

# THE Pulse

Issue Number 84  
February 2018



**Our Vision**  
To provide every patient  
with the care we want  
for those we love the most

Norfolk and Norwich University Hospitals



NHS Foundation Trust



Find out about  
our first visit  
from our  
friends at Pets  
as Therapy  
(PAT) pp6-7

## NORFOLK AND NORWICH UNIVERSITY HOSPITAL

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

**Hospital Radio Norwich** Request line (to request a song or a bedside visit) call 01603 454585 or from your Hospedia bedside unit dial \*800

**Main Restaurant West Atrium, level 1** open Daily from 8am to 1am.

**Café Bar** Outpatients East. Monday to Friday open from 7:30am to 4:30pm

**Little Costa** Outpatients West Monday to Friday open from 7am to 6pm

**POD:** Plaza East open Monday to Friday from 7am to 8pm, Saturday 9am to 6pm

**Cafe Pure** (inside WH Smith, Plaza West) open Mon–Fri 7.30am–6pm, Sat 9am–4pm and Sun 10am–3pm

**WRVS shop** East Atrium: open Mon–Fri 8am–8pm and weekends 10am–6pm

**WH Smith** Plaza (West) – see Cafe Pure, above

**The Stock Shop** (ladies' fashions) open Mon–Fri 9am–5.30pm and Saturdays 10–3.30pm

**Cash Machines** can be found in the East Atrium, Level 2, WH Smith and the Restaurant

**Lost property** 01603 286803 or ext 2803

**Patient Advice and Liaison Service (PALS)**  
For confidential help and advice call 01603 286808 / 289045

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

## CROMER HOSPITAL

Mill Road, Cromer NR27 0BQ, Tel: 01603 646200

## OTHER HOSPITAL DEPARTMENTS

- **Cotman Centre**, Norwich Research Park: Cellular Pathology, Radiology Academy
- **Innovation Centre**, Norwich Research Park: Microbiology
- **Francis Centre**, Bowthorpe Industrial Estate, Norwich NR5 9JA, ext. 4652: Health Records
- **Norwich Community Hospital**, Bowthorpe Road, Norwich NR2 3TU:
- **20 Rouen Road**, Norwich, NR1 1QQ, ext. 6954:

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# Letters



We, the family of Diane Stidston, wish to express our sincere gratitude for the exemplary care she received over the last six months whilst a patient on Guist ward until her death on 23rd December 2017.

Diane worked for over 20 years in the department of respiratory medicine until retiring from her post as deputy sister in 2009. Unfortunately Diane experienced several years of ill health with repeated admissions. Eventually a diagnosis of a rare auto immune condition was made and Diane's condition was managed successfully for 18 months.

Diane was readmitted to Guist ward in June 2017 and we wish to acknowledge the excellent care she received from the medical team.

The Ward Sisters and Charge Nurse were outstanding. Their continued support and care was invaluable, often above and beyond the call of duty. The nurses and HCAs on the

ward were fantastic as were the lovely support staff; cleaners and catering staff.

In a world of increasing pressures, targets and relentless pace of work, Guist ward delivered the highest standards of care and compassion. The dignity and respect shown to Diane was beyond measure and meant the world to Diane and us.

We again offer our sincere thanks to those who supported Diane and ourselves at the most difficult of times.

Last but by no means least we wish to thank the doctor who supervised Diane's end of life care and the hospital chaplain, whose visits brought Diane so much comfort.

Thank you, thank you all.  
Diane's Family.

## Social media @NNUH



@NNUH thanks to all the staff in Children's A&E for fixing up my little boy as quickly as possible. Especially on a busy Friday night!

@LittleAnja87, Twitter

Everyday I am thankful for our #NHS but yesterday more so than ever. Thanks @NNUH for sorting out my eye yet again and coming to the rescue when my colleague was taken ill. You're amazing!

@cowpatman, Twitter

Spending the afternoon @ NNUH with daughter for a planned procedure and every doctor has been fantastic with her: friendly, respectful and reassuring #hellomynameis

@revhealth, Twitter

Massive thanks to @NNUH. All staff were so caring and made sure my daughter was seen quickly last night @NHSmillion

@\_DavinaB, Twitter

Please send your contributions, comments and suggestions to [communications@nnuh.nhs.uk](mailto:communications@nnuh.nhs.uk) or to Communications, NNUH, Colney Lane, Norwich, NR4 7UY



## NUUH marks World Cancer Day

NUUH marked World Cancer Day this year by holding an information event for the public. The information event was held to coincide with World Cancer Day on Sunday 4th February, a day which aims to raise awareness of cancer and to encourage its prevention, detection, and treatment.

The event, which was held within the East Atrium of the hospital, gave visitors the opportunity to hear about developments in cancer care at NNUH, with stands from local external community organisations also present.

During talks in the Benjamin Gooch Lecture Theatre, consultants presented information on a range of new cancer care initiatives within the Trust including the development of two new integrated theatres, with some of the most up-to-date technology in the country representing an investment of around £500,000. This new development has been funded by a grant of £125,000 from Big C and a donation of £382,000 from the N&N hospital's charity.

Richard Wharton, Consultant Surgeon at NNUH said: "Surgeons

are performing ever more complex procedures using these new technologies and the advantages of this equipment will include a reduction in complications, faster recovery, more efficient surgery, and improved quality of care."

