

Health Matters

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



INSIDE THIS ISSUE:

'Skin to Skin' best for baby
Midwife Jenny Clarke explains the benefits of close contact - Page 3

Charity bike challenge
A leading Trust IT manager is raising charity funds - Page 5

Welcome from the Chief Executive

HELLO and a very warm welcome to this issue of Health Matters—no pun intended!



I hope everyone is surviving the heat and that you are all enjoying the fine weather.

Despite the heat wave, life goes on at the Trust and we've had an extremely busy month so far.

The Trust's commitment to The Skin to Skin philosophy is featured on page 3. Midwife Jennifer Clarke—or 'JennytheM' as she is known on Twitter—has been doing an excellent job of spreading the word around the world.

Our Simulation and Skills Centre had a fantastic day of events designed to show the huge variety of jobs available in the NHS.

I'd like to say 'well done' to IT specialist Matt Fife who is doing a cycling challenge in aid of research into leukaemia. There's still plenty of time to sponsor him.

And finally, young people have been making a video to reassure other children that coming into hospital is nothing to fear. We were delighted to welcome them. Hopefully the film will benefit many children in years to come.

Gary Doherty
Chief Executive

Contents

News

Skin to Skin is best

A MIDWIFE from Blackpool Victoria Hospital is using Twitter to promote the benefits of Skin to Skin contact3



Video dispels myths

CHILDREN are working on a video to show that hospitals are not places to be feared.....6



Simulating NHS jobs

STUDENTS got a taste of life in the NHS at a 'Slice of Healthcare' event Blackpool Victoria Hospital's Simulation and Skills Centre.....4



Nursing chief's plans

THE new Associate Director of Nursing for the Trust is planning to build on achievements and improve care for patients.....7



Charity cycle challenge

A MAN who has won his own fitness battle is waging war against leukaemia by taking on a gruelling cycle challenge in the south of England.....5



Sad loss of consultant

A POPULAR consultant from Blackpool Victoria Hospital has passed away after a brave fight against prostate cancer.....8



Pupils from schools in Blackpool and students from further afield visited the Simulation and Skills Centre at Blackpool Victoria Hospital to witness simulations of treatments and services provided by the Trust. See page 4

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Any comments ideas or suggestions? Please contact:

The Communications Department on 01253 956 875 or communications@bfwh.nhs.uk

‘Skin to Skin’ midwife is a Twitter sensation

IN THE world of social media midwife Jenny Clarke is a superstar.

Known by her Twitter handle ‘JennytheM’, she is one of Blackpool Teaching Hospitals NHS Foundation Trust’s most passionate proponents of natural forms of childbirth.

Jenny has become a Twitter sensation through the ‘Skin to Skin’ campaign. She says she started Tweeting as a midwife because people were not “getting” the ethos of Skin to Skin. Her lively Tweets focus on the benefits of Skin to Skin contact between mothers and new born babies.

Jenny’s outspoken views and zany personality are so compelling that she is often asked to speak at conferences and at other events.

She has followers in far flung places such as Nigeria and Australia and one of her Tweets was recently put up at the International confederation of Midwives in Prague. Her slogan ‘Skin to Skin Switches on Babies’ Brains’ has been inspiring midwives across the world to think twice about how to care for mums and new born babies. She advocates that every new born baby be placed flat on his or her mother’s chest. The baby instinctively does a “birth crawl”, kicking out with his or her feet.

Jenny said: “The baby will crawl to the breast. The baby is a lock and the mother is the key. Put



them together and a something special happens. The contact unlocks the baby’s brain and starts its developmental processes.”

This closeness results in physiological and mental health benefits that can’t be replaced by modern medicine. The Children’s charity Unicef, the World Health Organisation (WHO) and the National Institute for Health Care Excellence (NICE) all use the ‘Skin to Skin’ philosophy.

Jenny said: “I started off Tweeting as a mum and now I do it as a midwife. I love Twitter because it’s instant. I get students talking to me all the time about Skin to Skin. I even get messages from surgeons.”



