



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

THE **Pulse**

Issue Number 64
Spring 2013



Meet our new Director of Nursing, Emma McKay

Stop the Pressure

Find out about our campaign to prevent pressure ulcers, pp10-11



Do you have a stiff shoulder?

Follow our stretches designed by one of our physiotherapy specialists, p7



Diabetes study in Cromer

Take part and see if your health improves, p12

NORFOLK AND NORWICH UNIVERSITY HOSPITAL

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

Restaurant West Atrium, Level 1, open 7am–8pm

Serco cafe bars Out-patients West and East;
Cafe Pure (inside WH Smith, Plaza West) open Mon–Fri 7.30am–6pm, Sat 9am–4pm and Sun 10am–3pm

Deli food2go Plaza (East), open Mon–Fri, 7am–1am, weekends 11am–1am

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 12–5pm

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

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

Security ext. 5156 or 5656

Lost property 01603 287468 or ext 3468

Reception desks

East Atrium Level 1: ext. 5457 or 5458

West Atrium Level 1: ext. 5462 or 5463

Out-patients East Level 2: ext. 5474 or 5475

Out-patients West Level 2: ext. 5472

Patient Advice and Liaison Service (PALS)
For confidential help and advice about our service to patients call 01603 289036 / 289045

Travel Office for car parking permits, ID badges, keys to cycle sheds, use of pool cars and Trust bicycle, public transport information: ext. 3666

Bank Cash dispenser in East Atrium Level 2 and in WH Smith, Plaza (West)

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

Sir Thomas Browne Library open Mon–Thurs: 9am–5.30pm, Fri: 9am–5pm

CROMER

Mill Road, Cromer NR27 0BQ
Tel: 01263 513571

HOSPITAL

OTHER TRUST 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: Breast Screening, Pain Management

• **20 Rouen Road**, Norwich, NR1 1QQ, ext. 6954: HR, IT services, recruitment, payroll, training, finance, health and wellbeing, out-patient appointments, cancer management, procurement, clinical effectiveness, commissioning team and information services.

• **The Norwich Contraception and Sexual Health Clinic**, Grove Road, Norwich NR1 3RH. Tel: 01603 287345

LETTERS

Dear Editor,

Over several weeks I have escorted a friend to the Colney Centre where he is midway through a course of chemotherapy to manage Leukaemia. Initially, he found this both a fearful and daunting prospect.

In his brief stay on Mulbarton Ward it became immediately obvious that an excellent quality of care was to be found there, and this was subsequently found again when he progressed to the Weybourne facility. From his very introduction to the Colney Centre there has been nothing to justify either apprehension or lack of confidence. The warm greeting from the administration staff and the warmth and friendliness of the entire nursing staff are all mirrored by the overall kindness, understanding, encouragement and friendliness of doctors and consultants. They are always willing to be informative, to answer questions, and to share the good news of improvement with pleasure and enthusiasm.

The whole point of writing this letter is to show the most heartfelt appreciation of every person serving the patients who visit the Colney Centre and its associated treatment areas.

The word Cancer holds the direst of implications to the patient when originally diagnosed, but where do we find sufficient superlatives to express our pleasure when experiencing the ongoing feeling of friendly support which goes such a very long way toward aiding recovery.

Thank you and many blessings for every precious person who strives so diligently on behalf of the cancer sufferers. It is very humbling and a source of immense thankfulness that there is to be found such love and expertise working hand-in-hand in our very own Norfolk and Norwich University Hospital.

Sincerely,
Thelma Berry MBE

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

Dear Pulse,

I am writing to you with a letter of great thanks aimed towards your doctors, consultants, surgeons and nurses who took great care of me. This includes everyone whom I came into contact with.

I awoke in a lot of pain on one Tuesday morning and decided to head to A&E, only to find my initial visit quickly turn into a hospital admission and some minor surgery, later that evening.

I was admitted to Easton ward where I received the best of patient care from all of the nurses on duty that day and evening, not to forget the anaesthetists and surgeons who did a fantastic job for me later on that night when I had some minor surgery.

I just wanted to let you know how much I thought of your fantastic staff at the hospital and would like you to pass on my thanks and appreciation to them all please.

I am never ill and am never in hospital but this proved things can and often do go wrong with the body unexpectedly. We are always hearing all the bad things about the NHS but does anybody ever stop to take a look at the great job that they are doing day in, day out? Not many folk I'm sure.

I for one appreciated your hospital accommodating me and sending me home on my road to recovery. So thank you and could you please thank your staff on both me and my family's behalf.

