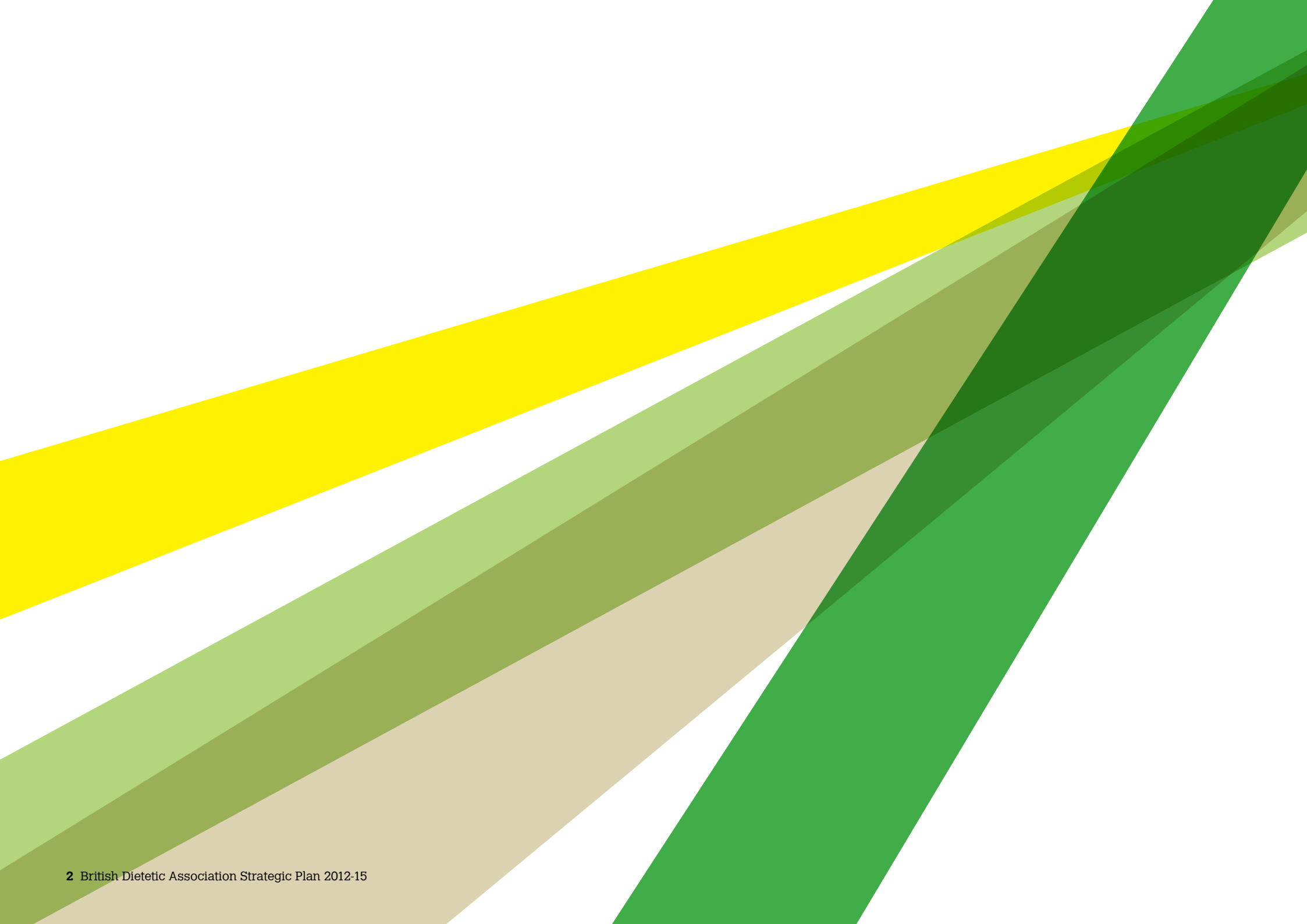





# Building a healthier Britain

## Strategic Plan 2012-15







**T**he British Dietetic Association is the professional body and trade union for dietitians, support workers and dietetic students across the UK. We also welcome into membership nutritionists and those with an interest in diet and nutrition. As the professional body, we work to set high standards of practice, care and delivery. We are committed to improving the health of all four nations, through our members. We empower our members to help raise the profile of the BDA, dietetics and the important role dietitians play in all aspects of health, nutrition and diet. The 2012-2015 Strategic Plan builds on the outcomes delivered in the 2009-2012 Plan to enable us to support our members and to lead the profession through rapidly changing times.

