

British Dietetic Association

12 August 2025

Dear [Expert/Consultant/Consulting Firm],

Request for Proposal (RFP): Consultant/Expert in the field of obesity care for resource development project

The British Dietetic Association is seeking the expertise of a qualified and experienced expert/consultant or consulting firm to lead the development of a grant funded project to **develop dietary resources for people living with obesity receiving treatment of obesity management medications.**

Summary

The overall aim is to develop and produce dietary resources for people living with obesity using obesity management medications (OMM) that will be freely available to healthcare professionals, patients and carers.

There are a number of reasons for this project:

- Access and use of obesity management medications (OMM) is increasing in the UK, both in the NHS and privately. Current estimates by NICE suggest that 3.4 million people are eligible for use of OMM within England. However, despite this increased demand there remains a lack of credible and trustworthy dietary advice and resources to support people using OMM in the UK.
- Both the BDA Obesity Specialist Group and The BDA First Contact Dietitian and Diabetes Specialist Group have been receiving increased requests directly from UK dietitians, both in primary, community and secondary care, for dietary resources to help support their patients using OMM. Unfortunately, such resources do not exist, therefore placing healthcare professional (HCPs) at risk of not being able to safely support patients using OMMs with appropriate dietary advice and under increased time pressure clinically.
- Dietitians and primary care colleagues are spending time drafting their own resources risking duplication of clinical time, lack of consistent and coordinated messaging and inequity in care provision.

The work will involve a rapid evidence review, co-creation of a generalised resource for OMM with key stakeholders and the production of five additional condition-specific resources. The expert/consultant will also oversee a translation project to ensure wider access and the development of a dissemination plan for the BDA with support from the Obesity Specialist Group.

Background

The British Dietetic Association (BDA) is the only body in the UK representing the whole of the dietetic workforce. We are a Trade Union and professional body representing the professional, educational, public and workplace interests of our members. Founded in 1936, we are one of the oldest and most experienced dietetic organisations in the world. www.bda.uk.com

About the project

The working group for this project will consist of BDA Obesity Specialist Committee representatives and the consultant who will take a lead role in liaising with relevant BDA specialist group committees and stakeholders alongside a peer reviewer (To be identified). This will require extensive interaction with key stakeholders including people with lived experience of obesity, and BDA specialist groups e.g. public health, first contact dietitians, diabetes and cardiovascular specialisms. Liaison with other stakeholders for example, the British Psychological Society, Royal College of Psychiatrists, Diabetes UK, Heart UK, British Heart Foundation, British Geriatrics Society, British Kidney Association, British Fertility Society, iPOETTS, Obesity Health Alliance, may also be required.

The BDA has received supportive funding from Novo Nordisk and Eli Lilly UK for this project but all contracts and payment for the work will be directly with the BDA.

Generally, we require a dietitian or small team of dietitians with skills and experience in resource production and obesity to effectively drive this project in a consultancy capacity to deliver this project at pace. There are also smaller roles available (see 'Other ways of contributing to this project') as additional expertise will be required at specific points within the project.

Specifically, the project will be split into five specific tasks:

1. Rapid Evidence Review

The first task will involve a rapid evidence review of the published evidence regarding nutritional advice for those using OMM. This will include side effects, nutritional concerns, eating behaviour considerations and current dietary guidance.

2. Co-creation of generalised resource with key stakeholders

The second task will be the co-creation of generalised dietary resource for OMM involving the following steps:

Workshops with key stakeholders including BDA specialist groups and lived experience representatives to discuss the rapid evidence review and facilitate discussion about the resource content.

- Creation of a draft leaflet for review and comment with key stakeholders
- An equality impact assessment
- Organise external peer review
- Collating final comments to produce a final draft version.
- Brief the designers on creation of a downloadable digital resource.
- Disseminate digital resource for final comments to oversight group and appropriate stakeholders prior to completion.

3. Production of five additional condition-specific resources

Creation of specific 'bolt on' resources of up to five additional health conditions or patient groups (e.g. for severe mental health, fertility, renal, frailty, pre-surgical, diabetes), to allow condition specific advice to be given if OMM are used within these patient groups.

