

Raising awareness

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#swallowaware campaign - making an impact

Anita Smith- Consultant Speech and
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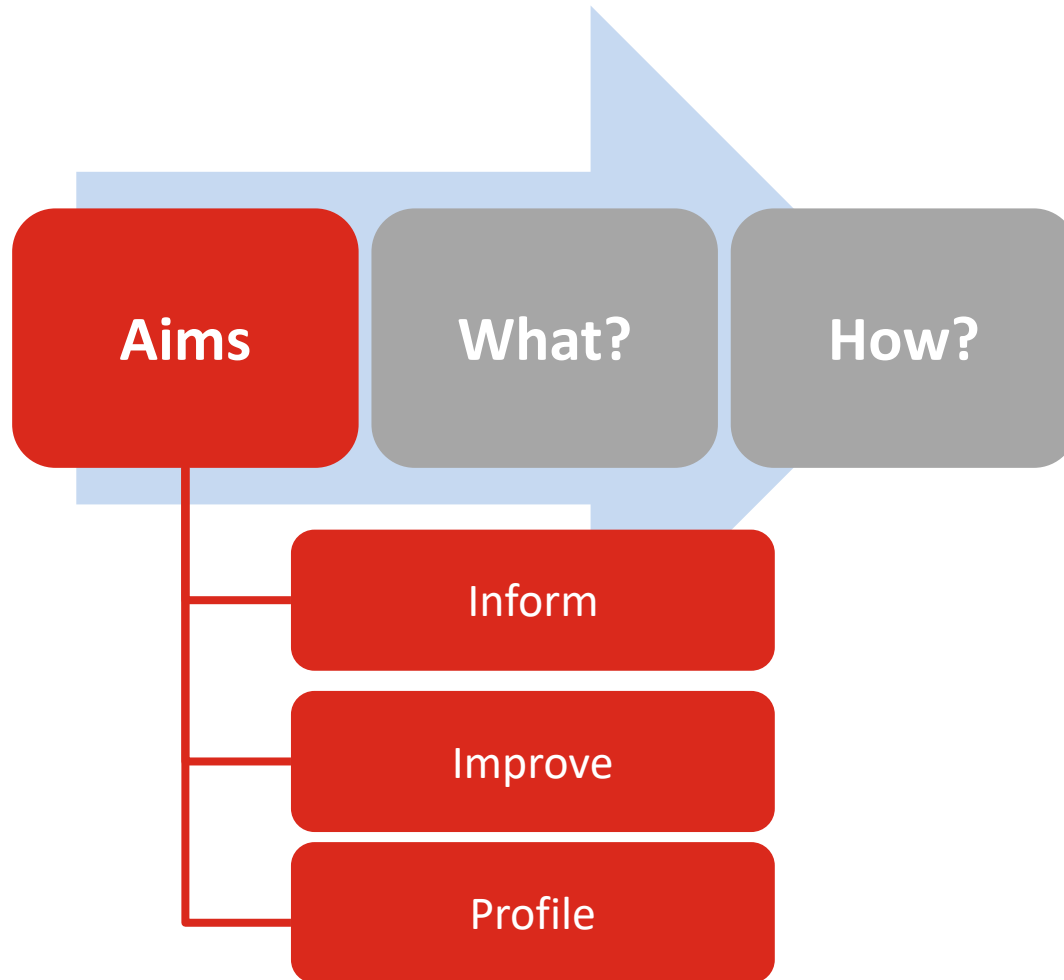


