

British Dietetic Association

Maternal Fertility & Nutrition Specialist Group

AGM 24/02/2021

Committee Reports

Chair's Report

Committee members: Komal Deepak Kumar & Eulalee Green

In late 2019, we held informal meetings to establish the need for the specialist group; and further meetings to prepare and submit the documentation to BDA. Since establishing the MFNG in April 2020, we have held 4 meetings to coordinate the subcommittees' work; their reports are detailed below. As a new BDA group, we are well supported by the membership who have helped to raise our group's profile by actively commenting, liking and sharing our posts on FaceBook, Instagram and Twitter. We also have to thank the volunteers who have contributed a significant amount of their free time to undertake our subcommittee's work; despite the challenges of last year's challenges. We have also undertaken the following:

- Organised 2 case study submissions by group members towards BDA Education, Practice and Policy (Maternal Weight management, Bariatric case in pregnancy)
- Represented the MFNG at the BDA Groups and Branches day 2020
- Organised PEN Training for writing for Practice Evidence in Nutrition (PEN Guidelines); the details of which are on our MFNG members page
- Updated BDA Pregnancy fact sheet
- We are liaising with Public health England and contributing to early nutrition resources along with the BDA Paediatric Specialist Group

Treasurer's Report

Committee member: Eugenia Grand

The predicted income from subscriptions will be £837 plus £1,250 for professional services for the Maternal Weight Management Course.

Due to COVID 19, our planned activity for the year had to be reduced, producing an underspend.

Expenses for last year was £824 for speakers and costs, leaving £1,263 surplus.

Secretary & Membership Coordinator's Report

Committee member: Bahee Van de Bor

The Secretary had coordinated and minuted six meetings over the last 12 months to coordinate the work of the MFNG of the committees.

MFNG has 100 members as of Friday, 19/02/2021.

Communications Coordinator's Report

Committee Member: Anita Beckwith

Over the past 12 months:

- Produced the Gestational Diabetes Patient Resource
- Led on the development of the pilot for the Nutritional Management in Pregnancy course
- Maintained consistent communications links through members and Committee

Future plans for 2021/22:

- To lead on the Nutritional Management in Pregnancy Course revision and delivery, to become a standalone course accessible to dietitians/other HCPs nationally/internationally.

Event Coordinator's Report

Committee member: Ro Huntriss

The Events team will have delivered three webinars between March 2020 and February 2021:

- Maternal Nutrition During Pregnancy: The Effect on Women and Their Offspring by Paige van der Pligt; 48 tickets sold
- Male Infertility, Dr Sarah Martins da Silva; 27 tickets sold
- Today's Maternal and Fertility Study Day with speakers from across the UK, Australia and America; over 100 tickets sold by 19/02/2021

The Event team plans to deliver at least four webinars over the 12 months, details of which will be announced in the MNG newsletters.

Research & Resource Coordinator's Report

Committee members: Julie Abayomi and Kate Maslin,

Over the last 12 months, the research team have completed the following pieces of work:

- Compiled a database of MNFG members expertise and research interest for members would like to contribute to future research projects. If you would like to be added to the list, please send an email to MaternalFertilitySG@bda.uk.com.
- Investigated the dietetic management of Hyperemesis Gravis and have submitted a paper to the Journal of Human Nutrition & Dietetics
- Written a blog about the importance of iodine in the diet (on the BDA website)
- Developed a collaboration with the Royal College of Midwifery, and they have to the MNG to write the nutrition chapter for Mayes Midwifery, the standard textbook for midwives
- Developed and delivered the Nutritional Management in Pregnancy Course
- Presented research at the BDA research conference
- Presented at the BDA obesity specialist group study day
- Established collaborations with maternal nutrition researchers in Ireland, Australia and Brazil
- Contributed to the weight management course (for Leicester) and the MFNG study day.
- Presented at the BDA obesity specialist group study day.
- Coordinated the development of MFNG fact sheets
 - Male Infertility
 - Female Infertility
 - Gestational Diabetes
- Contributed to the PHE Early Years consultation in conjunction with BDA Paediatric Specialist Group.
- Disseminated relevant research via newsletters and social media.

Future plans for 2021/2022:

- Agreed to sponsor a maternal and child health research section at the next BDA research conference.
- Continue to work on developing guidelines for nutrition and infertility in men and women

Social Media & Website Coordinator's Report

Social media team: Sarah Ashley-Maguire and Claire Pettitt

Website team: Kathryn Haywood and Laura Logan

In our first year of operation, the Social Media team have put in place social media pages raise the MFNG's profile to the public and other dietitians

- Public-facing webpages & members-only pages
- Uploading webinars for MFNG to access
- Quarterly e-newsletter produced for all members and regularly update the member's webpages with announcements and relevant information.
- Ensuring that the MFNG fact sheets are available for all members to access and utilise via our BDA member's webpages
- Over the last 12 months, the team has significantly raised our MFNG's internet presence.

The stats for over the last 28 days are as follows:

Twitter - @BdaMaternal - (public-facing)

- 4,429 impressions (increased by 394.3%)

- 202 profile visits (increase by 152.5%)
- 11 Mentions (increased by 83.3%)
- 355 followers (increased by 33%)

Instagram – @BDA_MaternlandFertility(public-facing)

- 771 members

Facebook @BDAMAFAFG (closed group)

- 233 members (increased by 4%)
- Engagement increased by 187%

Over the coming next 12 months, the team will continue to raise the public profile of MFNG and bringing the latest evidence-based research through the following:

1. Increase social media activity now established
 - a. 30 Day Social Media Challenge – April 2021 (timetable to be finalised in March 2021)
 - i. Committee members and roles campaign
 - ii. Links to group social media channels
 - iii. Influential leaders
 - iv. MNFG resources
 - v. External resources
 - vi. Articles/journals group involved that can be promoted
 - b. Worked with committee members on what relevant stakeholders social media channels we want to engage with
 - c. Work with MFNG & BDA to update BDA Groups Icons and Colours to include MFNG
2. Work with the BDA Member Services and External Affairs Team in promoting the work of MFNG and the BDA
3. Promotion of MFNG study days – Save the Date and promotional posts, enrolment links, events (FB)
 - a. Consider social media webinars (bite-size content) for followers/members
4. Promotion of MNG resources on all platforms
 - a. Ensure appropriate signposts and tagging of posts for search purposes
 - b. Promotion of Newsletter
 - c. Promotion of dietary resources produced by MFNG
5. Promoting relevant evidence-based information
 - a. Promotion of Journal Club
 - b. Forwarding of relevant posts/research
6. BDA Social Media Training (Spring)

Please help to raise our profile by visiting our social media pages and liking, commenting and re-share our posts.