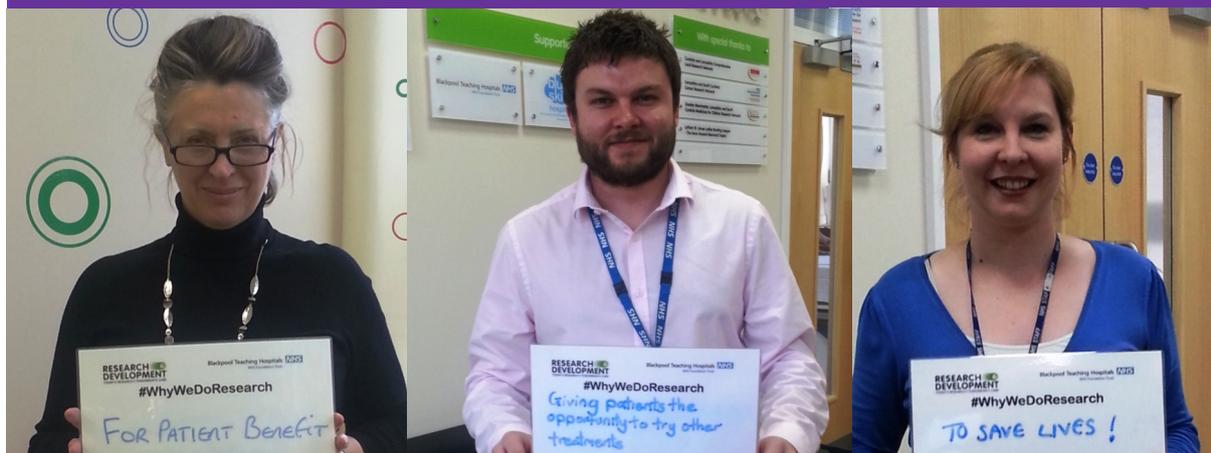


Health Matters

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



twitter campaign boosts research



INSIDE THIS ISSUE:

Join our Twitter campaign
Patients and members of staff are using Twitter to say why research is important — Page 3

Advice after star's collapse
Radio Lancashire has interviewed a cardiologist after Ted Robbins suffered heart problems — Page 4

Issue 81, Friday, February 6, 2015

Welcome from the Chief Executive

HELLO and welcome to our Health Matters newsletter.



Twitter can be a valuable marketing tool and our Research and Development department has found a novel way of using it to get across the importance of clinical research.

It's great to see that our End of Life Team has picked up a coveted award from the Carers Trust Fylde Coast. Their hard work and dedication in caring patients and their families is an inspiration to us all.

I'm pleased to report that we now have access to free Wi-Fi courtesy of Wireless Blackpool in some areas of Blackpool Victoria Hospital.

In this issue of Health Matters we have details of members of staff who have been fundraising for charity. Well done to Chris Tucker and Rachel Bradbury for their efforts.

I'm also glad to see that the Trust is looking to the future with its Young Health Leaders project run by Practice Development Sister, Sharon Vickers. We're always keen to get young people involved in the work of the Trust.

Gary Doherty
Chief Executive

Contents



News

Making choices easier

A NEW GUIDE has been produced to make it easier for patients to discover the choices that are available to them in terms of NHS care.....5



Free Wi-Fi at hospital

WIRELESS Blackpool is now available for free in certain areas of Blackpool Victoria Hospital.....7



Event for the bereaved

BEREAVED families which have lost children can attend the 14th annual 'Snowdrop Gathering' at Lytham Hall.....6



Charity Spin-a-thon

TWO workers from the Trust took part in a 'Spin-a-thon' in aid of a motor neurone disease charity.....9



New guide for students

STUDENTS with dyslexia have access to a new guide created by a Clinical Lead Occupational Therapist.....6



Young leaders sought

A NURSE at Blackpool Victoria Hospital is leading a campaign to look for young health ambassadors.....11



The Trust's End of Life team has won a special 'Hospital Team of the Year' award from the Carers Trust Fylde Coast. For the full story, see page 10

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 956 875 or communications@bfwh.nhs.uk

Campaign on helps promote research

THE importance of clinical research is being stressed through a social media campaign.

Patients and members of Trust staff are writing down why research is vital and posting photos of their pledges on Twitter.

The Trust's Research and Development department is spearheading the #WhyWeDoResearch campaign at Blackpool Victoria Hospital.

