

Annual Report 2018-2019



Chief Executive's Foreword



Looking back on the past year has always allowed me to help plan for the future. Knowing where we have come from helps identify what has worked well, and not so well. The past year has shown me what a dynamic association the BDA has become and what great opportunities we have ahead.

The challenges are potentially significant, we should not underestimate them. The workforce planning for the profession around the four UK countries is at once varied, frustrating and complex! But our recent history of successful engagement and lobbying on behalf of the profession shows me that we have the ability to create significant waves in health and social care. Many of the barriers to profession growth have been removed and those that remain could be minimised by our own membership. The creation of more numerous and diverse training opportunities could see the profession leap in numbers and impact – a prospect which is not as impossible as it may feel.

Having worked closely with our sister nutrition associations over the past year leaves me incredibly excited and optimistic about the coming year. I know that some of the big news to arrive this year will be significant and hugely positive for the profession and the BDA.

I also thank our staff for the amazing things they have done to raise our profile across all four UK governments and with all the other organisations responsible for leading health and social care policy. Members asked us to raise the profile of the profession and we have done exactly that.

Andy Burman, BDA Chief Executive



With my first year as Chair now past, it is incredible to think how quickly time has flown. So much has happened both within the BDA and outside of the profession.

The staff team and the Board of Directors have been diligent in ensuring excellent services are maintained and expanded for members. We are confident of our financial position and our ability to grow further, so that we deliver more campaigns, raise profile and give more of what our members ask for. Our campaigns, such as Dietitian's Week and 'One Blue Dot', have been heralded as ground breaking and innovative. They are also valued by members and outside organisations too.

However much of the change inside the BDA, from my perspective, has been about the governance implementation and how this will affect the association in years to come. I believe I inherited an amazing legacy from Sian O'Shea and the opportunity we have, to invest and develop future leaders and to create a high performing board of members and non-members, is exciting. We truly are at the cutting edge of best practice for an association, and this is shown by the awards and recognition that our staff team and members win for innovation around the UK.

While there are 12 months to go until the end of my term, I know it will pass all too quickly. There is much to be done this year but, if the last year shows us anything, it is that we can achieve whatever we set our minds to.

Caroline Bovey, BDA Chair

Supporting our
members

Leading the
profession

Building for
the future

Supporting our members

The BDA is dedicated to supporting members of the profession in their dietetic careers in every way possible. We strive to empower our members to make a difference to patient care and outcomes and to the development of the dietetic profession as a whole.

Here are just some of the ways in which we continued to support our valued BDA members.

Our members – vital statistics

In 2018/19 we:

Grew our total membership by 4%

to **9524 members**

+300

Increase in the total number of full members

3%

increase in our share of HCPC registered dietitians to 83%

95%

BDA memberships renewed this year

Professional indemnity insurance cover raised to

£10 million

+350

students recruited from 1st November 2018

88%

of all possible first year undergraduate and post graduate UK students

250

members have taken up our new Parental Leave Rate since March 2018

+5500

Specialist Group memberships sold

1322

new sub group members



25%
Diabetes



18%
Parenteral &
Enteral Nutrition

Our networks of specialist groups have also reported a **5%** growth in total membership as more members realise the value of being part of these useful networks.

The largest growth in membership was by the Diabetes group and the Parenteral and Enteral Nutrition group. The Parenteral and Enteral Nutrition, Paediatric and Gastroenterology specialist groups are the most popular based on member survey feedback, and the new Cystic Fibrosis Group launched.

Protecting our trade mark, intellectual property and member data

We believe that the BDA brand should be protected, and that it should only be associated with our valued BDA members. Our brand, trademark and tag-lines represent and serve the profession – giving our members a dietetic identity to be proud of.

Organisations recognise the value of the BDA brand as a mark of quality and professionalism and we have been able to endorse many new learning activities for our members this year.

We take the security of our member data very seriously, so we have overhauled our internal processes, including Specialist Groups and Branches and third-party data sharing practice, in line with the expectations set out by the Information Commissioner's Office (ICO).

We have carefully undertaken work to ensure that we can balance the privacy and protection rights of our members, and other stakeholders, with the legitimate business needs of the BDA to understand, support and reflect the dietetic profession in the United Kingdom.



Supporting professional outcomes

The BDA continues to support members towards measuring and collecting outcomes both strategically and practically, providing input to national work being undertaken to develop an AHP wide measure.

Through individual department, and branch presentations, we have provided practical support to members by assisting them to embed our Nutrition and Dietetic Process into the workplace.

Several Specialist groups have shared the work they have been doing on outcomes, and the following specialist groups have created outcome tools for their members to use:



Critical
Care



Food
Allergy



Cystic
Fibrosis



Food
Services



Diabetes



Renal



HIV



Oncology

The outcomes working group is currently working to create a generic framework which can be used for documenting the model and care process, and as part of this, collating outcome data.

Supporting members Continued Professional Development

Supporting members Continued Professional Development

As an Association we organise a variety of events to support our members with their dietetic practice. These events provide CPD opportunities to help members stay up-to-date with the latest developments in research, clinical and professional practice and provide valuable networking opportunities.



BDA Research Symposium – we are dedicated to supporting the research efforts of our members. Each year, we hold a research symposium in Birmingham showcasing the latest research across dietetics, providing delegates the opportunity to share and enhance their knowledge. 2018 saw a new dedicated stream for Nutrition Support supported by Parenteral and Enteral Specialist Group where over 70 research projects were presented – and consequently published in JHND.



Dietetics in Wales – we held a forum in partnership with BDA Wales Board for the dietetic workforce in Wales. The day focused on protecting the future of the profession, and delegates engaged with dietitians in research and those influencing with innovation and transformation in practice.



