

# **BDA Maternal & Fertility Nutrition Specialist Group**

**Annual General Meeting  
28/02/2022**



# Agenda

- Apologies for absence for committee members
- Committee Reports
  - Chair - Eulalee Green
  - Treasurer - Eugenia Grand
  - Secretary & Membership - Bahee Van de Bor
  - Communication & Courses - Anita Beckwith
  - Events - Ro Huntriss
  - Website & Newsletter - Kathryn Haywood & Laura Logan
  - Social Media - Sarah Ashley-Maguire & Claire Pettitt
- Election of Committee Roles - Eulalee Green
- Agree Membership Fees - Eulalee Green
- Future meetings & Events - Ro Huntriss
- Any Other Business - Eulalee Green



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# **Chair's Report**

Komal Deepak Kumar & Eulalee Green

# Chair's Report

Komal Deepak Kumar & Eulalee Green



- Registered in 2020
- Highlights of 2021/2022
  - Membership by ↑30%
  - Social media profiles ↑200% or more
  - PEN training for group members or producing evidence basis
  - 3 Abstracts presented at BDA Research Symposium & Published JHND
  - Nutritional Management in Pregnancy course
  - Webinar events attendance ↑57%

2022/2023

Inviting members for Fertility Nutrition and GDM working group

# **Treasurer's Report**

Committee member: Eugenia Grand

# Treasurer's Report

Committee member: Eugenia Grand



Total income was £3718

- £2,476 membership
- £1,242 from sponsorship & webinars

Total expenditure was £2682

- £132 running costs
- £250 honoraria
- £2,300 speakers fees

Ending the year with a surplus of £1036





# **Secretary & Membership Report**

Committee member: Bahee Van de Bor

# Secretary & Membership Report

Committee member: Bahee Van de Bor

- We had 4 meetings over the 12 months to coordinate the work of the MFNG of the subcommittees.
- MFNG members increased by 30%, from 100 to 130
- MFNG members include students (21) and overseas (3)



# **Communications Report**

Committee member: Anita Beckwith

# Communications & Courses Report

Committee member: Anita Beckwith

- Gestational Diabetes Resources
- Led on pilot of Nutrition Management in Pregnancy
- Maintain communication links between members and the MNFG committee
- 2022/2023 - Delivering the full course - Maternal Management in Pregnancy



# Events Report

Committee member: Ro Huntriss

# Events Report

Committee member: Ro Huntriss

- Webinar attendance ↑57%, ↓No.events
- PCOS Nutrition for Fertility & Pregnancy
- How to Create a Business Case
- Study Day deferred to March



