



# Annual Report

## 2018 - 19

# NDR-UK Vision and Priorities

NDR-UK commenced a new Strategic Plan for 2018-2021 with revised vision, core values and aims and key objectives.

Our new vision is...

# NDR-UK Vision



*To improve personal health and well-being through the provision of expert nutrition and hydration information*

# NDR-UK Vision and Priorities

We develop and publish evidence-based resources, written by experts, to make informed dietary choices to prevent, manage or improve health conditions by:

- Overcoming mis-information and duplication of effort
- Working collaboratively with partners
- Seeking creative and cost-effective responses to current and emerging health challenges

# This is NDR-UK



## **Extensive portfolio**

180 resource titles  
spanning 30 topic areas



## **Evidence-based**

Written and peer  
reviewed by dietitians  
and experts



## **Sustainability**

Excellent value for  
money, preventing  
duplication of effort

# What did NDR-UK achieve in 2018/19?

Engagement and Growth

Worked in Partnership

Followed Quality Process

Launch of our new electronic resource delivery system, NDR Prescribe



Customer Service

Responded to Health Challenges

Introduced New/Reviewed Ranges

## 2018/19 Key Impact Figures



More than **165,000** leaflets distributed across the UK

**1420 ORDERS PROCESSED**  
From more than 500 customers

**23 RESOURCE PUBLICATIONS**  
New and Reviewed Resources

In response to customer feedback and emerging digital health trends, NDR-UK launched NDR Prescribe

## 2018/19 Key Impact Figures



More than **165,000** leaflets distributed across the UK

**1420 ORDERS PROCESSED**  
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**23 RESOURCE PUBLICATIONS**  
New and Reviewed Resources

- **New electronic delivery service**  
NDR Prescribe developed
- More than **1000 engaged** through email launch
- **30 customer accounts** actively purchasing/enquiring from a spectrum of specialties...



# 2018/19 Key Impact Figures



More than **165,000**  
leaflets distributed across  
the UK

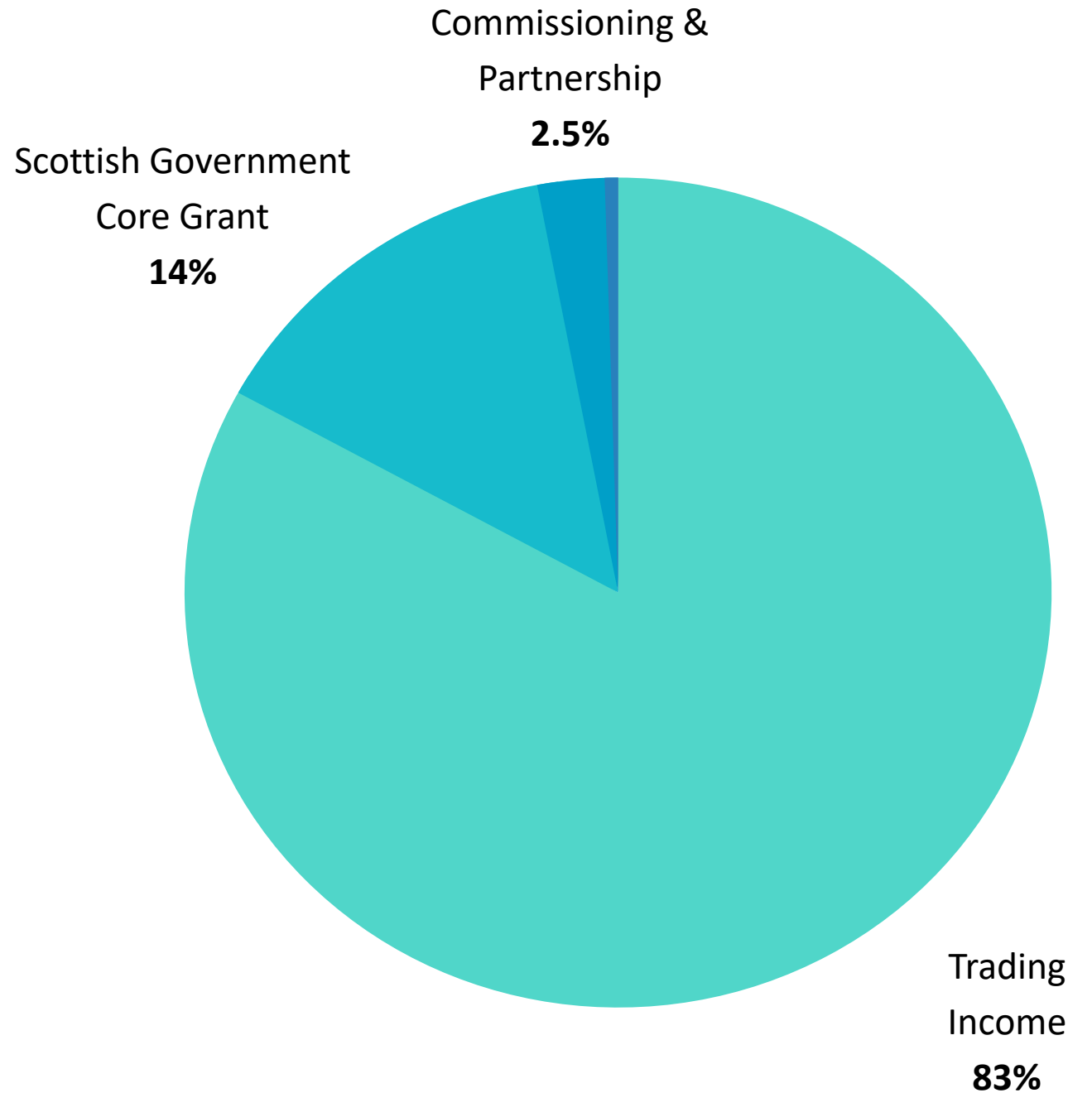
**1420 ORDERS PROCESSED**  
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**23 RESOURCE PUBLICATIONS**  
New and Reviewed Resources



