



BDA Impact report

2015-2018

Chief Executive's Welcome

Reflecting back on my welcome to the last Impact Report, I had anticipated us moving to over 8,500 members and, in this report, I can gladly report we are now over 9,500 members and moving towards 10,000.

I think this is testament to the steady and resilient growth of the BDA through all that we do: in raising our profile nationally and internationally; through our business development strategy; in our effective use of member resources; and in our ability to be agile and responsive to what members ask of us.

The BDA has carved out a leadership role within the health associations sector and the wider associations sector generally. Our impact in the media, in policy development and more widely, shows that we have listened to our members – raising the profile of the profession and the BDA. With our award-winning staff team, we have shown that we have not only grown our membership, but also taken great leaps since 2015 and can look forward to even greater change in the coming years. This is possible because of the ambitions and objectives of our Council, our members and our staff teams.



Chairman's Foreword

Membership is at an all time high and continues to grow year on year whilst we also continue to demonstrate excellent retention rates. We continue to see that the impact of the BDA remains high and is evidenced at local, national and international level.

Members' expertise is recognised in an extensive range of roles including affecting strategic advances, policy development and leadership across a wide range of political and health and social care environments and across public, private and third sector agencies. In an increasingly crowded market, our spokespeople, supporters and allies, including Honorary President Lord Balfe, have advocated for the expertise of Dietitians. This has directly increased our impact and in doing so, further raised the profile of the profession.

Every year we celebrate the profession with Dietitians Week, a campaign which continues to grow and has considerable impact beyond the campaign week itself. Members approved significant changes to the Memorandum of Association, including changes to the way that Council Directors are selected. These noteworthy changes will ensure that the Association becomes even more agile and responsive to the changing environment and to emergent areas in Nutrition and Dietetic practice.



Supporting our
members

Leading the
profession

Building for
the future

Supporting our members

Strategic Aim:

BDA members face constant changes making it hard for them to deliver innovative and effective health and social care services, as well as fulfilling their professional roles. The BDA keeps members up to date with the latest news in dietetics and wider healthcare; helps them to develop and change policies and guidelines; enables them to deliver the best possible services, which provide cutting edge, high standards of practice, care and delivery. To achieve this, the BDA will communicate and engage with our members, using all conventional and new means of communication.

594

members
given initial
union advice

722

members who
received union
representation

Members have been supported through restructures, in cases of bullying and when they have been ill.

We have increased access to high quality legal advice for a range of employment and other issues through our partnership with BDA Legal.

We have extended our support to members, with new trade union recognition agreements in two private hospitals.

Our trade union officers worked hard during negotiations with government on the national NHS three year pay deal and the Agenda for Change.

In Wales, we were involved in the new Attendance Management Policy and toolkits which have been acclaimed in trade union publications.

We developed a new Trade Union Representatives Course, using the TUC model.

In association with Manchester Trade Union Education Centre, we have successfully seen nine new cohorts of trade union representatives through the course.

We published revised and updated guides: Code of Professional Conduct and Making Sense of Social Media, professional guidance on social media.

These enable dietitians to make ethical decisions about their practice while encouraging innovation and the use of social media to spread the message about the impact of dietetics.

We updated Investigatory Bylaws for members and SENr (Sports and Exercise Nutrition register), demonstrating a robust strategy for setting high standards.

5

personal injury cases
dealt with by BDA
Legal

14

members advised on employment law

108

new Trade Union Representatives trained - improving member access to trade union support in their workplaces

105

CED courses held between 2015 and 2018

Our branches, specialist groups and Centre for Education and Development all provide networking, guidance and CPD to enable the dietetic workforce to deliver evolving and best possible professional services.

Every BDA member is assigned to a Branch.

By working closely with higher education institutions and government bodies, our Specialist Groups have been able to influence policy and practice at all levels.

Around 250 dietitians every year study at masters level through a specialist group

module, improving their practice and outcomes for patients.

Our Group and Branch committees are made up of valued member volunteers. To support them in this role, we have brought them together each year at our Volunteer Support Day to share, network and learn from each-other.

In 2015, the BDA launched BDA Learning Zone, an online learning portal, initially supporting our CED courses to enhance the one-day courses and then extending to offer stand-alone online modules.