Kind Regards,
Stuart Fitchet

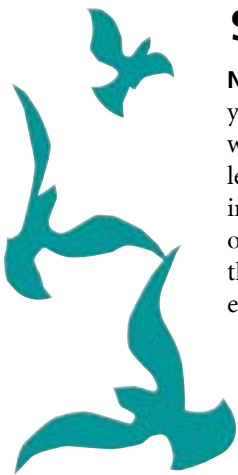
Hello,

Could I thank nurse Denise Yeoman and Sister Laura Crowe, on a recent visit to out-patients ENT. I was feeling ill, I am disabled anyway. Denise went over and above her call of duty to help me, she brought a wheelchair, gave me a welcome drink, and stayed with me until I felt better.

All the staff at our hospital are exemplary, some always go that extra mile and when that happens it is worth rewarding.

I would also like to comment on the ultra-cleanliness that exists throughout the hospital these days.

Yours sincerely,
Glenda Parker



Staff Awards 2013 nominations open

NOMINATIONS ARE INVITED for our annual Staff Awards and you have until 30th June to put forward individuals or teams who you think deserve to be rewarded for their exceptional levels of service and hard work. This year there are 10 categories including a new 'Clinical Teacher of the Year' award and of course our 'Patient Choice' individual and team awards supported by the Eastern Daily Press, for those members of staff who go the extra mile to provide exceptional patient care.

New car park nearing completion

A NEW CAR park is due to be completed in May. It will be situated to the west of the hospital and will help to relieve some of the pressure on current spaces.

Chief Executive of NNUH, Anna Dugdale, said: "We are delighted to be working with Bullen Developments Ltd to provide a car park with an additional 350 spaces for visitors to the hospital. This will address one of the biggest areas of feedback from our visitors who have faced recurring problems in finding parking spaces at the hospital."

Family thanks staff too numerous to mention

THE FAMILY OF Malcolm Porter delivered a Christmas cake with a difference to nurses and consultants on Hethel ward and the Weybourne Day Unit in December.



Julie and Freda Porter with Sister of Hethel ward, Karen Loades, Sister of Weybourne Day Unit, Debra Blackstone, volunteer Richard Kemp and Deputy Sister of Weybourne Day Unit, Harriet Andrews.

More help for cancer patients and carers

THREE NEW INITIATIVES are being launched by the Big C Cancer Support and Information Centre in 2013. A new Information Day for people living with and beyond cancer will be held at the centre on Saturday 11th May. There will be a range of information and professional support and advice for cancer patients and carers.

The centre is also launching a new Healthy Matters programme for patients and carers to meet with a dietician, physiotherapist and occupational therapist once a month. A new Carers Club support group will also meet once a month at the centre.

For more information contact the Big C Centre on 01603 286112 or visit www.big-c.co.uk/support.



Embedding the right culture is key

OUR VALUES COME

from within each of us, they are not something that can be taught, and for an organisation like ours it is critical



that the culture fosters respect of every member of the NNUH team and supports high quality, sensitive and compassionate care and service to each of our patients and their families.

Being able to stand back and objectively consider whether the standard of care and communication is what we want for those we love the most is a very profound sense check.

If you turn to pages 10-11 you'll see that by pausing to reflect on whether the care we provide is that which we would want for our loved ones, we concluded that we really wanted to reduce the number of patients acquiring pressure ulcers whilst in our care. We've come from a time where it had gradually become accepted that a small number of patients sometimes developed pressure ulcers, to a point where we now see any preventable pressure ulcer as being totally unacceptable and as a result the number of patients acquiring pressure ulcers in our care is steadily reducing.

In the same way we have achieved a significant culture change in relation to patients acquiring MRSA bacteraemia in our care. We have just achieved our first MRSA free year due to a huge effort, great team work and a change to what we used to see as an unfortunate but acceptable consequence of care.

By constantly questioning whether what we are doing is aspirational enough for our patients, we can continue to improve the quality of care we provide for our patients and their families. We should always be striving to do better, and our challenge is to continue to do that.

ANNA DUGDALE

*Chief Executive,
Norfolk and Norwich University
Hospitals NHS Foundation Trust*

Family donation

The family of Deric Bendell have donated £400 to both the Weybourne Day Unit and Mulbarton ward. Deric died in May 2011 and in July 2012 his two sons and grandson cycled over 50 miles from Diss to the Norfolk and Norwich University Hospital and back again. They also held a disco and in total raised £800. The money which has been split between the two areas will be spent on equipment.



