throughout the year. Motions were proposed and accepted into the TUC policy plan on the following subjects: food poverty, mental health funding, promoting and protecting the dietetic profession, and breastfeeding.



NORTHERN IRELAND

## **Northern Ireland Board**

Our Northern Ireland Board developed and launched a 'Call to Action' for the Northern Ireland Executive, the devolved government in Northern Ireland.

The Call to Action sets out four key areas where dietitians believe the Government needs to act to improve the health and wellbeing of the people of Northern Ireland. It was sent out to all Northern Ireland political parties in the run up to the 2017 general election.



## **England Board**

Our England Board has played a direct role in a number of Select Committee and All Party Parliamentary Groups inquiries and sought to influence MPs and Peers on a number of issues – including diabetes, food advertising to children, folic acid fortification of flour and malnutrition.



## **Scotland Board**

Our Scotland Board increased their influence and impact by hosting an exhibition stand at the NHS Scotland Event. An engagement exercise with attendees concentrated on diet and obesity priorities. In addition, two Board members, Ruth Campbell and Joyce Thompson formed part of an expert panel discussion at the conference. All information gained from the event, along with further comprehensive engagement with BDA membership in Scotland, resulted in a robust response being submitted to the Scottish Government consultation, 'A Healthier Future - Action and Ambitions on Diet, Activity and Healthy Weight'.

Our Scotland Board has also contributed to an AHP Federation Scotland event with the Cabinet Secretary for Health and Sport, Shona Robison MSP. The event focused on what AHPs, including dietitians, can deliver and the impact in relation to primary care. The Scotland Board has also secured seats on and attended a range of pertinent Scottish Parliament cross-party group meetings.



## Wales Board

Our Wales Board encouraged dietitians to attend the Welsh Assembly Cross Party groups on matters such as diabetes and obesity.

Welsh dietitians have been supported by the Wales Board to contribute successfully to the Additional Learning Needs Bill and the Welsh NHS Confederation Obesity Strategy – designed to call the Welsh Assembly to 18 points of action.

Other significant political activities have included contributing to the ongoing Health and Social Care review and attending, for the first time, the Annual Welsh NHS Confederation Conference also attended by AMs and the CEOs of the five Health Boards.

We have also strategically influenced policy and decision making, including by the Department of Health and Social Care, Public Health England, Royal College of GPs (RCGP), Health Education England (HEE), Higher Education Funding Council for England (HEFCE), Quality Assurance Agency (QAA), and the equivalent four country stakeholders.

# Forming Alliances

Members demand that the BDA is the proactive voice of the dietetic profession. As we grow our political reach and influence we are increasingly approached to form links and alliances with a wide range of other organisations, professional bodies and charities in order to influence important policy issues. We have done lots of exciting partnership work in 2017/18 including:

-  Working with Obesity Health Alliance on issues relating to childhood obesity in England
-  Working with Obesity Action Cymru on issues relating to childhood obesity in Wales
-  Forming new alliances with the British Obesity and Metabolic Surgery Society, T1 Resources and BAPEN
-  Continuing to work closely alongside colleagues from the other AHPs through bodies such as the Allied Health Professions Federation, in all four nations
-  Working with Royal Colleges and Charities to highlight the need for mandatory folic acid fortification
-  Working on a campaign with Beat Flu, in Wales, to promote the message that severely obese people should get their flu jab
-  Updating our alliance with the Vegan Society, working with our Public Health Specialist Group
-  Proudly endorsed the national campaign STOMP – Stop over-medicating people with learning disabilities and autism.

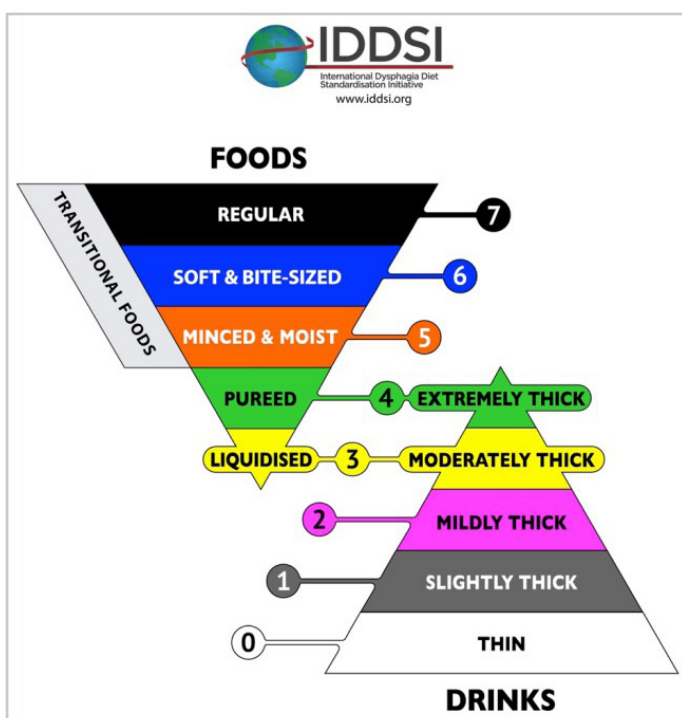
# Collaborative working and patient safety

