



# Health Matters

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



## Tickled pink at sweet success

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## Welcome from the Interim Chief Executive

HELLO and welcome to my first Health Matters newsletter as the interim Chief Executive.



I feel very privileged to have been asked to lead this Foundation Trust.

It is an extremely challenging time, but also an exciting one as we look to work ever more closely with our staff, our partners and the public to provide the best care possible for patients.

And some of the amazing achievements the Trust is making can be seen within these pages.

Please take some time to read about the advances we are making in administering intravenous (IV) medication and some of the fundraising activities to buy a portable x-ray machine to help in the fight against breast cancer.

This issue also gives timely advice about acting fast on cancer and getting the best advice from your midwife if you are a mum-to-be.

**Wendy Swift,**  
Interim Chief Executive

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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 956 875 or [communications@bfwh.nhs.uk](mailto:communications@bfwh.nhs.uk)



**ANYONE** who notices blood in their urine must act fast and see their GP – that’s the message from a new bladder and kidney cancer campaign.

Residents on the Fylde coast have an increased chance of beating bladder and kidney cancer if they act quickly.



The national ‘Be Clear on Cancer – Blood in Pee’ campaign, which is running from February 15 to March 31, is being backed by Blackpool Teaching Hospitals NHS Foundation Trust, Blackpool Clinical Commissioning Group (CCG) and Fylde and Wyre CCG.

## Don’t ignore warning signs

Residents are being advised that if they see blood in their pee – even if it’s just once – they should take action. The chances are it’s nothing serious, but if it is cancer, finding it early makes it more treatable.

Around 17,450 people in England are diagnosed with bladder or kidney cancer each year. These cancers can affect people of all ages but are most common in people over 50 years of age. People who smoke, who work in the resin industry and who use hair dye as hairdressers are also at an increased risk.

Uro-Oncology Clinical Nurse Specialists from the urology department at Blackpool Victoria Hospital, Helen Bright, Melanie Fluss and Denise Lonican, say if you spot blood in your urine you must act quickly.

The urology team has treated approximately 40 people in the last year for bladder cancer alone.

Helen said: “If you have blood in your urine, go and see your GP. You will be fast-tracked to our service.

“We will do a cystoscopy which involves using a local anaesthetic and a thin tube with a light to look inside the bladder.

“Most bladder cancers are diagnosed while they are still only in the bladder lining (early stage). These early bladder cancers can often be cured or controlled with minor surgery or treatment into the bladder. If bladder cancer is left untreated it has the potential to spread to other areas of the body such as the lymph nodes, bones, lungs or liver.”

# Get in training for the child birth marathon



Pregnant mum Laura Brownsea chats to midwife Sharon Blackburn

**HAVING a baby is said to require the same level of exercise and strength as running a marathon.**

And no one would consider entering a marathon without considerable preparation and training!

Just like an athlete, new mums need to be prepared and midwives at Blackpool Teaching Hospitals are hoping that their timely advice and support will ensure all new mums are fighting fit for labour in all areas, such as diet, fluid intake, mental attitude, relaxation and rest.

Experienced midwife Sharon Blackburn explained: "Being fit and healthy affects the birthing experience. It affects the uterine tone and pelvic floor muscles.

"Mums-to-be should eat well and drink caffeine and alcohol-free fluids. Water is the best fluid. All women should drink at least eight glasses of water a day – but this is particularly important during pregnancy. Good food for your body will make it function at peak performance. Your body

needs fluid as it helps keep you hydrated and helps prevent urine infections and helps nutrients reach your unborn baby. Pregnancy hormones slow everything down and pregnant women are more prone to urine infections.

"A healthy balanced diet includes proteins, carbohydrates, vitamins and fibre. Everything you eat and drink is also going to the baby and impacts on its development as well. Eating well will also optimise your weight gain in pregnancy," Sharon added.