In addition to talks there was a chance for the public to find out more about our services and support available to patients affected by cancer. One couple Mr and Mrs Griffith attended selling copies of the book based on 170 notebooks written by their son Mark, who sadly lost his voice and life to cancer called '... and Now I Just Cannot Laugh Anymore'. Profits from Mark's book, which is available on Amazon, will be donated to the cancer fund at the hospital charity

<http://amzn.to/2o4Adc1>



## Annual Dementia Fayre returns



Following on from last year's hugely successful event, our NNUH Dementia Fayre returns on Monday 14th May.

The theme of this year's event will be 'Living Well with Dementia' and teams from NNUH, public sector and community providers will be running information and advice stalls to showcase all they have to offer to people living with dementia and their families and carers.



Throughout the afternoon and evening there will also be a series of talks open to the public in our Benjamin Gooch Lecture Theatre. Refreshments will be provided by a pop-up dementia café in the East Atrium and there will also be musical entertainment provided by the NNUH Hospital Choir.

For more information on the event, email: [communications@nuuh.nhs.uk](mailto:communications@nuuh.nhs.uk)

In this February edition, the first Pulse of 2018, I would like to take the opportunity to thank all our staff for their hard work, commitment and skilled care of our patients and to our volunteers for their dedicated support.



In these pages you will see fantastic news from the colorectal cancer teams (pages 8 and 9) with the Trust's first robotic colorectal cancer surgery carried out last year. It comes as the team also begins a new minimal-invasive surgical approach to treat rectal cancer and other bowel conditions. More good news is that in a national audit, the Trust was rated among the best in the country for emergency bowel surgery outcomes.

We look forward later this year to the Quadram Institute opening which will house our new Endoscopy Unit just across the road from the hospital. We will be able to provide care for 40,000 patients there, doubling our current capacity, every year in state-of-the-art facilities. You can see amazing pictures of the new Institute on pages 10 and 11 as the building work nears completion.

And last but not least I am delighted to be able to say that we have introduced a Pets As Therapy scheme at the hospital (front cover and pages 6 and 7) where specially trained dogs with their owners visit appropriate wards. Their first visit was a huge success and Lily, Minty, Buddy, Abbee and Stella brought smiles to many of our patients faces. We look forward to their future visits.

**Mark Davies**  
Chief Executive  
Norfolk and Norwich University  
Hospitals NHS Foundation Trust

The N&N Hospitals Charity raises money to support our patients, families and staff at Norfolk and Norwich University Hospitals NHS Foundation Trust, which includes the N&N Hospital, the Jenny Lind Children's Hospital and Cromer Hospital.

We have changed our name to N&N Hospitals Charity and here is our new logo:



Look out for our new logo on our website and social media channels.

One of our staff, Caroline Tayler, HCA, is running the London Marathon for our VOICE Appeal, raising funds for gynaecological cancer.



You can support Caroline via her justGiving page at:

[bit.ly/2EIZ31Y](https://bit.ly/2EIZ31Y)

Funds raised will help to provide additional equipment which will benefit our gynaecology patients.

If you would like to support the hospital charity, please contact Louise Cook on **01603 287107** or email [fundraising@nnuh.nhs.uk](mailto:fundraising@nnuh.nhs.uk)

## Corporate sponsor sought

A business sponsor is being invited to help support the provision of accommodation for parents of sick and premature babies who are being cared for by the hospital's Neonatal Intensive Care Unit (NICU). Parents are currently charged a nominal fee to stay within the accommodation on-site at McKee House and sponsorship would mean that these facilities could be offered free of charge. The hospital is seeking sponsorship of £15,000 a year and is open to the possibility of more than



one company getting on board to sponsor.

If you would like to discuss the project, please contact Louise Cook on **01603 287107** or email [louise.cook@nnuh.nhs.uk](mailto:louise.cook@nnuh.nhs.uk)

## Hospital charity funds research

The N&N Hospitals Charity has put forward £50,000 to fund new research projects and has invited staff to put forward proposals. The charity helps to improve the care and treatment of thousands of local people by investing funds into



vital equipment, pioneering research and patient support.

Research is key to finding better ways of diagnosing and treating conditions and this is the first ever funding call from the charity's new seed core funding.

Louise Cook, Fundraising Manager, said: "We are delighted that the Hospital Charity can for the first time ever fund opportunities for colleagues for potential ground-breaking and pioneering research projects that could make a real difference to the lives of patients now and in the future."

## Entries open for Charity bike ride

It's time to gear up and get ready as entries have now opened for this year's NNUH bike ride in aid of the N&N Hospitals Charity.

On Sunday 15th July 2018 cyclists will be taking to the roads of Norfolk for the NNUH Tour Sportive which offers 100, 60 or 30-mile routes, all of which follow sections of the Tour of Britain.

All routes start and finish at the hospital on Colney Lane and will take participants through quiet roads in South Norfolk and North Suffolk, which provide scenic beauty and routes suitable for both experienced and novice cyclists.

Entries will help to support the hospital, with up to £9 per rider entry going directly to the charity.

If riders want to raise additional sponsorship, they can choose any hospital department or ward to benefit from these donations.

As well as the charitable donation, the entry fee provides free feed stops along the route and electronic chip timing. Free car parking will be available at the NNUH Colney Lane site.



We are sorry not to be able to mention everyone who has helped or supported the hospital charity but we are truly grateful for all your support.

