

# DietitiansDoPrevention

## Welcome to Dietitians Week 2018!

“Dietitians Do Prevention” is the focus of this year’s Dietitians Week because prevention and public health are priorities in England, Northern Ireland, Scotland and Wales, and we believe dietitians have a vital role to play. Of course, not every dietitian does prevention in the same way, and we might use different terminology, but we believe every dietitian can highlight their role in prevention.

A big part of Dietitians Week takes place on social media and in the press. So make sure you’re using Twitter, Facebook and Instagram to share your messages; and try and get in contact with local press to highlight what you are doing during the week. We’ve got templates for press releases and advice on how to get onto Twitter or Instagram on our website [www.bda.uk.com/dietitiansweek](http://www.bda.uk.com/dietitiansweek)

**This pack should help you shout about the work you’re doing in prevention, and the positive impact it has. We want you to share that message with your fellow healthcare professionals and the public, both in person and via social media.**

## We are delighted to enclose your pack of items which include:

1. **Dietitians Do Prevention Banner** – pop this on your stand, snap a picture and post it on social media using the hashtags **#DietitiansWeek** and **#DietitiansDoPrevention!**
2. **Postcards** – these outline some of the ways that dietitians do prevention activity, and are designed for you to share with colleagues to highlight just how much dietitians do!
3. **What your Dietitian is Thinking A3 poster** – this was so popular last year, we’ve brought it back!
4. **Pens and badges** – these are for you to wear yourself and share with colleagues! We’ve included *Trust a Dietitian* and *Dietitians Do Prevention* badges.

## Plus, two more interactive pieces of the kit:

5. **‘We do prevention by...’ Speech Bubble** – this is a bit of fun for you to write on and post to social media - the evidence shows people engage more with pictures on social media. Here’s what to do:
  - a) Write an example of how you help your clients or the public prevent (further) ill health.
  - b) Take a quick picture holding the sign.
  - c) Share on Instagram and Twitter to highlight an area of prevention in which you work.
  - d) Rub it out and get your colleagues to add their own!
6. **“We do...” A3 poster** – this is for you to highlight a particular type of prevention work that you do, and to include some evidence of its impact.
  - a) Find out about the impact of an aspect of your work (maybe your interventions mean patients in hospital? If you know how much time/money/resources are saved, even better)
  - b) In the first box write about what the intervention involves.
  - c) In the second box write about the impact.
  - d) Put the poster on your stall so everyone can see the impact of dietitians.

**For more information visit [bda.uk.com/dietitiansweek](http://bda.uk.com/dietitiansweek)**