14

departments bought courses to provide development for their staff

members supported through HCPC proceedings

20

members who developed their practice

1270

Our groups and branches have utilised live streaming and webinars to increase engagement and extend their influence.

We relaunched the BDA Safe Staffing Safe Workload Guidance for members – which now provides updated benchmarks and a revised section on how to assess workload and staffing. New tools, including a dietetic activity audit, have also been added to better assist members when facing challenges in the workplace.

We have kept our members informed and updated with latest news, views and updates via our print and digital media.

Dietetics Today

Updated and refreshed our official members' magazine *Dietetic Today*

Our Newsletters

Rebranded and added to our tailored digital communications.

Launched a NEW highly popular Research ezine.

Increased member opens of our ezines by 35%.

SENr

The Sports and Exercise register is a world-renowned competency-based register for sports and exercise nutritionists hosted by the BDA. All UK Sport funded national sports institutes require SENr registration. Most Premiership football clubs and national rugby squads also have SENr registrants.

SENr registrants - up by 75% in three years

300

trained Work Ready Dietitians

50

licensed dietitians delivering workshops on women's health, positive aging and eating well for the planet

We promoted the value of dietitians with our annual Dietitians Week campaign.

- Delivered Dietitians week in 2015 – House of Lords
- In 2016- House of Lords: Workplace Health – Work Ready launch
- In 2017- Theme is evidence and expertise

Responded to consultations in England, Scotland, Wales and Northern Ireland.

BDA campaigns have included:

- Adult and childhood obesity work in England, Scotland, Wales.
- Gluten free prescribing
- Folic acid fortification
- Sustainable diets

- Breastfeeding Policy development
- APPGs in Westminster: Diabetes, Food and Health, School Food, Vegetarian and Vegan and IBD
- Memorandums of Understanding signed with: UNICEF, OHA, BAPEN, BOMSS, RCGP, FPH and Vegan Society
- Partnerships: More Key Supporters are now smaller companies such as Spoon Guru, Juvela and the Natural Hydration Council.
- Work Place Health: Developed the innovative Work Ready Programme which now has 100 trained dietitians and 50 licensed dietitians delivering workshops on women's health, positive ageing and eating well for the planet.

Leading the profession

Strategic Aim:

While health and social care continues to change during difficult and challenging times, the BDA provides leadership support and skills, enabling our members to engage locally and nationally: to build on our past successes of effective collaboration; and to ensure our impact and reach continues to grow. As an organisation we are committed to achieving all these aims with the ongoing commitment and input from our members, partner organisations and staff.

450

learners who used the BDA Professional Development Toolkit

The BDA trade union presented motions at TUC Congress in Wales, Scotland and England and at The TUC Equality conferences securing unanimous agreement from other unions on a range of topics including food poverty, health at work, public sector pay and workers having to subsidise their employer.

We commissioned research from the University of Plymouth to underpin the development of a workforce strategy. Two papers – *Dietetics – current context and expected future* and *Future Dietitian 2025: informing the development of a workforce strategy for dietetics* – were published as a result and attracted attention from across the world.

We launched a new online version of the BDA Professional Development Toolkit. The toolkit is structured to support

members in meeting HCPC Continuing Professional Development (CPD) requirements, supporting reflection and providing an online discussion forum where members can share ideas and post resources.

We have worked collaboratively with sister organisations to grow the global evidence base for dietetic practice through Practice-based Evidence in Nutrition (PEN). We have supported over 20 reviews of the evidence in a topic area every year and our members have been active in the GRADE reference groups.

2.681

the impact factor of our Journal of Human Nutrition and Dietetics - ranking 42 out of 83 nutrition and dietetic journals

17

formal alliances with charities, professional bodies and campaigning groups, working to pool our collective influence to drive change on important nutrition and clinical issues

30+

Government or agency consultations we responded to each year

The BDA worked tirelessly on behalf of members and the whole profession to gain prescribing rights for dietitians. This was a landmark achievement – legislation was changed to enable dietitians to train as supplementary prescribers and the profession now has its first prescribing dietitians. This enables dietitians to extend and advance their practice and improve outcomes for their patients. Work will continue

to push for independent prescribing rights, and focus on medicines has now shifted to enabling dietitians to lead the management of Nutrition Borderline Substances in hospitals and the primary care setting.

