

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

Focus days continue to grow



The focus days continue to grow, and seem to be something you enjoy as it keeps nutrition and hydration in focus all year round.

Talking of themes, Snacky Tuesday won the Twitter poll as the theme of choice for the Tuesday during the week. Thank you to all those of you who voted and the comments you sent in as your reasons. It was interesting to read schools would like Snacky Tuesday so they can take part via their tuck shops.

The Week's Sponsors



Focus Days continue to build awareness

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.

Thirsty Thursday
 14th June 2018
 Leading up to the warmer days and the requirement for a reminder on the need to properly hydrate

Fruity Friday
 21st September 2018
 All things bright and beautiful, its harvest time for a lot of British produce apples, pears berries etc.

Newsletter Circulation

Email - 2 100

Twitter - 2 996

Facebook - 786

LinkedIn - 152

Countries reached regularly at least 40.

Come and say hello to us -

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.



This poster and more can be downloaded from website for FREE

NH Week Ambassador

If you would like to become an ambassador for the week, please drop us an email and we'll add you to the list of Ambassadors. Its through our Ambassadors that we ensure the week reaches around the world.

Tasty Supper Recipes

Next month it is our focus day on Tasty Suppers. As this is often a meal that is least thought of, we thought it would be a great opportunity for you to share your special recipes and meal ideas for the last opportunity of the day for nutritional intake. Send in your recipes and we'll share them.

Think your day was tough?

When you are having a tough day at work just recall this email we received on the 8th September from longtime Nutrition & Hydration Week supporter Kathleen Blackburn from Village on the Isle in Venice Florida.

“To all my Friends around the world

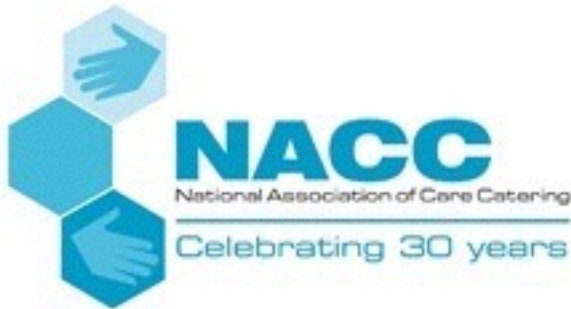
Please say a quick prayer for us, Village on the Isle is in the path of Hurricane Irma. We are hunkering down here in Florida and hope to ride the storm out in place. As soon as she passes we will continue with Nutrition and Hydration Events, until then please keep us in your prayers

For ever thankful for all of you.”

We've since heard everyone is okay, but they were without electricity for 5 days in the community but fortunately the backup generators meant that the care facility had electric and the very needed air conditioning. You will be pleased to hear that the residents were well hydrated through out this natural event!

Industry Focus

If you would like your campaign or trade body in focus just drop us a line and we can share the detail wider. After all the week is about about sharing, learning



and developing all of your work and efforts to make a difference.

In this newsletter we focus on the National Association of Care Catering's (NACC) National Meals on Wheels Week campaign, thank you to their chair Neel Radia for sharing this insight with us.

Meals on Wheels Week 6-10 November 2017 will see a series of activities to raise awareness of the key role the Meals on Wheels service plays in modern society. This will include a round table debate with MPs from across the political parties to discuss what more can be done with the Government to sustain Meals on Wheels Services in the UK.

In support of Meals on Wheels Week, NACC members across the UK will be getting involved in awareness raising activities in their regions, including pop-up luncheon clubs and VIP on Wheels events that will see local dignitaries, MPs and celebrities visit the services currently on offer and even make a few deliveries themselves.

A social media campaign will also be launched on Twitter that will spotlight service users and what the Meals on Wheels service means to them and the quality of their lives.

Neel Radia, national chair of the NACC, said: "We're thrilled to have secured the opportunity to discuss the issues with MPs and find potential solutions to sustain and protect services. This shows that the message is reaching the right

people and this is a positive step forward for our campaign and the future of Meals on Wheels.”

