

Press Release



For immediate release

PROTECT...PROMOTE...DEVELOP

29 November 2011

www.senr.org.uk - website

[@SENregister](https://twitter.com/SENregister) - twitter

The Sporting Elite Come Out to Support New Sport Nutrition Professional Register

Olympic athletes and elite sportsmen and women across the UK no longer have to be concerned if the nutritional advice they are given is legitimate and based on science, rather than science-fiction.

The official launch of a new register for nutrition professionals working with elite athletes, called the Sport and Exercise Nutrition Register (SENr) takes place:

**Thursday 1st December 2011 at The Royal Society of Public Health,
28 Portland Place, London, W1B 1LY, at 3.00pm.**

SENr has been specifically created to accredit qualified and experienced individuals who work as sport and exercise nutritionists with performance-orientated and elite sportspeople. This category of registrant will be eligible for Full Registration, while those who have undertaken studies in this area of work and aspire to work at the highest levels in sport and exercise nutrition will be eligible for Graduate Registration.

This industry long-awaited, and long-needed register has been developed and created in partnership between the UK's leading association for dietitians, The British Dietetic Association, and the British Association of Sport and Exercise Sciences, with the support of UK Sport.

With the who's who of the sports world attending on the 1st December, including Olympic London 2012 officials, former Olympic gold medallists, politicians and key figures from the world of sport, they will all be supporting SENr's key objectives, which are to:

- PROTECT athletes and sportspeople, ensuring the sport nutrition advice they receive is evidence-based;
- DEVELOP the professional individual Registrant and wider profession;
- SET professional standards and education;
- PROMOTE Registrants and the profession to the public and prospective employers.

Speaking ahead of the SENr launch, renowned London Wasps rugby union player, Tom Rees, who is also speaking at the launch on the 1st December, said:

"As a professional sportsman, nutrition has played a vital role in allowing me to perform at the highest level, be it training, competition or recovery from either. During my career a huge amount of trust has been placed in those giving me advice on my nutritional programme, so to know there is now a register for sports nutrition professionals is great news. It means that elite athletes can be sure that the advice they are receiving is not just safe but also backed up by sound scientific evidence"

Also commenting ahead of the launch, SENr Chairman, Clyde Williams OBE, added:

"Registered sport and exercise nutritionists play a vital role in ensuring our athletes and sportspeople are maximising their performance by providing evidence-based advice and support. As we enter our Olympic year 2012, this is more important than ever for the many competing athletes and sportsmen and women.

"Diet and nutrition significantly affect sport performance. What an athlete drinks and eats before, during, and after training not only affects health and body composition but also physiological adaptation and recovery from the effects of the training programme. Carefully planned and practised nutrition strategies can enable an athlete to maximise performance during competition. There is therefore a growing need for sound advice on sport and exercise nutrition, across a wide-spectrum from amateur to elite professional levels within sports and SENr fills this massive gap in the market."

Dr Judith Bryans, Chief Executive Officer of SENr founding partner, The Dairy Council, said:

"Over the last eighteen months we've become increasingly aware of the thirst for knowledge that young sportspeople and those who work with them have for good quality sports nutrition information. At the same time, we've become aware of the difficulties they have in knowing whether the information they're receiving is of a good quality. We are happy to support the SENr, which we believe will progress the profession and help ensure that sports people can identify properly qualified individuals when seeking nutrition advice"

In addition to rugby union player, Tom Rees, making a keynote speech at the SENr launch, various other speeches and presentation will be made to the attendees at the event.

For more information on SENr and to find a Registered Sport and Exercise Nutritionist, visit www.senr.org.uk.

ENDS

**For more information / interview requests, please contact the BDA Press Office on
0870 850 2517**

Notes to the Editor:

- SENr is a voluntary register designed to accredit suitably qualified and experienced individuals who have the competency to work autonomously as a Sport and Exercise Nutritionist with performance orientated athletes, as well as those participating in physical activity, sport and exercise health. The SENr outlines professional standards and competences for Sport and Exercise Nutritionists. In so doing it guides the development of the profession's curriculum, provides career development pathways for aspiring Sport and Exercise Nutritionists and promotes the recognition of registered individuals as professionals within a valued specialism.
- Registered Sport and Exercise Nutritionists are uniquely qualified to translate the science and evidence base of nutrition into credible advice for sportspeople. A registered Sport and Exercise Nutritionist, as part of the multi-professional performance team, enables athletes to improve their performance effectively. Using a registered Sport and Exercise Nutritionist gives quality assurance for athletes.
- 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. More information can be found at www.bda.uk.com.
- The British Association of Sport and Exercise Sciences, established in 1984, is the UK professional membership body for all those with an interest in the science of sport and exercise. More information can be found at www.bases.org.uk.

- Registration with SENr can provide more than just a 'badge' to enhance professional image. SENr registration will mean:
 - competencies which describe the knowledge and skills of good practise in sport and exercise nutrition have been met;
 - recognised and approved qualifications are held;
 - members are fully committed to ongoing professional development;
 - a professional code of conduct is being followed.