BDA Annual Report

Foreword

Liz Stockley
BDA CEO

As this 2022/23 Annual Report is published, I have completed my first year with the organisation. I have thoroughly enjoyed getting to know the association and most importantly, the broad, deep reaching and impactful work of our members.

One of the things that has impressed me is the generous nature and commitment of our member volunteers, without whom we would be unable to make progress in furthering the profession and improving the impact of dietetics.

During the year we have made progress in the ongoing development of the association’s governance structure, including the introduction of the Professional Committee and the further development of the Equality, Diversity and Inclusion Committee.

We have also been flexing our strategic thinking, working with you individually, through country boards, branches and specialist groups, preparing the draft of our next BDA Strategic Plan 2024-2027. This strategy will be presented to you in draft for further consultation at the AGM in September 2023 and I look forward to releasing the final version to you after this consultation.

The themes of the new strategy reflect the desire of our members for the BDA to support them in leading the advancement of dietetics and in their delivery of inclusive, evidence-based services for the population. To achieve this, we need to sustainably grow our workforce and ensure all our members are both protected and supported throughout their career and developed to meet the future needs of the population. This means furthering the agenda of advanced practice, supporting entry to the profession through dietetic support worker and apprenticeship routes, growing the profession and celebrating the broad portfolios of the modern dietitian. We need to continue to support the development of the evidence-base and promote the science behind the profession. You will see these themes reflected in the strategy.

Finally, I would like to say a huge thank you to the BDA staff team who have been dedicated to improving our services to meet the needs of members.

Foreword

Caroline Bovey
BDA Chair

As I reflect on the 2022/23 year, I get a sense of gaining momentum for both the association and the profession. Not only have we seen our membership numbers increase during this year, but we are also laying some important cornerstones that will support the growth of the profession in the years to come.

During this year, we secured resourcing for a significant programme of work with Health Education England, that will enhance the BDA’s work in developing and securing the dietetic workforce throughout the UK both now and in the future.

Also, during this year, we have experienced momentous activity in the industrial relations space, with members demonstrating their willingness to take action to protect and preserve the NHS workforce in the face of continuing inadequacies in resourcing and unacceptable working conditions. It is reassuring that whilst the trade union strives for better terms and conditions for the current workforce, the association is simultaneously working on sustainable growth and development.

The voice and visibility of the organisation is growing, with the delivery of several engaging campaigns including ‘New Year, New You? No Thank You’, which garnered notable media attention and positive engagement with large media outlets. We are also doing more to engage directly with our members and to increase the transparency of our activities for members.

I hope you are enjoying the video updates and communications following Board meetings. The association has hosted a number of successful in-person events during the year (including the BDA Awards, Groups and Branches Day, Education Forum and Research Symposium), and there has been a real sense of celebration as we reconnect in-person which, for me, is testament to the strength of the dietetic community which surrounds our activities.

It would be remiss of me not to highlight the Board’s successful recruitment of a new CEO, Liz Stockley, and to express my deepest thanks to our outgoing CEO, Andy Burman, for nineteen years of exemplary service and commitment to our association. Since joining the BDA in August, I can confidently say, on behalf of the Board, that Liz continually impresses in the way she embraces and promotes the values and interests of our membership, and of the association as a whole. Following on from the successes of this year, and with a new strategic planning cycle underway for the period 2024-2027, I am optimistic that the future of dietetics looks very bright indeed.

The BDA Annual Report showcases our achievements between March 2022-February 2023 towards our strategic priorities of building a sustainable workforce, growing our membership community, improving our voice and visibility and harnessing innovation and development.

View our full strategic plan at [www.bda.uk.com/strategicplan](http://www.bda.uk.com/strategicplan)

Our year in numbers

10,887 BDA members, a 4% growth

14 corporate members

50 BDA staff

35 BDA accredited degree level nutrition and dietetic courses

2202 attendees at BDA partner webinars

983 attendees at classroom and online courses

6 student membership and careers talks presented to 21 universities

134,000 average monthly visitors to our website bda.uk.com

119,000 followers across social channels

£154,000+ awarded in General & Education Trust Grants to support dietetic research projects

Milestones

Barnardo’s launched Driving Healthy Futures with Let’s Get Cooking to help vulnerable families eat well for less – April 2022.