4. Translation of resources to ensure wider access

Ensure equity, diversity and inclusion of the resources. This will involve working with a range of translators to convert them into a range of different languages, alongside conversion for people with sensory needs to ensure increased accessibility to underserved communities. This will be done through collaboration with National Institute of Blind People (RNIB) and Action Deafness, and the BDA office can support with identifying members to check the translated text.

5. Dissemination plan

The final task will be creation of a dissemination plan including writing an article in Dietetic Today, copy for the BDA website and delivering a webinar to launch the resources to members.

Deliverables:

- A write up of the evidence review (for internal use only not for publication)
- Notes from any workshops
- A project tracker document
- Copy for the generalised resource
- Copy for the five additional resources
- A design brief document
- A translation brief document
- A list of all stakeholders involved in the project, with approval to store their contact details
- An article for Dietetics Today magazine to launch the resources
- Website copy for the resources 'hub'
- Development and delivery of a launch webinar for BDA members

Oversight and Objectives:

The consultant will be supervised by an oversight sub-group of the BDA Obesity Specialist Group who will monitor the project progress. The BDA Director of Partnerships is also supporting the recruitment of the consultants and any contracting / payments involved with the project.

The consultant/s are expected to work with a project oversight group, to undertake:

1. Refining the scope for the rapid evidence review
2. Agreeing the approach to the workshop/s and stakeholder liaison and the format required to develop the generalised resource
3. Setting up a project reporting document, with updates every two weeks and attendance at a monthly progress meeting

Exclusions:

Design and translation services will be contracted separately.

Proposal Submission Requirements:

Interested consultants or consulting firms should submit a proposal by 29th August 2025

The proposal should be no longer than 5 pages, to include the following:

- Your profile contact information including address, contact name, contact title and all other relevant contact information.
- Brief statement on your core professional competencies
- Lead consultant background and information on any others involved in the work
- An overview of relevant experience and core competencies in line with the above tasks and deliverables
- Proposed methodology for conducting the project.
- Project timeline.
- A description of any additional anticipated outputs and outcomes.
- Cost estimate, including any anticipated expenses.
- Referees from appropriate previous clients.
- Confirmation on whether you subcontract work to a third party.
- Confirmation that you have the following policies, or a statement regarding your approach to these important areas (these should be available upon request):
 - Equality, Diversity & Belonging

- GDPR/Information Security
- Environmental
- Modern Slavery
- Other (please specify)

We welcome submissions from sole experts/consultants or micro-businesses who may not publish financial accounts but can demonstrate a reliable track record and relevant experience.

Proposal Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- BDA member and HCPC registered dietitian
- Demonstrated professional expertise in obesity management
- Demonstrated technical expertise in resource development and production.
- Clarity and feasibility of the proposed methodology.
- Relevant experience and qualifications of the consultant or consulting firm.
- Cost-effectiveness/Value for money.
- Availability to deliver the work in a timely manner.
- Customer Service focus and accessibility to BDA as a client.
- Experience of providing consultancy services to organisations like the BDA.

Timeline:

The project is expected to commence on 15 September 2025 (or sooner) and be completed by January 2026

Budget

The total available budget for this consultancy work on the project is **£14,000 inclusive of expenses**. We welcome responses that demonstrate value for money and prioritisation of key deliverables.

Submission Instructions:

Proposals should be submitted to Attn: Obesity Specialist Group – RFP via email to info@bda.uk.com by 29 August 2025. Any questions should be directed to Dr Adrian Brown email: a.c.brown@ucl.ac.uk or Carlena Probert-Baulch c.probert-baulch@bda.uk.com

We look forward to receiving your proposal and working with a qualified consultant or consulting firm to enhance our resources for members, other healthcare professionals and the public.

Sincerely,

Adrian Brown
Chair – BDA Obesity Specialist Group on behalf of OSG committee

Other ways of being involved in this project

There is a small additional budget for patient and public involvement and peer review, please email info@bda.uk.com to express your interest.