

YOUR trust

Excellence shining out across the Trust

THE STARS OF OUR ORGANISATION –
OUR STAFF

ALSO IN THIS ISSUE...

- ▶ Tribute to our volunteers
- ▶ Committed to Excellence – the results
- ▶ Right Treatment – Right Place
- ▶ Vascular Services update
- ▶ Governors seek views
- ▶ Meet the team... Stroke Services



News from The Dudley Group

The nights are drawing in, the clocks have gone back and winter is well and truly here as we bring you the latest edition of Your Trust magazine. It is packed with news from our services including a feature on our stroke services (see page 4) and Tessa Norris, Director of Community Services and Integrated Care, shares her experience of 'going back to the floor' in pharmacy.

We have also featured a tribute to our volunteers to highlight the invaluable work they do in our hospitals and community bases providing those added extras that help make our patients' stay more comfortable. We are very fortunate here in Dudley to have such a flourishing volunteer movement led by Jane Fleetwood our Volunteer Co-ordinator.

During 2012 there has been excitement and challenge. One of our big successes was being chosen to run the Vascular Service here at Russells Hall Hospital for the whole of the Black Country. Meanwhile the financial pressures we are all facing do not go away and we continue to drive our Transformation and Listening into Action programmes to help us streamline our services more efficiently

whilst still providing the highest possible standard of patient care.

Our Customer Care Ambassador Programme has also proven a huge success with 30 people attending the training to date. Another highlight of the year is the Committed to Excellence Awards where staff and patients had the opportunity to nominate their colleagues and staff for 'excellence' awards which recognise the very best staff, teams and services in our organisation.

We are pleased that our performance stands us in good stead against our regional peers. To find out how we are doing against several of the national performance targets and our own quality priorities please look on page 6.



Our Council of Governors continue to provide challenge and public assurance. In this issue we have 'Behind the Scenes' with Anne Gregory, one of our staff governors to give you a flavour of the service our stroke teams provide.

Best wishes from **Paula Clark**, Chief Executive and **John Edwards**, Chairman

Herbal tea may fight breast cancer

A Trust professor has joined forces with researchers at Aston University and discovered an extract in a traditional herbal tea may hold the key to fighting breast cancer.

Professor Amtul R Carmichael (pictured) and Professor Helen Griffiths, from the university headed the study which found that extracts from a plant called Virgin's Mantle, used as a healing tea in some countries, can stop the spread of cancerous cells.

The tea is already drunk by women in rural Pakistan who have breast cancer and Professor Carmichael said a small hospital 100 miles north of Lahore started using the herbal tea 40 years



Fagonia cretica,
courtesy of Wikipedia

ago to treat breast cancer patients.

"The history of herbal tea in the treatment of various ailments is

well known in the folklores of the subcontinent and it is well documented that a tea-like extract of the desert shrub, *Fagonia cretica*, is a popular treatment for breast cancer in Pakistan and India," said Professor Carmichael.

"Drinking the extract of the plant is reported to be effective in reducing the size of the tumour and improving the quality of life



of breast cancer patients," she added.

The research, published in the science journal PloS One, found the plant extract had a novel way for cancer cell DNA to be

targeted to kill tumour cells.

"This has been a fantastic effective collaboration between scientists and clinicians and maybe one day women's lives could be saved," added Professor Carmichael.

Planned vascular surgery on course to come to Dudley



From April 2013, if you live in Dudley, Walsall or Wolverhampton and need an operation to clear blockages in your arteries, you will travel to Russells Hall Hospital to have your surgery.

Vascular operations like bypasses for leg circulation problems and surgery on the arteries in your neck to prevent stroke (called carotid endarterectomy) will be done in Dudley.

In the last edition of Your Trust you learned that emergency vascular operations – and planned surgery for abdominal aortic aneurysms – already happen at Russells Hall Hospital, which is the specialist centre for the Black Country population.

This new way of working has been asked for by the Black Country Cluster of Primary Care Trusts (PCTs) because the evidence shows patients having complex vascular surgery have a much better chance of survival if their operation is carried out at a specialist centre.