Our very successful Dietitians Week explored #WhatDietitiansDo, promoting the impact and value of the profession and increasing awareness amongst the public, media and wider AHP colleagues – June 2022.

Members were recognised in our highly anticipated and prestigious BDA Awards and Honours ceremony celebrating excellence across the profession – July 2022.

Groups & Branches Day saw 70 engaged member volunteers attend a jam-packed day of networking, learning and sharing – July 2022.

Our new CEO Liz Stockley arrived and we said goodbye to Andy Burman after 19 years in the role – August 2022.

We were deeply saddened with the news of our patron, HM The Queen passing away – September 2022.

Working with partner Oatly, Sustainable September promoted the benefits – both for health and the planet – of a sustainable diet and highlighted the small steps we can all make to do our bit – September 2022.

The AGM was held virtually on 6 September with 210 attendees.

This was followed by the Elsie Widdowson Memorial Lecture, delivered by Dr Clare Pettinger on how dietitians can protect the planet – September 2022.

We celebrated the amazing work and impact of Black dietitians in Black History Month, including a look at culture and of course food! – October 2022.

Our Research Symposium returned face-to-face in Birmingham with 65 abstracts presented across 13 streams - December 2022.

Our hugely popular ‘New Year New You? No Thank You!’ campaignsuccessfully highlighted dieting red flags at this vital time of year, and asked hundreds of members to correct misinformation shared online – January 2023.

Industrial action ballots on pay for NHS workers ran in Scotland, Wales and England between October 2022 and February 2023. A mandate for action was achieved in England and Wales.

Other member highlights

June 2022 - Dietitian Linda Hindle, Deputy Chief AHP Officer for England, was awarded an OBE for services to public health in the Queen's Birthday Honours.

BDA member and dietitian Anne Mensforth, Home Enteral Nutrition Service, Nutrition and Dietetic Service, Families, Young People and Children’s Directorate, at the Leicestershire Partnership Trust was awarded an MBE for services to dietetics in the Queen's Birthday Honours.

Building a sustainable workforce

Developing tomorrow’s workforce

Engaged with school aged children at the New Scientist event, promoting dietetics as a career.

25 Higher Education Institutions (HEIs) delivered 35 courses.

New dietetic degree apprenticeship launched at Teesside University.

2 new BDA accredited degree level nutrition and dietetic courses launched.

Produced guidance document for practice-based learning in non-clinical settings.

331 students attended 3 evidence-based practice webinars.

Ran our Education and Workforce Forum for HEIs and dietetic managers.

Refreshed the practice educator online training module.

Launched the revised introduction to the Model & Process online module, which is accessible to all BDA members on the BDA Learning Zone.

Launched 6 online practice-based learning model and process modules for pre-registration learners, with each module providing up to 7.5 hours of practice-based learning.

Launched a 4-part online practice-based leadership module for pre-registration learners, with each part providing up to 4.5 hours of practice-based learning.

**New courses developed/ delivered:**

Introducing behavioural science to understand and change the dietary behaviours of athletes

Introduction to Critical Care

Advancing Dietetics in Learning Disabilities

74 CPD activities endorsed.

Supporting and retaining the workforce

Vital feedback obtained from over 1400 members (exceeding target of 15%) through biannual member survey, which we took forward to support our strategic planning and annual workplans.

Working with other AHP professions, launched our Prescribing Rights Campaign, writing to the Secretary of State for Health to begin the process of securing independent prescribing rights for dietitians across the four nations.

A total of 641 employment-related cases were supported by the trade union team across the UK.

420 member queries were answered by the trade union team.

**Retention**

Over 90% of members were retained in 2022/23.

Of those leaving the association, a majority were due to leaving the profession, retirement or relocation.

