

Impact Report 2012-2015

Chief Executive's Welcome
Chairman's Foreword

Membership

Communications

Protecting our members

Education and Professional Development

Professional Practice

The BDA Brand

Practice-based Evidence in Nutrition (PEN)

Research

External Affairs

Volunteers

Specialist Groups and Branches

Key Successes



Andy Burman Chief Executive's Welcome

As we move into our 80th year we now have a more significant media profile, an international reputation and a wealth of expertise amongst the staff and the membership.

It is incredible to think we have delivered yet another Strategic Plan – it seems like only yesterday we rolled it out.

The time for reflection on our impact is crucial as it helps determine not only success but where we should be looking in the future. What strikes me as key elements of the Strategic Plan as CEO are, firstly the way the office has changed to support the profession and, secondly how we have created impact nationally and internationally.

Membership engagement

Since 2012 the office looks very different and office staff are now aligned into teams that have a more membership-focused way of delivering. As a membership organisation our strategy has been on recruitment and retention, adding value to membership services, finding out what members want and seeking to find ways of successfully delivering that. We also have a member engagement success rate that I know many sister associations envy.



The business side

From a business perspective we continue to grow and thrive. We had just over 6800 members in 2012 and at the end of this Strategic Plan we had hit the 8000 mark and are heading rapidly to 8500.

We continue to manage our finances extremely tightly, usually with a budget variation of less than 0.1%, ensuring we manage members' money accurately and safely. In addition, over the past three years we have delivered more services to our Specialist Groups and nation-wide Branches and found ways of improving performance and flexible working.

Dietetics – the profession

Professionally we have seen our new *Advanced Practice* book series launched, a new *Manual of Dietetic Practice*, and a growing impact factor for our *Journal of Human Nutrition and Dietetics* – none of which could have happened without the dedication of our members.

Our presence overseas has also been growing – the BDA is seen as one of the key international leaders in an ever smaller and increasingly connected nutrition world. We work closely with colleagues in Australia and Canada on our innovative resource PEN. We have supported visits from dietitians as far afield as Uganda, Sweden and Ukraine. We have been invited to talk to other dietetic associations and organisations around the world, as countries continue to ask us about ways in which we can help them achieve what we have over the past few years.

The future

Looking forward I know there will be difficulties for the profession. Like the last Strategic Plan (2009-2012), the prediction was for a challenging healthcare world. This has not changed – in fact it has probably become more of a challenge to be a dietitian. I am confident about the challenges faced by the profession and our ability in making those challenges opportunities for our members and the Association.





Fiona McCullough **Chairman's Foreword**

I am delighted that the impact achieved by the BDA has spread locally, nationally and internationally.

As membership is now at an all-time high, this report celebrates our success in supporting members through our many initiatives.

That success is demonstrated by members fulfilling key strategic positions within organisations such as the Scottish Government, Health Education England and Public Health England.

We continue to have the ear of the public health ministers across the four countries. Lord Balfe, as Honorary President since 2015, has been a key advocate in raising our profile in Westminster. Dietitians Week has grown from a small idea to an annual celebration of impact and value which we will continue to develop and promote in coming years.

“ This report celebrates our success in supporting members through our many initiatives. ”



Defining the BDA

The British Dietetic Association is the professional body and trade union for dietitians, support workers and dietetic students across the UK. We are the only body in the UK representing the whole of the dietetic workforce.

Founded in 1936, we are also one of the oldest and most experienced dietetic organisations in the world.

We represent the whole of the dietetic workforce – practitioners, researchers, educators, support workers and students.

Registered dietitians are qualified health professionals that assess, diagnose and treat diet and nutrition problems at an individual and wider public health level.

As the professional body, we work to set high standards of practice, care and delivery. We are committed to improving the health of all four nations, through our members.

As an Association, we renew and develop our Strategic Plan every three years. This helps us to adapt and build on our purpose, vision and aims to support our members and to lead the profession through rapidly changing times.

This Impact Report is structured into sections according to BDA core functions, and within each section we hope to demonstrate how we have fulfilled our goals from the Strategic Plan 2012-15.