## Prestigious award for NNUH Fundraising Manager

In recognition of her valuable work in raising funds for the Norfolk and Norwich University Hospital, Norwich Marchesi Club has awarded a Paul Harris Award to Louise Cook, NNUH Fundraising Manager. Paul Harris was the founder of the Rotarian movement and the award is given to individuals who have gone above and beyond to assist their local community.

Louise played a key part in supporting Marchesi members during an initiative raising money for new brachytherapy equipment at the hospital, a project which, in partnership with an Indian Rotary club, raised more than £50,000. The equipment, to be used for cancer treatment, was unveiled at the hospital in late 2017 and will help to provide the very latest in cancer treatments for patients in Norfolk.



*Louise is pictured second from left receiving the Paul Harris Award from members of the Norwich Marchesi Rotary Club*

## Rheumatoid in Norfolk Group (The RiNG) to celebrate 10th anniversary

Do you or does someone close to you suffer from arthritis? If so you are invited to our 10th anniversary celebration.

THE RiNG is celebrating with a special conference and afternoon tea at Park Farm Hotel in Hethersett on Wednesday 4th April 2018 from 1pm until 4pm. Our keynote speakers will be Ailsa Bosworth MBE, CEO of the National Rheumatoid Arthritis Society, and Prof David Scott who led the Rheumatology Department at the N&N for many years.

Tickets cost £3 per person and include a traditional afternoon tea. Seats are limited and going fast. Call 0800 072 9597 to book your place or email [enquiries@thering.org.uk](mailto:enquiries@thering.org.uk).

THE RiNG is about information, education, empowerment, making new friends and having fun. We aim to be well informed patients who work with our medical team to optimise health outcomes.

Our meetings on the first Wednesday of the month at Hethersett Village Hall host medical and other guest speakers, plus the essential tea/coffee and homemade cake.

If you have any kind of arthritis you are always welcome to join us, as are friends and partners and medical professionals. Visit [www.thering.org.uk](http://www.thering.org.uk) to check out our programme.

## Dates for your diary

### Trust Board meetings

- 23 March 9am – 11am
- 25 May 9am – 11am
- 27 July 9am – 11am
- 28 September 9am – 11am
- 30 November 9am – 11am

### Council of Governor meetings

- 25th April 10am-12pm
- 26th July 10am-12pm
- 24th October 10am-12pm

All meetings are held in public in the Boardroom.

As space is limited at these meetings, please contact the Communications Team to book a place via [communications@nnuh.nhs.uk](mailto:communications@nnuh.nhs.uk)

### Community Voluntary & Charitable Resources Awareness day

Wednesday 11th April 10am - 3pm

### NNUH Hospital Fete

Saturday 16th June

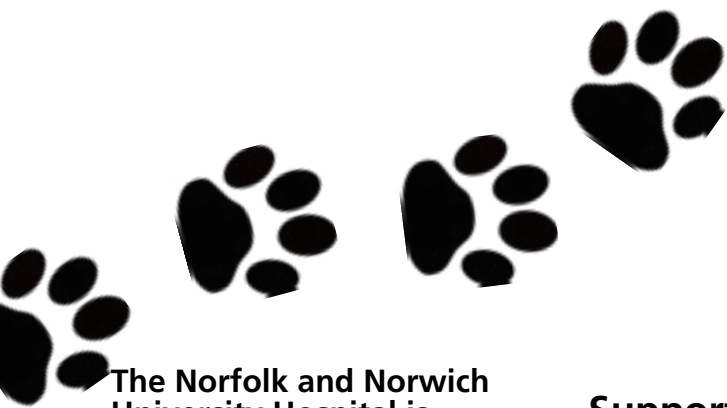
### Cromer Hospital Fete

Saturday 30th June

### Charity Bike Ride

Sunday 15th July





# Furry friends to NNUH

**The Norfolk and Norwich University Hospital is delighted to be introducing the Pets As Therapy (PAT) programme to help promote wellbeing and support a quicker recovery for patients.**

**Here we find out about their first visit to the hospital, spending time on Heydon Ward.**

The hospital has teamed up with Pets As Therapy (PAT), a charity founded in 1983 where dedicated volunteers and their calm and friendly pets visit people in a variety of settings so they can benefit from animal assisted therapy (AAT).

Initially, the scheme will be offered to inpatients on the Trust's Older People's Medicine wards and the Neurology ward, with visits taking place following a referral from a Ward Sister on areas identified as suitable by the NNUH Infection Prevention and Control team.

## Support for patients

Andree Glaysher, Ward Sister for Heydon Neurology said: "We're absolutely delighted to be introducing Pets as Therapy to our Neurology and OPM wards. Staying in hospital can often be a stressful time for patients and having the dogs on the wards will be a great way to bring joy and companionship and support the wellbeing of our patients."

Sally Dyson, Voluntary Services Manager at NNUH said: "Research has provided solid evidence that dogs can have a very positive and beneficial effect on a patient's wellbeing and assist a speedier recovery. The companionship of a dog and their handler can decrease loneliness, stimulate conversation, encourage movement and social interaction. We're very pleased to be introducing this programme to NNUH and so grateful to those at



*NNUH patient Bee enjoyed the w...  
L*

the charity for sparing their time to support our patients."

## Our first visitors

The first PAT Teams to visit patients at NNUH were Buddy and his owner Angela, Abbee and her owner Wendy, Minty and her owner Sophia, Lily and her owner Anne plus Stella with her handler Carole. You can find out more about our visitors on page 7.

