



Carol Weir

Chair Food First





Weight Wise and Food First

- Weight Wise is a nutrition campaign to increase awareness of the benefits of a balanced and varied diet in achieving and maintaining a healthy weight.
- It started in June 2002 and each year there will be a focus of activities during The British Dietetic Association's Food First month (June).





Weight Wise Aims

- The aim of the Weight Wise campaigns is to increase public awareness of the benefits of a balanced and varied diet in achieving and maintaining a healthy weight.



The campaign seeks to:

- raise the awareness of the importance of diet and health amongst target audiences
- promote the delivery of evidence-based nutritional messages to the general public
- raise awareness of the role of registered dietitians, their unique skills and what they can offer to target audiences
- develop mutually-beneficial partnerships with industry, government bodies, media, other health professional groups
- make the BDA and registered dietitians be seen by our target audiences as a credible and authoritative voice on nutrition, diet and health





Why Weight Wise ?

- The number of people who are overweight or obese has been rapidly increasing in the UK.
- the cost to the NHS of treating obesity is about £485 million a year.



Issues and Solutions

- cost issues around involvement
- increasingly reliant on income from sponsors
- Further analysis of these issues and understanding of the problems dietitians have in getting involved
- Food First campaign will run in June 2008
- robust financial plan
- best possible resources for members and other health professionals
- generating wide ranging media coverage





Size Still Matters

Weight Wise for the over 50's



Who, What, Why, How?

- 80% of clients seen by public health dietitians are aged over 50
- Theme of **Size (still) Matters**
- One core resource



What can you do?

- Commit to run the campaign during Weight Wise month in June 2008.
- Help us meet sponsor's needs by getting involved in case studies and media activity, as well as ordering free resources provided by sponsors.
- Build the campaign guide into your 2008 budget if at all possible - and telling us how much you would be willing to pay for it.
- Share successful projects you have run with this age group



What you would like to see in June 2008?

Jo Lewis, Sponsorship Officer

Tel: 0121 200 8030

E-mail: foodfirst@bda.uk.com

Carol Weir, Chair

Tel:01422 281525

Email: carol.weir@nhs.net



STRENGTHS

Specialist expertise within Food First Planning Group

Provision of much needed resources for dietitians and other health professionals

2006 evaluation says all partners want to work with the BDA again

Secures nearly £1m AVE in print, online and broadcast reach

Web technology allowing easier / cheaper dissemination of resources & information

Opportunity to address key issues identified as priority by government and dietitians

Partners keen to make alliances with the BDA and health campaigns

Current high priority of obesity on the government agenda

OPPORTUNITIES

- KEY STRATEGIC ISSUES**
1. Maintain specialist expertise in FFPG and leverage it as far as possible.
 2. Cap professional fees at £250 / day
 3. Improve governance between FFPG & Council
 4. Evaluate role of campaign to ensure it meets BDA strategic objectives
 5. Maintain links with key government organisations

WEAKNESSES

Poor governance structure between FFPG & Council

Not profitable to-date

Disappointing membership participation - evaluation response and resource purchasing

Large time commitment required from FFPG Chair

Cost of professional fees for project management

Competition eg. BHF can provide free resources

Future legislation may affect government priorities on obesity

PCTs cutting of budgets - impact on purchasing of resources and staff cuts possibly further affecting participation levels

Recession forcing partners to cut sponsorship

THREATS



What would you, as members and other health professionals, like to see?

- Should this be a PR or Public Health campaign or both?
- Will this be useful?
- Will you take part? If so, how? If not, why?
- Do you need resources?
- How would you like to access resources?
- If you don't want this – what would you like to see?



Actions

- Answer questions from slide
- Ask questions
- Talk to your neighbours
- Write on post its
- Post on flip chart after session
- Tell me what you need and want

Community
Nutrition
Group



Thank You