Jenny was first inspired by Dr Nils Bergman from the Netherlands who is an expert on Skin to Skin. She will be giving a talk on Skin to Skin at the Manchester Breastfeeding Festival in August.

For more information on Skin to Skin go to www.skintoskincontact.com/dr-bergman

Slice of Healthcare offers taste of NHS



Students and pupils at the Simulation and Skills Centre's Slice of Healthcare day with Clinical Skills Facilitator Clare Walden and Technical Support Officer Martin Newton

THE life of a busy hospital can often seem completely alien to school pupils and students.

But staff at the Simulation and Skills Centre at Blackpool Teaching Hospitals NHS Foundation Trust set out to change all that by inviting young people to an event entitled 'A Slice of Healthcare'.

Work experience students, pupils from Blackpool schools and young people from further afield visited the centre on Wednesday 16th July to find out about the many career prospects within the NHS.

The day followed the journey of a patient who had suffered a stroke and incorporated the Trust's new 'Stroke Pathway'.

This gave the students the opportunity to engage

with many members of the multi-disciplinary team who would be involved in the care of the stroke patient. The young people witnessed everything from a simulation of the patient arriving in the Emergency Department, led by Consultant Simon Tucker, to demonstrations and interactive teaching sessions.

Martin Newton, Technical Support Officer at the Simulation and Skills Centre, identified that it is vital to encourage more young people to work in the NHS.

He said: "They are the workforce of the future. There are great opportunities here at the hospital and the NHS in general."

The Simulation and Skills team will have a similar selection of events for young people starting on November 17th as part of the centre's Patient Safety Week.

Matt's cycle challenge shows he's a fighter

A MAN who has won a personal fitness battle is now raising money to help fight leukaemia.

Matt Fife from Blackpool, who was 20 stones in weight and has lost more than four stones in recent months, is about to embark on a gruelling three-day cycling challenge to raise funds for the charity Cure Leukaemia.

Matt, 41, is doing the challenge with a group of friends who have a colleague who suffers from the disease. They will cycle from Clevedon Pier in Oxfordshire to Southend-on-Sea pier in Essex, setting off on August 22.

Matt, who works as an IT support services manager for Blackpool Teaching Hospitals NHS Foundation Trust, is excited at the challenge:

He said: "My personal challenge is to raise £1,000 towards the appeal.

"I bought my first bike in May of last year. I was over 20 stone and the bike was part of my plan to get fit. I used an app called 'From Couch to 5k'. I went from being stuck on the couch to running 5k every other night.

"I built up my stamina over nine weeks and started going out cycling with my mates. I also cycle to work at Blackpool Hospital. It's a lot easier on the knees than running.

"Getting back on a bike after 20 years was easy. I now cycle a weekly average of more than 115 miles"

Matt is doing the challenge with his friends Sean Egan, Brian Powell and Graham Forrester from DES Electrical contractors and Wilden Services.

The Cure Leukaemia charity funds research,



clinical trials and treatments for the disease.

Matt added: "I'm looking forward to the challenge and the camaraderie."

Members of staff wishing to sponsor him can go to his office on the ground floor of Home 15 at Blackpool Victoria Hospital and fill in the sponsor form.

Donations can also be made to the appeal at the link below:

<http://uk.virginmoneygiving.com/fundraiser-web/fundraiser/showFundraiserProfilePage.action?userUri=MattFifeCharityCycle2014>

Kids make video on coming into hospital

FILMING for a new video designed to help children coming in to hospital has begun with assistance from the North West Ambulance Service NHS Trust (NWAS).

A visit to hospital can be a scary prospect for children. The situation is made worse when children simply don't know what is going on.

Children involved with Blackpool Teaching Hospitals NHS Foundation Trust are looking to tackle the problem with help from NWAS and other agencies.

The Trust's youth forum, Victoria's Voice, has teamed up with Highfurlong School to create a film about going to hospital and what to expect.

When finished, the video will take people from the beginning to the end of their hospital stay, starting with a journey in an ambulance, should they be unfortunate enough to arrive by hospital in an emergency situation.

It will go on to inform young people of what to



Youngsters with a paramedic from the North West Ambulance Service



Children who took part in the filming of the video

expect, where they will go and who they will meet.

