Future Proofing Our Profession through Making your Mark – Stories from my Career to Date
What I intend to cover......

- My background
- What I see as some of our challenges in our present day practice
- 3 stories from my career and what I have learnt from them in terms of helping our profession survive and thrive.
Background to Me: What I do now

- Head of UK Dietetics for Oviva (BDA Dietitian app)
- Specialist Dietitian at Spire Gatwick Park Hospital
- Company director and Dietitian of Nutrifit Health Ltd
  - Private Consultations across central London
  - Consultancy for variety of Companies including Almond board of California, Britvic, Nivea, Alpro, Waitrose, DSM among many others
  - Spokesperson for BDA and Sense about Science
- Company Dietitian for Little Dish
- Locum Dietitian
- Various TV roles – currently working behind the scenes for Jamie Oliver
- Mummy to a 2 week old and a 4 year old
How I got here.....

- 4 year BSC HND from A levels.
- Achieved 1st class honours
  - awarded Food Nutrition and Dietetics Prize (2003–2007)

- Past 2 years, self employed freelancer – built this up gradually over 6 years before taking the plunge
Media Roles
What our Profession Faces today

- More than ever being required to justify existence
- Extreme financial pressures
- Under resourced, leading to challenges in collecting, analysing and publishing outcome data to support interventions.

Still an emerging evidence base:
- Faces criticism from HPs wanting large scale RCTs and top hierarchical evidence.
- Can leave dietetic interventions side-lined in clinical practice guidelines and considered supportive care.
- Facing confusion and dilution from Media stories and non HPs interpretations of correct dietary approaches – ‘Every Man an Expert’ eg LCHF, paleo, GF, clean.

- Our messages can seem out of date and unappealing in a world of nutriglamour and detox
- Dietitians feeling unsupported in messages and losing their faith in providing positive public health advice.
A poll – please vote Yes or No

- I am valued and respected by the doctors and MDT I work with
  - YES
  - NO

- Dietitians are respected and valued by the public
  - YES
  - NO

- I am motivated and satisfied in my current role and career.
  - YES
  - NO
The Food Hospital

Required approaches with limited evidence with the pressure of success and the unknowingness of whether it would work.

- Introducing Harvey:
What I learnt:

- Highlighted lack of good quality research in a variety of clinical areas
- Changed the way I view and interpret the evidence base
- It helped me to learn how to communicate and discuss the use of these interventions to the public but also my peers, who at times disagreed with using approaches outside National Guidelines.
What I learnt:

- Showcased the power of food and dietary change in influencing disease states. Outcomes surprised us all.

- Highlighted the difficulty in achieving and maintaining significant dietary change and showed how much support and intervention needed. How feasible in real life?
Moving Forwards

- Undertook a Masters in Clinical Research.

- Dissertation has been accepted for publication in Clinical Obesity Journal

- Clinically, I keep much more of an open mind about the potential of dietary changes to influence symptoms or outcomes for all clinical conditions.

- Actively appraise research in Novel areas even if small sample size. We have to start somewhere!
Poll – Keeping Abreast

- I actively keep abreast of new research findings by reviewing journals and clinical / professional magazines
  - YES  NO

- I am confident in critically evaluating research to determine whether to incorporate findings into my practice
  - YES  NO
Introduction to Oviva

- Provider of Dietetic services

- Utilising ‘flying dietitian’ face to face clinics alongside more novel delivery models of care including a secure interactive app and video consults

- Began in Switzerland and Germany. UK activity since last year.

- My role as Head of Dietetics is to secure new contracts of work, manage the dietitians, develop protocols, policies and resources.

- Current work Streams:
  - Diabetes Structured Education across Buckinghamshire (NHS) with WW
  - Two further innovation test bed schemes in DM (West of England and Sheffield)
  - Trusts confirmed as beginning to use technology including GSTT to enhance outcomes
  - A number of private ‘flying’ dietitian clinics across London & SE England
  - BDA branded app available for licence hire for freelance dietitians and NHS trusts
What I’ve learnt:

- How little technology and novel approaches are being used in everyday NHS and dietetic practice.

- Methods of delivering interventions changed little in the past 80 years of dietetics

- The power of using technology in increasing positive outcomes and enhancing our work.

