



# **BAPEN Annual Strategy Delivery Report 2024**

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**Dr Nick Thompson**  
BAPEN President



## Foreword from Dr Nick Thompson, BAPEN President



**Our strategy has and will continue to help us ensure that every individual receives safe, timely and appropriate nutritional care.**

In November 2022 at our annual Conference in Brighton, BAPEN launched its new five-year strategy, defining our practice, our ways of operating, the values which define our culture, and our future direction as an organisation. This strategy has been an ambitious and focussed plan for BAPEN through the current and changing clinical environment, whilst also acknowledging the increasing demands placed upon all those working in health and social care. It has enabled us to develop as an organisation and to focus on delivering what is most important to our members and patients.

We launched three strategic priorities as part of this – knowledge, reach and sustainability. We recognise our role as a leading professional organisation for people working in nutrition, and our responsibility to facilitate and support improvements in knowledge and understanding to deliver excellent nutritional care to all those in need. I'm proud of our achievements in the 'knowledge' space over the past year – we have developed several new resources, podcasts, brought together new

professional groups, and held a hugely successful Conference which united multidisciplinary colleagues from across the country to focus on a wide range of relevant and pioneering nutritional care developments.

We also want to extend our reach to raise awareness of malnutrition and influence consistent and equitable access to excellent nutritional care across the four nations. Here, we have made progress to both widen and deepen our influence amongst key stakeholders, representing BAPEN and the importance of good nutritional care around a great many tables.

On top of this, we are striving to maintain BAPEN as a sustainable, charitable organisation through sound financial and succession planning, people development and our pledge to protect our environment. We have doubled down on our membership and council processes, and worked hard to ensure the impact we are having on the environment is positive.

This strategy delivery report provides our members with

an important update on our organisation's progress against our strategy. This is important both to keep members informed of what we are focusing on, but also to serve as an accountability framework.

Our vision remains unchanged, and we believe that our strategy has and will continue to help us ensure that every individual receives safe, timely and appropriate nutritional care in every care setting, every day.

*Dr Nick Thompson*

**Dr Nick Thompson  
BAPEN President**

# Knowledge

## We will facilitate and support improvements in knowledge and understanding to deliver excellent nutritional care to all those in need.

Education underpins the work that we do as an organisation. Since our foundation in 1992, we have brought together a multi-disciplinary team of healthcare professionals to harness the collective knowledge of malnutrition and high-quality nutritional care. We set out to be rigorous in providing materials and resources to support our members and the wider public.

Under this strategic priority, we committed to driving improvements in knowledge, taking a leadership position, working collaboratively, building a suite of tools and resources that are evidence-based, develop training events and materials, and ensure accessibility to resources that empower people affected by malnutrition to be advocates of high-quality nutritional care. Specifically, we wanted to deliver an informative face-to-face conference for our membership, continue to develop our webinar and podcast series, enhance our work with PINNT, publish new guidelines, recommendations and top tips with our Special Interest Groups, deliver and develop the Intestinal Failure Registry for IF services, and support the Malnutrition Action Group (MAG) with the annual UK Nutrition Screening survey.



### A snapshot of what we've achieved so far



Podcast series expansion, with 1,772 listens of the series throughout 2023.



Establishment of the Patient Network Group (PNG) Special Interest Group to further BAPEN's focus on developing patient materials and support.



The PNG SIG launched two resources, explaining the Nutrition Quality Standards for adults who are receiving oral, enteral, or parenteral nutrition support.



Launched and promoted the Annual Malnutrition and Nutritional Care Survey, which gathered data on 2,253 patients across the four nations of the UK. This represents the largest data collection to date.



Contributed as a study group advisory member for the NCEPOD Crohn's study, 'Making the cut? A review of the care received by patients undergoing surgery for Crohn's Disease', published July 2023.



Integral to the national launch of the Paediatric Intestinal Failure Registry to collect data on intestinal failure services, which NHS England has mandated in England.

Our 2023 Conference, hosted in Scotland, was a huge success and a strong testament to our achievements under the knowledge strategic priority. We welcomed 754 delegates which was the highest attendance of a BAPEN Conference to date. The quantity and quality of the abstracts we received were remarkable; we welcomed 120 abstract submissions of a high calibre. The agenda covered a broad range of multidisciplinary topics related to nutritional care, led by expert speakers, and supported by cutting edge research. A highlight in the Conference agenda was a symposium focused on the four nations, run by Dr Francesca Moroni – bringing the 'B' (British) in BAPEN to life.



# Reach


## We will extend our reach to raise awareness of malnutrition and influence consistent and equitable access to excellent nutritional care across the four nations.

As a national professional organisation, BAPEN is committed to extending its reach and presence to raise awareness of malnutrition and best practice regarding nutritional care amongst our patient and professional networks. Increased awareness is one important target, but we also want to ensure that beyond awareness we are maximising our levels of external engagement to bring about genuine change in perceptions and understanding.


Rooted in acknowledgement that working together is the means to achieving meaningful, long-lasting change, we set out several targets to develop our awareness and engagement reach as an organisation in our strategy. We committed to working collaboratively with our partners to communicate a refined narrative in one voice, developing our website to increase engagement with our tools and information, enhancing our outward organisational communication strategy and style, including optimising our social media channels, and continue to work with the Malnutrition Task Force to deliver a public-facing awareness campaign in the form of UK Malnutrition Awareness Week (UKMAW). Lastly, we committed to rotating our conference location across the four nations to increase reach and engagement with members and healthcare professionals throughout the UK, alongside initiating new and deepening existing professional networks.