Elsie Widdowson Memorial Lecture –

supported by the BDA General and Education Trust Fund, Professor Kevin Whelan PhD FBDA RD of Kings College London presented *Modifying the microbiome in gut health and disease: research as the foundation of dietetic practice*. Professor Whelan provided an insight into the ongoing research being undertaken in the field, including studies and controlled trials of microbiome-modifying interventions and a wide range of disorders - plus the results which are often surprising!



CPD and the BDA Centre for Education

CPD and the BDA Centre for Education and Development (CED)

The BDA has invested significant resources to supporting the dietetic workforce throughout their careers, through hosting face to face and online courses and programmes for dietitians, dietetic support workers, and multi-professional training in nutrition and dietetics.

The blended learning courses provide delegates with the opportunity to network with other BDA members and share best practice.

Our BDA Centre for Education and Development (CED) runs a variety of excellent courses in support of member education and professional development, in 2018/19:

52

external courses
were endorsed

34

courses
run by the CED

398

members
attended a
course
(and 98 non members)



CPD and the BDA Centre for Education

We have worked alongside other professional bodies and unions, to promote a jointly produced statement on a set of CPD and lifelong learning principles for health and social care, which dietitians would use in the workplace.

We continuously listen to our membership and engage with the national workforce to understand their needs. When a demand for more flexible learning styles was raised, we invested in online course development through our online learning hub - The BDA Learning Zone.

Almost 4000 users are signed up to the platform, and on average, between 600-800 users have signed up every year since 2014.

Jointly
produced
statement on
CPD & lifelong
learning
principles for
health and
social care

Invested
in online
learning for
members,
via the BDA
Learning Zone

4000
total members
are now signed
up to BDA
Learning Zone

800
new users
signed up to
BDA Learning
Zone in 2018/19

Local BDA Branches

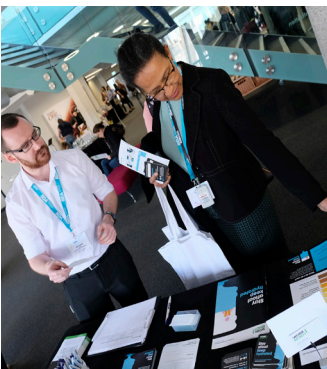
BDA Branches are our representation at a local level. With a total of 13 across the UK, our Branches offer members networking and CPD events, and provide opportunities to network, learn and share best practice with their dietetic peers at a local level. Branches use e-newsletters and social media to keep their members up to date



31 local BDA branch events were held in 2018/19, ranging from CPD events and webinars, to AGM's. Some Branches also successfully live streamed or filmed their events for members to attend virtually if they couldn't attend in person



Over 2600+ members attended low cost, high quality BDA Branch events local to them, and gained career development, CPD and networking opportunities with their local peers.



Local BDA Branches

As an Association we supported our branch volunteers in the following ways this year:



106 member volunteers were provided with guidance, advice and support in their Branch committee volunteer roles



The East Midlands and South Wales Branches were successfully reactivated expanding the network of local branches



BDA staff have continued to respond to requests to speak at Branch meetings on professional topics such as Dietetic research, major BDA projects (e.g. One Blue Dot) the IDDSI Framework, outcomes, Future Dietitian 2025 programme and providing useful BDA activity updates

31

local CPD and networking events were held by Branches in 2018/19

2600+

members attended these high quality, low cost events

106

member volunteers were supported in their Branch committee role

East Midlands and South Wales Branches were reactivated



BDA Specialist Group CPD

BDA Specialist Group CPD

Our 18 specialist groups support their members by holding high quality CPD events and study days throughout the year. These events allow members to gain CPD, network and brush up on the latest research and practice in their various specialisms.

In 2018/19, 40 specialist group events were attended by over 2,100 members. Our specialist groups also continue to be active in supporting members' education, and advancing members' practice through Masters level education, especially within their specialist dietetic areas.



Paediatric Specialist Group continued to run clinical modules for a unique partnership degree with Plymouth University – the highly sought-after MSc Advanced Professional Practice in Paediatric Dietetics. The professional lead for this degree, the module leads, lecturers, tutors and markers are all members of the Paediatric Group. 150 dietitians have been trained on the course, attending five modules during 2018/19. One-third of these students have opted to take the modules at Masters level.



Paediatric Diabetes Sub-Group developed a master's module on professional educational skills, aiming to develop paediatric dietetic outcomes.



BDA Specialist Group CPD



Mental Health Specialist Group continued to run the Postgraduate Certificate in Eating Disorders at Leeds Beckett University. The group are currently developing a stepped education programme which will consist of four courses.



Parenteral and Enteral Nutrition Specialist Group funded five places through educational bursaries for the annual Parenteral and Enteral Nutrition Group Clinical Update, run at Masters level in collaboration with Queen Margaret University Edinburgh. The course was delivered at full capacity, up-skilling 77 dietitians in nutrition support.

40

excellent CPD events were held by Specialist Groups in 2018/19



2100

members attended high quality Specialist Group events





Supporting members in the workplace

Supporting members in the workplace

The dietetic profession is constantly evolving and pushing the boundaries of practice, whilst remaining one of the safest professions registered with the HCPC. We strive to support our members to meet the HCPC Standards and BDA Code of Professional Conduct through the delivery of the highest standards of care.

However, when our members do need legal help, the BDA offers support. Over the past year – we have assisted 26 members with legal support through HCPC fitness to practice proceedings. We were pleased that only two required the case to progress to a hearing this year. In all cases the individual member was provided with bespoke and personal legal and professional support.





Our trade union plays a huge role in supporting our members at work. During the last year we have been heavily involved in the implementation of changes to the Agenda for Change pay bands and associated terms and conditions across the UK. We have been instrumental in drafting new pay progression arrangements and guidance, as well as new agreements on leave for new parents and child bereavement for NHS staff in England.