The East Sussex Experience

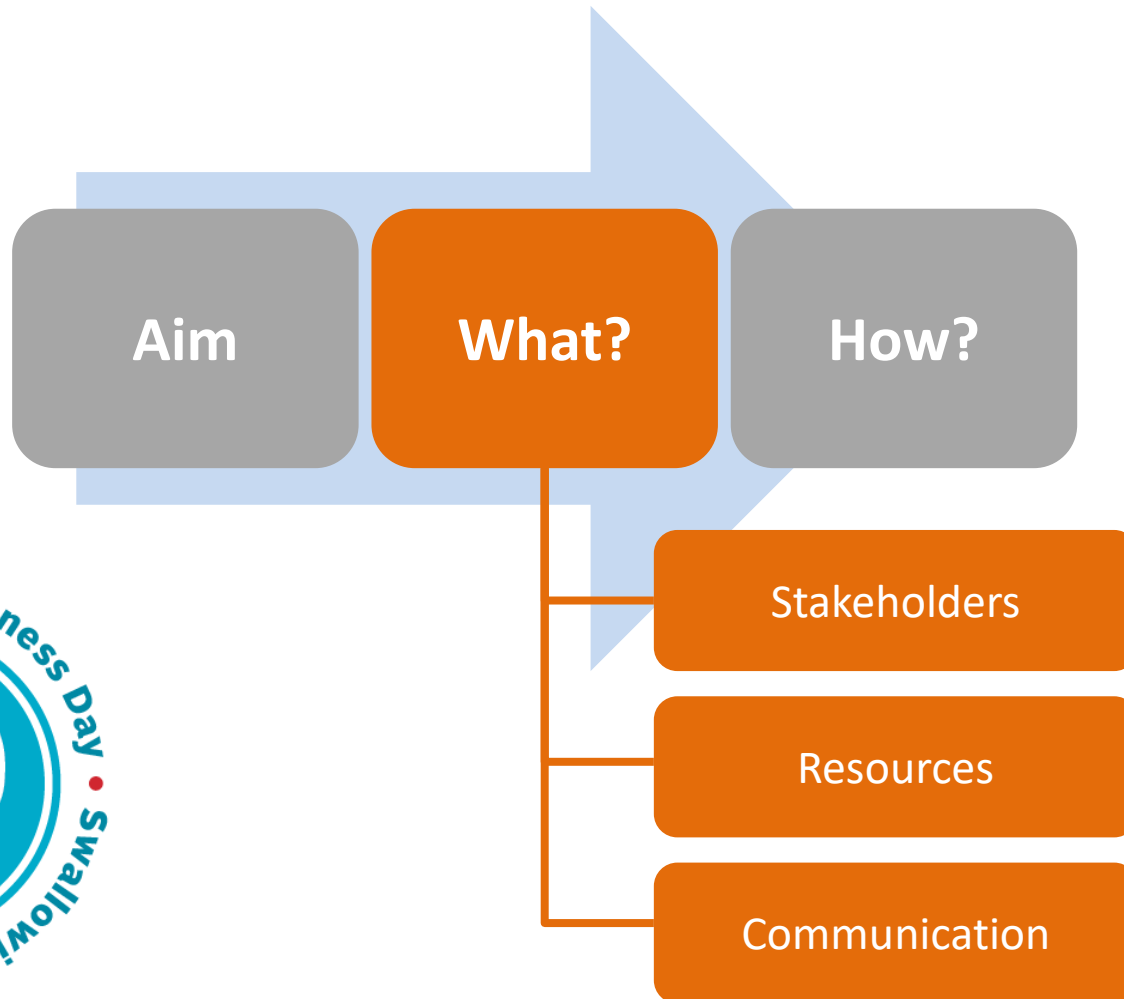
#swallowaware2016



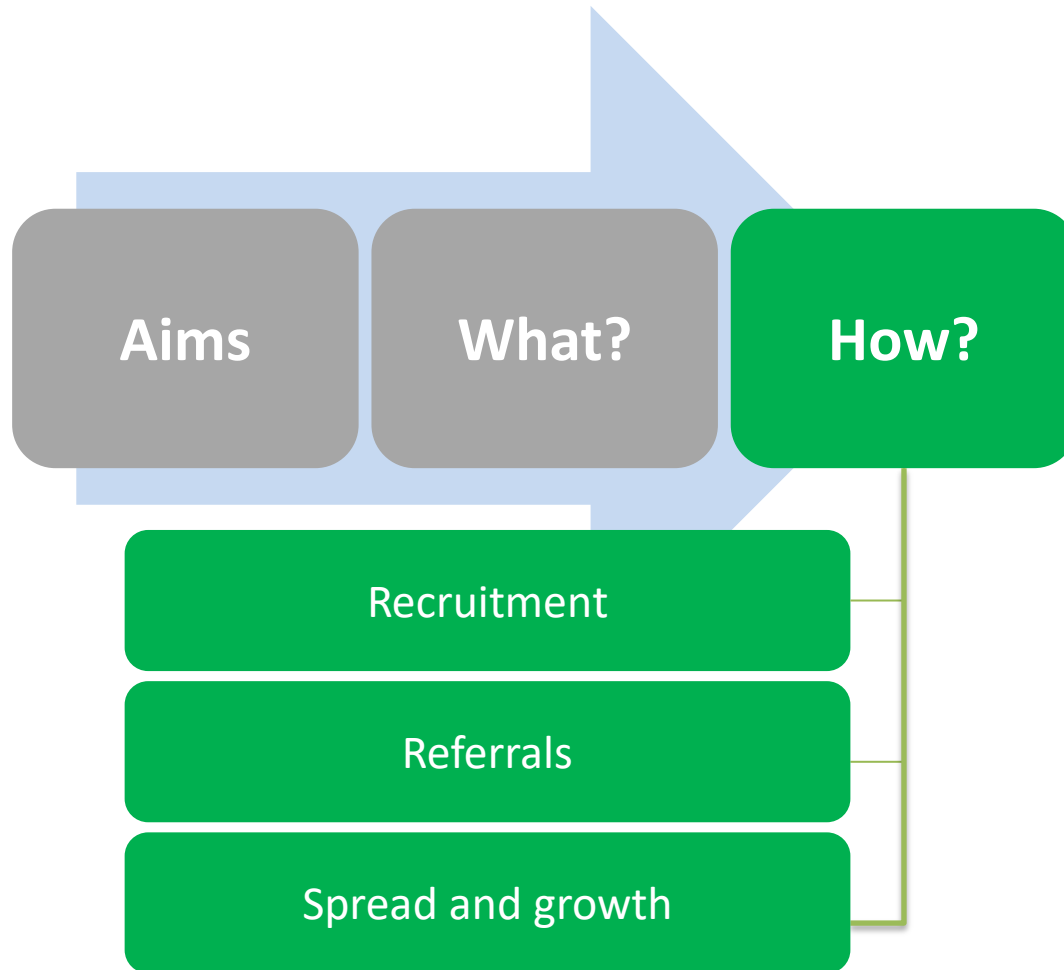
Aim- What was I trying to accomplish?



What did I need to make this happen?



How did I know it was successful?



Spread and Growth- lasting impact



ICP
@icommunicationP

Following

One FAQ especially for European Swallowing Awareness Day. Can you swallow in space?

[#swallowaware2017](#)

facebook.com/ESATimPeake/ph ...



