

THE Pulse

Issue Number 38
August 2008

Norfolk and Norwich University Hospitals



NHS Foundation Trust

Saving lives

How staff are getting to grips with new infection control guidelines, p8



Keeping faith

Celebrating 60 years of diversity in the NHS, p5



Local heroes

All the nominations for our Staff Awards 2008, p6 and 7



Viewpoint

How it feels to come back from the dead, p11



Window of opportunity

How Balloons4Hearts gave patients a boost, p10

PHOTO BY MICHAEL SMITH

LETTERS

WRITE TO SUE JONES, EDITOR, COMMUNICATIONS, NNUH

MISSING MINORITIES

The Pulse magazine is very informative, well-written and attractive. I'm sure it deserves its award-winning status. However, the images are mostly of white people only. As someone who has recently set up home in Wymondham, having lived in London for 30 years, this takes me by surprise, especially since I see lots of visible diversity on the streets of Norfolk towns and cities. NNUH must also have minority ethnic people as patients, visitors and so on. Why are they not represented in your publications?

Caroline Jones, Norwich

Editor's response: *As the content for The Pulse is mainly news-based, the stories and photographs are dependent on what is happening in our hospitals at the time. In planning other publications, we certainly ensure all groups are represented in the photography and this is possible because the information often takes in a wider timeframe and content. Nevertheless, most issues of The Pulse carry a range of images and April's edition was unusual in not having pictures showing visible minorities. We will bear your comments in mind and if you would like to suggest any other improvements, please let us know.*

WELCOME

...to **Dr Marc Moncrieff**, plastic surgeon, who has joined the Trust since 1 June 2008.

FAREWELL

...to the following long-serving staff who have left the Trust since 1 June 2008:

Alison Gibb, specialist physiotherapist team leader after nearly 20 years; **Valerie Harris**, receptionist and waiting list co-ordinator after 21 years; **Kay Kent**, ops manager (Pharmacy Support Services) after nearly 23 years; **Rita Thorpe**, ward clerk after 23 years; **Helen Brown**, junior sister after 28 years; **Barbara Walker**,

ODE TO CLEANLINESS

Please...
Don't criticise our cleaners
From what I daily see,
Take a good look at yourselves
And take responsibility!

What about your kitchen?
Are drinks spilt all around?
Paper cups that missed the bin
And food waste on the ground?

What about your bathroom?
Do you leave taps running there?
With toilet paper on the floor
And towels flung everywhere?

MRSA or Norovirus,
Our cleaners get the blame,
But did you gel or wash your hands
When a-visiting you came?

Our cleaners are our heroes,
Do you know what they must do?
Clean blood and vomit from the floor
And every single loo!

We could not run without them,
They're essential to this place.
So thank them when you see them
And put a smile back on their face.
Thank you

Anon.

community midwife after 29 years;
Maureen Hobson, staff nurse after 31 years; **Sharon Nunn**, nursing assistant after nearly 33 years; and **Ann Bell**, community midwife after nearly 33 years.

Coffee time

THE 'WORLD'S Biggest Coffee Morning' takes place on Friday 26 September 2008 to raise money for Macmillan Cancer Support. To hold a coffee morning, register by calling 0845 602 1246 or visit www.macmillan.org.uk/coffee.

SATISFIED CUSTOMER

On 2 June I had to send for an ambulance, which arrived within 10 minutes of phoning and the two medics who attended to me can only be described as superb. The treatment I received at NNUH was also of the highest quality – the staff nurse and doctor attending to me were not only efficient but extremely kind. With the number of complaints that are made about the NHS it is nice to be a satisfied customer. Please convey my thanks to all concerned.

Roger A. Bacon, Taverham

For the record

OUR ELECTRONIC staff record system (ESR) is being extended to give all Trust employees the chance to view and update their own records online.



The new system will allow staff to update information such as contact details and

view payslips dating back to September 2007. A second phase will enable employees to log requests to be enrolled on training courses. Managers will be able to access appropriate employment information relating to their staff and approve training requests online.

ESR is designed to do away with paper mountains and remove duplicate recording of data.

Quitters unite

A RECORD 4,000 people gave up smoking this year through NHS Norfolk's stop smoking service - the highest number since the service began. If you too would like help to quit the smoking habit contact Cignificant on 0800 0854 113.

60 years old and still going strong



THERE IS nothing more guaranteed to find its way on to the front pages of the newspaper than another NHS cock-up. A visitor from Mars reading the Daily Mail and watching Casualty might come to the conclusion that hospitals are incubators for MRSA, that doctors are in fact golf professionals and nurses are rampant nymphomaniacs. The reality, I am pleased to state, is somewhat different.

On 5 July 1948, the NHS came into being. From that date every man, woman and child was entitled to free healthcare based on need, regardless of their ability to pay. Aneurin Bevin, the then secretary of State for Health, struck a deep cord with the British people when he said: "I believe the NHS will lift the shadow from millions of homes. It will keep many people alive who might otherwise be dead. It will relieve suffering. It will produce higher standards for the medical profession. It will be a great contribution towards the well-being of the common people of Great Britain ..."

