

Annual Report 2019-20

This year has seen a huge drive to strengthen the BDA and prepare it to take on the challenges – and seize the opportunities – of the future. Our 18-month Digital Futures project, improving our website and database, coupled with our move to new premises in central Birmingham, allow us to better understand and meet the needs of the profession. Alongside this, we have brought our organisational structure up-to-date; focussing on developing leadership, experience and expertise to create a new Board of Directors, a new Trade Union NEC and an improved office team structure.

The future of the BDA is bright, as we fully benefit from and build on this investment. Together with our excellent new Chief Operating Officer, Louise Pritchard, I am incredibly excited to lead an award-winning BDA as we develop new opportunities for members and raise our profile across all four UK countries.

Andy Burman, BDA CEO and General Secretary



Our year in numbers

9851

BDA members

+4%

37 BDA
staff

14 corporate
members

30+

BDA courses &
events run

750+

BDA member
volunteers

1400+

BDA members
supported with
practice and
employment
issues

26

BDA accredited
degree level
nutrition
and dietetic
courses

10,000+

times that
members
accessed CPD
through events
and courses

3.008

the Journal of
Human Nutrition
and Dietetics
(JHND) impact
factor

£2000+ raised for Birmingham MIND, the BDA charity of the year

2 billion

viewed our media coverage

59,666

average monthly visitors to our website bda.uk.com

13,000

engaged with our Dietitians Week 2019 social media campaign

Our reach

reach on facebook

2M

reach on twitter

4M

ASSOCIATION EXCELLENCE AWARDS

Best Association Newsletter
Members Monthly - SILVER

Best Leadership of an Association
Andy Burman CEO - BRONZE

Best Association Partnership
One Blue Dot - SHORTLISTED

UK ASSOCIATION AWARDS

Best e-learning or Online Education
An Introduction to Inflammatory Bowel Disease - SHORTLISTED

Best Association Video
BDA Highlights 2018-2019 - SHORTLISTED

It has been a privilege to serve as BDA Chair for another busy and productive year. Our members, volunteers, colleagues and directors deserve thanks, as always, for their dedication to developing dietetics and improving the nutritional health of the UK. Our group and branch volunteers worked with BDA colleagues to influence, advocate and provide members with resources. Our colleagues and volunteer spokespeople have reached even more people with evidence-based health and nutrition information. Supported by our excellent Trade Union Reps, we offered individual employment and practice support to over 1400 members. And, with our dietetic educators and researchers, we've grown the evidence base, expanded the scope and diversity of the profession and promoted dietetics as a career.

The COVID-19 pandemic began in the UK just as our annual report for March 2019 - February 2020 ends. I have been impressed, inspired and humbled as you have all risen to this global challenge. Whether you have worked directly to treat those with the disease, to support and maintain our supply chain, to support colleagues and patients at a distance, to campaign for suitable, and practice specific, health & safety protections or any other COVID-19 impacted work, you have all played an important part.

Thank you.

Caroline Bovey, BDA Chair





**Supporting
our members**

Giving our members value

Grew total membership to
9851
+4%
increase

95%
of members renewed their annual membership with us

83%
of HCPC registered dietitians are now BDA members

80%
of all dietetic students are now BDA student members

Advocating for members

150+
members supported in their workplaces by local BDA trade union reps

160
member trade union queries responded to

100+
members supported in formal employment cases

Successfully challenged excessive HCPC registration fee increase

Successfully undertook industrial action ballot of our HSC Northern Ireland members

17

members supported with HCPC fitness to practice cases

1000

members supported with individual practice enquiries



Worked on implementation of refreshed Agenda for Change Handbook in the NHS with sister unions

Achieved improved NHS provisions around parental leave and child bereavement leave

Contributed to the Equality Impact Assessment of the Agenda for Change pay reform framework

Providing CPD opportunities

5338
of our members now subscribe to Practice-based Evidence in Nutrition (PEN)

5000+
active users on the BDA Learning Zone. Of those
1122
are new users

3

new online courses developed:
Introduction to Dietary Management of Inflammatory Bowel Disease
Advanced Dietetics in Eating Disorders
Appropriate Prescribing Guidance for Dietitians

40%

open rate for our monthly Evidence & Expertise ezine

70

attendees supported at the Parenteral and Enteral Nutrition Specialist Group Clinical Update course

