

# Health Matters

Keeping you informed about the news and views of Blackpool Teaching Hospitals



**Giving you a  
helping hand**

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**Issue 54 Friday January 24th 2014**

## Welcome from the Chief Executive

**WELCOME** to the second edition of our public newsletter, **Health Matters, for 2014.**



This edition features some of the latest news and events from the Trust and further afield.

I have had the pleasure of meeting several of our new volunteer Navigators who will be helping people get around the new look hospital site when the new entrance opens in February and as you can see here they are already doing a fantastic job.

Elsewhere I am looking forward to meeting the public at the latest question time event next Tuesday at the Trust at 10am. Past forums have proved to be really useful and I hope for the same sort of event again with everyone very welcome.

Don't forget you can sign up to receive our electronic bulletin directly to your inbox by completing a short form via the [following link](#) or you can access it from our website, Facebook page or through Twitter. We would also urge you to pass the newsletter on to your friends or colleagues so they too can keep up to date with what is going on. We would welcome your comments at [communications@bfnh.nhs.uk](mailto:communications@bfnh.nhs.uk)

**Gary Doherty**  
Chief Executive

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## Diary Date

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Every month we hold members' seminars on a range of health topics. To book a place contact Jacinta Gaynor, membership officer, on 01253 306673.

Date & Time:	Venue:	Details:
January 28th 2014 10am - 11am	Education Centre Lecture Theatre	Chief Executive's Open Question Time

**Health Matters** is also available online at [www.bfnh.nhs.uk](http://www.bfnh.nhs.uk)

You can sign up to receive our fortnightly news bulletin directly to your inbox by clicking on the following link: [www.bfnh.nhs.uk/healthmatters](http://www.bfnh.nhs.uk/healthmatters)

**Any comments ideas or suggestions? Please contact:**

The Communications Department on **01253 306941** or [communications@bfnh.nhs.uk](mailto:communications@bfnh.nhs.uk)

# New navigators here to help

**BLACKPOOL** Victoria Hospital's new volunteer navigators are set to rack up six miles a day walking round the site, as they are put through their paces ahead of their official launch, when the new main entrance to the hospital opens, in February.

The volunteers will spend their days helping patients and visitors, who are unsure about where they are going or need to be, get around the site.

Striking in their new bright orange uniforms, the new navigators could be walking up to six miles a day as they expertly guide those who need their assistance, so comfortable shoes are a must.

Jane Icton, volunteer coordinator at the Trust, said: "We've recruited 65 new volunteers for the navigator project and we hope to have them all fully trained before the new main entrance opens next month.

"The project is all about the patient journey and making the experience the best it possibly can be for them.

"We had an existing team of welcomers at the hospital for a number of years, but this is an enhanced role to ensure patients are able to find their way around the hospital site.

"Being a patient at a hospital can make you feel vulnerable and unsure. You worry about your procedure, your test results etc and the last thing you want is to be lost or not know how to get to where you need to be. The navigators' aim is to help to take away this added stress and make a visit to the hospital as positive as it possibly can be."

Currently based in the Women's and Children's Unit reception, the navigators are all undergoing



**Some of the Trust's new navigators, from left: Chloe Cheetham, Cassandra Garcia and Brenda Hargreaves with volunteer co-ordinator, Jane Icton.**

an intensive training programme to ensure they can offer the very best directions to patients and visitors.

Volunteer navigator, Brenda Hargreaves, said: "People are anxious when they come into any hospital and just to be a friendly face for them and to help calm them is a fantastic role for us to have. When people get lost or don't know where they are in a huge building like this it can be upsetting. You can see the panic in their eyes. It must be a huge relief that we're here for them."

Eleanor Carter, Patient Experience Facilitator at the Trust said: "Helping patients navigate the sometimes confusing layout of our hospital is one of our top priorities in our patient experience agenda because the design and layout of the building features regularly in patient feedback questionnaires and plays an influential role in patient safety and satisfaction."

# Organ donation call for local residents

**AN appeal for people across the Trust's catchment area to sign up to the organ donation register has been made – after it was revealed nearly 1,300 people in the North West are waiting for an organ transplant.**

Figures from NHS Blood and Transplant also show that 36 people in the region died last year while waiting for organs because of a shortage of donations.

Greg Bleakley, specialist nurse for organ donation in the North West, is encouraging people across the area to make their wishes regarding organ donation known to their families.

