

# Health Matters

Keeping you informed — news and views of Blackpool Teaching Hospitals



## Pop the question

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## Welcome from the Chief Executive

**HELLO and welcome to our Health Matters newsletter.**



I hope you all had a peaceful and safe Christmas and are now looking forward to the challenges that the New Year will bring.

Here at the Trust our staff met the challenge of flooding with typical determination and grit and you can read the story of their success within this newsletter.

But as always at this time of year, the trials of winter are upon us and we are appealing to patients to think carefully about the medical care they need and to ensure that they use A&E for emergencies only.

This edition of Health Matters also focuses on a campaign to educate children about the amount of sugar that is contained in fizzy drinks.

By encouraging pupils to Give Up Loving Pop (GULP) we hope to forge a healthier community in the future.

And talking of health, why don't you team up with our Blue Skies fund and sign up to our 10,000 steps challenge to raise money for patient care while also getting fitter for 2016.

**Gary Doherty, Chief Executive**

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Registered Charity Number 1051570

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

**Any comments ideas or suggestions? Please contact: Ingrid Kent, Communications Department, on 01253 395 6875 or [communications@bfwh.nhs.uk](mailto:communications@bfwh.nhs.uk)**

# Witchcraft helps IT specialist get creative

**TRUST IT specialist, Jonathan Young, has just realised a long-held ambition to publish his first novel.**

After five years of writing and editing – with a few stops and starts along the way – the book, Two Black Feet, is now available online at Amazon's Kindle bookshop.

"I always had an interest in writing," explained Jonathan. "This led me to do an Honours Degree in English Literature and while researching the Pendle Witches for an assignment I got the inspiration for my book."

That was back in 2011 and Jonathan quite quickly produced the first draft of his book which follows a young girl in the 17<sup>th</sup> Century who is beaten, tortured and tried for witchcraft. It is a story of violent abduction, mysterious strangers and explosive events, guaranteed to have the reader on the edge of their seat.

"It was my wife Elizabeth who encouraged me to keep going with the editing of the book and she and other family members and friends were invaluable in reading the various edits and re-writes and offering constructive advice," said Jonathan.

"I am delighted with the end result and have already started work on a prequel to the story which is set about 30 years earlier than this book.

"Two Black Feet is definitely my first novel and not my last book. I just hope the second one doesn't take another five years, although the



expected birth of our first child next month might delay the writing a little."

Jonathan, a former Cardinal Allen pupil, has been with the Trust for 20 years working in Medical Records and Information Governance before joining IT ten years ago.

"I thoroughly enjoy my career at the Trust, but writing has always allowed a release for the more artistic part of my personality," he added. "That is why I did an Open University degree to allow me to explore creative writing."

Two Black Feet which is available for download on Amazon at £1.99. For more information search for the book on Amazon.co.uk.



FYLDE coast health chiefs have reminded patients to consider all alternatives to A&E when seeking medical attention.

They are urging people to keep A&E free for emergencies only as the department becomes busier over the winter period.

The advice from health leaders reminds people suffering from viral coughs, flu and minor ailments to recover at home, leaving A&E doctors and nurses free to help those with life-threatening illnesses.

This call comes as part of the Think! Why A&E? campaign, launched by NHS Blackpool and NHS Fylde and Wyre Clinical Commissioning Groups and Blackpool Teaching Hospitals, which aims to ease the pressure on services at Blackpool Victoria Hospital.

In a joint statement Dr Amanda Doyle, chief clinical officer for NHS Blackpool CCG, Professor Mark O'Donnell, Medical Director at Blackpool Teaching Hospitals NHS Foundation Trust and clinical chief officer of NHS Fylde and Wyre CCG, Dr Tony Naughton, said: "We really need people to remember that the Accident and Emergency department is strictly for accidents and emergencies. People with minor ailments could



**Professor Mark O'Donnell, Medical Director for Blackpool Teaching Hospitals, is urging people to keep A&E free for emergencies**

face a lengthy wait to be seen and would be better off visiting a pharmacist or looking after themselves at home.

