



# **Nutrition and Diet Resources UK**

## **Annual Report 2013/2014**

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## A MESSAGE FROM THE CHAIRMAN

I am delighted to present the third annual report of NDR-UK, which sees this small not-for-profit business and registered charity continue to go from strength to strength. Despite the current challenging financial climate, the organisation has grown, developed and made significant progress towards self-sustainability.



Recognition of NDR-UK as a valued authority for the promotion of fit-for-purpose nutrition and dietetic resources continues with the commissioning of a number of resources by external agencies, including the Scottish Government, and the Lauren Currie Twilight Foundation.

The production of high quality resources is a core aim for NDR-UK. At our annual surveillance visit for NHS England Information Standard accreditation, our processes and procedures were assessed as fully compliant with the requirements of the standard, thereby confirming continuation of our accreditation to the Information Standard 2.0.

2013-14 has seen a number of changes to staffing. Mary Laidlaw, who has been associated with NDR-UK and its predecessor bodies for 30 years, stepped down as Professional Advisor. Over the years she made a significant contribution to the foundation and development of NDR-UK and we wish her well in her retirement. In her place, we were delighted to welcome Sue Acreman, an extremely experienced Dietitian who is a Fellow of the BDA and also one of the Trustees of the BDA General and Education Trust. The Chief Executive Officer has been on maternity leave since September 2013 and we were lucky enough to recruit Linda McPhillie to cover the period of absence. Linda has very ably stepped into the position and I wish to extend our thanks for her capable management during this time. Sincere thanks are also due to the staff, who have taken on enhanced duties during this period, for their commitment and hard work. Finally, my thanks are also due to my fellow Directors for their support and guidance in providing strategic direction for NDR-UK.

A handwritten signature in cursive script, reading "Morag D MacKellar".

Morag D MacKellar

## **NDR-UK BOARD OF DIRECTORS**

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

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## **NDR-UK TEAM**

Leona O'Reilly	Chief Executive Officer
Linda McPhillie	Business Manager (from August 2013 - Maternity Leave Cover for CEO)
Kirsty Rice	Resource Development Manager
Lisa Kavanagh	Communications Manager
Mary Laidlaw	Consultant Professional Dietetic Advisor (until August 2013)
Sue Acreman	Consultant Professional Dietetic Advisor (from September 2013)

## 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 200 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 continue our commitment to developing and reviewing quality nutrition and diet resources.

In the past year, this included the publication of new resources to support people living with HIV/Aids, and the completion of revisions of our portfolio of resources for Adult Diabetes, NAGE and patient information leaflets.

We were also commissioned to develop new resources by Scottish Government and the Lauren Currie Twilight Foundation.

As part of our aim to avoid duplication and offer health professionals a one-stop-shop for nutrition and diet resources, we have engaged with third party providers of materials. By ensuring these resources meet our quality standards, we are now able to sell:

- ❖ "*Carbs and Cals*" range (Chello Publishing)
- ❖ "*I'm Hungry*" (Tanya Wright)
- ❖ "*Getting the Balance Right*" (Quality Meat Scotland)

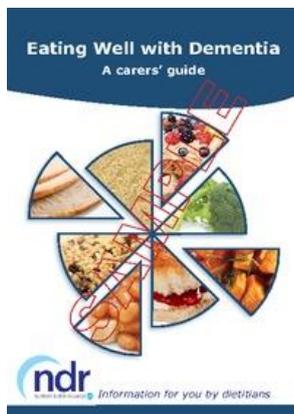
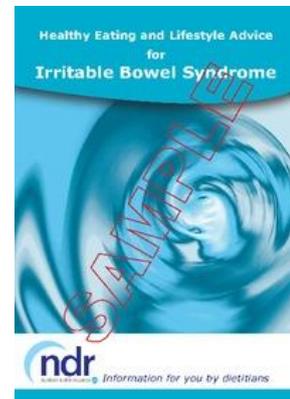
## Partnership Working

We place a high value on partnership working and this has been an important feature of our success to date. This includes a revised Memorandum of Understanding with BDA which sets out the strategic commitment of both organisations to work together.

On a practical level, our relationship with the BDA Specialist Groups continues to support resource development and reviews, and this year we entered into new working agreements with DHIVA, CardUK and Public Health Nutrition specialist groups. In 2013/14 we also formed new partnerships with other organisations such as Ceoliac UK, Alzheimer’s Scotland and NHS Lanarkshire.

## New Resources

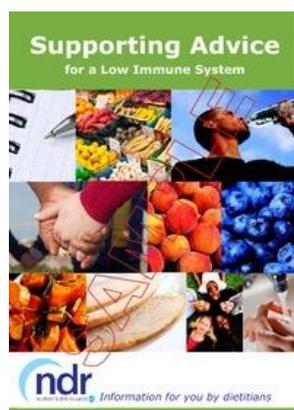
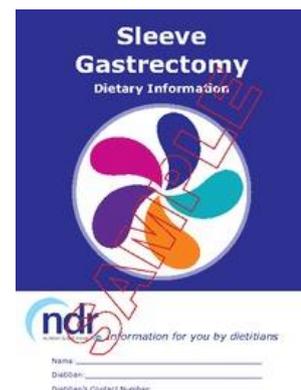
“*Healthy Eating and Lifestyle Advice for Irritable Bowel Syndrome*” provides first line information to support people follow a healthy diet and lifestyle to minimise IBS symptoms. It has been written to support BDA Gastroenterology Group Clinical Guideline 'IBS: The Dietetic Management of Irritable Bowel Syndrome in Adults'.



