

The British Dietetic Association Strategic Plan 2009-2012



Strategic Plan 2009–2012

Introduction

The 2009-2012 Strategic Plan builds on the outcomes delivered in the 2005-2008 Plan to enable us as an association to be best placed to support the members and to lead the profession through rapidly changing times. In delivering this next Strategic Plan the Association needs to be clear in its purpose.

Vision

Our Vision is to ensure that UK dietitians are recognised as:

- i) leaders in the development, application and translation of the dietetic & nutrition-related evidence base, who through practical guidance enable the consumer to make positive health changes.
- ii) leaders in healthcare involved in service change, improvement and delivery.

Mission

The British Dietetic Association, established in 1936, is the professional association for dietitians and strives to improve the health of the nation by supporting our members to promote good food and nutrition.



The purpose of the BDA is:

1. to advance the science and practice of dietetics and associated subjects;
2. to promote training and education in the science and practice of dietetics and associated subjects;
3. through the BDA Trade Union to maintain, develop and promote the interests of its members through negotiations with their employers on issues related to pay and job security and terms and conditions of employment.

Dietitians and the wider dietetic workforce (such as dietetic support workers and pre-registration students) believe in the importance of health to the success and development of our communities.

The dietetic workforce will:

- protect and support the health of individual service users.
- protect and support the health of the wider community.
- justify the trust and confidence of the public.
- uphold and enhance the good reputation of the profession.

BDA Code of Professional Conduct (2008)



As independent autonomous practitioners, dietitians are personally accountable for their practice. This means that dietitians are answerable for their own actions and omissions.

Dietitians have a duty of care to their service users, who are entitled to receive safe and competent care.

Dietitians must adhere to the laws of the land in which they are practising.

"Registered Dietitians (RDs) are the only qualified health professionals who assess, diagnose and treat diet and nutrition problems at an individual and wider public health level. Uniquely, dietitians use the most up-to-date public health and scientific research on food, health and disease, which they translate into practical guidance to enable people to make appropriate lifestyle and food choices. Dietitians are the only nutrition professionals to be statutorily regulated and governed by an ethical code, to ensure that they always work to the highest standards. Dietitians work in the NHS, public health nutrition, private practice, industry, education, research, sport, media, public relations, publishing, Non Government Organizations and government. Their advice influences food and health policy across the spectrum from government to local communities and individuals."

BDA Council, 2007



The title 'dietitian' can only be used by those appropriately trained professionals who have registered with the Health Professions Council and whose details are on the HPC web site.

All four UK Governments have made pledges relating to food, nutrition and health. In addition, health departments have made commitments to improving health service waiting times and access to health care professions. The dietetic workforce is essential to making change happen in hospitals, care homes and the wider community. Many of the Governments' plans rely on a dietetic workforce within and outside the NHS if they are to be delivered effectively.

The BDA is a membership organisation and therefore must engage, foster and nurture membership involvement. The roles of the Specialist Groups and Branches are integral to the delivery of the Vision and Strategic Plan.

The Association also protects individual membership by the provision of public liability insurance and Trade Union representation and guides members on safely and competently advancing and extending professional roles.

The Strategic Plan is divided into six key themes with strategic activities identified which then need to be operationalised. This is a significant change to ensure the Association can remain as flexible and adaptable as possible to meet the changing environments in which the membership works.



The Six Key Themes of the BDA Strategic Plan

The Strategic Plan is made up of the following six key themes:

- 1. Members Support and Protection**
- 2. Governance Structure**
- 3. Promotion and Improvement of Professional Practice and Standards**
- 4. To work in partnership with the membership, government agencies, other health care professionals, the nutrition workforce and appropriate stakeholders**
- 5. To promote the work of the membership through working in partnership with external media**
- 6. Recording Improvement**



1. Members Support and Protection

AIM: To ensure members are supported and empowered to deliver safe and effective dietetic care within their work environments.

The Association will:

- Maintain a vision, identity and standards for the profession.
- Develop Trade Union activities to provide protection and support for all employment issues.
- Ensure the pre-registration nutrition and dietetic curriculum maintains relevance to ensure dietitians of the future are fit for purpose
- Provide individual profession-specific advice and support
- Provide advice on continued development and competence to practice
- Lead the strategic direction of the dietetic profession
- Enhance communication in the broadest sense – internal and external
- Provide appropriate professional indemnity insurance



2. Governance Structure

AIM: to have a lean, efficient, flexible and cost effective Association that can meet the needs of the members and uphold and enhance the good reputation of the profession and responds in a timely manner.

- Continue to support an Association which values its staff and the attributes they have.
- Establish risk management as an integral part of Association processes and procedures.
- Ensure that the Association has secure financial management and probity
- Provide value for money membership
- Improve two-way communication between the membership and the Association.
- Ensure that strategies in communication promote and support the work of the membership and development of the profession.
- All work streams will have clear deliverable action points which are clearly monitored and success identified.
- Be aware of developments in government policy to ensure that the Association is fit to meet the needs of an ever-changing membership.



3. Promotion and Improvement of Professional Practice and Standards

AIM: to lead, develop and further advance dietetic professional practice

The Association will:

- Provide guidance to ensure safe and effective dietetic practice
- Lead the pre-registration education of dietitians through the development of curriculum and the quality assurance of dietetic programmes
- Lead the continuous professional development of qualified dietitians in every scope and sphere of practice
- Identify workforce & career developments to promote, advance and develop the profession
- Lead the research agenda for the dietetic profession through the development of research capacity and comprehensive research involvement to result in high quality research with the aim of advancing dietetic practice
- Embrace the opportunities that devolution brings



4. To work in partnership with the membership, government agencies, other health care professionals, the nutrition workforce and appropriate stakeholders

AIM: to develop partnerships which will assist the Association in the delivery of its strategic themes.

This will be through:

- The development of a clear, measurable Communication Strategy to ensure effective internal and external communications which will ensure intelligence gathering and influencing opportunities.
- The development of a Food and Health Policy Framework
- The work of the BDA Boards and UK Boards including the development of an English Board



5. To promote the work of the membership through working in partnership with external media

AIM: To see that the dietetic voice is recognised as the expert voice in nutrition-related health topics, issues and concerns.

The Association will:

- Promote excellence in dietetic practice
- Turn weaknesses to strengths
- Promote the results of Nutrition & Dietetic Research and the evidence for dietetic interventions
- Broaden and develop communication networks and partnerships
- Direct a substantive media campaign
- Continue to raise the dietetic profile in the media
- Capture the moment through being proactive and using good intelligence
- Uphold and enhance the good reputation of the profession
- Promote the positive effect dietitians have on the health and wellbeing of the population, communities and individuals



6. Recording Improvement

AIM: to continually learn and improve and to remain leaders

The Association will deliver this through:

- Putting in place a holistic improvement cycle which will incorporate members, staff and partnership organisations or individuals views and comments
- The management of Health & Safety
- The management of risk at all levels
- Appropriate governance structures
- Ensuring effective communication with staff, members and others to demonstrate transparency and celebrate successes
- The provision of solutions when achievement falls short of goals



The British Dietetic Association
5th Floor Charles House
148/9 Great Charles Street Queensway
Birmingham B3 3HT
Tel. 0121 200 8080
Fax: 0121 200 8081
email: info@bda.uk.com
www.bda.uk.com

