

NUTRITION AND HYDRATION WEEK

12TH - 18TH MARCH 2018

Website

You can find a myriad of information on the website at

www.nutritionandhydrationweek.co.uk

Social Media

Information - just a tap away

Twitter : @NHWeek

Facebook : NHWeek

LinkedIn : Nutrition and Hydration Week Supporter

Promotional Materials



Thanks to the sponsors, see below, we've been able to order some promotional materials. To find out how to get yours see further information in the newsletter.

We have also been busy designing social media graphics and posters which we will share with you in the weeks in the lead up to the Nutrition and Hydration Week.

The Week's Sponsors



Focus Days aim to build awareness

Big Breakfast

22nd January 2018

A reminder to start the day as the New Year with a hearty breakfast.

Thirsty Thursday

14th June

Leading up to the warmer days and the requirement for a reminder on the need to properly hydrate

Fruity Friday

21st September

All things bright and beautiful, its harvest time for a lot of British produce apples, pears berries etc.

Tasty Suppers

27th November

A reminder for hearty nutrition in the winter months including warm cosy hot milky drinks

Newsletter Circulation

Email - 2 127

Twitter - 3 051

Facebook - 799

LinkedIn - 150

Countries reached regularly at least 40.

News Bytes



To celebrate the NHS's 70th Birthday we would really encourage you to support NHS Improvement and NHS England by hold an Afternoon Tea Party. The date also coincides with the first week of the Wimbledon Tennis Championships, so it will be a great opportunity to build an afternoon tea around strawberries and cream and share the experience with the patients. More details to follow.

Swallowing Awareness Day 14 March 2018

Are you interested in raising awareness of how eating, drinking and swallowing difficulties (dysphagia) can affect people's lives? Then, please join the Royal College of Speech and Language Therapists (RCSLT) on 14 March 2018 for its Swallowing Awareness Day campaign.

Eating, drinking and swallowing difficulties have potentially life-threatening consequences. They

can result in choking, pneumonia, chest infections, dehydration, malnutrition and weight lost. They can make taking medication more difficult and they can lead to a poorer quality of life for the individual and their family.

Dysphagia can affect people at any stage of their lives and speech language therapists support and enable them to eat and drink safely – transforming negative experiences into positive ones.

In 2017, you held events across the globe to support the campaign to raise awareness from hospitals and care homes to universities and railway stations. The European Space Agency and astronaut Major Tim Peake also contributed to the conversation by posting messages about what it's like to eat and drink in space which swept around the globe and ensured the campaign trended on social media throughout the day.

The question is can you make 2018's campaign as successful as last year?

The RCSLT has built a campaign toolkit to help you get involved, including posters, factsheets, and puzzles to enable you get your message across.

To access it, please visit: <http://www.givingvoiceuk.org/swallowing-awareness-day/>

Promotional Graphics

These are free to access, from the website!

If you have any ideas of what you would like to see produced please drop us an email and we'll see what we can do.

Big Breakfast Focus Day

Once again you are taking up the challenge to focus on the initial nutrition and hydration opportunity of the day. It appears that many of you appreciate the

opportunities we've offered you to promote your work and support your good practices. We have finalised the dates for the focus days in 2018. Don't forget to add them to your diary.

January 22nd - Big Breakfast

June 14th — Thirsty Thursday

September 21st - Fruity Friday

November 27th — Tasty Suppers

Help wanted...

Scott MacDiarmid the catering manager from LHI Retirement Services Hope Valley has told us they have decided that the theme for their Nutrition and Hydration Week along with the themed days will encompass Communication, Collaboration and Working Together. He asks "Do you have any info around this at all or know of other establishments that have had this as a focus that I could get some ideas from?"

If you have any ideas or have utilised the themes please contact us at info@nutritionandhydrationweek.co.uk and we'll put you in touch with Scott.

Promotional Supporting Materials

These are free and have free package and postage too - thanks to our sponsors- check them out on the front page! You can obtain these items by using the form on the next page. (Print it off, complete it and then scan it and send as an attachment.)

We do only have a limited number of items and once all stock is used, that's all folks for this year!



Nutrition and Hydration Week Supporting Material Order Form

Item	Max no per order	Number required
N H Week Metal Lapel badges	10	
Sticky Note Pad	10	
Balloons blue with NH Week logo	20	
Pens	20	

NB : We have limited the amounts initially so we can share the resources wider. Thank you for understanding.

Delivery Details

Complete in capitals or type face please.

Name	
Position	
Department	
Address	
Post / Zip code	
Email address	

Please email completed form to : -
info@nutritionandhydrationweek.co.uk