All PAT teams supporting us on this project are registered with the national charity, PAT. All owners and handlers will complete an additional Trust level recruitment process, and all PAT dogs are required to be fully vaccinated and temperament and health assessed prior to beginning their PAT dog duties.



*Five PAT dogs and their owners visited NNUH this month and they are pictured above alongside members of the NNUH Volunteer team who organised the visit*

# bring delight H wards



Ward visit from PAT dogs Stella and Buddy

The first visit to NNUH was a huge success with Heydon Ward Sister Andree Glaysher saying the atmosphere on the ward was transformed by the visit.

One patient, Bee, who has owned Dachshunds in the past, was delighted with the visit and said: "It was worth coming into hospital for."

Carole Adam, Volunteer Area Coordinator and Dog Assessor for PAT Norwich said: "PAT is the UK's leading charity providing animal assisted therapy. We enhance health and wellbeing in the community through the visits of trusted volunteers with their behaviourally assessed animals. PAT Teams continue to make a significant difference to the lives of people in Norfolk and we hope we can bring a little joy to inpatients at NNUH."

## Meet our canine companions...




**LILY**

**Breed:** Miniature Dachshund  
**Age:** 3  
**Been a PAT dog for:** 18 months  
**Loves:** Being around people



**BUDDY**

**Breed:** Fox Red Labrador  
**Age:** 7  
**Been a PAT dog for:** 2 years  
**Loves:** Swimming




**MINTY**

**Breed:** Bichon Frise  
**Age:** 3  
**Been a PAT dog for:** 2 years  
**Likes:** Snuggling up on her owner's lap



**ABBEE**

**Breed:** Golden Retriever  
**Age:** 10  
**Been a PAT dog for:** 8 years  
**Likes:** Eating and playing with her doggy pals



**STELLA**

**Breed:** Border Collie  
**Age:** 8  
**Been a PAT dog for:** 5 years  
**Loves:** Practising agility

# Innovation in surgery

## NNUH

**There has been some fantastic news from the colorectal cancer teams with the Trust's first robotic colorectal cancer surgery carried out last year. This comes as the team also begins a new minimal-invasive surgical approach to treat rectal cancer and other bowel conditions. One of the surgeons involved in the surgeries tells us about these exciting developments.**

### First robotic surgery

The NNUH's colorectal team has carried out the Trust's first robotic colorectal cancer surgery.

Consultant Colorectal Surgeon Irshad Shaikh led the team on the first surgery of its kind at the Trust.

The surgery was carried out in collaboration with Colorectal Surgeon Professor Amjad Parvaiz, one of the country's leading robotic surgeons.

The team has carried out more than 1,100 colorectal operations over the past five years – among the highest of any Trust in the country.

Mr Shaikh said robotic surgery offered a minimal invasive approach and dissection was more precise because the method offered a three-dimensional view and full freedom of movement.

He said: "The robot was first used by the Urology team at NNUH and, building on their excellent work, we now have the option of using it for colorectal cancer removal."

Surgery for such cancer removal can be carried out via a number of ways: open, where the surgeon makes a cut in the abdomen, keyhole (laparoscopic) surgery or



*The NNUH Colorectal Cancer Team*

robotic surgery which may improve functional outcomes for patients as it allows better dissection around pelvic nerves needed for bowel, bladder and sexual function.

Mr Shaikh said: "The rectum is a special organ because it lives in the pelvis. It can be a very challenging surgery and many centres perform the rectal surgery via the traditional open way but it is fantastic that we now have the robotic option as well as the laparoscopic approach.

"All colorectal surgery can be performed with a robot but we feel it's particularly beneficial for rectal surgery."

### New surgical approach

In addition, a new minimal-invasive surgical approach to treat rectal cancer and other bowel

conditions has been carried out by two surgeons operating on a patient at the same time.

The procedure, TransAnal Total Mesorectal Excision (TaTME), was led by Consultant Colorectal Surgeons Irshad Shaikh and Chris Speakman.

Mr Shaikh said: "Rectal surgeries are challenging operations due to various reasons, including narrow pelvis especially in men, as well as the presence of important structures and nerves for normal bodily functions, such as bladder, bowel and sexual functions. This innovative procedure has also been carried out on patients with other colon conditions, such as inflammatory bowel disease.

"We want to achieve complete cancer removal and at the same time avoid complications and restore the gut continuity.



# gical treatments at UH

“With lower rectal cancers, although we can perform the surgery via laparoscopy, sometimes we cannot complete the surgery this way due to poor access. On these occasions, we have a number of approaches available and one of them is TransAnal Total Mesorectal Excision where two surgeons operate together.”