The British system has its disadvantages: It is highly political, policies change with new governments, it has been overly centralised and funding is always difficult as it has to compete with political demands both for lower taxes and for higher spending in other government departments. But it has one overriding advantage: it is fair. It is available to everyone regardless of who they are or where they come from.

The NHS came into being in a very different era. It was shaped by the misery and grinding poverty of the 1930s Depression, the exceptional collectivist effort in the Second World War and by the early ideals of socialism. Our era is more individual, more consumerist, more affluent, less deferential, less hierarchical and a lot more selfish.

How the NHS adapts to this new era will determine where it will be in 60 years' time. But as long as British Society values fairness and justice, there will be an NHS.

David Prior

Chairman,

*Norfolk and Norwich University Hospitals
NHS Foundation Trust*

MEN'S HEALTH WEEK

Specialist nurses from Genitourinary Medicine team took time out to take part in Men's Health Week in Chapelfield mall in June, giving away more than 1500 free condoms along with advice about keeping healthy and practising safer sex. Sexually transmitted infections are on the rise, with one in ten under-25s found to have chlamydia. Regular screening is recommended for all age groups. For clinic opening times call 01603 286307/8.



Bringing down the barriers

STAFF AT NNUH have won a top equality award for their efforts to help people with learning disabilities to access hospital services. Led by practice development nurse Stephanie Read, the team received first place in the Best Practice in Equalities awards for the East of England, held in Newmarket on 23 June.

The NNUH project, started in 2006, included an e-learning disability package for 1,000 staff, plus specially designed study days and the direct involvement of people with learning difficulties and their carers in service improvement. The volunteer services team has also enabled people with learning disabilities to play an active role in our meet and greet service at the hospital.

Nationally, a number of reports have highlighted that people with learning disabilities are more likely to experience

barriers in accessing all aspects of healthcare. The learning disability work at NNUH was developed from the Trust's Equality and Diversity strategy.

Deputy Director of Nursing Carol Edwards said: "This work has seen us working closely with people with learning disabilities and their families and they have inspired the drive for change through their stories and experience. They have become valued members of our team and the fact that we won this award against a lot of competition from other health and social care organisations is a testament to the important contribution that has been made by all concerned."



Stephanie Read

Council of Governors meetings

THE NEWLY ESTABLISHED Council of Governors for the NNUH Foundation Trust will be meeting quarterly in future. The Council's role is to shape the future of services provided at NNUH and Cromer Hospital. It will receive regular updates on issues such as the patients' experience of Trust services, finance and strategic plans.

There are 25 Governors who represent the views of local patients, public, staff and partner organisations. All the meetings will be held in public, giving local people and staff the opportunity to attend if they wish.

All meetings, except the Annual General Meeting (AGM), will be held in the Boardroom of the Norfolk and Norwich University Hospital, level 4, Outpatients West:

2008

- 6pm on 25 September (AGM in the Gooch Lecture Theatre)
- 2pm on 15 December

2009

- 10am on 24 March
- 10am on 23 June
- 6pm on 24 September (AGM)

Norfolk and Norwich University Hospital
Colney Lane, Norwich, Norfolk NR4 7UY
Tel: 01603 286286 www.nnuh.nhs.uk

Restaurant

West Atrium Level 1, open daily 7am-2.30am

Serco cafe bars

Out-patients West and Out-patients East, open Mon-Fri, 9am-5pm

WRVS shops East Atrium, open Mon-Fri 8am-8pm and weekends 10am-6pm. Plaza (West) open Mon-Fri 7am-8pm, weekends 8am-6pm

The Stock Shop (ladies' fashions) open Mon-Fri 9am-5.30pm and Saturdays 12-5pm

Serco helpdesk (for housekeeping, porters, catering and maintenance). Call ext. 3333

IT helpdesk Log a call using the computer icon on the intranet home page

Security Call ext. 5156 or 5656

Receptions:

- East Atrium Level 1: ext. 5457 or 5458
- West Atrium Level 1: ext. 5462 or 5463
- Out-patients East Level 2: ext. 5474/5475
- Out-patients West Level 2: ext. 5472

Travel Office Ext. 3666

For car parking permits, ID badges, keys to cycle sheds, use of pool cars and Trust bicycle, information about buses and other transport

Bank

Cash dispensers in East Atrium Level 2 and in WRVS shop (west)

Chapel

Open to all. For details of services or to contact the Chaplains, call ext. 3470

Sir Thomas Browne Library

Mon, Wed, Thurs: 9am-5.30pm,
Tues: 9am-8pm, Fri: 9am-5pm

Cromer Hospital
Mill Road, Cromer NR27 0BQ
Tel: 01263 513571

Restaurant open 7.45am-6.45pm

Other Trust departments are based at:

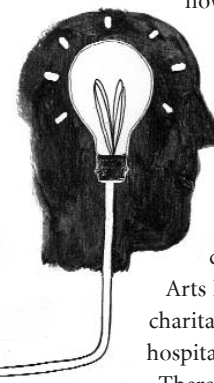
- **Cotman Centre**, Colney Lane, Norwich Cellular Pathology, Histopathology and Cytology), Radiology Academy
- **Francis Centre** (Health Records Library) Bowthorpe Industrial Estate, Norwich NR5 9JA. ext 4652
- **Norwich Community Hospital**, Bowthorpe Road, Norwich NR2 3TU, Tel. 01603 776776: Breast Screening, Pain Management. Microbiology: ext. 4588
- **Aldwych House**, Bethel Street, Norwich, NR2 1NR: Occupational Health (ext. 3035): HR Recruitment (ext 3578), Outpatient Appointments, Training, Choice team, Norfolk Research Ethics Committee, some IT services,
- **The Norwich Central Family Planning Clinic**, Grove Road, Norwich NR1 3RH. ext 3345

The poetry treatment

IF YOU ARE puzzled by poems appearing on our toilet doors this month, you can be reassured that it's all in a good cause. The Poetry Trust has successfully attracted funding, including over £16,000 from Arts Council England East, to support a year of innovative poetry activity in the hospital.