Our Purpose is

-  to advance the science and practice of dietetics
 -  to promote training and education in the science and practice of dietetics
 -  to be a trade union for the dietetic workforce
 -  to promote health and wellbeing among the population through dietetics.
-

Our Vision is

to ensure that UK dietitians are recognised as leaders in diet and nutrition matters in:

-  improving the health of all four nations
-  health and wellbeing for individuals, groups and communities
-  service commissioning and delivery
-  public, private, industry and education sector services
-  policy formulation
-  planning and improvement
-  the media.

Strategic Plan Aims 2012-15

Aim 1: Supporting our members

Aim 2: Leading the profession

Aim 3: Building for the future



Promote Communicate
Engage Develop Grow
Support Research Advise
Empower Assist
Create opportunities
Partnerships
Evidence-based
Represent
Strong alliances
Respond Adapt
Leadership
Be the voice
Achieve
Deliver



Membership – Our Impact



We consistently
renew
95%
of our members each year.



Our membership is
increases by
5% each year



We have nearly
8500
members.

Student
membership has
grown by
30%

which has doubled our
student members from
2012-2015.



78%
of the total number of
dietitians on the HCPC
register are BDA members.



We have
high member
advocacy and
recommendation
rates within the
membership sector.



We won against 27 other
organisations in the
**Memcom Member
Engagement
Award 2015.**



Our membership
fees are lower than
many other AHP
associations
providing excellent value
for money across the
organisation.



Communications – Our Impact

We achieved

2251

media mentions*
between 2015-2016.



**Launched a
completely new
and interactive
website in 2014**

which is more user-friendly,
allows easy member log in
and joining and includes a
greater range of
public-facing information.



**Established a
new popular
members e-news
communication**

achieving 40%
monthly open rates.



**We have more than
80 active media
spokespeople**
working for us nationally.



**Successful re-
tender of our
member magazine**

Dietetics Today
welcoming a new agency
and publisher to provide a
better quality publication.



**Trade Union
Communications
Award 2015** we won
'best video' and were
highly commended in the
'best website' category.



**Our national media
profile continues
to rise with
over 200 articles
and interviews
attributed to
the BDA every
month. We
regularly feature in
publications such
as *Mail Online*
and *The
Huffington Post*.**

Our TV highlights include:
*BBC News, Sky News,
Food Unwrapped, Eat Well
for Less, Jamie Oliver's
Superfoods, Loose Women,
The Great British Bake Off*
and many more. We work
with many production
companies to help develop
new show ideas.



BDA Communications – Our Impact



@BrDieteticAssoc
11941
followers

@BDA_Events
2527
followers

@DietitiansWeek
3181
followers

@BDAStudent
491
followers

@BDAWorkReady
258
followers

@DieteticsToday
2000
followers



Facebook likes
8426
Facebook likes
(student page)

1262



LinkedIn page
(BDA members only)
more than
1500
members



Protecting our members – Our Impact



BDA TU has maintained links with major forums:

TUC General Council; National Staff Side; NHS TU Leads; *All Together for the NHS* campaign; National TUC Health and Safety; Social Partnership Forum; Public Services Liaison Group; Scottish Terms and Conditions Committee; Welsh Partnership Forum.



Our BDA Trade Union supports members through all four country Employment Relations Committees.



Over the last three years BDA TU has negotiated on issues such as employment pay, pensions, terms and conditions, equal rights and reorganisation of services.

We have been playing a key role in the negotiations on *Agenda for Change* in the health service.



In the current healthcare climate

our members are requiring increased support and representation, both locally and nationally. We continue to support members who have been referred to the HCPC.



BDA TU is a strong voice for BDA members by participating in national trade union conferences, and has continued to create strong links with politicians, ministers and senior civil servants in the UK governments and Europe.



Protecting our members – Our Impact



9-12

live cases dealt with by the Trade Union Team on average per week.

11

BDA TU rep training courses successfully designed and delivered between 2012-2015.

128

TU reps have been trained (2012-2015).

Local BDA Trade Union Representatives

Our TU office team works hard to expand the network of local BDA TU reps. We have

207

current Trade Union reps working within their areas protecting and supporting members.



1270

Trade Union enquiries taken by the office (2012-2015).



Education & Professional Development – Our Impact



The BDA plays a significant role in the training and education of dietitians – our

Centre for Education and Development (CED) has gone from strength to strength in the last few years.

Our UK-wide CED franchise centres provide quality-assured education and continuing professional development (CPD) programmes for dietitians and dietetic support workers – such as the five-year Professional Development Award and the and the Dietetic Support Worker Award.



