

Elsie Widdowson Lecture

Held alongside BDA Vision, BDA AGM and BDA Awards Dinner

The 2015 lecture, will be presented by **Linda Hindle, MBDA**, Lead Allied Health Professional at Public Health England. The lecture will held at BDA Vision, (the BDA's 2 day conference held on 4th and 5th June) is the dietetic leaders' event that showcases the best innovation and practice across the dietetic profession whilst incorporating case studies from the wider AHP's.

Linda will present '**Achieving our potential**' - A reflection of the leadership opportunities for dietetics drawn from Linda's personal career experiences.

Linda Hindle is the Lead Allied Health Professional for Public Health England, responsible for increasing the contribution of the 12 Allied Health Professions to improving public health across England.

Linda's previous roles include Consultant Dietitian, with responsibility for the strategic planning and commissioning of interventions to prevent and treat obesity across Birmingham; and Head of Birmingham Community Nutrition and Dietetic Service.

Linda is a member of the British Dietetic Association, currently serving on the BDA England Board and past chair of BDA Specialist Group, DOM UK.

The Elsie Widdowson Lecture is organised and supported by the BDA **General and Education Trust Fund**. The fund exists "to advance education and other charitable purposes related to the science of dietetics". The Trust can make grants to any individual or organisation engaged in dietetic research or related activities. The Trust Fund has a long history of supporting the science and practice of dietetics through the promotion of national awards which recognise the excellent work carried out by many members.

About Elsie Widdowson

Elsie Widdowson CH CBE was a pioneer in the history of dietetics and, along with Robert McCance, carried out research for around 60 years. They pioneered many aspects of the understanding of human nutrition throughout the 1930's and 1940's. They are also well known for undertaking much of the experimentation on themselves, including starvation diets. Their work was of vital importance during the years of the Second World War and led to the publication of *The Chemical Composition of Foods*. The BDA launched an annual lecture in her memory in 2001. Previous recipients of the award include Dr Susan Jebb, Professor Annie Anderson and Professor Anne de Looy. Lectures are given on any topic that the recipient wishes and attract considerable interest amongst the profession at key note events. Each year Council invites one senior members of the profession, who is deemed to be at the pinnacle of their career, to deliver the lecture.

BDA Vision

BDAVision is the dietetic leaders' event that showcases the best innovation and practice across the dietetic profession whilst incorporating case studies from the wider AHP's.

This year's theme **Influencing** will showcase national policies and impacts on local government whilst providing, alternative methods of integrating, sharing and localising.

Day One, will address the issues in Public Health, the challenges the NHS are facing and what changes are ongoing. Looking at the impacts on both National and Local levels and what changes are happening now and what can be done for the future. **Day Two**, will see the launch of the England Board **Influencing Action Pack**, a pack of information leaflets to assist dietitians to influence local stakeholders. The day will include presentations and workshops.

Attendance at BDA Vision includes the lecture or you can book to attend the lecture exclusively. For more information or to book your place at www.bdavisoin.co.uk