Above: The family of Deric Bendell presented two cheques to Claire Fullalove, Sister of Mulbarton ward, and Mary Ewin from the Weybourne Day Unit.

Cheque presented to Community Midwives

Bernies Bingo Club have donated £1500 to the Walsingham Community Midwives team. The money will be spent on equipment including baby scales and



Above: Head of Midwifery Glynis Moore and Community Midwife, Debbie McCoy receiving the cheque.

New TV for Lion Ward

A brand new 42inch HD television has been donated to Lion Ward in the children's day procedure unit. Kevin Thurston bought it with the help of his company Easy PDQ, after his son received treatment at the unit last year. The TV will benefit all day case children coming into hospital for minor operations.

Meet our new Fundraising Manager



Hello, my name is Louise Cook and I am the new Fundraising Manager. Having worked at charities such as Cancer Research UK, Macmillan, Barnardos' and the Institute of Fundraising, I am very excited about coming to work at the Norfolk and Norwich University Hospitals NHS Foundation Trust.

I am looking forward to working with all of the departments and getting a clear fundraising strategy in place to help increase our voluntary income and our amazing support from the local community. Our aim is simple, to raise more money to make our hospitals even better. Whilst the NHS provides the funding for the necessities, the generous support of the local community enables us to fund projects that can make a huge difference to the lives of patients and their loved ones.

I live in north Suffolk with my husband and daughter, along with various animals including pygmy goats, pigs and alpacas!

Get on your bike for cancer

WE ARE PLANNING our third annual bike event to raise as much money as possible for the Targeted Radiotherapy Appeal on Sunday 29th September. We want to help local patients receive radiotherapy treatment closer to home and we need to raise £600,000 through the appeal. We are well on our way and have raised over £52,000 so far. One in three of us will be affected by cancer at some point in our lives and you can make a difference to local cancer care by biking for cancer or sponsoring someone who is taking part.

To register for the 100 mile bike ride from Cambridge to Norwich visit www.bike-events.com or telephone the Fundraising Manager on 01603 287107.

Diabetes charity funds new equipment

PATIENTS WHO ATTEND the Norfolk and Norwich University Hospital's Eye Clinic are benefiting from faster treatment thanks to new laser eye equipment donated by the Norfolk Diabetes Trust.

Nigel Bertram, the Chairman of the Trust, visited the Eye Clinic to formally hand over the multispot laser after the charity donated £42,000. The new laser will replace the hospital's single spot laser and means diabetes patients can have treatment to heal damaged blood vessels in the eye in one go, rather than having to attend two or three times.



Nigel Bertram (left) with Mr Colin Jones, Clinical Director Ophthalmology

Open Day and Summer Fete planned for June

THE NORFOLK AND NORWICH University Hospital is opening its doors to the public on Saturday 29th June. The family fun filled open day from 11am to 4pm will be held alongside the summer fete, which will be raising money for the Targeted Radiotherapy Appeal.

The event will include a careers fair, tours of various departments, a look behind the scenes of an operating theatre, a well teddy clinic for children and a 5km fun run. Plus, you'll be able to have your photo taken with special guest, Wenlock, so bring your cameras along!



Exciting future for the health of Trust staff

THIS YEAR LOOKS set to be another successful year for the health of the hospital's workforce. Last year hundreds of staff took part events and made health pledges or lifestyle changes.

Over 400 people clocked up 12,386,785 steps, nearly a fifth of the way around the world in our Pedometer Challenge! Over 800 staff had a NHS health check. Plus we launched the staff choir which now has over 60 regular members.

The Trust hosted the second annual Cambridge to Norwich bike ride plus our third annual 5km fun run. In the spirit of the Olympics a relay team collectively broke the individual 5km world record, by 5 seconds! Many of the participants were members of the free Staff Running Club.



World record breakers celebrate

Photo by Eastern Daily Press/Steve Adams



The staff choir at last year's staff awards

Another accolade for the Trust was the NHS 2012 Challenge Gold level Award. NNUH was the only Trust locally to receive such recognition. We also attained the East of England SHA 'Staying Healthy at Work' Accreditation 'aSHaWd'.

This year we want to improve the healthiness of food in the staff canteen, lower the fat and salt content of meals, provide calories on menus and introduce special offers to encourage healthy diets.

Healthy cities

We will continue to work towards our Public Health Responsibility deal pledges and have made an organisational commitment to the 'Healthy Cities' status awarded to Norwich. There is an annual campaign of events planned in line with national health campaigns, so 2013 promises to be as busy as 2012.

