

**British
Dietetic
Association**
Annual Report
2021-22



Forward – Andy Burman, CEO

In my last forward to an Annual Report I am delighted to be able to leave the BDA on a high, after 19 years leading the most incredible organisation. The last couple of years has been challenging for the office staff, as it has for each and every member. Our ways of working, our expectations and our ability to cope have all been adapted and stretched. But from the BDA's point of view, I can say that the past year has clearly shown us to come through the pandemic stronger and more resilient than before.

Our membership grows, our staff support to the profession increases and our reach across the four UK countries extends far more than ever before. Our impact and our recognition by the public, other healthcare professions and parliamentarians has never been so high. I believe that the Directors, staff and our member volunteers can be proud of everything we have achieved this last year.



“ Our impact and our recognition by the public, other healthcare professions and parliamentarians has never been so high. ”

Key aspects to highlight since our last report, include that our Future Leaders Programme is now adopted by virtually all of the AHP professions to great acclaim by everyone who has been through it. Our international links with sister associations around the world show that we are seen as one of the leading dietetic associations, if not the leading dietetic association in the world. We are recognised for our expertise, our innovation and ability to deliver. Our new governance structure is admired by many of our sister associations and I regularly discuss how we achieved major change with other association CEOs.

Our new Equalities Committee is beginning to change the way we think about the BDA and the profession and, while it has been a long time coming, is most welcome at a time when equality is as high on our agenda as it ever was. Our Trade Union is also continuing to lead on a national stage on your behalf by presenting real world challenges, in your name, to the Trade Union movement. We are supported by sister unions in our work towards a fairer and more just society. The profession is also embarking on major projects to change the way dietetics is developed and recruited into over the coming years, which will open up the profession more widely and create a more sustainable and impactful workforce.

In brief, the BDA and the profession is in great health and, while I am sad to leave, the timing is right for Liz Stockley to take over and lead the BDA office, with the Directors, into new areas.

> Our successes - 2021-2022

In 2021 we set out our strategic plan for 2021-2024 and each year we reflect on the work we have done and how it aligns with our strategic priorities. These are to:



> Our year in numbers...

10,110

BDA members
+2.6% growth

14

Corporate
members

42

BDA
staff

120K

average monthly
visitors to our
website

4800+

attendees at
BDA specialist
group and
branch events

33

BDA accredited
degree level
nutrition and
dietetic courses

58

BDA courses &
events including
webinars
delivered

1150+

registered delegates
for online/
virtual events

1400

members signed
up for BDA
partner webinars

£112K+

awarded in General &
Education Trust (GET)
Grants to support
dietetic research projects

9

student career
and PEN webinars
delivered to
700+ students

Forward – Caroline Bovey, BDA Chair

In his last forward to the British Dietetic Association Annual Report, our outgoing CEO, Andy Burman has summarised prominent highlights from the previous year and talked fondly of his experience of leading our Association over a period of 19 years. Of course, these two matters don't occur in isolation! That we are looked to by our colleagues on the international stage as one of the (dare I say THE) leading Association; that we have a Future Leaders Programme that is the go-to development opportunity for AHPs across the UK; and our governance structure and achievements are in the spotlight with other CEOs; not to mention exciting new projects in conjunction with HEE. None of this would have happened without Andy's fortitude, determination and enduring vision.

“ Our core values and purpose are underpinned by a progressive commitment to the future of the profession. ”