85% would still recommend (65% highly) the BDA to colleagues.

Fighting for fairness

**Dietitians Demand Better**

Our trade union continues to be a leading voice in the campaign for better pay across the UK NHS workforce. A major campaign was undertaken involving thousands of members across Wales, Scotland and England.

Working with other trade unions, a pay deal for NHS staff in Scotland was achieved.

Hundreds of members attended webinars for vital NHS pay updates. Trade union representatives also had several update webinars.

A mandate for industrial action was achieved in 42 Trusts in England and Wales.

With Work Ready we teamed up to show solidarity with workers taking industrial action with a new ‘Eating well on the picket line’ resource.

Work against the growing use of agency workers in the NHS continued.

Played a key role in the national development of work on adoption, kinship and childcare for the NHS workforce.

**Took a leading role in the TUC work on:**

Women and food bank reliance

Tackling and preventing sexual harassment

Inequalities in health

National Food Strategy

Access to eating disorder services for the LGBTQI+ community and people with mental health conditions

Growing our membership community

Building a diverse and active membership community that’s accessible for all

We grew our membership community by 4%, focussing on full members, the vital support workforce and our students studying at HCPC approved and BDA accredited courses.

Provided free International Membership to 117 Ukrainian dietitians.

Grew membership of our Specialist Group networks by 16% with over 50% of members choosing to join one or more.

2 new BDA sub groups were launched:

- Prehabilitation Sub Group

- Learning Disabilities Sub Group

9 new accredited Work Ready dietitians were trained, bringing us to 134 members who have completed Work Ready training with us.

4 corporate Work Ready licenses given, to support members in healthcare settings.

6 student membership and careers talks presented to 21 universities. 475 new student members (exceeding our target of 400).

24 trade union representatives received initial training, bringing the total number of active reps in workplaces across the UK to 193.

Recruiting, recognising and rewarding our amazing volunteers

Celebrated our 1000 member volunteers on International Volunteers Day by showcasing their projects, committees, and impact, and thanking them for supporting all that we do.

70 member volunteers attended Groups & Branches Day to attend a fun and jam-packed day of networking, learning and sharing.

BDA Awards and Honours ceremony returned on 5 July with more than 100 in attendance. 10 awards were presented, 2 GET, 4 Ibex and 3 Fellowships.

Engaging with our members

Our website

134,000 average monthly visitors to our website bda.uk.com (up by 12%).

4.9m pages viewed on the BDA website.

109k PDF resources downloaded from our website.

147 new articles, news pieces and blog posts shared to the BDA website.

Communicating with our members

Sent a total of 268,000 newsletters to share the latest news, hot topics and research, plus student and volunteering updates.

Approximately 36,000 clicks on 900 articles.

Dietetics Today

10 issues of the membership magazine written and sent to members.

104 members contributed to articles.

19 clinical articles published.

**Created new opportunities for members to talk, including:**

215 joined a Supplementary Prescribing Basecamp

178 joined an Advanced Practice Basecamp

253 joined a Primary Care Basecamp

Increasing our voice and visibility

Sharing evidence-based information with the public

BDA expert media spokespeople responded to 250+ media enquiries via the Press Office.

1600 BDA mentions in the media (print, broadcast and online).

16,054 references to dietitians/ dieticians in the media across the year.

1.27m views of our 60+ Food Fact Sheets, a 20% increase on the previous year.

The most viewed/downloaded were:

Folic Acid (108k views)

IBS (71k views)

Menopause (61k views)

Work Ready

The BDA’s national network of accredited workplace specialist dietitians.

45 Work Ready interventions delivered directly across the UK.

5 new Work Ready resources produced for the public.

Let’s Get Cooking

Supports local authorities and commercial organisations to offer practical cookery sessions designed to improve health.

159 people trained by Let’s Get Cooking to run cookery activities in their communities.

**Driving Healthy Futures**

92 Barnardo’s staff and volunteers trained by our eLearning course and custom videos, as part of the Driving Healthy Futures programme.