NNUH leading the way on cancer screening

THE NORFOLK AND Norwich University Hospital (NNUH) is the only hospital in the country to be selected to pilot two new screening programmes this year, one for bowel cancer and one for cervical cancer.

A new bowel-cancer screening programme will be offered to everyone aged over 55. The screening uses a thin, bendy tube with a camera attached. Currently, those aged 60-69 in England are screened using kits at their home before being invited for further camera tests.

The new screening will invite younger patients without any symptoms to have a similar check to look for any abnormal growths. Screening in this way allows doctors to remove growths that might otherwise turn into cancer and treat any cancers already present.

Dr Richard Tighe, Consultant Gastroenterologist, said: "Over 90% of cases of bowel cancer can be treated

successfully if caught in the initial stages, so screening is essential to ensure we give patients the best chance of recovery."

As part of the cervical cancer screening programme, new tests will automatically check for high risk forms of the HPV virus as a first line of investigation, as they are known risk factors for the development of cervical cancer. This screening is a more effective at detecting pre-cancerous cells needing treatment.

Viki Frew, Consultant Biomedical Scientist for Cytopathology, said: "Although the virus is very common and most women clear it without experiencing any symptoms, if these forms are present at the time of their screening test, it indicates to us which samples need to be examined in more detail".

NNUH is one of six sites to successfully introduce HPV Triage where selected samples are HPV tested. This system has since been rolled-out nationally.

Join our Patient Panel

If you have signed up as a member of the Trust you may already be responding to surveys or coming to events. We are now setting up a Patient Panel for patients who would like more regular opportunity to give their feedback on a variety of hospital projects.

This could range from reviewing a leaflet for patients, giving views on service improvements or feedback on our website.

To be on the Patient Panel you will need to become a hospital member if you are not already.

If you would like to be involved, contact the Communications Team on 01603 287634 or e-mail membership@nnuh.nhs.uk

Dates for your diary

Council of Governors:

- 2pm - 4pm on 22nd May 2013

If you would like to attend, please contact the Membership Office on 01603 287634 or email membership@nnuh.nhs.uk

Medicine for Members:

Both talks run from 6pm - 8pm in the Gooch Lecture Theatre:

- Hear more about Audiology Services and how you can get the best out of your hearing aid on Wednesday 24th April.
- Find out how we are improving cancer care through the Targeted Radiotherapy Appeal on Thursday 2nd May.

To book a place contact the Membership Office on 01603 287634 or e-mail membership@nnuh.nhs.uk

Our AGM will be held on 19th September 2013

Friends and Family Test

THE FRIENDS AND FAMILY Test has been used for several years now in the commercial sector by the service industry and others to ask their customers for feedback on products and services.

Small cards asking us to give our feedback on the cappuccino we have just consumed, sometimes incentivised by entry into a prizewin for a meal for two, have become commonplace. We are all a bit more used to seeing “How likely are you to recommend our services to your friends and family” than we were in the past.



This approach has also been adopted now by the health sector. Here in the East region acute hospitals have been working with the Strategic Health Authority since early 2012 on using the Friends and Family Test as part of our patient feedback process. Although it may not necessarily seem entirely to be the right or obvious question for a health setting, it has served to spark very interesting and

helpful patient feedback.

Here at the Norfolk and Norwich University Hospital, in-patients have the choice of just the Friends and Family Test, or this, plus another ten questions. Since November we have been piloting the Friends and Family Test in the Accident and Emergency Department plus five clinics.

From the beginning of April, the Department of Health is requiring all acute trusts to use the Friends and Family Test, and it has provided a revised question more tailored to healthcare, “How likely are you to recommend our ward to friends and family if they needed similar care or treatment”. Once established in our surveys next month across all our feedback methods: electronic tablets, feedback cards, App and online survey, we will proceed with the patient feedback roll-out programme across further clinics.

Emma McKay, Director of Nursing said: “Listening to our patients and understanding their feedback on the care they have experienced with us is incredibly important and of great value to us. It helps us to have patients feedback built in to how we review, redesign and improve our services.

“Changes we have made so far to respond to patient feedback range from providing a fresh fruit trolley service to in-patients, to installing doors on more ward bays as part of our refurbishment programme.”

Radiology celebrates accreditation

THE RADIOLOGY DEPARTMENT at NNUH has achieved accreditation as part of the Imaging Services Accreditation Scheme (ISAS).

