
BDA Endorsement: Applicant Guidance



Contents

Section One: Introduction	3
Section Two: Endorsement tiers	4
Section Three: Endorsement criteria	5
Section Four: Application process	6
Section Five: Endorsement Period	7
Section Six: Promotional activity	8
Section Seven: Additional considerations	9
Appendix One: Endorsement Process Summary	10
Appendix Two: Endorsement terms and conditions	11

Section One: Introduction

The BDA and its specialist groups often get asked by people or organisations to support or approve their materials, such as documents, policies, or other publications.

BDA Endorsement is a way for external resources to gain a mark of quality from the BDA. If approved, they can use the trusted BDA name or the name of one of its specialist groups on their publication. This process can apply to many different types of resources and publications.

This guide explains the process and terms and conditions the BDA uses to decide whether to endorse something. You can find this guide and the application form on the [BDA endorsement webpages](#).

Whether you're asking for endorsement from the BDA in general or from one of its specialist groups, all requests are dealt within in accordance with the information detailed within this guidance.

Important: This process does **not** cover learning activities for CPD (Continuing Professional Development) please follow the ['BDA CPD Approval'](#) process.

Section Two: Endorsement tiers

Due to the range of endorsement requests the BDA receives, we provide a tiered approach to endorsement. This allows the organisation to preserve the quality of the BDA brand and logo, whilst allowing us to support and acknowledge the range of work being produced.

A resource or publication can be approved for endorsement in three ways:

Endorsement Tier	Description	Outcome
Co-authored	The BDA will have been fully involved in the production of the work, and fully endorses all its messages, and it meets all the endorsement criteria.	BDA logo and branding The BDA will support promotional activity*
Logo approved	The BDA has not been directly involved in the production of the resource but supports the work, and it meets all the applicable endorsement criteria.	BDA logo or BDA Specialist Group logo The BDA may support elements of promotional activity
Statement approved	The BDA has not been directly involved in the production of the resource but supports the work. However, the resource does not meet all the essential and applicable endorsement criteria.	Supporting statement The BDA will not support promotional activity

*Additional fees may apply

Section Three: Endorsement criteria

To assure the protection of the BDA's mark of quality, the organisation will review all endorsement requests against the following criteria. In line with our tiered approach to endorsement, we have outlined against each criteria the level of requirement:

Criteria	Requirement
1. The resource aligns with BDA views, values, policies and statements	Essential
1. It is relevant to the dietetic profession and relates to the workforce, or one or more of the four pillars of dietetic practice; practice, leadership, facilitated learning and research and evidence	Essential
2. It has been developed with involvement of, or consultation with, all relevant stakeholders, where appropriate this should include members of the dietetic workforce	Desirable
3. It applies nationally	Desirable
4. It is provided on a non-profit basis	Essential
5. The content is based on the best available evidence and current best practice, and where relevant, is clinically appropriate	Essential
6. The content is clear and unambiguous	Essential
7. The content is appropriately and professionally written	Essential
8. It is congruent with national policy and developments	Desirable
9. Commercial bias is appropriately managed*	Essential
10. It has been peer reviewed by an appropriate, independent professional	Essential

Section Four: Application process

We aim to process applications within **eight weeks of receipt of application**, however, in some cases this timeframe may be extended. We recommend applicants submit their application in good time.

Stage One: Request Submission

All requests for endorsement, whether to the BDA or BDA specialist group, must be submitted via the online '[BDA Endorsement Application Form](#)'. We will not accept requests received in any other format.

For an application to be processed, it must be submitted alongside a final copy of the resource or publication for which endorsement is being sought.

Stage Two: Triage

The internal BDA endorsement panel will undertake an initial suitability and completion check. If an application is considered unsuitable by our internal team, an email will be sent detailing the reason for this. The BDA reserves the right to refuse an application at this stage.

If an application is approved by the internal team, it will then progress to stage three of the endorsement process.

Stage Three: Review

This involves the application and the resource being sent to an assessor. This may be a member of the BDA Professional Committee, Internal Endorsement Group, another BDA Committee or Board, a specialist group(s) or an expert dietitian.

From time to time, assessors may be required to ask BDA staff to obtain further information or clarification from the applicant. This may extend the processing time of applications.

