



Nutrition and Diet Resources UK

Annual Report 2012-2013

A MESSAGE FROM THE CHAIRMAN

The second year of NDR-UK's operation as a not-for-profit organisation has been a year of development and on-going quality improvement to ensure that the resources it offers continue to be at the leading edge in the field.



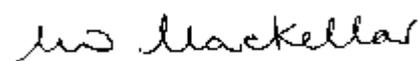
Key areas over the past year include

- i. Publishing new resources to enhance the existing portfolio
- ii. Research
- iii. Enhancement of the web site
- iv. Work to develop a secure and sustainable organisation

Despite the challenging financial environment the organisation has continued to provide high-quality, evidenced-based, nutrition and diet resources which are accredited by the Information Standard. Recognition of the value of NDR-UKs products and the cost benefit of using these both within and outwith the NHS in a time of limited resources has been demonstrated by an increase in the customer base and the commissioning of new resources by external agencies.

Of particular note this year was the very successful outcome of the first surveillance visit by the Information Standards assessor and also the recognition of NDR-UK as one of the limited High Impact Innovations - these demonstrate the organisations commitment to excellence.

I would like to take this opportunity to thank everyone who contributes to the work. I am keen to pay tribute to my fellow Directors and colleagues who contribute to the development of the resources and in particular to the small team of staff all of whom have worked with such commitment to deliver NDR-UKs achievements over the last year.

A handwritten signature in black ink that reads "Morag D MacKellar". The signature is written in a cursive, flowing style.

Morag D MacKellar

NDR-UK BOARD OF DIRECTORS

| | |
|-------------------------|--|
| Morag MacKellar (Chair) | AHP Manager, NHS Forth Valley |
| Andy Burman | Chief Executive Officer, British Dietetic Association |
| Judyth Jenkins | Head of Dietetic Service, Wales |
| Pauline Douglas | Senior Lecturer/Clinical Dietetics Facilitator University of Ulster |
| Jim Baker | Consultant |
| Fiona Huffer | Head of Dietetic Service, NHS Lothian |

NDR-UK TEAM

| | |
|----------------|--|
| Leona O'Reilly | Chief Executive Officer |
| Kirsty Rice | Resource Development Manager |
| Lisa Kavanagh | Communications Manager |
| Mary Laidlaw | Consultant Professional Dietetic Advisor |

VISION

To become the recognised national (UK) authority for the provision of 'fit-for-purpose' nutrition and dietetic resources for dietitians and other health professionals to use with the public to empower them to make changes to their diets to improve their quality of life.

CORE VALUES AND AIMS

- Respond to the needs of healthcare professionals, the public, health policy and research outcomes.
- Produce robust (evidence-based, peer-reviewed, patient-tested) resources in relevant formats for the public.
- Driven by the dietetic and other healthcare professions.
- Share expertise through partnership working.
- Avoid duplication of effort.
- Develop resources and complement existing resources.
- Generate income, whilst maintaining the integrity of the service.

PRODUCING ROBUST NUTRITION AND DIET RESOURCES (DIET-SHEETS) FIT FOR PURPOSE

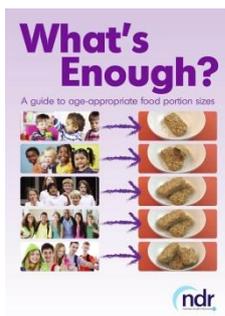
NDR-UK is the only service provider offering over 300 quality nutrition and diet resources to health professionals for use with service users to prevent, manage and /or treat disease through diet and nutrition choices.

We remain committed to the development and review of quality nutrition and diet resources.

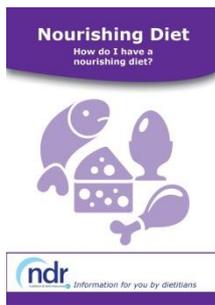
This included the publication of new resources in the areas of paediatric nutrition and oncology and establishing reviews project groups for existing resources such as the NAGE and adult diabetes resources.

We are also committed to the engagement with third party providers of quality nutrition and diet resources to ensure we don't duplicate effort whilst offering health professionals a one-stop-shop for nutrition and diet resources.

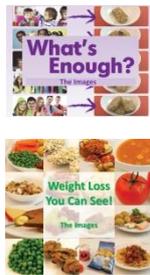
New Resources



'What's Enough? A guide to age-appropriate food portion sizes' was published in December. This unique and eagerly anticipated resource was developed with the BDA Specialist Paediatric Group and DOMUK. It is an A4 photographic guide aims to educate families on age-appropriate portion sizes as part of a healthy balanced diet and lifestyle.



The new '*How Do I Eat Well with Cancer?*' pack was developed in partnership with the BDA Oncology Specialist Group and published in January 2013. Four specialist oncology dietitians reviewed and updated the *Helping Hand* oncology pack to produce nine mix and match leaflets are available in printed leaflet and electronic licence formats as described below.



Following popular requests, the new year also saw food photos from '**Weight Loss You Can See**' and '**What's Enough?**' being made available on CD. At only £150 each, these demonstrate excellent value for money and to compliment the printed leaflets in a variety of settings such as supporting patient education groups.

Weight Loss You Can See! CD includes:

- 200 food photos each showing:
 - a text description
 - food weight
 - calorie value
- Crockery used
- Meal plan example
- Composite meals

What's Enough? A guide to age-appropriate food portion sizes CD includes:

- 240 food photos each showing:
 - text description
 - food weight
- Crockery used

The following development groups also ran during 2012-2013, with publication due in early 2013-2014.