Our national officers have also been working hard in Scotland, Northern Ireland and Wales to secure new agreements on pay, terms and conditions for all NHS staff.



Supporting members in the workplace

On behalf of our members, our trade union also:

-  Contributed to national work on violence at work, bullying in the NHS, the pay review body submission, Pensions, NHS funding and national TUC policy on Brexit
-  Played an active role in two major national events: the TUC national march and rally calling for decent jobs for all with a new deal for workers, and the celebration march and rally to mark the 70th anniversary of the NHS where one of our dedicated TU reps took centre stage as a speaker
-  Submitted successful motions to TU conferences on topics including; food poverty, food security and sustainability, and health and social care workers subsidising the NHS
-  Supported the membership through our network of trade union representatives around the four countries. In the past year we have trained 42 new representatives across the UK. The training has proved very successful and we have a growing number of well-trained reps providing first class support to members



Supporting members in the workplace



Started an organising project to increase both the number of TU reps and the level of member participation in the union



Provided advice or representation to 197 members



Increased our presence on social media and improved communications with members and representatives



226

TU reps trained
and active
nationally

Useful member resources

We provide our members with a wide range of useful resources and benefits to support their busy day-to-day roles, their teams and their wider service. We're committed to keeping members up to speed with the latest developments across the Association and wider profession. This year we improved many of our member resources.

Newly improved and refreshed Dietetics Today magazine

The official members' magazine and most valued BDA member communication is Dietetics Today magazine. After undertaking reader research and responding to member feedback, the magazine has had a full refresh, it now includes sections to inspire and support personal and career development.

The improvements and new additions have been very well received by readers. The magazine is now split into two clear halves: a member focus area and a clinical area, with the several new additions to support members CPD and knowledge sharing.



Useful member resources

Digital resources

bda.uk.com

We provide our members with a range of useful member-only resources and benefits they can access online such as campaign packs, influencing information, and practice toolkits. This year we had an average of 39,992 monthly visitors to bda.uk.com which was a 10,000 increase from last year.

We continue to collect information on the various sectors our members work in, along with their areas of interests and expertise, enabling us to get an ongoing understanding of our members' working needs and expectations so we can better support them



25%
increase in
annual web
traffic



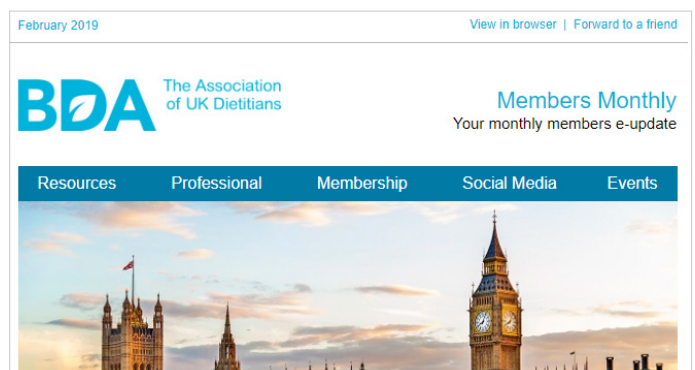
39,992
monthly
visitors to
bda.uk.com

Useful member resources

Expanded publications






Our monthly digital communications continue to be highly valued by our members – almost 40% of members open and almost 50% click through to read latest news from both the Members' Monthly e-zine and the Evidence & Expertise e-zine (15% higher than the sector average)

The popular BDA Advanced Dietetic Practice Book series, edited by BDA member Professor Kevin Whelan, expands the clinical specialist knowledge base and enhances our reputation by promoting excellence in science and practice. In 2018/19 we published new book – Advanced Nutrition and Dietetics in Nutrition Support



Supporting our members specialisms

Over 320 dedicated volunteers help to run our popular 18 specialist groups and 9 sub-groups and over half of our members belong to one or more of our expert specialist groups. This year we have listened to member feedback and worked hard to support specialist group volunteers.

-  Hosted the most successful, and best attended, group and branch volunteer support day yet – in June 2018
-  Provided useful evening webinars on a range of topics including introductions to using Facebook, Twitter, Instagram and Hootsuite, as well as hints and tips on GDPR, political influencing, event management and managing sponsorship
-  Supported member volunteers to use the newsletter functionality on our website to enable all specialist groups to communicate digitally with their members
-  Hosted over 500 discussions within the specialist group private discussion forums on our website
-  Recruited and inducted 40 new specialist group volunteers

Supporting our members specialisms

- ✓ Provided financial training and support for group volunteers, enabling greater autonomy in group management
- ✓ Created a new Facebook Group for Group and Branch volunteers to allow them to network, ask questions and support each other
- ✓ Continued to produce the volunteer e-zine to help support and guide our group and branch volunteers and keep them up to date with the services available to them
- ✓ Launched a new Cystic Fibrosis Specialist Group as well as a Child and Adolescent Mental Health Sub Group of our Mental Health Specialist Group



Sport and Exercise Nutrition Register (SENr)

Sport and Exercise Nutrition Register (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, actively supported by UK Anti-Doping.

The register is growing at an increasing rate (with a 17% increase in registrants in 2018/19) alongside its success, reputation and influence, as more and more employers of sports nutrition specialists are making registration with SENr an essential criterion for the role. For example, every nutrition expert employed at the four national Sports Institutes across the UK is an SENr registrant.

The register continues to support high standards of education in sports and exercise nutrition, and again supported the Sports Exercise Showcase in May. Over 130 sport and exercise nutrition practitioners, dietitians and students engaged and networked throughout the day, hearing from some amazing speakers about the next generation of sport nutrition.

