

Nutrition and Hydration Week

“Making a difference every day”



Newsletter Series 6 Issue 6. September 2018

Merchandise -What would you like?

We held a poll earlier in the year and your choice was for us to supply more items to help YOU promote good nutrition and hydration during the main week in March. So what would you like to see us provide, if we can, funds allowing?

Last year we provided, pens, badges, note pads and balloons. Previously we have also been able to provide sashes and lanyards. These are still available options but let us know via nhweek@yahoo.co.uk what you think would help you.



Also in this issue - Fruity Friday, Swallowing Awareness Day, IDDSI Webinar Update and Ocean Spray

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

Social Media

Twitter : @NHWeek

Facebook : NHWeek

LinkedIn : Nutrition and Hydration Week Supporter

Fruity Friday

Don't forget to share your ideas and activities with us. Its fantastic to be able to share you innovative ideas and practices with everyone.



Save the Date

The Royal College of Speech and Language Therapists Swallowing Awareness Day will be held, once again during the week on Wednesday, 13 March. More details to follow in a future newsletter.

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 - 2 230

Twitter - 3 983

Facebook - 952

LinkedIn - 157

Countries reached regularly at least 40

IDDSI Webinar & Information Update

Our Canadian colleagues in the CSNM have been putting a lot of effort and planning into discovering the best method reaching out to, and helping everyone, with implementing IDDSI. Dave Herbert the chair elect of the CSNM said “When it comes to IDDSI, some of us have a lot of questions and we hope to cover some them through our initiative.”

This is what has happened so far , the CSNM has joined forces with the Dietitians of Canada and IDDSI themselves to put together what we hope is a very helpful package with implementing IDDSI around the world.

This package will have three IDDSI components:

1. A workshop-webinar - this is a one and a half hour session on IDDSI, with the extra half hour of the session devoted to questions on IDDSI. Carol Donovan will be providing the webinar, and then Peter Lam and Dr. Julie Cichero, from IDDSI will join Carol for the half hour question period.

The webinar will be live for three different time slots -

Monday November 5 at 9 PM UK Time (4PM Eastern Canada Time)

Register via this link -

<https://register.gotowebinar.com/register/213244076681445379>

Monday November 19 at 6 PM UK Time (1PM Eastern Canada Time)

Register via this link -

<https://register.gotowebinar.com/register/3552391621005576449>

Thursday November 29 at 2 PM UK Time (9am Eastern Canada Time)

Register via this link -

<https://register.gotowebinar.com/register/4402845173392654849>

To access the webinar you need to register via the link for the date you require..

If you require an IDDSI kit please see point 3.

2. Setting up an an electronic "IDDSI links" access.

This would include all the key links that are available on the IDDSI website, but it will be streamlined to be more handy on one page for everyone to access:

- How to order syringes, other IDDSI materials

- Videos on IDDSI:
- What is IDDSI
- How to do a syringe test
- How to implement in LTC / Care settings, etc.
- How to sign up for IDDSI news

3. IDDSI Kits

We will be receiving a limited number of IDDSI kits here in the UK for distribution prior to the Webinars. After you have registered for the Webinar using the link above please send us an email to nhweek@yahoo.co.uk with your address so we can send out the following kit to you. We have limited number of these and they will be distributed on a first come first served basis.

The kit will include:

- IDDSI flow card
- 2 syringes for liquid testing
- IDDSI guide
- Invitation to webinar workshop session
- bonus: a copy of the CSNM magazine

Thanks to our Sponsors



It is only thanks to our sponsors that we are able to fund the distribution of these kits and be able to look into more merchandise for you.

This month we feature information about one of our sponsors Ocean Spray.

Ocean Spray was formed in 1930 by three farmers with a passion for cranberries. Led by farmer Marcus L. Urann, the founders began developing new and innovative products made from cranberries. Since then, Ocean Spray has grown to become a cooperative of over 700 farmer families carrying on that tradition of success. We are very proud of our history of resourcefulness and innovation started by our three founders.

It is this thirst for innovation that led us to the development of Ocean Spray® Cranberry+Health™ brand beverage, a new cranberry juice drink specifically formulated to help in maintaining urinary tract health. This breakthrough product was created from a clinical trial that showed a 39% reduction in recurrence of clinically diagnosed symptomatic urinary tract infections, or “UTIs”. This low calorie, low sugar juice drink is standardised to consistently deliver a unique combination of cranberry polyphenols— in fact, cranberries contain some of the highest levels of proanthocyanidins (or PACs) – to provide the anti-adhesion effect that helps prevent bacteria from sticking and causing infection.

UTI's are one of the most common bacterial infections in women worldwide and up to 60% of women will suffer with one in their lifetime with 1 in 4 experiencing a recurrence within 6 months. Often treated with antibiotics, UTIs contribute to the expansion of antibiotic resistance, a serious public health issue. To fight this problem, we need alternatives to our existing antibiotics and methods to reduce the number of antibiotics we use, such as infection prevention-based approaches.

After successful product use trials in care homes in the US, Sunrise Care Homes in the UK started a trial early this year. The six-month study will look to measurably reduce recurrent UTI rates in patients.

This study will provide a strong and credible platform as we consider introducing the product to the UK market to provide an alternative approach for helping to manage UTIs and improve hydration at the same time. For more information

about the cranberry research referenced above and other research on the efficacy of cranberry, visit <http://www.cranberryhealth.com/>

If there is interest in the product or for a case study or a similar trial within your organisation, please do not hesitate to contact Chris Marx at cmarx@oceanspray.com