Our proactive approach in developing new courses and establishing a new online learning site

keeps members up-to-date in emerging areas of practice and with HCPC requirements for CPD and audit.

Over 500 members have accessed the BDA 'Online Learning Zone' – a new and flexible way of professional learning for the profession.

74

CED/ Education courses delivered between 2012-15.

1084

education course delegates trained 2012-15.

Our courses cover specialist areas of dietetic practice, professionalism skills, leadership and management competencies.

Our members make an impact within the profession via the CED's bespoke Professional Development Toolkit.



Education & Professional Development – Our Impact



The BDA Curriculum Framework was republished in 2014 following extensive consultation.

All UK dietetic programmes are accredited against this Framework ensuring that graduates are equipped with the skills needed for high-quality professional practice now and in the future. The BDA accreditation kite mark is promoted widely as a brand of excellence within the AHP education arena.

Work also continues on the development of a curriculum for dietetic assistant practitioners.



Our 17 Specialist Groups and 13 Branches run an array of courses and events that help keep members up-to-date with the latest research, evidence, specialisms, CPD, skills and resources – thus having a far-reaching impact on dietetics.

You can see all the latest Group and Branch events at bda.uk.com/events



Through our CED endorsement process, dietetic education providers can gain a mark of quality for their learning activities – adding further impact and kudos for the profession.



Professional Practice – Our Impact

Standardised language

The BDA works with international colleagues and the Health and Social Care Information Centre in the UK to publish standard terms to be used in dietetic practice.

These terms provide the framework to record dietetic interventions.



Our support of a systematic process and standard language facilitates standardised records.

Our Association supports dietetic practice with key resources and activities to meet the complex challenges faced by members.



The BDA's *Process for Nutrition and Dietetic Practice*

(known as 'the Process') demonstrates how dietitians should integrate knowledge and skills into evidence-based decision-making with patients. It forms the basis for good dietetic practice.

Our BDA Specialist Groups produce policies and

toolkits to support practice within dietetics and wider healthcare; providing practical guidance or addressing areas where the evidence-base is poor:

The Food Services

Group worked with the Hospital Caterers Association to produce both the *Nutrition and Hydration Digest* and the *Allergen Toolkit* for healthcare catering.

The

Parenteral and Enteral Nutrition Specialist Group

supported dietitians who work with children who have complex needs; they produced a toolkit for dietitians working with families to explore using liquidised food via gastrostomy tubes.*



Professional Practice – Our Impact

SENr

The Sport and Exercise Nutrition Register

Over 200 registrants are on the Sports and Exercise register (SENr) – a voluntary, competency-based register for sports and exercise nutritionists hosted by the BDA.

Over the last few years, SENr has grown (there were 43 members in 2011), helping to grow BDA membership.



Non-medical prescribing rights for dietitians has been an ongoing project over the years.

For the past few years we have been part of an NHS working group looking at supplementary prescribing responsibilities, aiming to make this aspiration a reality.

We are hugely optimistic, following public consultation and support from the Commission for Human Medicines that this milestone for the profession will be reached.*

*at the time of publishing prescribing rights were awarded for dietitians in December 2016.



