

NUTRITION AND HYDRATION WEEK

12TH - 18TH MARCH 2018

A Global Challenge

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

The Statistics from the Week



Staff from the Aldergrove Manor Care Home and Bentley Court enjoying the week.

Thank you to all of you out there who took part in the week and utilised social media to reach even wider.

Here are the headline statistics from the week -

Twitter Reach - 6 651 991

Website visits - 12 735 from 73 countries

Facebook views - 3 648 in 45 countries

A full report can be found on page 5.

The Week's Sponsors



Focus Days aim to build awareness

Thirsty Thursday
15th June

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

Fruity Friday
15th September

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

Tasty Suppers
28th November

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

Big Breakfast
22nd January 2018

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

Newsletter Circulation

Email - 2 100

Twitter - 2 833

Facebook - 772

LinkedIn - 145

Countries reached regularly at least 43.

Come and say hello to us -

June 15th - 16th Ottawa CSNM Conference (Derek)

June 28th Health +Care Excel London (Caroline & Derek)

October 14th - 18th IHHC Conference Adelaide (Andy & Caroline)

Ask us about the week or just say hello.

Full details about the three of us can be found on the website.



The display in Bow Valley College, Calgary AB Canada

This is a further flavour of your activities

Northern Devon Healthcare NHS Trust had a wide range of activities to highlight the importance of good nutrition and hydration to both staff and patients.

Keeping hydrated and promoting good nutritional health was identified as one of the priorities in the Trust's [2015/16 Quality Account](#), which outlines what the Trust is doing to improve the quality of care for patients.

Dr Alison Diamond, chief executive of the Trust, said: "It's been an amazing week and this year we

have got more people involved than ever before.”

“There has been an incredible amount of extra activity to highlight the great work we are doing to promote good nutrition and hydration and raise awareness even further.”

Lots of different food and drinks were added to the menu for patients at North Devon District Hospital, including smoothies, muffins, exotic fruit and sugar-free fizzy drinks. Children on Caroline Thorpe ward had a fun tray liner to use during the week, complete with food-themed colouring-in and a quiz.

Volunteers helped out with extra drinks rounds for patients and more staff helped out during patient mealtimes, including the chief executive, Dr Alison Diamond.

An afternoon of fun activities was held at Bideford Community Hospital, where pre-school children and care home residents came along to learn more about nutrition and hydration.

New information leaflets were launched to be given out by the Trust’s community teams to patients receiving care at home, as well as bookmarks that remind people to drink water regularly.

The Trust’s care homes team took bottled water out to staff in care homes when delivering training sessions, and encouraged them to get residents involved with exotic fruit tasting and nutritious smoothies.

There were numerous competitions to get staff talking about nutrition and hydration, including a healthy lunchbox competition, baking competition and hydration quiz. Staff were also given water bottles and encouraged to keep themselves hydrated so they can look after their patients better.

Andrea Bell, deputy director of nursing and head of professional practice, said: “The feedback from many of our staff has been that they will apply what they’ve learned into their regular practice and this means the positive impacts will be felt far beyond the week’s activities.

“A massive thank you to everyone who has contributed and given their time to help.”

In Western Australia at the Sir Charles Gairdner Hospital ‘Charlies’ in Perth, they utilised the week for the third year running. Given its patient demographic, in recognition of the importance of nutrition and hydration, ‘Charlies’ has been proud to be part of the global initiative of Nutrition and Hydration week. The theme chosen

this year was “Mealtime Matters”. The focus was upon malnutrition identification, treatment and prevention.

Anne Matthews bring us the details of their activities. The hospital’s Nutrition Governance Committee, an active multidisciplinary group from Nutrition and Dietetics, Nursing, Catering, Speech Pathology and Consumer representatives planned activities for the event, with each day having its own special focus.