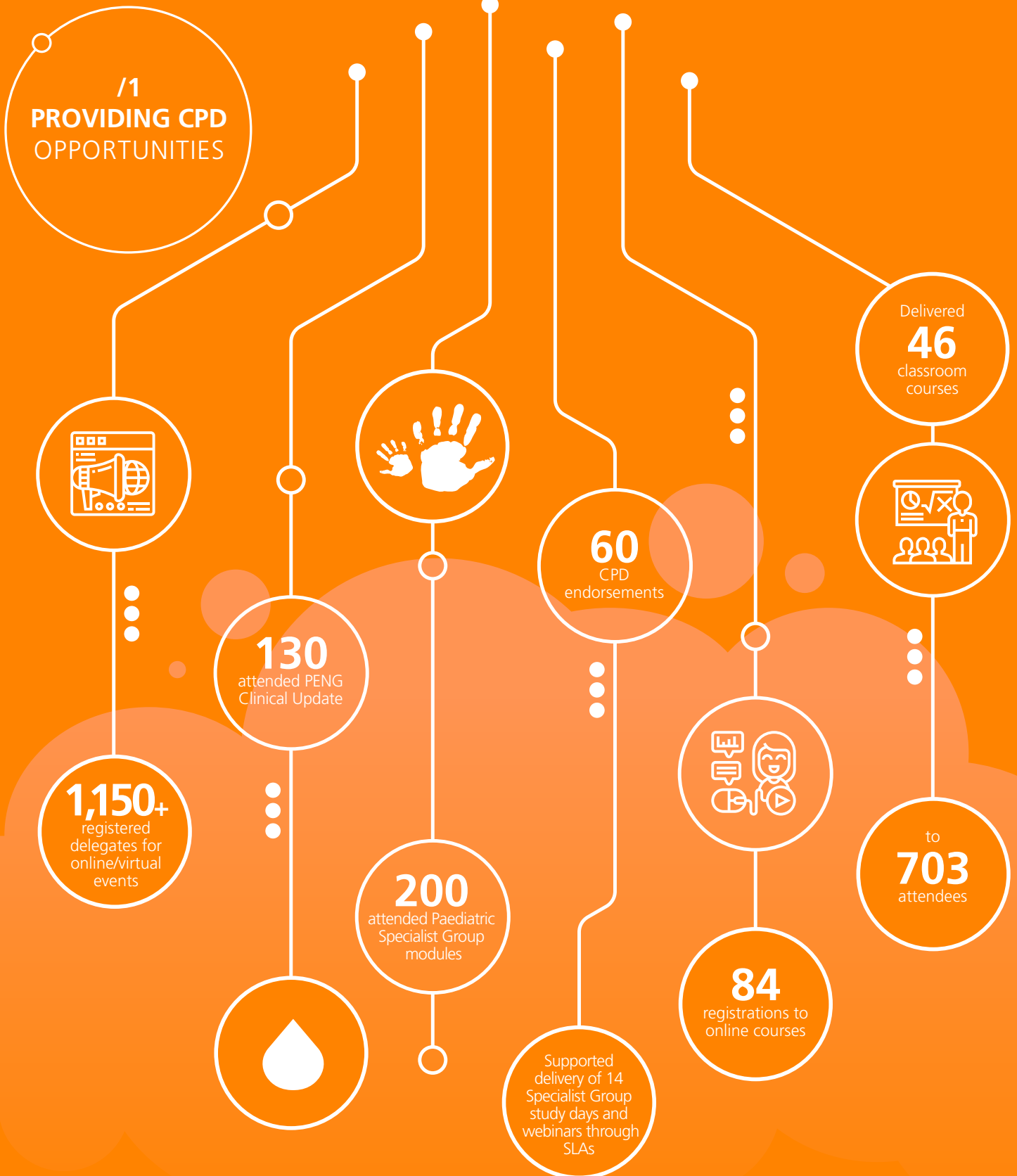
Of course, this report goes beyond an examination of the ending of an era. Read on to see the headlines, to examine the data headlines, and to explore, in more detail, our other achievements. You will see demonstrated a confident Association. This is an Association in which our members shape, inform and support our work. This allows them to flourish in both their personal roles and in influencing on behalf of both the association and for their service users nationally and internationally.

But please do take a few moments to consider how none of this is likely without the impact of good leadership. Consider how that influence flows through an organisation to the entire membership and staff.

Andy's legacy is a strong, resilient and forward-thinking Association where our vision is clear, and our core values and purpose are underpinned by a progressive commitment to the future of the profession.



BUILDING A **SUSTAINABLE** WORKFORCE



BUILDING A SUSTAINABLE WORKFORCE

12
GROWING THE
PROFESSION



Hosted
6
student career
webinars
attended by
500+
dietetic
students



**BDA model
and process**

leadership



**placements in
research
environment**

Produced guidance
document on
International PBL
provision for dietetic
pre-registration
learners



Provided project
management support
to Neonatal Dietitians
in the development of
an online e-learning
training package,
introducing AHPs to
Neonatal Care



Ran workshop in
Northern Ireland
on the new BDA
Curriculum
Framework



Commenced work
on refreshing practice
educator online
training module
for pre-registration
learners



Feasibility study
commenced for using
a common assessment
tool for dietetic PBL

Alongside other
AHP professional
bodies, liaison
with HCPC on
introduction of new
Quality Assurance
Process

Supported the
development of the
CPD Together joint
statement with the
Interprofessional
CPD and Lifelong
Learning UK
Working Group