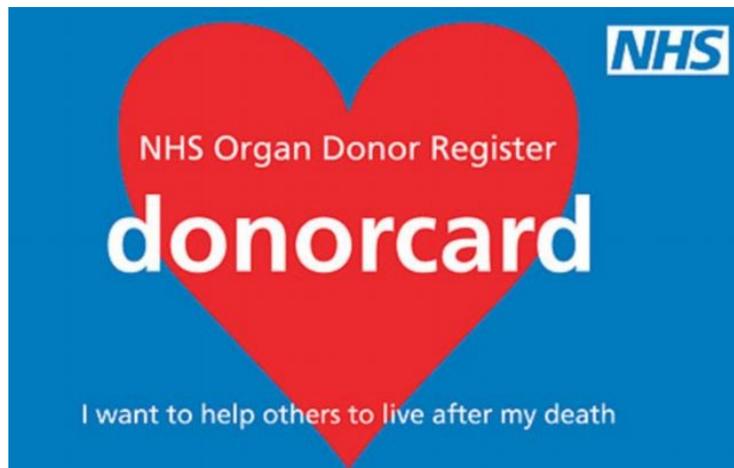
At present, a family can veto their loved one's desire to have their organs donated even if they have signed the register.

Mr Bleakley said: "Only about 5,000 people die each year in circumstances where they could donate organs and even then we have an astonishingly high family refusal rate.

"The reasons family refuse this are not only grief, but I think sometimes it's the timing and knowing when it's appropriate to ask the question, but all that is made easier if we know what the wishes of that person would be in life.

"To have that conversation with your family is without doubt the most powerful thing to do to combat this."

Recent independent [research](#) revealed 90 per cent of the British population are in favour of organ donation, but only 30 per



cent are currently on the register.

Mr Bleakley added: "There's a great deal of work that needs to be done to address this so the more donors that come forward, the easier it will be."

Anthony Clarkson, acting director of Organ Donation and Transplantation at NHS Blood and Transplant, said: "Some 267 people in the North West have received a life-saving organ transplant from a deceased donor this year.

"To help save more people we need everyone, including the 2,039,524 on the NHS Organ Donor Register in the North West, to talk to their [loved ones](#) about their donation decision."

In a separate piece of research carried out in England, only 31 per cent of families said they would agree to donation going ahead if they are unaware of their loved one's decision to donate.

To join the NHS Organ Donor Register visit [www.organdonation.nhs.uk](http://www.organdonation.nhs.uk) or call 0300 123 23 23.

# Your chance to be a public Trust governor

## THE Trust wants you to help it shape the future.

The Trust is seeking 11 new public governors across the area it covers and wants to hear from as many people as possible interested in having their say on how healthcare should be provided locally. The elections will be held in July/August 2014.



**Ian Johnson.**

Those interested in hearing about the work of the Trust's governors, and how they can stand for election, are invited to attend one of two seminars on Governor Elections hosted by Mr Ian Johnson (Trust Chairman) and members of the Council of Governors.

The seminars, entitled "Public Governor Elections 2014", will be held on Wednesday, February 12th 2014, between 6.30pm – 7.30pm, at Slyne Road NHS Offices, Lancaster and on Monday, February 24th 2014, between 6.30pm – 7.30pm, in the Education Centre Lecture Theatre at Blackpool Victoria Hospital.

The vacancies are as follows:

Constituency	Vacancies
Blackpool	4
Fylde	2
Wyre	2
Lancashire/South Cumbria	2
North of England	1

The seminars will be directly followed by a workshop which is for those interested in finding out in more detail what the election process involves and will also give guidance on writing a Candidate's Election Statement.

Trust governors are required to be members of the Blackpool Teaching Hospitals NHS Foundation Trust and their role is to represent their respective local constituencies, provide advice and support and help influence the Trust's decision-making in terms of how it develops services for the people of Blackpool, Fylde and Wyre and beyond.

The seminar will include background information on the Trust, the role of governors, their statutory duties and details of the election process in order to give those considering standing for election a fuller understanding of the governor role.

Mr Johnson said: "Governors bring a wealth of expertise, experience and ideas which are essential to ensuring the effective development of our NHS Foundation Trust moving forwards.

"They ensure that the Foundation Trust is managed appropriately and they have a number of key responsibilities including the appointment of the Chairman, Non-Executive Directors and External Auditors, and holding the Board to account. Governors are also required to approve any significant investment decisions and they are vital in representing the interests of our patients and the public."

To book onto the seminars please contact Jacinta Gaynor, Membership and Governors Officer, on 01253 306673. You must be a member of the Trust to attend. Membership is free and there are numerous benefits for the Trust and the local community alike, which can be seen on the Trust's website:

[www.bfwh.nhs.uk](http://www.bfwh.nhs.uk).

Your application can be received via the website, by post or by telephone.

# Public are invited to Question Time forum

**MEMBERS of the public are invited to attend an open question time forum with the Chief Executive and members of the Executive Team at the latest health seminar for members of Blackpool Teaching Hospitals NHS Foundation Trust.**

Mr Gary Doherty, Chief Executive; Mrs Pat Oliver, Director of Operations; Mrs Wendy Swift, Director of Strategy/Deputy Chief Executive; Mrs Marie Thompson, Director of Nursing and Quality, will be taking any questions from Foundation Trust members and members of the public at a free seminar on **Tuesday, January 28<sup>th</sup> 2014, between 10 - 11am** in the Lecture Theatre, Education Centre at Blackpool Victoria Hospital.

