

# Nutrition and Hydration Week

“Making a difference every day”

Newsletter Series 6 Issue 1. March 2018



## WOW!

# You are all so amazingly inspiring!

That's all we can say after your amazing efforts last month. We were absolutely blown away by the activities you held through out the week and breadth of sectors that were covered which included care homes, hospitals, day centres, community services, schools, colleges, universities, workplaces, leisure centres, charities, family centres, hospices, pharmacies, contract caterers, government departments, hotels, nursing homes, prisons, housing and district nursing services. There was also support from a variety of business who service these sectors, utilising the week to support their customers.

We know of events held in New Zealand, Australia, India, United States of America, Hungary, Canada, Malawi, Republic of Ireland, Qatar, Gibraltar, Northern Ireland, Scotland, Wales and England.

We were going to compile a roll of honour, but due to the sheer volume of people taking part we were unable to do this as we did really struggle to keep up with your activities on social media. This shows how brilliantly amazing you all were. So rather than offend anyone by missing you off the list, we have decided not to include the list of units and organisations involved.

Thank you to our sponsors for their support of the week



## Website

---

You can find a myriad of information on the website at

[www.nutritionandhydrationweek.co.uk](http://www.nutritionandhydrationweek.co.uk) Revamped site coming shortly

## Social Media

---

Twitter : @NHWeek

Facebook : NHWeek

LinkedIn : Nutrition and Hydration Week Supporter

Some early statistics -

For one of our Twitter hashtags #NHW2018 alone had a potential reach of 6,583,307 people used five other hashtags -

#NHWeek

#nutritionandhydrationweek

#nutritionandhydrationweek2018

#NHWeek 2018.

#NHWeek18

We gained 625 more followers in the four weeks leading to the week plus over 100 Facebook followers. Our LinkedIn site continues to grow too.

The website provided the best indication of the amount of interest with 17 775 people visiting the site the week before, to download information in the form of posters etc, during the week 15 574 people visited the site, these visits came from 46 countries. The latter figure was 25% up on last year.

Its is over three weeks since the week itself and we are still finding new photos and activities appearing in our social media feeds, thank you!

We will keep sharing these as they come in, so everyone can see your great activities.

If you haven't please send us a short report of your activities to [info@nutritionandhydrationweek.co.uk](mailto:info@nutritionandhydrationweek.co.uk) and we will include it in our newsletters over the coming months.

## Focus Days to further build awareness

---

### 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

### Big Breakfast

21st January 2018

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

## Newsletter Circulation

---

Email - 2 252

Twitter - 3 801

Facebook - 927

LinkedIn - 155

Countries reached regularly at least 40

## Events and Activities (we know about!!!)

We actually know of a lot more which we will be sharing in further newsletters. Keep your reports of your activities coming in, they are so inspiring.

In Ontario Knollcrest Lodge residents, staff and family once again celebrated the World Tea Party. They served fresh scones made by the residents with Lemon Curd, in addition sugar cookies in the shape of tea cups and tea pots were made, which their residents decorated. Locally they choose a theme for this year's Tea Party - "Around the World".

As part of the 'Enhanced Health in Care Homes Vanguard' in Newcastle and Gateshead, they celebrated Nutrition & Hydration Week by hosting a Care Home Competition. Offering prizes for Care Homes to win for their residents to enjoy, many of which involve eating and drinking. To be in with a chance of winning, they asked local Care Homes to share their Nutrition and Hydration initiatives during Nutrition & Hydration week

Categories include:

- Most innovative approach
- Best resident story
- Relatives and friends award
- Most sustainable initiative

They also be awarded a Social Media Prize for the most 'likes' with #CareHomesMatter.

As you can see from this photo they had lots of entries.



Village on the Isle in Venice Florida held a great week. Starting on Monday they served Margarita madness. (House made Margarita's and chips), Tuesday was snowcones, Wednesday was their tea party with an all-England old fashioned tribute to Wimbledon. Thursday continuing the celebration by making in house Shamrock shakes - house made ice cream served with cream dement and on Friday they

took the residents to McDonalds for their Shamrock shakes. The week saw the whole facility working together to plan the week. They had an entertainer coming to the tea party and he doing his best at signing songs that may have been sung at the Wimbledon!