1031 people received a healthy cooking session.

88% of participants agreed that their understanding of using affordable ingredients to make healthy meals had increased and 93% said they would use the new skills at home.

**Essex Food for Families**

The project reached 3256 families.

500 families received a hard copy of our resource and recipe pack with hints and tips on menu planning, shopping and cooking on a budget.

Even more families received an electronic pack via the Let’s Get Cooking club network based in primary schools and community settings.

**Healthy community cooking clubs in Wakefield**

18 people trained in 11 community-based organisations including Evergreen Active.

Evergreen Active have worked with 400 children.

**Gill Crabb Foundation**

30 schools are involved in the programme.

885 children have been cooked with.

88 cooking sessions were run.

**Merseyside Waste Warriors Project**

10 waste saving clubs were set up.

1 community compost site was set up in Liverpool.

688 people cooked from scratch, whilst learning how to reduce food waste.

36 sessions were run.

Influencing at the highest levels

6 round table meetings were held with corporate partners to generate insights and influence health strategies.

Formed key political and trade union alliances in the campaign against food poverty and free school meals.

Strong voice within the TUC, holding our seat on the General Council and Chairing the TUC Women’s Committee.

Promoting the profession

Dietitians Week, which ran in June 2022 engaged the membership with over 5000 social media posts from 1700 dietitians during the week.

Nearly 1000 promotional awareness-raising packs were sent out to help members celebrate the week.

The week has been shortlisted for Best Campaign on a Shoestring at the 2023 Memcom Awards.

**New Year – New You? No Thank You**

Our hugely popular New Year campaign was picked up and featured in all major newspapers, including a front page splash in The Times. It was discussed on LBC, across the BBC radio network and featured in Grazia magazine.

**The BDA on social media**

Increased total followers across our social channels by 16% on previous year to 119,000.

6.9 million impressions on social media throughout the year.

Over 302,000 people, including members of the public and companies, used our Find a Dietitian directory at bda.uk.com to search and send more than 3700 enquiries to freelance dietitian members and their businesses.

Widening our reach

Attended party conferences to raise the key issues facing the NHS and dietetic workforce.

Continued to submit to Government and Parliamentary consultations and inquiries, as well as attending Parliamentary events to ensure dietitians help shape the policy agenda.

Worked with the TUC and others to make sure that the lived experiences of our members are heard at the Covid-19 Inquiry and that lessons are learned.

9 partner surveys shared, meaning our members had their say on big health and nutrition topics more than 2800 times.

Work Ready is a technical partner of the Workforce Nutrition Alliance, a global initiative countering the impact of poor nutrition on individuals, businesses and economies.

Our Work Ready policy lead worked with the Royal Society of Public Health on a digital resource on ‘AHPs and Work,’ which highlights the value of Allied Health Professionals in the wider policy agenda to support people to remain well in work.

Work Ready attended Health and Wellbeing at Work - Sue Baic led a talk on the nutrition and health impacts of shift work.

**Attended events including:**

Primary Care and Public Health Conference 2022

NHS Scotland Event 2022

IDDSI Festival

Welsh NHS Confederation Annual Conference 2022

Healthcare Support Worker Conference

Harnessing innovation and development opportunities

Strengthening the evidence-base

120 attendees at our Research Symposium, including many students in person and via live stream.

50 attendees at Symprove’s breakfast session on the day.

6 projects funded by the General Education Fund, totalling £154,000.

13 new applications received.14 PEN reviews completed.

6 documents endorsed.

Worked with other nutrition organisations as part of the Nutrition Society’s ‘Workplace Diet and Health’ Special Interest Group to form a platform for the promotion of high-quality nutritional research. Link

**Continual Professional Development**

Ran a session on CPD at Groups and Branches Day.

Delivered 59 classroom courses to 905 attendees.

78 registrations to online courses.

60 attendees at the PENG Clinical Update Course held virtually.

50+ attendees at the PENG Clinical Skills training course in Birmingham.