130

sport and
exercise
practitioners
attended the
SENr Showcase



17%

increase in
registrants
2018/19

Leading the profession

The BDA and our members play a crucial role in taking the dietetic profession forward and leading on its development, visibility and influence.

Here are the key areas where we and our members lead the profession.

Raising the profile of dietetics

Dietetics in the media

One of our aims as an Association is to raise the profile of dietetics and promote the message that dietitians are the only statutorily regulated and evidence-based nutrition professionals highly qualified to advise on, prevent and treat a range of health issues and conditions.

The media world is saturated with unqualified people, calling themselves nutrition experts, commenting on the latest diet fad.

Our job is to provide a dietetic perspective based on evidence to help the public sort fact from fiction. Our invaluable volunteer media spokespeople help us to do exactly that, and working together we have achieved a large amount of dietetic media coverage.

Our media impact:

A probable audience of
367 million people
reached through media
coverage in the UK and
internationally

Top press/ online sources

Daily Mail Online
Mail on Sunday
Telegraph
Express
Guardian

Top broadcast sources

BBC 1
BBC Radio
BBC News 24
Sky News
LBC

Our media
spokespeople
featured
in over

1700

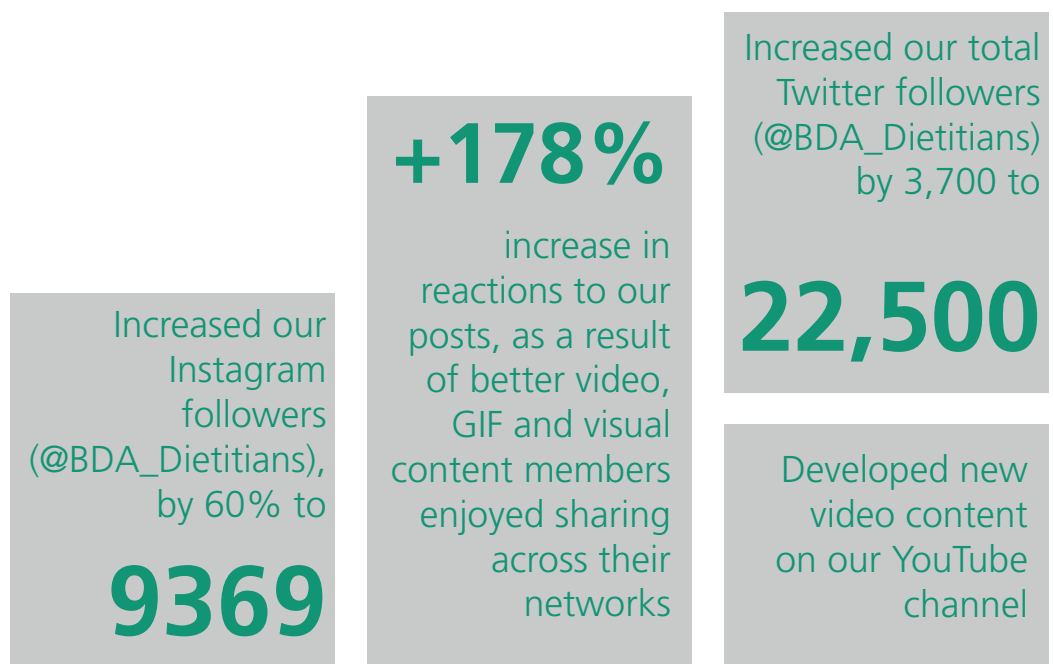
news pieces
covering
trending
topics such as
breakfast,
the BMJ,
research,
and calories

Raising the profile of dietetics

Dietitians on Social Media

Dietetics is a relatively small profession, competing with a growing noise and confusion caused by so-called 'celebrity experts' and diet-pill champions online. We believe it's essential that dietitians counteract this social noise in order to influence the public towards safer, healthier and more sustainable choices.

Our social media reach, impact and influence continues to grow across our key platforms, as we encourage members to take an active role in using the evidence base in food and nutrition conversations online.





Raising the profile of dietetics

Influencing the public

The BDA promotes dietitians as the experts in food and nutrition who play a key role in helping to improve the health and wellbeing of the nation. We aim to educate and inform key stakeholders such as the media and the general public.

Our website continues to be accessed as a trusted and credible source of evidence-based public information, with the most popular resources being our Food Fact pages, and pages providing useful information on 'what a dietitian is', 'what a dietitian does', and 'where and how to study dietetics'.

This year we had an average of 39,992 monthly visitors to our website www.bda.uk.com.

Over the past 12 months we have worked hard to ensure more people are accessing, finding and using our website.

As a result, we have seen a:

50%

increase in
traffic directly
from Google
searches

36%

increase in
users, 38%
increase in
new users

30%

increase in
visits to our
website

25%

increase
in total
pageviews



Raising the profile of dietetics

Our 65+ peer reviewed, evidence-based, Food Fact Sheets are our most popular public-facing resources online, and are highly valued by our members.

In 2018/19:

10,000+

views of each of
our top ten food
fact sheets

20,000+

views of our
Plant-Based Diets
food fact sheet

We reviewed and
updated

1/3

of our food fact
sheets with the
latest evidence-
based, peer
reviewed content
as part of their
three-year
review cycle

We launched a
new food fact
sheet on
**Pressure
Sores**

584,593

total views
of our food
fact sheets

Let's Get Cooking

Let's Get Cooking has developed impact with new funded initiatives to educate and inform school children around the UK.

Our work with Channel 5's 'Shane the Chef' has shown our reach and impact in television in targeting healthy eating messages at younger children.

