

RATIONALE

Malnutrition is detrimental to individuals, health services and society, and continues to be under-recognised and under-treated. BAPEN's approach to fighting malnutrition has been strategic and comprehensive, operating at multiple multidisciplinary levels, across many channels to many audiences (see fig 1). These on-going integrated activities have created a 'mass action effect', a much greater effect than any single time limited activity could have achieved.

fig 1 Rationale

BAPEN – making 'Malnutrition Matter' throughout the UK via a multi-disciplinary, multi-channel campaign addressing multiple audiences

| Approach | Activity | Audience |
|--------------|--|--------------------------|
| Leadership | <ul style="list-style-type: none"> Data collection Data analysis Development of tools Publications National Conferences Regional meetings Briefings Partnership working Education initiatives Direct support Networking Website development Media campaigns | Government |
| Partnership | | Regulators |
| Facilitation | | Educators |
| Influence | | Healthcare professionals |
| Support | | Patient /consumer groups |
| | | Public |

METHODS (see fig 2)

Establishing evidence: BAPEN has established collaborators throughout the UK to examine the prevalence of malnutrition,¹ and assessed the health economics of malnutrition using data collected by BAPEN and Department of Health (DH).²

Increasing awareness: BAPEN has raised awareness at national, regional & local levels by: briefing Ministers, DH & government officials in all

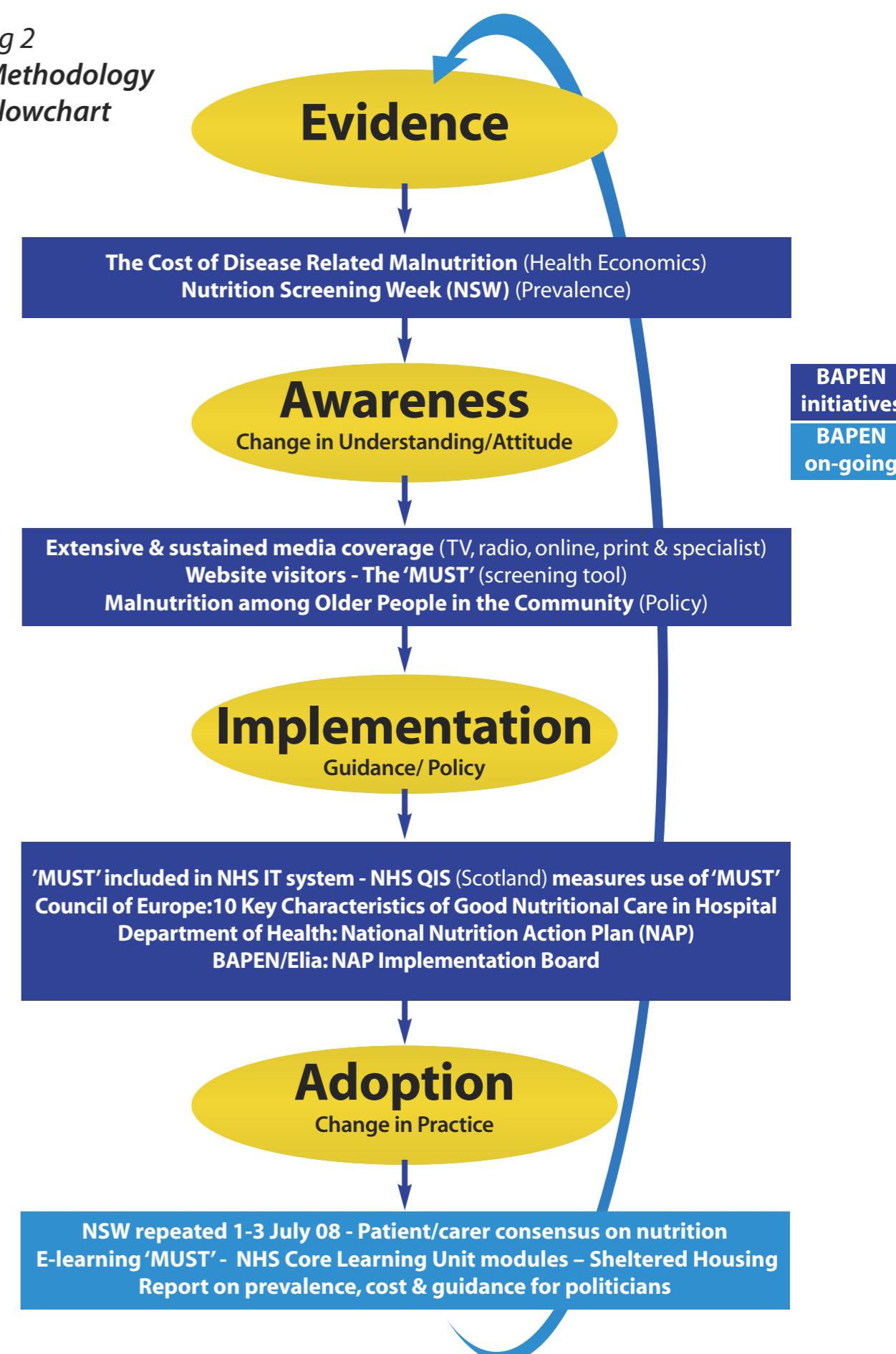
4 UK nations;³ using coordinated website & media campaigns; publishing reports⁴, papers & editorials; organising national & regional meetings⁵; and feeding back to reporting centres on local prevalence of malnutrition to benchmark against national data.

