New NHSScotland photo library

WE’RE IN THE PICTURE

Homebirth service celebrates a bumper rate of referrals
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Scotland’s flying doctor service goes national
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Gerry Crawley tackles tobacco at our hospitals
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**Call for poster abstracts NHSScotland event**

The NHSScotland Event takes place on 7 and 8 June at the Edinburgh International Conference Centre.

As with previous years, a poster exhibition will run alongside the main event and exhibition. Organisers are looking for poster abstracts to be submitted online at: www.nhsscotlandevent.com no later than 30 April.

Entries will be shortlisted and around 120 successful abstracts will be invited to display a poster at the event.

The successful abstracts will then be judged with a winner in each category presented with a trophy and a small prize.

Anyone can submit a poster on any aspect of work they are doing, or on behalf of NHSScotland.

**Expert members needed**

The West of Scotland Research Ethics Ethics Service (WoSRES) is seeking to recruit new expert members to serve in the first instance for a period of four years.

A Research Ethics Committee’s (REC) task is to consider the ethics of proposed research projects which will take place within the NHS. It is the duty of an REC to protect the interests of research participants. The committee reviews research applications and gives an opinion as to whether the research is ethical.

There are currently vacancies for expert members who are interested in thinking about the issues from the perspective of a potential research participant, and who already have or would like to develop a knowledge of research ethics. An expert member is defined as someone who is a healthcare professional, or a retired doctor/dentist or a person with professional experience relating to the conduct or use of research.

The committee gives an opinion as to whether the research is ethical.

The committee meets on average half a day per month and you will be expected to attend at least two-thirds of the meetings.

WoSRES has vacancies on a number of committees. Meetings are held at locations in Glasgow and Hamilton, depending on the committee.

We have a positive approach to diversity and encourage applications from all sections of the community.

For more information, tel: 0141 569 8123 or email: info@nhsscotlandevent.com

For further details and application form contact: WoSRES General Office tel: 0141 211 2102 or email: Sharon Jenner at sharon.jenner@ggc.scot.nhs.uk by the end of April.
Your magazine is named Best Employee Newsletter at CiB Awards

Your Staff Newsletter (SN) is always delighted to report the successes of staff when it comes to winning national and regional awards…

Today, SN can write about itself! It’s won the top accolade in internal communications, being crowned Best Employee Newsletter in Scotland as judged by the British Association of Communicators in Business.

The judges said of SN: “Fantastic front covers and a very engaging publication. This is a great example of what an eight-page internal newsletter should look and feel like. "It’s an interesting read [and] despite the tight budget, you get the feeling that the team are always looking to do something special with this publication.”

The award was announced at an event held in Glasgow when the NHSGGC Communications Team also picked up two other awards. The team scooped the Best Campaign award for “Tackling Inequalities” which was spearheaded with a special hard-hitting edition of Health News and led to the creation of teaching packs on the subject from schools, colleges and universities from every corner of Scotland. The campaign also featured a special edition of SN, a staff awareness event, web portal information and external newspaper coverage.

The judges described the campaign as: “An excellent piece of work. It tackles a very difficult subject well. It is focused and engaging and makes good use of all available media. The objectives were clear and the creative work of a high standard. This is a very hard-working campaign, well worthy of merit.”

The NHSGGC Health News itself was picked out for special attention from the judges and received a Best Stakeholder Newspaper recognition. After studying two separate issues published during 2010 the judges concluded: “These entries really hit the spot in terms of instant appeal. A big effort goes into making this publication a success… and more goes on behind the scenes to ensure circulation success.

“Special praise must go to the version adapted by JAWS (a special online version enabling the blind and partially sighted to have the newspaper converted to speech)." Director of communications Ally McLaws said: “To be recognised in these important awards by the leading industry experts in this area is a huge honour for NHSGGC and for the corporate communications team.”

Dr Margo is Scotswoman of the Year

YORKHILL consultant clinical geneticist Dr Margo Whiteford, who was born with spina bifida, has been named Evening Times Scotswoman of the Year. “I see patients who are affected by genetic diseases,” she said. “The work is very varied and we can be asked to make diagnoses from before birth, eg following the detection of foetal abnormalities on ultrasound scanning, right up to the geriatric age group. “Sometimes the ‘patient’ is not actually affected by the disease, but has a relative who is and therefore is worried that they might develop the condition in the future or be at increased risk of having a child with the condition.”

Despite having had spina bifida from birth, Dr Whiteford has always up for a challenge. She has never let her disability stand in her way – in fact she credits her condition with her decision to become a doctor. “I think that being around hospitals as a patient when I was young is what inspired me to become a doctor. I can’t remember ever wanting to do anything else. Having been a patient hopefully makes me a more considerate doctor – perhaps it should become an essential part of medical training!”

“I have always found everyone – staff and patients – very accepting of my disability and not really come across any barriers to progression up the career ladder. Once people could see for themselves what I was capable of, no-one really batted an eye-lid when I arrived in my wheelchair.” As well as a busy professional life, Dr Whiteford is also chair of the Scottish Spina Bifida Association (SSBA), and personally raises thousands of pounds each year for the charity. Dr Whiteford added: "We are just about to launch a campaign to ensure that all women of childbearing age are made aware of the need to take folic acid supplements prior to pregnancy in order to minimise the risk of having a child affected by spina bifida.”

We congratulate Dr Whiteford on all her achievements.
Photo library

This shared resource will deliver a cost-effective source of relevant photography and reduce the need for commissioning photography for single use.
New photo library provides great images to use in NHS publications

HSScotland has launched a new free-to-use national photo library.
This fantastic resource is rich with high-quality images covering a huge range of subjects and issues reflecting the wide spectrum of NHS care and interactions with patients.

We’ve printed a few of the wonderful images to give you a flavour of the quality of images that are available for us all to use in patient leaflets, newsletters, powerpoint presentations or on our web or intranet portals.

There are hundreds more to help you ensure your print and online publications are enhanced with the highest quality of photography.

All the images are free to use for NHS staff in Scotland for work-related publications. They meet strict guidelines including HAI and dress code.

It’s easy to use this resource and simple to register. Just visit www.nhsscotlandphotolibrary.org and fill in the form which will ask for your work contact details and email address. Then have a browse through the library and see what is available for the project you are working on.

The entire Scottish NHS photo library project has been funded by NHSScotland and taken forward by senior NHS Scotland communications professionals.

NHSGGC communications staff have been at the forefront of developing the library concept and organising the format and photography sessions that have generated the 1,500 images which are already online. During the year ahead, a series of new photo shoots will be staged and thousands more images posted on the library site.

Working with one of Scotland’s top professional photographers – John Young, former picture and new media editor of Newsquest, Glasgow – the images already cover a broad range of health themes from primary care services, allied health professionals, podiatry, dental, acute services, young people’s health, special care baby unit, health visitors and healthy eating. Other areas of activity will be captured in the months ahead.

Glasgow’s director of corporate communications Ally McLaws said: “The photographs are of the highest quality and the co-operation we have had from staff in hospitals and in the community to organise the photo shoots has been absolutely tremendous. The library will help us all portray the NHS in the best possible light… but in these times of financial challenges, this shared resource will deliver a cost-effective source of relevant photography and reduce the need for each individual health board or teams within health boards having to commission photography for single use.”

“The photo library concept has been a long time in the planning, but it has taken just 12 months since securing seed funding from NHSScotland to get it up and running. We have worked hard to create something to be of practical use to all staff and hope they will come to view it as an essential resource.”
Homebirth service proves popular with new mums

Mums-to-be in Greater Glasgow and Clyde have now even more choice as to where they give birth. A new homebirth service made up of two dedicated midwives has received a total of 95 referrals with 32 recorded deliveries in Glasgow since the team was established only six months ago.

The service was set up by consultant midwives Dorothy Finlay and Sheona Brown and now has its own dedicated midwives to carry out homebirths with low-risk pregnancies.

Dorothy explained: “The advantages are that the service, backed up by community midwives is more accessible to women.

“The figure of 95 referrals in six months is way above the estimated case load of 60, a reflection that increasing numbers of women are choosing this option. Both our midwives believe in the women’s right to choose where and how to give birth to her baby.

“Appointing midwives with the right philosophy, who embrace change has been a major success for this new service.”

Midwives Caroline Kane and Anne Tourish are part of the homebirth team. Caroline said: “We take resuscitation and I/V equipment with us to the births so we are set up for most eventualities.”

And the midwife/new mother relationship does not end at the birth, as Caroline explained: “We will usually visit daily for the first few days and talk to the mum about what she needs and then drop back to two or three days afterwards.”

This continuity of care was very important to new mum Izzie Johnston who chose to have a homebirth and delivered beautiful daughter Leila who weighed in at 6lbs 8ozs.

Izzie said: “When I decided to choose a homebirth, it was quite late in my pregnancy – that was because I wasn’t aware of the homebirthing team.

“I made the decision after meeting a midwife at an ante-natal clinic at the New Victoria Hospital and she put me in touch with the homebirth midwives who gave me all the information I needed to make my decision.

“It was an unskewed, unbiased approach, they told me what to expect and were incredibly supportive.

“It was extremely important to me to have this relationship with the midwives. Because of the level of trust that built up, I had no qualms about asking any questions.

“I would have a homebirth again. In fact, I advertise the service to other women.”

Win tickets to the show, baby!

The Scottish Baby Show has teamed up with SN to offer 12 pairs of tickets to NHSGGC staff.

The offer is first come first served, so the first 12 people to email: staffnewsletter@ggc.scot.nhs.uk will win.

It’s that easy, email us your name, job title, place of work and contact details and we’ll get the tickets out to you.

The Baby Show runs from the 23-25 April at the SECC Glasgow. It is Scotland’s only event dedicated to pregnancy, birth, baby and beyond and it is especially created for parents and parents-to-be.

Children’s food author Annabel Karmel is a guest speaker, and there is a free crèche as well as a free baby and toddler play area.
ANNE’S TOP TIP?
WORK SMARTER

A nne Hawkins is director of mental health partnership and has recently been appointed lead partnership director with responsibility for overseeing Glasgow’s five CHCPs. Here she talks us through her NHS career, tips for the top and coping mechanisms!

Name: Anne Hawkins

Job title: Director of Mental Health Partnership/Glasgow City Lead NHS Director

What does your job involve? To provide strategic leadership to Glasgow City CHCPs and Mental Health Services across Greater Glasgow and Clyde.

What other jobs have you done in your career? I started as a Tax Officer Higher Grade with the Inland Revenue, then moved to Personnel Management and worked in various NHS Boards in the west of Scotland. I became a General Manager in 1991. In 1999, I was appointed as Chief Executive of the Primary Care Trust in Forth Valley. In 2005 I moved back to Glasgow as the Project Director for the dissolution of Argyll and Clyde.

What’s been the best job you have ever had? In 1993, I became Sector General Manager for Community and the Mental Health Services in East Glasgow. This role involved creating new Community Mental Health services across the East End, the closure of Gartloch Hospital, the rebuilding of Shettleston Health Centre after a major fire, and the redevelopment of a number of Health Centres. It was at the time of GP Fund Holding and was an exceptionally busy job with a massive change agenda. I had a tremendous team working with me, and we achieved significant change in a two-year period.

What do you like most about your current role? Every day presents a different challenge and I am always learning.

And least? Not having enough time to read everything I want to.

What are the biggest challenges facing NHSGGC at the moment? The one facing every Health Board across Scotland is the funding challenge. We have had a tight financial settlement in all services, savings require to be made and major service redesign delivered. We need to review all of our services and reflect on how we can do things smarter and meet patient need. This needs to be done against the background of the Scottish Government’s new Quality Strategy, which sets out a direction for judging Service Delivery and Patient Care.

Best piece of advice you’ve ever been given? You only get one opportunity to make first impression.

What advice would you give to a new member of staff? Treat others as you would expect to be treated yourself.

How do you deal with stress? I have some very good friends and colleagues with whom I talk through issues which are causing concern. I always ‘unpack’ issues which are troubling me before I go to bed and make sure I get plenty of sleep. I don’t exercise!

What makes you relax? My family make me relax. I enjoy cooking and reading novels, which are my form of escapism.

Favourite holiday destination/type of holiday? Every February we go back to Bergamo in Italy, which I love. Probably one of my best holidays ever was to Japan.

Latest book read? The Tears that Made the Clyde by Carol Craig

Favourite sports? Ten Pin Bowling. (Does that count?)
To highlight the support available to quit smoking...

GERRY TACKLES TOBACCO

All NHSGGC hospitals have a stop smoking team on hand to support patients and staff who wish to stop smoking. This includes our mental health hospitals and units. A team of two advisors and an administrator make sure that all mental health wards know how, and where, to refer their patients who want to change their smoking habits.

To raise awareness of this service, one of the mental health advisors – Gerry Crawley – disguised himself as an unhappy cigarette to visit Gartnavel Royal’s new smoke free building to speak to David McCrae. But he was soon shown the red card.

In the spirit of partnership working, Gerry even went to see the local fire service to discuss how they could work together to raise awareness of the risk of fire in hospitals... but they misunderstood and tried to put him out.

In the run up to No Smoking Day last month Gerry visited most of the mental health hospitals in Glasgow and Clyde with rewards for everyone who gave him a good reason to quit smoking.

The mental health stop smoking team are on hand to assess motivation, recommend suitable products and provide all the support that the quitter needs to have a successful quit attempt. Tel: 0141 211 6564 to get started.

Laura gets off to a flying start

NO Smoking Day came round once again on 10 March and many staff and patients across the system decided to take the plunge and stop their bad habit once and for all.

One staff member who decided to kick the habit is Laura Falconer, a staff nurse in the ortho clinic at the New Victoria. Laura is using the smoking cessation programme to help her quit.

Having smoked since she was 18, Laura has decided the time has come to give up, prompted by the thought of her forthcoming honeymoon to Australia and New Zealand.

“The flight is a long one and, having done it in the past, I decided I would try and quit this time to make it more bearable,” Laura told SN.

Getting a head start, Laura stopped a few weeks before No Smoking Day and has been using the Nicorette inhalator as part of the 12-week programme. She added: “Agnes, my smoking cessation advisor, has been great. Being an ex-smoker she knows exactly what I am going through. I get my CO2 levels tested weekly and the advice and support they offer is just great. Any weak moments and I know I can call her up and she will keep me on the right path.”

“Already I have noticed a big difference in my sense of smell, I’m coughing less and my bank balance is considerably healthier too!”

All our hospitals – including our mental health hospitals and units – have a stop smoking team who are on hand to support patients and staff who wish to stop smoking.

There are many services on offer and they can recommend suitable products as well as encouragement so when you are ready to take the plunge and quit, you’ll have all the information and support to hand.

Find out more at: www.nhs ggcsmokefree.org.uk

An Active Nation!

A MAJOR new campaign aimed at improving Scotland’s health record has been launched by the Scottish Government.

Active Nation is part of the Glasgow 2014 Commonwealth Games legacy and hopes to use the inspirational affect of the Games to motivate Scots to increase their physical activity and live longer, healthier lives.

A newly launched website – www.ouractivenation.co.uk – will provide people with lots of ideas to help them get more active and ask them to set Personal Activity Goals in a bid to build physical activity into their daily lives.

Active Nation is another partner in the Evening Times Glas-Goals campaign which NHSGGC is working with to drive forward the health improvement agenda.

Active Nation is about getting active, having fun and feeling good. It aims to energise and motivate Scots to increase their physical activity in the run up to the Glasgow 2014 Commonwealth Games and beyond.

The new campaign was launched just in advance of Glasgow 2014 unveiling its new logo for the 20th Commonwealth Games to be held from 23 July to 3 August 2014. This was accompanied by a new-look website which has all the latest information about the Games, visit www.glasgow2014.com

Keep-up-to-date with all that is happening at www.ouractivenation.co.uk