## A snapshot of what we've achieved so far



The Covid Airborne Transmission Alliance, the Chair of which is a BAPEN representative, participated as core participants in module 3 of the UK Covid-19 Public Inquiry, looking into the governmental and societal response to Covid-19 as well as dissecting the impact that the pandemic had on healthcare systems, patients, and health care workers.




Conducted a cross sectional survey through PINNT/PNG SIG of 242 people with an enteral tube living at home, which has provided a wealth of information about how people with an enteral tube, and their carers, navigated the process of tube insertion and management at home and the support that they consider they need.




Conference held in Scotland, with a four nations symposium delivered by Chair of BAPEN Scotland, Dr Francesca Moroni. We have also appointed an International Liaison Officer.



Social media presence expanded to Instagram, which has expanded our reach to over 600 new followers.



Membership of the Inequalities in Health Alliance (IHA), National Nutrition and Hydration Advisory Board, and the assisted mealtimes working group. BAPEN has also joined with the Royal College of Psychiatrists, RCP London and BSG to submit a bid for an audit of inpatient management of eating disorders to NCEPOD.



**UK MALNUTRITION AWARENESS WEEK**  
#UKMAW2023

UKMAW2023 organic impressions fell just shy of 120,000 on the campaign's primary platform X/Twitter and the hashtag #UKMAW2023 was used 2.4K times during the campaign. Following positive outreach and engagement with major UK retailers regarding initiatives for supporting vulnerable shoppers, those at risk of malnutrition and the importance of nutrition in the community, we secured campaign support from Waitrose, the Co-op, and the British Retail Consortium (BRC).

In our 2022-2027 strategy, we committed to rebuild and refresh BAPEN's website to ensure it is robust, valuable to members and other stakeholders, and delivers a clear representation of who BAPEN is, what we do, and what support we provide. We embarked on a thorough and consultative process, surveying members and working with a steering committee to agree on a user-friendly structure, flow and design, alongside updated and relevant content. As the organisation's 'shop window', we also updated our branding to modernise and professionalise the organisation. The website launched at our 2023 Conference and has been very well-received by members and other stakeholders.



# Sustainability


**We will strive to maintain BAPEN as a sustainable, charitable organisation through sound financial planning, succession planning, people development and our pledge to protect our environment.**

Advocacy and action towards greater sustainability in healthcare is crucial for the welfare of people and the planet. The NHS contributes 4–5% of total UK carbon emissions and is responsible for a significant proportion of the public sector's emissions. Health services have a responsibility to commit to more sustainable practices, due to the implications of climate change on both individual health and the environment. Our 2022–2027 strategy was always intended to form part of a longer lasting plan that continues to serve health and social care professionals, patients, and the wider community. Against the backdrop of an ever-changing healthcare environment and accelerating climate change, we are committed to ensuring our impact on the environment is measured and reduced, and that we maintain a sustainable membership community.


Through this strategic priority, we committed to working to increase our membership pool as well as engagement points with our membership to ensure we are listening to our members and involving them in our work, minimising the impact of our work on the environment, including reducing our carbon footprint and plastic consumption, innovating around digital solutions where possible, and amplify our equality, diversity and inclusion policies and commitments.




## A snapshot of what we've achieved so far



Membership forms are now all available online, and direct debit mandates made fully electronic.



Conducted an annual Pulse Check, providing members with an opportunity to share feedback on BAPEN's ED&I progress. The report has been published, and response rate and feedback both continue to improve over time.




In November 2023, a paper was published in The American Journal of Clinical Nutrition titled 'Sex disparities in parenteral and enteral nutrition societies' leadership worldwide: a 20-year retrospective analysis'. The paper included analysis of the leadership of BAPEN, and we supplemented this with a paper further analysing the gender diversity amongst the leadership team of BAPEN, our latest conference and our awards.



The EICC 2023 Conference centre produced an impact report following the two-day event, including impact statistics such as 0% of the Conference's waste was sent to landfill. All international speakers at Conference presented remotely, saving ~1,499kg Co2e in travel emissions.



At BAPEN's 2023 Annual Conference, we announced the launch of a new Sustainability Special Interest Group (S-SIG), a dedicated working group to progress BAPEN's sustainability focus and offering, under a new Chair: Dr Ashley Bond. One of this group's actions is to move BAPEN's financial resources to banks with a focus on sustainable investments.



Open Council meetings launched, with recordings of open sessions uploaded to members' section of the website.

As part of our commitment to sustainability, we are privileged to have joined the UK Health Alliance on Climate Change (UKHACC). This is an alliance of healthcare organisations that coordinate action, provide leadership, and amplify the voice of health professionals across the UK. In particular, the UKHACC advocates for just responses to the climate and ecological crisis, promote the health benefits that flow from those responses, and empower members and health professionals to make changes in their professional and personal lives to respond to the crisis. We are delighted to be part of this collection of change-minded organisations and look forward to engaging with specific actions and commitments. Richard Smith, the Chair of the UKHACC, delivered a talk at our annual Conference detailing the importance of climate action in the healthcare space to delegates and following this call-to-action BAPEN are looking forward to working with our members, industry and the UKHACC to develop ambitious plans to decrease the environmental impact of nutritional care.