Launch of an education
review of post
registration education
and training needs

Regular
updating of Business
Intelligence Report
including purchasing
and analysis of key data
sets relating to dietetic
learners and dietetic
workforce

New streamlined
SENR accreditation
process
implemented

Developed a HCPC
re-registration
campaign to
increase awareness
of pre-registration

Recruitment of new
accreditation assessors and
Quality Standards members
undertaken plus assessors
training workshop held



7

new BDA
accredited degree
level nutrition and
dietetic courses

Launched new
dietetic careers
resources aimed at
school aged children



First dietetic degree
apprenticeship
launched at
Coventry University



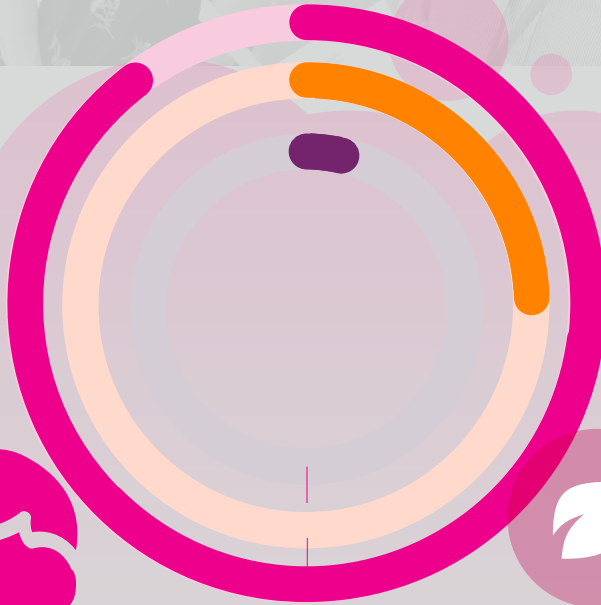
GROWING OUR MEMBERSHIP COMMUNITY

/1
GIVING OUR MEMBERS VALUE

/2
ADVOCATING FOR MEMBERS

/3
SUPPORTING MEMBER VOLUNTEERS

/4
DEVELOPING OUR CORPORATE MEMBERSHIP PROGRAMME



90%
of members renewed their annual membership with us

+24%
Growth of student membership

+2.6%
Growth of total membership

10,110 Total members

1,516 Student members

549
Trade Union member queries responded to



283
members supported in employment related cases

18
local collective bargaining issues resolved

26
Health & Care Profession Council cases assisted

550+
dedicated specialist group and branch volunteers supported

32
new Trade Union representatives recruited

100
volunteers hosted at online workshops

500+
future and existing dietetic students attended our BDA career webinars, promoting the BDA community and the diverse dietetic career

16
chairs and treasurers hosted at the online Strategic Finance Workshop

Launched new volunteer services including skill building workshops, expert social media and influencing courses. Provided access to a variety of platforms and an expanded volunteer hub

Celebrated International Volunteers Day, recognising our member volunteers and all that they contribute to the BDA and the dietetic community



Welcomed **Benecol** and **Oatly** as new members



14
corporate partner re-assessments and new applications processed

£15,800
of paid work generated for BDA members through our partnerships

Updated BDA Working with Commercial Companies guideline and toolkit

Strategic Partners:



Supporters:



INCREASING OUR VOICE AND VISIBILITY

/1 PROVIDING EVIDENCE-BASED NUTRITION INFORMATION FOR THE PUBLIC

Our nutritional considerations infographics made a huge splash with **20,000** impressions alone – making it the BDA's most popular social media post to-date

We ran an online workshop at the International Congress of Dietetic Associations conference in South Africa using the One Blue Dot toolkit as an exemplar for Dietitians to advocate for the planet – more than **16** countries were represented at the meeting

The NHS Fit portal pilot with Be Military Fit, which contained custom BDA and Work Ready content, supported **6000** NHS staff with their wellbeing. Two events ran at the Teaching Hospitals Foundation Trust and East Lancashire Hospitals NHS Trust - which were rated excellent by **92%** of attendees and left them wanting more cooking sessions

3,342 stories in the media included evidence-based nutrition information from the BDA or our spokespeople. Reaching up to **596+ million** people across all major UK publications and outlets including BBC (TV, radio and online), Mail Online, Guardian, Telegraph, Times, Express, Mirror, Women's Health, Channel 4 & S4C

