



THE BRITISH DIETETIC ASSOCIATION

The Professional Association for Registered Dietitians

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Media Release

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For immediate release

New body to drive the dietetic profession forward in Wales

Bwrdd Cymru - the Welsh Board of the British Dietetic Association (BDA) - is being officially launched today (7 November) at the Senedd.

Hosted by Edwina Hart, the Minister for Health and Social Services, Bwrdd Cymru will establish a focus for all BDA activity in Wales as well as provide a stronger voice for dietitians in Wales.

With talk of an obesity crisis and increasing levels of other diet related health problems, such as diabetes, malnutrition, occurring among the population, Bwrdd Cymru has a key role to play, working in partnership with other organisations, to help improve the health and quality of life of the people of Wales.

Key priorities for Bwrdd Cymru include:

- **Improving Public Health** – including, developing community development initiatives to address nutritional issues, food in schools, increasing access to safe, affordable healthy food choices for all, food labelling and food advertising.
- **Supporting Chronic Disease Management** – by playing a key role in promoting and enabling independence and self care for the people in Wales through treatment, education and rehabilitation programs.
- **Improving Hospital Food** – by leading in the implementation of improvements to food services across Wales.
- **Developing the Dietetic Workforce** – by working in partnership with key stakeholders in Wales and the wider professional body to develop a workforce that is flexible, has a defined career pathway and makes best use of all skills and addressing the availability of dietetic posts in Wales for new dietetic graduates.

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The Health and Social Services Minister, Edwina Hart says: “The establishment of Bwrdd Cymru is an important step in improving the health of the people of Wales. Nutrition is the cornerstone in the management of many chronic diseases such as obesity, diabetes, respiratory conditions and coronary heart disease. So it is important that dietitians and other agencies work together to achieve the tough public health targets set.

“The Welsh Assembly Government is committed to improving the diet of Wales. Last month, we launched the Welsh Food Debate, which is the first and biggest consultation of its kind in any of the four UK home countries. It is aimed at giving the public a chance to help shape the way food is produced, supplied, marketed and consumed in Wales.”

Siân Burton, Chair of Bwrdd Cymru, added: “Dietitians work in a variety of fields including, hospitals, primary care, education, industry, research, sport settings and as freelancers, they are ideally suited to lead in the implementation of improvements to diet and nutrition across Wales for the benefit of the population in Wales.”

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Media enquiries to The British Dietetic Association should be directed to our media hotline on 0870 580 2517 or pr@bda.uk.com.

Notes to Editors

1. 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 6,000 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.
2. Registered dietitians hold the only legally-recognised graduate qualifications 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.
3. Registration, awarded by the Health Professions 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 websites: www.bda.uk.com, www.bdaweightwise.com, www.teenweightwise.com.