150

members attended the five Paediatric Specialist Group modules

4500

Parenteral and Enteral Nutrition Specialist Group Pocket Guides sold

50

CPD events endorsed by the BDA

2600
members attended
23 BDA Branch CPD events, webinars and AGM's

2200
members attended
37 BDA Specialist Group events and study days

27 face to face courses delivered to

425
delegates

Delivered the *Principles for Continuing Professional Development and Lifelong Learning in Health and Social Care* as part of the Interprofessional CPD and Lifelong Learning UK Working Group

Dietetics Today, the official BDA magazine shared valuable clinical update articles & news with all members



Supporting member volunteers

Grew Specialist Group communities by
28%
Total group memberships
7635

100
individual member volunteers were given advice and support

300+
dedicated Specialist Group and Branch volunteers supported

75
attendees hosted at the 2019 Volunteer Support Day



**Supporting
our members**

BDA staff spoke at Branch meetings on professional topics such as outcomes, sustainability and CPD. This has been extended to include workshops on a wide number of other topics

Launched a new volunteer hub, with lots of resources, useful advice and guidance for our volunteers

Delivered a volunteer skills webinar series which included political influencing, website editing and social media

Supporting our representatives

900+

attendees at Specialist Group events supported by the SLAs through the BDA office

20

attendees at the inaugural BDA Media Spokesperson Day supporting our 100+ media spokesperson volunteers

33

attendees at the inaugural TU Reps Conference to build their trade union skills, knowledge and community

New trade union reps welcomed

47

Trade union reps given Stage 1 training

29



Providing evidence-based nutrition information

594,174 total food fact sheet views **+28%**

Gave members and the public access to evidence-based, peer-reviewed nutrition information via our 65+ Food Fact Sheets

50,000 views of the most popular sheets: 'Food Allergy & Food Intolerance Testing' and 'Plant Based Diet'

Developing our corporate membership programme

Our corporate membership programme is gaining strength. Thank you to all our corporate partners, especially to Abbott and Danone for 10 years of support. Welcome to Quorn Foods, California Walnut Commission and Clasado (Bimuno) who joined us in 2019.

Strategic Partners:



Key Supporters:





Leading
the profession

Influencing public policy

500+

conversations,
letters and
meetings with
politicians and
Ministers

Played a central
role in the
independent
review of
Hospital Food in
England

Campaigned
successfully for
a ban on energy
drink sales to
under 16s

Successfully
lobbied for folic
acid fortification
of flour

Supported our
members to
respond to

17

consultations
- increasing
awareness of
the importance
nutrition plays in
many conditions

Drove a major
TUC campaign
to protect the
NHS from any
post Brexit US
trade deals
through our
influential
voice in the
TUC

Developed
insights into the
water industry
through visits
to a tap water
treatment plant
and a mineral
water bottling
plant

Supported the
Birmingham
city centre Refill
Initiative to
promote the
availability of
tap water across
the city

Pushed for stronger action to support people living with obesity in Wales, Scotland and England by influencing the development of obesity and healthy weight strategies in conjunction with partners & allies

Growing the profession

View
the
show

BDA Spokesperson,
Monika Siemicka featured
in Health Education
England World of Work
[WOW] show

Ran the BDA dietetic
careers survey

Better promoted
dietetics as a
vibrant career
by improving
our online
information on
'What a dietitian
is', 'What a
dietitian does'
and 'Where and
how to study
dietetics'

BDA accredited
degree-level
courses

26

Worked on creation of
*Strategic Interventions in
Health Education Disciplines
programme [I see the
difference]*

Developing the breadth of the profession

Our partnerships generated opportunities
for insights and consultancy from members,
to share views with corporate members,
researchers and other professional bodies

Our partnerships generated:

£25K

in professional fees

9870

survey responses to

13 surveys



Launched three new
Specialist Groups: Maternal
and Fertility, Sustainable
Diets, and Optimising
Nutrition Prescribing
& relaunched three
sub-groups - Palliative
Care, Haematology and
Gastrointestinal

The Dietitians in Primary
Care Project with Plymouth
University published a
scoping review protocol

View
here

A survey of
dietitians working
in primary care
was completed

Observational data
collection and
several papers are
in progress

We ran a pilot with corporate member
Spoon Guru to show how assistive
technology could support practice

We continued to push for extension
of prescribing rights for dietitians
from supplementary prescribing to
independent prescribing.