Supporting implementation: Stimulated by the Malnutrition Universal Screening Tool ('MUST') and its evidence base, BAPEN has worked in partnership with governmental and non-governmental agencies (NGOs) to establish national guidelines for health and social care, and policy guidance focused on the importance of screening for malnutrition.⁶

Creating Adoption: To make malnutrition matter and change attitudes among health and social care workers BAPEN has integrated its activities and stimulated wide-ranging on-going work across the UK.

Resources: Almost all BAPEN's work has been done voluntarily by the charity's committees & members, with minimal additional funding from external sources. Funds raised by sale of 'MUST' resources (€80,000+ in last 18 months) have contributed.

fig 2 Methodology Flowchart



RESULTS – Key achievements

Creating Evidence

- BAPEN's *Health Economic Report* calculated the cost of malnutrition in the UK \geq £7.3b a figure & report widely utilised, quoted, referenced & promoted.
- BAPEN Nutrition Screening Week 2007 (NSW07) the largest screening survey ever conducted in the UK established risk of malnutrition *on admission* to hospital & care settings, indicating prevalence in the community. Data collected on ~12,000 subjects, together with information on policy & practice from 370 centres. NSW07 supported by all 4 UK Health Departments. NSW07 results have fed into government⁷ & consumer initiatives.⁸

Raising Awareness

- Extensive & sustained media coverage TV, radio, online, newspaper & specialist press (see fig 3)
- Growth in Unique Website Visitors (see fig 4)
- 'MUST' in National Institute for Health and Clinical Excellence (NICE) clinical guidelines
- BAPEN partnered with ILC-UK⁹ to produce 'Malnutrition among Older People in the Community – Policy Recommendations for Change' stimulating further work by the European Nutrition for Health Alliance/ESPEN in the UK & Europe

Supporting Implementation

- 'MUST' incorporated into the NHS 'Connecting for Health' IT system for use by all NHS staff.
- BAPEN a stakeholder in development of Council of Europe (UK) 10 key characteristics of good nutritional care
- BAPEN's data & initiatives incorporated into DH/Stakeholders 'Improving Nutritional Care' - the Nutrition Action Plan (NAP)
- BAPEN/Professor Elia Chair of Nutrition Screening Committee of NAP Implementation Board

Adoption

- BAPEN working with sheltered housing to assess use of 'MUST' by non-health professionals¹⁰
- BAPEN's expertise used in key educational initiatives: NHS Core Learning Unit nutrition modules; e-learning module on use of 'MUST'