# Finance

Working to achieve sustainability through social enterprise activities





Maintained Robust  
Information Production  
Process





## Information Production Process

- A robust process underpins resource development
- Applied to every development and review to provide confidence that the information is accurate, up-to-date and reliable
- NDR-UK thank every one of our network of health professionals for their time commitment and expertise



# Evidence and Best Practice

Every resource is driven by best practice informed by evidence, critically appraised during the production process

Each resource is reviewed every three years to ensure guidance is up-to-date and in line with current evidence

NDR-UK is responsive to customer feedback, dietetic input and key guidance published in the UK



~~A GUIDE TO~~  
**REDUCE YOUR  
DIABETES RISK**

.....  
and improve blood  
glucose control



**REDUCE YOUR  
DIABETES RISK**

A guide **to improving your** blood  
glucose control



**REDUCE YOUR  
DIABETES RISK**



Information for *you* by dietitians



Information for *you* by dietitians



Information for *you* by dietitians

Demonstrating the Production Process



**Patient testing with dietitians  
from the  
Northern Health and Social  
Care Trust and Age NI**









Responded to Health Challenges



# Responding to Healthcare Challenges

“Diabetes Scotland also estimates that over 500,000 people in Scotland are at high risk of developing type 2 diabetes” (Diabetes UK Position Statement, 2014)

“Excess weight is the main modifiable risk factor for type 2 diabetes”

(Scottish Government (2018) *A Healthier Future: type 2 Diabetes prevention, early detection and intervention: framework*)

## REDUCE YOUR DIABETES RISK



# Responding to Healthcare Challenges

“Irritable bowel syndrome (IBS) is a chronic, relapsing and often life-long disorder. Prevalence in the general population is estimated to be between 10% and 20%”

(NICE Clinical guideline [CG61] Published: February 2008 Last updated: April 2017)



## Dietary Advice for IBS

Information to support advice provided by your healthcare team



# Responding to Healthcare Challenges

“Bariatric surgery is now an essential option for the treatment of obesity and its associated comorbidity. Many patients presenting for surgery will have pre-existing vitamin deficiencies and all bariatric surgical procedures compromise nutrition to varying extents”

