

Health Matters

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



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Welcome from the Chief Executive

HELLO and welcome to this edition of Health Matters.



We've had some fantastic news for families in Blackpool this month.

Blackpool is one of just five towns in the UK to receive a chunk of £45million in Big Lottery funding.

We worked hard with our partners at the NSPCC, Blackpool Council, parents' groups and community organisations to secure the funding so it is wonderful to see the 'Better Start' project getting off the ground. It will make a huge difference to children growing up in the town.

Nominations have been flooding in for this year's Celebrating Success Awards. There's still time to nominate so go to page 7 for more details. Let's make this a bumper year for nominations!

I'm delighted to also see that a Facebook site is encouraging cafes and restaurants to welcome breastfeeding mothers.

And finally, we have two stories about volunteers who have been helping countless people at the Trust. Many thanks to them.

Gary Doherty

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Health Matters is also available online at www.bfwh.nhs.uk

You can sign up to receive our fortnightly news bulletin directly to your inbox by clicking on the following link: www.bfwh.nhs.uk/healthmatters

Any comments ideas or suggestions? Please contact:

The Communications Department on 01253 306941 or communications@bfwh.nhs.uk

Babies set to get a 'Better Start' in life

BLACKPOOL has been chosen as one of only five locations in the UK to receive Big Lottery Funding of £45million to give babies a better start in life.

The funding will have a significant impact on investment in services for babies up to the age of three and will enhance support for parents and young families across Blackpool.

The successful multi-million pound bid was made by the Blackpool Better Start partnership, led by the NSPCC working with Blackpool Council, NHS health organisations in Blackpool, and a number of local parents and community organisations including the newly created Community Voice group.

The funds will see a new way of key agencies working together to make sure babies born in Blackpool receive the early care they need for healthy development.

Specific attention will be given to diet and nutrition, social and emotional development, and communication and language, with an overall outcome being that children are happy, healthy and ready for school.

The money will mean more specialist services to support the most vulnerable families with babies across seven key wards in Blackpool as well as delivering public health messages and improving public spaces for the benefit of all families in the town.

The new Blackpool Centre For Early Childhood Development will be the nerve centre for the partnership. Currently, 30 per cent of babies in Blackpool are born into poverty, while rates of mental illness, drugs and alcohol abuse and domestic abuse are above the national average.



Babies and young children will benefit from the Big Lottery cash.

Thirty per cent of mothers continue to smoke during pregnancy and just over half (56%) of mothers try to breastfeed their child.

Speaking on behalf of the NHS in Blackpool, Dr Amanda Doyle OBE, Chief Clinical Officer with NHS Blackpool Clinical Commissioning Group, and Wendy Swift, Deputy Chief Executive of Blackpool Teaching Hospitals NHS Foundation Trust, released the following statement: "We are providing a foundation that will help the future health of the generation.

"By providing them with a good start from birth we are giving them the best opportunity to improve their health and wellbeing in their future lives.

"We are already doing a lot to support families through our nurses and specialist teams and I am pleased that the community groups involved in the bid wanted to see those services expanded. We look forward to seeing this project come to fruition and the developments it will bring."

Brave Casey leads way for young volunteers

A YOUNG woman who took up volunteering after she was severely injured in a car crash is leading a pilot project to help others gain valuable experience.

Casey Peacock, 22, was so inspired by the volunteer work she did at Blackpool Teaching Hospitals NHS Foundation Trust that she came up with a project to help young people like herself.

Casey says she lost most of her confidence after the car crash on a country road near Blackpool in December 2008.

Tragically, one of her friends was killed and Casey was seriously injured.

Casey suffered severe whiplash and the upper part of her right arm is still paralysed.

However, she doesn't let this hold her back and is now leading the Trust's new Family Division Volunteers Scheme.

But it wasn't always this easy for Casey. After her accident she rarely left home for two years.

Casey said: "I had very low self-confidence. Someone suggested I try volunteering to get me out of the house.

"I started off doing admin for the Trust's fundraising department. I did it Monday to Friday, five days a week.

They noticed all the hard work I was doing and managed to help me get an apprenticeship with the Trust. It was very flattering that they wanted to keep me here.

"When I was working I noticed that other young



Casey Peacock, Apprentice Fundraiser for the Trust at Blackpool Victoria Hospital.

volunteers didn't stay with the Trust for long.

"I got everyone together and we came up with the Family Division Volunteers Scheme.

"The volunteers spend 20 hours in the children's clinic, 20 hours on the children's ward, 20 hours in the neo natal unit, 20 hours in the maternity unit and 20 hours on the maternity ward.

"After that they get a certificate which is brilliant for their CV."

She said the pilot scheme is going well and members of staff have appreciated the extra help.

Casey, the current title-holder of Radio Wave's Heroes of the Community Young Volunteer of the Year award, said the experience she has gained at the Trust has enabled her to come to terms with her injury.

Her bubbly sense of humour also helps: "I won't be doing the YMCA dance any time soon!"

Last chance to apply to be a governor

RESIDENTS and members of staff have until Monday to apply to become governors of Blackpool Teaching Hospitals NHS Foundation Trust.

Fourteen new governors are needed to help shape the Trust's future.

The Trust would like to hear from people who are interested in having a say on how healthcare should be provided locally.

Elections will be held in July and governors are needed for several areas. In the Public Constituency four governors are needed for Blackpool, two for Fylde, two for Wyre, two for Lancashire and South Cumbria and one for the North of England. The Staff Constituency requires one governor for each of the following disciplines: Nursing and Midwifery, Medical and Dental, and Non Clinical Support.

