

Draft Programme

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

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.

8.45am – Registration and Refreshments

9.10am - Welcome and opening of event by **Siân O'Shea (BDA Honorary Chair)**

9.20am - **Elsie Widdowson Lecture** presented by Linda Hindle, Public Health England

10.20am – Break

11am – **Part 1 – What are the issues we are facing?**

11.10am - **The Role of AHP's as influencers**

Suzanne Rastrick as Chief Allied Health Professions Officer, NHS England

Demonstrating the current issues, impacts facing AHPs.

11.30am **How are they approaching the issues?**

Feedback, examples and outcomes from BDA Boards

BDA Boards (Northern Ireland, Scotland and Wales) will present on how the devolution to local Governments (Welsh Government, NI Executive and Scottish Government) has changed the NHS and how they influence, providing examples, outcomes and pros and cons.

12.10 - **Panel Discussion**

12.30 – **Lunch**

13.30 **Part 2 – How are they tackling it?**

13.40 - **Challenges Vs Solutions**

Demonstrating the solutions currently in place and what you can implement locally. The presentation will not be focused on nutrition but the wider public health issues on improving public health.

14.10

Councillor John Cotton, Cabinet Member – Health and Wellbeing, Birmingham City Council

Providing a strategic approach - What is the role of the Local Government in the wider picture, the challenges for the Local Authorities and how local policies are changing and how they will impact you.

14.30 **Panel**

14.50 – **Break**

15.15 - Part 3 – How it impacts you?

15.20 Impacting the Workforce: the future's bright

Joyce Thompson BSc MPH RD, Dietetic Consultant in Public Health Nutrition, NHS Tayside

Awareness of the importance of nutrition in the prevention and treatment of disease has grown significantly over the last decade. This is having a knock-on effect on the dietetic workforce; more is being asked of them and they have had to adopt a more evidence based approach and innovate to meet demand. If dietitians are to survive in this new world it is critical to understand how they can support the nutrition agenda more effectively.

15.40 - Under the influence? Confessions of a spin doctor

Derek Munn, Director of Policy and Public Affairs, Royal College of Speech and Language Therapists.

Derek will examine the influencing work of the speech and language therapy profession and the wider allied health sector, offering thoughts on the next five years as a new UK government begins. He will also offer insights based on his former life as a political insider.

16.00- Chair Final comments for BDA Vision Day 1

16.30 - The BDA Annual General Meeting

The event will continue at the Copthorne Hotel starting at 6.30pm with a drinks reception followed by the BDA Awards Dinner. The three course sit down meal includes the GET and BDA Awards and Honours. Dress code is Lounge Suit.

Awards to be presented include;

General and Education Trust Fund (GET) Awards;

Dame Barbara Clayton Award

Rose Simmonds Award

Elizabeth Washington Award (not being presented in 2015)

BDA Awards;

Specialist Group of the Year

Branch of the Year

Media Spokesperson of the Year

Trade Union Representative of the Year

Ambassador of the Year

Honorary Associate

BDA Honours

Ibex

Fellowship

Attendance Cost

There are discounts available for BDA Members and an early bird booking offer until 22nd May.

Registrations starts from £120.00 per day.

Book your attendance at www.bdavision.co.uk



BDA Vision 2015

Influencing – Think National ... Act Local

Launching England Board Influencing Action Pack

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Day Two

Day 2 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.

Dietitians will learn how to identify the key stakeholders in their locality and then to influence them effectively so that they can both secure and expand dietetic services and thus improve the nutrition of their local populations.

The contents on this day will cover a number of generic aspects applicable to dietitians from all four countries and also to dietitian who do not work in the NHS e.g. Freelance and Industry dietitians.

The contents will cover; how to analyse your stakeholders and influence them; The 'elevator pitch'; bidding to retain an existing contract; driving a proposal for a new service; pledge to 'Stand up for Dietetics'; an opportunity to say how you pledge to support dietetics in your area e.g. attend specific meetings / take part in consultations / talk to local commissioners / appear on radio / TV.

Proposed timetable, subject to change

9am onwards - Refreshments and networking

9.30am – Work Place Health

Fiona McCullough, BDA Incoming Chair

10.00 - Introducing the Influencing Action Pack

10.40 - Coffee break

11.00 – Stakeholder analysis, engagement planning and influencing

12.00 – A Dietitians experience of influencing locally

12.45 – Lunch and Networking

13.30 – The 'elevator pitch'

14.00 – Workshop: influencing action planning

15.45 – Summary of the day and closing remarks

16.00 – Close of the Day 2 and conclusion of BDA Vision 2015