Sustainable Fakeaways with Oatly and members of the BDA Sustainable Diets specialist group reached over **18,000** people with new ideas for enjoying our favourite takeaways and making them healthier as well as more sustainable

Around **300,000** views of our most popular Food Fact Sheets: Iron, Irritable Bowel Syndrome, Folic Acid, Menopause and Portion Sizes



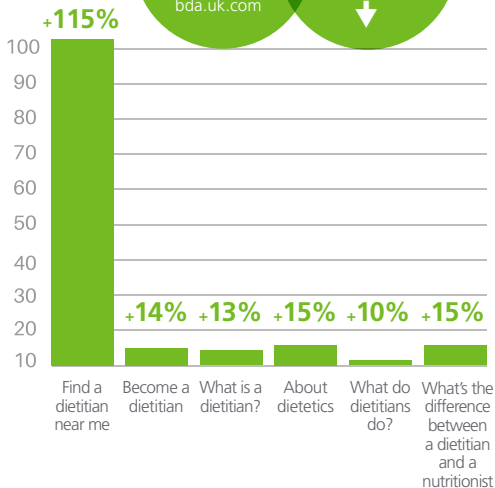
/2 INFLUENCING PUBLIC POLICY

We attended and represented the profession at the first virtual NHS Scotland Event in June and at the Northern Ireland Confederation for Health & Social Care (NICON) Annual Conference in October