Phase one of the changes happened in 2012 for emergency operations;



The vascular team with guests at the opening of the EVAR suite in March 2012

phase two, taking place from 2013, includes all other planned vascular surgery.

“Phase one has gone well and we are treating patients across the Black Country with abdominal aortic aneurysms, both emergency and planned operations, with great success,” said Mr Atiq-ur Rehman, Medical Service Head of the Black Country Vascular Centre.

“Surgeons have been coming from Walsall and Wolverhampton since July 2012 to do emergency vascular operations and some planned

surgery and they will continue to come here to carry out major vascular operations from April 2013.”

Vascular day case surgery will continue to take place at your local hospital. You will still be sent to your local hospital for an outpatient appointment, further investigations and follow up outpatient appointments.

If you live in Dudley, there is no change. You will come to Russells Hall Hospital if you need surgery on your veins or arteries.

National Hero Award

A Trust community health nurse has picked up a national award for raising thousands of pounds running marathons around the world in aid of brave firefighters.

Jenny Adkins, whose husband Paul is a fireman, won ‘Individual Supporter of the Year’ award in the Spirit of Fire Awards for her exceptional support and dedication to The Fire Fighters Charity.

Jenny, who has raised more than £5,000 in the past year, attended a reception at 10 Downing Street

before accepting her award at a glittering star studded ceremony at Park Plaza, Westminster Bridge in central London.

“I was gobsmacked when I was told I’d been nominated and so pleased to be acknowledged,” said Jenny.

“Never in my wildest dreams did I think I would win. The whole day was great – visiting Downing Street, having photographs and drinks – it was surreal.”

For more information about The Fire Fighters Charity, go to www.firefighterscharity.org.uk





Your Governor invites you to meet the team in...

Anne Gregory, staff elected Governor for Allied Health Professionals and Health Care Scientists, invites you to learn more about Stroke Services. Anne has been the stroke co-ordinator at the Trust since 2004 and specialises in vascular ultrasound and stroke. Here she gives you an exclusive look under the microscope of the service that she and the team are continuing to develop in Dudley.

The Service

The acute stroke unit on ward A4 has 12 beds; the ongoing stroke care unit on ward A2 has 28 beds. The acute ward is close to both the emergency and imaging departments so patients can have a scan very quickly. Eight of the 12 beds have fixed monitoring equipment with further portable monitoring available as needed. The unit is staffed by nurses and therapists with specialist skills in stroke care. Every day, including weekends and bank holidays, consultants complete ward rounds and therapy is given to patients.

The ongoing stroke care unit is staffed by stroke nurses and therapists with specialist stroke skills, where therapy is also given daily. On this unit consultants do their ward rounds four times a week.

We provide one-stop outpatient clinics seven days a week for patients with suspected symptoms that could lead to a mini stroke. These clinics provide our patients with lifestyle advice as well as ultrasound scans of the neck which measures blood flow in the brain. Patients can access specialised scans as needed, including MRI, through dedicated daily sessions for imaging.

"I am writing to say what a wonderful service I received in your hospital after having a stroke. The speed at which I was seen and dealt with was amazing and I must say that all the doctors, nurses and medical staff of the acute stroke ward were exceptional"



Meet The Team



Ash Banerjee, Medical Service Head for Stroke Services

Dr Ash Banerjee is a consultant cardiovascular physician.



Sheree Randall, Matron

Sheree is responsible for ensuring high quality nursing care for our stroke patients.



Julie Walklate, Deputy Matron

Julie, staff elected Governor for Nursing and Midwifery, and leads on stroke for matron Sheree Randall.

Stroke Services

A stroke happens suddenly and is a MEDICAL EMERGENCY

If you or someone you know has the following signs they need to **ACT FAST** and dial **999**



Facial weakness. Can the person smile? Has their mouth or eye drooped?

Arm or leg weakness...

Speech problems, they find it hard to talk, understand, read, or write. Some people may find it harder to eat and drink.

Time to call 999

Special services for stroke patients

We have a machine that shows the real time blood flow from within the heart particularly for younger people who suffer strokes, as 40 per cent of strokes under the age of 55 will have a cause related to the heart.