Patients and staff members will also be able to make pledges at a stand on the mezzanine floor of Blackpool Victoria Hospital's new main reception between 11.30am and 2pm on March 3. A member of the Trust's Communications team will be on hand to take photos of people making pledges so that they can be Tweeted.



Chris Pemberton, Clinical Trials Coordinator makes his pledge on Twitter



The Twitter campaign was first started by the James Padgett University Hospitals NHS Foundation Trust.

Michelle Stephens, Research and Development Manager for the Trust's Clinical Research Centre at Blackpool Victoria Hospital, said: "The campaign went wild on Twitter so I said we would join in.

"The idea is to get people to think about why we do research. Lots of people are getting

involved in the campaign. It's interesting to hear the views of patients who have been involved in clinical trials. There are many reasons why people take part in trials. Some people want to get the best treatment and others want to give something back. In terms of research we have at least 150 members of staff who are involved."

More than 10,000 patients have taken part in clinical research at Blackpool Teaching Hospitals in recent years.

For more information on taking part in trials contact the Research and Development Team on 01253 655 547 or go to www.bfwhospitals.nhs.uk/departments/randd or email researchideas@bfwhospitals.nhs.uk

Cardiologist gives advice after radio DJ's collapse



Radio Lancashire journalist, Steve Becker, with Cardiologist, Jonas Eichhofer, at Blackpool Victoria Hospital and (inset), Ted Robbins who became ill during a production of Peter Kay's Phoenix Nights show at Manchester Arena

A CARDIOLOGIST from Blackpool Victoria Hospital has given out advice on BBC Radio Lancashire following the collapse of one of the station's presenters.

Radio presenter, Ted Robbins, suffered heart problems during a performance of Peter Kay's new Phoenix Nights show at Manchester Arena on Saturday, January 31.

Cardiologist Jonas Eichhofer, who works at the Lancashire Cardiac Centre at Blackpool Victoria Hospital, was interviewed by Radio Lancashire presenter, Steve Becker. Steve said the station was starting up a campaign to raise awareness of what to do when someone has a heart attack.

Dr Eichhofer said the best way to reduce the risk of heart problems is to adopt a healthy lifestyle. He said it was easy to learn CPR (cardio pulmonary resuscitation) and that courses were available.

The emergency services should be contacted first and then chest compressions only should be done until help arrives.

Mr Robbins collapsed shortly after the interval on the first of 15 planned dates. Profits from the Phoenix Nights shows are going to the Comic Relief charity. The second show, on Sunday, February 1, went ahead, as will the remainder of the dates.

New guide will help patients with choices

NHS Fylde and Wyre Clinical Commissioning Group (CCG) has published a guide to help patients make choices about their care.

This follows a survey earlier in the year which showed that nine out of 10 local people would like to be able to choose their GP practice.

A similar number would like to choose the hospital they are referred to, as well as the time and date of any appointments, according to the poll of 1,004 people living in Fylde and Wyre.

The online guide includes patients' rights to making choices about their GP practice, hospital and which healthcare professionals they see. It also includes choice with regard to maternity and community services, as well as end-of-life care.



Dr Tony Naughton, Clinical Chief Officer at NHS Fylde and Wyre CCG, said: "Helping patients to make choices about their care is crucial. We know how important choice is to people and we want to make sure they have the information they need to do this with confidence."

As well as information about the choices available, the guide explains what people should do if they believe they have not been offered one.



Dr Tony Naughton, CCG Clinical Chief Officer

It also highlights that if a patient needs to see a consultant or specialist and has to wait longer than 18 weeks, they have the right to ask to go to another hospital.

The survey of 1,004 people across Fylde and Wyre was undertaken by independent researchers Ipsos MORI on behalf of the CCG. The feedback was used to shape the CCG's plans, as outlined in the recently published 2030 Vision for Health and Care and five-year Strategic Plan.

The guide to patient choice can be found at www.fyldeandwyreccg.nhs.uk/choice.

'Snowdrops' event will help bereaved families

BEREAVED families that have lost a child are invited to a special event at Lytham Hall.

The 14th annual Snowdrop Gathering will have specially chosen music and poems followed by a candle ceremony to help parents, carers and siblings feel less alone with their grief.

Organiser, Michelle Boland (pictured, below), Paediatric Bereavement Support Nurse Specialist for Blackpool Teaching Hospitals NHS Foundation Trust, said: "The Gathering has meant such a lot to people who have attended previous events. For those families who do not have a place to go to remember their child it is of particular significance."