In 2017, the BDA Council – along with the Royal College of Speech and Language Therapy – announced support for the adoption of the International Dysphagia Diet Standardisation Initiative (IDDSI) framework.

These announcements followed the presentation of extensive work conducted by a multi-professional Expert Reference Group led by dietitians and speech and language therapists.

The adoption of the IDDSI framework aims to improve the safety of patients receiving a texture modified diet and fluids. Where the UK descriptor levels were subjective and liable to variations in texture, the IDDSI framework levels are measurable and able to be applied objectively.

The IDDSI framework is currently being implemented in NHS organisations across England, Scotland and Wales.



# Developing the profession through partnerships

Working with, and influencing, external organisations makes an important contribution to the achievement of our aims and the delivery of our strategic plan.

Our updated 'Guidelines for working with commercial companies' were approved by Council in November 2017. As a measure of continued commitment to this business area we created a new role of Partnership Support Officer.

Two new commercial companies have signed up to become strategic partners in 2017: Alpro and Mead Johnson. We also welcomed three new key supporters: FrieslandCampina Institute, Splenda and Spoon Guru.

## Strategic Partners:



## Key Supporters:



Innovation in Nutrition



UK's favourite essential gluten-free foods



# Improving public health

Our Association is dedicated to leading the profession in the area of public health. Dietitians work on the frontlines, offering their expertise to the public in all kinds of settings. Whether in clinic, hospitals, in the community, the media or elsewhere. Improving public health is vital for the profession. Our Chairman, Siân O'Shea, and Chair-Elect, Caroline Bovey, have made this a priority for their chairmanship, and it will be a focus of Dietitians Week in 2018.

All four nations of the UK have identified improving prevention and public health as key to the ongoing sustainability of health services. Across the UK, there is a growing belief that a greater focus on prevention and public health activity is going to be vital to reduce pressure on the NHS and social care services.

We have continued to support dietitians in responding to local consultations on the prescription of gluten-free foods and infant milk formulae as well as responding ourselves as appropriate. This work raised the profile of dietitians in the treatment of people with coeliac disease as well as infants with cow's milk protein allergy.



Our Public Health Champions register has grown over the year and there are now 50 BDA Public Health Champions.

These Champions come from a wide variety of sectors including the acute and community sectors of the NHS, learning disabilities, paediatrics, freelance and public health. The main role of the Public Health Champion is to support their local dietetic teams to have appropriate, healthy conversations with their patients/clients about lifestyle issues such as smoking, loneliness and physical activity.

In so doing, they can take the opportunity to intervene with brief advice or signposting to local services that can support patients e.g. smoking cessation services, local luncheon clubs, walking groups or gyms. Other health promotion activities may also be carried out by Public Health Champions depending on their role.



# Recognising excellence in dietetics

We recognised the following BDA members for their outstanding contribution to the BDA and wider profession during 2017/18.

## BDA Fellowship Award

BDA Fellowship is the highest honour we can bestow upon a member in recognition of their achievements. It recognises full members who have shown personal commitment and significant contributions to the profession of dietetics; representing the BDA, at a national or international level, in various ways over at least 10 years.

**The following members were awarded a Fellowship in 2017/18:**



**Dr Fiona McCullough**



**Frankie Annan**



**June Copeman**

# BDA Ibex Award

The BDA Ibex is an honour for professional achievement and is awarded to individuals who have shown personal commitment and made significant contributions to the profession either locally or in a specific speciality over a minimum of 5 years. The following members were awarded an Ibex in 2017/18

**The following members were awarded an Ibex in 2017/18:**



**Lisa Cooke**



**Kirstine Farrer**



**Stuart  
Galloway**



**Laura Stewart**



**Alison Culkin**



**Lynne Thomas**



**Helen Ream**

# Building for the future

Dietetics as a profession is changing and the BDA wants to be at the forefront of influencing and leading these changes for the benefit of members and the wider profession. If dietitians wish to maintain their current status as experts in nutrition, they must adapt to and evolve with, the changing healthcare environment, new medical and other technologies, the growing evidence-base for nutrition and dietetics, along with changes in demographics and expectations of service users.

