



EUROPEAN  
FEDERATION OF  
THE ASSOCIATIONS  
OF DIETITIANS

## looking to the future

13<sup>th</sup> October 2017

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Hon President EFAD  
Professor of Dietetics  
University of Plymouth

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## 2016-2026 Nutrition top of agenda

World Health Organization

Media centre Publications Countries Programmes Governance About WHO

Nutrition

Decade of Action on Nutrition

The April 2016 proclamation

The April 2016 proclamation of the United Nations Decade of Action on Nutrition (2016-2025) provides a unique opportunity for stakeholders to strengthen joint efforts towards eradicating hunger and preventing all forms of malnutrition worldwide.

Governments, inter-governmental organizations, civil society, the private sector, academia and other actors are invited to make their commitments to advancing the global nutrition agenda, within the 2030 Global Agenda for Sustainable Development and framed by the Rome Declaration on Nutrition. Implementation of the Decade is co-convened by the Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization (WHO), in collaboration with the World Food Programme (WFP), the International Fund for Agricultural Development (IFAD) and the United Nations Children's Fund (UNICEF).

Download

- Flyer pdf version 7.pdf, 2016
- SMART commitments
- Frequently asked questions

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## European Food and Nutrition ....Dietitian Power!



- EFAD:
  - 29 member associations (4 affiliated) members, representing about 35,000 dietitians in 29 countries and with our education (HEI) associate members (>40)
  - > 9,000 student dietitians

YES we CAN!



## Our profession

- Who notices and sees what dietitians do?

- How do we increase the profile and the value of dietitians to society? If we don't tell others what we do .....who will?

- How can we tell more people about what dietitians have to offer? Especially starting at the top - politicians! Because our clients know!

- We need to believe in what we do and celebrate what our profession of dietetics does for people, for health and the economy AND tell people!

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## EFAD website; a community of dietitians



EFAD The Voice of European Dietitians

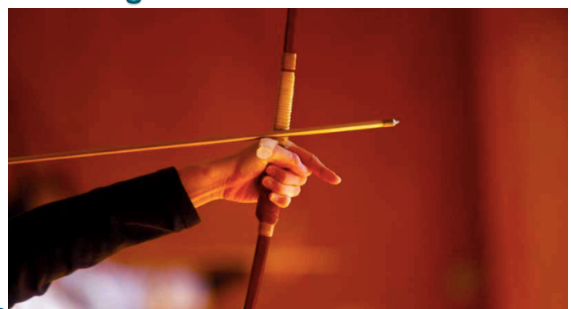
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10-12 special communities

- Professional Practice
- Research
- Education
- Specialists Networks
- Students
- EuDAP
- Webinars
- EFAD 2015 Conference
- EFAD 2017 Conference
- ICDGranada2016

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## Looking beyond – what is our target?



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## Health 2020; what for dietitians



Jose Manuel Barroso  
President European Commission  
Europe 2020 is the EU's growth strategy for the coming decade.

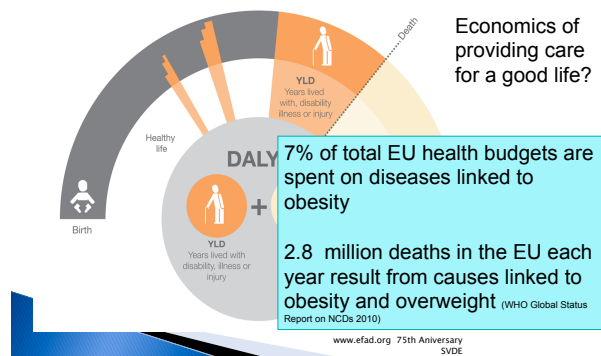
In a changing world we want the EU to become a **smart, sustainable and inclusive economy**. These three mutually reinforcing priorities should help the EU and the Member States deliver high levels of **employment, productivity and social cohesion**.



Health 2020 supports and encourages stakeholders together in a shared Region.

Concretely the Union has set five ambitious objectives – on employment, innovation, education, social cohesion and climate/energy – reached by 2020.