You can also enhance your muscle tone in pregnancy with exercise which will allow you to have as normal birth experience as possible.

Sharon emphasised the importance of attending all antenatal appointments to understand healthy pregnancy and normal birth. Your midwife can advise you about diet, healthy eating and exercise and how they all have an impact on how your pregnancy progresses and your birth experience.



“For example if you eat unrefined sugars it can impact on your weight gain in pregnancy which in turn increases the risk of developing diabetes, DVTs, pre-eclampsia and third and fourth degree perineal tears.



“Also if you put on five stone in pregnancy it is hard to lose that weight with a new born baby. The average weight gain should be about 15kg (one-and-a-half to two-and-a-half stone).”

If you access midwifery care early you can get important information early. All pregnant women across the Fylde coast have a named midwife who is part of a midwifery team usually accessed through your GP surgery.

“If we can optimise health and wellbeing during pregnancy we are more likely to have a good outcome both for the new mum in labour and a healthy new-born child,” Sharon said. “It sounds simplistic, but it’s important to ensure that all women take care of themselves – walking, swimming, aqua natal classes, yoga, pilates, anything that keeps you supple and relaxed is important.

“These things release the happy hormones – endorphins – which will impact on your labour with the choice of pain relief you might need. Someone who is relaxed may not need as many drugs and will have a more natural experience,” Sharon added.

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### Basic advice for mums:

- **Keep your iron levels up – this reduces the risk of postpartum haemorrhage (excessive bleeding post-delivery) and aids recovery. A lack of iron can lead to smaller, under developed babies.**
- **Reduce fats and sugar intake – this will help maintain a healthy weight which reduces the risk of obesity and diabetes and also allows baby to maintain healthy sugar levels.**
- **Build a positive environment – speaking, singing and playing music to your unborn baby can impact on a baby when it’s born giving a calmer infant.**

Massage of the neck and shoulders may help the new mum relax and can be quite therapeutic. Perineal massage can also help prevent tears during labour by increasing the area’s ability to stretch.

“If a woman is really tense in labour it can block the hormones that regulate the contractions,” Sharon explained.

“If you are over tired or not well hydrated the womb tires quickly and this can also cause contractions to slow or even stop.

“Pregnancy is about new beginnings. It is normal and normality is promoted by midwives. It is important to maintain that normality and that’s very much the role of the midwives.

“If you have concerns about your lifestyle choices, your midwife won’t judge you,” Sharon added. “You will be offered personalised support and advice because we want mums, babies and families who are both physically and mentally healthy and happy.”



Play leader Rosanne Norman with Geraldine Faber and, inset, Noah

# Mum's Toy Story

**A MUM with a son who needs regular hospital treatment has made a special donation to the Children's Ward at Blackpool Victoria Hospital.**

Geraldine Faber's two-year-old son Noah was born prematurely at the hospital on June 18, 2013, weighing just 2lbs and 1oz.

Noah spent three months on the Neonatal Unit and as he has grown older he has needed regular treatment for chest conditions on the Children's Ward.

When Noah was on the Children's Ward he wanted to watch his favourite film, Toy Story.

Unfortunately, the ward didn't have the film at the time so Geraldine decided to start raising funds. She set up a 'Just Giving' internet page and raised more than £600 to buy much-needed toys, DVDs and other items to be used by children during their stay in hospital.

Geraldine who is from Blackpool, said: "Toys and DVDs are not just for fun and relaxation. They

can help children with their development." She said Noah had always had excellent treatment at the hospital: "The staff at the hospital are lovely with Noah.

"He was on oxygen at home for nine months and has always had problems with his chest. It's an on-going thing. He could not swallow for some time and now he comes in for speech therapy. He likes coming into the hospital.

"The staff have been fantastic with me as well. They've given me lots of information about Noah's care. He has a care plan and I know what is happening every step of the way. They support Noah and they support me."

