Our vision

Improve the health of the UK population by: protecting and improving health and care services, developing health and social care nutrition policy, improving the impact of dietetics and promoting positive discussion on food, nutrition, wellbeing and health.

Our core values

- We will be a credible and trusted organisation
- We will be dynamic, professional and innovative
- We will be agile, responsive, transparent & accessible in delivery
- We will take a four nations approach

Our core purpose

We are committed to developing an organisational core purpose with members.

Our strategic priorities

Build a sustainable workforce
- Further develop careers campaigns to stimulate recruitment
- Protect dietetic registration & accreditation
- Promote non-clinical dietetic roles and identify core transferable skills from clinical roles
- Expand practice-based learning in new settings & use technology to support a more diverse range of placements
- Secure the roll out of first contact dietitians in primary care
- Lobby for independent prescribing rights & create a new four nation plan to secure change
- Create new ways of supporting and retaining the dietetic workforce

Grow our membership community
- Build a diverse & active membership community across our four nations
- Expand our membership pathways to make our BDA community more accessible
- Consider how we recruit, recognise & reward our amazing volunteers
- Increase active engagement across our membership in all four nations
- Develop an agile & responsive approach within our BDA community
- Develop a public engagement plan in consultation with members
- Set out our trade union campaigning & influencing priorities
- Promote our ‘Work Ready’ programme & accredited dietitians to secure NHS support as part of the well-being agenda

Increase our voice & visibility
- Review & prioritise our communication & campaigning priorities with workforce as the highest priority issue
- Take a more integrated approach to planning our campaigns across the four nations & across our membership
- Equip members with tools & resources to help exert maximum influence on issues that matter to them
- Promote & protect the reputation & value of the profession with key influencers and the public
- Support members to develop as leaders and strategic influencers
- Position the profession to lead the way in prevention, so that dietitians become leaders in improving health & preventing disease

Harness innovation & development
- Create value propositions for new partnerships that advance the science & practice of dietetics.
- Be transparent about our commercial partnerships with our membership
- Use technology to improve professional practice & member engagement, learning & development, including online learning/ blended learning and events
- Commission, produce & promote insightful research advancing the science & practice of dietetics
- Produce a business intelligence resource to accelerate our future developments

Underpinned by a progressive, thriving and developing organisation

- Commitment to equality, diversity & reducing health inequalities
- Financially sustainable to financially developing
- Investment in digital technology
- Deliver our core services to the highest standards
- Continue to address climate change in our work and practices