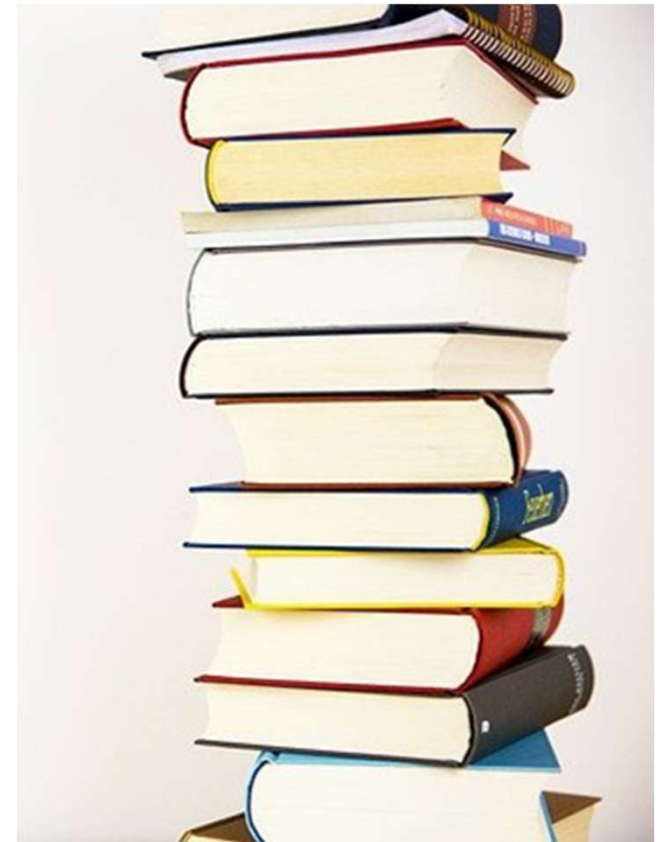
# **Research & Resource Report**

Committee members: Julie Abayomi & Kate Maslin

# Research & Resource Report

Committee members: Julie Abayomi & Kate Maslin

- Database of members expertise & research interest
- Published papers: HG, Maternal MH related child undernutrition, Maternal Obesity
- Podcasts & Newsletters in other publications
- ESPGHAN - webinar and workshop
- Section in Midwifery standard text book
- Virtual Congress of Dietetics, Cape Town





# **Website & Newsletter Report**

Committee Members: Kathryn Haywood & Laura Logan

# Website & Newsletter Report

Committee Members:

Kathryn Haywood & Laura Logan

- Public and Members-only pages
- Quarterly newsletters plus 3 ad-hoc updates
- New webpages for recorded webinars and information
- Members section for MNFSG clinical fact sheets



# Website Report

Committee Members:

Kathryn Haywood & Laura Logan



**[www.bda.uk.com/specialist-groups-and-branches/  
maternal-and-fertility-specialist-group.html](http://www.bda.uk.com/specialist-groups-and-branches/maternal-and-fertility-specialist-group.html)**

| Newsletter              | 2020-2021 | 2021-2022 |
|-------------------------|-----------|-----------|
| Sent to recipients      | No Data   | 596       |
| Delivered to recipients | No Data   | 575       |
| Unique opens            | No Data   | 265       |
| Clicks                  | No Data   | 383       |

# **Social Media Report**

Committee Members: Sarah Ashley-Maguire & Claire Pettitt

# Social Media Report

Committee Members:

Sarah Ashley-Maguire & Claire Pettitt



- Organised public-facing & members only pages
- Promote the work of MFNG & BDA working with BDA member services & External Affairs
- Promoting webinars, MFNG study days , resources, relevant evidence-based information
- 30 Day Social Media Challenge for April 2021  
Re-scheduled for 2022.

