

BDA Live 2014

Involvement in BDA Live for the second year in a row was a highlight for the committee in 2014.

As dietitians working to promote good nutrition for older people, we were keen to keep the person at the centre of our stand and to encourage delegates to consider the diversity that age can bring to clinical practice.

We decided to have a garden as the centre of our stand, with a strapline of 'Grow with NAGE'. We used this strapline to encourage members to join our group and to grow with the skills and knowledge that specialist group membership can bring e.g. 'Grow in your career', 'Grow with our support'.

To tie in with the theme of 'Grow with NAGE', NAGE Committee members thought a garden could be a play on the specialty of working with older people. All people are individuals both in the way that they age (grow) and the challenges they face along the way. Two people who on the face of it appear similar (like flowers) on closer investigation will actually be unique and we felt it is this individuality that should be and was celebrated in our NAGE garden.

The red flowers in our garden were our tribute to the commemoration of World War One and the colourful flowers represented the diversity of the individuals we work with. The garden arch was labelled with quotes from older people and tips for improving nutritional status in this widely varying group. A water feature was a reminder of the importance of hydration, without which our older people will begin to wither, like flowers do.

The stand was a real hit with participants. The colours and range of items to look at seemed to draw people in right away. We spoke with lots of people who didn't know about NAGE so it was great to raise the profile of our specialist group. We gave delegates packs of seeds with the NAGE Specialist Group Award logo printed on the packs.

BDA Live was an ideal opportunity for networking, not just with participants but with the BDA staff and sponsors too.

As part of our marketing strategy we showcased some of our resources including our leaflets 'Do You Have a Small Appetite?', (which promotes the food first approach) and 'Eating Well and Keeping Well with Diabetes', and our board game 'Today's Menu'. All our resources are available from NDR-UK and interestingly some of the delegates we spoke to were unaware of NDR-UK.

Nicola Henderson
Chair
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