Association for Nutrition

Regulating Professionals – Raising Standards – Improving Health

Enhancing Professionalism in Nutrition: A Roadmap to 2030

Strategic Plan 2025-2030

Moving on from the 2020-2025 strategy

Our strategic plan for 2020 to 2025 set out our ambitions for the organisation, to ensure we were a strong and effective regulator, that our registrants were supported to be safe and effective practitioners, and to raise awareness of our register and the value of our registrants. Under this plan we reviewed our standards and competencies to ensure they were up to date and fit for purpose, we improved our organisational resilience, and we strengthened our regulation.

Shortly after we published our 2020-2025 plan, the pandemic affected everything that all of us were doing and the environment in which we were working. It was a time of immense challenge for all organisations and our registrants, and we focused our efforts on our standards, organisational development and supporting our registrants to be safe and effective practitioners.

Activities we undertook during 2020 to 2025 plan period included:

- Introducing Zoom support clinics to support registrants and applicants
- Developing our website to provide an online application portal, the registrant dashboard and resource pages on the website, along with CPD and Practice Logging facilities
- Reviewing and updating our registration competencies
- Developing and introducing standards for freelance and independent practice and launching an ANutr Development Framework to support safe and effective practice during registrants early career stages
- Reviewing and updating our degree accreditation standards to support the training of nutritionists
- Reviewing and updating our CPD Endorsement standards for the quality assurance of training opportunities
- Publishing guidance to support registrants safe and effective practice

As we enter our new strategic plan period we want to build on our achievements and continue to evolve and grow as an organisation. Our plan for 2025-2030 is designed to focus on what is important to AfN in achieving its charitable objects, protecting the public and raising awareness of our register and the vital contribution our registrants make to the wellbeing of the public.

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AfN exists to protect the public. We believe that lives are improved by good nutrition, and that people are empowered when their choices are informed by knowledge, advice, support, services and products grounded in robust nutrition science. Registered nutritionists have a vital role to play in improving the quality of food and feed systems, agriculture, industry and public policy, to provide a sustainable nutrition environment that supports health and wellbeing.

We regulate nutritionists to ensure they are trained in the appropriate use of nutrition science, able to understand, evaluate and interpret scientific findings and apply these to their practice within a robust ethical framework.

We believe the public are best protected when registrants are supported to maintain and develop their knowledge and skills, staying up to date as nutrition science develops and being part of a professional community with a strong code of ethics.

Our Mission

To improve health and wellbeing through good nutrition, by promoting the safe, effective and ethical practice of nutritionists, ensuring high standards of training, and advancing nutrition knowledge in the wider workforce.

Our Vision

That everyone benefits from the safe, effective and ethical application of nutrition science.

Our Values

We are a transparent, approachable and fair regulator, acting with integrity to protect the public.

Our Charitable Purpose

As a charity our purposes are set out in our charitable objects. Everything which we do must sit within these objects.

Our Charitable Objects are to:

- Promote the health of the public by the promotion and maintenance of high standards of practice among and the regulation of nutritionists

- Advance the study and practice of nutritional science and medicine,

- Advance the education of the public and to promote research for the public benefit in the field of nutrition, health and allied subjects (‘the field')

Our Strategic Plan

Our plan sets out the strategic outcomes which we believe will be central to us achieving our vision. It articulates where we will focus our actions to support achieving those outcomes. It will be underpinned by our business plan, enabling us to monitor our progress and ensure we focus our resources appropriately.

Strategic Outcome 1: A Trusted Profession

We protect the public by regulating nutritionists. We have high standards for education, training and practice which ensure registrants are a source of nutrition expertise grounded in robust science.

To pursue this, we will:

- Regulate the profession, providing public benefit through managing the UKVRN* and maintaining standards for training and practice.
- Maintain a robust Fitness to Practice scheme and utilise lessons learnt to support safe and effective practice.
- Produce guidance to support registrants' safe, effective and ethical practice.
- Ensure our registrants promote nutrition information which is grounded in robust science. Our standards will ensure that registrants have the skills to address misinformation, and they will be supported through access to appropriate resources.

**UKVRN: United Kingdom Voluntary Register of Nutritionists*

Strategic Outcome 2: A Valued and Visible Profession

AfN is recognised as setting the standards for nutritionists and stakeholders are aware of and value the nutrition expertise of registrants.

To pursue this, we will:

- Clearly articulate the unique expertise and professional identity of nutritionists and promote the value of this to stakeholders.
- Inspire future generations of nutritionists, highlighting the advantage of nutrition as a vocational STEM* subject with various career options and routes.
- Empower registrants to be advocates for the profession and the register, enabling them to act as leaders using their expert authority

**STEM: Science, Technology, Engineering and Mathematics*

Strategic Outcome 3: A Safe and Effective Profession

There is a thriving community of registered nutritionists, who are supported at all career stages to be safe, effective and ethical practitioners.

To pursue this, we will:

- Engage with accredited programmes to understand the challenges faced in higher education, and work with partner organisations to support entry to the profession.
- Identify the support needed by registrants at each stage of their career pathway (early career, mid-career, late career).
- Signpost registrants to appropriate opportunities for continuing professional development.

Strategic Outcome 4: An Inspirational Organisation

AfN is recognised as an organisation which provides leadership, acts with integrity, and promotes best practice.

To pursue this, we will:

- Use our convening power to support, develop and promote the leadership role of the profession.
- Maximise the potential and influence of the profession, including opportunities for registrants to be involved in decision making environments.
- Be a robust, well-run organisation, which leads by example, prioritising EDEI*, fairness and transparency.

**EDEI: Equality, Diversity, Equity and Inclusion*

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