Accreditation is the formal recognition that an imaging services provider has demonstrated that it has the organisational competence to deliver against key performance measures. These measures require the department to achieve high standards of service in relation to patient care and choice, safety, fit-for-purpose facilities, and clinical practices. The accreditation publicly endorses the high quality patient centred services NNUH continually operate.

Healthy men wanted for study

A FINAL APPEAL is being made for men aged 50 to 75 to help study how foods of plant-origin such as berries, oranges, soy and chocolate, might improve blood pressure control.

The study involves three or four test days at the University of East Anglia. Blood samples and blood pressure measurements will be taken. Travel will be reimbursed. Participants should be non-smokers without a history of heart disease, diabetes or cancer, and who are not taking blood pressure or cholesterol-lowering drugs.

For more information contact the research team study coordinator Dr Peter Curtis on 01603 591063 or fastcheck@uea.ac.uk

Awards for Medical Illustration

TWO MEMBERS OF the Trust’s Medical Illustration department picked up awards at the recent Ophthalmic Imaging Association 27th Annual Conference.

Paul Chapman, Senior Ophthalmic Medical Photographer, won in the Best Posterior Pole Category and Helen Rudd, Ophthalmic Medical Photographer won Best Angiogram.



Audiology specialists recognised for research



DR JOHN FITZGERALD, Consultant Clinical Scientist and Head of Audiology and Claire Vine, Lead Paediatric Clinical Scientist have been awarded for their research into the most effective way to detect hearing loss in young children by the British Society of Audiology (BSA).

They carried out a study where adults with satisfactory hearing used an earplug to simulate a hearing loss in one ear. They were then tested on how well they were able to hear different sounds, with and without an earplug in. The results found that testing localisation ability using a higher pitched stimulus is more effective at detecting a hearing loss. As a result higher pitched stimuli are now used for tests when checking young children’s hearing at the NNUH.

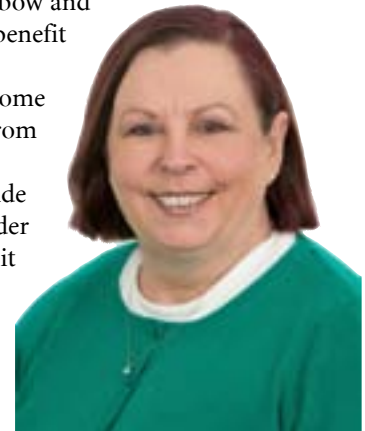
SIX SIMPLE STRETCHES FOR A STIFF SHOULDER

CAROL PAYNE, A physiotherapy specialist has been awarded a Fellowship by the British Elbow and Shoulder Society. This year she will be going to the USA to find out which treatments may benefit patients in Norfolk with shoulder problems.

People may develop a “frozen” shoulder for no apparent reason, or the shoulder may become stiff as a result of arthritis or after an injury. All types of shoulder stiffness may benefit from regular exercise.

Carol’s top tips for looking after a stiff shoulder include avoiding sleeping on the affected side at night and avoid aggravating pain, for example with over-reaching, especially above shoulder height. You should also aim for a balance between rest and activity, even if you have to limit how much you do.

Perform each of the six exercises below slowly, until you feel a stretch. Hold each for a count of four to six seconds and then relax. Repeat each exercise three times and do the set of exercises two to three times a day. Please note that the following exercises assume the right shoulder is affected.



1. Hold something like an umbrella in both hands with your elbows relaxed at your side. Push your right hand away from your side with the left one.



2. Use your left hand to stretch your right arm above your head. Bend your elbows and lower your arm back onto your tummy.



3. Slide your right hand behind your bottom. Use your left hand to raise your arm gently up your back.



4. Cup your right elbow with your left hand. Stretch your arm across your body aiming your fingertips for the opposite shoulder.



5. Lie on your back with your arm by your side, palm up, and your elbow straight. Slide your arm away from your body supporting it on the mattress.



6. Rest your right arm on a table. Move your body 2-3 inches out to the left until you feel a stretch under the right arm. Return to your starting position.

If your shoulder doesn’t show signs of improvement after 4-6 weeks, then you should ask your GP to refer you to a chartered physiotherapist. For more information visit www.arthritisresearchuk.org or www.shoulderdoc.co.uk

CAREERS behind CLOSED DOORS

WITH 21 THEATRES, and over 300 members of staff, main theatres and recovery at the Norfolk and Norwich University Hospital, is a busy place to work. On average 140 operations are carried out every day and a total of 48,000 per year. Surgery is carried out across all specialities excluding neurology and cardiology, where patients would be seen at specialist centres instead. There are a range of roles which help make your operation go as smoothly and safely as possible.