The assessor(s) will complete the BDA endorsement review form and return this to the internal panel. This will then be shared with the Chair of the BDA Professional Committee. The Professional Committee, alongside the BDA internal endorsement team, will review the completed form and make a final decision on whether to endorse a resource, and the appropriate endorsement tier will be identified, see [section two](#) for more information. The decision of the BDA is final.

Potential outcomes include:

Decision	Description
Successful	The BDA agrees to endorse the resource in accordance with the endorsement tier identified.
Successful with recommendations	The BDA agrees to endorse the resource in accordance with the endorsement tier identified but has provided recommended amendments alongside their decision. It will be at the discretion of the applicant as to whether to implement these changes or not.
Unsuccessful, revisions required	The BDA does not agree to endorse the resource unless specific revisions are made. An outline of the revisions required will be provided.
Decline	The BDA does not agree to endorse the resource.

Section Five: Endorsement Period

Duration of endorsement

BDA endorsement is valid for a period of three years, unless significant changes are made to the resource, or the BDA Endorsement terms and conditions are breached.

Once the three-year period has come to an end, all reference to the resource will be removed from our platforms and the approval for continued use of the BDA logo or statement will be withdrawn. All reference to the BDA is expected to be removed from any new, re-printed or re-shared versions of the resource.

If, after this time, the original applicant would like to seek re-endorsement, the request must be treated as a new endorsement request. The BDA policy, position or stance may have changed since the initial endorsement, so it must be re-assessed in full. It is therefore possible that something previously endorsed may be declined following a request for re-endorsement.

Changes to your endorsement term

It is the responsibility of the applicant submitting the endorsement request to ensure information contained in the resource is updated as and when required. If any changes to the content are required within the three-year endorsement term, it is the responsibility of the applicant to contact the BDA via email endorsement@bda.uk.com and inform them of these changes.

If changes are deemed to be significant, then the original endorsement term will end, and a new application form will need to be completed.

Section Six: Promotional activity

As part of our endorsement agreement, the BDA may support promotion of the endorsed resources. The opportunity for this and the type of promotional activity will depend on the endorsement tier, as follows:

Endorsement Tier	Promotional Activity
Co-authored	The BDA will support promotional activities, and these will be collaboratively agreed by the BDA and the applicant. This may include a range of promotional activities e.g., news article, social media posts or sharing a press release *
Logo approved	The resource will be added to the BDA Endorsed listing on the website, and there will be an opportunity for the applicant to provide an accompanying article for inclusion in DT or on the website
Statement approved	Advice will be given regarding our standard commercial advertising opportunities

**Additional fees may apply,*

Section Seven: Additional considerations

BDA representatives

Where there is an BDA representative serving on a working group of any kind, and the working group belongs to another organisation (such as NHS England or another professional body), the BDA representative's presence in itself will not act as endorsement of the work. The BDA representative is expected to feedback to the BDA regularly, and approach the BDA endorsement team at the point endorsement is being sought.

