

AMANDA AVERY – BIOGRAPHY;

Amanda is a registered Dietitian with over 20 years of experience working as a community Dietitian in the NHS before moving into academia.

She was an active member of the former CNG as both research officer and as the lead for the original 'From Bottle to Cup' campaign and for many years liaised with the Comic company over the production of the 'Change to Cup' resources. At a local level she chaired the Infant Feeding guidelines working group, working through three editions of the guidelines.

Whilst on a secondment in Public Health in 2000 Amanda was tasked with exploring the feasibility of referring patients from primary care to the commercial slimming sector. This was part of a larger agenda focussing on the development of a local obesity strategy. Amanda regrets not 'patenting' the pyramid or tiered approach to weight management services! She is currently vice-chair of DOM UK.

For the past 6 years Amanda has worked at the University of Nottingham as part of the core team delivering the Masters of Nutrition and Dietetic programme but with a specific remit to lead on the level 4 Public health Nutrition modules. Hence it is really important that she keeps up to-date and it has been invaluable working as part of the EFAD Public Health committee. She is also involved in the PHE task group investigating fiscal and other measures to reduce the consumption of sugar sweetened foods and beverages.

The presentation will include insights from both the EFAD PH groups activities and the work of PHE in reducing sugar consumption.