Let's get
cooking



Raising the profile of dietetics

Dietitians Week 2018

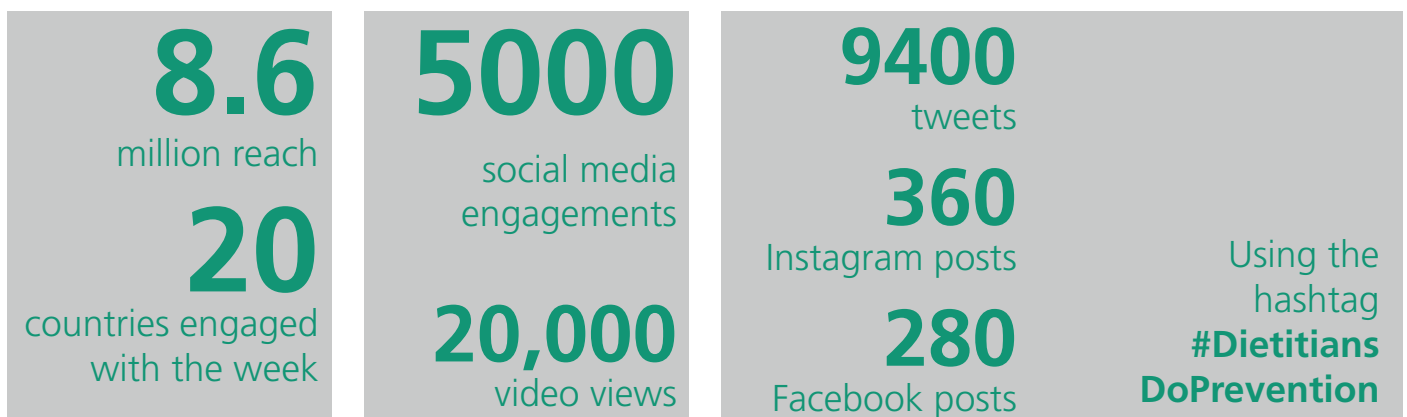
The BDA's biggest single campaign to raise the profile of dietetics is Dietitians Week, which saw its fifth successful year in 2018.

The theme was #DietitiansDoPrevention, drawing on the chair's theme and recognition of the need to upgrade prevention in health and social care. Each day had a different theme such as mental health, making every contact count and public health. One aim was to get more dietitians to recognise their role in prevention.

A detailed evaluation revealed that 88% of dietitians believe prevention is part of their daily jobs and 96% believe optimising health is part of their daily jobs.

Dietitians Week 2018 also won Best Social Media Campaign at the Association Awards 2018.

Social media successes during the week include:



Leading in Policy and Practice

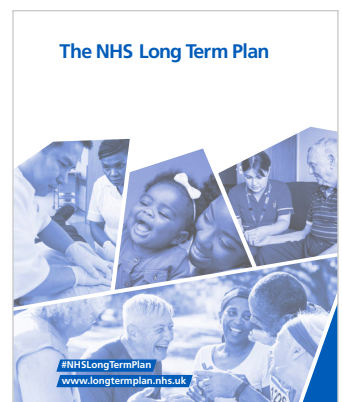
Practice advice

We have provided our highest ever level of one-to-one support to individual members with questions about ethical and professional practice, working to empower them to make informed decisions about their practice and sign post to other avenues of support. Topics have included extended scope of practice, indemnity insurance, and giving evidence at coroner's inquests.

As digital healthcare takes off in the UK, we have been working with NHS Digital to develop the digital toolkit. This 'how to' guide will pull together elements of digital practice and support dietitians to embrace this huge cultural change in healthcare. It will include standardising dietetic electronic record keeping, implementing SNOMED into practice and the use of technology (such as smart phone apps, email, webinars and forums) to aid dietetic intervention.

National Policies

We have had an input in the national health strategies and plans developed in all four nations this year, including the NHS England Long Term Plan and the Healthier Wales plan.



Primary care

There is growing demand for dietitians in primary, where we have huge opportunities to improve outcomes for patients and save money for the NHS. One of the key drivers for the NHS is managing demand in primary care.

We have joined forces with Health Education England to set up the new Dietitians in Primary Care project, guided by a steering group of dietitians from all four nations.

The research aspect of this project has been started by Plymouth University. It comprises three phases, the third of which - collecting data from dietitians in GP practice acting as first contact practitioners - has just begun.

Environmentally sustainable diets (One Blue Dot)

The One Blue Dot toolkit, launched in November, helps dietitians act now to incorporate the latest in environmental science into their practice, and ensure the future security of our planet. A steering group of dietitians and nutrition experts reviewed more than 100 papers and documents to create a new reference guide on this complex topic, which was accompanied by other practical tools to simplify implementation. It has been accessed 10,300 times since launch. The design and production costs for the toolkit were kindly covered by launch partners, Alpro.



Consultation Responses

We have responded to over 35 consultations on a broad range of issues and from stakeholders across all four UK nations. From SACN consultations on saturated fat to Scottish regulations on food and drink in school, the BDA head office, country boards and specialist groups have ensured that policy and legislation benefits from dietetic expertise.

We've also engaged membership and facilitated their involvement in the following NICE consultations:

Policy statements

This year we have updated our policies on the UK Government's Childhood Obesity Plan, Gluten Free Food on Prescription and Sugary Drinks Taxes. We also created an important policy statement on the role of low carbohydrate diets in the management of type 2 diabetes.