The role of Trust governors is to represent their respective constituencies and provide advice and support. Trust governors also influence the organisation's decision-making in terms of how it develops services.

Ian Johnson, Trust Chairman, 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 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 must be members of the Trust, however, joining is simple and can be done online at www.bfwh.nhs.uk or by contacting the



Ian Johnson.

Membership Office on 01253 306673. Please complete the public nomination form by contacting: The Returning Officer, Electoral Reform Services Limited, The Election Centre, 33 Clarendon Road, London, N8 0NW, tel no 020 8365 8909. Further details are available on the Trust's website: www.bfwh.nhs.uk

Nomination forms should be submitted to Electoral Reform Services Limited by the closing date of Monday, June 30, 2014. The results will be announced on Friday, August 15, 2014 and the term of office for the elected Governors will start on Monday, September 22, 2014.

Facebook site helps breastfeeding mums

WHEN it comes to breastfeeding, many mums are reticent about doing it away from home.

Historically, cafes and restaurants have not been the most welcoming of places for breastfeeding mothers and some women have experienced outright hostility from members of the public.

But campaigners who have set up a Facebook page aim to change all that and make it much easier for mums to feed their babies when they are out and about.

The 'Mum's Milk On The Go' Facebook page lists more than 350 premises in Blackpool, Fylde, Wyre, Lancaster and Morecambe that have signed up to a mums' welcome scheme.

They have all put up posters and stickers and have been audited for compliance over the last nine months.

The businesses have signed up to welcome customers to breastfeed their babies and endeavour to provide a private area on request.

They have agreed to train their staff to know how to support mothers and will not ask a mum to leave if she is breastfeeding her child.

Participants will also welcome comments from customers as long as they do not adversely affect mums and their families.

Volunteers from Blackpool Teaching Hospitals NHS Foundation Trust's 'Star Buddy' peer supporters scheme were involved in setting up the Facebook page with the Public Health Department at Blackpool Council.

The launch of the Facebook page tied in with



Cafes and restaurants are welcoming breastfeeding mothers.

National Breastfeeding Awareness Week which ran from June 16 to 20. Breastfeeding awareness events and activities have been taking place throughout the month of June.

The Mum's Milk on The Go Facebook site contains a huge amount of information about breastfeeding in Blackpool and across North Lancashire.

Nominations needed for awards ceremony

DO YOU know of a member of staff at the Trust who thoroughly deserves an award?

The Trust is keen to get as many nominations as possible for the annual Celebrating Success Awards 2014.

This year's Celebrating Success Awards ceremony will be held at the Winter Gardens in Blackpool and promises to be a glamorous and fun event.

The aim of the awards ceremony is to recognise outstanding performance by individuals and teams working for the Trust. Members of the public and staff are being asked to get involved by nominating workers, who they believe have delivered excellent service.

Seven awards will be presented at the celebration ball in November. The categories are: the Blackpool Gazette's Patients' Award, Clinical and Non-Clinical Team of the Year, Innovation and Service Improvement Award, Radio Wave's Unsung Hero, Employee of the Year and the Chairman's Award – a special award for an overall winner.



The Gastro team celebrate in 2013.



Barbara Stevenson, Employee of the Year 2013, with Gary Doherty and Ian Johnson.

Gary Doherty, Chief Executive of the Trust, said: "The awards are a great way to celebrate and share the best in our organisation, the projects, services and people who are passionate, innovative and committed to providing excellent care."

"It is easy to nominate someone who deserves special recognition for the Gazette's Patients' Award.

"The nomination can be for anyone who works within Blackpool Teaching Hospitals NHS Foundation Trust, from a doctor or nurse to a physiotherapist or secretary."

Nomination forms can be requested through the health page coupon or by applying online at www.bfwh.nhs.uk/about/success.

You can also call Alison Bott in the Trust's communication office on (01253) 303059, or email success@bfwh.nhs.uk. The closing date for all nominations is Friday, July 11, 2014.

Volunteering is sweet for Navigator Garry

A FORMER director of a resort sweets company is encouraging people to become volunteer 'Navigators' for the Trust.

Garry Kitt, 73, who was a company director for Daintee sweets manufacturers until he retired, decided to become a volunteer after his beloved wife Christine died of lung cancer.

Garry was married to Christine for nearly 50 years and her passing in July of last year left a huge hole in his life.

He said: "I'm a great believer in fate. I picked up a form to be a member of the Trust and they said they were looking for Navigators.

"I thought it would be a great way of putting something back into a system that was so helpful to me and my wife. Christine received excellent care from the Trust."

Garry began training with the Trust in September of last year and he has been volunteering as a navigator since January.

He said: "I thoroughly enjoy it. I can't wait to come in on a Thursday and do my bit. It is absolutely brilliant. Sometimes people come in and they're in tears.



Garry Kitt at Blackpool Victoria Hospital.

"Not only can you direct them, but you can console them as well."

It's a far cry from the sweet business but Garry loves it: "Daintee was a family business and it was bought out by another branch of the family.

"The company is called Tangerine now and it mainly makes 'boilings' (hard sweets) for big supermarkets like Tesco. We also made Blackpool rock at one time."

But being a volunteer isn't work to Garry: "This to me is relaxation. I get on great with the other volunteers, the patients and the staff. I will do this for as long as they will have me!"



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

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