Rosanne Norman, a Play Leader on the Children's Ward, said: "We would like to thank Geraldine for raising the money and donating all the toys. We look after children from birth to the age of 16. We often need things like DVDs, portable DVD players and CD players because children are too ill to get out of bed.

"Babies like to have music playing and older children like watching films," she added.

# Sweet way to raise funds



Rena Shanahan, Ruth Boardman and breast care nurse Lynette Bracegirdle

**SUCCESS** tasted good as the Breast Cancer Team at Blackpool Victoria Hospital raised £980 selling Valentines cakes and goodies in the main entrance to raise funds for the Hint of Pink appeal.

In conjunction with Blue Skies Hospitals Fund, the appeal aims to purchase a Faxitron portable x-ray machine to help in the fight against breast cancer. It will test specimens while a patient is still in theatre helping to cut waiting times.

The team raised the cash by selling a range of tasty treats, baked by both patients and staff, and holding a Valentine-themed tombola. The event was also supported by The Pork Shop, Poulton, which donated pork pies to help raise funds.

To raise cancer awareness during the event, the breast team manned a health promotion stand to give advice to patients, visitors and staff.

Backing the event were breast cancer campaigners Ruth Boardman and Rena Shanahan who head up the Hint of Pink appeal.

The friends and former employees of Blackpool

Teaching Hospitals operate under the banner 'Hint of Pink' and in just a few years they have raised around £50,000.

Ruth said: "People are so generous – it's amazing. We feel very humbled by the public's support. Small things can make a big difference."

Ruth and Rena, who both live in Carlton, know more than most about breast cancer, having survived it themselves.

The bubbly and caring friends are always happy to support others and have come up with some novel ways of making life better for patients. Their fundraising activities have included dinner dances, selling Hint of Pink items, garden parties and netball tournaments.

Ruth and Rena say the fact that they both worked as nurses for the Trust helps when they are supporting women. Ruth worked in gynaecology and Rena worked on the maternity ward.

Ruth said: "Breast Cancer can be very frightening but we can say to women, 'we've been on this journey and we're still here'. It's not a death sentence."

# Freeing patients from their hospital beds!



Staff nurse Jenny Ball uses the new ultrasound on Jan Bamber

**blue  
skies**  
hospitals fund  
The Charity for Blackpool Teaching Hospitals  
Registered Charity Number 1051570

**PATIENTS are being spared invasive procedures in hospital thanks to a new portable ultrasound which has been bought with funding from hospital charity Blue Skies Hospitals Fund.**

The ultrasound, which is based at South Shore Primary Care Centre, is used to identify the best vein to administer intravenous (IV) medication to patients who need IV antibiotics for two weeks or more to fight infection.

Without it, patients would have to remain in hospital for their treatment, or have cannulas – a shorter tube to administer medication – inserted on a regular basis which can be uncomfortable.

The scanner is used by nurses in the community who place midline tubes – around 20 to 25cm – though a vein in the patient's arm.

Jan Bamber, Interim IV Lead Nurse, said: “The alternative to what we are doing here in the clinic is that a patient would have to go to hospital to have a PICC line inserted, which is much more invasive and an x-ray is required to get the tube in the right place.

“To have this ultrasound out in the community means that our patients do not need to go to hospital, but can have this procedure in an environment which is already known to them.

“The ultrasound allows us to properly locate the vein, rather than try to feel for it. That means we get it right first time.”

The IV Therapy team were given nearly £10,000 for the ultrasound by the Blue Skies Hospitals Fund, the charity for Blackpool Teaching Hospitals NHS Foundation Trust.