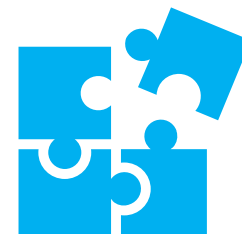
(BOMSS Guidelines on perioperative and postoperative biochemical monitoring and micronutrient replacement for patients undergoing bariatric surgery, 2014)

## INFORMATION FOR PEOPLE AFTER THE **GASTRIC BYPASS**





Introduced  
New/Reviewed  
Ranges



New Range  
Developed



# Easier Swallowing

Level 4 PUREED food

5

# Easier Swallowing

Level 5 MINCED & MOIST food

6

# Easier Swallowing

Level 6 SOFT & BITE-SIZED food

Brand new Easier Swallowing  
Level 3-6 resources for with  
the UK adoption of the  
IDDSI framework

Developed with dietitians and  
SLTs

3

# Easier Swallowing

Level 3 LIQUIDISED food



New Range  
Developed



# Easier Swallowing

Level 4 PUREED food

5

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Level 5 MINCED & MOIST food

6

# Easier Swallowing

Level 6 SOFT & BITE-SIZED food

*“the easier swallowing patient information leaflets represent real multidisciplinary working between dietitians and speech and language therapists”*

Alison, dietitian and Chair of the BDA Older People SG

3

# Easier Swallowing

Level 3 LIQUIDISED food



New Range  
Developed



# Easier Swallowing

Level 4 PUREED food

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# Easier Swallowing

Level 6 SOFT & BITE-SIZED food

*"I always feel that as AHPs, we are at our best when working with colleagues from different professions... This project epitomised this concept for me and it was a true privilege to work with such informed and passionate colleagues"*