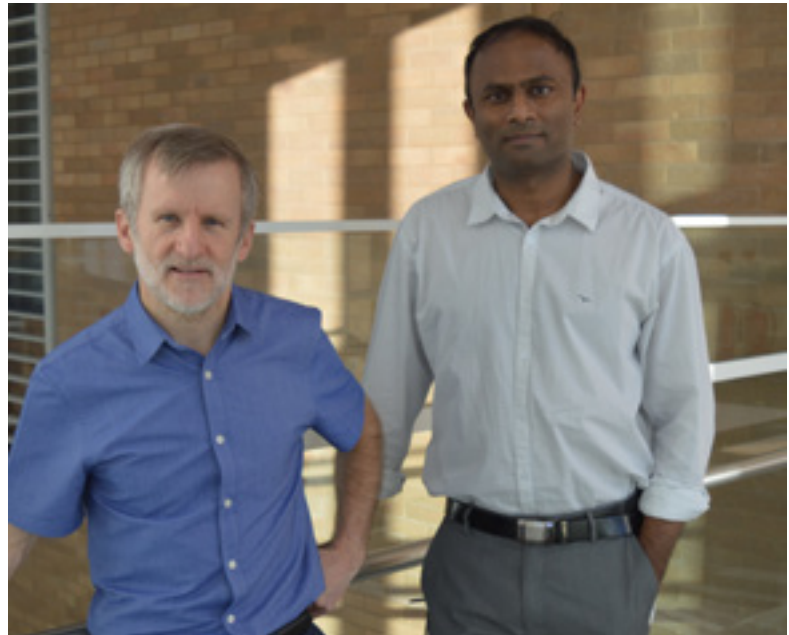
One of the country’s leading colorectal surgeons, Janindra Warusavitarne from St Mark’s Hospital (a specialist bowel hospital in Harrow, London) visited NNUH to help the Trust set up the service.

Mr Shaikh said performing the surgery with two teams enabled them to carry out the operation with minimal invasion, reduce the time a patient spends under anaesthetic and offered all the benefits of laparoscopic minimal invasive surgery (keyhole).

One of the first patients to undergo the new-style surgery in July 2017 was Carol Cotton, 72, from Long Stratton.

Mrs Cotton said: “The help I received in hospital was fantastic. My daughter stayed with me for a few weeks after I came home. Since then I’ve started to feel normal again and am back cutting the grass and walking the dog.”

Mr Shaikh added: “This was real team effort. We would like to thank our colorectal surgical colleagues, theatre scrub team, anaesthetic team, radiologists, specialist nurses, secretarial staff, ward nursing staff, physiotherapy and stoma nursing team who all play a part in the patient’s care.”



*L-R: Mr Chris Speakman and Mr Irshad Shaikh*

## Top rating

A national audit report has recently rated the Trust among the best in the country for emergency bowel surgery outcomes.

The National Emergency Laparotomy Audit (NELA) revealed that our patients can expect to be well enough to leave hospital almost a week ahead of the national average.

An emergency laparotomy (emergency bowel surgery) is a surgical operation for patients, often with severe abdominal pain, to quickly find the cause of the problem and treat it. It involves a general anaesthetic after which an incision is made to gain access to the abdomen.

Emergency bowel surgery can be carried out to clear a bowel obstruction, close a bowel perforation or stop bleeding in the abdomen. It can also treat complications of previous surgery. If left untreated, these conditions are often life-threatening.

According to the latest Audit:

- NNUH length of stay is 10 days compared with the national average of 16.6 days;
- Average mortality after emergency laparotomy at NNUH is 9.4% compared with 10.6% nationally;
- NNUH was one of only five hospitals in England and Wales to perform more than 300 emergency laparotomies last year with a figure of 345.

NNUH Consultant Surgeon Richard Wharton said: “The result of this audit is fantastic news for the patients who are brought here for emergency bowel surgery, and are testament to the hard work and skill of the whole team here at NNUH.

“We are proud to be one of the top performing Trusts in the country and we are continually working to improve even further the care we offer our patients.”

# Countdown

**The world-class Quadram Institute is due to be completed later this year. The building will house Norfolk and Norwich University Hospitals' new state of the art Endoscopy Unit and the Clinical Research Facility also run by NNUH. In this feature, we take a look around the building to see how construction is progressing.**

Quadram Institute (Bioscience) - formerly the Institute for Food Research - will also be based in the building. The new Institute is a partnership between NNUH, Quadram Institute (Bioscience) and University of East Anglia (UEA). The QI will be at the forefront of combined research into food science, gut biology and health. Co-location with the John Innes Centre, world leaders in plant, crop and microbial science, makes the Quadram Institute unique not just in the UK but in the world. This combination of features has helped secure £75m of funding, with the

bulk of the money coming centrally through the Biotechnology and Biological Sciences Research Council (BBSRC) and the Quadram Institute partners, QI(B), UEA and NNUH.

## NNUH's Endoscopy Unit

NNUH staff will be part of an institute which will develop solutions to worldwide challenges in food-related disease and human health. NNUH needs to double its capacity for bowel screening due to population expansion, people living longer, and the need to screen a broader age range for diagnostic and potential preventative reasons. The new Endoscopy Unit at the Quadram will provide a dedicated unit with enough space for this expansion and provide services for approximately 40,000 patients per year, juxtaposed with world leading research facilities.

Work is progressing well and the new Endoscopy Unit is taking shape. Finishing touches have already been made to the interview rooms, where



*NNUH Service Director for Gastroenterology, Damon Cutler, in the main foyer of the new building.*



*The use of floor to ceiling glass creates a modern, airy and open feel within the new building*

*CREDIT: EDP/ANTONY KELLY*



*The new Quadram Institute building*



# to Quadram



*Simon Rushbrook and Waites Project Director, the new Quadram Insitute Building*  
 CREDIT: EDP/ANTONY KELLY



*The view from the Quadram site to the main NNUH hospital site at Colney Lane*



*Building is nearing completion*  
 CREDIT: EDP/ANTONY KELLY

patients will initially discuss their care with a clinician, before moving to treatment rooms, recovery rooms and finally the discharge area. Working alongside leading research facilities, the unit will be at the forefront of endoscopic delivery, teaching and innovation and allow the Trust to provide a service for patients in line with the predicted rise in referrals for endoscopy over the next 10 years.