103

dietitians have successfully
had their HCPC registration
annotated to reflect completion
of the supplementary
prescribing course

Leading dietetics internationally

EFAD

The European Federation of
the Associations of Dietitians

THE VOICE OF EUROPEAN DIETETICS

Supported the European Federation of Associations of Dietetics (EFAD) through delivery of our Communications Service Level Agreement:

+137%

increase in open
rate for the EFAD
weekly newflash

Supported the launch of the EFAD Whitepaper on Sustainable
Health through the Lifespan, showcasing how investing in
dietetic and nutrition services Europe-wide is a cost effective
investment to support the health and well-being of the
European population.



Leading
the profession

Increasing our reach

**Dietitians
Week** 1-5 June 2020

11,500

uses of the
hashtag
#WhatDietitiansDo
during the week

+12%

social reach
increase from
Dietitians Week
2018

13,000

engagements
across our social
media accounts

41,000

views of our
'what dietitians
do' video in this
week alone

BDA.uk.com

357,000

new visitors
welcomed to our
website

+68%

increase in
Google traffic

+17%

increase in
page views

40 million

Google
impressions
(from 3 million in
2018/19)

Comment from the BDA and our spokespeople was viewed over 2 billion times through media coverage in the UK and internationally. Including in: BBC, ITV, Telegraph, Mail, Times, Women's Health, Coach and the Guardian.



@BDA_Dietitians

26,200
(+3700)



@BDA_Dietitians

15,400
(+6700)



BritishDietetic
Association

24,800



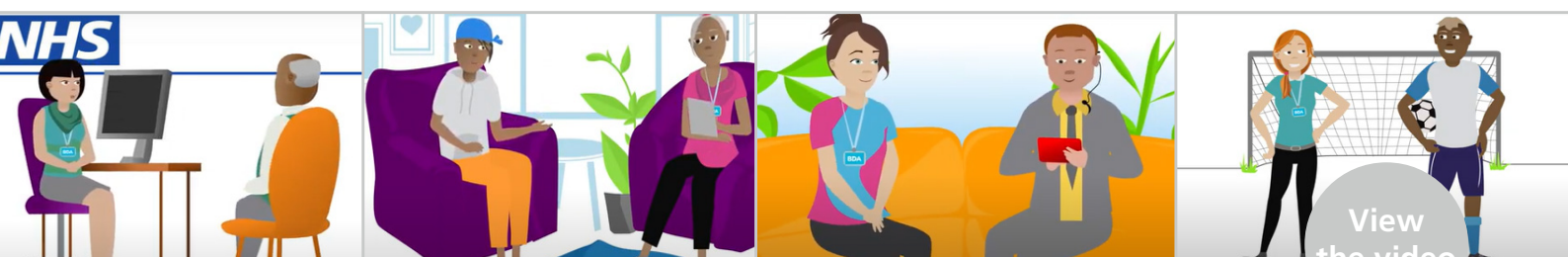
the-british-dietetic-
association

5584



BritishDietetic
Association

788



View
the video

We created and commissioned new content to raise the profile of dietitians, focusing on content our members want to share with their friends, family and followers. Our video about **what dietitians do** reached 111,000+ people on Facebook.

12+

External events attended including: BBC Good food show, Primary Care & Public Health Exhibition, helping us network and partner with individuals and organisations as we continue to make significant contributions within dietetics

Strengthening the evidence base

Promoted and expanded the dietetic evidence base at our biggest and best Research Symposium yet in December 2019

130 attendees
9 streams

89 abstracts
accepted for
publication

2 presentations by dietetic research
champions on getting involved in
research

3.008

Increased our
Journal of
Human Nutrition
and Dietetics
impact factor to
3.008, ranking
39/87 across
Nutrition and
Dietetic Journals

33

separate topics
on PEN reviewed
with member
volunteers –
adding to PEN's
evidence base
and ensuring it is
UK relevant

31

dietitians
attended the
National Institute
for Health
Research funding
applicant
workshops

31


the total
number of
dietitians who
have received
funding at
PhD level or
above



Awarded over £100,000 in General Education Trust (GET) grants to support research projects to advance the dietetic knowledge base. Supported BDA members speaking or presenting posters at conferences and events with over £8,000 GET funding



Adapting the business



BDA Digital Future project

Launched our new website significantly increasing traffic from search engines

Implemented a new membership database, to help us manage our member's information more effectively

Enabled easier access to PEN and JHND via a single sign on from the members area of our new website

My Membership



716,219


visitors to bda.uk.com

2,624,434

page views this year

We moved our offices to new premises in central Birmingham to meet the needs of the growing BDA membership and staff team.