"Anyone who is feeling unwell and isn't sure what they should do can always ring 111 for help and advice. The public are also asked to consider appropriate alternatives to A&E such as Whitegate Drive, Same Day Health Centre in Fleetwood, local pharmacies, GP surgeries and dentists."

# Taking the fizz out of pop

**TWO Trust staff appeared on BBC TV recently as part of a feature showing how Blackpool Council is tackling the excessive sugary drink intake of 11 to 18-year-olds in a bid to stop them developing multiple health complications.**

The story featured dental health educator, Helen Kellett and school nurse practitioner, Lynne Ridgway, teaching pupils from St George's School in Blackpool about the health risks associated with drinking fizzy pop.

The lesson linked in with Blackpool Council's Give Up Loving Pop (GULP) campaign which encourages local students to take part in a 21-day challenge to give up sugary drinks with hope that they will switch to healthier drinks for good.

The campaign used data from by Public Health England which highlights the fact that 11 to 18-year-olds are the biggest consumers of sugary drinks.

Students have the opportunity to look at the amounts of sugar in their favourite drinks and what health complications these can cause. They are also given a GULP goodie bag containing further information and instructions of how to take part in the challenge.

Helen said: "Figures released earlier this year from Public Health England (PHE) show that children between the ages of four and 18 are



Lynne Ridgway, left and Helen Kellett

getting 30 per cent of their sugar intake from sugary drinks. On average a single can of pop contains 36g of sugar which takes children over the recommended daily sugar allowance of 30g.

"As a result of this, 36 per cent of the town's 10 and 11-year-olds are classed as overweight and this initiative will hopefully help reduce that figure as sugar in soft drinks has a contributory factor in weight gain.

"It was great to see the campaign featured on TV in such a positive way and I hope it has an impact."

Councillor Eddie Collett, Cabinet Member for Public Health, said: "It is important that Blackpool children have a healthy diet in order to receive all the nutrients they need to grow and develop and prevent long term health problems.

"This campaign focuses on educating children on the amount of sugar in sugar sweetened beverages so that they can make their own decisions regarding consumption.

"Parents are also urged to play their part in making healthy shopping choices in the hope of seeing a long term change in culture."

# Storm Desmond fails to beat Trust's staff!

**STAFF** in the Trust's northern areas have been praised for their "magnificent" efforts during the floods that hit the North West in December.

Many staff went into work on days off to provide support for their patients in the community while others offered their services to work with our partners at Morecambe Bay when Storm Desmond hit on December 5 and 6.

Their efforts and dedication were praised by the Trust's Deputy Chief Executive, Wendy Swift.

Wendy said: "On behalf of the Board of Directors I would like to thank all the staff in the north who provided such amazing care for their patients during the floods and the subsequent power cuts.

"The stories of how our staff went above and beyond their job roles to care for others was humbling. There was an amazing response and we can't thank people enough."

Chris McHugh, Team Leader of Ashton District Nurses, said: "Staff worked really hard to ensure all patients were looked after.

"Staff morale and dedication were beyond the call of duty.

"All vulnerable patients were supplied with spare non-electric equipment for any future crisis. I am



very proud of the efforts made by these nurses.'

"On the Sunday morning when it was obvious that there was no electricity, staff walked into the city from both sides of the river.

"All bridges were closed. One member of staff was even given a police escort across the river!"

The Bay Long Term Conditions Team, worked with Morecambe district nurses to visit their most vulnerable patients to ensure they were safe.

Summing up the team work displayed by Trust staff, Liz Howard-Thornton, a Team Leader based at Heysham Primary Care Centre, said: "It's only when the lights go out and the power and phones stop working, that you realise just how much we rely on these systems to keep our vulnerable people safe.

"All we had left was community spirit and this shone through – it was the silver lining to a very big rain cloud!"



# Best foot forward...

**BLUE Skies Hospitals Fund has teamed up with Blackpool Zoo to encourage people to sign up to a 10,000 steps challenge.**

The Trust charity launched its New Year steps challenge at the start of January to encourage people to complete the recommended 10,000 steps per day while raising funds for a good cause.

And despite the New Year already being in full swing, people can still sign up and make up any lost steps with a discounted walk around Blackpool Zoo at the end of the month.