This year's event will take place on Saturday, February 28, at Lytham Hall. The afternoon starts at 2pm and the gates to the hall will open at 1.30pm.



Michelle, who is also the co-ordinator of the Snowdrop Centre in Blackpool, said parents would be taking part in the poem recitals and local entertainer, Chloëann Foster, will perform a number of songs including Pie Jesu, I Dreamed a Dream and Somewhere.

The event is supported by Donna's Dream House and Lytham Hall volunteers. It is non-denominational and open to anyone who has lost a child from the age of one month to 18 years. For info call Michelle Boland on 0792 0138112.

ISSUE 81 06

Guide for students with dyslexia

A CLINICAL Lead Occupational Therapist has been praised for her work on creating a special guide for students.

Helen Duggan (pictured, right) has developed an information guide for Occupational Therapy Practice Placement Educators to better prepare them to support students who have dyslexia. The guide is now in place and is being used by Helen's colleagues.



Helen said: There is a definite need for the Trust to improve on how we support both employees and students with dyslexia.

"It is the most common form of learning disability there is, but probably one where we have the least amount of understanding and I wanted to see if I could do something about it. I am currently doing my PgC in Academic Practice and as part of that course had to undertake an action-research project. I decided to look into improving the placement experiences for students with dyslexia.

"I have worked closely with the Trust's Diversity and Equality Lead, Tina Daniel and have had a lot of help and support from my colleagues. I hope the guide can be disseminated across the Trust to help fellow employees to feel better prepared and more confident to support staff and students."

Free Wi-Fi available for patients and visitors

PATIENTS and visitors to Blackpool Victoria Hospital can now access free Wi-Fi thanks to a partnership between Blackpool Teaching Hospitals NHS Foundation Trust and Blackpool Council.

For a number of years the Trust's IT Department has been exploring various options to offer patients and visitors a free to use limited Wi-Fi service and a solution has now been found allowing access in several areas of the hospital site.

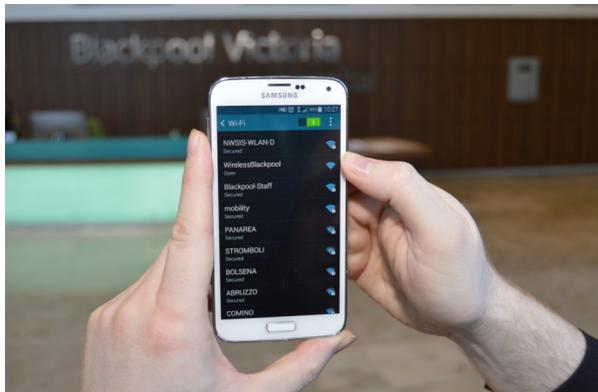
Shaun Bucknill, Head of ICT at the Trust, said: "The demand for Wi-Fi services, from checking your emails to surfing the internet, or keeping in touch with loved ones, is now part of everyday life and shouldn't necessarily stop just because you are in hospital.

"However, as budgets become tighter and tighter within the public sector, offering a free service without adding to burden with this new service was a significant challenge.

"The vision became reality on the back of a recent collaboration with Blackpool Council, which saw the development of a new state-of-the-art IT facility to help both organisations.

"For some time Blackpool Council has offered a public Wi-Fi service at a number of their locations and with the connection of the two organisations the reach of this network can now be extended Blackpool Victoria Hospital.

"Whilst the initial roll out is limited to non-bedded areas, due to existing contractual arrangements with the Trust, it is expected that this service will grow and become available to more areas in time. I feel that this is a great example of public sector organisations working



Wireless Blackpool is now available at Blackpool Victoria Hospital

together to improve the experience of their customers whilst minimising the impact on the Public Purse."

Councillor Fred Jackson, cabinet member with responsibility for IT, said: "I am delighted that we are able to help to provide free Wi-Fi to visitors and patients at the hospital.

"Spending time in hospital is not something people tend to look forward to but I hope this gesture makes their visit that little bit easier.

"Being able to check Facebook or catch up on the news for five minutes could be a much needed distraction for someone.

"I think nowadays people expect to be able to access the internet wherever they are and I am happy that we are able to make that a reality at Blackpool Victoria Hospital."

The Wi-Fi can be accessed through the Wireless Blackpool network that will be shown on your phone settings.

Mural will help attract people to charity offices

A BLACKPOOL artist has formed a new partnership with a hospital charity to create a colourful entrance to its new offices.