It is your opportunity to come along and have your say and take the chance to discuss healthcare issues affecting the Fylde Coast. Have you got a question you would like to put to



**Chief Executive: Gary Doherty.**

our Executive Team? Or you could just simply come along and listen.

Mr Doherty said: "As a Trust we greatly value the voice of our membership and their views on healthcare across the region.

"This is just one of the many ways in which we can listen, and it would be great if you can find the time to come along."

To book a place on the seminar please contact Jacinta Gaynor, Membership and Governors Officer, on 01253 306673. You must be a member of the Trust to attend and membership can be arranged over the phone.

Membership doesn't cost anything, and there are numerous benefits for the Trust and the local community alike, which can be seen on the Trust's website: [www.bfwh.nhs.uk](http://www.bfwh.nhs.uk). Your application can be received via the website, by post or by telephone.

## Local blood donation sessions

NEARLY two million people give blood and yet it is still in constant demand.

That's because there are all sorts of reasons as to why people receive blood - the kind of issues that might touch all of our lives.

Whether it's to help support a patient through chemotherapy, to stem blood loss during pregnancy or to help someone injured in an accident there are so many reasons why we need people to regularly donate.

Here's where you can do so locally in the coming weeks:

**January 27th:** Cleveleys Community Centre, Kensiungton Road, 1.45pm – 3.45pm & 5pm – 7.30pm.

**January 30th:** St Paul's Church, Honister Avenue, Marton, 1.45pm – 3.45pm & 5pm – 7.30pm.

To make an appointment please call 0300 123 23 23.

# New health poster campaign launched

**PATIENTS and visitors to Blackpool Victoria Hospital will see a new poster campaign which aims to show the problem of excessive drinking – and that it can affect you in ways you might not realise.**

From difficulty in conceiving to weight related problems, the effect of drinking too much alcohol can be long lasting and have serious consequences.

The new posters focus on four patients who all suffer from very different medical complaints but all have one thing in common - they all drink more than they should. The posters show the problem they have, the amount of alcohol they consume and the advice given to patients in their position.

They also carry contact numbers for help and advice on alcohol related issues.

There is also a separate poster designed specifically for mother and baby units that are tailored specifically towards the issue of drinking while pregnant and the problems it can cause for children.

Rachel Swindells, Public Health Facilitator at the Trust said: “We wanted to raise awareness to our patients, visitors and staff about the effects that excessive alcohol consumption can have.

“Alcohol is related to so many health conditions and people are not always aware of this.

“The campaign is designed to raise awareness and encourage people to think about whether their health problem might be caused, or made worse, by their level of drinking.

“If they think it is they can seek advice and learn how to handle the issue.”



**ABOVE: Public health facilitator, Rachel Swindells, far right, with alcohol liaison nurses Julie Spencer-Bennett and Simon Cook in front of the new posters.**

# Neonatal fundraiser for Noah

**A BLACKPOOL mum is holding a fundraising event in aid of the Unit which cared for her son when he was born 10 weeks prematurely.**

Geraldine Faber is holding a charity social night, on February 1<sup>st</sup>, for Trust charity Blue Skies Hospitals Fund in aid of the Neonatal Unit at Blackpool Victoria Hospital.

Geraldine's son, Noah, was born on the Unit last June and is now on 24 hour oxygen.

She said: "My son was born on the Neonatal Unit 10 weeks prematurely and he is now disabled and on oxygen 24 hours a day. He also has heart problems because he was born so early and weighed only 2lb 13oz.

"I got quite close to some of the mums who were also on the Unit. The treatment we received was fantastic, you couldn't beat it.

"We've been really well supported by local businesses and have some great prizes like a photography session worth £1,000, diamond jewellery, signed football shirts, beauty and fitness vouchers.

"Hopefully we will have quite a few people attending. There will be people from the



**Geraldine Faber.**

Blackpool Victoria Hospital and other mums who were on the Unit. It's the first time I've organised an event like this so I'm a little anxious."

Geraldine is being helped by Cowbell Radio's Mark Davis to run the event.

He said: "There will be music all night from the Cowbell DJs who are all giving up their time for free and we have a vocalist, Louise Spiteri, who will also be performing.

Geraldine continued: "I'd like to thank Cowbell Radio and all of its DJs, the cricket club, everyone who has donated a prize and everyone who has given up their time to help."

The Cowbell Charity Social (for over 18s) is on Saturday February 1st, 7.30pm – 2am, at Blackpool Cricket Club. Tickets, costing £5 each, can be bought from the bar at the cricket club, [www.cowbellradio.co.uk](http://www.cowbellradio.co.uk) or on 07472 753283.



## How you can get all the latest news and views from the Trust

The Trust's official Facebook page can be found at:  
[www.facebook.com/BlackpoolHospitals](http://www.facebook.com/BlackpoolHospitals)

The Trust can also be found on Twitter  
[@BlackpoolHosp](https://twitter.com/BlackpoolHosp)