80

number of times we contacted or wrote to MPs, Peers, or other politicians between March 2016 and March 2018

organisations we work with in Wales, Scotland and England to push for stronger policy on childhood and adult obesity

Evidence based practice

We have worked collaboratively with sister organisations to grow the global evidence base for dietetic practice through Practice-based Evidence in Nutrition (PEN). We have supported over 20 reviews of the evidence in a topic area every year and our members have been active in the GRADE reference groups.

Research

We influence the National Institute for Health Research (NIHR) through two dietitian NIHR Research Champions, three dietetic advocates as well as NIHR dietetic mentors. Our research pages now host posters of dietetic research, we currently have 17 posters, produced by BDA members, showing how the science and practice of dietetics is developing.

The Research Symposium every year, it is the forum for the dietetic profession to come together to present and discuss the latest dietetic research. The presented research is shown across a number of streams – 2015-2018 these were supported by our Paediatric Specialist Group, Public Health Specialist Group, Parenteral and Enteral Nutrition Specialist Group, Cereal Partners UK and Yakult.

We have also provided members with opportunities to develop research and EBP skills through Masterclasses on JHND, PEN and GET. BDA members actively engage and make a difference with NICE processes.

Select Committees, Scrutiny Committees and All Party Parliamentary Groups we have given evidence to

views of our food fact sheets in one year

500,000+

expertly trained, active BDA media spokespeople with over 3000 mentions by name in the media

80+

In 2018 they attended five scoping workshops and responded to 18 guideline or quality standard consultations.

We have increased our influence, stakeholders and the public seek out the BDA and dietitian's expertise:

- The CED was commissioned to develop and deliver courses such as the IBS and FODMAPs courses that are instrumental in the delivery of new care pathways in Scotland.
- We value the collaborative approach – intentionally working in alliance with other professional bodies, consumer groups, health charities, and food interest groups to further our impact.

Media – Our Impact

We've grown our influence and reputation in the local, national and international media via our network of BDA media spokespeople, and expert specialist groups, so the public are more aware of the role of dietitians as the leading experts in food and nutrition.

The BDA was regularly featured in The Mail, The Mail on Sunday, The I, The Huffington Post, The Mail Online, Women's Health and more.