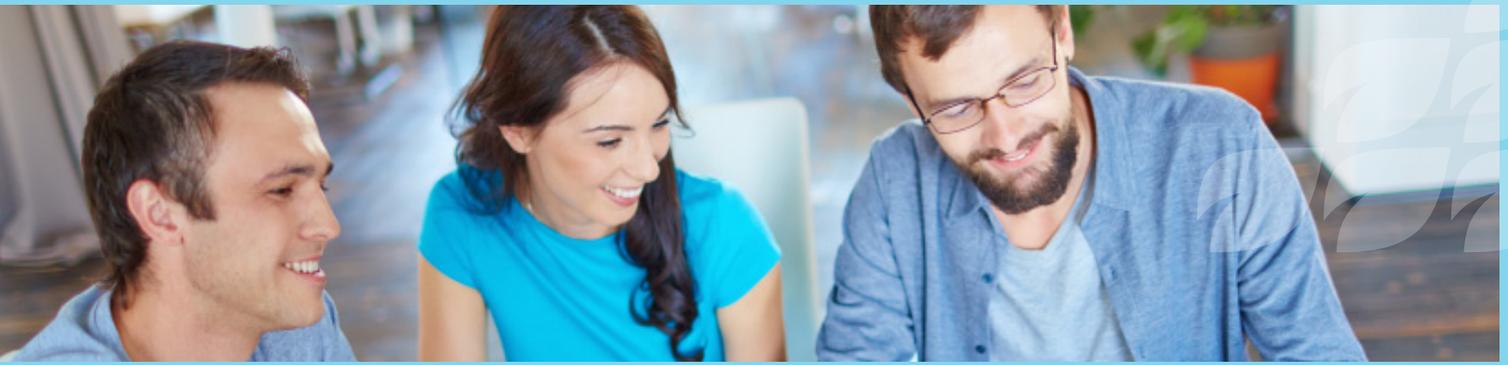
Standards of Proficiency

The BDA worked with the HCPC to update the Standards of Proficiency for Dietetics (SoPs) and ensured the inclusion of informatics and information governance in the SoPs.



Our involvement in 'Informatics' –

means we are contributing to the knowledge, skills and tools which enable information to be collected, managed, used and shared to support the delivery of healthcare. Informatics is an everyday tool for dietetic practice.



“PEN was developed by dietitians, for dietitians and designed to help support clinical practice”

PEN – Our Impact



The Global Resource
for Nutrition Practice

All information within PEN is evidence-based and graded according to the quality of the evidence available.



Using PEN allows dietitians to take a far more stringent, in-depth approach to practice.



By promoting the use of PEN, we are having a significant impact on the way in which dietitians keep up-to-date with the evidence-base.



In 2012 we made PEN free to all members as part of their membership package.

We became a collaborative partner with Dietitians of Canada to build the content of PEN.



190 dietetic topics are available within PEN – a useful resource with all information under one roof.

Dietitians can be confident that the information is reliable and trustworthy.



The BDA Brand – Our Impact



Clear
Consistent
Contemporary



Our Specialist Groups and Branches have also been given a cohesive and modern new look;

demonstrating that they are an integral part of the BDA. Each Specialist Group has been assigned its own logo formed from a common design pattern.

This new look gives members, the public and stakeholders a clearer understanding of who BDA Specialist Groups and Branches are, how they function and what they do within the sector.

We are a modern, professional and forward-thinking organisation involved in frontline policy and practice and leading the dietetic profession. To reflect this, in 2014 we decided to rebrand – creating a new logo, strapline and colour scheme to give the BDA the fresh and modernised look.



Our visual impact is now stronger – helping the Association to be noticed in the healthcare landscape and public domain.

The new BDA identity as been phased in across the website and all communications.



Research – Our Impact



Research is the foundation of the dietetic profession – it provides the basis for practice, education and policy.

Our *Journal of Human Nutrition and Dietetics* now has an impact factor of **1.987**

and provides our members with access to the latest research in dietetics. It is available free online and via the JHND app. In 2015, four of the top ten most downloaded papers were written by UK dietitians.



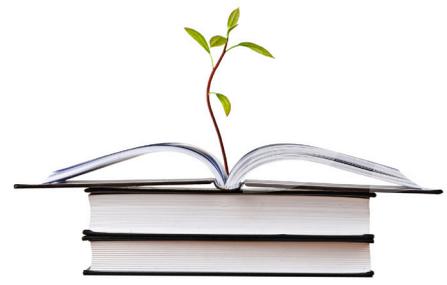
Dietitians continue to compete successfully in the National Institute of Health Research Career Development Awards, holding **16% of the current AHP personal awards.**



Interest in research, in all areas of dietetics, is growing and as an Association we respond to this interest in various ways.

The BDA is committed to research – we provide research opportunities as well as recognising achievements in research.

Our LinkedIn Dietetic Research Network continues to grow and has **600 members,** who exchange news about research funding, grants and educational opportunities, as well as providing mutual support.



Research – Our Impact

“As a profession we are embracing research to a greater extent than ever, both as consumers of research to enhance our practice and as producers to answer questions. Dietitians are increasingly asking themselves: Why am I practising this way? What if I did this? What do my patients think about that?”

Judy Lawrence, BDA
Research Officer

We have been
delivering
a Research
Symposium
since 2004



Our Research
Symposium
is aimed at

80+
abstracts are
submitted to the
symposium
each year.

- developing research opportunities for newly-qualified dietitians
- providing a forum for the presentation of research findings and methods
- fostering collaboration between researchers
- increasing the quantity and quality of research in dietetics
- promoting dietitians as leaders in the field of nutrition.