6 Paediatric Module courses held with 250 attendees, 80 students gaining MSc credits.

Record number of service level agreements with specialist groups providing support for organisation and delivery of the following:

4 courses

9 webinars

4 study sessions

1 face to face study day

2 virtual study days

3 hybrid study days

The strength of our partnerships

6 strategic partners

8 supporter members

Welcomed PrecisionBiotics and Benecol as new members.

36 pieces of contracted work for our members via partnerships activities.

Produced two discussion videos with partners to show how our members can influence:

A visit to natural source water sites (with Natural Source Waters) PLAY VIDEO: <https://www.bda.uk.com/resource/dietitians-views-from-a-visit-to-natural-source-waters-sites.html>

The challenges of at home texture modification of meals (with Wiltshire Farm Foods) PLAY VIDEO: <https://www.bda.uk.com/resource/ready-steady-blend-now-it-s-your-turn.html>

Partnered with Birmingham City Council on the Cook the Commonwealth project, which shared recipes representing all 72 Commonwealth Games participating regions and nations. The work provided more than £16,000 to 19 freelance dietitians who tested, tweaked and photographed 267 recipes. Find out more: <https://www.bda.uk.com/resource/cook-the-commonwealth.html>

Supported Fibre February with partner Quorn, creating a fibre-focused meal planner

Worked with Oatly to create a Sustainable September calendar, promoting activities we can all do to help protect the planet.

BDA Supported projects

**EFAD**Delivered and handed over the final year of a 5-year successful communications SLA to support EFAD with their communication strategy, and across daily activities.

**SENR**The BDA hosts the highly regarded Sport and Exercise Nutrition Register (SENR), the only voluntary register recognised as the industry standard in sports nutrition.

18 SENR accredited/ endorsed courses.

2 documents endorsed by SENR.

Attended International Sport and Exercise Nutrition Conference.

**BIOS**The BDA provides business and policy services to the British and Irish Orthoptic Society (BIOS), a fellow AHP professional association, with 1400+ members.

Continued to raise the profile of orthoptics and recognition for the valuable work done by the profession.

Supported members CPD events both online and face-to-face.

Produced member communications, including a fortnightly e-zine.

Developed policy statements and consultation responses.

Represented BIOS on groups including Allied Health Professions Forum, and the Eye Health Forum, influencing policy across the UK.

**BAPO**The BDA provides business support to the British Association for Prosthetists and Orthotists (BAPO).

Provided membership and events administrative support throughout the year.

Supported the delivery of CPD and other BAPO events. Ensured BAPO were able to deliver a successful office closure by supplying storage and local facilities in Birmingham.

Recruited to maternity cover from January 2023.

Specialist Group Highlights

**Critical Care**

Developed and launched the highly anticipated ‘Introduction to Critical Care’ course which aims to build key skills including the dietetic and physiological principals. Revamped their webpages to provide members with resources, FAQ’s and blogs.

**Cystic Fibrosis**

Collaborated with a number of external stakeholders to produce resources and guidance. Hosted webinars for members’ CPD and learning needs.

**Diabetes**

Launched a resources library, bringing together members’ expertise from across the country. Developed the Diabetes Dietetic Practice-Based Learner Workbooks.

**Food Allergy**

Created a friendly and active user forum to enable peer to peer networking and sharing. Collaborated with the Gastroenterology Specialist Group to produce a gluten free diet sheet.

**Food Services**

Produced the much-anticipated Nutrition & Hydration Digest 3rd edition, to be published in 2023. Scoped and began planning a food services dietitians’ course, which will provide the knowledge and skills to work as a food services dietitian in a healthcare setting.

**Freelance**

Commissioned a series of education courses to support freelance members build their business skills. Hosted monthly webinars on a range of topics to develop members clinical and business knowledge.

**Gastroenterology**

Collaborated with the Food Allergy Specialist Group to produce a gluten free diet sheet. Hosted a number of webinars to support dietitians working in gastroenterology.

**HIV Care**

Hosted members’ ‘drop-in sessions’ to encourage peer to peer networking and support. Developed a competency framework for members.

