



## Reflecting on BDAVISION 14

BDAVISION returned on 5<sup>th</sup> and 6<sup>th</sup> June 2014 at Novotel, Broad Street, Birmingham. With over 100 people attending the two day conference programme, there was a lively atmosphere and discussion during the conference. The Conference room was full throughout the event therefore the venue has been changed for 2015 to accommodate the audience in more comfortable environment.



The programme '**Outcomes and Impacts**' included discussions from;

- **Shirena Counter** and **Keith Meadows**, Royal Free London NHS Trust
- **Deirdre Fee**, Cambridge Community Services
- **Judyth Jenkins**, Cardiff and Vale University Local Health Board
- **Emma Harewood MBDA**, Director of Integration, Surrey Heath CCG
- **Linda Hindle**, Public Health England
- **Lisa Hughes MBDA**, Strategy Lead, Health Education England
- **Sue Louth**, Health Education North West
- **Andrew Nwosu**, Regional Allied Health Professions Lead
- **Alice Moore** – Healthcare Change Manager, BUPA
- **Yvonne Pettigrew**, University Hospitals Birmingham NHS Trust
- **Michele Sanderson**, London Borough of Tower Hamlets and Barts NHS Trust
- **Hannah Wall**, Programme Delivery Manager, NHSIQ
- **Carol Weir**, Leeds Community Healthcare NHS Trust

There were also workshop sessions from;

- **Developing Outcomes for Renal Patients**, Sue Perry, BDA Renal Nutrition Group (RNG)
- **Outcomes in Liver Disease**, Jill Johnson Specialist Dietitian, - University Hospitals Birmingham NHS Foundation Trust
- **Health Call Undernutrition Service**, Catherine McShane, Specialist Dietitian Focus on Undernutrition, County Durham and Darlington NHS Foundation Trust
- **Dietetic Clinical Effectiveness – would TOM be up to the Measure?** Carol Weir & Katie Johnson, Leeds Community Healthcare NHS Trust
- **Large scale health eating interventions – practical examples**, Pip Collings – Public Health Nutrition Network

The 2014 Elsie Widdowson Lecture **From food additives to FODMAPs: a dietetic journey through gastroenterology** was presented by Dr Miranda Lomer PhD, MBDA, RD, Senior Consultant Dietitian in Gastroenterology at Guy's and St Thomas' NHS Foundation Trust and King's College London.

Picture (L-R) Professor Kevin Whelan, Dr Miranda Lomer and Siân O'Shea.



BDA Honorary Chair Siân O'Shea proceeded over the two day Conference and Awards Ceremony.



A little highlight of the discussions from the day have been provided by **Steven Grayston**, Chair of Professional Practice Board.

**Yvonne Pettigrew**, addressed the power of information and using it to our advantage to influence, which links back to outcomes. On day 2, Denise Downs built on this by saying make sure you record data once and use many times. She also asked us to question whether we are cost effective – very important when looking at whether services get commissioned or not.

**Judyth Jenkins**, discussion covered “concentrating on your strengths”, to be opportunistic and take your opportunities where you can and “influence and persuade over time”. It is very much about identifying your key stakeholders. Linda Hindle followed this by talking about strong networks and relationships and warned against thinking you can do everything. She also advised taking opportunities and volunteering and being politically savvy. She recommended sharing your work and ideas.

**Sue Louth** said “Leadership is about behaviours not role” and encouraged leadership at all levels of the profession

**Andrew Nwosu** advised us to look at the NHS Framework and the AHP toolkit when looking at outcomes, to use some of that information already out there to influence your commissioners. He emphasised “value” as a lever to get the outcome you want.

**Emma Harewood** highlighted the importance of knowing your planning cycle locally and working to that to ensure you have your business cases ready for the commissioners. She highlighted the importance of using the right language to influence the commissioners and understanding local priorities. Get involved in stakeholder event and meet GP clinical leads to understand their priorities. Provide simple fact based information linked to local outcomes - highlight quality benefits, cost benefits, novel ideas, training potential of the team and the patient.

**Carol Weir** said “no one knows your service better than you” and advised us to look at why we do things the way we do. She recommended focusing on quality – not just the money. We need to understand our customers needs and deliver a quality service first time, every time. She asked us to truly reflect on whether we understand our service user needs and to question “is it what we have done that has made the difference”.

**Sue Kellie** followed this by saying “if we don’t claim it someone else will”

**Shirena Counter** and **Keith Meadows** said outcomes must be patient centric and you really have to analyse what the team wants to measure. They highlighted validity, reliability and responsiveness.



### Awards Ceremony

The BDA present Awards on behalf of the **General and Education Trust Fund (GET)** to recognise excellent research, publications and innovation.

#### The GET Awards presented are;

- Dame Barbara Clayton Award
- Rose Simmonds Award
- Elizabeth Washington Award
- Elsie Widdowson Lecture

#### The BDA Awards which are also presented;

- Specialist Group of the Year
- Branch of the Year
- Media Spokesperson of the Year
- Ambassador of the Year
- Trade Union Representative of the Year
- Ibex Award



For more information on the Conference programme and speakers please visit [www.bdaevents.co.uk](http://www.bdaevents.co.uk)