120,000 average monthly visitors to our new website bda.uk.com

Some of our most popular pages saw significant growth in views

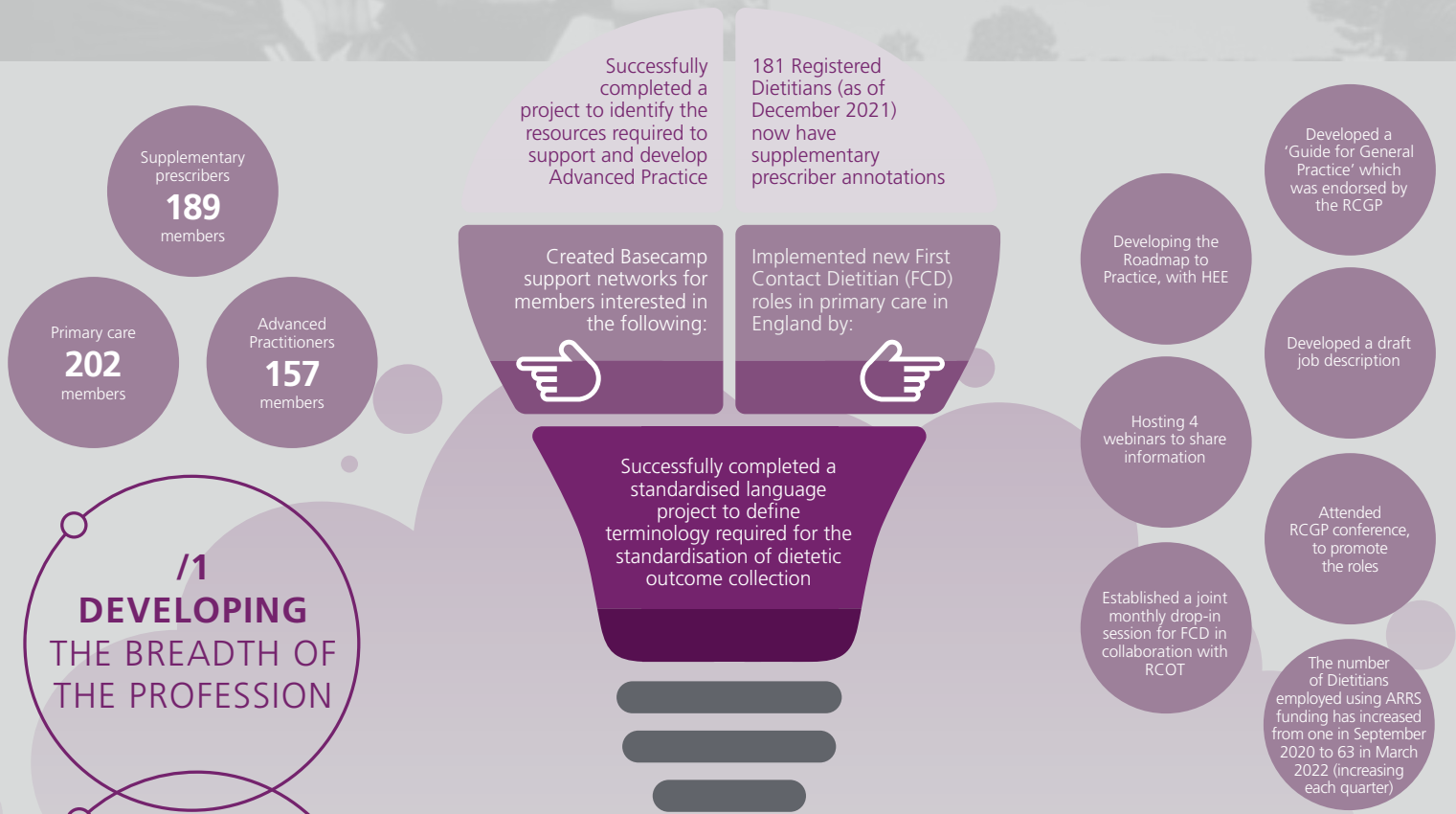


/3 INCREASING OUR DIGITAL REACH

/4 STRENGTHENING THE EVIDENCE BASE



HARNESSING INNOVATION AND DEVELOPMENT



/1 DEVELOPING THE BREADTH OF THE PROFESSION

/2 EDUCATING TOMORROW'S DIETITIAN

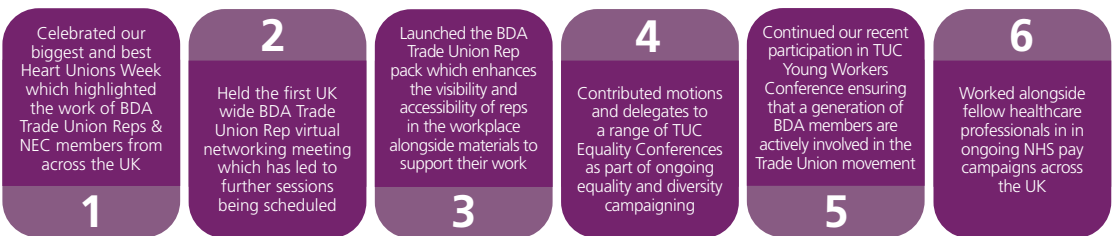


"I've found a new passion in governance and strategy that I never thought I'd have. It's led me to seek further training and job opportunities in health policy and project management. I've also managed to get more involved with my own professional body Board of Trustees new nomination committee. It really has opened so many doors and I look forward to continuing my lifelong leadership training"

"I met inspiring and like-minded AHPs and learned some of the current approaches and thinking towards leadership. It has made me more confident in relevant decision making and applying for new roles"

"Thank you to all the presenters for their time and engaging workshops. I was able to reach out to a few individually with questions and queries and they have been so supportive! Really recommend the programme to anyone with an interest in leadership and/or the bigger picture around our practice"

/3 QUOTES FROM FUTURE LEADERS PROGRAMME GRADUATES



/4 STRENGTHENING OUR TRADE UNION

BDA PROJECTS



Let's Get Cooking supports local authorities and commercial organisations to offer practical cookery sessions designed to improve health.

514

beneficiaries impacted with life long skills to help them eat better and do better



18

clubs recruited across the North and South



36

club leaders trained to deliver practical cookery sessions



**/1
GILL CRABB
FOUNDATION**

I love cooking with my friends, I really like it when we do fun activities, can we cook again next week?

64

cookery sessions delivered, cooking a range of recipes such as fajitas, Eatwell pizza, fruity yogurt cups & scones

£20,000

raised for Let's Get Cooking to further their work



**/2
WAKEFIELD**

14

community leaders trained across a range of services such as family hubs, schools and youth services



Co-branded recipe packs distributed

Resources around healthy eating disseminated for use in community settings

cookery sessions designed to improve health

**/3
BARNARDO'S**

Using funding from a Barnardo's project with Enterprise Rent-A-Car, we supported the the major food insecurity project, Driving Healthy Futures

01

Produced content for the Barnardo's family hub area

03

02

We trained more than more than 125 Barnardo's family workers, volunteers and young people to run practical cookery sessions in their settings

We approached the BDA as I know how passionate they are about helping all families access and eat healthier foods. Our programme managers, children's services leads and relationships team have really valued their contributions to the delivery of Driving Healthy Futures, in particular the high quality of the materials they have designed and delivered, and the huge expertise of the Let's Get Cooking team in practical cookery skills.



Rukshana Kapasi
Director of Health,
Barnardo's

BDA PROJECTS

WORK READY!