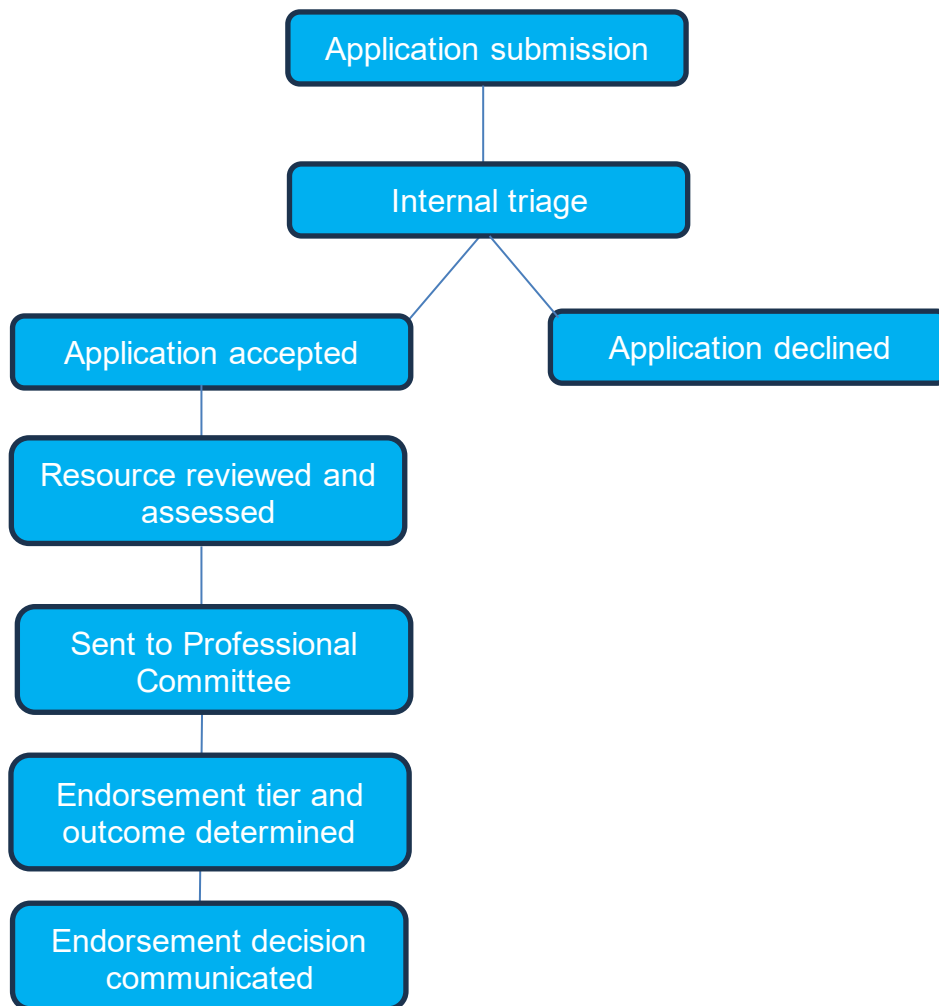
It is essential that the BDA name or logo is not used without express permission from the organisation.

Specialist group endorsement

All endorsements, regardless of which logo an applicant is wishing to use, must come via the centralised BDA endorsement process. Applications which are successful and meet the criteria for 'logo approved' may then be considered for either the BDA endorsed logo or a BDA Specialist Group endorsed logo. This will be assessed on a case-by-case basis, and the relevant specialist group will be contacted to ensure agreement.

Appendix One: Endorsement Process Summary

A simplified overview of the BDA Endorsement process has been outlined in the flow chart below. For detailed information for each section, please refer to [Section Four: Application process](#).



Appendix Two: Endorsement terms and conditions

1.1. Endorsement Criteria

All endorsed resources must adhere to essential and applicable BDA Endorsement criteria throughout the term of the agreement.

1.2. Purpose of Endorsement

Endorsement applies only to the resource and not to any individual or organisation associated with the resource.

BDA Endorsement is not a substitute for seeking professional consensus elsewhere – for example it would not supersede local care pathways

The BDA Endorsement process is not intended to provide the BDA viewpoint or position on any given topic.

1.3. Responsibility

The BDA accepts no responsibility for the content of the resource or publication, or the application of the evidence base, sources or references referred to or how the content of the product might be interpreted by individual(s).

The BDA is not responsible for any promotional activity of the resource, unless otherwise agreed.

1.4. Wording and Logo

Inclusion and positioning of our logo or supporting statement must be done in accordance with the BDA Endorsement Wording and Logo Guidance.

The BDA Endorsement logo or supporting statement cannot be used without express permission from the BDA.

The logo and statement are unique to each resource and must not be shared, copied or used across any other materials.

1.5. Endorsement Term

A successful endorsement is valid for 3-years only. The specific dates will be specified in your confirmation email.

All reference to BDA Endorsement must be removed from any new, re-printed or re-shared versions of the resource, at the end of the endorsement term, unless further endorsement has been confirmed.

During the period of your endorsement term, applicants must notify the BDA of any changes to the resource. Any substantive changes, as determined by the BDA, will bring the term of endorsement to an end.

1.7. Withdrawal of BDA Endorsement

The BDA reserves the right to refuse or withdraw BDA Endorsement in response to:

- an investigation following professional body or specialist group concerns
- endorsement by another organisation whose ethos or brand is incompatible with the BDA's
- any significant changes to the resource content
- failure to disclose significant conflict of interest
- misuse of BDA endorsement logo or supporting statement
- concerns raised regarding the resource
- failure to adhere to the BDA Endorsement Standards
- a new and significant reputational issue with the applicant or organisation, which could bring the BDA into disrepute

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