

Nutrition and Hydration Week Newsletter July 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

Nutrition and Hydration Week 2020

16th - 22nd March

Thirsty Thursday 13th June

This was the second year we have had the focus day, and it was great to see so many of you taking part and including your staff teams hydration needs too. These days, like the week itself, take time to become established, and we encourage you to make a note in your diaries for next year when Thirsty Thursday will be on Thursday 11th June 2020. Grasp every opportunity to promote the great work and key messages from your service.

To inspire you this is what Herefordshire CCG did in the week around **Thirsty Thursday** by holding a system-wide hydration campaign, thanks to Mel Gaudin for sharing the information. This followed a hydration workshop a few weeks earlier for colleagues from of the nursing, residential and domiciliary care agencies to upskill carers about the importance of hydration for staff and service user well-being, which included their WHOOSH hydration pledge.

Those who attended became WHOOSH champions and their role is to implement a small hydration change within their organisation that has a big impact on how residents and staff maintain optimal hydration levels.



Each champion was rewarded with a Herefordshire hydration bottle and pin badge to acknowledge their hydration role in practice.

So just what is WHOOSH?

The poster has a blue header with the Herefordshire Council logo on the left and the NHS Herefordshire Clinical Commissioning Group logo on the right. The slogan 'Think... have a drink' is centered in the header. Below the header, the WHOOSH acronym is listed with definitions for each letter. To the right of the text is a photograph of water being poured into a glass. At the bottom right is the 'Hydrated & healthy Herefordshire' logo. At the bottom left, there is contact information for further help and advice.

Watch for signs of dehydration

Have a daily water intake goal

Offer water when entering a room

Offer water before leaving a room

Support others who may be unable to hydrate themselves

Hydrate yourself and others to keep well and reduce infection risks

Drinking water and staying hydrated is important for your health and wellbeing.

For further help and advice visit:
www.nhs.uk/live-well/eat-well/water-drinks-nutrition/
www.nhs.uk/conditions/urinary-tract-infections-utis/

Hydrated & healthy Herefordshire

If you have any great work, like this, you wish to share wider please drop us an email.

If not just use the focus days and the week as a platform to promote it as wide as you can.

Fruity Friday in September will also include some tips from us on how to improve hydration through fruit consumption too. Always another angle is to eat your water, especially for dementia patients.

Mealtimes Matter July on Social Media

Our latest campaign Mealtimes Matter is reaching its end on social media. Every day on Twitter and Facebook we have been sharing a tip to improve the mealtime experience for those you care for, these include tips on how to introduce Protected Mealtimes and to ensure the people you care for most will benefit from Protected Mealtime and so make the most of mealtimes.

There has been a lot of interest in the tips so far, so if you have missed any you can find them on our social media feeds, and yes you can copy them to use as training aids for your staff teams.

Sponsorship, the future and the cost of operating the week

We thought we'd take this opportunity to update you on where we are with the plans for the week going forward. In October, the three of us who run the week - Caroline, Andy and Derek will meet face to face for the first time in two and a half years. We will be discussing the coming years and if there is anything we need to update, change, refocus on etc. If you have any ideas about this, please share them with us via email on nhweek@yahoo.com .

We will also be discussing sponsorship as at the moment we don't have any sponsorship for 2020 which means that next year we will not be able to provide any merchandise – sorry.

So, if you have any ideas or would like to sponsor the week then please contact us. You can see from the Newsletter circulation; the week does have a large reach across health and social media key people.

We do have enough funds to cover our costs for at least a couple of years. The costs include sending out newsletters via Mailchimp - due to your success in growing our sign up numbers we now have to pay for this service; our ongoing social media does cost again due to the nature of the time we can give the week we have to batch load our social media via Hootsuite and this means we have to cover the cost; the website hosting is a cost.

Our time for organising, developing and promoting the week etc. are all at no cost to the week - as my wife (Derek's) says it's just more 'charity' work you do!!

We are committed to access to taking part in the week, as always, being FREE and any information we can share is FREE as are all the downloadable information and resources from the website.

NEWSLETTER CIRCULATION

Email - 4 215

Twitter - 4 998

Facebook - 1 340

LinkedIn - 157

Countries reached regularly at least 45

FOCUS DAYS

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

Big Breakfast

20th January 2020

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

Thirsty Thursday

11th June 2020

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