# Purpose

To advance the science and practice of dietetics

To promote training and education in the science and practice of dietetics

To be a trade union for the dietetic workforce

To promote health and well-being among the population through dietetics

# Vision

To ensure that UK dietitians are recognised as leaders in diet and nutrition matters in...

Improving the health of all four nations

Health and well-being for individuals and, groups and communities

Service commissioning and delivery

Public, private, industry and education sector services

Policy formulation

Planning and improvement

The media





Honorary Chairman  
Helen Davidson

**T**his is the new Strategic Plan from the BDA for 2012-2015 and it builds on the successes of the previous plan. BDA Council and staff feel that this Strategic Plan sets out what is important to our members over the next few years. That is, to provide services which members need and value, while never missing an opportunity to promote the profession. We are all working in challenging times and it is imperative that the BDA is responsive to the changing nature of health and social care in the UK. This new Strategic Plan allows us to ensure we can do this by supporting our members, by providing leadership for the profession and building a sustainable professional future. Of course this requires support and input from members and we ask that you support this plan; that you share our vision and that together we can improve the nutritional health and well-being of our population.

**Helen Davidson, Honorary Chairman**



BDA Chief Executive  
Andy Burman

**T**his is the third Strategic Plan that I have been able to deliver for the BDA and I am proud of our achievements over the past few years that have allowed us to set long term visions for the BDA and the profession. Previous plans and the successes of the previous plan, in particular, can be found on our website. Meanwhile, BDA staff and members face times of change and uncertainty. But our staff work hard to ensure that the priorities members have are ones that we work towards delivering. I feel confident that this new Strategic Plan will encompass all that we want to achieve and allow us flexibility to adapt as circumstances require in the next three years.

**Andy Burman, Chief Executive**



A photograph of a woman with blonde hair and a man with glasses sitting at a table in an office. They are both smiling and looking at each other. The woman is on the left, wearing a black sleeveless top. The man is on the right, wearing a light-colored button-down shirt. The background is a blurred office environment with windows. A large blue diagonal graphic is on the left side of the image.

# Strategic Aim 1 Supporting our members



**The BDA and our members face an increasing number of challenges as employees and professionals delivering health and social care in many different employment sectors. Our role is to keep members up-to-date with new developments, changes in policy, new guidelines and legislation so that they can deliver the best possible services which provide high standards of practice, care and delivery. To achieve this, the BDA will ensure regular and responsive communication and engagement with our members, using all current and emerging communication methods.**

**The BDA will:**

- Provide advice, support and trade union representation to members in the workplace.
- Support members to maintain and optimise their performance and competence to deliver excellence now and in the future.
- Empower our members to be ambassadors for the profession raising the profile of dietetics and dietetic services.
- Develop and communicate relevant information including professional standards, guidelines and employment information which allows our members to safely and effectively deliver high quality evidence-based nutrition and dietetic services.
- Support clinical specialisms through the BDA's Specialist Groups, specialist education and training, as well as publications and information.

A photograph of two women in professional attire reviewing documents. The woman on the left has dark curly hair and is holding a large sheet of paper. The woman on the right has blonde hair and is pointing at a document. The background is a bright yellow wall. A green geometric overlay is on the right side of the image.

## Strategic Aim 2 Leading the profession

While the nature of health and social care continues to change the BDA will provide the leadership, support and skills which enable our members to: engage locally and nationally; to build on our past successes collaborating with political parties, professional bodies and third sector organisations; ensure our message is listened to and acted on. We are committed to achieving all these aims but we cannot do this without the ongoing commitment and support of our members.

**The BDA will:**

- Provide advice, support and trade union services.
- Be the voice of the profession across the UK countries.
- Develop opportunities for members to become leaders of the profession, at all levels in their careers and across all employment settings.
- Develop strong alliances and forge partnerships to raise the profile and value of dietetics and the profession.
- Foster a culture of evidence-based practice, encouraging and supporting research in the field of nutrition and dietetics.





## Strategic Aim 3 Building for the future

**For the BDA to represent members and advance the practice of dietetics it must be capable of growing and adapting to future demands. We need to create a business model which is resilient and flexible in an environment where the ideas, skills and capabilities of staff and members are captured and nurtured. We need to be able to show that members' resources are used efficiently with robust financial and governance frameworks in place.**

**The BDA will:**

- Be flexible and fit for purpose now and in the future to support and promote the ongoing development of the profession.
- Manage members' resources effectively and efficiently, identifying new income opportunities and beneficial partnerships.
- Nurture and develop the Association, recruiting new members/ membership categories while retaining current membership.
- Manage and develop the curriculum ensuring new practitioners are equipped to meet the challenges of the future.
- Review current standards for practice and develop new standards, where required, which are reflective of the emerging evidence-base.





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