NUTRITION AND HYDRATION WEEK 2014

17th – 23rd March 2014

CAMPAIGN HANDBOOK
INTRODUCTION

2014 welcomes the 3rd Nutrition and Hydration Week and with each year the campaign has gained impetus. When the week began three years ago it was only a Patient Safety lead event, last year the week incorporated the National Association of Care Catering (NACC) and Hospital Catering Association’s (HCA) joint initiative – Nutrition Day and it drew interest globally.

With around 3 million people at risk of malnutrition in the UK and over 25 million in the G8 countries we need to engage opportunities to raise the awareness of the risks and promote the good practices that can help prevent malnutrition and dehydration. Preventing malnutrition improves the health and well being of the person suffering malnutrition and removes the burden on the health and social care services in treating and supporting those suffering from under nutrition in particular.

Since the combining forces last year, Patient Safety First, the HCA and the NACC have been collaborating further to develop the campaign. This means we are using networks to reach professionals in clinical, nursing, catering and care situations utilising their expertise to bring you a great campaign you can get on board with in your organisation.

As the public health environment becomes more challenging with even tighter budget constraints coming into place Nutrition and Hydration Week is one of the most cost effective health interventions possible. There are ideas, downloadable posters, leaflets and logos you can use to support the fantastic work your organisation delivers every day.

Nutrition & Hydration Week 2014 in the UK will be keenly promoting the following:

- The 10 Key Characteristics for Good Nutritional Care
- Protected Mealtimes
- Nutrition Advocates for each health or social care setting
- The minimum standards for good nutrition in the respective settings
- Service Excellence
- Highlighting Good Nutrition and Hydration Practices
- Continued Education for professionals on good nutrition and hydration

The week’s mission statement is –

To create a global movement that will reinforce and focus, energy, activity and engagement on nutrition and hydration as an important part of quality care, experience and safety improvement in health and social care settings.
THE 2014 THEME “A GLOBAL CHALLENGE”

The reason for the rapid growth of the week has been the alliance formed by the leading professional organisations, which were all separately starting to campaign to improve nutritional care in various health & social care settings. In 2013 Patient Safety built their existing Nutrition and Hydration Week around Nutrition Day providing greater joined up working in the UK.

What became clear when the idea of a Nutrition Day 2013 was shared with international colleagues was globally everyone has the similar issues facing them in their health and social care environments.

Last year we introduced the positive and inspiring aspects of good practices already taking place and 2014 will be no different as these are core to promoting what takes places not just one week a year but all 52 weeks. We hope that Nutrition and Hydration Week 2014 will become a significant part of every organisation’s promotional activities – creating innovative events and static displays.

The week is also about sharing and learning from other ideas in the industry; do not re-invent – share, learn, develop and share it again. Saving you time, improving the nutritional care you provided and the improving the well being of those you are caring to.

What does a global challenge?
It is a challenge to reinforce and focus energy, activity and engagement on nutrition and hydration as an important part of patient safety improvement and / or quality of care. As an issue, it is something that affects us all in health and social care, but to your organisation, it could be meeting the needs of the varying tastes and challenges in providing good nutritional (including hydration) care.

On a local basis the global challenge could be introducing new recipes or menus to a meal time that meet the cultural or religious needs, specific dietary needs i.e. texture modification or even just providing the type of foods that those in receipt of the service require and not what someone has “dreamed up” as being an ideal menu / food item in a far away office.

Research shows that people who are eating well recover from illnesses quicker, if they are living at home have a better quality of life, in a residential setting they are more alert and enjoy the activities provided for them. For the carers – less complex care needs and improved health and well being of those in their care.

Nutrition and Hydration Week is a good way of attracting PR for your organisation’s positive activities. Be proactive and start thinking “What can I do in March 2014 ?”

Always remember - If you are caring for someone ..... 

*Are you confident that when you leave them or they leave you, you know where their next meal is coming from?*
HOW TO USE THE WEEK

Nutrition and Hydration Week 2014 is a hook you can use to promote your food service; promote special dietary needs – dietetic support, weigh management, speech and language services (dysphagia), continence teams, occupational therapists; promote nutritional screening; use as an education tool for other professionals – nutritional care is everyone’s business; as an educational tool for links with local schools and colleges highlight your good practices possible future employment opportunities / career choices.

You are best placed to know you local audience so plan to meet their needs. Remember no one said you have to do this alone – spread the work by creating a small project team and try to get a broad section of people involved and from various disciplines. Deadlines are important as you will have a specific date to aim for it keeps people focussed and on track.

Don’t forget to engage senior management as this does send out a strong signal to everyone else. Which manager could be the gateway to feed back to your senior management team?

Look to introduce Nutrition Advocates into the organisation as these people can further embed your key nutritional care messages all year round and not just during the week. They are also a PR opportunity prior to the week and could provide a taster interest building opportunity in the months leading up to the week.

The most important people are those you are aiming the campaign at - set up a small market test before your launch your ideas and any promotional material. Target the information to the people you are aiming at i.e. if you are discussing the risk of weight loss to older people then 3kg in 3 months means nothing, half a stone in three months does. If its care and health professionals then the former applies as everyone weighs in kilos in those settings!