Meals on Wheels – more than just a meal

The Meals on Wheels service enables the elderly and vulnerable to live independently in their homes for longer. It keeps them nourished and hydrated with a nutritious daily meal (in many cases the only one they will have each day), and provides an essential preventative service that reduces costly malnutrition-related admissions to hospital that are adding to the terrible strain on the NHS. For the majority of service users, Meals on Wheels is so much more than just a meal. It is a social lifeline that eases the devastating effects of isolation and loneliness. The delivery of a meal brings regular human contact, which for many may be the only interaction they enjoy. It also provides much-needed wellbeing and safety checks, again, crucial for those that may not see anyone else during the day.

Please support the NACC by following their campaign on social media @NACCCaterCare and sharing the great work their members carry out in providing this essential service.

Logo usage ... again!



Following a small piece in our last newsletter we were concerned of mixed messages out there regarding the use of the Nutrition and Hydration Week logo resources and strap line. As we were copied into an email from one health trust seeking clarification, sent a couple of weeks after the last newsletter.

The email highlighted that people could no longer use the 'Nutrition and Hydration week' banner as the leads from the campaign have actually set it up as a company and it was intermitted that participants would have to pay a price in order to use the logo, streamline etc. It also added that the the focus amongst some of the trade associations is about having smaller campaigns throughout the year not just one dedicated week.

To clarify —

There is no charge for the use of the logo, streamline and resources they are FREE to use

What we do ask is that where companies are planning to use them, before issuing they engage with us, so we can ensure they are in keeping with the ethos of the week, which we are sure you will agree with.

We have now do have sponsors of the week and this is now allowing us to review the website, create free resources for the week like the Fruity Friday downloadable posters, which are there for you to use etc

The logo is trademarked to protect its use and prevent it being used commercially, and the name Nutrition and Hydration Week is registered at Companies House, with three leads (Caroline Lecko, Andy Jones and Derek Johnson) as directors, these actions were carried out to protect the week as a multi national food distributor was looking to utilise it commercially. We have protected it for the use by YOU, without YOU there is now week, you are the people who make the week special through the fantastic inspirational work you deliver, not just during the week but 365 days a year.

The second point is easier to address re campaigns throughout the year, its the Focus Days you asked us to create! YOU asked so we created the platform for you.

If you do have any queries about the week please email us direct on info@nutritionandhydrationweek.co.uk and we can clarify the position etc.

Thank you for continued support.

Fruity Friday

These are a some of the activities you shared with us, please send yours in.

Scooter Ward to celebrate Fruity Friday Mel their food champion arranged a harvest festival on the ward led by Bill the ward chaplain. The schoolchildren from the local school Morton Trentside School came and did a fabulous job of singing and handing the fruit and vegetables to Bill during the service.

They even did a special Happy Birthday song to one of our patients who was 88 years young today!



Scooter Ward added to our Facebook page comments “...great to have a focus subject Thank you”

Promoting Fruity Friday in Wrexham Maelor Hospital means the dieticians dressing as fruit!



The Alexander Centre Sunderland Royal Hospital had fruit on offer all used a poster display to further underpin their key messages. Stock Hall Care find that fruit kebabs went down a treat as party of their Fruity Friday taster day. The Nottingham University Hospitals utilised the free downloadable poster for their

displays as well as offering fruit, and it was good to see people contacting their local supermarkets to get free fruit to support their Fruity Friday message.

Thank you to all those of you who took part and utilised the day for the benefit of your service.

Webinar Dates and topics

We held our first shared webinar with the Canadian Society for Nutrition Management last month, and judging by the number of UK participants this was a welcomed opportunity. Here are some forthcoming dates and subjects for your diary, the timings are Canadian Eastern Standards Time 5 hours behind the UK.

We will circulate Event write invitation to the webinars closer to the event time so you can book your interest and we can then send you the access code for the webinar.

19 October	1:00 PM	TrainCan Food Safety	5
16 November	1:00 PM	HFS Brad McKay Leadership	1
20 November	6:00 PM	Peter Lam - IDDSI IDDSI	4
30 November	1:00 PM	Dale Mayerson Skin and wound care	4
14 December	1:00 PM	Kyle Donovan Culture Change	3
11 January	1:00 PM	Cheryl Brewster Human Resources	6
25 January		tbc	
8 February	1:00 PM	Andy Jones Hosting a Tea Party	8

The numbers at the end of the session indicate which of the Core Competencies the session meets in the CSNM's continued Education programme.