

Our influencing, lobbying and campaigning activity



We continue to do a great deal to raise the profile of dietetics. See our current influencing lobbying and policy activity below and visit bda.uk.com to keep an eye on latest campaigns and how you can get involved.

Our stakeholders

We develop and maintain important relationships with external stakeholders to help us promote dietitians, and so we are the 'go to' body for all matters relating to diet, nutrition and health. Our many stakeholders include governments in England, Scotland, Wales and Northern Ireland, food and drink companies, non-commercial bodies (such as The Obesity Health Alliance) the media, and the public.

Political lobbying

Our government relations work is vital in ensuring dietetics is on the political agenda. New this year is our ability to monitor political activity in Westminster and the three devolved governments. Whenever the work of dietitians is raised in the political world, we take appropriate action such as issuing a response or involving BDA member experts as ambassadors for the profession.

Influencing

We influence on issues important to you, your patients and the public. Dietitians are public health advocates and we want to support you to perform this role by developing and influencing policy. Alongside our strategic influencing, we encourage and empower you to influence in your local area with your commissioners, colleagues and political representatives. Download our Influencing Action Pack to help you make a difference. bda.uk.com/professional/influencing

Union influence

Your BDA Trade Union represents you and influences at the highest level, sitting on committees including the NHS National Staff Council, TUC General Council, NHS Trade Union Leads and the Union Health and Safety Specialists. We are also part of NHS Together. bda.uk.com/union

Policy activities

Our current policy activity includes working with Public Health England on *Adult and Childhood Obesity*, NHS England on *AHP's into Action*, MP's on *England Call to Action*, AM's on *Wales Call to Action*, Coeliac UK on *Making the case for Gluten Free*, and Allergy UK on *Keeping Specialist Infant Formulas on Prescription*.

Expert media voice

Our Press Office works closely with journalists to ensure expert dietetic comment. We have 100+ member spokespeople in various specialisms. In 2016, we obtained over £26million worth of media coverage in the UK and Internationally, in outlets including the Guardian, the Mail Online, ITV, Food Unwrapped, the BBC and more. bda.uk.com/media

Profile raising initiatives

Our initiatives are making a real difference to raising the dietetic profile:

- BDA Work Ready – this programme supports healthier working lives through dietitian-led wellness initiatives and has been developed to drive demand for dietitians in the corporate environment as well as the NHS, local authorities and other public sector organisations. bdaworkready.co.uk
- Our Public Health Champions network aims to have one champion in each NHS dietetic team/department. With a growing group of Champions already signed up, find out more and join bda.uk.com/professional/practice/champions
- We attended the first ever New Scientist Live event in London in September to connect with scientifically literate members of the public.

Campaigns

We campaign across a range of issues, often with a focus during Dietitians Week. Launched in 2014, Dietitians Week has grown to be a successful awareness raising week for the profession, gaining national and international member participation, coverage and social reach. See what's planned and get involved in our next Dietitians Week. dietitiansweek.co.uk

Commercial partners

Collaboration helps us influence the commercial world and ensures we are able to deliver as much as possible for you. We currently have five Strategic Partners and seven Key Supporters who are all committed to supporting and working with the profession. There is a robust framework to support these activities. bda.uk.com/about/workwithus