“*Eating Well with Dementia*” is one of two new titles developed for Scottish Government. Based on the original leaflet by NHS Lanarkshire, NDR-UK worked with NHS Lanarkshire and Alzheimer’s Scotland to update, revise and disseminate this resource. It provides practical advice for those caring for someone with dementia to support eating and drinking for their well-being and nourishment.

Scottish Government has provided funding to enable this resource to be provided for free to Scottish-based customers.

Scottish Government also commissioned us to produce a new resource to support those undergoing bariatric surgery. “*Sleeve Gastrectomy*” aims to assist individuals who have undergone this surgery, to ensure their diets are nutritionally adequate whilst losing weight. This new resource was produced with the support of dietitians from BOMSS (British Obesity and Metabolic Surgery Society).



The new HIV suite of resources was developed with the BDA DHIVA Specialist Group and published in January 2014. Three titles: *Supporting Advice for a Low Immune System*; *Dietary Advice for the Short-term Side Effects of Treatment*; and *Body Shape* have been designed to ensure discretion and sensitivity.

## Reviewed Resources

In 2013/14 we continued with our programme of review to ensure that all of our resources adhere to our Information Standard accreditation. New Review Project Groups were established this year to consider and update a range of titles, including *Gluten-free; Wheat-free; Milk and Egg Free range; Eating Better, Feeling Better; Eat Well, Heal Well; Elimination; Patient Information Leaflet range; and Paediatric Diabetes.*

However, we are disappointed that the review of the Paediatric range of resources has not been concluded, and regret that we have not been able to satisfy customer demand for these popular titles. We continue to negotiate with the Paediatric Specialist Group to finalise the range and hope to make the revised versions available for sale again soon.

## Commissioned Resources

In addition to the two Scottish Government commissioned projects which were completed this year, we also produced the Diet and Vasculitis resource for the Lauren Currie Twilight Foundation. We have also been working to produce a new pictorial resource "*First-line Food Portions*" to provide information and guidance to children, families and carers on appropriate age-related food portions to achieve a balanced diet.

Following the success of the previous commissioned work, NDR-UK was successful in attracting additional funding for further new titles which will be developed over the coming year:

Area	Commissioner
Diet and Enhanced Recovery After Surgery (ERAS)	Scottish Government
Diet and Gastro-enteric Conditions (Colostomy/Ileostomy/Diverticular Disease)	Scottish Government
Teaching Aids for Weight Loss You Can See	Scottish Government
Improving Accessibility to Dietary and Nutrition Information for Stroke Patients	Scottish Government

The *Diet and Gastro-enteric Conditions* project is an example of how NDR-UK responds to the needs of the dietetic community – this work was proposed following requests for new resources to fill a gap in the information available for patients with these conditions.

## **PROMOTE AND MAINTAIN EXCELLENCE**

### **Customer Service**

We aim to be a customer-focused organisation and place high importance on providing the best possible service for our customers. We processed over 1900 orders from over 700 customers during 2013/13, and no formal complaints were received. In May 2013 we conducted a Customer Survey, and received a total of 92 responses. Eighty percent were from dietitians, and 92% were working in the public sector.

We were pleased to report that:

- 84% of those who have used or ordered our resources found it easy or very easy to do so; difficulties encountered tended to be with hospital ordering procedures;
- 95% of those who ordered goods received them completed and in an acceptable time;
- 88% found NDR-UK staff responded quickly or very quickly to requests for help;
- 89% found NDR-UK staff either helpful or very helpful.

As a result of other feedback given in the survey, we will be looking into bulk-buying options and improvements to our website.

### **Information Standard**

Our second surveillance visit for the Information Standard accreditation took place in March 2013. This assessment reported that NDR-UK fully complies with the updated Information Standard v2.0, now awarded by NHS England.

### **Internship**

In 2013/14, NDR-UK provided a 9-month placement for a third-year BSc Nutrition student from Ulster University. Kayla Farren gained valuable work experience, supporting us with numerous tasks with the product review work and also with marketing.

## **RAISING THE PROFILE AND OPPORTUNITIES FOR THE ORGANISATION**

As part of our aim of achieving self-sufficiency through generating sales income, it is essential that we continue to raise our profile and increase customer numbers. In the past year our customer accounts increased from 599 to 751, our circulation list has grown from 3455 to 4111 members and in addition to our standard communication routes we are continuing to utilise social media. Our customers responded well to our January sale, giving them an opportunity to purchase slow moving items at just £1 a pack.

Registered dietitians are still our core customer audience, and we have issued regular e-newsletters and articles in Dietetics Today to ensure that they

are reminded of the services we offer and of new resources which become available to them. At the BDA event targeting Dietetic Leaders, 'BDA Vision' during June, we gave a presentation on 'The case for Quality Diet and Nutrition Information' and followed this up by supporting the BDA Specialist Groups exhibiting at 'BDA Live' in London during October.

We attended the National Diabetes in Scotland Conference in February, and received constructive feedback on the new Diabetes resources. We plan to attend a wider range of conferences in 2014/15.

This year we also commenced two campaigns to raise our profile and our resources with two new specific customer groups. We are proactively approaching organisations of carers of older people to make them aware of the wide range of resources suitable for conditions common to older age groups.

We also recognise that many occupational health professionals working with employers are tasked with offering weight management programmes to their employees. We have provided "Weight Loss You Can See" to a pilot work-based challenge, so that its use and effectiveness in such a setting can be assessed. The next stage will be to promote more widely to this potential new customer group.

## **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 for health professionals, and in turn, patients and service users alike.

Since 2010 NDR-UK has been working to become self-sustaining. The sale of printed resources, and the introduction of Electronic Licences (which enable licensees to download pdf versions of our leaflets) form the core of our earned income. Our strategy of seeking alternative funding contributed to our steady progress towards self-sufficiency in the past year.