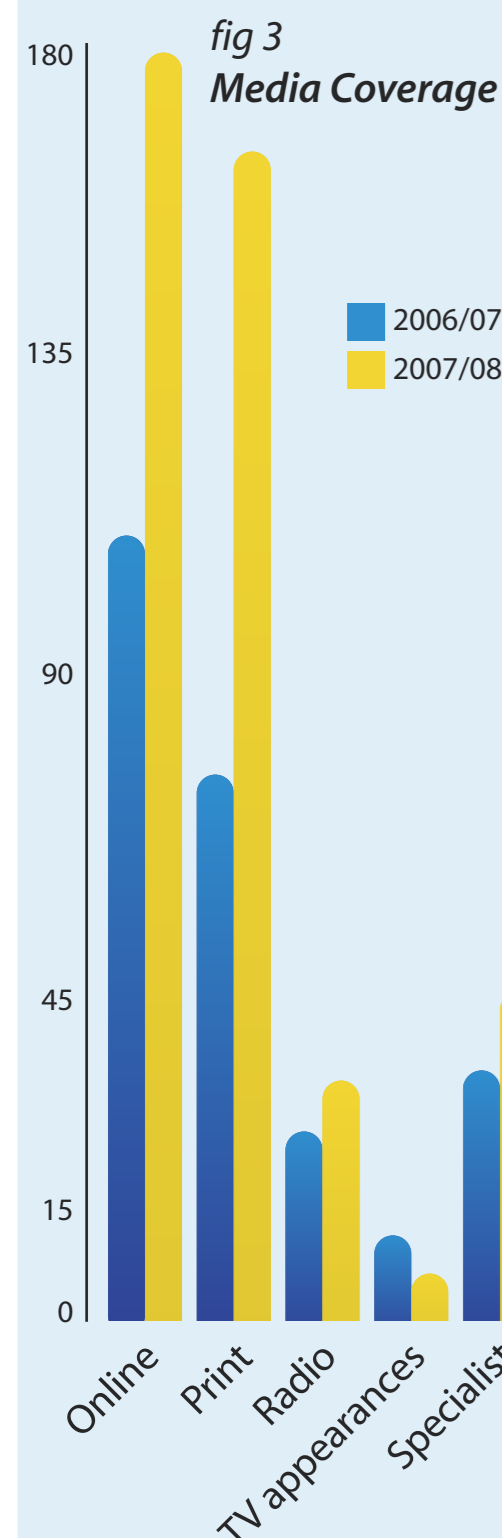
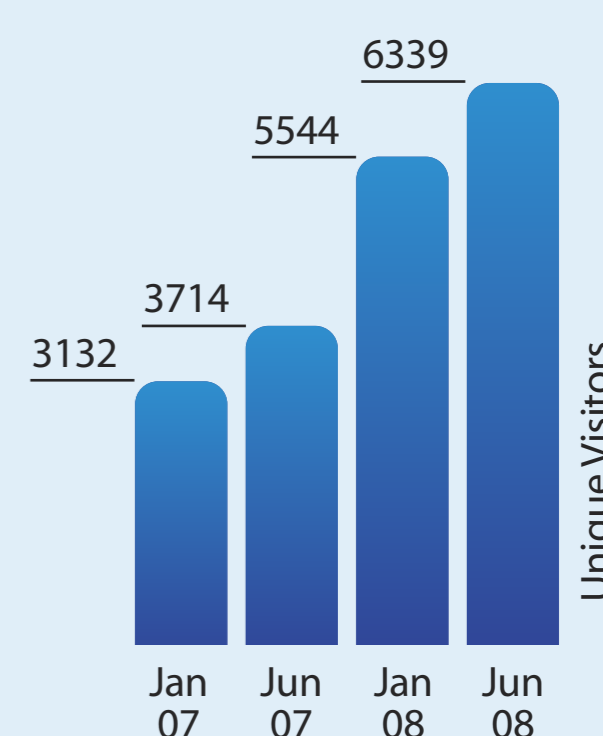


fig 4 Website Visitors



CONCLUSION & THE FUTURE

- BAPEN's innovative & strategic fight against malnutrition in the UK has focused on (1) creating a sound scientific base accompanied by translational research, (2) adopting a long term strategic commitment with leadership, and (3) stimulating joined up thinking across health, social care & housing with government, professionals & NGOs to create synergy & impact from top down & bottom up. The successful outcome is 'MUST' & BAPEN embedded in national policy, professional guidance and training & education in nutritional care.
- Malnutrition awareness in the UK has never been greater. However, changes to established practice are only beginning to emerge. BAPEN's on-going integrated & multi-disciplinary initiatives, with health trusts & healthcare professionals, politicians, the housing sector, patients/carers, the public & the media, fuel the charity's continuing fight against malnutrition.¹¹

1 BAPEN Nutrition Screening Week 2007 www.bapen.org.uk

2 The Cost of Disease Related Malnutrition 2006

3 DH Nutrition Summit, England, 2007

4 The 'MUST' Report; Malnutrition among Older People in the Community, 2006

5 Annual Conference; 10 Regional meetings 06-08

6 NICE Guidance on Adult Nutrition Support 2006;

NHS Quality Improvement Scotland 2007

7 DH Nutrition Action Plan, 2007; Cabinet Office 'Food Matters' 2008

8 Welsh Consumer Council 'Addressing Malnutrition in the Community' 2008

9 ILC-UK - International Longevity Centre UK

10 Group on Nutrition & Sheltered Housing

11 NSW08, Report for Politicians, Patient/carer Consensus on Nutrition