Up to 60 hospital staff will be able to take part in free poetry reading and writing workshops while all staff, patients and visitors will be able to enjoy the poems displayed on the back of over 150 loo doors and on tables in the restaurant.

Poetry Trust Director, Naomi Jaffa said: "The Poetry Treatment is all about showing



how enjoyable and relevant poetry can be. All the poets featured are alive and writing today so the things they write about and the language they use will be familiar to everyone."

The poetry programme is being organised in collaboration with the Hospital

Arts Project, at NNUH, which uses charitable funds to enhance the hospital environment.

There will be two sets of poetry reading and writing groups, each running weekly for ten weeks (with a break for half term) starting in September 2008 and January 2009. For information and bookings contact Emma Jarvis on ext.3870.

• *Information about the Suffolk-based Poetry Trust can be found at www.thepoetrytrust.org*

Wendy steps in for stroke awareness

EVER WONDERED how many steps you take in the course of a working day? Staff on Gunthorpe Ward, led by sister Kate Myland, decided to put this to the test recently and raise funds for the Stroke Association into the bargain. Between them they covered more than 100,000 steps in a day - that's approx 40 miles! - raising £50 from

sponsorship. Meanwhile, a magnum of champagne was donated by a grateful stroke patient and raffled by Anglia TV weathergirl Wendy Hurrell (*pictured*) for a total of £80.

"Stroke is the biggest cause of death and disability so we wanted to raise its profile and also provide a few luxuries for our patients such as toiletries and book stands",

explained deputy sister Jane Shemilt.

Auxiliary nurse Lisa Brighton commented: "It makes such a difference for the patients to have nice-smelling soap and shampoo - the staff bring in spare toiletries from home but the money from the raffle will help to boost our supplies."



COME TO OUR AGM AND JOIN OUR FOUNDATION TRUST

Our Annual General Meeting takes place at 6pm on Thursday 25th September 2008 in the Benjamin Gooch Lecture Theatre at NNUH. For anyone who is not already a member of our NHS Foundation Trust, this will be an opportunity to join. Membership is free and open to anyone over the age of 12 years living in Norfolk or Waveney. You will be able to find out more about the Trust and you can also get more involved by standing in future elections for Foundation Trust Governors. If you would like to attend the AGM or join as a member, please contact the Communications Department on 01603 287634 or e-mail membership@nnuh.nhs.uk

NNUH judged 'excellent' by PEAT team

NNUH OFFERS excellent standards of cleanliness, catering and privacy for patients, according to the latest inspection results from the National Patient Safety Agency. PEAT (the agency's Patient Environment Action Team) makes regular visits to examine our patient environment and hospital food.

Acting Chief Executive Anna Dugdale said: "These are excellent results that are down to good teamwork on the part of often over-looked staff who are delivering an excellent service for patients."

The excellent rating for cleanliness, catering and privacy comes a month after the Healthcare Commission revealed patients rate the quality of care we offer as the best in the country out of all general acute hospitals.

60 YEARS OF THE NHS



NNUH marked the 60th anniversary of the NHS with a multi-faith celebration in the Chapel. The service was also an opportunity to celebrate a number of recent improvements to the chapel to enable users to enjoy greater privacy for prayer or contemplation.

The existing multi-faith room has become a dedicated Muslim prayer room with appropriate ablution facilities; and an additional multi-faith room for use by all faiths has been added.

Chaplain Colin Reed paid tribute to the Friends of Norwich Hospitals for their support and said the aim was to make the chapel more accessible and flexible: "We want staff, patients, relatives and passers-by to make use of this area and to have the space and peace that they require," he said.

NEW CANCER TREATMENT GOES SKIN DEEP

A NEW SKIN cancer treatment is to be launched at NNUH thanks to new equipment funded by the Big C cancer charity. Used for the treatment of basal cell carcinoma, Mohs micrographic surgery allows surgeons to examine and remove thin layers of skin until all signs of the tumour have disappeared. The technique ensures complete removal of the tumour while preserving healthy skin and function.

Consultant dermatologist Dr Jennifer Garioch said: "We are very grateful to the Big C for helping us buy the necessary equipment. Patients can now be treated locally instead of having to travel to Cambridge for a Mohs service."

Around 150 cases a year are expected to benefit from this new technique at NNUH.

Charlotte's little life saver

NNUH PATIENT Charlotte Dix is backing a campaign to raise awareness about heart disorders and says she owes her life to a small device known as an implantable cardioverter defibrillator (ICD), which can literally jolt her heart back into life.