Fiona Jones, Patient Experience Officer within the Children's Wards of the Trust, said: "The children of Victoria's Voice all have first-hand experience of coming to hospital and are there to make the hospital better for children.

"They wanted to make the experience easier and to dispel myths by creating this video for children to watch before they have to go to hospital."

Dave Rigby, Sector Manager of the Fylde area for NWAS, said: "It is great to be involved with this initiative as we know children like to see and hear the flashing blue light and sirens, but it's very different when they find themselves needing to go to hospital.

"This is where education plays a vital role.

"We hope that giving children the opportunity to see what is involved will help to dispel any fears and improve their understanding of our precious NHS services."

Wartime memories are theme for fete

CLIFTON Hospital will be taking on a distinctly military theme for this year's summer fete.

The Community Hospital is holding its annual summer fete for patients, relatives and the community on Saturday 2nd August from 2pm to 4pm.

As the event is just two days before the 100th anniversary of the beginning of the First World War, the hospital is dedicating the fete to the



A First World War-themed summer fete will be held at Clifton Hospital

memory of all things wartime. It's not just a fitting tribute to those who fought and the community camaraderie displayed during the conflict, but also a method of treatment for the patients and a way to raise money for the hospital's dementia projects.

Courtney Bickerdike, Hospital Matron at Clifton Hospital, explained: "Many of our patients suffer from dementia or confusion so we always try to think of ways that can help trigger memories. Obviously there won't be any that remember the First World War, but the wartime theme will help remind them of their youth which will actually help with their treatment."

The fete will feature all kinds of classic games, a

tombola, cakes and everything you'd expect from a summer fete. All of the money raised from the fete will be given to the League of Friends of the Hospital to pay for enhancements to the garden area.

Trust welcomes new non-executive director

THE Trust has appointed a new non-executive director of the organisation.

Dr Malcolm McIlmurray will take up his new post in August.

Dr McIlmurray has extensive NHS experience as a senior clinician, administrator, medical research worker and lecturer. He retired as Clinical Director of Medicine at Morecambe Bay University Hospitals Trust in 2007.

Trained in London and Nottingham in cancer medicine, he was a Consultant General Physician and later the Macmillan Consultant in Medical Oncology at Royal Lancaster Infirmary and Westmorland General Hospital in Kendal. He was a founding Trustee and Medical Director of St John's Hospice in Lancaster. He was appointed in an advisory capacity to establish the Rosemere Cancer Centre in Preston, in the days when radiotherapy services were provided by the Christie Hospital in Manchester.

His research activities were recognised by Lancaster University when he was made an honorary Professor in the Department of Biological Science. He was made an honorary Fellow of the University in 2009. He was also a founder of CancerCare North Lancashire and South Lakeland.

Popular consultant was example to all

A CARING and popular consultant who worked at Blackpool Victoria Hospital has passed away.

Dr Carl Humphries, a Consultant Cardiothoracic Anaesthetist, died on Wednesday 9th July.

Gary Doherty, Chief Executive of the Trust, said: "It is with great sadness that the Trust has learned of the death of Carl Humphries.

"Carl started working in the Trust in 1997 as a very popular Anaesthetic Registrar before he became a Consultant in Cardiothoracic Anaesthetics. He was known for his unflappable manner and ability to remain calm and provide excellent clinical care in every situation.

"His fantastic personality always made the day brighter and he knew each staff member by name, valuing them all from the cleaners to the consultants."

Carl was an admirable father to his two sons and his whole world revolved around his family with many years spent taking his sons around the country to sailing competitions. He was a very fit sportsman and even ran the London marathon on his 50th Birthday after he had had his diagnosis of prostate cancer. He raised more than £10,000 for



Dr Carl Humphries. Picture courtesy of the Gazette, Blackpool

charity by doing this. He was diagnosed with cancer 18 months ago and bravely and cheerfully battled this.

Carl died peacefully at home with his family surrounding him. He was only 51.

Mr Doherty added: "Carl gave amazing service to the NHS over many years and was a family man in the best sense of the word."



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)