**This section briefly describes how we are building for the future of dietetics.**

# Strengthening our future role, influence and impact

Future  
Dietitian<sup>2025</sup>

RESEARCH  
WITH  
PLYMOUTH  
UNIVERSITY

How can dietitians strengthen their future role, influence and impact?

This was the question posed by the research team from Plymouth University when dietitians, patients, the public and commissioners were challenged to design the future of the profession.

The BDA commissioned research was published in September 2017 and demonstrated to the world that registration as a dietitian is a passport to a world of opportunities.

The key themes of professional identity; strong foundations, creating structure and direction for the profession; amplifying visibility and influence; embracing advances in science and technology and career advancement and emerging opportunities set an exciting direction for the future profession and are now forming the basis of activity across the BDA.

*(Hickson M., Child J. & Collinson A. (2017) Future Dietitian 2025: informing the development of a workforce strategy for dietetics. J Hum Nutr Diet. 31,23-32 <https://doi.org/10.1111/jhn.12509>)*



# New opportunities to build influence and improve public health



We were delighted to be chosen as the preferred organisation to take over two important programmes from the Children's Food Trust (CFT), which sadly closed its doors at the end of September 2017.

The transfer ensures that Let's Get Cooking and The Learning Network will continue to be delivered, creating a positive legacy for the charity and providing a further opportunity for us to improve children's health through helping them develop cooking and nutrition skills for life.



# BDA Work Ready Programme

## building healthy workforces



The BDA Work Ready programme was created as a result of our Chairman's theme of 'workplace health'. Now in its third year, the programme has gone from strength to strength. More dietitians have become licensed Work Ready dietitians and are able to deliver quality nutrition advice in workplaces across the UK. We now have 42 active license holders amongst the 90 accredited dietitians.

The programme has increased recognition with major corporate brands, such as BT, TUI, and Boots; as well as with public bodies and awards, such as the Healthy Living Award in Scotland and the NHS, all of which has increased leads for work ready dietitians.

This year we have promoted Work Ready dietitians as the experts in workplace health and wellbeing through research and articles published through the Work Ready website and social media channels in areas including: shift work, supporting women in the workplace and hydration.

**bdaworkready.co.uk**  
(new website launched Oct 17)  
has already been viewed by

**+1,300 users**

**@BDAWorkReady** Twitter has

**+1,100  
followers**

# Promoting the profession at external events

In order for dietitians to be seen as nutrition experts now and in the future, we attend a number of public and industry-relevant conferences and exhibitions in order to promote dietetics, our members, the BDA and the work of our specialist groups and branches.

This activity will help shape the profession's future, keeping dietetics in the public eye and within the wider healthcare arena.

Without the support of members we would not be able to promote the profession so highly.

**Here's a snapshot of some of the events we attended around the UK this year:**



**Diabetes UK  
Professional  
Conference,  
Manchester**

Attended  
by Diabetes  
Specialist  
Group with  
support from  
students at  
University of  
Chester and  
Leeds Beckett  
University.



**Health and  
Wellbeing  
at Work,  
Birmingham**

Attended by  
volunteers from  
Work Ready  
accredited  
dietitians and  
Coventry  
University.



## **Primary Care and Public Health, Birmingham**

Promoted the role of dietitians in the areas of primary care and public health.



## **BBC Good Food Show, Birmingham**

Dietitians and student volunteers provided evidence-based advice to the public.



## **New Scientist Live, London**

Dietitians and student volunteers from across the UK promoted the science of dietetics.



## **Royal College of Practitioners (RCGP) Annual**

## **Conference & Exhibition, Liverpool**

Promoted the crucial role of dietetics to support GP's.



## **Food Matters Live, London**

Provided evidence-based advice and promoted work of dietitians.



## **International Sport + Exercise Nutrition Conference, Newcastle**

Attended to promote the Sport & Exercise Nutrition Register (SENr).



## **BAPEN, Birmingham**

Parenteral and Enteral Nutrition Specialist Group attended on behalf of BDA.

# Specialist Groups and Branches

## focusing on the future

Improving our ability to support members in clinical specialisms and regional branches is essential to supporting an effective profession.

We support our local branches to develop regional networks for BDA members to access CPD and networking opportunities with dietetic peers in their local area.

We support and empower our Specialist Groups to lead the profession in their specialist area, producing new member resources, running events and developing policies whilst also promoting their specialism externally. This vital external focus also helps us influence other professions and organisations. We have developed a new range of services to allow our groups and branches to do just this and we aim to expand this further in the coming years.

Our 17 specialist groups are committed to developing dietetics in their specialist areas through various projects that will help to shape and influence these dietetic specialisms.