Each year an estimated 400 people under the age of 35 die from sudden cardiac death – often caused by a heart rhythm disorder known as an arrhythmia. Around four patients a month are fitted with ICDs at NNUH and they are now able to have specialist and follow-up care in Norwich too.

Charlotte, 28, had her first ICD implanted at the Royal Brompton Hospital in 2006. She said: "I have to think of my ICD as my invisible friend. Being defibrillated happens without warning and it's like getting a huge



Charlotte Dix pictured with her son, Freddie, in 2004 and (above) her "invisible friend", the life-saving ICD device

thump in the chest. It's very strange but I'm getting used to it."

Arrhythmias can be detected with a simple ECG test and in some cases may be controlled with drugs. National charities such as the Arrhythmia Alliance are keen to raise awareness among families who may have lost a relative through sudden cardiac death, as the condition is known to run in families.

ON YOUR BIKES!

NATIONAL BIKE week got off to a flying start in June with the launch of a new scheme to encourage hospital staff to get on their bikes and cycle to work. Staff who take part in the scheme will be able to buy a bike and equipment worth up to £500 through a regular "salary sacrifice". The aim is to enable staff buy a brand new bike more affordably.

The scheme is initially being run on a trial basis to ensure that the correct processes are in place and the system works efficiently.



A TEAM OF doctors from Cardiology cycled 50 miles around Norfolk to raise funds for the British Heart Foundation. Drs Justin Zaman, Hari Parthasarathy, Hilary Turnbull and Wendy Stammers raised nearly £500 from sponsorship.



Staff Awards

LOCAL HEROES

MORE THAN 270 entries have been received in the Trust's first ever Staff Awards. The names of all the nominees are shown on these pages, highlighting those employees and teams who go the 'extra mile' in providing care to our patients.

The awards were judged in July and the top three short-listed entries for each award are being invited to an award ceremony at the Forum in Norwich in October. Staff members receiving long service awards have also been invited to the award ceremony. The awards are being supported by Serco so there is no cost to the NHS.

The judging panel for the awards comprised the chairman, director of human resources, staffside representative, Staff Governor, Consultant Staff Committee representative, and a non-executive director. The Eastern Daily Press and three Governors were involved in shortlisting the entries for the Patients' Choice Award and Serco was involved in judging the Serco award.

• If a team or staff member has received more than one nomination, this is indicated in brackets beside the name.

Serco Award

Angio Outpatients - Cardiology
Dawn Collins - Medical Division
Emma Jarvis - Hospital Arts Project
Lesley Kerr (posthumous nomination) - Cromer Hospital
Anne Lazar - Surgical Division
Sian Watkins - Nursing Practice
Sue Peacock - Allies Theatre, Cromer

Team of the Year

Baby Bereavement Forum
Bereavement Team
Buxton Ward Staff
Dermatology Team
Discharge Co-ordinators
DPU Administration team
Dunston Ward
Endoscopy Unit Nursing Team, Cromer Hospital
Ear, Nose, Throat Out-patient Nurses
Hand Therapy Team
Library Team
Medicine for the Elderly Out-patients Team
Nelson Day Unit/Eye Theatres
Nursing and Medical staff - Medicine for the Elderly
Orthopaedic Physiotherapy Team
Pacing and ICD (Implantable Cardioverter Defibrillator) Team, Cardiology
Respiratory Out-patients Team
Site Practitioners (2)
Telephonists/Receptionists - Cromer Hospital
Voluntary Services

Employee of the Year

Deborah Asher - Transfusion Laboratory
Kris Bowles - Haematology
Yun Chan - Medicine for the Elderly
Jim Clarke - General & Vascular Surgeon
Jane Douglas - Elsing Ward
Elaine Freeman - Orthopaedics
Gill Gray - Oncology
Carol Hatt - Kimberley Ward
Jill Hubbard - Operations Centre
Fiona Hunter - Orthoptics
Terri Johns - Neurology
Doreen Kelf - Gastroenterology
Paul Kemp - Clinical Engineering
Tanya Moon - Kilverstone Ward
Liz Read - Purchasing and Supplies
Jackie Smith - Elsing Ward
Robert Tassell - Travel Office

Unsung Hero

Deborah Asher - Transfusion Laboratory
Erica Balls (2) - Dermatology
Chris Benjafield - Hethel Ward
Sophie Butler - Audiology
Heidi Cate - Ophthalmology
Rachael Cocker - Cley Ward
Cynthia Coulthard - Mulbarton Ward
Jane Craske - Cromer Dialysis
Elaine Freeman - Trauma and Orthopaedics
Claire Gatenby - Audiology
Jacky Greenwood - Critical Care Unit
Linda Haggith (3) - Radiology
Fiona Hunter - Orthoptic
Ann Johnson - Dermatology
Rachel Knights - Neurology
Library Team

Amanda Madge - Accident and Emergency
Lynn Mason - Human Resources
Louise Massingham-Marshall - Guist Ward
Janice Meaker - Respiratory Medicine
Christine McKenzie (2) - HR
Tanya Moon (2) - Kilverstone Ward
Val Powell - Orthopaedics
Mel Shaw - Radiology
Dawn St Quentin (2) - Gateley Ward
Jonathan Tidman - Heydon Ward
Helen Wale - Emergency Assessment Unit (Surgical)
Julia Watling - Training Department