Over the past year many of our specialist groups have also been involved in influential work which is having a direct impact on dietetic policy and practice, including:

Attended

4

scoping
workshops

Observed

2

committee
meetings

Responded to

7

quality
standard
consultations

Responded to

13

guideline
consultations
& 1 indicator
consultation

Raising the profile of dietetics



Diabetes Specialist Group continue to be key advisors to the Diabetes All Party Parliamentary Group, and have developed policy and influenced nationally on the key issue of type 2 diabetes prevention



Public Health Specialist Group have been involved in the development of the ground breaking One Blue Dot toolkit



Gastroenterology Specialist Group continue to fight to protect the provision of gluten free foods on prescription, including supporting the developing the government's guidance to CCGs



Obesity, Paediatric and Public Health Specialist Groups all continue to be closely involved with the implementation of obesity strategies across the UK



Paediatric Specialist Group have been involved in the development of policy positions relating to breastfeeding and the development of learning outcomes for dietitians on breastfeeding alongside UNICEF and others

Raising the profile of dietetics



Mental Health Specialist Group published a Joint Consensus Statement for the management of Veganism in Eating Disorders with the Royal College of Psychiatrists and Beat



Food Services Specialist Group worked with us to support safe implementation of IDDSI in the UK

Providing quality resources for evidence-based practice

All BDA members receive unlimited access to the dynamic online PEN system (Practice-based Evidence in Nutrition) – helping dietitians find evidence-based information fast. It gives practical guidance across over 200 nutrition and dietetic-related topics to help apply to dietetic practice.

PEN is becoming well recognised and utilised amongst students and dietitians as the tool to support evidence-based practice. We also continue to visit 15 of the accredited UK universities to support student dietitians in using PEN whilst on practice placement and in supporting their assignments; we add lots of new UK tools and resources to the system; and have an increasing number of dietitians as PEN authors and reviewers.

28,957
visits in
the first 9
months of
2018

45%
increase in
BDA member
use in the
last year



The online searchable database
**designed for dietitians
by dietitians**

Our political impact around the UK

Journal of Human Nutrition and Dietetics

The impact factor of our journal, JHND, has risen to 2.681. It ranks 42 out of 83 Nutrition and dietetic Journals.

In the NIHR, we now have two dietitians appointed as NIHR Research Champions and three dietetic advocates as well as NIHR dietetic mentors

Our research web pages now host 17 different dietetic research posters.

Our political impact around the UK



UK Wide

We have continued to promote and represent the dietetic profession and its interests at various TUC conferences throughout the year. We proposed motions on food poverty, mental health funding, promoting and protecting the dietetic profession, and breastfeeding. All were successfully voted into the TUC policy plan.

Over 250 members wrote to their local MPs this year, as we led opposition to the HCPC fee increase. The BDA helped brief MPs and raise questions in parliament, as well as supporting a Westminster Hall debate to pressure the government to intervene. It was a great

Our political impact around the UK

opportunity to inform lots of MPs about the role of dietitians and the day-to-day pressures they face, although the efforts to prevent the increase were ultimately unsuccessful.

On the ever-evolving topic of Brexit, we have taken a central role working with industry on pushing government to ensure that contingency plans are robust and well communicated in the event of a “no deal” Brexit. The risk of impact on food supplies, including specialist nutrition products has been our key concern.



Northern Ireland

We have supported dietitians to deliver a cross border training event for dietitians called ‘Elevating your pitch’. Attendees were highly satisfied with the training and the opportunity to learn with their colleagues in the Republic of Ireland.

We worked with Northern Ireland Healthcare Review (a quarterly free magazine read by health care professionals) to increase the number of articles from dietitians, so far dietitians have been published twice.

We also exhibited at the NI Advancing Healthcare Awards in November 2018.

Forming Alliances



Wales

This year Wales Board have been central in influencing Welsh government's guidance on the Additional Learning Needs Act, the creation of the Healthy Weight, Healthy Wales Strategy and the government's health strategy.



Scotland

In Scotland we have had success, alongside the AHPFS, securing changes to the high-profile Safe Staffing Bill. This legislation will impact the workforce in Scotland, and thanks to our efforts we have been able to ensure it specifically mentions Allied Health Professionals, not just nurses and doctors.

Forming Alliances

Members demand that the BDA is the proactive voice of the dietetic profession. As we grow our political reach and influence, we are increasingly approached to form links and alliances with a wide range of other organisations, professional bodies and charities in order to influence important policy issues. We have been growing our exciting partnership work and in 2018/19 we:



Worked with Obesity Health Alliance on issues relating to childhood obesity in England



Worked with Obesity Action Cymru on issues relating to childhood obesity in Wales including helping Welsh Government develop their healthy weight strategy

Forming Alliances



Formed new alliances with the British Association for Cardiovascular Prevention and Rehabilitation, the Faculty of Public Health and the Scottish Obesity Alliance



Continued to work closely with colleagues from the other AHPs, through bodies such as the Allied Health Professions Federation, in all four nations



Worked with Royal Colleges and Charities to highlight the need for mandatory folic acid fortification and put for a consultation promised in October 2018



Worked with BAPEN and Malnutrition Task Force on the development and delivery of the first UK Malnutrition Awareness Week



Supported other partners such as Diabetes UK, Coeliac UK and BOMSS with campaign weeks throughout the year



Collaborative working and patient safety

Collaborative working and patient safety

Implementation of the IDDSI Framework across the UK started in April 2018 and was targeted to be complete by April 2019. A multi-agency working group led by the BDA and RCSLT led the implementation planning and were delighted when an NHS Patient Safety Alert mandated the implementation of IDDSI.

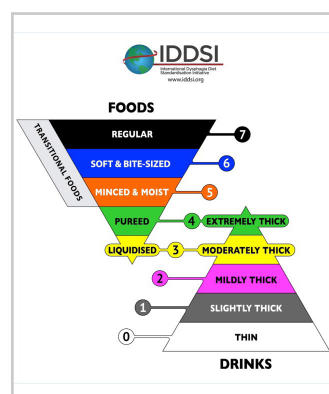
We successfully campaigned, with our partners, for changes to the framework to clarify easy to chew food and protect patient safety.

In February 2019 the BDA presented at the IDDSI Festival and Conference in London.

We have provided strategic support by contributing to the soon to be published National AHP Informatics Strategy and also two Professional Records Standards Body projects on Health and Social Care Records.