Tracy, SLT and project group lead

3

# Easier Swallowing

Level 3 LIQUIDISED food





# Fully Revised Range



How do I eat well when I have a **Dry or Sore Mouth or Throat?**



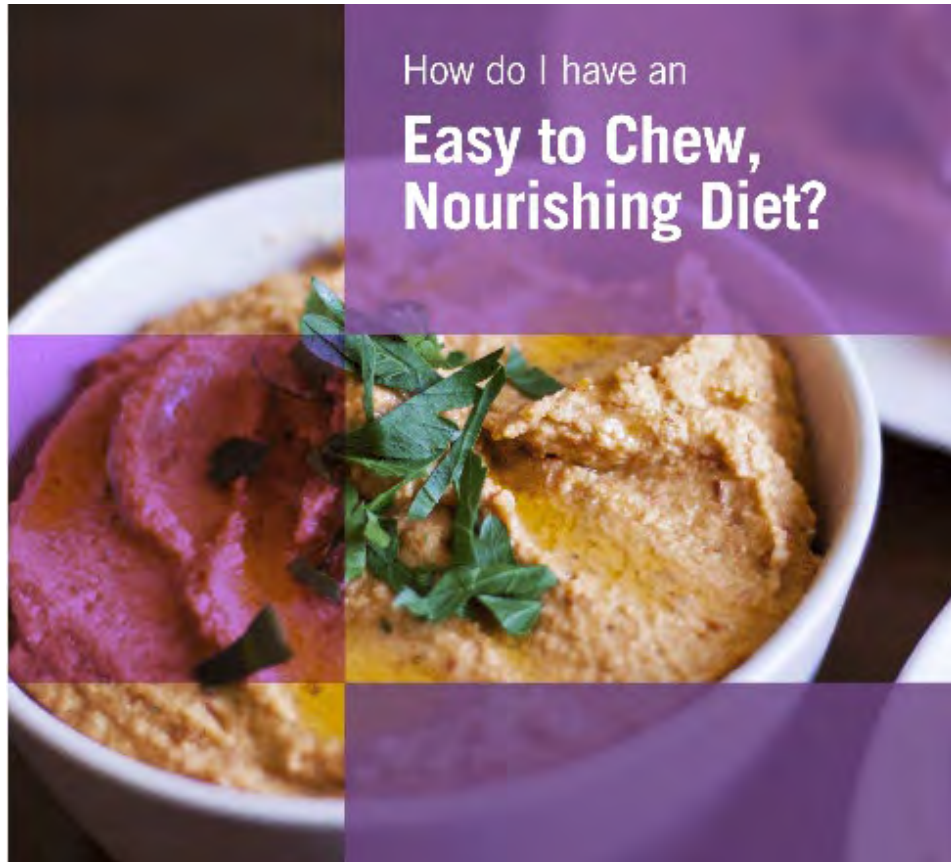
How do I have a **Nourishing Diet?**



How do I eat well when I am **Feeling Sick?**



How do I eat well when I **just don't feel like eating?**



How do I have an **Easy to Chew, Nourishing Diet?**

Much anticipated release of newly updated Oncology Resources

Strong emphasis on clean, impactful visuals



How do I eat well with **Taste Changes?**

Developed with



# Other reviews

ndr **Introducing Solids**  
A guide for parents and carers



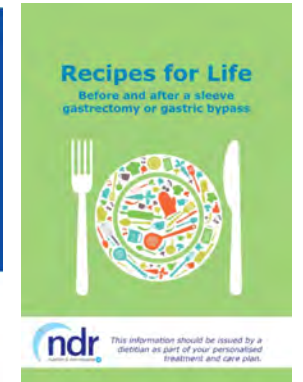
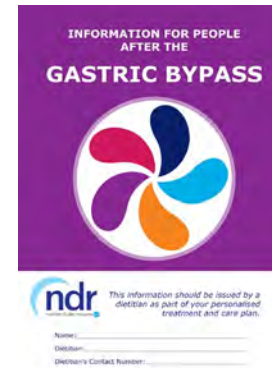
ndr **A cows' milk-free diet**  
For children aged 1-5 years



ndr **Dealing with fussy eaters - an action plan**  
A planned approach to help manage fussy eating in 1-5 year olds



ndr **Fussy eaters**  
A guide for the whole family to help manage fussy eating in children aged 1-5

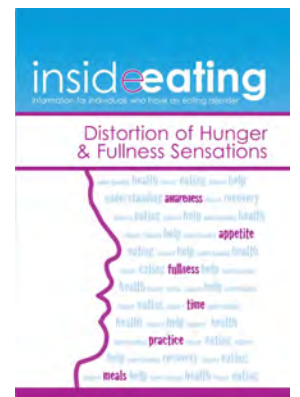
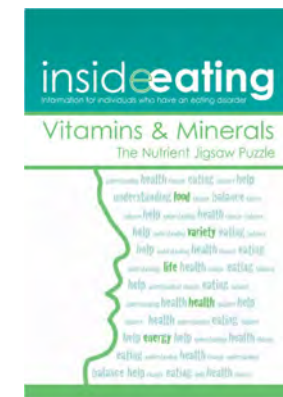
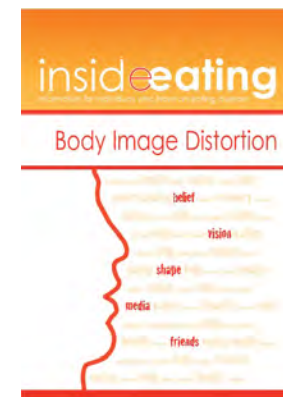
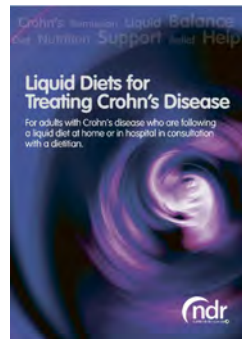
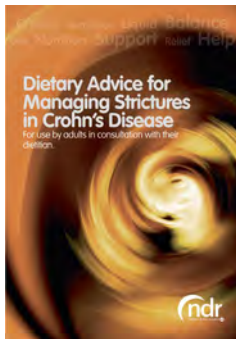
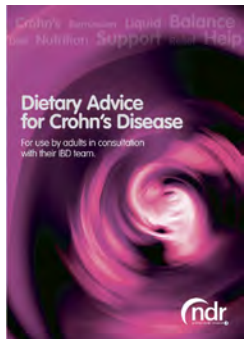