Best Volunteer

Peter Adcock - Surgical
Eileen Ames - Cardiac Rehabilitation
Sue Beaver - Breast Imaging
Christine Berwick - Jenny Lind
Dawn Blanch - PALS
Donnie Broom - Weybourne Ward
Maureen Chambers - Out-patients East
Ann Dore - Oncology/Haematology
Judith Earwicker - Respiratory Medicine
Betty Kinsella (3) - Pre-Op Assessment
Derek Minns
Tony Mulley (2) - Oncology/Haematology
Jenny Newark - Weybourne Ward
Mary Oliver
Carol Reeve
Madeleine Skipper - Fundraiser Volunteer
Sheila Smith - Gynaecology Out-patients
Eleanor Swales (5) - Cardiology
Lyn Turner - PALS
Jonathan Woodbine - Cley Ward

Links Award

Nick Astbury - Ophthalmology
Sue Coombe - Paediatric Physiotherapy
Wendy Goode and Hilary Winch - Occupational Health
Stevie Read - Practice Development
Carolyn Rijpstra - Occupational Therapy
Sudan Links Group - Medical and Nursing

Leadership Award

Deborah Asher - Transfusion Laboratory
Stephanie Baker - Pathology
Elaine Freeman - Orthopaedics
Lisa Luckings (4) - Day Procedures Unit
Anita Martins (3) - Endoscopy, Cromer Hospital
Tanya Moon (66) - Kilverstone Ward
Josie Royall - Holt/Knapton Ward
Sian Watkins - Practice Development
Julia Watling, Training Department
Wendy Goode and Hilary Winch - Occupational Health

Best Suggestion Award

Anticoagulation Specialist Nurses
Guy Fiske - Minor Injuries Unit, Cromer
Wendy Goode and Hilary Winch - Occupational Health
Women's Health Physiotherapy

Innovations Award

Caroline Gill, Clair Jones, Catherine Wilson
Physiotherapy
Toby Smith and Rachel Chester - Physiotherapy
Hilary Winch - Occupational Health
Carrie Wingfield - Dermatology

Lifetime Achievement Award

Iain Brooksby - Medical Director
Tony Innes - Ear, Nose and Throat
Pamela Keeley - Eye Bank
Christine McKenzie - Human Resources
Sheila Wood - Cardiology

Patients' Choice Award

Our patients were asked to nominate the member of staff who they thought had 'gone the extra mile' to help them. This award was backed by the *Eastern Daily Press* and patients were able to make a nomination either online or using a coupon from the newspaper.

Rebecca Anderson - Delivery Suite
Rebecca Arthurs - Buxton Ward
Emma Barham - Accident and Emergency
Wendy Baxter - Urology

Richard Beach - Paediatrics
Amy Binding - Critical Care
Carol Bolderstone - Jack Pryor Unit
Teresa Boules - Stoma Care Dept
Simon Bowles - Cardiology
Kim Buckingham - Eye Clinic
David Calder - Orthopaedics
Charlotte Brown - Orthopaedics
Nishan Chirodian - Orthopaedics
Adrian Chojnowski - Orthopaedics
Sheila Crisp - Delivery Suite
Lindsay Cockburn - Delivery Suite
Katie Cooper - Radiotherapy
Fran de Boer - Obstetrics and Gynaecology
Danny Edmonds - Accident and Emergency
Rachel Ellis - Physiotherapy
Rachel Emberson - Eye Clinic
Nicky Fisher - Gastroenterology
Julie Fox - Docking Ward
David Fraser - Obstetrics
Claire Fullalove - Urology
Karl Gaffney - Rheumatology
Becky Gibbs - Coronary Care Unit
Caroline Gill - Physiotherapy, Women's Health
Malcolm Glasgow - Orthopaedics
Wendy Grady - Edgefield Ward
Cairistine Grahame-Clarke - Cardiology
Sandra Gorick - Endocrinology
Peter Hallam and Sadie Johnson, - Orthopaedics
Debbie Halliday - Physiotherapy
Ruth Harcourt (15) - Plastic Surgery
Heather Hasthorpe - Rheumatology
Kathy Hate - Rheumatology (2)
Mr Richard Haywood (2) - Plastic Surgery
Riette Heimstre - Delivery Suite
James Henderson - Head and Neck
Phil Hopgood (2) - Orthopaedics
Gregory Ho Yen - Eye Clinic
Maged Hussien - General Surgery
Chris Illingworth - Ophthalmology
Richard James - Maxillofacial Surgery
Sally Jermy - Urology
Eduard Jimenez - Dilham Ward
Hugh Kennedy - Gastroenterology
Carole King - Plastic Surgery Out-patients
Suresh Kumar and team - Orthopaedics
Debbie Lawson - Physiotherapy
Jayne Mackay - Breast Care Unit
Karen Marshall - Nelson Day Unit
Lisa Masrullo - Blakeney Ward
Liz McClagish & team - Haematology
Jane McCulloch - Oncology
Tracy McDonnell - Gastroenterology
Anthony McDonnell - Main Theatres