Keep it simple – promote messages that are achievable and can be explained in clear terms.

Keep everyone up to date regularly. This helps build support for the week and often stimulates helpful ideas and connections with other events and activities.

One of the key aspects of the week is to promote good practices and by utilising the promotional umbrella of Nutrition and Hydration Week you can use this to gain as much publicity for your organisation and service possible, all we ask is that you reference the week and use the week’s logo alongside your own.
PLAN YOUR NUTRITION AND HYDRATION WEEK ACTIVITY / ACTIVITIES

Planning does take time. Start thinking now & jot down your ideas

Key pointers:

a) Decide on aim of YOUR event? Highlight to the public your good practices; raise awareness with the public; raise awareness of your service with a specific professional group etc.

b) What type of event are you holding? Afternoon tea; Chief Exec serving meals; Static poster display in dining area; stand in local shopping area; link to existing event – board meeting, local campaign launch; Meal Service Monday; Find a Nutrition Advocate; Poster design competition;

c) Work out how many people need to be in your team What skills do you need? Don’t be afraid to ask if they can help you. We all like to feel needed!

d) What do you need? What will you need to deliver your event -- room, laptop projector screen, other visual aids. NB If its electrical check before hand there is power close by!

e) Publicity - You need to inform people about your event. Do it in time allow them to get it booked in their diaries. Media / PR will also need to be informed - check the getting the message out there tips below

GETTING THE MESSAGE OUT THERE

Media Releases
If you are hoping to get press coverage you need to have an interesting story to tell. Local newspapers like stories and photographs of local people. You stand a better chance if you can provide good briefing information. Your press or PR officer, if there is one, can help develop a story that works for your message, your organisation, the publication and your audience.

If you don’t have a press office, try to build up good relationships with the journalists on the local newspaper, and learn how to write effective press releases. Sample press release templates can be downloaded from www.nutritionandhydrationweek.org
Editorial coverage is free and seen as more objective and credible than paid for advertising. You can invite selected journalists and photographers to attend launch events or special activities to generate additional publicity.
Photo Opportunities

Good photography can be a powerful element of almost any promotional campaign, communicating your message simply yet persuasively.

You will find that newspapers and magazines will be far more likely to cover your activity if you can offer a good photo opportunity. Local newspapers like photographs featuring local people – they sell papers!

The images you use can make a big difference to people’s perceptions of nutritional care. Be imaginative and look for unusual photo opportunities. Nutrition and care pictures often look uninspiring. Make them attractive with an appealing background, unusual location or props and you’re more likely to attract the press.

A Chief Executive, local councillor or politician looking at a display stand is not very exciting. How about a photo of a politician or celebrity serving a meal on a ward / texture modifying food. Even eating it? A Chief Executive in kitchen whites preparing the meal? (Make sure that the chief executive, politician or celebrity is happy to do what you’re suggesting, before you sell your photo opportunity ideas to your press contacts!)

Don’t forget to follow up with a call to the local paper etc. after you have sent out your release, and again the week before your event.
BUILDING A NATIONAL & INTERNATIONAL CAMPAIGN IS A GLOBAL CHALLENGE

We do need your help. Without you this is impossible. You are core to achieving this – you deliver the good practices we need to know them BEFORE the week so we can share them with the national & international media to build interest in the week.

In the UK we will be keenly promoting the following during Nutrition & Hydration Week:

- The 10 Key Characteristics for Good Nutritional Care
- Protected mealtimes
- Further developing Nutrition Advocates for each health or social care setting
- The minimum standards for good nutrition in the respective settings
- Highlighting Good Nutrition Practices
- Highlighting Good Hydration Practices
- Continued education for professionals on good nutrition and hydration

We will be using the following website to share information on good practices, to provide a platform for downloads of templates, posters etc.

www.nutritionandhydrationweek.org

If you tweet, include #NHW2014
Join our group on LinkedIn …. Nutrition and Hydration Week Supporter
http://linkd.in/YhjHDo

Like our Facebook Page
Share your photos events, media releases with us and the worldwide health and social care community. Together we can really make a difference

WHAT’S IN IT FOR ME?

Besides knowing you have taken part in a world wide event probably further engaging people in your organisation or those who come in contact with it the benefits of good nutrition and hydration.

There will be opportunities for you to engage in a webinar programme that will further enhance your understanding of some of the key issues facing nutritional care or learning more about introducing good practices. These opportunities will enable you Continued Professional Development (CPD) to be furthered. The 2013 webinar programme below gives a flavour of the learning sessions.