Paediatric Health range of seven titles to support services working towards UNICEF's BFI standards

Bariatric Surgery range in partnership with BOMSS and NHS Ayrshire and Arran



# Other reviews



Crohn's Disease Range with Emily Albon, RD

Inside Eating Range





**ndr**

Working in  
Partnership





# Partnerships

- Our work relies on our network of committed supporters and partners
- Our model of partnership and collaboration aims to share expertise, reduce duplication and achieve economies of scale
- Maintaining these partnerships ensures consistent messages throughout the UK to embed good practice
- Our partners on a range of development projects, and commissions include...



# Partnerships





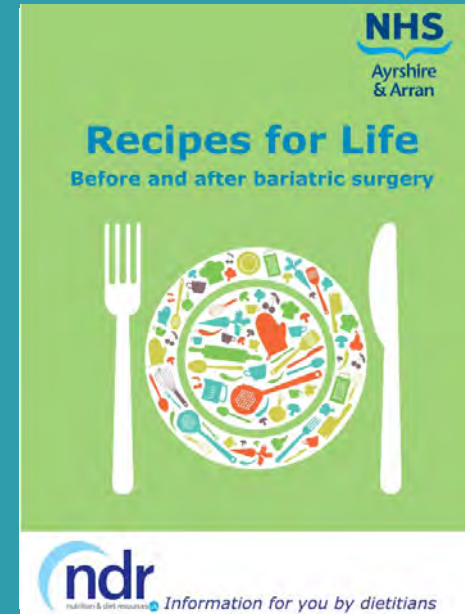
NDR-UK also works with several BDA Specialist Groups



# Example – NHS Ayrshire & Arran

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- Local resource, admired and commended nationally
- Reviewed, updated and adopted by NDR-UK in 2016 for wider distribution
- 82 Hospitals/Dietitians now using the resources
- Over 200 members of the public directly accessing Recipes for Life for use with the support of their dietitian
- Review completed in 2019 to update the resources, maintain the partnership and continue to make these valuable resources accessible throughout the UK and beyond.



**940 books  
delivered over  
3 years**

**NHS A&A  
receive 10% of  
sales**

**NHS**  
**Ayrshire  
& Arran**







## New Service Developed



New system of resource delivery providing on-the-go access across devices



Delivery via email, allowing health professionals greater flexibility to prescribe when required



Range of additional benefits including personalisation and signposting



- Launched in October and has achieved a positive response
- **12 demonstrations given**
- Well-attended webinar delivered with the BDA Freelance Specialist Group
- **Complimentary credit bundles provided for customers to test service and provide feedback**
- Used across a spectrum of roles and specialisms



# ndr

## Customer Service



# Audiences

Health Professionals

Professional Bodies

Government

Private Care Providers

General Public

Customers range from freelance health professionals to NHS Trusts, local government departments and private health / care providers

NDR-UK delivers clear messaging, excellent customer service and the same high quality throughout all of our resources



# Audiences

Health Professionals

Professional Bodies

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General Public

Our small, committed team and charity status allows us to;