Joann McGrath - Breast Care Unit
Edward Morris - Obstetrics and Gynaecology
Lisa Murphy - Docking Ward
Joe Nieto - Obstetrics and Gynaecology
Sally Noble - Jack Pryor Unit
Karen Noonan-Shearer - Oncology
Moyra Parker - Patient Services
Wendy Parsk - Hethel Ward
Shirley Partridge - Cromer Hospital
Tanya Rainford - Radiotherapy
Tom Roques - Oncology
Manual Saldana - Eye Clinic
Mike Sampson - Endocrinology
Kevin Sargen - General Surgery
Hayley Sheenan - Radiotherapy
Rona Smith - Langley Ward
Kate Soden - Palliative Care
Elaine Stannard - Maxillofacial Surgery
Terri Sturman - Jack Pryor Unit
Romana Tajammal - A&E
Jane Tallet - Gastroenterology
Nandu Thalange - Paediatrics
Richard Tighe - Gastroenterology
Kit Tranter (2) - Jenny Lind
Sarah Trudgill - Langley Ward
Keith Tucker (2) - Orthopaedics
Tina Ward - Edgefield Ward
Simon Watkin - Respiratory Medicine
Jan Wilkins - Jenny Lind
Miranda Wilkinson - Jack Pryor Unit
Milly Williams - Orthopaedics
Jim Wimbush - Orthopaedics
Wistow & staff - Cardiology
Paul Worth - Neurology
Avegal Yabut - Dialysis Unit
Katalin Zechmeister - General Surgery

Wards/Departments

Coltishall Ward
Earsham Ward
Elsie Bertram Diabetic Clinic
Holt Ward
Kilverstone Ward
Oncology Department
Play Specialist Team

Preventing the spread of infection is a high priority for the NHS and a number of initiatives have been put in place recently to focus attention on this very important issue

IN THE LAST four months there has not been a single case of hospital-acquired, blood-borne MRSA in our hospitals and the incidence of *C. difficile* is the lowest for months. This reflects the hard work going on behind the scenes to ensure that staff comply with the latest guidance on issues such as dress code, hand-washing, isolation measures, clinical procedures and use of antibiotics.

With financial support from the Department of Health, we have appointed extra surveillance teams to ensure that all our staff are meeting high standards of hygiene and, more importantly, that they understand the reasons why these infection control measures are in place.

Although very different organisms, both MRSA and *C. difficile* pose a threat to patients as they may already be carrying the bacteria without having any symptoms at all. Problems arise when the body's own defence mechanism is compromised by illness or an open wound.

Dr Judith Richards, consultant medical microbiologist and director of Infection Prevention and Control, says: "Prevention and control of these infections requires a multi-faceted approach which includes early detection, appropriate treatment, rigorous hand hygiene and environmental cleanliness, as well as isolation of clinical cases.

"Infection prevention and control is everybody's responsibility and the multidisciplinary team approach adopted in this Trust is key to helping control the spread of these organisms."

Microbiology consultant Dr Helen Williams, who is also vice president of the Royal College of Pathologists, points out that modern medicine has been transformed by the availability of antibiotics but resistance to some of these drugs is growing.

A new, Trust-wide prescribing policy was launched last December. This provides advice on which antibiotics to use for various conditions and cuts down the

SAVING



DRESSED IN their distinctive red uniforms, our specialist Infection Prevention and Control team is being helped by four support workers who are visiting all wards and clinical areas to ensure staff are following basic hygiene procedures.

Jan Curtis (above left) a healthcare assistant in gastroenterology who is on secondment to the team, says there is still some resistance to the audits, particularly when it comes to the new dress code. "People can be quite difficult at first but when you see them again they often take on board what you have said and the audits show they are beginning to change their behaviour," she said. "Some staff fail their audits for understandable reasons. They may

not be aware, for instance, that they need to wet their hands before applying soap, or that they should follow the same six-step technique when using alcohol gel as when they are hand-washing. Part of our role is to educate staff and use glow-and-tell machines to see bacteria after hand washing."

Infection Prevention and Control nurse specialist Helga Scotton commented: "Staff throughout the hospital have worked really hard to comply with the latest requirements and the improvements in infection rates make these new initiatives very worthwhile.

"Wards and departments who fail their audits are being revisited and training will be provided until they are 100 per cent compliant."



general use of *cefalosporins* and *quinolones* – except for specific infections and patients – as this is thought to reduce the risk of *C. difficile* infection.

"For years there has been a tendency to feel that it is better to err on the side of caution and if you give someone antibiotics then at least you are not doing them any harm," said Dr Williams. "The rise in *C. diff* has changed that view – but neither is it helpful to ban broad-spectrum antibiotics altogether. The key is to balance the risks versus the benefits and to use these drugs wisely for the good of the patient."

Pharmacists are available on every ward to discuss antibiotic issues. We also have two



specialist antibiotic pharmacists, Caroline Hallam and Liz Knowles (pictured left) who work closely with the microbiologists and infection control team. Their role includes producing antibiotic guidelines, audit, training and attending ward rounds.