The BDA's national network of accredited Workplace Specialist Dietitians.



SENR

SPORT AND EXERCISE NUTRITION REGISTER

The BDA hosts the highly regarded Sport and Exercise Nutrition Register (SENR), the only voluntary register recognised as the industry standard in sports nutrition.

442

SENR registrants

+14

5

new members appointed to the SENR Board

18

SENR accredited/endorsed courses

+5

6

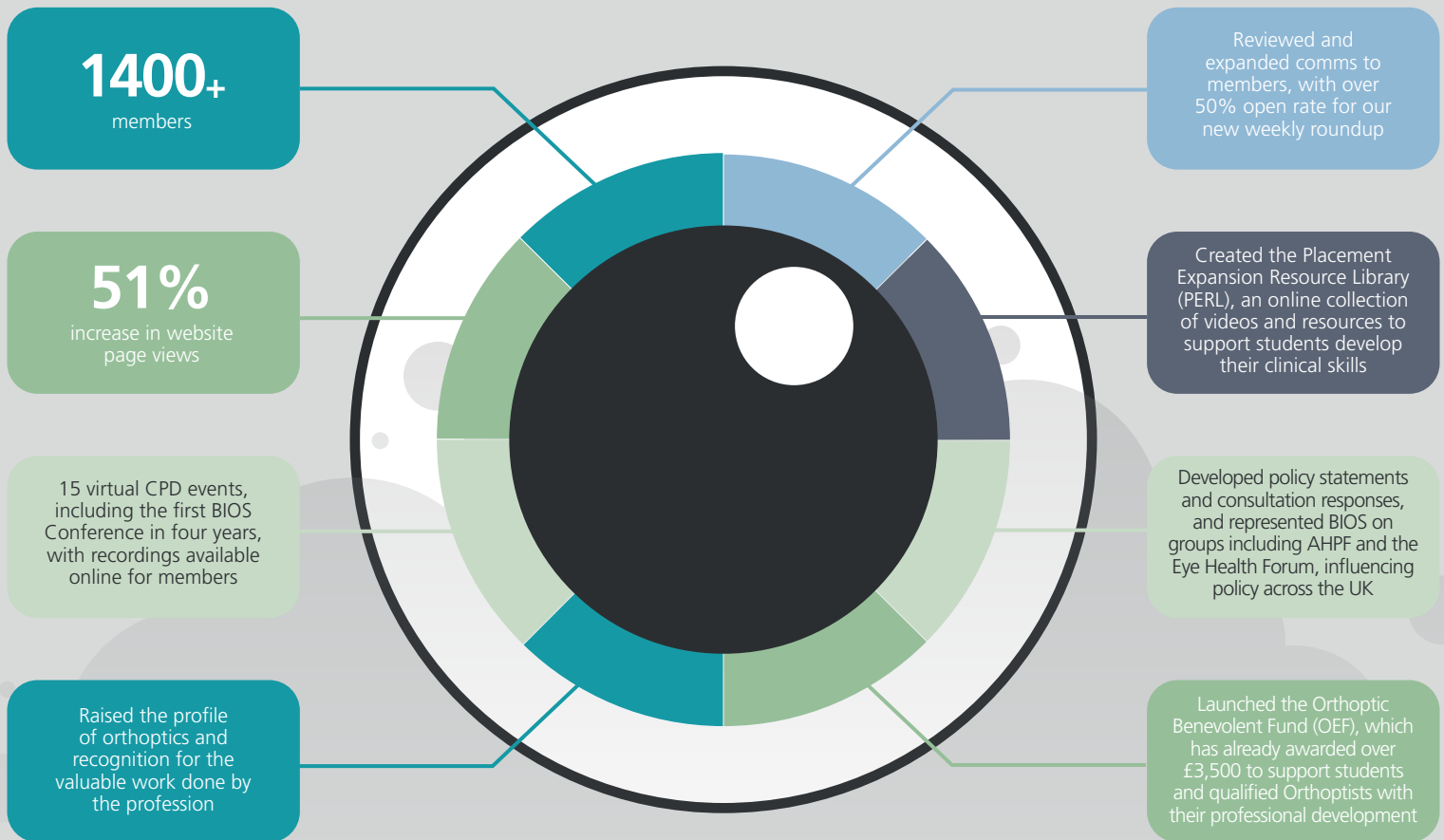
new portfolio assessors were appointed to review new applications for practitioner registration

BDA PROJECTS



BIOS | BRITISH AND IRISH
ORTHOPTIC SOCIETY

We provide business and policy services to the British and Irish Orthoptic Society (BIOS), a fellow AHP professional association.