- The IBS resource project group
- The HIV resource project group

Commissioned Resources

During 2012-2013 NDR-UK was successful in being commissioned by third parties to develop and publish material in the following areas.

| Area | Commissioner |
|----------------------------------|-----------------------------------|
| Diet and Dementia | Scottish Government |
| Diet following Bariatric Surgery | Scottish Government |
| Diet and Vasculitis | Lauren Currie Twilight Foundation |

Reviewed Resources

NDR-UK aim to ensure that resources are kept up-to-date both through a formal review process, as accredited by the Information Standard, and by ensuring that urgent changes are highlighted as web alerts for professionals and the public. As such this year we implemented a formal review schedule (based on resource turnover and original publication date). During 2012-2013 three review projects (Adult Diabetes, Paediatric Group resources and NAGE resources) were started with the intention of completing a full review of the portfolio by 2015.

PROMOTE AND MAINTAIN EXCELLENCE

Information Standard

During 2012-2013 NDR-UK successfully completed our first year surveillance visit for the Information Standard. This included formalising the review schedule for the portfolio to ensure the entire portfolio is reviewed by 2015.

Research

During 2012-2013 NDR-UK evaluated the Children's Carbohydrate Counting resources, which was funded by the Scottish Diabetes Group. The evaluation assessed the utility and efficacy of the pack and was supported by dietitians, patients and teachers. The following recommendations were made.

Adapt this nationally used pack:

- to focus on CHO counting advice that suits a range of treatment plans (dose adjustment, pump and flexible eating) and learning styles
- develop an implementation plan to raise awareness of the pack and build the familiarity and skills
- to implement it, and
- include features that will assess learning.
- Identify and incorporate the best aspects of other nationally and locally used resources such as the

- dietetic 'How to Get it Right' pack and related nursing tools/resources to provide flexible and personalised learning depending on age and stage of the education journey.
- Provide simple tools to calculate CHO, bolus and corrections without the need to understand fraction/ratio calculations.
 - Support professionals to teach children, specifically focussing on:
 - age-appropriate learning
 - group education, and
 - arithmetic.
 - Explore tools to assess patient understanding throughout their patient journey.
 - Further research is required to study how to overcome challenges caused by poor engagement,
 - attendance, access and/or numeracy issues.

Volunteers

NDR-UK has always recognised the importance of nearly and newly qualified dietetic students. Given the current economic climate and the need for dietitians to gain work experience prior to applying for jobs, NDR-UK developed a volunteering programme for nearly and newly qualified dietitians. This includes spending 6 days at the NDR-UK office to understand how administration and dietetics work side-by-side.

RAISING THE PROFILE AND OPPORTUNITIES FOR THE ORGANISATION

Excellent customer service and communication is very important to NDR-UK and no formal complaints were received during 2012-2013.

This year we focused on building on our communications and marketing strategy to maintain and raise awareness of NDR-UK. Throughout the year we estimate that we had 29 individual opportunities to do this. This ranged from supporting Channel4's Secret Eaters to exhibiting at the Royal College of GPs conference in Glasgow. We also continue to develop bespoke marketing plans for new and reviewed resources and services to ensure the widest possible dissemination this included a marketing plan for the new-e-diet sheet service.

Following on from the success of the launch of the website last year we further utilised the website this year to promote special offers on resources and sales. Both activities were extremely successful and have seen our average monthly website hits increase by approximately 58%. We continue to explore the use and opportunities of social media and now have 424 twitter followers. Overall our customer numbers have also increased by 17%. Thus, demonstrating that our communications and marketing activities are effective and impactful.

We are delighted to be included in the new High Impact Innovations catalogue. In October 2012 we responded to an open call for new innovations where 349 ideas were submitted from a range of stakeholders. Following a rigorous assessment process, 108 were identified as having the potential to make a real difference and were formed into a catalogue aligned to the five domains of the NHS Outcomes Framework. Service improvement/clinical leaders are encouraged to engage with and support these innovations to achieve the best clinical outcomes and positive patient experience of care.

Throughout the year we have engaged with health professionals and patients alike to listen to their views on our service. These engagements have often resulted in testimonials or case studies on the impact of using out-source materials to help improve a dietetic service.

DEVELOPING A SECURE AND SUSTAINABLE ORGANISATION

We remain committed to developing a sustainable organisation to provide a reliable and robust nutrition and diet resource service to health professionals and in turn patients and service users alike.

Since 2010 NDR-UK has implemented a revised business model and pricing structures to support a self-sustaining organisation. Since the implementation of this plan in 2010/2011 our funding commitment from the Scottish and Welsh funding has decreased substantially and we are delighted to report that we are now 79% self-sustaining.

Although we are bridging the gap between reduced Government funding through increased sales of resources we are reluctant to rely on this as our only source of income and are diversifying our income generation strategy.

We have continued to apply for grant funding and were successful in receiving Just Enterprise support to improve our finance and accounting systems. As well as offering additional service provision to health professionals for example re-branding NDR-UK resources with local Trust/Board areas logo, we have been successful in our commissioning service with the Scottish Government and the Lauren Currie Twilight foundation both investing in us for the development of quality diet and nutrition resources. This together with our proactive approach to seeking out potential partners and collaborative working opportunities will ensure NDR-UK is a secure and sustainable organisation for the future.