G LIVES



"I think it's important for consultants to show by example – I make a point of washing my hands in front of patients and staff"

The divisional surveillance team for infection control is focusing on clinical procedures: "We are honing right in on the basics of patient care"



AS PART OF the Department of Health's Saving Lives initiative, the Trust has appointed three audit surveillance nurses to ensure that staff are keeping to infection control guidelines during clinical procedures.

In particular they are focusing on the insertion and ongoing care of in-dwelling devices such as peripheral and central intravenous cannulae and lines, urinary catheters and the care of tracheostomies and ventilators.

The team is working its way around the Trust, with Judith Smith assigned to Division 1 (medical), Anne Lazar to Division 2 (surgical) and Diane Cockayne to Divisions 3 (women's,

children's and sexual health) and 4 (diagnostics and clinical support, and Cromer hospital).

Judith commented: "So far we have met with a mixed response but most people are keen to show that they follow best practice. The great thing about an audit is that it gets people thinking about what they are doing and why. We are honing right in on the basics of patient care.

"We are getting to know colleagues and developing our roles to be more of an educational resource."

- For more information or advice, contact Judith on ext. 6680, Anne on bleep 0566 or Diane on ext. 6039

MEDICINE FOR the Elderly consultant Dr Helen May (above) is an enthusiastic advocate of our hand-hygiene campaign. "With my own team of junior doctors I remind everyone to wash their hands between patients and to remove jackets and watches when they arrive on the ward. I think it's important for a consultant to show by example – when I go to other wards and departments I will be quite showy about washing my hands so that both staff and patients notice what I am doing.

"I support the 'bare below the elbows' rule because it makes it easier to wash your hands. Some doctors complain because they are quite attached to their jackets and feel lost without them. Watches are actually quite useful but most doctors are happy to remove them when they come on to the ward and clip them to their belt tabs instead.

"It's interesting to do the 'glow and tell' test to see where the bacteria remain after hand washing – in my case it seems to be the cuticles and areas of dry or hard skin. It just goes to show that you need to be extra careful with those particular areas."

OPENING OF THE ANGIOGRAPHY SUITE

ON 24 JUNE a new angiography suite was officially opened at NNUH – a landmark occasion celebrating the remarkable success of a £1 million charity appeal.

The Balloons4Hearts appeal was launched by the Norfolk Heart Trust in August 2006 following the announcement that NNUH was hoping to provide coronary angioplasty at NNUH – a technique to widen the arteries to the heart using a catheter passed into a blood vessel in the groin or the arm. The appeal was so called because in Percutaneous Coronary Intervention, or PCI, a tiny balloon is passed through the centre of the catheter and gently inflated to widen the artery, leaving a small stent in

place. Providing this service at NNUH means that patients no longer need to travel to Cambridgeshire for life-saving treatment but can benefit from the technique much closer to home.

The appeal prompted a tremendous response from the public as well as many members of staff. Consultant cardiologist Dr Leisa Freeman said: “We have been overwhelmed by the public response to the appeal and thanks to the generosity of everyone involved, a thousand people a year will be able to benefit from this treatment.

“The official opening was our chance to mark this tremendous outcome.”



Balloons4Hearts

HARDENING OF the arteries is the single greatest cause of death in Norfolk but a procedure called coronary angioplasty or PCI (percutaneous coronary intervention) can make a tremendous difference for patients whose coronary arteries become blocked.

Until recently, people who needed this life-changing procedure had to travel to Papworth Hospital in Cambridgeshire for treatment. This was frustrating for both patients and staff because we already had the expertise to provide this service at NNUH. Then along came Balloons4Hearts... the fledgling charity set out to raise £1 million to help NNUH set up a unit to treat blocked arteries – and in less than two years they succeeded.

Trust chairman David Prior said the new angiography suite had secured Norwich's position as a leading centre for coronary care. “It could not have been achieved without the passion and commitment of the Cardiology team and the generosity of so many members of the public,” he said. “The next step in the evolution of coronary care is now clear – to be able to provide angioplasty 24 hours a day and to offer more electro-physiology techniques such as implantable defibrillators (see page 5) and pacemakers.

“I would like to pay tribute to Dr Leisa Freeman and her team, to Madeleine Skipper who organised the appeal, and to Dr Liam Hughes and so many others who helped to raise the profile of the appeal.”

Balloons4Hearts was given the best possible start by the Geoffrey Watling

Sometimes the biggest and best ideas are the simplest. The story of this big idea has its roots back in 2006....

Trust in July 2006, which set the ball rolling in a big way. The Chief Constable of Norfolk Constabulary and the incoming Lord Mayor of Norwich were persuaded to adopt Balloons4Hearts as one of their charities. Various people opened their gardens to the public or held private parties. Other sports-minded people played cricket, walked or rowed long distances, played in golf tournaments or jumped out of planes.

Dunston Hall adopted Balloons4Hearts as their private charity and other companies

were persuaded to give substantial donations. There were all kinds of events, from quiz nights to vintage car rallies, from tea at the House of Commons to a charity ball.

Dr Liam Hughes, who rowed across the North Sea and the Atlantic to raise money for Balloons4Hearts, paid tribute to the many supporters who had given so generously to the appeal. “People have made extraordinary efforts to make this happen,” he commented.