EFAD | The European Federation of
the Associations of Dietitians
THE VOICE OF EUROPEAN DIETETICS

The BDA supported the European Federation of Associations of Dietitians (EFAD) through delivery of a Communications Service Level Agreement.



SPECIALIST GROUP HIGHLIGHTS

Having 21 specialist groups gives a true indication of the real breadth of expertise within the dietetic profession. Here are some of their highlights from 2021-22.



Critical Care

Developed an education package for Dietitians new to ICU dietetics, to be launched in Autumn 2022. Established an NJ support network to share knowledge and evidenced based information with members.



Cystic Fibrosis

Produced education webinars and multi-cultural resources with key partners to support Dietitians and patients.



Diabetes

Launched the competencies framework for Dietitians Working in the Area of Diabetes. The document can be used by any Dietitian working with people with diabetes and will be used to inform future education projects.



Food Allergy

Produced and updated a number of patient allergy resources, including translated diet sheets to serve multi-cultural communities. Produced a statement on low histamine diets and long Covid.



Food Services

Led, co-ordinated and developed The Nutrition & Hydration Digest 3rd edition, due to be published in Autumn 2022. Contributed to the Independent Review of Hospital Food by joining expert panels and providing expert guidance.



Freelance Dietitians

Launched the 'Find a Dietitian Near You' directory, helping members of the public and businesses employ Freelance Dietitians. Commissioned a series of business-related factsheets to support new Freelance Dietitians in growing their skills.



Gastroenterology

Hosted a number of ask the expert webinars to support Dietitians working in gastroenterology.



HIV Care

Began the review of the 2014 competencies framework for Dietitians working in HIV. Promoted the role of Dietitians in HIV Care on National AIDS Day.



Maternal & Fertility

Developed and ran the hugely successful Nutritional Management in Pregnancy Course. Developed a range of fertility, pregnancy and diet resources including a BDA factsheet.



Mental Health

Reviewed, developed and delivered several education courses aimed at Dietitians working in mental health. Developed a new advanced dietetic learning disability course to be launched in 2022.



Neurosciences

Developed and ran a face-to-face study day, providing much needed education and networking for members working in this specialism.



Older People

Contributed to national food strategies including the National Food Strategy and the Women's Health Strategy. Developed and endorsed a PrescQIPP resource, and created a fortified diet recipe book.



Obesity

Partnered with the British Psychological Society (BPS) to create a range of emotional eating resources aimed at patients. This includes translating to support multi-cultural communities in the UK. Co-created 'What good looks like' for weight management with the paediatric obesity group, mental health group, and learning disabilities group.



Oncology

Developed and launched the Introduction to nutrition and cancer tier one course. Produced and promoted a myth busting resource for patients.



Optimising Nutrition Prescribing

Contributed to the COVID recovery knowledge hub, promoting food-based, sustainable approaches for the Office for National Statistics' use. Developed an outcome tool for population health in collaboration with the Older People's specialist group.



Paediatric

Contributed to a range of nutrition-related policy and consultations on childhood nutrition issues including; ACBS consultation on ONS, the National Food Strategy and Maternal and Child Health NICE guidelines.



Parenteral and Enteral Nutrition

Developed and launched The Use of Blended Diet with Enteral Feeding Tubes Practice Toolkit and The Use of Blended Diet with Enteral Feeding Tubes policy statement. Incorporated a new droplet icon design (shown above) for a fresh contemporary feel.

Specialist Group of the year 2021 winners!



Public Health

Reviewed the evidence base regarding Introducing a Cup to an Infant's Diet, producing a policy statement and resources to support Dietitians working in this area.



Renal Nutrition

Introduced free UKKA membership to group members, providing enhanced networking and education opportunities. Produced new award-winning multicultural diet sheets and webinars for members.



Sports Nutrition

Established a guidance document and statement group to provide guidance to members on areas fundamental to practice.



Sustainable Diets

Developed a new Sustainable Diets Fact Sheet for Dietitians and public use. Contributed to the BDA Sustainable September social media campaign by creating 'fakeaways.'

