

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.

Leading the profession

PRIORITIES

- Be the voice of the profession across the UK
- Be the first point of contact for anyone wanting to know about dietetics and its evidence base
- Work with organisations, which promote sound, evidence-based messages on food, nutrition, health and wellbeing
- Promote the effective use of data and information as part of audit and research in the field of food, diet and nutrition
- Campaign with others to influence decision makers and stakeholders
- Be an inclusive and supportive trade union
- Campaign on issues our members care about
- Promote our services, our members and our profession
- Support our members to become effective leaders fit for the future

EXPECTED ACHIEVEMENTS

- We will provide leadership to the profession
- BDA members will drive innovation and be trusted and recognised as experts in our field
- BDA members will be voices of authority on food, nutrition, health and well being
- We will publish research, guidance and advice which help people who are ill and the population to eat better and stay well.
- We will have productive collaborations with other organisations and partners who hold similar values and shared visions to us
- Our published resources will be used to improve the health of the public
- Our impact, influence and reach through our raised profile will advocate for our profession and our members.
- We will be the primary source for translation of complex scientific information on food, nutrition and wellbeing, into information understandable by everyone

Supporting our members

PRIORITIES

- Provide excellent advice, support and trade union representation to our members
- Support our members to develop and deliver innovative, transformational nutrition and dietetic services
- Support our members to act as ambassadors for the profession
- Develop professional standards, guidelines and employment information, which allows members to deliver high quality, evidence-based nutrition and dietetic services

EXPECTED ACHIEVEMENTS

- We will protect members' jobs in workplaces across the country
- We will support members with up to date information relevant to them
- We will secure the implementation of excellent practice in dietetics
- Members will be advocates for change and be regarded as leaders in their field
- We will provide access to leading research and innovative practice ideas

Building for the future

PRIORITIES

- Be flexible, adaptable and responsive to our members needs and those of the business environment
- Be inclusive, diverse and respectful
- Lead the profession into new areas of opportunity and practice
- Identify new, sustainable, income opportunities and mutually beneficial partnerships
- Recruit new members while providing full support to the current membership
- Manage and develop career frameworks for the wider workforce so members will meet the challenges of the future
- Review, maintain and develop standards for practice, which reflect new ways of working and a changing evidence base

EXPECTED ACHIEVEMENTS

- Sustained growth in our business, its activities and its impact
- Improved health and nutrition messages for the public increase our impact on health and wellbeing
- The profession grows in numbers, scope and areas of practice.
- We will have a robust and flexible business model within an environment where we listen to, and support, the ideas and skills of staff, members and stakeholders