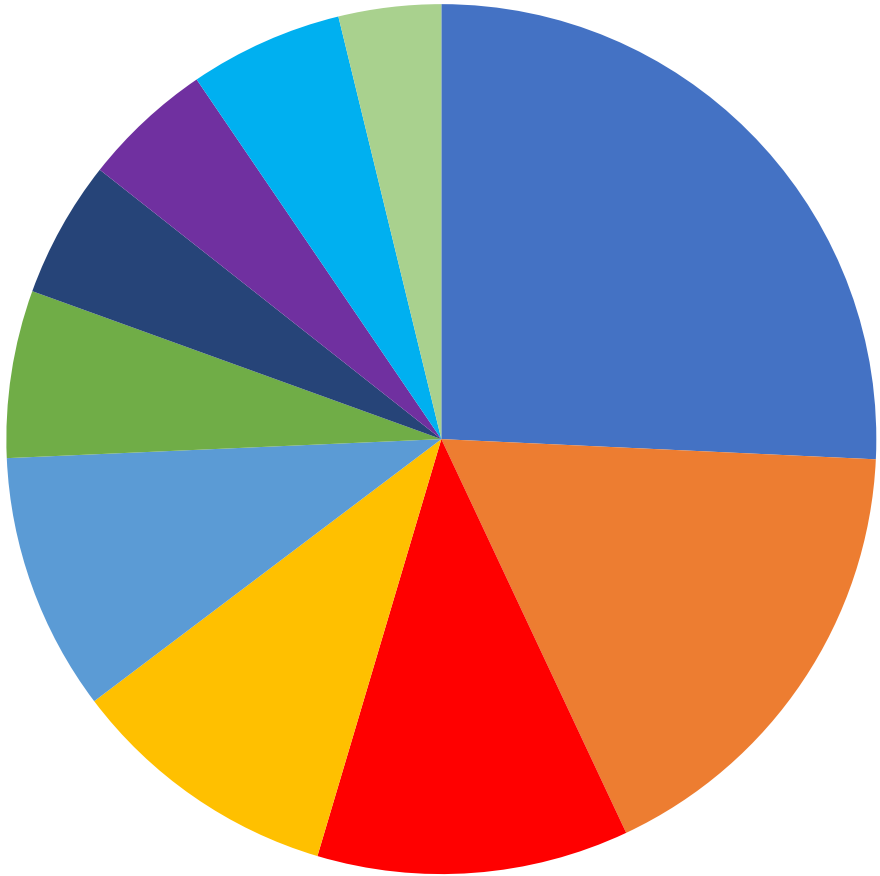
- flexibly respond
- deliver value for money
- understand customer needs



# By Quantity of Resources



Top 10 Customers



- NHS GGC
- NHS Lothian
- NHS Grampian
- NHS Forth Valley
- NHS Lanarkshire
- Western HSCT
- NHS Fife
- City Healthcare Partnership
- NHS Tayside
- University Hospitals North Midlands

**NDR-UK has  
international demand  
for**

**High quality print  
resources**

**On-the-go access via  
NDR Prescribe**

**From countries such  
as**

## International Customers

Ireland  
Gibraltar  
Jersey  
Guernsey  
Bermuda  
Australia  
Mexico  
Hong Kong  
Dubai  
France  
Cyprus

