

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

Poster Downloads



We will have some exciting new resources available soon and that we will make these available when the website has been updated. You can use these posters in your campaigns to promote good hydration either in printed or electronic format.

Thank you to Anne Marshall for sharing the posters on hydration with us and allowing us to share them with you.

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 - 2 939

Facebook - 780

LinkedIn - 152

Countries reached regularly at least 40.

Come and say hello to us -

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

Ask us about the week or just say hello.

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



Taste the Meal Challenge

In case you missed it last month, its FAB Change Week once again in November, full details of the week can be found at <https://fabnhsstuff.net>. Those who took part will remember the challenge to get Chief Executives eating the patient or residents meals , this proved to be a success.

So, once again this year we would like you to invite your Chief Executives & / or Board Chairs to “Taste the Meal Challenge” on Thursday 16th November.

The change week isn't just an NHS event its for everyone in health and social care, so let us know your plans and share photos etc with us on

the day

Twitter Poll

Look out for our Twitter poll on the theme day for Tuesday of Nutrition and Hydration Week 2018. We need your votes to decide what the day should be.

Theme Days

Whilst we are talking theme days we thought it opportune to share some of the ideas people have used besides the seven we have planned. As many of you are already planning for 2018 we thought it would be good to share some of the inspiration from others in to the mix.

As they say on TV in no particular order! Fluid Friday, Fishy Friday, Mocktail Monday, Tasting Tuesday, Fuddle Finale, Milkshake Monday, Watermelon Wednesday, Thrilling Thursday, Simply Sundaes, Cheesy Savoury Saturday, Snacky Saturday, Fruit Fantastic Day no doubt there are many more out there or you may have ideas for 2018 already.

Free Continued Professional Development

We have the first of a series of webinars early this month. If you missed this one look out for further details of the series of webinars which will allow you to gain valuable CPD knowledge with out having to leave your workplace.

Full details to follow in our October newsletter.

Promotional Materials

You will have seen at the start of the newsletter, that we are sharing more supporting materials to help you achieve the biggest impact possible in promoting your services. Another area we are looking into is promotional materials i.e. badges, balloons, pens, bunting etc. If you could drop us a short email with any ideas and we can further explore options. We will need to get the materials ordered and ready prior to Christmas so we can send them out early in

the New Year. Any ideas are welcomed not saying we can fund everything but we need to make sure what we do get is useful for you. These will be available on a first come first served basis, so keep a look out for the release news of these items.

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 British Dietetic Association (BDA), thank you to their chair Sian O'Shea for sharing this insight with us.



“The BDA was formed in 1936 and is the professional association and trade union for dietitians, dietetic support workers and nutritionists working in the UK and overseas.

Its purpose is to advance the science and practice of dietetics and improve the health of the nation. We provide professional guidance, advice and support to our members and produce public facing literature and guidance to the public on a range of clinical conditions and healthy eating initiatives.

We work effectively with industry partners and other stakeholders across the human nutrition field. We also work very closely with other healthcare professionals on policy and activities linked to healthy lifestyle and eating. We produce a peer reviewed journal and print clinical textbooks. We have a high profile policy and PR function. We also have 9000 members active across the UK in a wide range of clinical fields and specialisms across the age span including public health, research, education, sports nutrition, obesity management.

The BDA does not work alone or in isolation. We work collaboratively with other organisations in nutrition and healthcare, to support collaborative

campaigns and profile raising initiatives across the UK. We are leading members of both the European body representing dietetic associations (EFAD) the International Congress for Dietetic Associations (ICDA) and the Commonwealth group of Dietetic Associations. We host several other alliances and charities such as NNedPro, which delivers nutrition education and training to other healthcare professionals and develops research evidence in nutrition education. We also host a new European Charity (EuFoDiN) to provide funding for nutrition and health projects across Europe. We are a key partner in NDRUK, the leading social enterprise for patient focussed literature and information.

We have developed a range of successful campaigns to improve nutrition and health, from our Mind the Hunger Gap campaign on malnutrition, through to our recent very successful Word Ready initiative for workplace health improvement.

During our annual Dietitians Week we promote the profession to key stakeholders including members of the public and produce a range of resources to help our members promote their skills and profile key messages on nutrition and hydration. We are finalising work on our new campaign which we will share with you next month.”

Further details about the BDA can be found on their website www.bda.uk.com



Planning for 2018