



The Association  
of UK Dietitians

# Strategic Plan 2015-2018

**The British Dietetic Association (BDA) is the professional body and trade union for dietitians, support workers and dietetic students across the UK. We also have nutritionists and others with an interest in food, diet and nutrition as members.**

As the professional body, we set high standards of practice, care and delivery. We are dedicated to improving the health of all four nations, through our members while also, and empowering our members to help raise the profile of the BDA, dietetics and the important role dietitians play in all aspects of health and, nutrition and diet.





The **2015-2018  
BDA Strategic  
Plan** builds on the  
successes of the  
previous Strategic  
Plans, to support  
our members  
and advance the  
profession.

The purpose of the BDA is to promote  
health and wellbeing by:

**leading** the profession

**educating** healthcare professionals and the public

**advancing** science and practice, and

**developing** and **influencing** policy







## Our Vision

**To ensure that UK dietitians are recognised as leaders in diet and nutrition matters in the following key areas:**

Improving the health of the UK

Service commissioning  
and capacity of the health service

Public, private, industry and  
education sector services

Policy formulation and delivery

Planning and improvement of health services

The media



# Introduction

**In today's National Health Services our profession faces some extraordinary challenges. I believe it is essential for us all to work together so that we continue to drive the demand for our profession and ensure that our stakeholders acknowledge us as a credible and visionary profession.**

This new BDA Strategic Plan illustrates how we will do this by supporting our members, by providing leadership for the profession and building a sustainable professional future. To be successful we will need engagement from our members and we ask that you support this plan; that you share our vision so that together we can improve the nutritional health and wellbeing of our population.

We are stronger together, and thus more than able to face the changes demanded of us now and in the future.

***Sian O'Shea, Honorary Chairman***



**This is the fourth Strategic Plan that I have been able to deliver for the BDA and I am delighted that we have achieved so much success in the last few years.**

This is largely as a result of our strategic and co-ordinated approach, our ability to adapt and change, but to also deliver huge gains in difficult times. Change is a constant feature of our lives but our Strategic Plan allows us to continue to drive forward towards a vision we all share for the BDA. We have significantly raised our profile both in the UK and overseas, expanded the knowledge base of the profession through PEN and we are seen by our sister organisations as innovators and leaders in health care. We also have an growing increasing number of members in key and strategic roles and we continue to grow and have influence in the areas build the influence that our members, rightly, expect.

I am confident that this fourth Strategic Plan will allow us flexibility to adapt in a world of change.

***Andy Burman, Chief Executive***





# Aims

Supporting  
our members

Leading  
the profession

Building  
for the future



## Supporting our members

**BDA members face constant changes making it hard for them to deliver innovative and effective health and social care services, as well as fulfilling their professional roles.**

We will: keep members up to date with the latest news in dietetics and wider healthcare; help them to develop and change policies and guidelines; enable them to deliver the best possible services, which provide cutting edge, high standards of practice, care and delivery.

To achieve this, the BDA will communicate and engage with our members, using all conventional and new means of communication.





## Strategic aim 1: Supporting our members

## The BDA will:

Provide expert advice, support and trade union representation to members.

Support members to deliver innovative, transformational nutrition and dietetic services in an ever- challenging world.

Empower our members to be ambassadors for the profession; raising the profile of the BDA, dietetics as a career, dietetic services and themselves as individual, autonomous practitioners.

Develop and share professional standards, guidelines and employment information, which allows members to deliver high quality, evidence- based nutrition and dietetic services.

Support a wide range of clinical practice areas through the work of Specialist Groups, targeted education and training, and a variety of publications and resources.

## Leading the profession

**While health and social care continues to change during difficult and challenging times, the BDA will provide leadership support and skills, enabling our members to engage locally and nationally: to build on our past successes of effective collaboration; and to ensure our impact and reach continues to grow.**

As an organisation we are committed to achieving all these aims with the ongoing commitment and input from our members, partner organisations and staff.



## Strategic aim 2: Leading the profession

### The BDA will:

Be the voice of the profession in all four home nations.

Promote the unique selling points of both dietitians and the profession.

Work with all organisations, which promote sound, evidence-based messages on food, diet and nutrition.

Support our members to be leaders.

Influence policy development to commission and develop a dietetic workforce fit for the future.

Promote evidence-based practice and support audit and research in the field of food, diet and nutrition.



## Building for the Future

**The BDA will represent its members  
and advance the practice of dietetics.  
It will be fit for purpose and be capable  
of growing and quickly adapting  
to future demands.**

It will maintain and develop a resilient and flexible business model within an environment where the ideas and, skills and capabilities of staff and members are listened to and supported.



## Strategic aim 3: Building for the future



## The BDA will:

Adapt to support and promote the development of the profession.

Manage its resources robustly, identifying new income opportunities and mutually beneficial partnerships.

Develop the potential for recruiting new members/membership categories and support the current membership.

Manage and develop career frameworks including the pre-registration curriculum, ensuring all practitioners in the dietetic workforce are equipped to meet the challenges of the future.

Review, maintain and develop standards for practice, which reflect new ways of working and a changing evidence base.

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