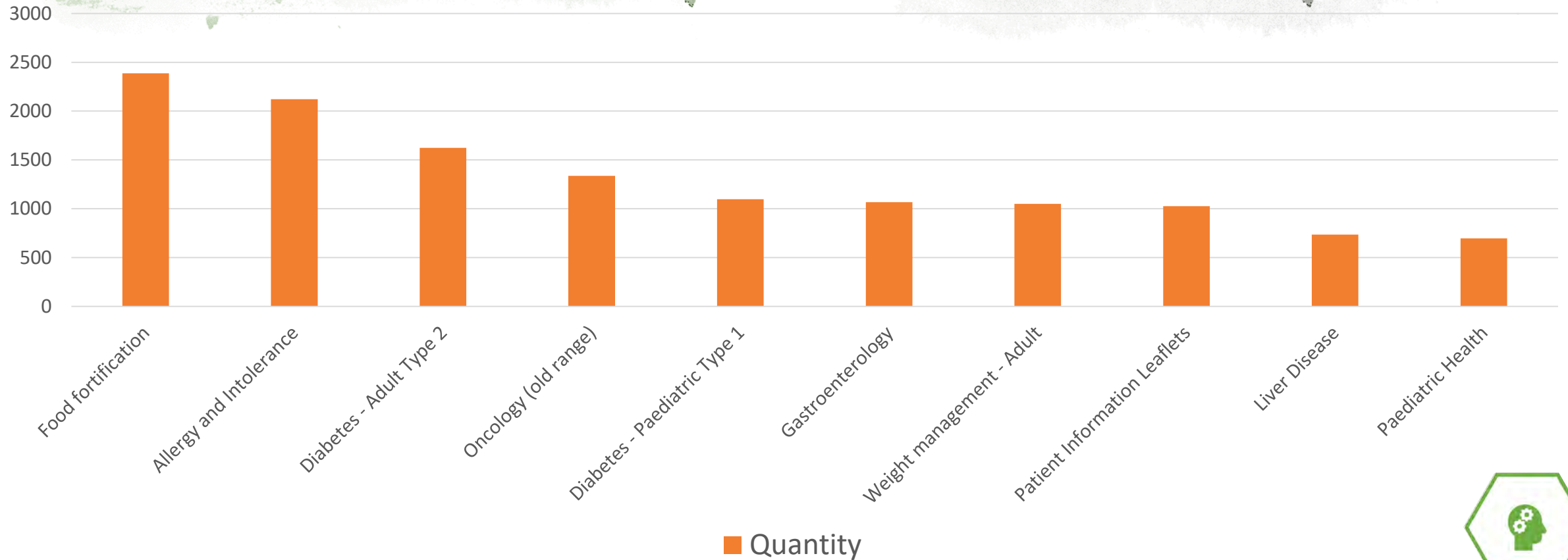


## International Customers

Ireland  
Gibraltar  
Jersey  
Guernsey  
Bermuda  
Australia  
Mexico  
Hong Kong  
Dubai  
France  
Cyprus



# Top 10 Topic Areas by Quantity





ndr

Engagement and  
Growth





We also respond digitally to trends such as #DietitiansWeek

44,000 reach 1.5k followers



Up to 8% engagement rate on Twitter posts

### Topics with the most engagement

- IDDSI and Easier Swallowing resources
- Dietetic Reference Group
- Recipe books and recipe testing
- Event attendance
- Resources of the Week





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### Topics with the most engagement



NATIONAL DESCRIPTORS

IDDSI LEVELS



# A busy year of events...



- Biting back: Transforming food experiences for Scotland's children conference
- BAPEN 2018
- BDA Oncology Study Day
- BDA Gastroenterology Study Day
- BDA OPSG Sarcopenia and Frailty Study Day
- BDA East of Scotland IDDSI Bitsy Dysphagia Day
- CAHPO 2018



Food Fortification

Oncology / Palliative Care

Tube Feeding

Texture Modification (IDDSI)

Learning Disabilities



NDR-UK  
launched the  
Dietetic  
Reference Group



Welcoming Alex Mitchell RD as the first member

- PhD student at Bristol University
- Study on the dietary management of ileostomies
- Clinical experience and networks
- Passionate about evidence-based practice in dietetics

# NDR-UK launched the Dietetic Reference Group



We are seeking dietitians to join Alex. You will:

- Gain valuable skills and experience towards CPD
- Anticipate and assess potential impact of dietary developments
- Encourage engagement in NDR-UK projects
- Provide objective oversight and steering
- Act as a sounding board, helping to plan and prioritise work
- Conduct risk assessments on new/updated titles





# Looking Forward

New activities for 2019/20:

- new topic development including gastroparesis and maternal pathways
- exploring professional and carer training needs
- student engagement
- website redevelopment
- campaign and event participation including #MalnutritionMonday and EFAD 2019
- strengthening customer relations for cost efficiencies



With thanks to:

NDR-UK Board of  
Directors



Morag MacKellar, RD, OBE

Andy Burman

Pauline Douglas, RD

Dr Amanda Smith, SLT

Jan Flint, RD

Pamela Woodburn



# NDR-UK Team

Linda McPhillie  
Kirsty Rice  
Jenni Henderson  
Laura Weir  
Ailsa Docherty

# Thanks to...

Scottish Government for continued support.

Professional dietetic advisors, partners, funders, stakeholders, volunteers and contractors.



## Acknowledgements

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NDR-UK would also like to acknowledge continued support from our CRM provider Redspire, which has provided free services in recognition of NDR-UK’s not-for-profit status.

## Acknowledgements



[www.ndr-uk.org](http://www.ndr-uk.org)

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