

## Nutrition and Hydration Week



**“Making a difference every day”**

**February 2019**

### Thank you for your Support

A huge thank you to all of you contacting us via email asking for our logo to use on your own materials; asking for copies of our downloads and where to find them - they are here - <https://nutritionandhydrationweek.co.uk/resources/>

### Big Breakfast Monday

Thank you to all those of you who took part in the focus day on Monday 21<sup>st</sup> January.

### Sorry they all gone!

A reminder that all our badges etc. have been sent out for this year. We invested more in these this year and you asked and took them up. We sent them out to over 130 different organisations this year an increase of 30%. To enable us to do it again next year we need to sign up some more sponsors. Any ideas or offers would be greatly received.

### Webinars -Thank you CSNM

Thank you to our Canadian colleagues in the CSNM for sharing their webinar programme with us once again. We know many of you have used these as part of your CPD.

### Wide and Varied

Ahead of the week we have heard from many of you in health and social care

regarding your support for the week, but more than ever we have heard from businesses using the week as a wellbeing platform for their workplaces. We have also heard from pharmacies who are utilising the week to promote wellbeing in the community too.

## 7 Top Tips

We have shared the following information with some various other people looking for information for their newsletters. It would be amiss not to share it with you all, as a prompt reminder checklist for you in the lead up to the week.

To help with planning your Nutrition and Hydration Week for 2019 here our 7 Top Tips for success:

1. Choose a clear aim about what you want to achieve out of the week:  
Highlight your good practices? Raise awareness and educate staff and/or public?  
Raise awareness of your service with a specific professional group?
2. Define who your audience is:  
Patients? Residents? Your team? Other professionals? Tailor your plans and communication messages to meet your audiences' needs.
3. Decide what type of event or events you are holding:  
An afternoon tea? Exec team helping to serve meals? Poster competition? There are loads of different things you can do. To see how other organisations have used Nutrition and Hydration Week take a look at our [Twitter Feed](#) where we share what people are doing, and also [subscribe to our e-newsletter](#). You can also [download past issues of our e-newsletter here](#).
4. Set up a small team to help plan and deliver your week:  
What skills do you need? How many people? (Don't be afraid to ask for favours!)
5. What resources, equipment do you need?  
Audio visual equipment? Tables and chairs? Check with you IT and facilities team about any restrictions or health and safety concerns.
6. Publicity – let people know about your plans and events:  
Use the posters on the [N&H Week website](#). Give people enough warning to book it into their diary. Use your internal newsletters and social media (such as Twitter) to help get the word out. Speak to your communications team to see if they can do a press release to your local newspapers.
7. Share your week – being part of a movement means sharing what you do  
If you are a Twitter user, tweet your plans and photos from your event to @NHWeek and use the hashtag #NHWeek. Or alternatively you can email us at [nhweek@yahoo.co.uk](mailto:nhweek@yahoo.co.uk) and we can share them in our e-newsletter. It is your ideas and stories that are the real inspiration by sharing we can all make a difference.

## And to other news.....

The Patients Association have developed a tool to encourage a conversation about nutrition and helps to identify if an individual may need to go to the next stage of nutritional screening or may just need to be alerted to a support group locally. You can read more here - <https://www.patients-association.org.uk/Blog/patients-association-nutrition-checklist>

The Global Coalition on Ageing had a report out in the latter part of 2018 which has some key recommendations including “**Lead a cultural change across the healthcare community:** *Healthcare providers should have access to training in order to take a proactive approach to nutrition when managing chronic disease and conditions that inhibit healthy aging.*”

Professor Jurgen Bauer (Germany) is quoted in the paper saying: ‘*Aging exhausts our reserves, which can make us more vulnerable to health conditions or traumatic health events like a fall. Nutrition is a key element in building and maintaining our reserves, and can both play a role in very early health and have an impact on our recovery*’

You can read the report here - <https://globalcoalitiononaging.com/2018/11/14/global-coalition-on-aging-and-nutricia-call-on-stakeholders-to-leverage-nutrition-as-an-essential-component-of-healthy-and-active-aging/>

And finally, BAPEN was pleased to see a significant focus on undernutrition in The Lancet’s latest report, The Global Syndemic of Obesity, Undernutrition, and Climate Change. You can read BAPEN’s statement on The Lancet article at:

<https://www.bapen.org.uk/news-and-media/news/735-bapen-response-to-the-lancets-focus-on-undernutrition>

<https://www.bapen.org.uk/news-and-media/news/734-bapen-response-to-the-sun-report-on-malnutrition-in-nhs-hospitals>

## Focus Days to further build awareness

### Big Breakfast

21 January 2019

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

### Thirsty Thursday

13th June

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

### Fruity Friday

20th September

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

etc.

### Tasty Suppers

26th November

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

### Newsletter Circulation

Email - 2 359

Twitter - 4 000

Facebook - 979

LinkedIn - 157

## Website

You can find a myriad of information on the website at

[www.nutritionandhydrationweek.co.uk](http://www.nutritionandhydrationweek.co.uk)

## Social Media

Twitter : @NHWeek

Facebook : NHWeek

LinkedIn : Nutrition and Hydration Week Supporter

Thank you to our sponsors for their support of the week