In addition to this we routinely use specialist equipment down the throat to provide images of the heart to help diagnosis. We also use a holter monitor, which is a portable device for continuously monitoring the

heart rate. We have a weekly meeting with specialist teams from surgery and radiology to discuss patients who may need surgery.

We work closely with the Dudley Stroke Association to help patients spot the early signs of stroke and support patients and families after stroke in their own homes.

What is a stroke?

A stroke happens when the blood supply to part of the brain is cut off. This happens

when a blood vessel, known as an artery, in the brain becomes blocked (a clot) or bleeds (a brain haemorrhage).

The brain controls everything we do and is divided into many parts with each part having its own job. What you are able to do, or not do after a stroke, depends on the size of the damage and where in the brain the damage has happened. It is important to remember that NO two people who have a stroke are the same. Each stroke is different.



REMINDER

Governor Elections early 2013

January 2013 will see the commencement of Governor elections for vacancies arising in the following constituencies;

Public Constituencies • Central Dudley • Rest of the West Midlands








Staff Constituencies • Medical and Dental staff

If you would like to find out more about becoming a Governor, please contact the Foundation Trust office in the first instance on (01384) 321124.

Check out our progress

Quality Priorities

In our last edition, we set out the key areas of quality improvement for 2012/13. The table below provides a mid year update on progress against these and some national targets. The full Quality Report and updates are published on our website. Visit www.dudleygroup.nhs.uk and search 'Quality Report'. If you would like to make any comments about the report so that we can continue to improve it please either email foundationmembers@dgh.nhs.uk or call (01384) 321124.

Priority	Description	Progress*
	<p>Priority 1: Patient Experience – Hospital</p> <p>Increase the number of patients who receive enough assistance to eat their meals from 81 percent to 85 percent.</p> <p>Increase the number of patients who receive enough information about ward routines from 57 percent to 65 percent.</p> <p>Patient Experience – Community</p> <p>Increase the number of patients who use their Single Assessment Process folder to monitor their care from 75.3 percent to 80 percent.</p> <p>Increase the number of patients who would know how to raise a concern about their care or treatment if they wished to do so from 80.8 percent to 85 percent.</p>	 
	<p>Priority 2: Pressure Ulcers – Hospital</p> <p>Reduce avoidable stage three and four hospital acquired pressure ulcers, against activity, so that the number for 2011/12 has been reduced by 50 percent in 2012/13.</p> <p>Pressure Ulcers – Community</p> <p>Reduce avoidable stage three and four acquired pressure ulcers that occur on the district nurse caseload through the year, so that the number for the final quarter of 2011/12 has been reduced by 10 percent at the second quarter of 2012/13 (Jul-Sept) and 20 percent at the final quarter of 2012/13 (Jan-Mar).</p>	 
	<p>Priority 3: Infection Control</p> <p>Reduce our MRSA and Clostridium difficile (C. diff) rates in line with the national and local priorities. MRSA Bacteraemia (blood stream infections) target is no more than two post 48 hour cases. C.diff is no more than 77 post 48 hour cases.</p>	 
	<p>Priority 4: Nutrition</p> <p>Increase the number of patients who have a risk assessment regarding their nutritional status within 24 hours of admission. By September 2012 at least 90 percent of patients will have the risk assessment and this will continue for the rest of the year.</p>	
	<p>Priority 5: Hydration</p> <p>Increase the number of patients how have fluid balance charts fully completed. By September 2012 at least 70 percent of patients will have fluid balance charts fully completed and this will rise to at least 90 percent by the end of the year (March 2013).</p>	
<p>Cancer waiting times</p>	<p>All patients referred urgently by their GP with suspected cancer will be seen within 14 days.</p> <p>Patients to wait no more than 31 days from diagnosis to treatment of all cancers.</p> <p>Patients are treated within a maximum of 62 days from urgent suspected cancer referral to treatment.</p>	 
<p>Patient waits in A&E</p>	<p>Target is no more than 95% of patients to wait longer than 4 hours to be seen, treated and admitted or discharged.</p>	
<p>18 weeks from referral to treatment</p>	<p>The referral to treatment target is set as the maximum time it should take from the GP referring a patient for treatment to the time that treatment starts. Within that 18 week period all diagnostic tests and outpatient visits for tests should have taken place.</p>	

Right Treatment – Right Place

With the cold winter months really starting to bite, the NHS has launched the Choose Well campaign to help people link their symptoms with the service which is right for their illness.