The BDA's General and Education



Trust (GET) exists “to advance education and other charitable purposes related to the science of dietetics”. The Trust has an annual grant-giving budget of around £50,000 a year and can make grants to individuals and recognised associations or people engaged in dietetic research.



The Research
Symposium is a
premier event
demonstrating the
impact of research
on the profession.



External Affairs – Our Impact



Our external representatives ensure that nutrition concerns are reflected in professional guidance documents – for example the volume of NICE guidance that the BDA responds to has grown exponentially.

Our profile within UK governments and industry has never been higher – the BDA is asked to attend many external meetings for input into various working groups and policy development.



We value the collaborative approach – intentionally working in alliance with other professional bodies, consumer groups, health charities, and food interest groups to further our impact.



Over the last few years we have worked with:

- ▀ Allied Health Professions Federation
- ▀ Royal College of Paediatrics and Child Health
- ▀ Royal College of Physicians
- ▀ Royal College of General Practitioners
- ▀ NHS England
- ▀ Welsh Assembly Government
- ▀ Scottish Government
- ▀ NICE
- ▀ NDR-UK
- ▀ School Food Trust
- ▀ Change4Life
- ▀ Public Health England and many more.

Politicians have a growing awareness of the BDA and our new Honorary President, Lord Balfe, aims to promote our voice in parliament.



“ We are a leading dietetic association in Europe and a major contributor to dietetic practice across the world. ”

External Affairs – Our Impact

As an Association, we attend many professional conferences to profile the work and worth of dietetics to other healthcare professions and the public.



We continue to increase our presence and impact at a range of shows including: Primary Care and Public Health; Health and Wellbeing at Work; BAPEN; Diabetes UK; Food Matters Live; and BBC Good Food Show – Eat Well.

 Our international impact



Dietetic associations across the world look up to us and seek our advice on how to grow their own dietetic associations.

We have recently forged links with the Ugandan Dietetic Association, the Swedish Dietetic Association and worked with dietetic organisations in Canada, USA, Australia, Malaysia, and the Caribbean to help raise the profile of dietetics across the globe.

We have strengthened our relationships with many international organisations working in nutrition.

Many of our specialist and expert members represent the BDA on various important groups at an international level.



External Affairs –

Our Impact

 Corporate

Our Corporate Club Membership Scheme forms mutually beneficial relationships with selected partners, helping to meet our Strategic Plan aims.

The club is designed to enable our Association and the club member to benefit from skills and knowledge within both organisations.

We often partner with corporate members on events, publications and other external activities.

Current corporate members include:



Innovation in Nutrition



Nestlé & General Mills
Cereal Partners UK



UK's favourite essential gluten-free foods

Our corporate club membership has increased since 2012 – we offer 'Strategic Partner' and 'Key Supporter' packages.

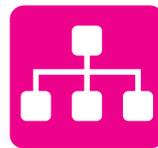


External Affairs – Our Impact

 Campaigns

100+
Dietitians Week
events each year

“*Dietitians Week is the perfect opportunity for us to shout loud and proud about our work, and the work of the wider profession.*”
BDA Chairman
Dr Fiona
McCullough



We created and continue to promote Dietitians Week – the first-ever national week celebrating the profession. Huge numbers of BDA members all around the UK and the globe have participated in Dietitians Week since its inception in 2014.

Dietitians Week is part of our wider campaign *Trust a Dietitian*, which promotes the impact of dietetics to the public and key stakeholders.



Dietitians Week includes a range of national awareness-raising and political events throughout the UK to promote the profession.



It is hoped that the information that comes from Dietitians Week, will help drive demand for dietetic services.

The Parenteral and Enteral Nutrition Specialist Group aims to support dietitians to promote excellence in nutritional care (oral, enteral and parenteral). This is achieved through a national network, collaboration with BDA, educational events and resources. We support dietitians to deliver effective, nutrition support.



Volunteers – Their Impact

“Volunteers are the life blood of the BDA. Our members are crucial to directing the path of the Association, through their roles on Council, through to representing the profession on committees and working groups which influence policy and practice. Our network of Specialist Groups and Branches are led by vital volunteers and are greatly valued by the BDA and our members across the UK. As a Trade Union, volunteers are central to our membership services and without them we could not deliver a fraction of what we do. The BDA is an association led by the membership through their volunteer roles, our dedicated volunteers determine our impact, and we are truly grateful to the time, effort and expertise they give.