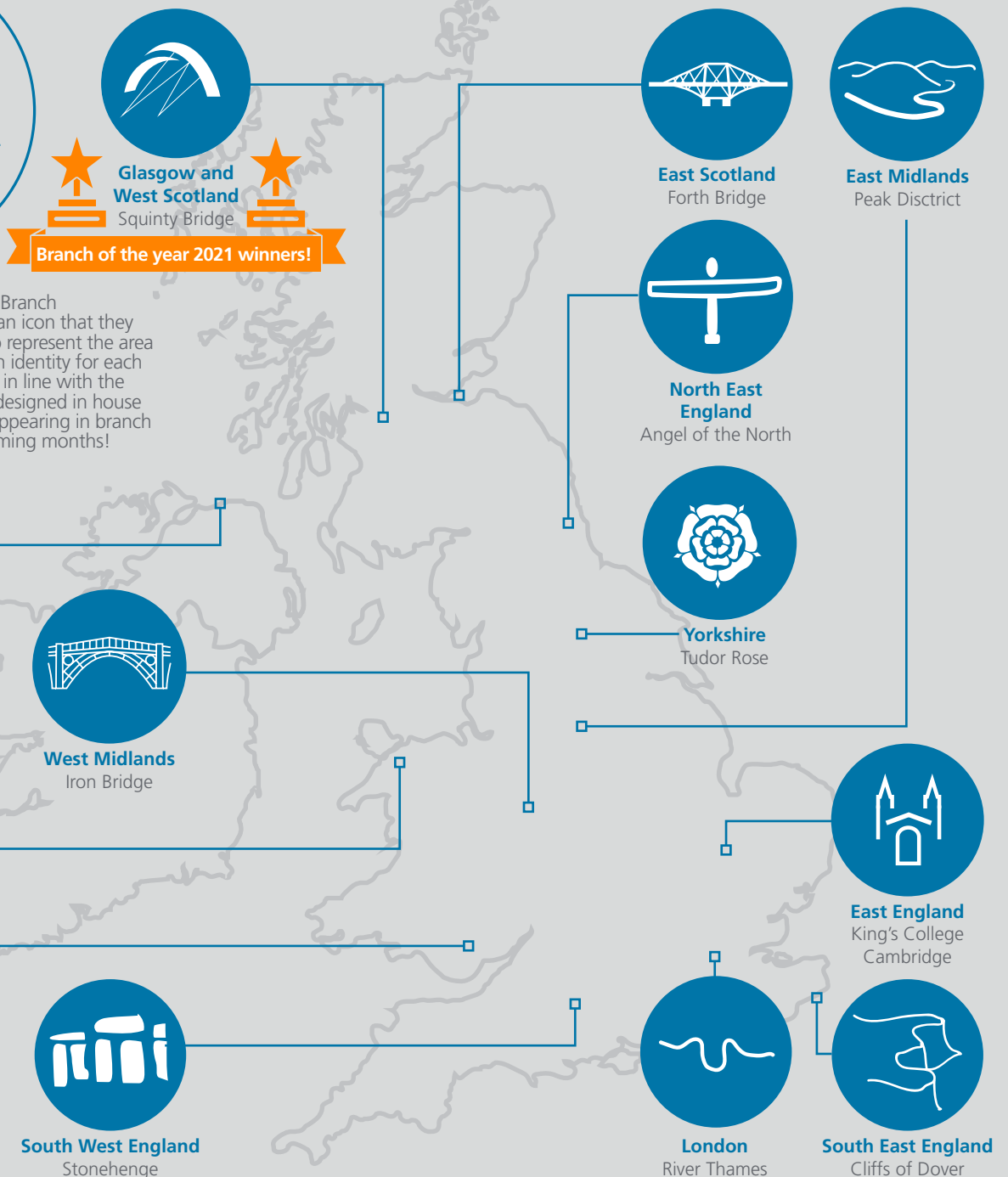
BRANCH HIGHLIGHTS

The BDA has 13 branches geographically spread across the UK. Branches play a vital role in supporting members at a local level, providing CPD, webinars and networking. Our branch committees play an important role in supporting the BDA Country Boards, providing a local insight to policy, practice and development.

Branches offer accessible education for dietetic students, showcasing the different career options available to students and providing supplementary learning.

A FRESH NEW IDENTITY FOR OUR REGIONAL BRANCHES

We worked with our BDA Branch Committees to decide on an icon that they could use on their logos to represent the area that they cover, creating an identity for each branch and bringing them in line with the BDA identity. These were designed in house at the BDA and will start appearing in branch communications in the coming months!



With thanks to our staff, volunteers, members, partners and supporters who have made another successful year possible at the BDA.



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