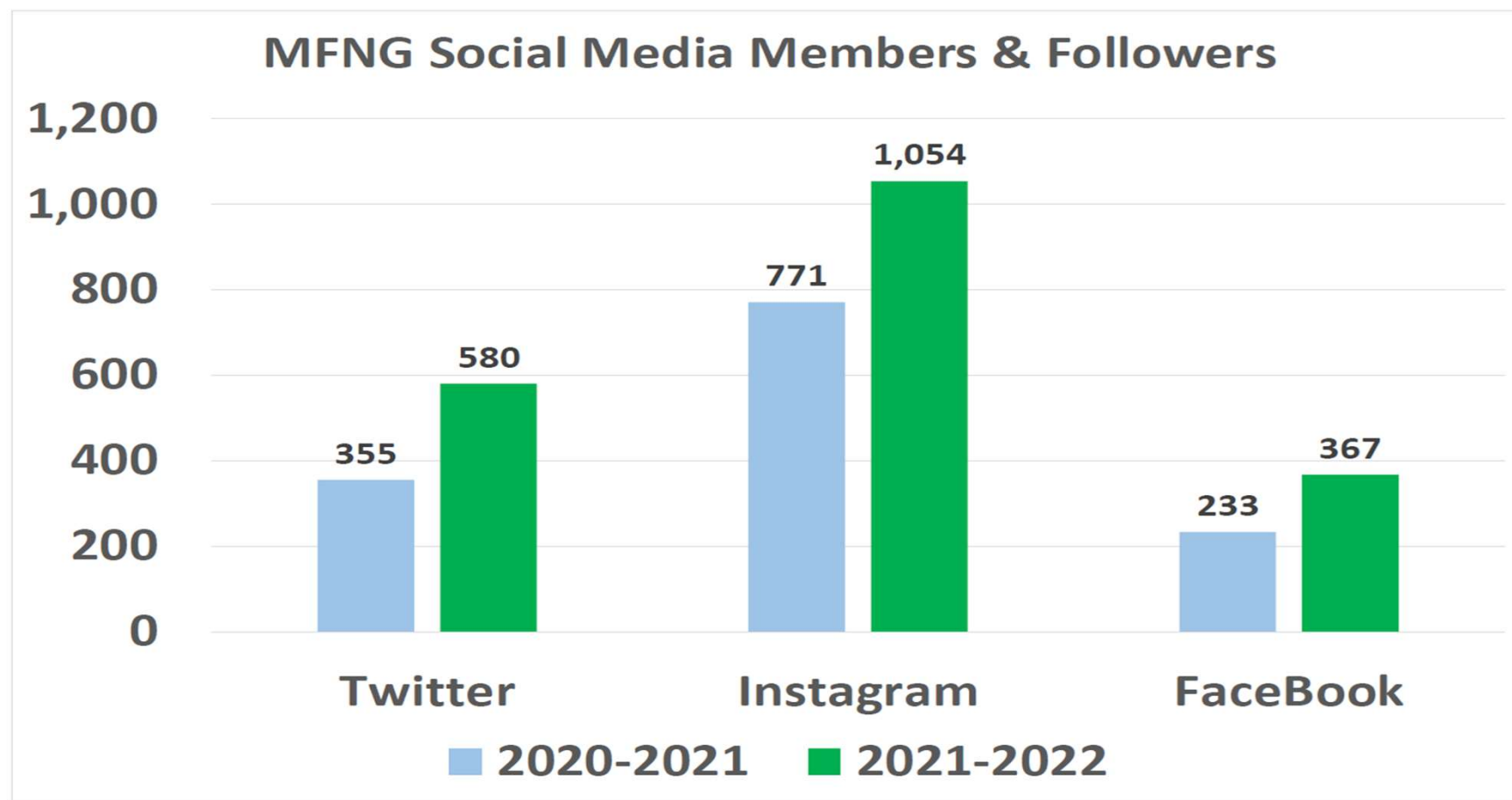


**Please help to raise our profile by visiting our social media pages and liking, commenting and re-share our posts.**

# Social Media Report

Committee Members:

Sarah Ashley-Maguire & Claire Pettitt



# Social Media Report

Committee Members:

Sarah Ashley-Maguire & Claire Pettitt



## Twitter - @BdaMaternal

| Twitter        | 2020-2021 | 2021-2022 | %Change |
|----------------|-----------|-----------|---------|
| Followers      | 355       | 580       | 163     |
| Impressions    | 4,429     | 13,400    | 303     |
| Profile Visits | 202       | 1,280     | 634     |
| Mentions       | 11        | 36        | 327     |

# Social Media Report

Committee Members:

Sarah Ashley-Maguire & Claire Pettitt



## Instagram – @BDA\_MaternlandFertility(public-facing)

| Instagram        | 2020-2021 | 2021-2022 | %Change |
|------------------|-----------|-----------|---------|
| Followers        | 771       | 1,054     | 137     |
| Accounts Reached | No Data   | 13,400    |         |
| Profile Visits   | No Data   | 1,280     |         |



# Social Media Report

Committee Members:

Sarah Ashley-Maguire & Claire Pettitt



## Facebook @BDA Maternal & Fertility Nutrition Group (closed group)

| FaceBook               | 2020-2021 | 2021-2022 | %Change |
|------------------------|-----------|-----------|---------|
| Members                | 233       | 367       | 158     |
| Post Past 60 Days      |           | 30        | 25      |
| Comments Past 60 Days  |           | 170       | 136     |
| Reactions Past 60 Days |           | 269       | -6      |



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