We have also worked with our sister nutrition associations (Nutrition Society, British Nutrition Foundation, Association for Nutrition and Institute for Food Science and Technology) on agreed joint messages for schools and public information.

We have worked with the Association for Nutrition to help protect the status of credible nutrition professionals.



Developing the Profession through partnerships

Developing the profession through partnerships

Working with, and influencing, external organisations makes an important contribution to the achievement of our aims and the delivery of our strategic plan. The initiatives we collaborate on create meaningful relationships, helping us achieve more.

Working with commercial companies this year we have:



Renewed 13 Corporate Memberships (Strategic Partners: Danone, Nutricia, Mead Johnson, Abbott Nutrition, Alpro. Key Supporters: National Hydration Council, Friesland Campina Institute, Dr Schar, Juvela, Spoon Guru, Yakult, Vitaflo, NDR UK)

Strategic Partners:



Key Supporters:



Developing the Profession through partnerships



Created over £25,000 of paid opportunities for members through projects with commercial companies, including roundtable contributions and consultancy work



Enabled members to influence and contribute to company insights and BDA work through six expert member surveys and five round table meetings

Improving public health

All four nations have identified improving prevention and public health as key to the ongoing sustainability of health services. There is a growing belief that a greater focus on prevention and public health activity is going to be vital to reduce pressure on the NHS and social care services. Our Chair, Caroline Bovey, has made this a priority for her term and it was the focus of the most recent Dietitians Week Whether in clinic, hospitals, in the community, the media or elsewhere. Improving public health is vital for the profession.

We have 50 designated Public Health champions and over 100 dietitians expressed an interest in joining the programme.



BDA corporate member Dr Schar produced a new leaflet for BDA student members 'a career in the food industry – together dietitians make a difference'

Influencing on specific policies such as restrictions on HFSS advertising to children, introducing folic acid fortification and better recognising and treating malnutrition has been a key focus for our external affairs team. Work continues in all these areas and more as we seek to shape national public health policies and interventions.

WORK READY!

BDA Work Ready continues to upskill dietitians to deliver public health interventions in workplace settings. Now in its fourth year, we have trained more than 100 dietitians across the UK, as well as creating new resources and using our expertise to engage with key stakeholders.

Recent highlights include:

Trained
19 dietitians
to deliver
work ready
in 2018/19

Developed a
new Hydration
Champion
Toolkit for
self-directed
learning

Attended and
provided the
menu for the
Chief AHP
Officer's NHS
70th Tea Party

Developed
a 'Healthier
Vending –
new 'Better
Choices'
criteria

Recognising excellence in dietetics

We recognised the following BDA members for their outstanding contribution to the association and wider profession during 2018/19.

BDA Fellowship Award

BDA Fellowship is the highest honour we can bestow upon a member in recognition of their achievements. It recognises full members who have shown personal commitment and significant contributions to the profession of dietetics; representing the BDA, at a national or international level, in various ways over at least 10 years.

The following members were awarded a Fellowship in 2018/19:



Dr Fiona McCullough



Frankie Annan



June Copeman

Recognising excellence in dietetics

BDA Ibex Award

The BDA Ibex is an honour for professional achievement and is awarded to individuals who have shown personal commitment and made significant contributions to the profession either locally or in a specific speciality over a minimum of five years.

The following members were awarded an Ibex in 2018/19:



Lisa Cooke



Kirstine Farrer



**Stuart
Galloway**



Laura Stewart



Alison Culkin



Lynne Thomas



Helen Ream

Building for the future

A changing healthcare environment, new medical and other technologies, the growing evidence-base for nutrition and dietetics, along with changes in demographics and expectations of service users is changing dietetics as a profession. To maintain their current status as experts in nutrition, dietitians must adapt and evolve.

We want to be at the forefront of influencing and leading these changes for the benefit of members and the wider profession. Here's how we are building for the future of dietetics.

A professional body
for the future

A professional body for the future

We published our new Strategic Plan, continuing to build on our successful themes of Supporting the profession, Leading the profession and Building for the future.

At the AGM in June 2018 our membership overwhelmingly voted to modernise the governance of the Association through the appointment of Directors rather than election. This includes the ability to appoint non-members as Directors, representing best practice in company governance as well as leading the membership association's sector in innovation. This continues the work of Council to bring the best talent to lead the profession. New committees including a Selection Committee and an Honours Committee were appointed to ensure robust decision making and recommendations to the Directors.

Work under way to develop a more democratic and accountable Trade Union, with more regular and independently run elections across the UK and a new improved Trade Union Board to oversee employment relations policy.

We've worked hard to diversify our income and ensure the ongoing stability of the organisation. This year we have won a contract to provide business and policy services to BIOS, a fellow AHP.

[illegible]

BIOS | BRITISH AND IRISH
ORTHOPTIC SOCIETY

Promoting the profession at external events

Promoting the profession at external events

In order for dietitians to be seen as nutrition experts now and in the future, we attend a number of public and industry-relevant conferences and exhibitions to promote dietetics, our members, the BDA and the work of our specialist groups and branches. This activity works to shape the profession's future, keep dietetics in the public eye and within the wider healthcare arena. The support of members, who attend many of these events on our behalf, allows us to promote the profession ever further.

Here's a snapshot of some of the events we attended around the UK this year:



Diabetes UK Professional Conference

We highlighted the role of dietitians in diabetes care.



Health and Wellbeing at Work

We promoted the BDA Work Ready Programme.



New Scientist Live

We promoted the science of dietetics.



Primary Care and Public Health

We highlighted the role of dietitians in primary care.