## A healthy and productive life?



## EFAD Mission



To support member Associations in developing the role that dietitians have in reducing inequalities and improving nutritional health in Europe

What is yours???

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## EFAD Vision



EFAD, national dietetic associations (NDAs) and dietitians are recognised leaders in the field of dietetics and nutrition. We will continue to pro-actively initiate and grow partnerships in order to improve nutritional health, reduce socioeconomic health inequalities and contribute to economic prosperity.

To achieve our vision EFAD supports the highest quality of dietetic education, professional practice, research activity and partnership.

What's yours?

**Mission and Vision LEAK**

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## EFAD Strategic Plan 2017-2021



Objectives for EFAD

- ▶ **Objective 1:** To build European-level cooperation between stakeholders who promote nutrition and dietetics
- ▶ **Objective 2:** To continually enhance the profession by taking an approach that is flexible, innovative and can be experimental
- ▶ **Objective 3:** To develop a system which encourages exchange of knowledge in Europe and leads to the sustainability of EFAD

What are yours????

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## Action planning



- ▶ Turns dreams into a reality
- ▶ An action plan is a way to make sure your organization's vision is made concrete
- ▶ Describes the way you will use your strategies (Strategic Plans) or goals to meet 'its' (and your) objectives and goals.

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## Dietitians in 2050?

In 30 years time will there still be a profession of dietetics?

What will it look like – what will the profession be like in 2050?

**“Dietitians and dietetics will be in high demand in 2050 provided we can undergo a paradigm shift in how we see our role and function.”**

EFAD Strategic Plan 2017-2021

“The changes we face in the future are not usual: incremental changes, small adjustments to the current policy framework will not do the job”.

Robert-Jan SMITS Director-General for Research and Innovation European Commission in writing in 'Global Europe 2050'

[https://ec.europa.eu/research/social-sciences/pdf/policy\\_review/global-europe-2050-report\\_en.pdf](https://ec.europa.eu/research/social-sciences/pdf/policy_review/global-europe-2050-report_en.pdf)

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The best way to predict the future is to invent it – Alan Kay (US Computer Scientist)

## Mission

And into the future? Well depends on **YOU**;

Readiness to change!!!

Higher Education Institutes

Innovation/risk/**sharing data**

Your Association leadership/vision

1 #Dieteticsinfo

2 Dietitian 'politics' (client-led)

## Healthcare delivery looking forward

(EFAD Strategic Plan 2017-2021)

New care delivery models for health will shift from single interventions by one therapist to packages of interventions; **patient-led**

– the reality of health system delivery in the community and creating efficiencies

➤ Dietitians will be increasingly involved in **cost benefit/efficiency analysis** and balancing approaches towards prevention vs treatment.

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## Nutrition Economics

2 studies by Social Economic Research Amsterdam (SEO)

1. Cost benefit analysis of dietary treatment (2012, international study)

2. The value of dietitian services for elderly patients in the hospital (2014, Dutch study)

Every € 1 spend on dietary counseling presents society with net benefits of € 14 to € 63 over a period of 5 years

Total cost benefits: € 21-€124 million  
Gastro int € 42 | head neck: € 4 million  
Elderly patients € 78 million

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## (cost)Effectiveness of dietitians

### Belgium

A Protocol for Sustained Parenteral Nutrition in Hospitals: Total Savings by Improving Management in Hospitals

The Follow up of Nutritionists and Dietitians

The follow up of TPN patients by dietitians reduces costs by 51%!



Rian van Schaik et al. 2016

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## Healthcare delivery looking forward

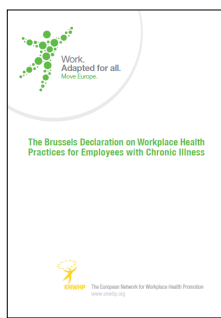
(EFAD Strategic Plan 2017-2021)

Dietitians will increasingly work between systems of healthcare, industry, the workplace and provision of services in the community; **patient-led**

➤ Effective ways of maximising health gains will be evaluated at the level of the practitioner but also at how well integration of food and nutrition is into policies such as health, transport, energy and water.