They had clotted cream and scones and sent a toast across the Atlantic to all of our friends. Kathleen the manager added "Thank-you again for including us. This is our 5<sup>th</sup> year and every year it gets better"

Castlemeadow's St Johns House Care Home Norwich held a Baking Day on Monday making Homemade Lemonade and Cakes, they held their Afternoon Tea on the Wednesday with fresh Scones and homemade Cakes this was followed by a Coffee Morning on Thursday with a sensory tasting games with different drinks. Their week's activities concluded on Friday with a food tasting day.

At their Lincoln House Care Home, Swanton Morley, on the Monday, Wednesday and Friday they launched their new Breakfast Club. Also launched during the week was their new chat café. They also selected their own theme days for the week -

Monday - milky Monday ; Tuesday - Tea Tuesday; Wednesday - Water Wednesday; Thursday - Tasting Thursday and Friday -Fruity Friday

The Wyndham House Care Home in Kings Lynn held similar theme days to Lincoln House, ending the week with a Fruit Lolly Weekend.

At the Woking and Sam Beare Hospices in Surrey, their week's activities went to plan. They held the following events and activities, and also shared them on social media.

Monday - Cooking on Prescription with Dr Eleni, one of their Palliative Care Consultants and resident nutritional expert made "Hippocrates Healing Soup" with the Hospice day unit patients. On the Tuesday Baking 'Joy Biscuits' in the Wellbeing Centre was followed by a Lunchtime Learning session on Dysphagia and use of thickened fluids by Education Team. Wednesday saw the promotion of the e-learning module from Royal College of Nursing on Nutrition & Hydration at End of Life. Thursday's Palliative Life State and Nutrition Tool (PLANT) Study Day with Dr Eleni, was a half day session for hospice staff and partner organisations. The week conclude on Friday with Sugar Swap Day

Healthy Juices and fruit loaf give-away expertly blended and baked by the Kitchen Team.

Heart of England NHS Foundation Trust held a number of events through the Trust during nutrition and hydration week ;

- Elderly care wards held afternoon tea parties to celebrate worldwide afternoon tea day
- Paediatric wards held a teddy bears picnic, gingerbread biscuit decorating, food themed games and exotic fruits for the children to try
- The adult cystic fibrosis centre served freakshakes and milkshakes and also served a brunch of American style pancakes and waffles
- Dietitians assisted wards with drinks and meal services and promoting nutrition and hydration messages to ward staff. They also had a stand in the main entrance of our hospital to promote nutrition and hydration messages
- The catering department showcased hospital food by, once again, holding 'Come Dine with me' events which gave staff and visitors the opportunity to try the hospital food.
- In addition they promoted their 'Eat, Drink, Dress keep Moving' message and by holding a display board competition for staff to promote this message on their wards.

The Salford Student Village at the University of Salford had different themes Monday to Thursday during the week sharing them via social media too, with topics that the residents could help themselves to. The themes were :

Monday      Fruit/herb infused water

Tuesday     Fruit bags

Wednesday  Jelly pots

Thursday    Fruit smoothies

The Royal Cornwall Hospital kicked off this year with a study day open to all NHS staff in Cornwall, 'Eat Yourself Well' where the dietitians helped make sense of some topical nutrition subjects, using their skills in interpreting

nutrition science and the latest research to translate it into practical information.

The daily themes for the week were displayed at the front entrance with new topics each day. On Wednesday the hospital participated in the 'World Afternoon Tea event' and serve all our patients a proper Cornish cream tea. The Dietitians and Speech Therapists supported Nutrition and Hydration Week sashes and ran a 'Break Time Quiz' in the staff restaurant. There was a beautiful Nutrition and Hydration week cake to win plus individual prizes of M & S vouchers. On Thursday Cornwall Food them at the front entrance to give staff and visitors the chance to try our high quality, delicious locally sourced patient food.

Workplace well being was also a huge event taking place through out the week. Here at Ash Contracting Ltd staff enjoy a drink from the new head office water cooler. Water bottles were sent to the satellite sites so the message about staff hydration was further embedded.