BBC Good Food Show

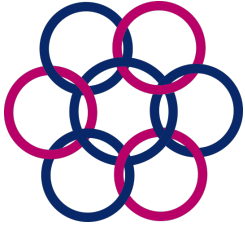
We provided evidence-based advice to the public and dietitians featured on the summer kitchen stage.



Northern Ireland Confederation

We highlighted the extended role of dietitians focusing on prevention.

Promoting the profession at external events



NHS Scotland

We highlighted the work of dietitians across Scotland in diabetes and cancer care.



Allergy + free from show

We highlighted the role of dietitians in allergy.



Nutrition Society Summer Conference

We promoted dietitians as experts in nutrition.



Advancing Healthcare Awards

We promoted dietitians in Northern Ireland and highlighted the dietetic award nominees.



Royal College of Practitioners (RCGP) Annual Conference & Exhibition

We promoted our role in primary care.



Food Matters Live

We launched One Blue Dot.



BAPEN

We promoted the role of dietitians in enteral and parenteral feeding.



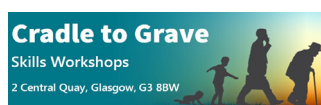
Wales Confederation

We promoted dietitians across Wales.



National Primary Care Conference

We promoted dietitians in Wales.



NES Cradle to Grave

We promoted the roles of dietitians in primary care.



Specialist groups & branches - focusing on the future

Specialist groups & branches focusing on the future

Improving our ability to support members in clinical specialisms and regional branches is essential to supporting an effective profession.

We support our local branches to develop regional networks for BDA members to access CPD and networking opportunities with dietetic peers in their local area.

We support and empower our Specialist Groups to lead the profession in their specialist area, producing new member resources, running events and developing policies whilst also promoting their specialism externally. This vital external focus also helps us influence other professions and organisations. We have developed a new range of services to allow our groups and branches to do just this.

Our 18 specialist groups are committed to developing dietetics in their specialist areas through various projects that will help to shape and influence these dietetic specialisms.





Specialist groups & branches - focusing on the future

Some examples from 2018/19 include:



Freelance

delivered a successful first marketing course, supporting freelance dietitians to set up their businesses and learn about modern marketing methods and developed an online version of their 'Starting Out as A Freelance Dietitian' course



HIV

collaborated with RHIVA (Rehabilitation in HIV Association) to host a joint study day and continued to support their members in everyday practice by representing them at conferences



Gastroenterology

updated the BDA gluten free policy and campaigned against changes to gluten free prescribing



Diabetes

worked with Diabetes UK and Slimming World to ensure people with diabetes can access up to date advice and care



Food Allergy

collaborated with partners to develop guidance for health care professionals on allergy prevention in higher risk infants' and those working with the breastmilk substitute industry



Mental Health

collaborated with the Quality Network for weight management in Secure Services to develop good practice guidance for interventions and workforce



Specialist groups & branches - focusing on the future



Obesity

published the 'Evidence based summary for very low energy and low energy total diet replacement formula diets for weight loss and maintenance in adults.' Responded to national consultations and submitted responses to the All Party Parliamentary Group on a range of topics



Older People

collaborated with RHIVA (Rehabilitation in HIV Association) to host a joint study day and continued to support their members in everyday practice by representing them at conferences



Oncology

hosted webinars on a range of topics for members and partnered with Breast Cancer Care to deliver a Facebook live session. Updated oncology diet sheets including the Low iodine diet sheet



Paediatric

collaborated with the BDA and other specialist groups to develop a number of strategies including The Childhood Obesity Strategy



Public Health

developed One Blue Dot as a sustainable food toolkit for dietitians. Published the Food Labels: Nutrition Information food fact sheet



Parenteral and Enteral Nutrition

commented on national documents including the BMA guidance on clinically assisted artificial nutrition



Specialist groups & branches - focusing on the future



Neurosciences

collaborated with MND Association to produce a screening tool to support business cases for dietitians working within neurosciences. Peer reviewed multiple NICE guidelines for neurological conditions



Critical Care

collaborated with partners to develop and publish a generic framework for AHP's working in critical care, completed a second pilot of the updated 'Dietetic Outcome Measures in ICU' tool.



Renal

collaborated with Kidney UK to develop diet sheets, recipes and launch the Kidney Kitchen website. Published consensus statements on fluid and salt management and phosphate and phosphate additives



Food Services

collaborated with NHSI to develop new mandatory food standards for hospitals



Sports

delivered their second Food Safety course, and hosted a joint event with the Sport and Exercise Nutrition register

Developing dietetics internationally

We have continued to work closely with our dietetic colleagues in Canada and Australia on Global PEN. This, in turn, has improved our profile in other countries.

We are members of the European Federation of Associations of Dietetics (EFAD) and International Conference of Dietetic Associations (ICDA). Several BDA dietitians are active in the EFAD specialist dietitian networks which promote high standards of specialist practice across Europe. We had a significant presence at the EFAD 2018 conference and BDA staff and dietitians were evident in their influence and profile at various events across Europe in 2018/19.

We won the contract to provide communications support to EFAD and the BDA now also hosts the newly formed EuFoDin charity arm of EFAD.

We have also been approached many times to offer advice and support to other dietetic associations overseas looking to learn from the BDA and develop their own practice. Our influence and reach continue to attract dietetic professionals overseas keen to become an international member of a reputable dietetic professional body.



Supporting the
workforce of
the future

Supporting the workforce of the future

Our proposal for the development of the Dietetic Apprenticeship route of entry to the profession was accepted last year, and work continued to develop the end point assessment and training plan. The BDA also worked with the other AHP professions, to promote the newly launched advanced apprenticeship, and develop the clinical academic and consultant level apprenticeship standards.

Award winning

We were please to have our work recognised in sector awards this year:



WINNER
Best Social Media
Campaign
www.associationawards.org



WINNER
Best Association
E-Newsletter
www.associationawards.org