Scenes from the opening of the new angiography suite at NNUH, clockwise from top: senior nurse Paul Creasy demonstrates angioplasty using a dummy; Dr Leisa Freeman explains the procedure to visitors; the story of Balloons4Hearts displayed at NNUH; and Trust Chairman David Prior thanks the many contributors to the charity appeal





PHOTOS BY KEIRON TOVELL



I WILL NEVER FORGET MY NEAR-DEATH EXPERIENCE

How does it feel to suffer a cardiac arrest? Diabetes advisor John Pike reflects on his experience of being revived by our resuscitation team after a pulmonary embolism

I HADN'T been feeling too well before our holiday in Tenerife but after a check-up with my GP, we decided to go ahead with the trip. Despite taking a course of antibiotics, however, it became increasingly hard for me to catch my breath as the days went by.

On my return home from holiday I went back to my GP, who once again gave me a thorough going over. This time he suggested an immediate transfer by ambulance to A&E and within minutes of my arrival I was moved to the emergency assessment area at NNUH, where I underwent further tests.

The following day, as I answered questions about my symptoms, I remember thinking, "I'm having a hypo." Then I was being propelled at speed down a corridor just like something from a film or a TV series, with the corridor lights flashing overhead. Someone shouted: "His eyes are open, we've got him, we've got him!" It seems my 'hypo' was the pre-empt to a pulmonary embolism and my first-ever cardiac arrest.

I was transferred to the Intensive Therapy Unit and it was on the way there that the Big One occurred – ie the second of my 'multi pulmonary embolisms', leading to another cardiac arrest. I am told the resuscitation team worked on me while the bed was in motion and continued their efforts for a full half hour.

Much later, I learned from Dr Ramsay that the resuscitation was unsuccessful and instead he took a decision to inject me with a drug which was not guaranteed to work. Fortunately, the drug was having a good day and the rest, as they say, is history.

Without the skill, conviction and dedication of the resuscitation team, I

certainly would not be recalling these events today. What is perhaps more to the point is that I will never be able to explain the reason for this total dedication.

The next few hours are a blank, with the exception of some pain in my eyes, and darkness, which I thought was because I couldn't open my eyes. In fact it was because I was unable to close them! It seems that my bodily fluids had drained to my vital organs to sustain them during the trauma and I had 'died' with my eyes



"It became apparent that I had 'died' with my eyes half shut over my pupils"

half shut over my pupils.

During those first few hours in intensive care, I had no sense of fear, only peace, and I firmly believe this was because my wife Stephanie was at my side and because I was convinced that, with the skills and knowledge of the staff looking after me, all would be well.

How will I be able to thank everyone who cared for me during this time? Some were just shapes, some were just voices; some I will never know who they were or what they did for me. But what a fantastic team they all were.

It has been an extremely emotional period of my life because so many times since leaving hospital I have asked myself, "Why me? Why have I so graciously been given this second chance to be with those for whom I care so deeply?"

All I can say is thank-you to all.

• *Is there a subject you would like to write about in our Viewpoint column. Please send your contribution to Sue Jones, Communications team, NNUH*



Race for Life to remember Lesley

ON SATURDAY 3 May, we took part in the five-kilometre Race for Life, at the Norfolk Showground, in memory of Lesley Kerr, former support services manager at Cromer Hospital.

Lesley, who died in December 2007, was an inspirational friend to us all and we wanted to celebrate the fighting spirit she showed while she was unwell.

Between us we raised £1,406 for Cancer Research UK and we all enjoyed the spirit of the occasion as we joined thousands of women running and walking to remember people close to us. We aim to repeat the experience next year and any suggestions of fancy dress ideas are welcome.

Our team included Lesley's daughters Keeley and Kim, her granddaughter Paige, Veronica Andrew, Ze Pedroso, Sue Tuck,



Wendy Boyle (and her daughters), Sandra Meaden, Lynne Ainge and Melissa Blakeley.

Work is now continuing in earnest in preparing for the redevelopment of Cromer

Team effort: Cromer's Race for Life team raised £1,406 for Cancer Research UK

hospital. Working with the architects and health planners, we have learned a great deal about how we manage our services and what we need to produce a workable design across the whole site.

We hope to have a clear picture about what services the redevelopment will provide once the business case is completed next month.

*Helen Lloyd,
service manager,
Cromer and District Hospital*

ENVIRONMENT DAY AT NNUH



Spotlight on energy saving

DOLLS MADE from newspaper, a miniature wind turbine and knitting yarn made from recycled plastic were among the exhibits at our environment day in June. The aim was to raise awareness of our carbon footprint and to show how much energy it takes to run our hospitals.

It's estimated that we currently have a carbon footprint of 22,996 tons per year, 63 per cent of which comes from our buildings. That's equivalent to more than 12,500 hot air balloons, or £1.8 million per year.

The environment day was organised by Alison Morris, a third-year environmental sciences student at the UEA, has been

helping us to identify ways to cut down on our carbon emissions. Alison points out that we can all help to reduce our carbon footprint at work by turning off our PCs, printers, photocopiers and other equipment when not in use, closing windows in winter, turning down the thermostat, and cycling, walking or car sharing to work wherever possible.

THE PULSE

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Please send your written contributions for the October issue to Sue Jones (Communications) by 9 September