

Nutrition and Hydration Week Newsletter

March / April 2019



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

Cracking Time had by ALL THANKS to YOU

Nutrition and Hydration Week 2019 was once again a resounding success judging by the social media and email we had seen and received, this is thanks to your efforts in the weeks leading up to the week and during the week itself. You are all so inspiring 😊

This year the social media reach and interest was once again amazing. On the hashtags for NHWeek and @NHWeek alone the reach was over **8.5 million**. Combine that with the other hashtags the reach was more than **10 million**. A huge effort on your part to achieve this high profile for key nutrition and hydration messages.

Our social media following has grown to just below 5,000 for Twitter and has nearly reached 1200 for Facebook, growing the latter over 20% in four weeks. Our direct mailing is now over 4,000 so you can see we have regular contact with over 7000 people (a few people double up over the various platforms). Add this number to those visiting the website and contact with us is huge.

Hopefully, we have now managed to catch up with and share everyone's social media and emails. There were so many hashtags on Twitter, we think we covered all the following #NHWeek #NHWeek2019 #NHW19 #NHW2019 and #Nutritionandhydrationweek as well as just retweeting those with @NHWeek.

Dates for 2020

Get the dates for the week in your diary now, and don't forget to set the reminders in December / January or earlier for your planning to commence.

The dates for 2020 are:

Monday 9th March to Sunday 15th March

Tip of the Week - a new social media campaign for the 2019-2020

'Tip of the Week' will replace our 'Image of the Week' feature. You shared so much information during the week that we thought as everyone was busy with their own activities this would provide us with the opportunity to share these tips from your peers with you all.

There is but three of us

If you are new to Nutrition and Hydration Week, you may not realise there are just three of us who manage, oversee and promote the whole process. This is all as an additional voluntary activity we do beyond our daily roles!

The social media back up ... is when we have breaks between meetings, in training sessions etc.

The distribution of merchandise was from our warehouse - sorry a spare bedroom somewhere in the North of England

And we loved the calls from people asking to speak to our marketing or media department - that's whoever takes the call.

It may sound very ad hoc but it all works because of you....

You have created a social movement to ensure positive change in nutrition and hydration wherever you work and for those you care for or work alongside.

A couple of ways Nutrition and Hydration Week 2019 was utilised - ideas for next year???

In London

Bluebird Care Westminster/City of London organised a tea party at their office on 13th March and sent out information guides and videos on how to prepare and enhance better meals and involved their customers in the experience.

The Lambeth and Southwark Action on Malnutrition (LAMP) Community Dietetic Team from the Guy's and St Thomas' NHS Foundation Trust at Dulwich Community Hospital arranged a series of events for their nursing teams, MDTs and community carers across community sites in Lambeth and Southwark CCGs.

They downloaded some posters and resources from the Nutrition and Hydration Week website which were very helpful in preparing for the event and in creating eye catching promotional stands.



Next Hot Meal Campaign

During Nutrition and Hydration Week Leeds Older People Matter Food Group launched their 'Next Hot Meal campaign'. The campaign is designed to encourage health and care professionals as well as members of the public to have positive conversations with potentially vulnerable people around food. Their media release explains more:

“As a professional, volunteer or someone close to a vulnerable or isolated person, you may come across someone who is having problems with eating and/or drinking and possibly at risk of malnutrition.

Starting a conversation in a casual way could be all it takes to find out more about what support, services or help someone may need.

This website <https://www.leeds.gov.uk/nexthotmeal> gives you access to:

- * **8 key questions** that can support a conversation around malnutrition
- * Details of the free Malnutrition Helplines for support and advice
- * Further **campaign resources** that can be printed and used in a variety of settings

The 'Next Hot Meal' **campaign resources** can be used to prompt conversations and can be used in a variety of ways. You may wish to; encourage residents to have a magnet on their fridge to prompt conversations in the home; use trolley tokens where people may be out and about shopping and could purchase an extra tin for a neighbour; or use a sticker on a case note book to remind you to check someone has a hot drink when you have left them.”

**More of your Nutrition and Hydration Week 2019 activities
coming over the coming months**

Making a difference

Our colleagues at Great Western Hospitals NHS Foundation Trust shared how they had a focus on their staff health and well-being as part of a winter pressure project.

Sam Walklett, Health and Wellbeing Advisor explains more...

“As part of our winter pressures project I was asked to look at the health and well-being aspect. I decided to set up a tea trolley round for staff to take place in January, going around the wards offering staff a hot drink and a snack, just a little thanks to say we know how busy everyone is especially over the winter period and to give them 5 mins to stop and have a drink. We had a rota set up so that the trolley went out twice a day and was accompanied by senior staff which enabled them to get out and about to new areas to meet staff. We had members of our hospital volunteers with the trolley also. SERCO our new facilities company very kindly donated refreshments for the trolley along with some money from HR/OH budget.

Due to the success of the trolley in January I was asked by the chief executive to continue with the trolley in February and was given another £100 to fund it. We have given out 2750 drinks with the trolley doing 64 visits over 8 weeks. Due to the success of the trolley over the winter period we are now making it a permanent fixture for 2019 with the trolley going out every Wednesday. We have been awarded £1500 from our charitable funds to run the trolley for the next year and will have a different theme to the trolley every other month.

The feedback from staff has been overwhelming with so many staff saying how lovely it is to be able to stop for a few moments and have a drink and snack. Senior staff have found it extremely rewarding to get out to visit lots of areas and meet staff and see the response to this initiative first hand.”

And to other news.....



Our colleagues and friends at the BDA are getting ready for Dietitians Week which will be happening from the 3 – 7 June 2019. You will find lots of information about the week [here](#) You can follow what's happening on social media #WhatDietitiansDo #DietitiansWeek


Have a great week..... 😊

Cochrane UK Evidence for Everyday Nursing Modifications to improve food and fluid intake in people with dementia

The effectiveness of any behavioural and environmental modification for improving food and fluid intake in people with dementia remains uncertain.

Evidence Gap

Cochrane review; 9 studies, 1502 people with dementia. 7 studies took place in care homes. Studies looked at offering snacks between meals, teaching self-feeding skills, education about diet, and training for carers. Data from studies could not be combined.



evidence@cochrane.org @CochraneUK #EE Nursing <http://bit.ly/2NlgTfs>

People with dementia are at increased risk of weight loss, malnutrition and dehydration. A recent **Cochrane Systemic Review** looks at the environmental and behavioural modifications for improving food and fluid intake in people with dementia.

The founder of the **Dementia Mealtime Assessment Tool** has recently published a research-informed book explaining how to make the most of mealtimes for increased nutritional intake, socialising, and food enjoyment, in a range of care settings for people with dementia.

Don't forget the focus days too!

FOCUS DAYS

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

20th January 2020

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

NEWSLETTER CIRCULATION

Email - 4 203

Twitter - 4 901

Facebook - 1 195

LinkedIn - 157

Countries reached regularly at least 45

Thank you to our sponsors for supporting Nutrition and Hydration Week 2019