Andy Burman
BDA CEO

”



15%
of BDA members
are active
volunteers – an
increase to an all-
time high of over
1000



**Volunteers play
a key role in BDA
activities and they
have a huge impact
on progressing the
profession and the
association.**



Volunteering opportunities include:

- writing articles and book reviews for *Dietetics Today*
- reviewing Food Fact Sheets
- joining Country or functional Boards
- becoming a Specialist Group or Branch committee member
- becoming members on BDA Council
- being media spokespeople or trade union representatives.



Volunteers – Their Impact

 **Ambassadors and Media Spokespeople**



BDA Ambassadors are expert member volunteers who represent the association and sit on various healthcare groups on behalf of the Association.

Our Ambassadors play a key role in raising the profile and impact of the profession.



We recruit Ambassadors by approaching recognised experts in their field of work should opportunities arise to represent the Association.



45

Ambassadors work on behalf of the BDA around the country.

80+

active media spokespeople work for us specialising in a variety of dietetic topics.

They deal with a range of queries and requests from local, national and international media – who all want the latest advice on the current nutrition messages and stories.



Media spokespeople are integral to the BDA's image, coverage and overall impact.

Without our expert BDA media spokespeople, there would be no quality-assured food and nutrition messages being promoted to radio, television, internet, magazine and newspaper audiences.

The BDA runs several media training courses per year, to ensure our media spokespeople are unified in their approaches when dealing with media queries.



Volunteers – Their Impact

 BDA Council and Boards

BDA Council members are highly influential, responsible for the strategic leadership of the BDA - agreeing major policy, managing the Association's finances and representing the membership.

BDA Council 5 meetings a year



14 BDA Council members

BDA Council Members are allocated their own portfolio of work or responsibility representing all areas of the business from professional practice, communications and marketing, student members and dietetic support workers.

The impact of BDA Boards and Council members is far-reaching as they seek to influence key members of the profession, wider healthcare, and government departments.



The BDA has several Boards with committed member volunteers:

- Communication and Marketing Board
- Professional Practice Board
- Education Board
- Trade Union Board
- England Board
- Scotland Board
- Wales Board
- Northern Ireland Board

All the BDA Boards have worked to become more strategic in recent years – developing work plans and engaging with a variety of stakeholders.



Specialist Groups and Branches – Their Impact



We have **17**
Specialist Groups
&
13 local BDA
Branches.

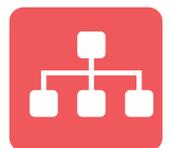
Every year the BDA holds a Specialist Groups and Branches day which gives a platform for new networking.



BDA members join our Specialist Groups to broaden their dietetic careers. They are evidence of the diversity and specialist knowledge within the dietetic profession.



Our 13 Branches are for CPD and networking. Defined by geographical location – each BDA member is automatically allocated membership to their local BDA Branch on joining.



Workshops and seminars are facilitated by Specialist Groups and Branches around the country.

Between 2012 and 2015 the BDA office began supporting Specialist Groups and Branches administration, freeing volunteers to focus on other vital areas of work.

36% of all BDA members are a member of one or more Specialist Group.



Key Successes – Our Impact

Dietitians Week created 8 million Twitter impressions in 2015. (We have now changed the way we measure our Twitter reach and currently report 200k Twitter impressions for the 2016 event)



Modernising our corporate identity with a refreshed brand and suite of logos and design elements.



Launching a much improved and new website.



More media mentions than ever before.



New corporate members and increased recognition across industry.



Re-launched our nation-wide Branch network and made Branch membership free to all members.



Improved and increased number of Centre for Education courses.

30%

increase in Specialist Group membership.



Key Successes – Our Impact



Increased the number of member volunteers to an all-time high of over

1000.



Increased influence on external healthcare bodies.

Greater profile and presence outside the BDA with more members representing us nationally.

Revitalised and refreshed look for *Dietetics Today* our member magazine.

Increased our membership to a record high

8000
members.



Doubled the number of new BDA student members.

Continued balloting and fighting for fairer pay in the NHS.

Creating the world's first Dietitians Week (as part of our Trust a Dietitian campaign).

Increased the impact factor of our *Journal of Human Nutrition and Dietetics*.