### **Dedicated spaces for staff**

For staff, the new building offers an opportunity to work in a dedicated institute in a brand new facility with increased space and capacity. Breakout areas, encouraging those working within the building to exchange ideas and research, are part of the balcony overlooking the atrium where there will also be seating for impromptu meetings. A fantastic glass-fronted canteen and lecture theatre is also being constructed, with views of NNUH just across the road.



To watch the latest drone footage of progress on the Quadram Institute site, scan the the QR Code above.

Alternatively you can visit:

**[bit.ly/2EWFH3a](https://bit.ly/2EWFH3a)**

For more information on the Quadram Institute including the latest vacancies and research opportunities, visit:

**[quadram.ac.uk](https://quadram.ac.uk)**



## Maternity team celebrates international reaccreditation



*L-R: Charlie Aldous, Infant Feeding team midwife; Lauren Blake, Infant Feeding team midwife; Anna Woodward, Infant Feeding Senior Maternity Care Assistant; Torie Popay, Infant Feeding team midwife; Claudia Di Salvo, Infant Feeding team midwife; Luisa Lyons, Infant Feeding Co-ordinator*

The Maternity team at the Norfolk and Norwich University Hospital is celebrating being reaccredited by UNICEF (United Nations Children's Fund) with the prestigious Baby Friendly Initiative (BFI) Award.

The reaccreditation, which assesses 34 standards of infant feeding and relationship building amongst staff, pregnant women and new mothers at the Trust, was carried out in early November over two days of thorough assessments.

This followed a series of previous assessments over the last five years. In 2012, the trust passed stage one which looked at policies and procedures. The stage two assessments in 2013 took a look at staff knowledge and skills, and then in 2015, the stage three assessments looked at whether the standards were embedded into practice by interviewing pregnant women and new mothers, including those with a baby on the Neonatal Unit.

In order for the Maternity Unit to be reaccredited, the most recent assessments accumulated all three of these stages. 38 mothers were interviewed about their experiences, as well as 30 members of staff assessed on their knowledge and skills. This included representatives from different departments across the Maternity and Neonatal Units such as consultants, hospital and community midwives, NICU nurses,

nursery nurses, maternity care assistants and midwifery managers.

Sue Ashmore, Programme Director for UNICEF Baby Friendly Initiative in the UK noted that: "UNICEF UK Baby Friendly Initiative is fairly unique within the health service, not because it sets standards and accredits facilities, but rather because it relies very heavily on interviews with clinical staff and with mothers themselves to determine how far the standards are being implemented. This means that it is a very hard accreditation to achieve, requires genuine change and takes a tremendous amount of effort over a long period of time to reach full accreditation. This is a real achievement for the Norfolk and Norwich University Hospitals NHS Trust."

Luisa Lyons, NNUH Infant Feeding Co-coordinator said: "We're delighted to have received this reaccreditation. Since 2011 when we began our BFI journey and the infant team was established, we have been providing a dedicated infant feeding service and this reaccreditation means that our patients can be rest assured they will receive the best possible care."

The Baby Friendly Initiative, set up by UNICEF and the World Health Organisation (WHO), is a global programme which provides a practical and effective way for health services to improve the care provided

for all mothers and babies. In the UK, the initiative works with UK public services to protect, promote, and support breastfeeding and to strengthen mother-baby and family relationships.

As part of the assessment process, the maternity team were able to show assessors the initiatives that take place at the trust including:

- The new specialist infant feeding clinic, run by a Lactation Consultant at the Norwich Community Hospital each week. This is a project to reduce neonatal readmissions with excessive weight loss.
- The training of over 100 midwives and nurses to be "key workers", who have additional training in managing more complicated feeding issues.
- The use of donor human milk for vulnerable babies on the Neonatal Unit.
- The Restrictive Lingual Frenulum (tongue tie) service, which is run as a multidisciplinary team service.

Dr David Booth, Chief of Division for Women's and Children's Division and UNICEF Baby Friendly Guardian for the Trust said: "This is fantastic news for both the trust and for our patients. Gaining the reaccreditation and achieving this international recognition is a great achievement for the team. When our patients come to NNUH they can be assured that they will be receiving a world class service."

## Midwives embrace digital technology

The midwifery service has been embracing new technology with pregnant women registering with the midwifery service at NNUH by completing a new electronic self-referral form on the hospital's website.

The form can be completed on a smartphone, laptop or tablet PC, and asks for details such as name and address, GP details and initial pregnancy details. The information is used to create a patient record which the midwife can access when the patient makes their first appointment.

This change has been accompanied by the introduction of laptops for midwives in the community, enabling them to access information such as emails, policies and other work documents along with the relevant clinical systems. Seven of the eight teams in central Norfolk have received their laptops

with the remaining team being rolled out by the end of March. The midwifery hand held notes have also been redesigned as part of the project.

Frances Bolger, Head of Midwifery, says: "The feedback from patients and midwives has been positive and we are pleased to have made this step in modernising our services

and making more use of new technology.

"This change will free up more time for midwives to spend with their patients by reducing paperwork. Paper forms can still be requested where mothers have no access to a computer or smartphone but these patients have been in the minority."



*An NNUH Midwife speaking with a patient*

## Regional NHS research contract extension awarded to NNUH

NNUH has been awarded a contract extension to host National Institute for Health Research (NIHR) clinical research delivery across East Anglia for an extra 3 years.