Janet Henry, Theatre Matron, is responsible for all of the staff in theatres and for the efficient day-to-day running of the department. She also constantly reviews quality, safety and manages resources. Janet is supported by clinical leaders who oversee areas including training, service improvements and large clinical specialities such as orthopaedics.

Teamwork is paramount in theatres. Janet says: "There are a range of roles and personalities and they all have to work

together, at the same time, reassuring patients who might be anxious about their operation."

"all the roles complement one another"

Starting a career in theatres can open the doors to lots of opportunities. Eighteen year old Alex Lynch is undertaking an apprenticeship to become a Theatre Support Worker and hopes to one day become an Operating Department Practitioner (ODP). Theatre support workers transfer patients to and from wards and theatres, assist with patient care, help to keep people calm and assist nurses. The 18 month apprenticeship programme involves practical training in theatres supplemented by two days at City College Norwich every month. Alex says: "I want to go on to do my ODP training, so this is a good foundation for that."

ODPs have specific anaesthetic training in the theatre environment to gain skills in anaesthetics, surgery and recovery. ODP training takes two years with 60% practical and 40% theory.

Qualified nurses can also choose to specialise and become theatre staff nurses and have three main roles; assisting surgeons by handing them



Apprentice Theatre Support Worker, Alex Lynch

sterile instruments; assisting the scrub team; and assisting the anaesthetic team whilst the patient is being anaesthetised. Janet Cox, Theatre Staff Nurse, says: "It's quite different to being on a ward. It's often challenging and can be quite intense at times but it's amazing what can be done."

"it's amazing what can be done"

Specialist nurse practitioners are also specifically trained in stabilising patients in recovery, monitoring them and helping them to wake up. They work closely with patients and help with pain relief and nausea to make sure they are comfortable before they go back to a ward. Working in this role requires a broad knowledge of all specialities.

To work in theatres you need to be forward thinking, supportive and a good team player with a commitment to being caring and compassionate to patients. Clinical Lead, Justin Warr adds: "There's a lot of juggling to do, and it's an extremely challenging environment to work in, but all of the roles work well together. They complement one another."

You can find out more about working in theatres and take a behind the scenes tour of a theatre in the Day Procedure Unit at our hospital Open Day on 29th June. A careers fair will also be held in the East Atrium for those who want to find out more about careers in the NHS.



Janet Cox, Theatre Staff Nurse

Introducing our Director of Nursing

Meet Emma McKay, the newly appointed Director of Nursing at the Norfolk and Norwich University Hospitals NHS Foundation Trust.

EMMA SAYS SHE'S “delighted and excited to embrace the opportunities the role will bring.” Her aspiration is to continue to improve patient safety and quality of care and therefore create an exceptional patient experience by working with patients, their families and carers who “absolutely must be at the centre of everything we do.”

To see what is happening in the hospital first hand, Emma spends time with staff and patients whenever possible. She says: “walk-about are really important, I want to be able to support my team and meet and talk with patients and visitors. I need to have a clear understanding of the challenges our staff are grappling with and see what our patients are experiencing.”

Emma also takes part in Quality Assurance Audits where wards are inspected unannounced against rigorous standards by two senior nurses and an external and independent representative from the voluntary and community sector, for example Age UK. Audits take place every day and help to monitor the quality standards we strive to maintain and improve, and highlight ideas which can be shared across the hospital. The audits show Emma exactly how wards are being run.

As a member of the Executive Board, Emma reports back to the Chief Executive on aspects of clinical quality and safety. Emma is leading the work on preventing falls, pressure ulcers and hospital acquired infections. She is also working closely with Professor Krishna



Sethia, the Medical Director, on reducing medication errors.

Emma is clear that for her ambitions to become reality, we need a strong, competent and motivated workforce. “We must continue to support our frontline staff to deliver the standards of care we expect and develop strong leaders at all levels” she says. “When strong leaders strive for excellence and encourage and support, their teams will do the same. I want to create an environment where everyone can achieve their potential and provide consistent excellent care.” Emma adds: “staff engagement is critical to achieving high quality care, good morale and well-being, which all can affect a good patient experience.”

Emma works closely with the University of East Anglia on their nursing and midwifery student programmes and says: “I want to support our students and prepare them well. It is vital that we train and recruit staff with the right knowledge, values and passion to care for

people.”

