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Title

Dietitians in the media – creating an impact, avoiding the noise

Abstract

Over the past 15 years the BDA has successfully increased its media presence and reach. It has created a stronger 'brand' for dietitians in the UK which has benefitted individual members, the BDA, the profession and also public awareness of healthy nutrition messages. However, making a noise and being successful can bring downsides. With open access to social media negative messages can be a distraction and can create an impression that the profession is 'under attack'. The reality is often different – only a small number of people are actually active and even fewer are negative. So how do you measure success? What does it look like? How do you engage with journalists and the media, how do you guide members through social media? And, how do you manage all the negative noise which can distract from your real mission?

As CEO Andy Burman has led major change in the BDA and can provide examples of how dietitians are more highly recognized in the media and how the 'brand' of the BDA was changed to make it more accessible by the public and decision makers. He can also provide examples of how vocal critics are managed and how the BDA continues to progress in improving the health of the public.

Key references

BDA Social Media Guidelines for Members
BDA Corporate Member strategy
(<https://www.bda.uk.com/about/workwithus/corporatemembers>)
Dietitians of Canada – Dietitian Brand promotion

Key messages

Embrace social media and radio/TV opportunities, own the message

Focus on positive messages, do not criticize others.

Some people will disagree, learn to rely on science and evidence and repeat your message, do not respond to theirs.