



## MEDIA RELEASE

### **The work of the Nutrition and Hydration Week team receives deserved recognition**

The team behind Nutrition and Hydration Week was recognised and praised at last week's Nutrition Live Awards 2013 (Friday 1 November) for its hard work, dedication, ethos and determination to make a difference.

The team, comprising leading professionals from NHS England, Hospital Caterers Association (HCA) and National Association of Care Catering (NACC), was shortlisted in the category of **Service/Team of the Year**, receiving high praise and commendation from the judges.

It was the creation and success of the first combined Nutrition and Hydration Week that took place earlier this year, which earned the team deserved recognition and respect.

The aim of the Nutrition and Hydration Week is to raise the awareness of the importance of good nutrition in health and social care. Its resounding success has enabled the team's work to be significantly developed and the event and its reach has been broadened for 2014, with Nutrition & Hydration Week taking place on 17-23 March 2014. The team has been busy contacting international colleagues to join the party and interest has already been generated in Australia, Canada, Spain and the USA.

The judges stated that this category was very close and the hardest award to judge, and those shortlisted should be proud to have got to this stage: "The Nutrition & Hydration Week shows how staying focused on the key issues can attract not only UK support but world wide support ..... the events are to be congratulated and come highly recommended."

Caroline Lecko, Patient Safety lead for NHS England commented on the shortlisting: "We are delighted to be recognised by our peers as a team that is starting to make a difference in this vital area of health and social care. It is important that carers remember that nutritional intake, including fluids, is a key aspect of nutritional care."





Andy Jones, HCA Chair stated: "It is fantastic that our work has been recognised. We have come a long way in a short time, from what started out as an idea of a shared day with the NACC. Joining up with Patient Safety (now part of NHS England) provided real impetus to move on this most basic but core aspect of good care. We have started the ball rolling but it is, yet again, the momentum we need in order to make fundamental changes to how we view food and drink in health and social care settings."

Neel Radia, the new elected NACC Chair added: "The team has made a tremendous impact in health and social care, raising the profile of good nutritional care with whoever they come in contact with. I have seen the plans for 2014 and they are big; so if they have been recognised for the impact they made this year, then they really are a group of influential people to watch in 2014."

The aim of the Nutrition & Hydration Week 2014 is to illustrate how, by making changes to eating and drinking habits, people can improve their quality of life. The campaign will benefit professionals and staff within social and healthcare settings by showing them the preventative role they can play in catalysing a reduction in malnutrition-related illnesses that often require complex treatments, prolong recovery periods, delay hospital discharges and increase NHS costs.

For further information visit [www.nutritionandhydrationweek.org](http://www.nutritionandhydrationweek.org).

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#### **NOTES TO EDITORS:**

**Nutrition Live Awards Criteria**

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

Clear need for the service: what is the basis for this particular service, relevance to practice and target audience.





1. Support gained for the service: a demonstration of the support sought and gained for the service.
2. Scientific Credibility: is it based on current credible scientific thinking
3. Standard of the service: appropriateness for the type of audience and if all relevant and necessary aspects for such a service have been thought through. Special consideration should be given to teamwork involved.
4. Innovation in practice relevant to nutrition/ dietetics: It should show flair and innovation that will drive groups/ population to change their dietary habits.
5. Clear and accurate description of the service.
6. Success of the service: supported by evidence.
7. Achievements/impact of the service should be clear.

This had to be in 250 words plus supporting information, the key words were -

The need to improve nutrition and hydration intake has been noted in many reports produced for health & social care. These provided basis for the NHW team to focus on the existing good practices, sharing these plus raising the profile of good nutritional care.

The support gained for the campaign was wide demonstrating good practices taking place and can be seen in the attached evidence files.

The campaign is based on the food first ethos put forward by many dietetic professionals plus the need to increase awareness of hydration in health and social care.

The wide target audience included patients, general public plus encompassing decision makers demonstrating the influence that good nutritional care delivers in improving quality of life or recovery in health & social care settings. The team comprised of a healthcare caterer, social care caterer and patient safety lead utilising their dearth of knowledge in their respective fields combining this formed a catalyst to creating a cost free campaign.

The power of the campaign was in the singular focus aimed at improving nutritional care relevant to the person's own setting. It focussed on sharing good practice and demonstrating the improvements this can deliver.

The success from an idea for a day between two people to linking to a national safety week subsequently developing is tantamount to the success of the initial collaboration of the team.

The impact of the team can be seen in the results / interest generated and overseas interest for an international week in 2014.

Nutrition and Hydration Week 2014 website: [www.nutritionandhydrationweek2014](http://www.nutritionandhydrationweek2014)

#### **About the National Association of Care Catering (NACC)**

The National Association of Care Catering (NACC) is a progressive organisation representing professionals providing catering to the care industry. It is recognised by Local Authorities, independent providers, the charitable sector and Government departments as a prime source of information and opinion on all aspects of catering within the care sector, and whose primary aim is to improve standards.

The NACC works with a number of partners to:

- To promote and enrich the standard of catering within the care sector, whether that catering be provided by Social Care Departments or other Caring Agencies
- To provide a forum for debate among individuals, companies and organisations of all kinds involved in catering for the care sector
- To facilitate the exchange of information, experience and expertise
- To promote the development of professional standards among those involved in catering for the care sector
- To commission research into matters relating to catering for the care sector
- To publish guidelines, policy papers and authoritative statements on all aspects of catering for the care sector





### **About the Hospital Caterers Association (HCA)**

Founded over 60 years ago, the **Hospital Caterers Association (HCA)** was one of the first professional associations to be formed within the National Health Service. It represents almost 400 senior health care catering managers and dietitians who provide a wide range of food services for patients, visitors and staff in NHS hospitals and health care facilities nationwide. With over 250 NHS hospitals represented in its membership and 17 HCA branches throughout the UK, the HCA network is the single largest group of health care catering providers within the NHS.

With over 300 million meals served every year and around £500 million spent on food annually by around 300 NHS Trust across approximately 1200 hospitals, the NHS is the UK catering industry's largest provider of meals. The HCA's network of members is responsible for the jobs of 35,000 people, 80% of which are hospital chefs and kitchen based staff. Amongst its Associate membership are over 100 suppliers who are responsible for the provision of millions of pounds worth of food, beverages, services and equipment to the hospital catering sector.

### **About Patient Safety First**

The Department of Health's 2006 review of Patient Safety in England, Safety First, identified that while there was a great deal of awareness, sustained change in patient safety continued to be a challenge. Consequently, a recommendation of Safety First was to set up a campaign for the NHS in England to promote and support the implementation of interventions that were known to improve the safety of patient care. This led to the design and delivery of Patient Safety First.

Patient Safety First's cause is to make patient safety a top priority and to create a mindset of 'no avoidable death and no avoidable harm'. The campaign ethos was, 'by the service, for the service', i.e. frontline NHS staff both the face of the campaign and leading locally driven change.