Emma is proud to be a nurse and is passionate about nursing. She is introducing a new Nurses Day event in May to celebrate their role. “I want our nurses to feel proud about being a nurse” she says. “I feel privileged to be in this role and when I took part in recent Values Discussion Groups I also felt privileged to be working with such an amazing group of people. In fact Nurses Day was one of the ideas that emerged from a one of our group discussions.”

Emma knows the opportunities going forward are huge. She says: “there will be challenges, but if we support each other, really focus on our aim of improving patient safety and quality of care and therefore creating an exceptional patient experience, I know that we can overcome those challenges. As nurses, we must never lose focus on why we do this job; we must strive for excellence and provide safe, reliable and respectful care for every patient, every time.”

Campaign aims to reduce pressure

We have been campaigning to reduce the number of pressure ulcers acquired in hospital as part of a 'Stop the Pressure' patient safety campaign.



PRESSURE ULCERS,

commonly known as bed sores, can develop when patients have limited mobility, illnesses which affect their blood circulation or difficulty eating which affects the body's ability to repair itself.

Healthy people do not get pressure ulcers because they are continuously and subconsciously adjusting their posture and position so that no part of their body is subjected to prolonged pressure.

Nationally, it is estimated that around 1 in 20 people who are admitted to hospital with an acute illness will develop a pressure ulcer.

NNUH Director of Nursing, Emma McKay, says: "In Norfolk, we have a high proportion of older patients admitted to hospital who can be at greater risk of pressure ulcers if they have mobility problems and other health issues or complications.

"Unfortunately, even with the highest standards of clinical care, it is not always possible to prevent pressure ulcers in particularly vulnerable people, but there are definitely things that we can do to reduce the risks of patients getting pressure damage whilst in our care.

"We have approached this in a number of ways. We promptly assess a patient's risks when they come into hospital and look at their individual needs. This might include regular repositioning of a patient, the use of a special pressure relieving mattress or cushions or nutritional advice and support.

"We have had a real focus on involving both our patients and their families by informing them of the risks of pressure damage and ways of preventing ulcers from occurring, through co-designed patient information leaflets."

Large plastic clocks near patients' beds to remind staff, patients and carers when the patient is due to be repositioned, have also been found to be successful. The wards also record how many days have gone by without any pressure ulcers occurring and this is shown on the ward noticeboard.

Emma adds: "Preventing pressure ulcers from occurring is one of our top priorities; we have successfully piloted the various interventions previously mentioned on two wards and now that we have the right recipe, we are rolling this out across the Trust. We are now starting to see a downward trend in the number of pressure ulcers acquired in hospital, which is absolutely fantastic. We haven't yet eliminated all avoidable pressure ulcers from occurring whilst in our care, but we have made significant progress in the right direction, which we must now sustain."

NNUH has a specialist Tissue Viability Service which consists of two experienced nurses who provide education and advice on the prevention and treatment of pressure ulcers. This includes the use of dressings and other therapies that are designed to speed up the healing



Nurses consult their pressure ulcers notice board on Dunston ward.

to eliminate ulcers

“Preventing pressure ulcers is one of our top priorities.”

process and relieve pressure.

The Tissue Viability Service has also taken a lead role in training over 900 clinical staff over the last nine months in a rolling programme to raise awareness of pressure ulcers, how to spot them developing and how to prevent them occurring in the first place.

What you can do to prevent pressure ulcers

- Look after your skin by observing, washing and moisturising
- Relieve pressure by moving, standing, turning or changing position ideally every two hours
- Use equipment that has been recommended for you
- Eat a well balanced diet and drink plenty of fluids

A patient's story

IN 2010, BARRY and Pam Dolman were looking forward to their holiday in Greece and had no idea what was in store when they boarded their flight from Norwich Airport. Only a slight backache gave an indication that everything was about to change for Barry.



When they reached Corfu, Barry collapsed and had to be transferred to Athens Hospital for emergency surgery to repair an aneurysm in his aorta, the main artery which runs down the body from the heart.

Barry spent 24 days in intensive care followed by a further stay in Athens Hospital before being transferred by private jet back to the UK. Little did he know that having survived the initial surgery, his health problems were just beginning.

Barry says: “I was only being moved once a day when I was washed and just didn’t realise I was developing pressure ulcers on my bottom. I’d been in a coma for 10 days and completely helpless.”

Pam adds: “By the time I saw what had happened to Barry I was furious with the nursing staff. The pressure ulcers looked like large volcanoes – big enough to put your hand inside them. There is no excuse for this lack of care – it simply shouldn’t happen.”