We led the way on executive recruitment - appointing seven Directors to the BDA Board, including four non-members, through the new selection process

Elections to inaugural Trade Union National Executive Committee began at the end of 2019 and will be finalised later this year

Published more financial information on our commercial work as part of our continued commitment to being open and transparent

Educating tomorrow's dietitian

Apprenticeships developed in:

Level 6

Dietetic Degree [England]

Level 4

Therapies Assistant Practitioner [Wales]

Developing dietetic leaders

12

members recruited onto our innovative Future Leaders programme

2

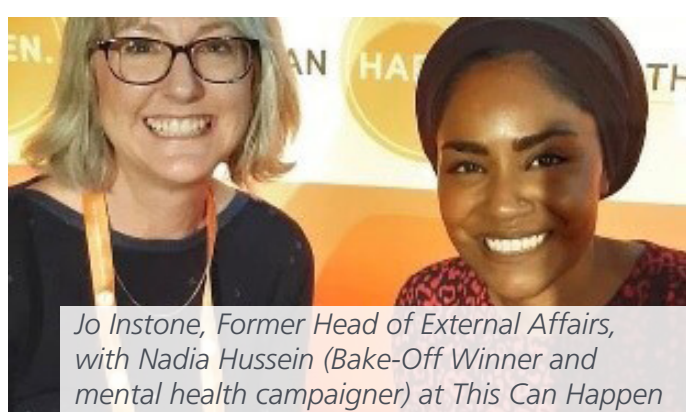
members supported to attend an AHP professional leadership development programme with GET funding



WORK READY!

The BDA's national network of accredited workplace specialist dietitians, who offer a range of interventions in corporate, manufacturing, construction, retail and healthcare settings.

Raised awareness of the link between nutrition and mental health at major mental health conference 'This Can Happen'



BDA Work Ready brought a fresh, innovative approach to employee engagement and the quality of their work was industry leading.

BDA Work Ready client feedback

Increased employee engagement – post-intervention

96%

employees said they felt more valued by their employer.

Gained further recognition from other leaders in workplace health: Thrive in the West Midlands & GAIN internationally

Showed research leadership on workplace health, establishing a research sub-group

Evidence bank update: Work Ready reviewed more than 250 recently published papers on workplace health

Supported two students to present work on hydration and meal breaks (one of whom won the BDA new to research prize)



New resources presented at Health and Wellbeing at Work: Gut Health, Eating Healthily for the Planet, Eat Well, Keep Well

Let's get cooking

Let's get cooking supports local authorities and commercial organisations to offer practical cookery sessions designed to improve health.



Delivered a new Waste Less Save More cooking programme in Lambeth

852

sessions run in Lambeth and

2412

children and families received cookery training and practical waste saving tips

33

Healthy Eating Champions trained in Somerset & Wakefield to deliver community-based cookery clubs & sessions for children aged 2-18

I was introduced to new recipes. Now I enjoy making fish pie and fish paté, which I'd never normally eat

Healthy eating Champion, Somerset



Our training made a difference to Wolverhampton youth offending team clients

Made me more aware of healthy options and how to introduce alternatives

Youth offending team client, Wolverhampton



Installed & managed a community fridge on the Wirral to support an ethos of sharing while reducing food waste

20

waste saving experts trained to run sessions to

4076

people in 21 clubs across Halton and Merseyside



Our Projects



One Blue Dot is the BDA's sustainable eating and nutrition toolkit, designed to help dietitians understand and communicate the science around food and sustainability.



Our One Blue Dot project is being adapted by dietetic colleagues in Canada and New Zealand

Picked up by key stakeholders such as Sustain and Eating Better as good practice and shared on their websites and social media

Shortlisted for the Associations Excellence Best Partnership award for our work with Alpro



Referenced by the Our Planet, Our Health report from the Commons Environmental Audit Committee



One Blue Dot 'Dietitian Drop in Clinic' at the BBC Good Food Show 2019

SENR

SPORT AND EXERCISE NUTRITION REGISTER



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. Achievements in 2019-2020 include:

+16%

Increase in registrants on the Sport and Exercise Nutrition Register

SENR

Rebranded with a clean, modern design to reflect the status of the Register at the cutting edge of elite sport

Grew the number of accredited/endorsed SENR courses to seven postgraduate programmes and five undergraduate programmes