Come dine
with us,
North
Manchester

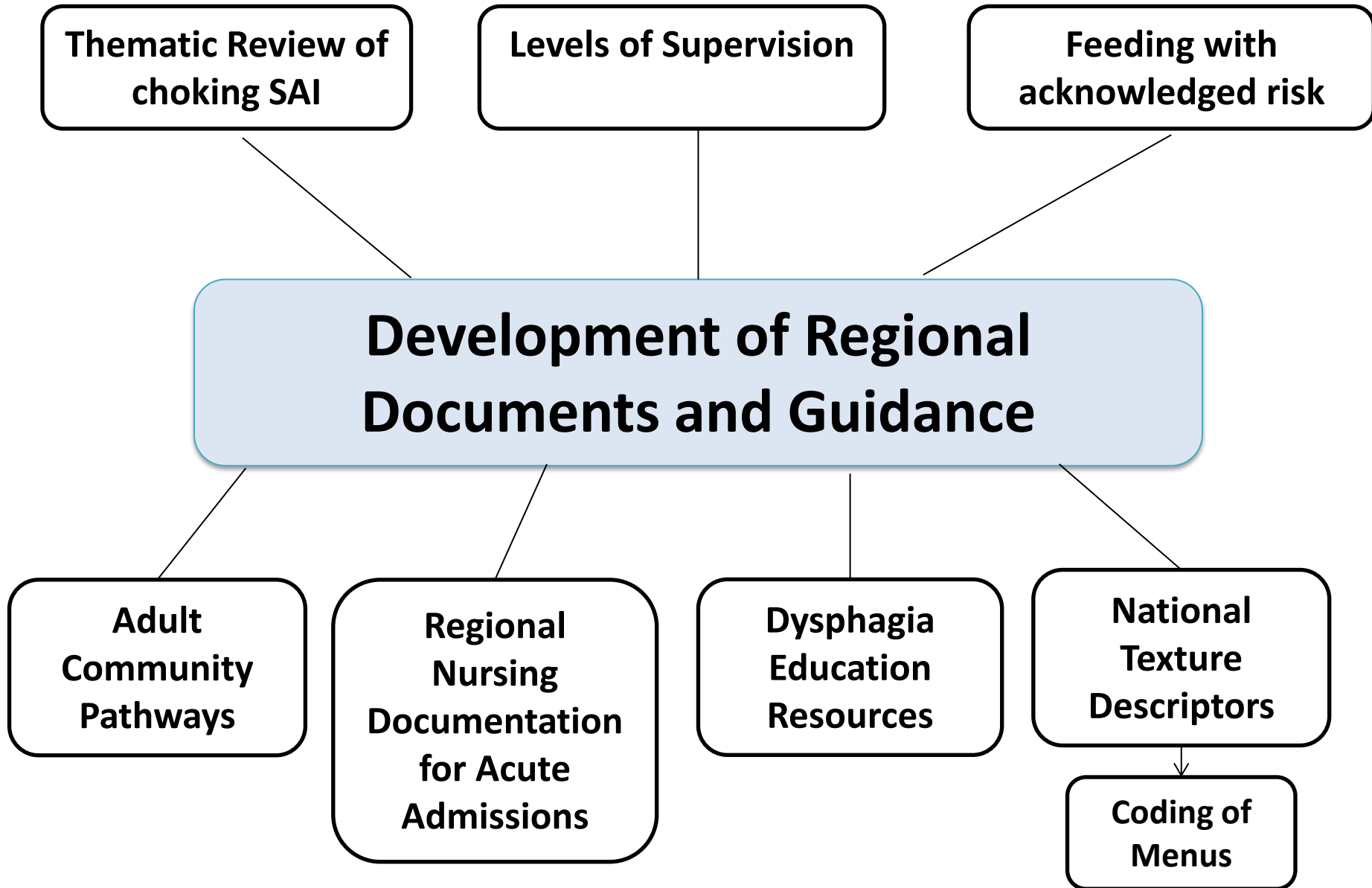


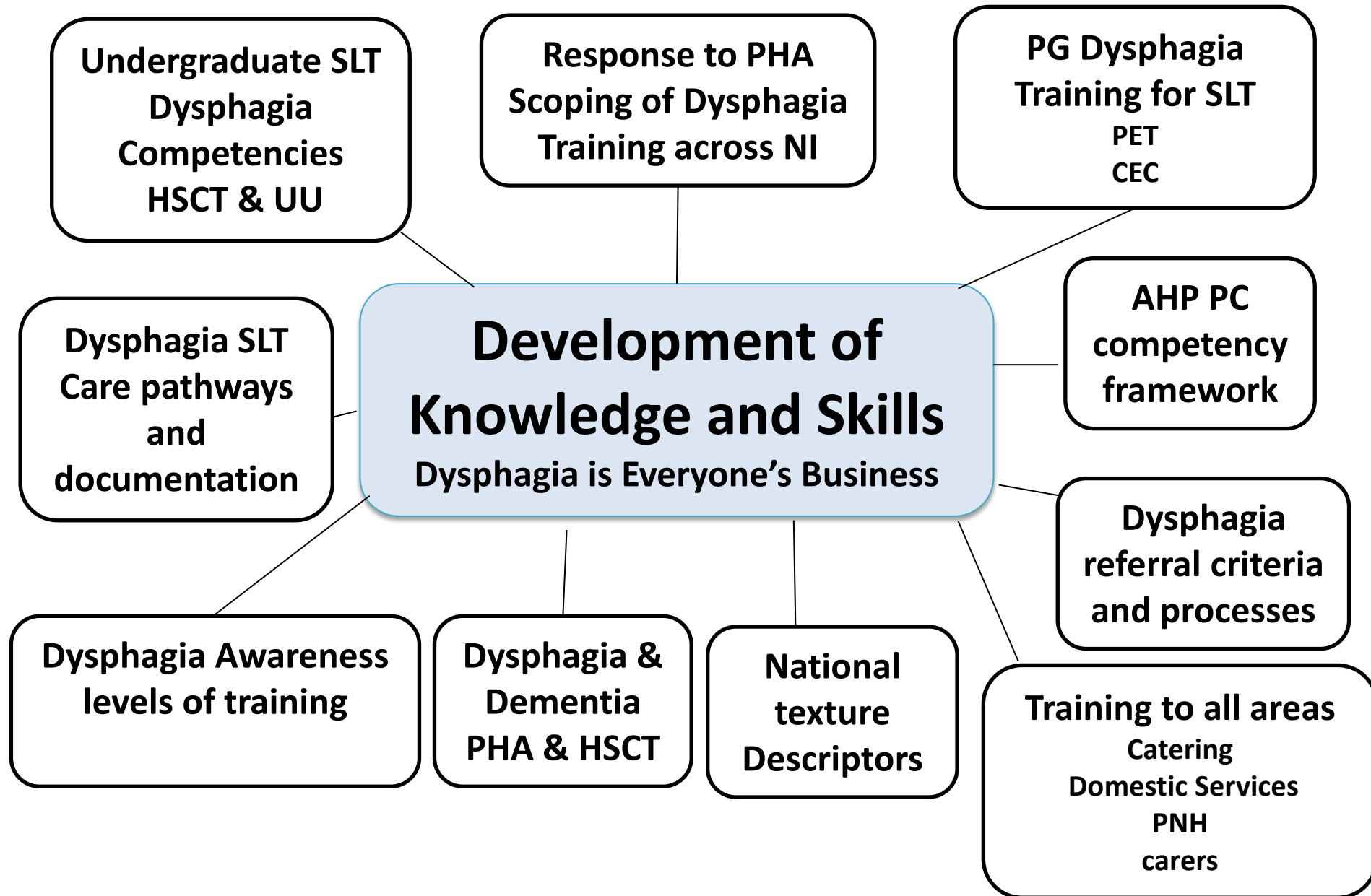
Linking
with MCM
initiative
East Sussex



Regional Dysphagia Group, NI







Public Health Agency & HSCTs Regional Dysphagia Steering Group

Public
Awareness

Identification

Assessment &
Management

IDDSI

Training

Public Awareness Work stream

- Raise awareness of swallowing difficulties among the general public and healthcare professionals
- Promote recognition of the signs and symptoms of dysphagia
- Help people to understand the impact dysphagia can have on someone
- To provide guidance on what they can do to support
- Source and develop appropriate information resources
- Encourage and support activities to raise awareness
- Explore key public health messages
- Promote positive language

Swallowing Alert Card

- SLT in the Regional Cancer Centre in Belfast
- Patient stories when they were eating out
- Joint working with NI Awareness work stream and RCSLT to develop key messages and logos

Swallowing Alert Card - prototype





What you can do to help

- Welcome me and ask me what you can do to help.
- Offer me extra sauce or gravy.
- Allow me to order a smaller portion or heat half a portion up and then the other half later.
- Give me more time, don't clear the table while I am still eating.
- Ensure difficult textures are removed or modified.

Making cafés more accessible to people with swallowing difficulties

- ✓ Staff know about swallowing difficulties and first aid for choking.