All money raised through sponsorship and on the final walk will go towards enhancing patient care within the Trust.

Head of Fundraising and Voluntary Services, Caroline Scholz, has signed up to the challenge, and said she was surprised to discover she walked more than 10,000 steps per day.

She said: "I go for a walk from Blackpool Victoria Hospital to the De Vere hotel and back every day, and my job takes me up and down the main corridor several times a day.

"I think I was most surprised to discover that I do more than 1,000 steps each day before I've even

left the house. I think most people would be surprised at the amount of steps they clock up without even trying.

"I'm really enjoying this challenge and we've heard others who have signed up are too.

"We are so grateful to Blackpool Zoo, which has agreed to host our final walk and donate some of the proceeds back to Blue Skies Hospitals Fund."

Blue Skies has teamed up with Blackpool Zoo, which is opening up its gates to the 10,000 steps challenge participants on Sunday, January 31, for a final walk around the grounds.

Anyone who would like to complete the zoo walk can pay just £10, some of which will be donated to Blue Skies, and will receive full access to the Zoo after the walk.

Accompanying adults will benefit from a discounted entrance fee of £11.75 and children aged three to 15 will get in for just £7.95.

Children under three get in for free.

Anyone who wants to take part in the 10,000 steps challenge should call Blue Skies Hospitals Fund on 01253 957381 or email [blueskies@bfwhospitals.nhs.uk](mailto:blueskies@bfwhospitals.nhs.uk).

# Art on tap at Clifton



**STUDENTS from Lytham Sixth Form College are working on an artistic challenge to make bathtime for hospital patients a little more pleasant.**

The team of 10 students has been working on a mural of Lytham Beach and surrounding areas on the walls of the bathroom of Clifton Hospital's Ward 1.

It provides a vocational focus for their two-year Extended Diploma in Art and Design.

Students work as part of a design team and this is one of their 'live' projects working for a real client to help develop their skills for working in the creative industries.

The brief was set by Clifton Hospital staff as they were looking for a way to calm and relax patients who were taking a bath at the hospital.

Ward Manager, Linda Broadbent, said: "We have a lot of patients who are elderly and many have dementia or confusion.

"We are always looking for ways to relax the patient and bathtimes can be particularly difficult.

"It can be quite frightening as the patient feels at

their most vulnerable. We asked the college to create something that featured familiar landmarks and set the scene to make people feel more at ease."

The team from the college is being led by Art and Design tutor, Elaine Jakeman.

Elaine said: "The students have had to do a lot of preliminary research regarding what would be suitable themes, including the use of colours and motifs that could trigger different emotions.

"Obviously we want to create something that will make the patients feel safe and provide positive feelings and maybe bring back some happy memories. We have been planning for four weeks and meeting with Linda regularly about design proposals. Now we have a finished design.

"The course is all about making sure the students get a full range of experiences to do with working as a professional designer including this important client liaison to deliver a product. The patients have been at the forefront of the design and I hope they like it."

Linda said: "We are very happy with the design and can't wait to see the finished product."



## Blood donation sessions in and around the Fylde coast in January

**Here's where you can give blood in the coming weeks:**

Venue	Date	Time
St Anne's YMCA St Albans Road <b>Lytham St Anne's</b> FY8 1XD	Monday, January, 11	1.45pm – 3.45pm & 4.45pm – 7.15pm
St Paul's Church, Honister Avenue, <b>MARTON</b> , FY3 9PF	Wednesday, January 13	1.45pm – 3.45pm & 4.45pm – 7.15pm
St Anne's YMCA St Albans Road <b>Lytham St Anne's</b> FY8 1XD	Monday, January, 25	1.45pm – 3.45pm & 4.45pm – 7.15pm
The Great Hall at Mains 86A Mans Lane Little Singleton <b>Poulton le Fylde</b> FY6 7LE	Thursday, January 28	1.45pm – 3.45pm & 4.45pm – 7.15pm
Community Centre Mill Street <b>Kirkham</b> PR4 2AN	Friday, January, 29	1.45pm – 3.45pm & 4.45pm – 7.30pm

To make an appointment to donate please visit [www.blood.co.uk](http://www.blood.co.uk) or call **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 above.