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## Health in the workplace



**"60% of life is spent at work; 30% of daily food is consumed at work."**

One in six working people live with a long term condition, such as diabetes, heart disease, respiratory disease or a disability."

*Fiona McCullough,  
Chairman British Dietetic Association*

2014

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## Lower absenteeism and higher production

### Lower absenteeism and higher production

The improved health of patients during and after treatment by a dietitian leads to an increase in productivity at work. The drop in sick leave taken by patients is not the only factor of importance here. The number of patients who are already in work can work longer hours. The drop in sick leave taken by employees of these factors to have been studied in a randomized controlled trial. Participants in the study answered the following question before, during and after treatment by the dietitian: "How many days have you taken off work during the past four months due to illness related to your weight or diabetes?". Patients treated by a dietitian took an average of 0.92 days of sick leave related to their condition during the treatment year, while those who only received written information took an average of 3.49 days. That is a difference of 2.58 working days in a year.

100 employees = 26 days/yr increased productivity

SEO Report No. 2012-76A

ISBN 978-90-6733-668-0

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## Technology that changed the way we behave.....in 2016

- Smart phones 1997-2001



- Then the iPhone in 2007 – that is 10 years ago!!!!!!

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## Dietitians, technology and the future (EFAD Strategic Plan 2017-2021)

**Dietitians must respond, initiate, manage and use technological and other service innovations related to food and nutrition; client-led**

- Very rapid pace with direct impact on economic, health and social development.
  - 3-D printing/smart refrigerators
- Users of dietetic services
  - Empowered
  - encouraged to self-manage



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## Personalised healthcare

- My Care/Support Network:** Tools to help citizens capture information and documents and share these across networks of professionals, families and carers – improving exercise, diet and access to services.
- Time and Care Budget Banking:** Tools to help manage time-banking and personal care budgets, enabling the transfer of high volumes of low-level care from professional to community provision.
- Civic Enterprise User Driven App Factory:** A platform to enable new businesses/groups to develop apps for citizens, as well as to link citizens to professionals, using the person-centred care technologies.

Department of health UK: Policy paper  
Personalised health and care 2020: a framework for action (2014)

## Individualised vs RCT: a clinical reality in 2030 +



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**Food4Me; EU project on personalised diet (e-health)**

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## Food4Me FFQ

### Reproducibility of the Online Food4Me Food-Frequency Questionnaire for Estimating Dietary Intakes across Europe

(First published April 6, 2016, doi: 10.3945/jn.115.225078)

**Conclusions:** The online Food4Me FFQ was shown to be reproducible across 7 European countries when administered within a 1-mo period to a large number of participants.

The results support the utility of the online Food4Me FFQ as a reproducible tool across multiple European populations.

This trial was registered at [clinicaltrials.gov](http://clinicaltrials.gov) as NCT01530139.  
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## Education and Lifelong Learning (LLL) must respond and meet the needs of the future (EFAD Strategic Plan 2017-2021)

Challenge to higher education (HE) where curriculum traditionally biased towards science and clinical subjects.

### In future dietetics will have increased emphasis on

- ▶ prevention, primary/community care, patient-led services and nutrition education (and LLL)
- ▶ technology as an essential means of communication, data and provision of services
- ▶ the collection of data (audit) to contribute to a quality cost-effective service.

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## New and expanded roles\*

The role of the 'public health' dietitians will become critical as leaders in nutrition education, technological innovations, sustainability and managing resources

'Primary Care' dietitian online/virtual/ pharmacy/ factory/offices/ with GPs in supermarkets

in the public health agenda as they influence the provision of sustainable and healthy food increasingly consumed in diverse and novel venues due to societal changes

'Clinical' dietitians remain fundamental to healthcare but they will need to demonstrate cost effectiveness in view of many competing calls on healthcare resources;

- Gene therapy reduces NCDs

\* EFAD Strategic Plan 2017-2021

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## EFAD Strategic Plan 2017-2021

- ▶ **Objective 1:** To build European-level cooperation between stakeholders who promote nutrition and dietetics

What does this mean?