- ✓ Staff know about high risk choking foods and modified diets.
- ✓ Items that can be modified are marked on the menu.
- ✓ Customers with swallowing difficulties are given more time, staff do not clear the table while they are still eating.
- ✓ Provide table with extra space for someone who requires assistance at meal times.
- ✓ Provide a quieter table away from noise

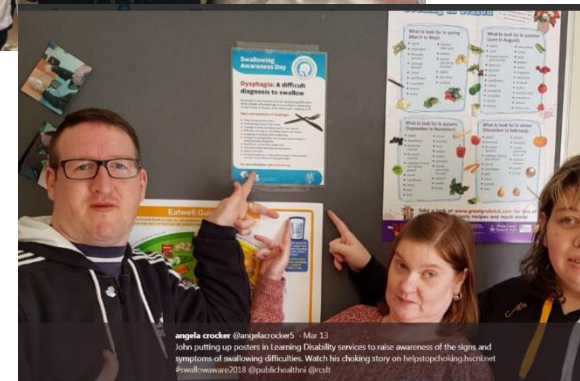


Swallowing Awareness day

14th March 2018

- Regional campaign – poster packs
- Linked with MDT around Nutrition & Hydration Week
- Competed with No Smoking Day
- Involved SLT students in snapshot survey
- Developed a how to tweet guide.
Twitter#swallowaware2018

Belfast Health and Social Care Trust



Northern Health and Social Care Trust



Southeastern Health and Social Care Trust



Next steps

- Develop questions for Health Intelligence researcher to inform key messages and implementation plan
- Focus groups for developing key public health messages, alert cards, café training etc
- Gather patient stories
- Add “Swallowing Difficulties” category to annual NI Hospital Catering Association recipe challenge
- Develop resources
- Develop the NI public awareness campaign

Thank you

Ana Marie Magorrian
Belfast Health and Social Care Trust

Workshop discussion

- What is my service/what am I currently doing?
- What more could we/I do (now and in the future)?
- What support do we/I need?
- How will we/I know that what we/I do makes a change for the better / demonstrates improvement?