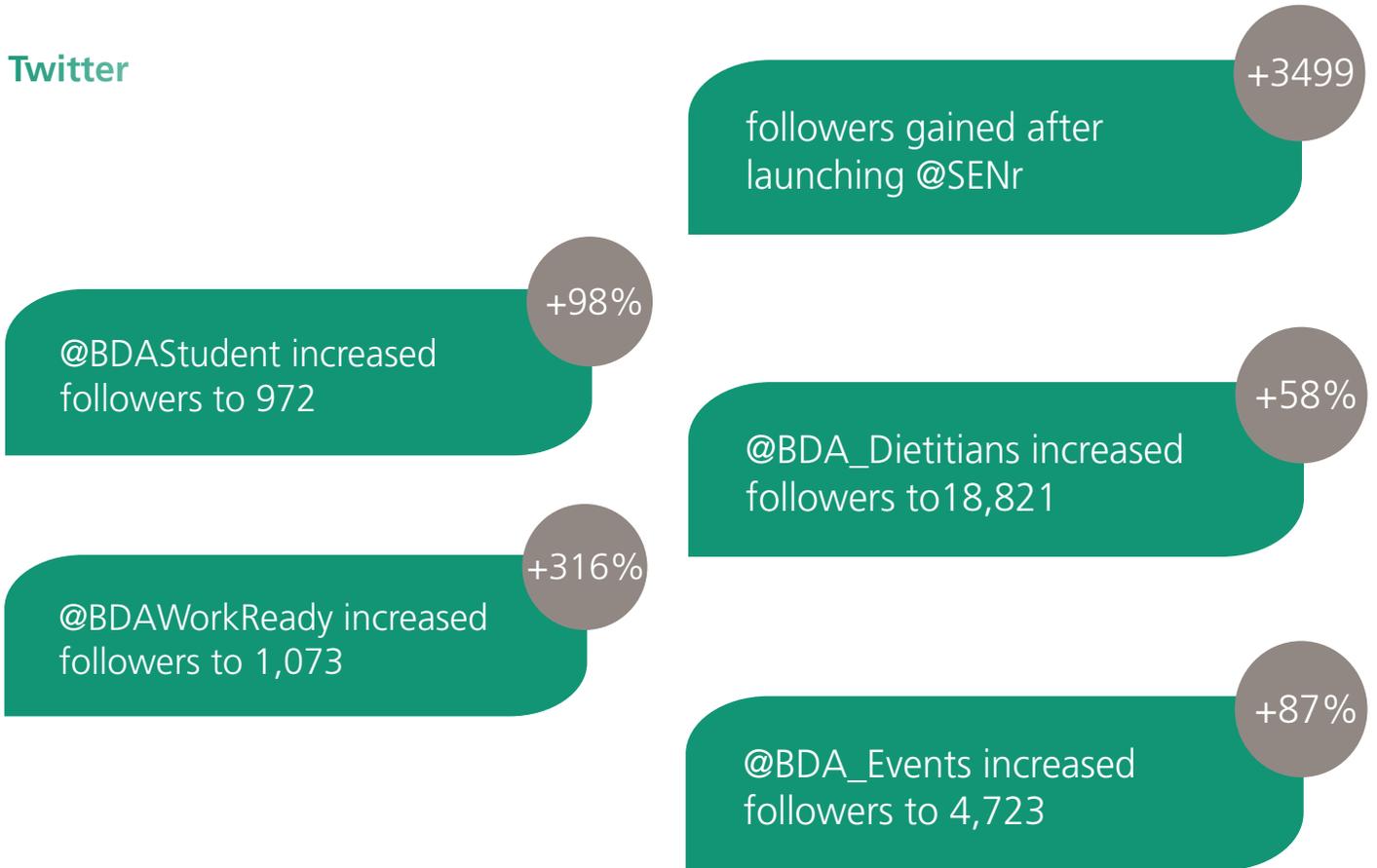
TV highlights include: BBC Breakfast, Sky News, Food Unwrapped, Eat Well for Less, Jamie's Food Fight, Shane the Chef.

Our website:

Over **5.5million** page views
Average **140,000** page views per month
Average **28,000** unique users per month

@

Twitter

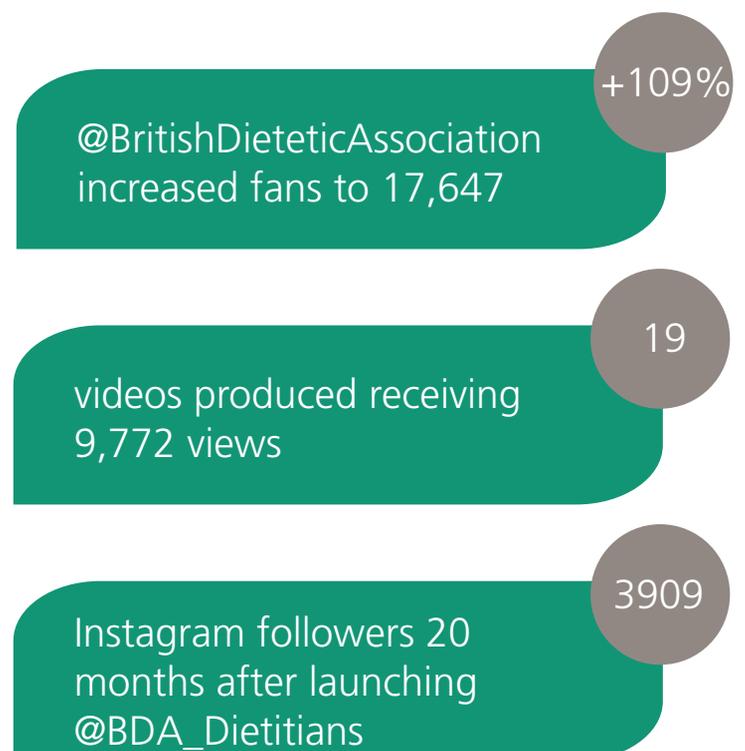


Our Impact on Social Media

We promote the impact and value of the profession to the public and other key audiences across social media, ensuring dietitians are recognised as the evidence-based experts, counteracting the growing 'noise' of so-called celebrity experts and fad diet champions online.

