

Driving dietetics forward, together. Our strategic plan 2021-2024

Our vision

Improve the health of the UK population by: protecting and improving health and care services, developing health and social care nutrition policy, improving the impact of dietetics and promoting positive discussion on food, nutrition, wellbeing and health.

Our core values

We will be a credible and trusted organisation

We will be dynamic, professional and innovative

We will be agile, responsive, transparent & accessible in delivery

We will take a four nations approach

Our core purpose

We are committed to developing an organisational core purpose with members.

Our strategic priorities



Build a sustainable workforce

Further develop careers campaigns to stimulate recruitment

Protect dietetic registration & accreditation

Promote non-clinical dietetic roles and identify core transferable skills from clinical roles

Expand practice-based learning in new settings & use technology to support a more diverse range of placements

Secure the roll out of first contact dietitians in primary care

Lobby for independent prescribing rights & create a new four nation plan to secure change

Create new ways of supporting and retaining the dietetic workforce



Grow our membership community

Build a diverse & active membership community across our four nations

Expand our membership pathways to make our BDA community more accessible

Consider how we recruit, recognise & reward our amazing volunteers

Increase active engagement across our membership in all four nations

Develop an agile & responsive approach within our BDA community

Develop a public engagement plan in consultation with members

Set out our trade union campaigning & influencing priorities

Promote our 'Work Ready' programme & accredited dietitians to secure NHS support as part of the well-being agenda

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Increase our voice & visibility

Review & prioritise our communication & campaigning priorities with workforce as the highest priority issue

Take a more integrated approach to planning our campaigns across the four nations & across our membership

Equip members with tools & resources to help exert maximum influence on issues that matter to them

Promote & protect the reputation & value of the profession with key influencers and the public

Support members to develop as leaders and strategic influencers

Position the profession to lead the way in prevention, so that dietitians become leaders in improving health & preventing disease

Harness innovation & development

Create value propositions for new partnerships that advance the science & practice of dietetics.

Be transparent about our commercial partnerships with our membership

Use technology to improve professional practice & member engagement, learning & development, including online learning/ blended learning and events

Commission, produce & promote insightful research advancing the science & practice of dietetics

Produce a business intelligence resource to accelerate our future developments

Underpinned by a progressive, thriving and developing organisation

Commitment to equality, diversity & reducing health inequalities >>> Financially sustainable to financially developing

>> Investment in digital technology >>> Deliver our core services to the highest standards

Continue to address climate change in our work and practices