

standing up for dietetics

Introduction

Dietitians play an important and significant part in the treatment and care of patients in the NHS. We also provide evidence-based nutrition and dietary advice and guidance to the public, healthcare professionals and managers, local councils, industry, academic institutions and the media. We know there is more we can do if only we can get our message across to the right people.

In this harsh economic climate and with the current health systems across all four countries of the United Kingdom, it is increasingly important for dietitians to raise the profile of the profession and 'stand up for dietetics' by influencing the right people at the right time. If we don't, opportunities could be missed, our unique skills and contribution may be overlooked and the advice of others may be sought at our expense.



You can stand up for Dietetics!

It may be that you feel passionately that you want to get involved and 'stand up for dietetics' but are not quite sure how. The answer is here, at your fingertips. This 'Standing up for Dietetics' action pack is designed by the BDA to support you, the members. The action pack will provide you with information and resources to support you in influencing and representing the profession. The action pack is applicable to dietitians from all four countries of the UK. There is something in the pack for all dietitians at any pay level including students, graduate, specialist, advanced and consultant dietitians as well as managers and senior managers. It doesn't matter in what sector your work is, you will find some, if not all, of the items useful to your situation: i.e. NHS dietitians, freelance dietitians, dietitians working in industry, academia as well as dietetic support workers.

It will help you to 'Stand up for dietetics' by providing tips and tools:

- to analyse who to talk to and influence
- to seize and make opportunities to tell people about what you are doing
- on how to frame your message to make the maximum impact
- to enhance your confidence
- on sharing good practice,
- on raising the profile of the work you are involved in and the profession

In addition to this toolkit, the BDA office, elected Council members and BDA officers can be contacted for advice and information.

The British Dietetic Association (BDA) strives to raise the profile of dietetics at all opportunities. The BDA often consults on and proactively contributes to the development and implementation of nutrition policy issues across the UK and internationally. In addition to this, individual dietitians represent the profession on a range of different reference or working groups/bodies. Participation in such groups from local to national level allows for engagement with stakeholders who influence whether dietetic services stay or go.