

Strategy 2023-28

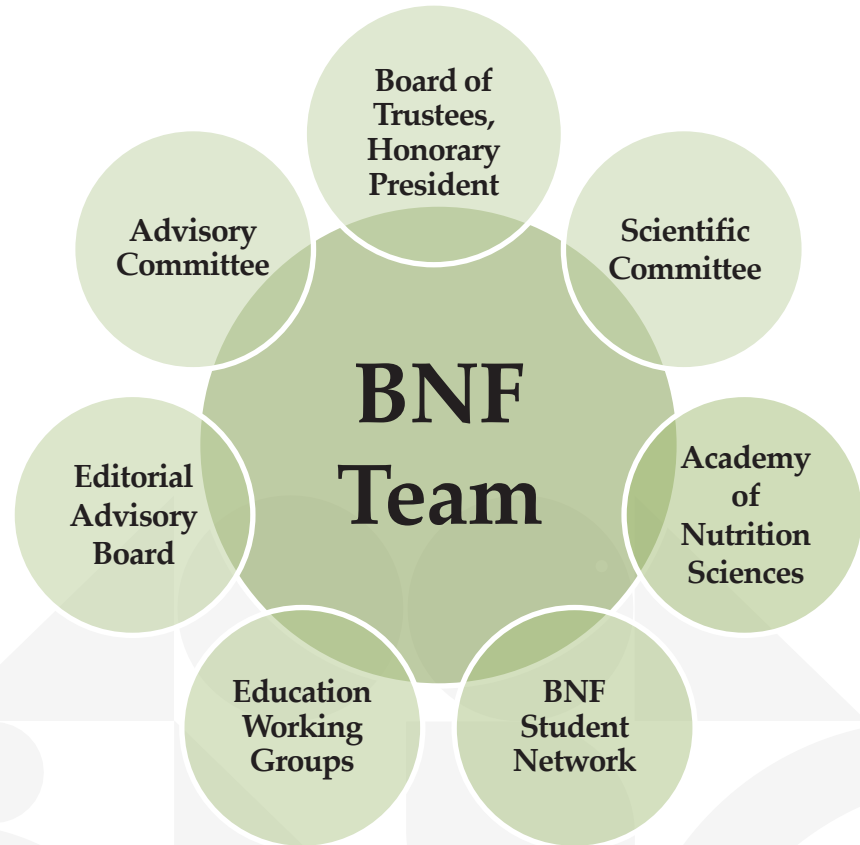
January 2023



The background is a solid dark green color. It features several large, semi-transparent geometric shapes in a lighter shade of green. On the left, there is a large circle with a smaller circle inside it. To the right, there are several other shapes: a circle with a smaller circle inside, a rounded square, a triangle, and another circle. The overall composition is abstract and modern.

