



# THE BRITISH DIETETIC ASSOCIATION

*The Professional Association for Registered Dietitians*  
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# M e d i a R e l e a s e

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## **British Dietetic Association launches media hotline**

**0870 850 2517 \*\*\* 0870 850 2517 \*\*\* 0870 850 2517**

The British Dietetic Association is launching its first-ever media hotline targeted at journalists and other media professionals. It will be available from **Monday January 16<sup>th</sup> 2006** and will provide a 'one-stop shop' to journalists looking for a quick response to topical food and nutrition issues.

The new phone line will hook up journalists directly with a media officer, who is also a registered dietitian, for the latest dietary and nutritional news, information and interview opportunities. They will also comment on current health topics affecting dietetics and nutrition and will be able to give a dietitian's opinion on relevant news stories.

Pippa Rimmer, Head of Communications at the BDA, says: "The new hotline is the first in a series of developments that we're working on in order to improve our overall communications with the media. Now, journalists will have quick, fingertips access to one of our media dietitians, without having to go through any other channels. Our new phonenumber will make the journalist's job more time-efficient as well as allowing us to streamline our communications methods."

The new hotline will also be launched on the BDA website ([www.bda.uk.com](http://www.bda.uk.com)). It will also supplement the current PR enquiry email service, [pr@bda.uk.com](mailto:pr@bda.uk.com), which deals with non-urgent press and media requests.

The BDA's team of media officers (paid and voluntary) are all registered dietitians with extensive media experience, whether giving quotes over the phone or participating in live TV interviews.

The BDA's media hotline will open from 9am until 5pm, Monday to Friday. Currently, out-of-hours calls are serviced via a 24-hour answer machine and the hotline does not currently provide an overnight or weekend service.

Ends

**Website: [www.bda.uk.com](http://www.bda.uk.com)**

## **Notes to Editors**

1. The new hotline number is **0870 850 2517** and replaces all previously issued numbers so journalists are asked to amend their records accordingly.
2. Non-urgent email queries can be sent to [pr@bda.uk.com](mailto:pr@bda.uk.com)
3. The British Dietetic Association, founded in 1936, is the professional association for registered dietitians in Great Britain and Northern Ireland. It is the nation's largest organisation of food and nutrition professionals with around 5,700 members. About two-thirds of members are employed in the National Health Service. The remaining members work in education, industry, research, sport settings or freelance.
4. **Registered dietitians hold the only legally-recognisable graduate qualification in nutrition and dietetics.** They are experts in interpreting and translating the science of nutrition into practical ways of promoting nutritional well-being, disease treatment and the prevention of nutrition-related problems. Their advice is sound and based on current scientific evidence.
5. Registration, awarded by the Health Professionals Council, is an indication that a dietitian is fit to practise and is working within an agreed statement of conduct.

For further details about the British Dietetic Association, please visit our website: [www.bda.uk.com](http://www.bda.uk.com)