- Patient Safety - combined risk assessment Hosted by: Ian Coe.
- Don’t let them die of AKI (acute kidney injury) Hosted by: Prof. Donal O'Donoghue.
- Hydration Matters Hosted by: Derek Johnson and Emma Strachan.
- Recognising and treating AKI and recording fluid charts accurately Hosted by: Andrew Seaton.
- What’s on the menu at the global village? Introduction to the International Dysphagia Diet Standardisation Initiative Hosted by: Julie Cichero.
- Eat well - Derbyshire County Council’s campaign to tackle malnutrition in older people Hosted by: Lynwen Davison.
EVENT IDEAS

Join the Worldwide Afternoon Tea.
Wednesday March 19th will see a Worldwide Afternoon Tea celebrated around the world. Afternoon tea will be served in health and social care settings, promoting the week, the work your organisation does every day and showing how to improve nutritional intake. We are encouraging everyone to take part in supporting this event no matter how large or smaller your organisation, the number of afternoon teas you serve may vary but every one of them indicates YOUR commitment to improving nutritional care. Further details are available on the website about arranging and holding your afternoon tea event. www.nutritionandhydrationweek.org

Chef Event
Hold your own Web Kitchen to raise the profile of the amazing healthcare chef’s in your organisation/country. For ideas check out bit.ly/12uKKij
Arrange a ‘cook off’ competition and don’t forget to invite the media.

Nutrition and Hydration Pledge
Show your commitment to delivering high quality nutrition and hydration by completing our online pledge and receive a certificate. Don’t forget to display it to show your commitment to improving nutrition and hydration care.

Meal Service Monday
Find volunteers from all across your organisation who normally aren’t involved in serving food or drink to patients, to help with the meal services throughout the day.

Come dine with Me
Showcase your organisation’s catering and hold ‘Come dine with me’ events where the public and your fellow staff can taste samples of the food and beverages that your kitchens provide for your patients/residents/customers.

Screen it Out
Add your voice and experience to Nutrition and Hydration week we are asking you to take part in the following activity.
   1. Check up to five sets of patient/resident records and ask the following question:
      Has a nutritional screening been completed within 12 hours of admission?
   2. Using the data record how many of the patient records scored a ‘yes’
   3. Plot the total ‘yes’ per day on the downloadable chart from the nutrition and hydration week website
   4. Repeat each day during Patient Safety Week
   5. Review your results. You may want to do this individually or with your team
Teamwork – ‘Power of 3’
To take part in our ‘the power of three’ challenge please pull together a team of three (one caterer, one dietitian and one nurse, any grade) and follow one meal as it is prepared in the kitchens (or as it arrives in your hospital) to the return of the (hopefully) empty plate to the kitchens AND record all the barriers and examples of good practice that you observe

Keep it Fluid
Check 5 patients / residents at risk fluid balance charts per day and check:
   - Is fluid input and output recorded in mls?
   - Is cumulative fluid balance calculated at least twice daily?

Walk a Round
Leadership Walk Rounds are a key tool for enabling chief executives and other leaders to develop an effective resident / customer / patient safety culture. Talking with your frontline staff about their safety concerns and seeing the issues for yourself will help you to check the safety and reliability of your systems of care. Walk Rounds will also demonstrate your commitment to supporting staff in making resident / customer / patient safety everyone’s top priority. To add your voice and experience to Nutrition and Hydration Week we are asking you and your executive colleagues to take part in the action.

Nutrition Advocate
Why not take this opportunity to find a Nutrition Advocate(s) in your organisation?
## YOUR NUTRITION AND HYDRATION WEEK 2014 PLANNER

### Count down the week

<table>
<thead>
<tr>
<th>Week</th>
<th>Mon</th>
<th>Tues</th>
<th>Weds</th>
<th>Thurs</th>
<th>Fri</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td><strong>Start planning</strong></td>
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<td></td>
<td>Plan you aims and objectives</td>
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<td><strong>Week 2</strong></td>
<td><strong>Create a group</strong></td>
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<td></td>
<td>Jan 6 Create your group invite key people to join you</td>
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<td><strong>Week 3</strong></td>
<td><strong>Think what do I need</strong></td>
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<td>13 Plan the resources you need</td>
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<td><strong>Week 4</strong></td>
<td><strong>Confirm senior Mgt support</strong></td>
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<td></td>
<td>20 Confirm senior management support</td>
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<td><strong>Week 5</strong></td>
<td><strong>Announce your event(s)</strong></td>
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<td>27 Put a footer on all you emails to publicise your event</td>
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<td><strong>Week 6</strong></td>
<td><strong>Tell us about it!</strong></td>
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<td>Feb 3 Tell us about your event. Send an email to XXXXX</td>
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<td><strong>Week 7</strong></td>
<td><strong>Tweet about it, Facebook us</strong></td>
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<td>10 Tweet about your event use #NHW2014</td>
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<td><strong>Week 8</strong></td>
<td><strong>Get it out there</strong></td>
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<td>17 Use the internal comms team</td>
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<td><strong>Week 9</strong></td>
<td><strong>Local Media time</strong></td>
<td>24</td>
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<td>24 Create Local Newspaper &amp; photo opportunity</td>
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<td><strong>Week 10</strong></td>
<td><strong>Get ready to push the PR</strong></td>
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<td>March 3 NHW 2014 reminders send to Media</td>
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<td><strong>Week 11</strong></td>
<td><strong>Final Plans</strong></td>
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<td></td>
<td>10 Walk through your event</td>
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<td><strong>Week 12</strong></td>
<td><strong>This is it</strong></td>
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<td></td>
<td>17 Event week</td>
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<td>18 A Tea Party for the World Afternoon Tea</td>
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