



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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DIETITIANS CHALLENGE JAMIE OLIVER TO PASS THEIR WORK ON

Hot on the heels of Jamie Oliver's latest mission to improve the eating habits of Rotherham in his new TV series 'Jamie's Ministry of Food' and his 'Pass It On' campaign, the British Dietetic Association (BDA) is challenging Jamie to engage with dietitians who have been using these techniques for years!

Dr Frankie Phillips, registered dietitian and BDA spokesperson said: "What Jamie is doing is great, and the celebrity interest could help dietitians to reach even more vulnerable communities, encouraging people to prepare simple recipes that aren't often found in the glossy celebrity books – foods that families will find cheap, quick and easy to make, whilst making a vital contribution to improving nutrition and health.

"For years, dietitians have been leading hands-on practical cooking classes with small groups in at risk communities across the UK, reaching out to thousands of people every year. Dietitians have evaluated these projects to show that they do actually work. However there is no doubt that much more is needed."

The BDA agrees that there is a real need to do even more to empower people to feel confident that cooking healthy, nutritious food is something that can fit into everyday life.

Dietitians across the UK have been carrying out such work for many years to improve cooking skills and consequently improve the nutritional status of families and communities. 'Cook and eat' sessions are typically run free of charge and encourage people to cook healthy meals by trying it out first in small groups and then eating together. Some also include participants' children, and seeing them actually eating the food gives parents confidence that it's worth trying again at home!

Dr Jackie Loach, Principal Dietitian, Public Health, Bradford Teaching Hospitals Trust and Chair of the Community Nutrition Group of the BDA said: "Dietitians started running cook and eat sessions in Bradford in the early 1990s and the approach has developed a life of its own. We now provide accredited training for 'cook and eat' group leaders. All those involved have found that learning to cook together not only enables people to eat better, but is a great way of bringing people together in communities and building peoples' confidence –all things that are particularly important in areas where life can be tough.

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“Dietitians have the perfect mix of skills to lead activities just like those Jamie has done in Rotherham, using their expert knowledge of food and applying it to local community settings, using locally sourced ingredients and culturally appropriate recipes.”

As well as running sessions, dietitians also often provide resources for others to learn to lead cooking groups (for example, resource packs and accredited training for cook and eat group leaders). The BDA also encourages communities to seek out and work with their local dietitians.

The British Dietetic Association now calls on Jamie Oliver and his team to use his personality power to highlight all areas around the UK where ‘Pass it on’ type activities, where people share their cooking skills, are already ongoing and encourage more, linking into his website to help people to access activities local to them.

Media enquiries to The British Dietetic Association and requests for interviews should be directed to our media hotline on 0870 850 2517 or pr@bda.uk.com.

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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 nearly 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-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.