We worked with a publisher on Eat Well Living Well, reaching the public with engaging, evidence based dietetic led messages on food and healthy eating and lifestyle.

Facebook. Instagram and YouTube



Building for the future

Strategic Aim:

The BDA represents its members and advances the practice of dietetics. It responds and is proactive to changing environment to ensure it is always fit for purpose and capable of growing and quickly adapting to future demands. It maintains and develops a resilient and flexible business model within an environment where the ideas and, skills and capabilities of staff and members are listened to and supported.

25+%

student membership growth
as a result of annual BDA
awareness-raising
university visits

80%

HCPC registered dietitians
who are members of the BDA

A change in the Articles allowed the BDA to live stream the Annual General Meeting, enabling more members across the UK to participate in BDA business and decision making. The past three years have seen significant change in the way the Directors work. There is greater use of virtual communications saving time and money on face-to-face meetings.

We have learned hugely from our Lay Member on Council and this resulted in the membership approving future changes to the Director role in 2018. We also started developing a 'Future Leaders' programme which will empower members to take on leadership roles within the BDA.

In addition to conventional dietetic training courses, the BDA has worked tirelessly with Skills for Health, members and HEIs to develop entry level apprenticeships in order to help

meet the demands of both the current and future workforce. We have also supported the development of the AHP Advanced Clinical Practitioner and the Clinical Academic Apprenticeships.

2015-2018 has also seen us assure the quality of new undergraduate courses as they came online, and implement novel practice placements where students develop their knowledge and skills in communications, social media, strategy and influence.

We have maintained our stringent quality assurance processes through peer review and partnership with the specialist groups.

48

visits to universities
running accredited
dietetics and nutrition
courses

4-6%

BDA membership growth annually

9000+

dietetic professionals who are members of the BDA

We approved 24 pre-registration Dietetic courses and 165 requests for endorsement of learning activities.

Our corporate partners value working with the BDA, and seek out dietitians' views to improve their products and practice. After seeking member and stakeholder views on partnerships, we have further strengthened our decision making and grown the programme. Ensuring that our partnerships add value to both the BDA and the partner.

Membership

We've grown our BDA membership community to represent a vast cross section of the dietetic profession, enabling us to have a stronger collective voice to protect, represent, and promote the whole of the dietetic workforce.

Our volunteers play a key role in BDA activities and have a huge impact on progressing the profession and the association.

We are a financially stable organisation and our success has enabled us to invest in new services and extend our impact and influence.

We have developed opportunities for dietitians in new sectors and specialties. Funding from Health Education England pump-primed the ongoing Primary Care project.

We obtained Let's Get Cooking and the Learning Network from the Children's Food Trust and are teaching children to cook as well as tackling food waste through these projects.

70%

members who would highly recommend BDA membership to a non-member dietetic colleague

10+%

members who give their time, energy and expertise to one of our volunteer roles (over 1000 member volunteers)

We are an award-winning organisation and recognised as a leader in the association sector.

Won:

TUC best video 2015

Best Social Media Campaign of the year 2016
(Dietitians Week 2016)

Young Association Executive of the year 2017 (Milly Durrant, Head of Membership Services)

Best Social Media Campaign of the year 2018
(Dietitians Week 2018)



WINNER
Best Social Media Campaign
www.associationawards.org



Best Association e-newsletter 2018 (Members Monthly)



WINNER
Best Association E-Newsletter
www.associationawards.org

Shortlisted for:

- TUC best website 2015
- CEO of the Year 2018
- Best Volunteer Initiative 2018 *Group and Branch volunteer support*
- Best Recruitment Initiative 2018 *for Student activities*
- Best Association Magazine 2018 *under 20,000 circulation*
- Best Association e-newsletter 2018 *Research and Evidence*