Debby Godfrey-Brown, who owns The Oak Tree Studio in Blackpool, volunteered to decorate walls outside the new Fundraising and Voluntary Services office on the main corridor at Blackpool Victoria Hospital – home to Blue Skies Hospitals Fund. The area now features a woodland scene complete with owls and hedgehogs.

It is hoped that as well as making the department more visible within the hospital, people will use the mural to navigate their way around the site as it is near to where a Thomas the Tank Engine mural was once painted outside the old children's wards.

Debby, 42, said: "I remember when Thomas was here and I used him to find my way around the hospital. As soon as I heard Blue Skies wanted a mural painting along the corridor I knew exactly why it was needed.

"Blackpool Victoria Hospital is a teaching hospital so I had the idea to create a tree to signify growth and knowledge. There will also be clouds painted above the door to bring it back to Blue Skies, which will also be replicated inside the office.

"It's nice to think that people will be walking past my work every day and using it to help them as Thomas used to help me. They will be talking about something I have created."

The Oak Tree Studio, on Lytham Road, Blackpool, opened in September and helps people who want to break into art and photography build and showcase their work.



Debby Godfrey-Brown working on the mural outside the Blue Skies offices

Amanda Bennett, Head of Fundraising and Voluntary Services, said: "Working with Debby has been great for Blue Skies Hospitals Fund and we hope we can work with her in the future on other art projects for the charity.

"We are so pleased Debby was able to give her time for free to create this wonderful mural. Since the team has moved offices into the main hospital building we've seen more people coming in to enquire about our services. With this new mural we hope even more people will be popping in.

"Everyone knew and loved Thomas when he was here. We hope now they will be happy with our new trees and woodland creatures."

Trust workers get on their bikes for charity

TECHNICAL Instructor in Occupational Therapy, Chris Tucker and Rachel Bradbury from Procurement, have helped to raise £1,500 for charity.

The pair joined ten others to take part in a three hour sponsored 'spin' on free-wheeling exercise bikes to raise money for the Motor Neurone Disease Association on Monday, January 26.

The 'Spin-a-thon' was organised by a mutual friend — Siobhan Butler, whose mother suffered from the disease for three years.

Siobhan's mother slowly lost her mobility to the point of being bedridden, could not feed herself and had difficulty swallowing.

Siobhan has put out a call to her gym friends to unite in the spin-a-thon to show support and raise money for the charity which funds research into the causes, treatment and prevention of MND as well as supporting support patients.

Chris and Rachel are two of the friends answering the call.

Chris said: "I have some experience of MND



Above: Chris Tucker and Rachel Bradbury after the Spin-a-thon and (below, left) the pair at work. Below, right: Chris during the event

through the family of a colleague so I wanted to get involved.

"We are all good friends who have started using other gyms but we're getting back together to do this spin-a-thon.

"It's going to be a real challenge for us but we on the way to raising £200 each which would be amazing if we could."

If you'd like to sponsor Chris and Rachel you can by going to www.justgiving.com/siobhan-butler or by seeking out of the sponsorship forms held by the ward 11 ward clerk, Physio department reception and with Michelle Green at Clifton Hospital.



Hospital team wins Carers Trust award



Members of the End of Life team at the Carers Trust Fylde Coast awards ceremony

A HOSPITAL team has won a prestigious award from the Carers Trust Fylde Coast (CTFC).

The 'Hospital Team of the Year' award was presented to the Trust's End of Life team during the CTFC's annual awards night at the De Vere Urban Village Hotel in Blackpool on Saturday, January 31.

Dr Andrea Whitfield, Clinical Lead for End of Life Care and Associate Medical Director for Medical Engagement and Leadership, said: "We are delighted that the End of Life Team has been named Hospital Team of The Year.

"Over the past five years the team has been working hard to improve the care that is provided during this often very distressing period for patients and their carers, families and friends.

"The team is made up of nurses, doctors, allied health professionals, members of the hospital discharge team and chaplaincy team, supported

closely by project support and hospital management, with the aim to ensure excellence in end of life care.

"We work closely with the Carers Hospital Support Project which does a fantastic job in supporting carers of patients in hospital. It is great to know that they are available at such a difficult time to support families and friends of people who are very ill or dying."

Kay Shawcross, Support Services Manager for the CTFC, said the End of Life Team had been singled out for the excellent work it does with the Fylde Coast Carers Centre.

