



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

Embargoed until Thursday 16 June 2005

THE BRITISH DIETETIC ASSOCIATION AWARD

Birmingham-based dietitian Cynthia Grisenthwaite will be awarded the prestigious Partners in Active Continuous Education Award at The British Dietetic Association Awards Ceremony on 15th June in Cardiff. This award is to be presented to Cynthia for an innovative, flexible nutrition education programme, addressing the problem of undernutrition in residential care homes.

Community dietitian Cynthia has worked in Birmingham for over 14 years, and has been working with residential care homes for over two years. She is passionate about improving the nutritional well-being of people living in residential care.

Says Cynthia: *"The aim of the educational programme we have developed is to reinforce the use of the Birmingham-developed nutrition screening tool, and to establish the principles of using foods, rather than relying mainly on supplements, to improve residents' nutritional intakes."*

"Food is so important within the essence of care and can really improve people's quality of life; if people are undernourished, their quality of life is poor. Care standards, enforced by care inspectors, include the use of nutritional screening and this was the driver for the education programme we have developed. The education pack explains why nutrition screening is important and teaches nursing and residential care staff how to go about it."

On receiving this award, Cynthia expressed her delight and said *"It has been inspirational working towards the development of this educational pack and to see that it could make a real difference."*

Ends

Notes to Editors

1. The British Dietetic Association Awards ceremony will be held on Wednesday 15 June 2005 at The Thistle Hotel, Cardiff.
2. Further information on the conference and the awards ceremony is available from:
Dr Frankie Phillips National PR Officer, The British Dietetic Association.
Tel: 01626 362473, Mobile: 07958 715222, e-mail: pr@bda.uk.com
3. **pace (Partners In Active Continuous Education)** is a partnership between Queen Margaret University College, Edinburgh, Nutricia Ltd and healthcare professionals. The synergistic effect of this partnership permits the development, production and delivery of quality education products in nutrition that meet the individual needs of learners working in healthcare. The hallmark of pace learning materials (paper-based or electronic) is that they are designed to be interactive, optimise learner experience to improve patient/dient care and allow learners to work at their own pace. www.qmuc.ac.uk/pace
4. 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 over 5,000 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.

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.

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

June is Weight Wise at Work month
Choose Healthy Work Habits

www.bdaweightwise.com: