NUTRITION AND HYDRATION WEEK

A global challenge

Activity Planner

Save time, shared ideas, one aim promote good hydration and nutrition in health & social care settings world wide

14th to 20th March 2016

Keep up to date & follow us on

@NHWeek

Find us on Facebook nutrition and hydration week

www.nutritionandhydrationweek.co.uk
INTRODUCTION

2016 welcomes the 5th Nutrition and Hydration Week and with each year the campaign has gained impetus. With around 3 million people at risk of malnutrition in the UK and over 25 million in the G8 countries we need to engage opportunities to raise the awareness of the risks and promote the good practices that can help prevent malnutrition and dehydration. Preventing malnutrition improves the health and well-being of the person suffering malnutrition and removes the burden on the health and social care services in treating and supporting those suffering from under nutrition in particular.

Nutrition and Hydration Week utilises networks to reach professionals in clinical, nursing, catering and care situations utilising their expertise to bring you a great campaign you can get on board with in your organisation.

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

Nutrition & Hydration Week 2016 in the UK will once again, be keenly promoting the following:

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

Plus we would like everyone to hold a Global Tea Party event on Wednesday 16th March 2016 and engage in our Count Your Cakes event.

The week will also introduce a mechanism to record your involvement as part of your own personal continued education (CE) / continued professional development (CPD)

The week’s mission statement is –

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

Nutrition and Hydration Week leads with positive and inspiring aspects of good practices already taking place, these are the mainstay of the week and 2016 will be no different as these are core to promoting what takes places not just one week a year but all 52 weeks. We hope that Nutrition and Hydration Week will once again become a significant part of every organisation’s promotional activities – creating & delivering innovative events and static displays.

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

What is a global challenge?

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

On a local basis the global challenge could be introducing new recipes or menus to a meal time that meet the cultural or religious needs, specific dietary needs i.e. texture modification or even just providing the type of foods that those in receipt of the service require and not what someone has “dreamed up” as being an ideal menu / food item in a far away office. It could be introducing Afternoon Tea on a regular basis as a means of increasing nutritional intake as some have done since the initial Worldwide Afternoon Tea last year.

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

Nutrition and Hydration Week is a good way of attracting good PR for your organisation’s positive activities.

Be proactive and start thinking “What can I do in March 2016?”

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

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

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

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

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

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

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

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

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

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

Planning does take time.

Start thinking now & jot down your ideas

Key pointers:

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

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

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

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

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

GETTING THE MESSAGE OUT THERE

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

If you don’t have a press office, try to build up good relationships with the journalists on the local newspaper, and learn how to write effective press releases. Sample press release templates can be downloaded from www.nutritionandhydrationweek.org

Editorial coverage is free and seen as more objective and credible than paid for advertising. You can invite selected journalists and photographers to attend launch events or special activities to generate additional publicity.

If taking your own photographs for releases, posed shots are better than action shots.

PHOTO OPPORTUNITIES

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

You will find that newspapers and magazines will be far more likely to cover your activity if you can offer a good photo opportunity. Local newspapers like photographs featuring local people – they sell papers!
Key point: Posed shots are more acceptable to the press than action shots. Like this one from the Dorchester Hospital in 2014.

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

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

From the Royal Liverpool Hospital

Don’t forget to follow up with a call to the local paper etc. after you have sent out your release and again the week before your event.

BUILDING A NATIONAL & INTERNATIONAL CAMPAIGN IS A GLOBAL CHALLENGE

We do need your help. Without you this is impossible.

You proved in 2015 you’re up for the challenge and YOU are core to achieving this – you deliver the good practices we need to know them BEFORE the week so we can share them with the national & international media to build interest in the week. In the UK we will be again, keenly promoting the following during Nutrition & Hydration Week:

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

Think about linking the week and your promotions to key messages and aims locally.

Worldwide we are promoting the Global Tea Party, this is the focal event of the week and due to its nature means everyone can take part no matter how large or small your organisation is or where in the world you are.

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

Social Media –

If you tweet, please include #NHWeek and follow us @NHWeek on Twitter

Join our group on LinkedIn …. Nutrition and Hydration Week Supporter http://linkd.in/YhjHDo

Like our Facebook Page – Nutrition and Hydration Week https://www.facebook.com/Nutritionandhydrationweek

Share your photos events, media releases with us and the worldwide health and social care community.

WHAT’S IN IT FOR ME?
Knowing you have taken part in the number one worldwide awareness event probably further engaging people in your organisation or those who come in contact with it the benefits of good nutrition and hydration.

You can sign the Nutrition and Hydration Week Charter to demonstrate your organisations commitment to providing good nutritional care.

You can complete the Nutrition and Hydration Week Continued Education Record to demonstrate your personal commitment to improving your nutritional care knowledge.
Together we can make a difference.

EVENT IDEAS

Join the Global Tea Party.
Wednesday March 16<sup>th</sup> will see a Global Tea Party celebrated around the world. Afternoon tea will be served in health and social care settings, promoting the week, the work your organisation does every day and showing how to improve nutritional intake. We are encouraging everyone to take part in supporting this event no matter how large or smaller your organisation, the number of afternoon teas you serve may vary but every one of them indicates YOUR commitment to improving nutritional care.

Further details are available on the website about arranging and holding your afternoon tea event. 
www.nutritionandhydrationweek.org

Theme for a Weekday

Monday – Big Breakfast – the most important meal of the day 
Tuesday – Bedtime Snack – Without this there are over 12 hours without planned food intake
Wednesday- Global Afternoon Tea
Thursday – Thirsty Thursday
Friday – Fruity Friday and / or Fishy Friday

If you don’t like these create your own theme days but let us know – how about a Taste Testing Tuesday; Weigh in Wednesday or Fluid Focus Friday. The choice is endless and you don’t have to limit them to the week either.
Nutrition and Hydration Charter

Show your commitment to delivering high quality nutrition and hydration by downloading the Charter and displaying it.

The Nutrition and Hydration Charter describes our vision of nutrition and hydration as an important part of quality care, experience and safety improvement in health and social care settings. The charter outlines the value of food and drink in the health and social care sector, to provide guidance for decision makers, service providers – profit & non-profit organisations, carers, families and those in receipt of the services.

By displaying the Nutrition and Hydration charter, you commit to work in partnership towards a service where avoidable malnutrition and dehydration related illnesses are eradicated based on the charter’s principles.

Nutrition and Hydration Week Logo

Don't forget to display the NH Week logo to show your commitment to improving nutrition and hydration care. The week’s logo can be used to demonstrate your organisations support for the week, if you use the logo you must be actively supporting the week.

Come Dine with Me

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

Screen it Out

Add your voice and experience to Nutrition and Hydration week we are asking you to take part in the following activity.
1. Check up to five sets of patient/resident records and ask the following question: Has a nutritional screening been completed within 12 hours of admission?
2. Using the data record how many of the patient records scored a ‘yes’
3. Plot the total ‘yes’ per day on the downloadable chart from the nutrition and hydration week website
4. Repeat each day during Nutrition and Hydration Week
5. Review your results. You may want to do this individually or with your team
Teamwork – ‘Power of 3’

To take part in our ‘the power of three’ challenge please pull together a team of three (in health : one caterer, one dietitian and one nurse, any grade) (In care : one cook, one care assistant and one member of the management team) and follow one meal as it is prepared in the kitchens (or as it arrives in your hospital) to the return of the (hopefully) empty plate to the kitchens AND record all the barriers and examples of good practice that you observe. Start creating your Power of 3 team now and don’t wait until the week!

Keep it Fluid

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

Walk a Round

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

Chef Event

Hold your own Web Kitchen to raise the profile of the amazing healthcare chef’s in your organisation/country. Check out the two chef event video on the Nutrition and hydration week webpage for idea and inspiration.

Arrange a ‘cook off’ competition and don’t forget to invite the media.
**Nutrition Advocate or Champions**

Why not take this opportunity to find a Nutrition Advocate(s) in your organisation?

Like the Pennine Health Trust

**Develop a Training Opportunity**

Why not create a training opportunity to raise awareness during the week by using the Dysphagia Game or the Nutrition Game.

**Or just simply make it fun!**

For all and promote what you do every day!
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<tr>
<th>Month</th>
<th>Consider</th>
<th>Actions</th>
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<tbody>
<tr>
<td>September</td>
<td>Start planning your activities</td>
<td>Create small working Group</td>
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<td>October</td>
<td>Plan Resources</td>
<td>Share plans with senior management</td>
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<td>November</td>
<td>Follow NH Week on Twitter</td>
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<td>December</td>
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<td>Share initial plans with NH Week</td>
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<td>January</td>
<td>Confirm management support &amp; resources</td>
<td>Announce details of your plans</td>
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<td>February</td>
<td>Planning photo opportunity</td>
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<td>Involve media team</td>
<td>Put up NH Week posters</td>
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<td>Set twitter feed for your activities</td>
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<td>March</td>
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<td>Two weeks before</td>
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<td>Share final plans with NH Week</td>
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<td>One week before</td>
<td>Final run through of the events you’ve planned</td>
<td>Confirm Press</td>
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<td>Final working group meeting to finalise plans</td>
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<td>Promote your work!!!</td>
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