

## RESPONDING TO COVID-19

### HEALTHY EATING & IMMUNITY

INFORMATION PROVIDED TO THE PUBLIC & MEDIA

REMOTE LEARNING RESOURCES

LAUNCHED for SCHOOLS

HEALTHY EATING in LOCKDOWN COURSE FREELY AVAILABLE

Our response to the Covid-19 crisis, as part of our social purpose, was to:

- provide information, guidance and support to the public through our websites and social media channels;
- work with the media to get credible evidence-based information out about immunity, as well as general healthy eating (240 pieces of coverage, total media circulation 27M since lockdown);
- give teachers, parents and children access to new remote learning resources;
- offer our online training free of charge for two weeks to the public;
- work with academic colleagues on analyses of the evidence to bring clarity to the debate playing out in the media, such as the paper published by BMJ group on vitamin D.



BRITISH Nutrition FOUNDATION

## ANNUAL REVIEW 2019-2020

KEY HIGHLIGHTS FROM OUR LAST FINANCIAL YEAR

1 June 2019 – 31 May 2020

### SUPPORTING FOOD EDUCATION IN SCHOOLS

374,670 USERS (593,925 SESSIONS)



ACCESSING 2,468,939 PAGES

274,311 PUPILS ANALYSED THEIR DIET or RECIPE USING OUR NUTRITIONAL ANALYSIS TOOL

913,195 RESOURCES DOWNLOADED

## COMMUNICATING EVIDENCE-BASED NUTRITION

1,880 PIECES OF MEDIA COVERAGE

REPRESENTING A COMBINED CIRCULATION OF 233 MILLION

13,551 INSTITUTIONS GLOBALLY

have with Nutrition Bulletin 284,983 PAPER DOWNLOADS

- 21,354 followers on Twitter.
- 378,700 video views.
- 17,574 newsletter subscribers.

3.5 MILLION IMPRESSIONS ON TWITTER

#### FUTURE ACTIVITIES

- Healthy and sustainable diets project.
- Nutrition Bulletin Special Issue: Food reformulation and innovation: future solutions for healthier and more sustainable diets.
- New website – [www.nutrition.org.uk](http://www.nutrition.org.uk)
- Support for children with special educational needs.

#### REWARDING EXCELLENCE

- £21K from the Drummond Memorial Fund was invested to champion nutrition science, including internships.
- The BNF Prize, Pump Priming Award, Early Careers Awards, Education Awards and the Internship Programme.

## NUTRITION COLLABORATION

- **Corporate members:** in-depth reviews; roundtables; consumer research; dietary and recipe analysis; training; media messaging; copy review; education programmes in schools; shared nutrition placement.
- **Universities:** Vitamin D workshop and manuscript; EIT health claims project; EIT Food Partnerships projects (See & Eat and Health Claims Unpacked); projects on food processing, fats, sweeteners.
- **Health professionals:** training, e.g. The Royal College of Midwives; focus groups; research reviews; fact sheets.

## PROVIDING EVIDENCE-BASED NUTRITION INFORMATION

**2.1**  
MILLION  
USERS VIEWED

**12.4**  
MILLION  
PAGES OF  
INFORMATION  
DOWNLOADING

**210,543**  
RESOURCES ON  
NUTRITION.ORG.UK

- 12,442,238 pages visited.
- 2,845,580 sessions on nutrition.org.uk

**TOP 5**  
INFORMATION  
PAGES

**FIBRE**  
*healthy eating*

**PROTEIN**  
**CARBOHYDRATE**  
*and*  
**PORTION SIZE**

## DELIVERING NUTRITION TRAINING

**18,318\***  
➔ **REGISTERED**  
*for our*  
**TRAINING**

\*health professionals, teachers,  
government, researchers,  
graduates, universities,  
food industry



- **7,281** registered for online training for free as part of our Covid-19 package.
- **5,287** registered for five nutrition science webinars, and 84% finding them useful in their current role.
- **2,972** primary and secondary teachers registered for online training.
- **1,794** registered for online training course about fats and **684** registered for the sweeteners course.
- **300** teachers attended two education conferences, and two-thirds updated their lessons, resources and teaching as a result.

**BNF**  
**ONLINE TRAINING**

**PROVIDED FREE TO A VALUE OF**

**£1.2M**

## NUTRITION BULLETIN

- Available in **13,551** institutions around the world.
- **284,983** downloads of papers.
- Articles covered, for example, sustainable healthy diets, bread and vitamin D.

## BNF HEALTHY EATING WEEK ACROSS THE UK

- **6,943** registrations from schools and workplaces/universities, representing **3 million** students and employees.
- **Two-thirds** more likely to review their approach to employee/student health, as a result.
- **Two-thirds** will continue something they did.

## CHAMPIONING NUTRITION

- BNF engaged in a **range of activities** with a wide stakeholder base, using our networks and convening power to inform and champion nutrition science, including government, research, industry, universities, health professionals, education and communications.
- The Academy of Nutrition Sciences was successfully launched with partners.

## CHAMPIONING NUTRITION

**6,943**  
SCHOOLS AND  
WORKPLACES  
REGISTERED  
*for*  
BNF  
**Healthy Eating Week**

**BNF**  
CHAMPIONED  
NUTRITION  
*through*  
AWARDS AND  
INTERNSHIPS  
& **STAKEHOLDER**  
ENGAGEMENT ACTIVITIES

**SUCCESSFULLY LAUNCHED WITH PARTNERS**



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For further information and support, go to **www.nutrition.org.uk**