NNUH was awarded the original 5 year contract in the spring of 2014 with a view to it being retendered in 2019. However the NIHR has decided to extend the contract to 2022 instead of calling for new bids at this stage.

As the regional host for NIHR's Clinical Research Network (CRN), the research delivery arm of the NHS, NNUH oversees a region-wide team which ensures NIHR clinical research is carried out efficiently across East Anglia. This includes allocating funding and guidance to local hospitals and GP surgeries to support their involvement, and assisting teams to increase opportunities for patients and the

public to take part in clinical research. Mark Davies, Chief Executive at NNUH is delighted that the team is able to continue building on the progress already made in the past 4 years. He said,

"The additional three years

on our contract to host the NIHR Clinical Research Network in East Anglia is great news and will help to support the dedicated clinical research staff across the region who are working hard on research to benefit patients.

"The Trust has an active and expanding research programme including our role in research at the Quadram Institute. We are committed to championing research and feel privileged to run the NIHR regional clinical research network."

Dr Jonathan Sheffield OBE, national Chief Executive Officer for the NIHR CRN said: "This extension is recognition of the excellent collective development and delivery of the NIHR Clinical Research Network over the past four years, demonstrated by the continuous and measurable improvement in the effectiveness and efficiency of the network, and by the countless local and national initiatives to promote, engage and involve NHS patients, the public and other stakeholders in clinical research."



*L-R: Dr Johnathan Sheffield, NNUH Gastroenterology Consultant Dr Simon Rushbrook and NNUH Chief Executive Mark Davies*

## HRH The Princess Royal launches Norfolk MND network at NNUH

HRH The Princess Royal, as Royal Patron of the Motor Neurone Disease Association, visited NNUH to launch the Norfolk MND Care and Research Network. Her Royal Highness met patients, carers, professionals and volunteers from across Norfolk who work to support people with Motor Neurone Disease.

Mrs Sally Light, Chief Executive of the Motor Neurone Disease Association, said: "We are delighted that our Royal Patron, HRH The Princess Royal, has joined us today to celebrate the launch of the Norfolk MND Network, which provides care for people in Norfolk, wherever they live, and makes the vital connection between both care and research into MND."

Mark Davies, Chief Executive of NNUH said: "We were honoured to welcome HRH The Princess Royal to our hospital, especially as it is almost 14 years to the day since the Hospital was officially opened by Her Majesty The Queen. We would like to thank Her Royal Highness for her words of encouragement and support for this MND Network. We look forward to continuing to work closely with the MND Association, and the other partners in the Network, in helping improve care for people affected by MND across Norfolk."

Dr David Dick, who is a Consultant Neurologist at NNUH and has a particular interest in the diagnosis and management of Motor Neurone Disease, has for many years run an ad hoc clinic for patients with this condition. He said: "I have

always looked for opportunities to develop the service so the award of Care Centre Status by the Motor Neurone Disease Association and the appointment of a Care Coordinator will allow a long hoped for expansion in the clinical service which will allow us to bring expertise to patients in peripheral hospitals, improve support for patients and their families and establish close research links with UEA."

The Norfolk MND Care and Research Network is based at the Norfolk and Norwich University Hospital, and is jointly funded by both NNUH and the Motor Neurone Disease Association.

The Network serves the populations of Norwich, Norfolk and Waveney Valley, and operates from three

hospitals: the Norfolk and Norwich University Hospital in Norwich, the James Paget Hospital in Great Yarmouth and The Queen Elizabeth Hospital in King's Lynn, as well as satellite clinics in Beccles and Cromer. Staff overcome the geographic dispersal of people living with MND in Norfolk by rotating between these centres, taking their expertise direct to people living with MND as much as possible.

By attending the event The Princess Royal was recognising the combination of important services which are provided by the Network including care, respiratory management and scientific research.

Dr Mioshi, Professor of Dementia Care at the UEA, said: "It was a privilege to meet The Princess Royal today and to celebrate our involvement in the Network. We look forward to continuing our research and working with the Network to look further at the practical impact of clinical symptoms in everyday life, family carers, and healthcare management, and ultimately improving the lives of people with Motor Neurone Disease."



*HRH The Princess Royal (left) talks with Dr David Dick, Consultant Neurologist at NNUH (right) and Mrs Sally Light, Chief Executive of the Motor Neurone Disease Association (centre).*



*HRH The Princess Royal (centre) and Mrs Sally Light Chief Executive of the Motor Neurone Disease Association (left), talk with NNUH patients and staff*



## NUUH first in Norfolk and Suffolk to become recognised 'Centre of Excellence' for Urogynaecology

NUUH has become the first Trust in Norfolk and Suffolk to be recognised as a 'Centre of Excellence' for urogynaecology.

This accreditation by the British Society of Urogynaecology means that the hospital meets the highest UK standards for urogynaecology, a specialist area which looks at the diagnoses and treatment of female pelvic floor disorders such as urinary incontinence and pelvic organ prolapse.

The purpose of the accreditation is to define and monitor standards of care, organisation and quality within urogynaecology units, identifying best practice and providing a framework that will help these units enhance patient care.

The accreditation process begun in June 2015, when work started on an application folder to highlight the work of the team. This took two years to compile and was submitted in July 2017. Only applications of a very high standard can then go through to the next stage, where assessors visit the trust to carry out interviews and audits to ensure the process of patient care is also of a high standard.