- My weight management patients regularly achieving 10–15% weight loss
Oviva technology improves patient outcomes

**Weight lost after 3 months**

- **Traditional**: 2.9%
- **With Oviva**: 5.7%

**Weight lost per paid dietitian hour**

- **Traditional**: 0.6kg
- **With Oviva**: 1.8kg

**Patient engagement**

- **Frequent use**: 3.2 messages per day from clients on average
- **High retention**: 18 weeks average intervention lengths

Oviva is 2x more effective and 2.9x more efficient than the traditional model

N: 82 patients; weight loss goals; baseline BMI average 35.4 kg/m² in app group and 36.5 kg/m² in face to face group; 14 months follow up average body weight loss of c. 6.5%, and c. 9% at 6 and 12 months
What I’ve learnt:

- The challenges and barriers we face in introducing novel approaches of delivering care.....but not impossible

- Ability to reduce NHS costs by freeing up clinic space, reduce travel costs, reduce DNAs and increase billable time by replacing emails with recordable interventions.

- Ability to bridge the gap between frequency of contact required to gain meaningful dietary change and time constraints of NHS practice
Creating a role you love

- Steve Jobs commencement address (Stanford 2005)

“Got to find what you love. Only way to feel satisfied is to do what you believe is great work, and the only way to do great work is to love what you do. If you haven’t found it yet, keep looking”
Creating a role you love

- With less than 9000 registered dietitians (and not all of those in practice), the actions of each of us matter.

- We need to feel passionate about our roles to make an impact and a difference.

We need to feel passionate about our roles to make an impact and a difference.
From left to right: Lucy Jones (Dietitian and GNAW lead), Elsie Bryan (Staff Nurse, Nell Gwynne Ward), Helen Stracey (Dietetic Services Manager) and Lucy Tapaoan (Sister, Nell Gwynne Ward)

Congratulations to Nell Gwynne Ward who won the prize hamper for the highest attending ward during Good Nutrition Awareness Week (GNAW) events which took place from September 15 to 19.

The hamper was generously donated by Luigi’s on Fulham Road and was full of delicious delicacies.

As part of Good Nutrition Awareness Week, the Nutrition and Dietetics Department organised a number of activities in the hospital to raise the profile of the prevention, detection and treatment of malnutrition. This included training sessions for 65 nurses with updates about new procedures in the Trust to help combat malnutrition.

Nutrition also plays an essential part in wound healing and so during Good Nutrition Awareness Week wound care company representatives joined the nutritional staff to provide information on various types of nutritional supplements, feeding equipment, wound dressings and new technologies.

Evaluation is underway to help make next year’s event an even greater success. Thanks to all those who participated.
Examples of Adding Extras

- Responding to media calls
- Undertaking audit and research and presenting findings at conferences
- Publishing novel research and reviews.
- Social media – helping to disseminate new findings and dispel inaccurate messages
  - Facebook, twitter, instagram
  - Blogs, You tube
- Giving a talk on a subject you love and feel passionate about
- Charity and voluntary work
- Projects
- Supporting guideline or textbook development
- BDA roles
- Writing articles
Poll – Adding Extras

- I currently support the future proofing of our profession by adding extras
  - YES
  - NO

- I feel I could do more with my knowledge and skills to support our profession
  - YES
  - NO
Registered dietitians are qualified health professionals that assess, diagnose and treat diet and nutrition problems at an individual and wider public health level. Uniquely, dietitians use the most up-to-date public health and scientific research on food, health and disease, which they translate into practical guidance to enable people to make appropriate lifestyle and food choices.

Dietitians are statutorily regulated, with a protected title and governed by an ethical code, to ensure that they always work to the highest standard.

To sum up – Trusted, Clear, balanced!
Summary

- The profession faces many challenges including:
  - Infancy of evidence base
  - Lack of funding and resources
  - Overstretched professionals
  - Competition from NTs, PTs and other ‘experts’ with confusion and dilution of messages

- Each of us has the power to influence the future of the profession by utilising our unique knowledge and skills

- This not only enhances dietetics but increases our own passion and motivation and our ability to inspire others.

- The solutions to our challenges are there by adapting our models of care and working in new ways.
Many thanks for listening