Research has shown that a significant number of people still go to their local hospital's Accident and Emergency department when there are other more suitable and convenient services for their needs.

To help you choose the best care, follow the NHS Choose Well campaign.

Self-care

This is for very minor illnesses and injuries that can be treated at home simply by combining a well-stocked medicine cabinet with plenty of rest. Stock your cabinet with:

- Paracetamol
- Indigestion remedy
- Anti-diarrhoeal medicine
- Plasters and a thermometer
- Rehydration remedy

NHS Direct

You can check your symptoms, conditions and treatments and find telephone numbers and addresses for most NHS organisations, including hospitals and GPs.

You can call NHS Direct on **0845 4647** for health advice 24 hours a day, 7 days a week or log on to www.nhs.uk

Pharmacist

Visit your pharmacy when you are suffering from a common winter health problem. Your pharmacist can provide advice and the best medicines for treatment.

To find your local pharmacy's opening hours, log on to www.dudley.nhs.uk

GP

For illness and injury that will not go away, visit your local GP. When absolutely essential, GPs can also provide home visits out-of-hours.

To find your local GP surgery, log on to www.nhs.uk/servicedirectories or call NHS Direct on **0845 4647**. You can also visit www.dudley.nhs.uk or call NHS Dudley on **(01384) 366066**.

NHS Walk-in Centre

Walk-in centres treat minor illnesses and injuries that do not need a visit to A&E. The Dudley Borough Walk-In Centre is open everyday from 8am. You do not need an appointment and will be seen by an experienced nurse. For more information, log on to www.nhs.uk

The Dudley Borough Walk-In Centre is located at Holly Hall Clinic, Stourbridge Road, Dudley, DY1 2ER. For more information, call **0330 1239225** or log on to www.dudleyboroughwic.nhs.uk

A&E or 999

A&E departments should only be used in a critical or life-threatening situation. Dialling 999 and stating a medical emergency will result in a response vehicle being sent to your location. Your local A&E department is situated at Russells Hall Hospital, Pensnett Road, Dudley, DY1 2HQ.

The department is open 24 hours a day, 7 days a week. For more information, log on to www.dudleygroup.nhs.uk

Remember A&E and 999 services are for life-threatening emergency conditions only

Stop and think

- ▶ A&E and 999 services are for emergency and life threatening conditions only
- ▶ For more information on choosing the right service visit www.nhs.uk



Make a GP appointment or visit your local pharmacist



Where People Matter –

At the start of 2012, a bell-ringing town crier officially revealed our new vision and values at a launch ceremony in the main entrance to Russells Hall Hospital. Chief Executive Paula Clark said the vision – The Dudley Group: Where People Matter – perfectly summed up the journey we are on to help our passionate workforce do the best it can for our patients. The vision, she said, supported the three new values: Care, Respect and Responsibility. How has the Trust been living the vision and in the months following? Please read on.

Ambassadors



The vision and values support our commitment to improving patient experience. This year more than 30 members of staff have completed our Patient and Customer Ambassador Programme to help improve attitude and behaviour towards our patients and each other.

The ambassador programme has been designed to find robust ways to improve patients' experience of the care they receive and the ambassadors have examined behaviour, attitude and communication of staff to patients and to each other.

In doing so, they have helped come up with a set of basic standards, which includes:

Every staff member every time

- **Greets people as guests warmly and politely demonstrating that we CARE**
- **Makes people feel that they matter, demonstrating RESPECT**
- **Tries to resolve problems or answers queries, demonstrating that we take RESPONSIBILITY**
- **Behaves appropriately and professionally with CARE, RESPECT and RESPONSIBILITY**

Surveying our staff

Knowing what our staff feel is important to help us improve our services to our patients. Each year staff are invited to take part in the National NHS Staff Survey. This is an

independent survey that confidentially captures what it is like to work for the NHS.

We are pleased to report that more Dudley Group staff than ever responded to the survey

in 2011. By taking part in the survey and the information we gather will help improve the working lives of staff in the Trust.