On 12th of January 2018, assessors from the British Society

of Urogynaecology visited the Trust to inspect the urogynaecology facilities, urodynamics physiology unit, physiotherapy department, operating theatres and other clinical areas. Each member of the urogynaecology team was interviewed and all patient facilities individually assessed.

Assessors particularly commended the unit for the excellent leadership and team working by the lead of the service and for the teamwork between the three Consultant Urogynaecologists, the Specialist Nurses, and other related disciplines, including Urology and Colorectal Surgery.

Mr Ilias Giarenis, NNUH Consultant Gynaecologist said: "We are delighted to receive accreditation from the British Society for Urogynaecology which has set very high standards for urogynaecology care. Accreditation is evidence that the team is working together to provide

excellent treatment and continuously improve care for all our patients."

Mr Sambit Mukhopadhyay, Lead for Urogynaecology at NNUH said: "The team is very proud of this achievement, as this accreditation is the result of many years' hard work by the multidisciplinary team."

Mark Davies, NNUH Chief Executive said: "I would like to congratulate all those involved in achieving this accreditation. This is great news for both the Trust and for our patients and highlights the fantastic expertise of our team who continue to deliver a great service to patients here in Norfolk."



*The NNUH Urogynaecology team*

## New NNUH Governors elected

Five new public governors and two new staff governors have been appointed to the Council of Governors for the Norfolk and Norwich University Hospitals NHS Foundation Trust. Six of the Trust's existing governors have also been re-elected.

The new public Governors, pictured right, are Joy Stanley for Breckland, Trevor Plunkett and Dr John Rees for Broadland, Professor Rosalyn Jowett for Norwich and Penny Sutton for King's Lynn and West Norfolk.

The re-elected public Governors are Carol Edwards for North Norfolk, Jane Scarfe and Nick Brighthouse for South Norfolk, and Ines Grote for Great Yarmouth and Waveney.

John Nolan is elected as the new governor for medical staff and Rob Boyce becomes the new staff governor for clinical support.

Chairman of NNUH John Fry said: "We are delighted to welcome such experienced people onto our Council of Governors; our governors make a very helpful contribution to the successful leadership of the Trust and help us to engage effectively with the community we serve."

All NHS Foundation Trusts have a Council of Governors and its role is to represent the interests of the members when services are developed for the future. For more information about the Council of Governors, go to:

[www.nnuh.nhs.uk](http://www.nnuh.nhs.uk)



*Rosalyn Jowett*



*Trevor Plunkett*



*Joy Stanley*



*Penny Sutton*



*John Rees*

## Patients get involved in plans to expand Cromer & District Hospital

Over 40 patients and carers attended a listening event at Cromer & District Hospital to share their recent experiences of being treated at the hospital, provide ideas to shape the new facility, and volunteer to be involved over the coming months.

Consultant Surgeon James Hernon, who is the clinical lead for the expansion project, said: "Patients can give us useful insights when they talk about their care and this information will be used to help us plan the layout and treatment pathways in the new medical and cancer unit."

Anita Martins, Matron at Cromer Hospital said: "We were delighted to see so many patients and carers prepared to spend their time helping us to understand what is important to them."

At the meeting, patients and carers gave their views about what made a good visit to hospital in terms of the facilities and procedures on arrival, in reception areas, plus waiting and treatment areas. A group of seven

patients and carers have volunteered to be part of a working group to take forward plans over the coming months.

The new medical and cancer unit will be based in one of the older buildings on the site which will be refurbished to bring it up to modern standards. There will be space for chemotherapy treatments, outpatient appointments and day procedures. The new unit will also free up space in the main Cromer Hospital building to deliver surgical procedures in dermatology, urology, vascular surgery and pain management.



## Date for your diary Cromer Hospital Fete

Saturday 30th June

10am - 3pm

Lots of things for all the family to enjoy including games, musical entertainment, a tasty BBQ and much more!  
Car boot spots are available for £5. To book, please contact Alex Hannah on **01603 646266**.



## Long-standing team member Maurice celebrates 51 years

"I love my job and how it gives me the opportunity to chat with so many people during their time at the hospital" explains Maurice Hovells, a long-standing Cromer Hospital team member who has recently celebrated a very special anniversary and was commemorated at The Pride of Norse presentations evening.

Maurice, who works in the Servery team at Cromer Hospital's café, has marked his 51st anniversary after starting his NHS career in the 1960s. Back then his wage was 8 pound 15 shillings and thrupence each week.

His first role was at Kelling Hospital as a Ward Orderly, where he served tea and coffee to patients on the wards, and after three months he started working night shifts.

In 1972, Maurice then joined Cromer Hospital where he's been ever since, and in 2008 he started working as part of the Norse team. His main role continues to

be working in the catering team, serving hot and cold food to patients, visitors and staff.

Maurice who is North Norfolk born and bred understands first-hand how important Cromer Hospital is to its local community. "Not too long ago I had a pacemaker fitted and having a facility like Cromer Hospital means I don't have to travel very far for my check-ups. Cromer Hospital is very dear to its many patients and we're so grateful to have a facility like this on our doorstep."

Maurice added: "I've very much enjoyed my time here and I would like to thank all my colleagues past and present who have supported me during my time here."

Colin Jeckell, Norse Facilities Manager at Cromer Hospital said: "I'd like to congratulate Maurice on his lifetime achievement at the hospital."



*Maurice Hovells*