

Your promotional guide for...

**D**ietitians  
**W**ee**k** 1-5 June 2026

The dietetic profession will be celebrated on 1-5 June 2026. You can find out more about what happens in Dietitians Week [here](#).

This year's theme is *more than just a job*. For many people, choosing a career in dietetics is a vocation, a calling that is grounded in empathy, science and service.

Understanding the value of dietetics, starts with educating people on just how vital the dietetic workforce is and Dietitians Week provides the perfect platform.

To support with sharing these important messages far and wide, we've put together some suggested posts and newsletter copy that you might like to share.

Whether you already work in dietetics and need a helping hand or you work with dietitians in your workplace and want to show your support, we hope you find these useful.

Thanks in advance for supporting dietetics and spreading the word.

**More**  
**than**  
**just**  
**a job**



## **What you need to know:**

Dietitians Week runs from 1-5 June 2026.

It's run by the British Dietetic Association (BDA). Please tag the BDA in your social media posts – the social media handles can be found [here](#).

Please use the hashtag #DW2026 in your posts.

**Draft social media posts you might like to use:**

**Option 1**

The value of dietetics can't always be measured - but it can always be felt.

It's in the small, everyday interactions that make someone's life a little easier. The reassurance, the guidance, the moment something finally makes sense.

Dietitians don't just work with nutrition - they care about people. They listen, support and guide individuals toward recovery and lifelong wellbeing.

This Dietitians Week, we're celebrating a profession built on empathy, science and service. #DW2026

**Consider getting a photo of the dietetics team to share with this post or use some of our downloadable graphics [here](#).**

**Draft social media posts you might like to use:**

**Option 2**

What does a dietitian do?

They help people move from uncertainty to confidence. From illness to better health. From feeling overwhelmed to feeling supported.

Dietitians are:

Compassionate listeners

Practical problem-solvers

Evidence-based experts

Calm, reassuring guides when it matters most

This Dietitians Week, we recognise the people behind the profession. #DW2026

**Draft social media posts you might like to use:**

**Option 3**

This Dietitians Week we're celebrating our dietetic team here at XXXX

Your impact is felt in the care you give, the support you offer and the difference you make every day, often in ways that go unseen.

You listen, guide and care for people when it matters most.

#DW2026

**If colleagues have a display in your workplace this week – get a photo to include with this post.**

Access template social media posts and add your own photos [here](#).



Dietitians Week  
1-5 June 2026

I chose dietetics because...

Add text here



**Suggested newsletter copy:**

Join us as we celebrate Dietitians Week, recognising our dietetic colleagues and the impact they have every day.

Our dietetic team of dietitians, support workers and students are highly skilled professionals, but what truly defines them is how much they care. They listen, support and guide. They are empathetic, practical, and evidence-based in their approach, working across many areas.

The theme for Dietitians Week 2026 is *more than just a job*, reflecting a career that is a true vocation - grounded in empathy, science and service.

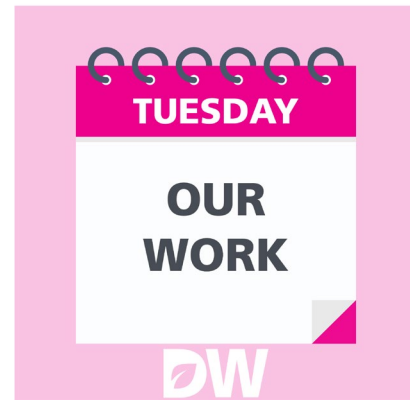
Thank you for all you do to support our patients.

If the dietetic team have a display or are holding a talk during the week, you might like to promote it in your newsletter too.

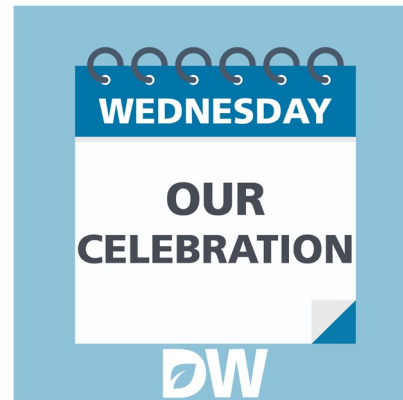
Our daily themes give an opportunity to explore dietetics in more detail. You might like to encourage colleagues to share their stories on each of the days, whether in a short video or by creating a simple quote card.



Was it a calling, a love of food or a desire to care for others? Tell us your why.



Why is dietetics more than just a job? Explore your role, the challenges you navigate and the moments that remind you why this work matters.



Share your wins - big and small. High five your colleagues or professional pals who support and inspire you.



From small interactions to huge shifts, how can we make the value of dietetics more visible? Share the difference your work makes.



It's time to put yourself or your amazing team in the spotlight. We want to see your faces! Best photo of the day wins a prize!

Download our digital resources, including downloadable posters and social media templates, [here](#).

**More than just a job**

Dietitians care about you, not just your diet. They listen, support and guide you to a long and healthy life.

**Dietetics More than just a job.**  
bda.uk.com

**Trust Dietetics**

bda.uk.com/DietitiansAndMe

BDA The Association of UK Dietitians

**You wouldn't use an unqualified plumber...**

**...so why take diet advice from someone who is unqualified and unregistered?**

**I ❤️ Dietetics**  
bda.uk.com

**Trust Dietetics**

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**I'm celebrating Dietitians Week**

**More than just a job**

**Dietetics More than just a job.**  
bda.uk.com

**Trust Dietetics**

bda.uk.com/DietitiansAndMe

BDA The Association of UK Dietitians

**Dietitians care about you, not just your diet.**

They help you to:

- live a full and healthy life
- feel heard and understood
- access high quality, evidence-based nutrition support

**Dietetics is more than just food. It's more than just a job.**

**Trust Dietetics**

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