Committed to Excellence 2012



Staff have been rewarded for their dedication to giving patients the very best care and for their innovative ways of improving their service at this year's 'Committed to Excellence' awards.

More than 200 staff shortlisted attended an awards ceremony at the Copthorne Hotel in Brierley Hill. Opening the ceremony, Chief Executive Paula Clark paid tribute to all those shortlisted.

"Tonight is about showing you our appreciation for all your efforts over the past 12 months," she said.

The awards, sponsored by Atos Consulting, Summit Healthcare, Ardentia and Mills and Reeves, recognise teams and individuals in the hospital and out in the community who demonstrate the Trust vision for making The Dudley Group a place 'where people matter'.

living the vision



Roll of Honour

The vision and values also go hand in hand with the creation of our very first Roll of Honour (an idea from the ambassadors) which promotes the many compliments our staff receive from patients and their families for the great work they do each and every day.

The very first six individuals and teams to be added to the Roll of Honour were invited to the vision and values launch event and presented with a hand written paper scroll containing a summary of the compliment they received.

Since then, several hundred names have been added to the Roll of Honour which is published on the Hub (our intranet) every day.



Long Service Awards

Staff who have completed many years' service with The Dudley Group are being recognised for their loyalty with the launch of our new look Long Service Awards.

Those who reached milestone years' service with the Trust – ranging from 15 to 40 years without a break in service – attended a tea-time reception and presentation in the Clinical Education Centre at Russells Hall Hospital November 2012.

To recognise their achievements, staff were presented with a Long Service certificate and badge by Chief Executive Paula Clark and

Chairman John Edwards at the event which is also attended by representatives of the Board of Directors.

"It's very important for us to show staff how much we appreciate their dedication to working for The Dudley Group and I would like to congratulate them for their continuing hard work," said Paula.

"It is a real testimony to their loyalty – and not to mention staying power – that they have worked for the Trust for so long without a break in service."

The winners are

Unsung Hero – Clinical

Sponsored by Summit Healthcare, (Dudley) Ltd.

- **1st** – Sara Davis, Lead Nurse C8
- 2nd – Vasantha Veeramuthu, Sister C5
- 3rd – Colin Johnson, Chief Biomedical Scientist, Biochemistry

Unsung Hero – Non Clinical

- **1st** – Wesley Nicholls, Renal Technician
- 2nd – Ann Harris, Clerical Officer, Health Records
- 3rd – Jeanette Jones, Clinical Education Centre Assistant, Clinical Education Centre

Excellence in Service Improvement

- **1st** – Tissue Viability Team
- 2nd – Electronic Patient Records, Implementation Team, Emergency Department
- 3rd – Primary Care Neurology Team

Team Excellence

Sponsored by Atos Consulting and Technology Services.

- **1st** – Outpatient Antimicrobial Therapy Service Team
- 2nd – Vascular Hub Bid Project Team
- 3rd – Impact Team

Excellence in Patient Care

Sponsored by Ardentia

- **1st** – Barbara Mason, Health Care Support Worker, C8
- 2nd – Jane Booth, Sister, C3
- 3rd – Cheryl Southall, Senior Dietitian

The Alf Edwards Award

- For outstanding achievement – **David Heath, Laboratory Manager, Maxillofacial**

Patients recommend Russells Hall Hospital



October 2012
score: 76

We are pleased that our patients are scoring us highly when asked: "How likely is it that you would recommend this service to friends and family?"

Known as the Friends and Family Test, we have been asking this question of patients being discharged from hospital following at least one overnight stay since April 2012. In the seven months since the launch

2279 patients have rated us and our scores have been consistently in the high 70s during this time.

Patients give their feedback using a confidential postcard which they post into the comment boxes on the wards.

The Friends and Family Test is also known as the Net Promoter question and is a tool often used in business to gauge customer opinion and is now being used



by the NHS.

As well as asking patients to rate us, we have also been asking what could have been improved to gain a higher score. This information is vital to help us improve the experience of patients who use our hospital services.