The CTFC is an independent local charity and network partner of the Carers Trust.

It provides a range of services to support and enhance the lives of unpaid carers and their families in Blackpool and the Fylde coast.

Campaign on look-out for young ambassadors

A NURSE at Blackpool Victoria Hospital is spearheading a new campaign to attract young health ambassadors.

Sharon Vickers, a Practice Development Sister at the hospital, is looking for schoolchildren to be involved in the Youth Health Leaders (YHL) project which will encourage young people to champion good health among their peers.

Sharon, who is also a Staff Governor at Blackpool Teaching Hospitals NHS Foundation Trust, recently visited St Mary's Catholic College and more than 90 children showed interest in the project.

After talking to her own children, it became clear to Sharon that children felt more comfortable talking about issues that affect them amongst their own peers.

This gave Sharon the idea of having health leaders who would be trained to direct their peers to the appropriate information/support, on topics, such as, healthy eating lifestyle, first aid, alcohol, drugs, mental health and sexual health.

Sharon said: "I feel very passionate about this project. I feel that pupils will be happy to approach the Youth Health Leaders to find out further information about health issues.

"I want to stress that we will be educating the youngsters to signpost pupils to resources and information such as directing them to health services, advice lines and school nurses. We will not be asking them to educate their peers or give out advice.

"I hope that this project also gives out a positive message about possible career options within the NHS and strong links can be made between our

Trust, local schools and colleges."

Support has also been received from other health services in the area including Blackpool Council's Public Health department, School Nurses and St John Ambulance, which have agreed that this would be a beneficial project for youths in local schools and colleges.

Simon Eccles, Head Teacher St Mary's Catholic College, said: "The school is delighted to support this campaign.

"We believe it gives our children the chance to lead conversations about health and learn a great deal about the steps that need to be taken to lead a healthy lifestyle.

"We also feel that it will give the children an insight into how the health service works and an understanding of the jobs in the NHS."

Sharon is also in discussions with Lytham St Annes Technology and Performing Arts College to establish the scheme there.

If other schools would like to adopt the scheme Head Teachers can invite Sharon to their school by calling 01253 953862.



Nurse Sharon Vickers at work with young people

All invited to Trust's 'Question Time'

MEMBERS of the public are invited to a 'Question Time' session with the Trust's Chief Executive today, Friday, February 6, from 2pm to 3pm at Blackpool Victoria Hospital.

Chief Executive, Gary Doherty and members of the Executive Team, will be available to discuss healthcare issues affecting Fylde coast residents.

Mr Doherty will be accompanied by Wendy Swift, Deputy Chief Executive and Director of Strategy and Marie Thompson, Director of Nursing and Quality, during the event at the Cardiac Lecture Theatre in the Hospital's Cardiac Education Centre.

It will be your opportunity to have your say and take the chance to discuss anything to do with healthcare.

Participants can ask questions or simply go along and listen to the issues up for discussion.

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 956673.

On attending the seminar we ask that members of the public sign up to become a Member of the Trust.

You will then receive regular information about what is happening within the Trust.



Chief Executive of the Trust, Gary Doherty, will be answering questions from the public at the 'Question Time' event

Membership doesn't cost anything and there are numerous benefits for the Trust and the local community which can be seen on the Trust's website: www.bfwh.nhs.uk.

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

For further information about becoming a Trust Member, please call Jacinta Gaynor, Membership and Governors Officer, on 01253 956673 or email jacinta.gaynor@bfwhospitals.nhs.uk

Giving blood saves lives

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 childbirth, or to help someone injured in an accident, there are so many reasons why we need people to regularly donate.

To make an appointment to donate please visit www.blood.co.uk or call the blood service on **0300 123 23 23**.



If you have any medical or clinical queries about blood donation please call or fill out the 'Medical Query Form' in the 'Contact Us' section of the blood service website.

Here's where you can give blood locally over the coming weeks:

Venue	Date	Time
Kirkham Community Centre, Mill Street, KIRKHAM , PR4 2AN	Friday February 13	1.45pm – 3.45pm and 5pm – 7.30pm
Lowther Pavilion, Lowther Terrace, LYTHAM , FY8 5QQ	Monday February 23	1.45pm – 3.45pm and 5pm – 7.30pm
Bispham Community Centre, Bispham Road, BISPHAM , FY2 0HH	Friday February 27	1.45pm – 3.45pm and 5pm – 7.30pm



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) or go to www.bfwh.nhs.uk