“If only I had known what to look out for, I would have sat by Barry’s bed and turned him myself. The visiting hours in critical care were limited to one hour a day and by the time he was transferred to a ward it was too late.”

Arriving at NNUH, Barry felt like crying when he ate his first hot meal on Langley ward. He said: “The system in Greek hospitals is very different and families provide basics like mattresses, dressings and pads. We were there when the financial difficulties had started for the Greek people and this was having an impact on the care the staff could provide.”

Barry has spent over two years recovering from the pressure ulcers with long stays at both NNUH and the James Paget University Hospital. Now he is planning to complete his journey by going back to Greece this summer with Pam to thank the surgeons who saved his life.

He says: “I have had a long journey to heal my pressure ulcers and it has affected all areas of my life from sitting in the car to playing with my grandchildren.

“My message to hospitals is please do everything you can to prevent a pressure ulcer as it takes months, or even years, of painful recovery once you have one.”

Diabetes prevention study ramped up in Cromer

RESEARCHERS ARE LOOKING for more people in North Norfolk to take part in a diabetes prevention study. The £2m study, funded by the National Institute for Health Research, and hosted by NNUH and the University of East Anglia, aims to test 10,000 people in Norfolk at risk of developing type 2 diabetes. Those who volunteer for the study have a fasting blood glucose test to see if they are at risk. Those with 'pre-diabetes' will be invited to take part in a research study looking at a new group exercise, healthy living, and motivation programme that may reduce the risk of getting diabetes.

You can take part if you are 40 years of age or older and can answer 'yes' to one of the following questions:

Are you overweight with a body mass index (BMI) of 30 or more?

Do you have a family history of type 2 diabetes?

Do you have a history of coronary heart disease?

Have you ever had diabetes during pregnancy?

Have you ever had impaired fasting glucose?

The study is screening at Cromer and District Hospital with clinics running Monday to Thursday. Programme Manager, Dr Melanie Dunk said: "You will be supported every step of the way by a trained and dedicated NHS research team who can provide you with the information you need to take the first important step in making lifestyle changes and becoming healthier. They will help you to stay motivated and continue to support you throughout so that - most importantly - you can maintain your new healthy lifestyle."



Screening for this study is also taking place at the following sites: University of East Anglia, Norwich, James Paget University Hospital, Great Yarmouth, Rosedale Surgery, Lowestoft, Thetford Healthy Living Centre, Thetford and St James Clinic, King's Lynn.

For more information about the study and what taking part will involve you can contact the team on 01603 597300 or visit the website to register www.norfolkdiabetespreventionstudy.nhs.uk

THE PULSE

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WELCOME

...to the following consultants who recently joined the Trust: **Dr Joanna Ford** (Older People's Medicine); **Dr Rachel Morris** (Anaesthetics); **Mr Viswanathan Narayanan** (Plastic Surgery); **Dr Jonathan Francis** (Anaesthetics) and **Dr Anna Haestier** (Obstetrics and Gynaecology).

FAREWELL

...to the following long-serving staff who have recently left the Trust: **Dr Alexander Heaton**, Consultant in Nephrology, after 23 years; **Dr Graham Hurst**, Consultant in Radiology, after 23 years; **Juliana Lim-Walker**, Staff Nurse, after 29 years; **Michael Stehr**, Specialist Biomedical

Marathon for Friends

ON SUNDAY 7TH APRIL, Cromer Service Manager, Helen Lloyd, will be running the Milan marathon on behalf of the Cromer and District League of Hospital Friends. The Friends are an active group of local residents who raise funds for the benefit of the patients at Cromer and District Hospital and Benjamin Court.



The Friends have provided the hospital with many items including the urology cystoscopy equipment which enabled the service to remain at Cromer following the move into the new premises in March 2012.

Helen said: "They spend many hours collecting outside local supermarkets, selling Christmas cards and helping us with our major fundraiser, the fete, which usually raises £2000 each year."

This year's fete is due to be held on Saturday 13th July 2012.

Helen added: "It is a privilege to run this race, hopefully completing my 20th marathon, on their behalf, in acknowledgement of the support they give us. If anyone cares to sponsor me they are welcome to contact me by emailing helen.lloyd@nnuh.nhs.uk."

Scientists, after 40 years; **Linda Walpole**, Consultant Medical Secretary, after 21 years; **Jane Webster**, Consultant Medical Secretary, after 39 years; and **Sheila Wood**, Principal Technician in Cardiology, after 43 years service.