Malnutrition Awareness Monday kicked off the week with a special event titled ‘Exec Vs The Chef’. This involved a ‘Master Chef’ style mystery box challenge between two hospital executives Tony Dolan (Executive Director of Nursing Services) and Karen Murphy (Executive Director of Medical Services) up against a qualified chef and clinical Dietitian Paul O’Neill. The audience vote for most visually appealing dish was awarded to Paul O’Neill with the judges’ vote for tastiest dish presented to Tony Dolan.

Table-wise Tuesday had a staff education session delivered by an occupational therapist and speech pathologist. Staff had the opportunity to have firsthand experience of what it was like to be fed and they tried hospital food that met various diet texture requirements.

Weigh All Wednesday provided another staff education session delivered by a Dietitian focusing on malnutrition identification and the importance of weighing all patients.

Thirsty Thursday delivered another staff education session that addressed dehydration and the mechanism of swallowing allowing staff to trial various consistencies of thickened fluids.

Throughout the week a mobile staff education trolley rotated around the wards that had patients identified as most at risk of malnutrition to share important information about this health concern. Consumers were also targeted during the promotional campaign and each day inpatients received a flyer on their meal trays with details about the theme of the day.

A promotional display on Watling Walk provided an opportunity for both staff and consumers to learn more about healthy eating, general nutrition and hydration awareness. There was a quiz with a delicious food hamper as the prize which was awarded to Kai Duan (consumer) and Matthew Castell (staff).

Planning is under way for the 2018 Nutrition and Hydration Week at Charlies which promises to be bigger and better than 2017!

Gillibrand Hall Nursing Care Home in Chorley, Lancashire took part in the week and held the following activities for their residents and staff. A Monday mocktail tasting session gave the residents a selection of different tasting drinks to encourage fluid intake hydration. On Tuesday their chef made traditional Polish food for the residents to try. On Wednesday they joined in with the global afternoon tea, cakes were made by the staff who entered a 'bake off'. After the judging everyone enjoyed tea and cake. On Thursday the staff sat with residents and ate their lunch together. This was welcomed so much that we will be doing this initially weekly. The aim of this being increased to daily to foster imitation and group behaviour as they found residents sat and ate a lot more when staff were sat with them. To end the week we had a bingo and potato pie social supper. In addition they also held a training session for staff on the hydration toolkit that is being introduced at Gillibrand to monitor dehydration risks. The staff were very surprised with the amounts of fluids some foods had in them. Kathy Spencer, the Matron concluded "We had a great week at Gillibrand and enjoy thinking about how we can increase the hydration and nutrition for our residents throughout the year."

The Statistics from the Week

These are some of the numbers from the week, to give you an idea of how far your good practices and ideas are reaching.

Twitter

Current followers as of the March 13th – 2,822. There were 584 new followers in March 2017 compared to February 2017.

Potential reach – 6,651,991 during 13 – 19 March 2017

A Twitter Thunderclap launched on 13 March with a total of 198,221 accounts reached with a further potential to reach 9,819,977 if further retweeting occurred.

The graphic below demonstrates the global locations of Nutrition and Hydration Week Twitter followers



Facebook

Current followers 771 in 41 countries. There has been a 10% increase in followers since February 2017.

13 – 19 March 2017 Reach and engagement – 3,648 in 45 countries

The website

During March the the total views of the website were 32,300 an average per day of a thousand per day.

Between 13 – 19 March 2017 the website had a total of 12,735 views, with our all time high of 5,222 on Monday March 13th. The total views for 2017 are 56,935 as of 12 April 2017., again an all time high.

The global reach of the week is increasing with a total of 73 countries visiting the website during the week. The map below demonstrates the global spread.



Articles relating to Nutrition and Hydration Week 2017 were published in the following publications:

Complete Nutrition – Dec 2016/Jan 2017 & Feb/ March 2017

NHD Magazine – March 2017

The Carer – February 2017

BAPEN In Touch – February 2017

Plus several in association communications.

Thank you for your continued support of the week. If you have any information, features or photos to share with us please do. Email us at info@nutritionandhydrationweek.co.uk