**Industry**

Launched as a new specialist group to bring together and support all dietitians working in non-clinical roles in all areas of industry.

**Maternal and Fertility**

Ran the hugely successful Nutritional Management in Pregnancy Course and provided members with a range of CPD opportunities. Developed a fertility and pregnancy database for peer to peer sharing and bursaries for member education.

**Mental Health**

Launched the new Learning Disabilities Sub-Group to support dietitians working in this area. Developed new resources and education offerings for members working across mental health specialties.

**Neurosciences**

Responded to a number of consultations and NICE guidelines. Recruited a new Chair to lead the committee and support the group’s development.

**Obesity**

Collaborated with the Royal National Institute of Blind People to produce new resources, which are accessible to blind and partially sighted people. Collaborated with the Maternal and Fertility Specialist Group and the British Psychological Society to deliver free online fertility and obesity training to members.

**Older People**

Collaborated with internal and external stakeholders to develop a number of resources for member and public education. Worked with the Food Services Specialist Group to develop a successful business case for a ‘Care Home Digest.’

**Oncology**

Launched the new Prehabilitation Sub-Group to support members working in this emerging area of practice. Collaborated with a number of external stakeholders to create, update and develop resources.

**Optimising Nutrition Prescribing**

Launched networking sessions to support members’ peer to peer learning and networking, this includes developing a resources hub. Commissioned an education pack on how to get started as a prescribing support dietitian.

**Paediatric**

Developed and published the BDA ARFID position statement alongside the CAMHS Sub-Group. Hosted a successful launch event offering members the opportunity for CPD and wider learning.

**Parenteral & Enteral**

Hosted a webinar series on a number of clinical topics to support group members. Launched their elevator interview series to highlight the range of opportunities within this specialist area and raise the profiles of group members.

**Public Health**

Collaborated with Yorkshire Branch and the ASO Yorkshire Network to deliver the popular ‘What's happening in Weight Management’ CPD event. Submitted a grant application to develop education and resources for enhancing the dietitian’s role in supporting those experiencing/at risk of feeding intolerance.

**Renal Nutrition**

Celebrated the group’s 50th anniversary by hosting a free study day for members and celebrating with renal departments across the country. Launched free UKKA membership for members, providing additional CPD, networking and resources for group members.

**Sports Nutrition**

Developed relationships with key partners such as SDA and BASES, in order to offer networking and CPD opportunities to members. Hosted a successful behaviour change course and study day.

**Sustainable Diets**

Developed a two-year strategy to support members embed sustainability into practice across dietetics. Hosted a number of successful webinars and reviewed influential resources and documents published across the BDA.

BDA Branch Highlights

**East Midlands**

The branch held two meetings for members in 2022-23. The first was in March with the topic ‘Learning, Training and CPD’. It was a hybrid event, with 22 members in attendance and 31 members joining remotely. The second was a virtual event in October, with 32 members attending to enjoy the theme of ‘New Opportunities in Dietetics and AGM’.

**Glasgow and West Scotland**

The branch has continued to develop strong links with the BDA Scotland Board to enhance communication both locally and nationally, as well as contributing to the national workplan. As a result, the branch now has links to the Scottish Dietetic Leadership Network who share information and updates to their subsequent teams.

**South East**

The branch has collaborated with the NIHR Clinical Research Network and the Sustainable Diets Specialist Group. They have also introduced lunchtime webinars, and focussed on increasing their social media presence to connect with members.

**West Midlands**

The branch has focussed on rebuilding the committee over the last 12 months. As a result, key volunteers have come onboard and there is a renewed enthusiasm. The branch has started to plan activities, and are looking forward to connecting with more members across the region.

**Yorkshire**

The branch has been proactive in developing links with universities across the region. For example, they attended an online event at the University of Hull to promote the branch and BDA membership. This resulted in the recruitment of a new student member and Social Media Officer. The branch has a dedicated Instagram page to raise awareness and the profile of students, which has led to some excellent engagement.