### Some examples from 2017/18 include:



#### Diabetes

worked with Diabetes UK to update and publish the Diabetes Nutritional Guidelines.



#### Public Health

developed BDA policy paper on sustainable food & scoped the need for a sustainable food toolkit based on it.



#### HIV Care

continued to develop national standards of care for people living with HIV.



#### Neurosciences

collaborated with the Motor Neurone Disease Association to produce dietetic guidelines.



## Critical Care

continued their collaboration with the Intensive Care Society (ICS) and the Faculty of Intensive Care Medicine (FICM) on the development of a generic framework for AHP's working in critical care.



## Parenteral & Enteral Nutrition

updated their Pocket Guide to Clinical Nutrition and will further develop the guide once launched. Began developing competencies for dietitians working in parental and enteral nutrition.



## Renal Nutrition

published the renal dietetic competency frameworks and appraised resources available for kidney patients. The group has developed several patient resources covering low potassium and have worked with Kidney Care UK to develop patient resources including 'How can a Dietitian help me?'



## Paediatric

collaborated with the BDA and breastfeeding group to publish the BDA's position statement on breastfeeding. They updated the breastfeeding fact sheet and are working with UNICEF to develop a joint training course on breastfeeding and practical skills for dietitians. A code of conduct for interactions of HCP's working with manufacturers of products for use in infant and paediatric nutrition is in development with the Food Allergy Specialist Group. The also continue to run the clinical modules for the MSc in Advanced Professional Practice in Paediatric Dietetics which has become essential to dietitians working in paediatrics.



## Oncology

has started development on a tier one education programme which is designed to support the workforce.



## Mental Health

commissioned an Education and Training scoping project to map out current provision – with a view to working in collaboration with a HEI to provide formal CPD opportunities for Dietitians working in LD and MH.



## Obesity

published Obesity Intervention guidance and has supported member research into the 'the BEYOND weight loss maintenance study'. The group continues to be involved in the Public Health England sugar reduction programme.



## Freelance

delivered a successful first marketing course, supporting freelance dietitians to set up their businesses and learn about modern marketing methods. They also developed an online version of their 'Starting Out as A Freelance Dietitian' course.



## Older People

in conjunction with the BDA produced a submission for the All Party Parliamentary Group for Ageing and Older People and provided a submission to the Senedd Finance Committee on the Cost of Caring for an Ageing Population inquiry.



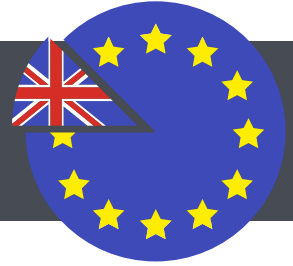
## Food Allergy

worked on guidance for allergy prevention in infants at higher risk of food allergy – information which will be publicly available to parents/ caregivers and HCPs. They also discussed how to contribute to our Let's Get Cooking programme in schools – using expertise within the group to provide recipes and information to support allergen free cooking.



# Future overseas impact

## The impact of Brexit



As part of planning for an uncertain future with Brexit, one of our concerns is around food regulation and what this may look like in the coming years. To be at the forefront of this, the BDA is taking the lead on identifying the opportunities, alongside other nutrition bodies like the Nutrition Society and the British Nutrition Foundation. In 2017/18 we held a workshop to help agree policy and strategy for negotiating food regulation policy post Brexit.

## Supporting the workforce of the future



One of the key changes to undergraduate training is the expansion of non-clinical placements outside the NHS. The BDA has supported this drive by offering a two-week placement for two dietetic students at the BDA office in 2017/18. The placement covered aspects of social media, communication skills and public health.

The dietetic proposal for the development of the Dietetic Apprenticeship route of entry to the profession was accepted last year, and work has continued with the trailblazer group to draft the dietetic specific occupational standards. The BDA also worked with the other AHP professions to develop the advanced apprenticeship standard.

# Developing dietetics internationally

We continue to work closely with our dietetic colleagues in Canada and Australia on Global PEN. This, in turn, has improved our profile in other countries including most recently Mexico – where we took part in a seminar exploring the future opportunities for the profession.

We are members of European Federation of Associations of Dietetics (EFAD) and International Conference of Dietetic Associations (ICDA), and several UK dietitians are active in the EFAD specialist dietitian networks which promote high standards of specialist practice across Europe.

We are also often approached to offer advice and support to other dietetic associations overseas looking to learn and develop from the BDA. Our influence and reach continues to attract dietetic professionals overseas keen to become an international member of a reputable dietetic professional body.



EUROPEAN  
FEDERATION OF  
THE ASSOCIATIONS  
OF DIETITIANS