Collecting and sharing data (surveillance) about the profession helps dietitians and stakeholders to fully understand our contribution to health will lead to

- increasing the demand for dietetic services,
- which encourages further growth and development.

... which encourages the exchange of knowledge in Europe and leads to the sustainability of EFAD

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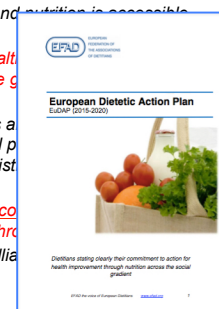
## Data sharing – get collecting!!!



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## European Dietetic Action Plan (EuDAP 2015-2020)

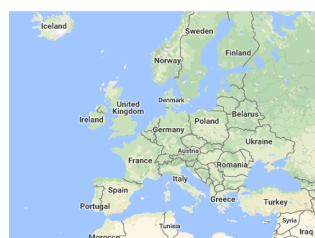
- **Objective 1** – Ensure that healthy food and nutrition is accessible, affordable, attractive and sustainable
- **Objective 2** – Promote the gains of a healthy diet, especially for the most vulnerable groups and the community
- **Objective 3** – Use dietitians as educators and in clinical settings to advise the general public, professions, authorities (for example ministries, companies), mass media and industry
- **Objective 4** – Invest in establishing the (co) dietitians in the delivery of better health through
- **Objective 5** – Strengthen governance, alliance and Health-in-all-policies approach



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## EuDAP Survey (2016)



Response Rate of approx. 57%  
Covering appr. 21.000 dietitians



Austria,  
Belgium,  
Croatia,  
Denmark,  
Finland,  
France,  
Germany,  
Greece,  
Iceland,  
Ireland,  
Israel,  
Italy,  
Norway,  
Portugal,  
Spain,  
Sweden,  
Switzerland,  
The Netherlands  
United Kingdom

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## Norway



'Appetite for Life':

**Objective 5 – Strengthen governance, alliances and networks for a Health-in-all-policies approach**

... is an ... in the city of ... prestigious event. All the ... parties are present, all the political ... journalists, all the important organizations, and ... an arm ... week, there are hundreds of political debate meetings, from ... morning ... Again, the Consumer Council and The Norwegian Dietetic Association joined ... and arranged a debate meeting, among them participants from some of the political parties. The meeting was well attended, and the message was again widely spread on the social media.

SVDE

## Arnt Steffensen – email Nov 2016



Anne, I hope this finds you well. Also, some interesting news from our little corner of Europe: With one little e-mail, I managed to change the argumentation of the Labour party about public school meals. Convinced them that they should talk about *nutritious* meals, not only *healthy* meals. Big difference! Two days after I sent the mail, they already used in on national-wide debate programme on tv. :-)

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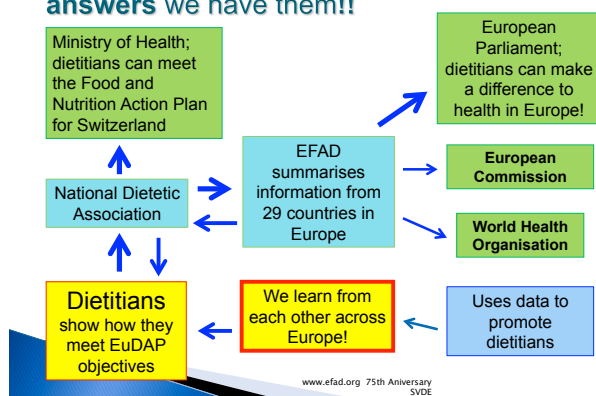
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## Who do we alert? If you want answers we have them!!



*Happy Anniversary*

Come and join EFAD for our 40<sup>th</sup> Anniversary next year in Rotterdam at our conference 28<sup>th</sup> and 29<sup>th</sup> September 2018