

# BDA Vision 2015

## Influencing – Think National ... Act Local

Launching England Board Influencing Action Pack

### Day 2 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 you alternative methods of integrating, sharing and localising.

#### 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 day 2, will cover a number of generic aspects applicable to dietitians from all four countries and also to dietitians 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