About Us

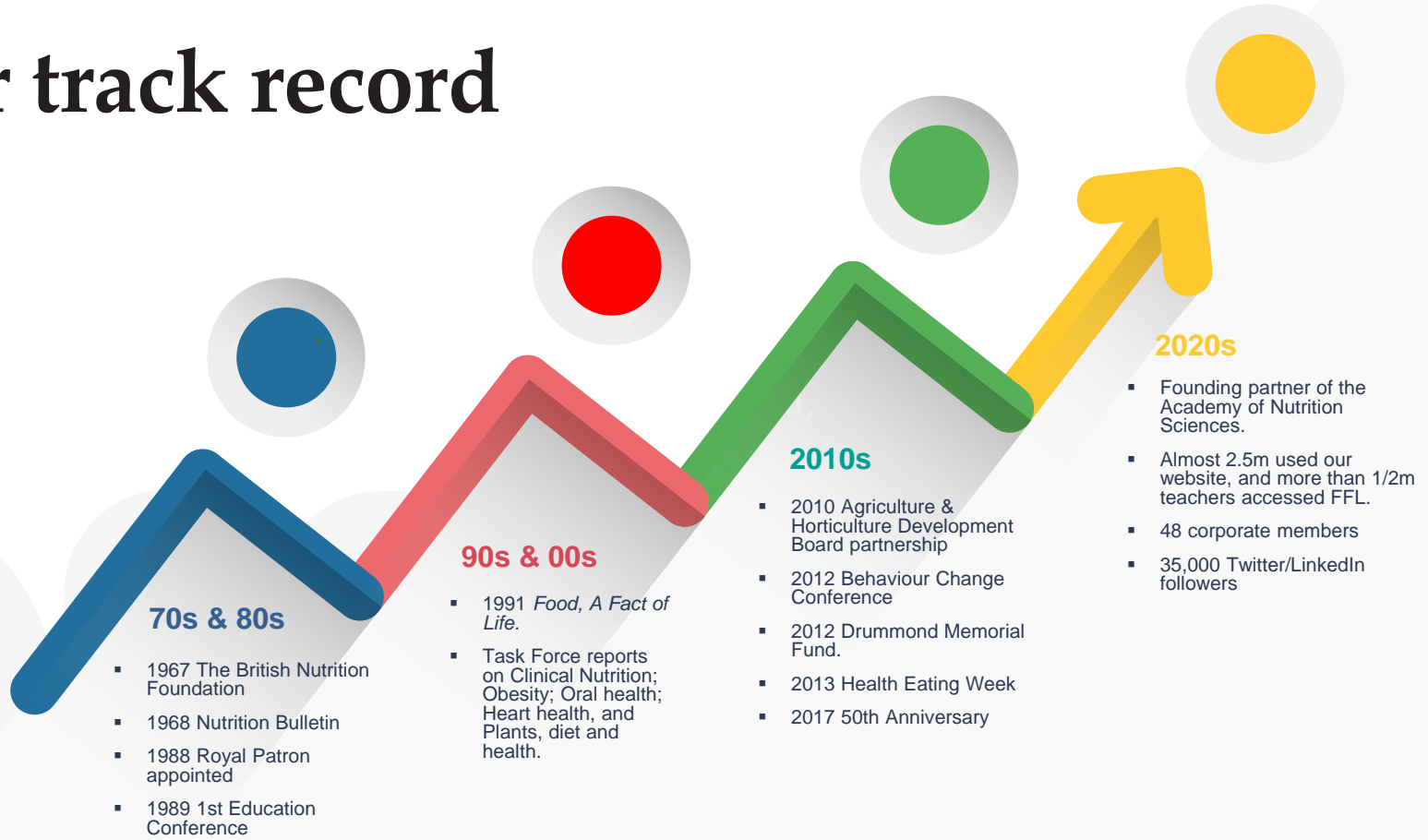
Who we are





Context

Our track record



70s & 80s

- 1967 The British Nutrition Foundation
- 1968 Nutrition Bulletin
- 1988 Royal Patron appointed
- 1989 1st Education Conference

90s & 00s

- 1991 *Food, A Fact of Life*.
- Task Force reports on Clinical Nutrition; Obesity; Oral health; Heart health, and Plants, diet and health.

2010s

- 2010 Agriculture & Horticulture Development Board partnership
- 2012 Behaviour Change Conference
- 2012 Drummond Memorial Fund.
- 2013 Health Eating Week
- 2017 50th Anniversary

2020s

- Founding partner of the Academy of Nutrition Sciences.
- Almost 2.5m used our website, and more than 1/2m teachers accessed FFL.
- 48 corporate members
- 35,000 Twitter/LinkedIn followers

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Our Strategy

Our Strategic Ambition

We want a future where everyone has a healthy, sustainable diet.

Our ambition is that by 2028, we will have **doubled our reach** and **evidenced** our contribution to healthier, more sustainable diets by demonstrating both our **impact on the food environment** and on consumer **knowledge, skills and motivation**, and so contribute to changing behaviour.



Our Values

Purpose

Integrity

Confidence

Connection

Openness



We are a charity.

Our objects :

- (a) to advance the **education of the public** and those involved in training and the education of others in nutrition
 - (b) to advance the **study of and research into nutrition for the public benefit**, and **disseminate** and **publish** the useful results of such research.
- Nutrition.org.uk, media and social media.
 - Webinars & training for food teachers; healthcare professionals, public health practitioners and an interested public.
 - Healthy Eating Week
 - Food, A Fact of Life & supporting teachers
 - BNF Drummond Awards programme
 - Nutrition Bulletin





Priorities

1 Changing the Food Environment

2 Educating People

3 Advocating Science and Building Consensus





Enabled by...

- 1** A great place to work, and work with

- 2** Sustaining our organisation



The importance of environment

- An over-emphasis on individual responsibility.
- Where we live and what we earn radically shapes the options available to us in terms of food and activity.
- Access to a healthy, sustainable diet is impacted by what we can afford, our social networks and community, and by the food environment we experience.



Changing the Food Environment

We will:

- Deepen our engagement with members, to help corporate nutritionists deliver healthier, more sustainable products in their businesses.
- Broaden our membership, where membership is part of a **meaningful** and **authentic** commitment to healthy, sustainable diets.
- Advocate to change the food environment in schools, partnering with campaigners seeking to make free school meals accessible to all.
- Over next 2-3 years, extend our work with markets/members outside the UK.
- Evidence our impact through case studies.
- Invite feedback after every project, programme or intervention.

Educating People

Direct to consumer - web, social, content marketing, media and social media.

Schools.

Healthy Eating Week

Via our members and partners; webinars, and HCP content.

We will focus on 4 vulnerable groups:

Low income families with children

Young adults 15 – 25

Women around menopause

Older adults living independently or in care settings (healthy ageing)

Advocating Science and Building Consensus

We will:

- Publish more thought-leadership pieces and rapid evidence reviews.
- Convene stakeholders and build consensus on key strategic topics.
- Continue to develop *Nutrition Bulletin*
- Continue to advance the study of and research into nutrition for the public benefit – Drummond Awards Programme.

Enablers

1 A great place to work, and work with

We will:

- Be a learning organisation and demonstrate our commitment to evaluation through impact reporting and publication.
- Invest in developing our people and seek to be ‘a great place to work’.
- Live our values.
- Evidence our commitment to equity, diversity and inclusion.



Equity, diversity and inclusion



Our EDI Strategy outcomes:

- The principles of equity, diversity and inclusion are embedded in the whole organisation and help to deliver our charitable aims.
- Our work is designed to be accessible to all.
- The British Nutrition Foundation has a greater impact because it reflects different perspectives, experiences and skills, including from people who access our information and advice and training, our external stakeholders and members.

How will we measure success?

Headline KPIs

- Doubling reach (web, social, training and webinars)
- Publishing Impact Case Studies
- Reputation (including of *Nutrition Bulletin*)
- Member and funder feedback (Net Promoter Score)
- Income growth
- Employee engagement and EDI