Supported the Sports Exercise Showcase for 150+ sport and exercise nutrition practitioners, dietitians and students



BIOS

BRITISH AND IRISH ORTHOPTIC SOCIETY

The BDA provides business and policy services to the British and Irish Orthoptic Society (BIOS), a fellow AHP professional association. Our support covers membership, communications, events and policy. Achievements in 2019-2020 include:

Increased BIOS membership to

1300+

3500

monthly web visits

Increased member benefits with new resources and information, new member forums and a personal CPD log

Raised the profile of orthoptics and recognition for the valuable work done by the profession

13,500

page views in 2019 on the hugely expanded public information section at orthoptics.org.uk

50% open rate on the newly designed ezine

30% increased Facebook reach

400,000 Twitter impressions

Supported CPD opportunities in orthoptic practice & successful AGM

Developed policy statements and consultation responses, and represented BIOS on groups including AHPF and the Eye Health Forum, influencing policy across the UK



Specialist Group Highlights

The BDA's Specialist Groups offer the most current information, leadership, and expertise to members working or specialising in a professional area. Having 21 specialist groups gives a true indication of the real breadth of expertise within the dietetic profession. Here are some of their highlights from 2019-20.



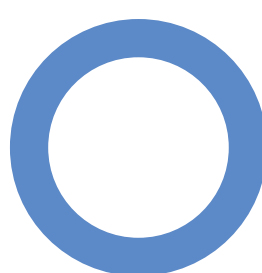
Critical Care

Developed the Critical Care Dietetic Pillar & developed the CCSG Outcomes Tool.



Cystic Fibrosis

Produced new Cystic Fibrosis Trust Nutrition Factsheets.



Diabetes

Won 'BDA Group of The Year' for exceptional lobbying, influencing and campaigning activities.



Food Allergy

Provided detailed feedback responding to a DEFRA/FSA consultation on allergen labelling.



Food Services

Supported adoption of the new International Texture Modification Descriptors & campaign for easy to chew category for IDDSI.



Freelance Dietitians

Developed and delivered the Starting Out Course for dietitians new to freelancing.



Gastroenterology

Interacted with members, the public and partners to promote gastro public health campaigns.



HIV Care

Updated the national AIDS manual booklet on Nutrition to promote nutrition within our HIV population.



Maternal & Fertility

Created a community for dietitians in the emerging area of nutrition in infertility and maternal health.



Mental Health

Developed and delivered the first course of Advanced Eating Disorder Practice.



Neurosciences

Collaborated with the Motor Neurone Disease Association to produce a screening tool for dietitians.



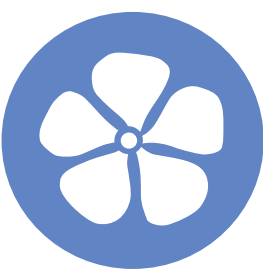
Obesity

Contributed to the House of Commons Select Committee inquiry into Childhood Obesity.



Older People

Produced guidance for CQC Social Care inspectors on nutritional needs of residents.



Oncology

Developed a tier one education programme designed to support the workforce.



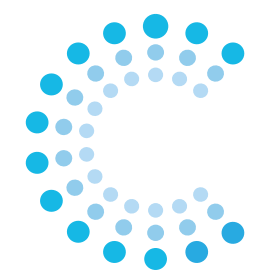
Optimising Nutrition Prescribing

Developed an Appropriate Prescribing for Dietitians e-learning module to improve members knowledge of appropriate prescribing.



Paediatric

Created new first-line resources around childhood obesity and avoidant restrictive food intake disorder.



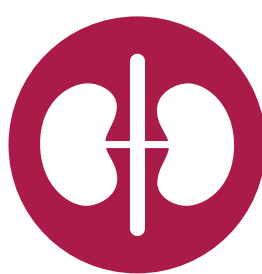
Parenteral and Enteral Nutrition

Published the new edition of the Pocket Guide to Clinical Nutrition & ran a series of education events across the UK.



Public Health

Responded to the inquiry into Food Poverty, Salt Reduction draft for 2023; the Prevention green paper and the GBSF Nutrition Standards update.



Renal Nutrition

Developed award-winning multicultural diet sheets & collaborated with Kidney Care UK to develop Kidney Kitchen patient recipes and cooking guides.



Sports Nutrition

Developed a member communication strategy including the NRG blog and newflash. 90 delegates attended the Sports Nutrition Showcase.



Sustainability

Developed a new resource on sustainable diets and food waste.