# *Snowdrop Gathering*

*For bereaved parents, carers and siblings  
Saturday 27th February 2016*

*Lytham Hall at 2pm  
Gates open at 1.30pm*

*For further information contact*

*Michelle Boland*

*Tel. 01253 956713*

*Mobile 07920138112*

Blackpool Teaching Hospitals   
NHS Foundation Trust



*Donna's Dream House  
Charity Number: 1072888*



# Helping patients to save their own lives

**WOULD you be shocked to learn that chest pain is one of the least common symptoms of a heart attack?**

A team of cardiologists from the Trust is determined to get across the message that the main symptoms to look out for are indigestion, sweating, feeling clammy, chest pressure, discomfort, arm ache, numbness, breathlessness, nausea and not, as commonly thought, chest pain.

Dr Jonas Eichhöfer, Dr Ahmed Farag and Dr Ranjit More say acting fast when these symptoms arise, gives patients the best chance of survival.

As February is National Heart Month, the Cardiologists are eager to stress that seeking medical help quickly can mean the difference between life and death. Every year 70,000 patients in the UK have a heart attack. A heart attack means a vessel that supplies blood to the heart is blocked.

Dr Eichhöfer and his colleagues see around 1,000 people a year with suspected heart attacks and of those patients, around 800 need to have stents (small tubes that let blood flow through arteries) fitted at the Lancashire Cardiac Centre.

The Cardiologists are passionate about raising awareness of heart attacks and have been working with the Trust, Blackpool Clinical Commissioning Group (CCG) and Fylde and Wyre CCG to raise further awareness through a campaign called Think! Why A&E?

The campaign website features valuable information about symptoms and what to do if a person has a heart attack. In recent months Dr Eichhöfer has worked closely with Dr Farag to

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collect data from patients to try to improve outcomes. They have asked patients what caused them to delay seeking treatment and many said they didn't think their symptoms could be those of a heart attack.

Dr Eichhöfer said: "Changing people's perceptions of what a heart attack is could save a lot of lives. Very small changes to what patients and staff think could make a big difference. We want to get across that it's ok to ask for help. We're trying to turn patients into life-savers."

Dr Farag said: "The problem is that some people sit on their symptoms for hours - sometimes days - without recognising that they are having a heart attack. The quicker the patients recognise their symptoms and get in touch with the medical services, the quicker they can get access to the appropriate medical treatment which sometimes can be life-saving."

Dr Eichhöfer added: "If someone has symptoms they should call 999 or ask someone to call for them. People should not try to drive if they have symptoms. Heart attacks can kill you or leave you with lasting damage. You must act fast as every minute counts."

For further information on the Think! Why A&E? campaign and heart attack advice go to <http://whyaande.nhs.uk/heartattack>

## Blood donation sessions in and around the Fylde coast in February and March

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

Venue	Date	Time
1st Bispham Scout/Guide Group Devonshire Road <b>Blackpool</b> Lancashire FY2 0JT	Friday, February 19	1.45pm — 4pm & 5pm — 7.30pm
St Anne's YMCA St Albans Road <b>Lytham St Anne's</b> FY8 1XD	Monday, February 22	1.45pm — 3.45pm & 4.45pm — 7.15pm
St Paul's Church Honister Avenue <b>Blackpool</b> Lancashire FY3 9PF	March 2, 17 and 23	1.45pm — 3.45pm & 4.45pm — 7.15pm
Lowther Pavilion Lowther Terrace <b>Lytham St Annes</b> Lancashire FY8 5QQ	Monday, March 21	1.45pm — 3.45pm & 4.45pm — 7.15pm
Community Centre Mill Street <b>Kirkham</b> PR4 2AN	Saturday, March 26	10am — 2pm

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. Please call for an appointment in case times change.



**INDIGESTION**  
**SWEATY**  
**CLAMMY**  
CHEST PRESSURE/  
**DISCOMFORT**  
**ARM ACHE/**  
**NUMBNESS**  
BREATHLESSNESS  
**NAUSEA**



**HEART**  
**ATTACK?**  
**DON'T WAIT**  
**RING 999**

**THINK!**

**WHY A&E?**

[www.WhyAandE.nhs.uk/heartattack](http://www.WhyAandE.nhs.uk/heartattack)

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