Other ways to tell us what you think

Online

From December 2012 you will be able to tell us what you think about our services on our website www.dudleygroup.nhs.uk

Surveys

Taking part in one of our surveys is a great way to tell us what you think. We visit the wards on a regular basis asking for patients' opinions on topics such as whether they were treated with dignity and respect, length of time to answer the call bell and if help was available to eat meals if this was required.

Surveys are also carried out on an annual basis for individual services (e.g. outpatient clinics and community services that you may receive in your own home). If you do receive one of our surveys please take a few moments to complete it as this helps the departments to make improvements.

Patient Panels

We also invite patients to take part in themed Patient Panels to give them the chance to tell us what they think of, for example, the food we offer. We use the information they give us to make important improvements to the way we do things.

On the right is an example of the actions taken as a result of Patient Panels held so far:

Inpatient mealtimes

You said

There were various aspects of our food service that Panel members felt needed to be improved.

This was backed up by comments from patients in response to our survey questions about food.

We did

We undertook a complete review of our inpatient mealtimes. As a result of this we will shortly be testing an alternative patient meal system which we hope will be both better quality, hotter delivery to patients and give more specific choice.

We will be inviting Patient Panel members back to the Trust to comment on the new system, as well as getting feedback from inpatients during the test period.

More information on the new system will be available in the next edition of Your Trust.

EARLY campaign launched to help people recognise and act on the symptoms of early Rheumatoid Arthritis

The Dudley Rheumatology Team have launched a campaign to help people spot the early symptoms of rheumatoid arthritis (RA). The EARLY campaign, supported and funded by Pfizer, highlights the main symptoms of the disease and encourages patients to seek medical advice as early as possible.

Dr Ravinder Sandhu, Consultant Rheumatologist at the Dudley Early RA Clinic, said: "RA is a long-term condition in which the immune system begins to attack healthy joints. There are effective treatments available and by commencing treatment early, particularly within the first three months of symptom onset, we can minimise joint damage and achieve better health outcomes in the long term."

"Our own audit data show that patients had symptoms of RA for an average of 11 months before presenting to our clinic for treatment."



"EARLY is about getting people to recognise the symptoms of RA so they can act fast."

The symptoms of RA are:

- **Early morning joint stiffness**
- **Aching and throbbing joint pain**
- **Redness or warm swollen joints**
- **Lasting symptoms beyond six weeks**
- **Your small joints of hands or feet affected**

RA is a long-term condition that affects over 400,000 people in the UK.

RA can progress very quickly, causing pain, swelling and stiffness

in multiple joints. It can result in damage to cartilage and bone around the affected joints and in severe cases people can lose function in the affected joint. It can also cause fatigue and depression, which can adversely affect people's quality of life. There is at present no cure for RA but effective treatments for controlling the disease are available. If RA is diagnosed and treated early, the long-term effects of this condition can be reduced significantly.

If you think you have the symptoms of Early RA then please talk to your GP for advice.

In profile – The Dudley Group Volunteer Service

The Trust pays tribute to more than 400 dedicated volunteers from the local community who give their time regularly to support our patients, their families and carers at Russells Hall Hospital, Corbett and Guest Outpatient Centres, and Brierley Hill Health and Social Care Centre.

From humble beginnings eight years ago, the Trust's volunteer co-ordinator Jane Fleetwood has built up the service from scratch. "Each volunteer comes with their own individual skills and experiences to work alongside staff" said Jane, "helping to make our patients stays more comfortable during their time with us".

Our volunteers, in their cheery red uniform, help in many ways including providing mealtime assistance, way finding, emergency department support, reception/enquiry desk, patient surveys, chaplaincy, refreshment helpers, ward volunteers, patient friends, fundraising, Dudley Hospital Radio, and Red Cross Home from Hospital scheme.



Jane Fleetwood, Volunteer Co-ordinator

Jane ensures that all volunteers are properly inducted and trained before they set out to support many of our wards and departments.

If you have time on your hands and would like to join the volunteering

team at The Dudley Group, please contact Jane who will be pleased to explain the application and induction process to you. She can be contacted in the first instance on (01384) 456111 extension 1887.

Pulmonary Rehab Team nominated for British Lung Foundation regional award



British Lung Foundation

The Dudley Group's Pulmonary Rehab Team were nominated by respiratory patient, Ken Pack for the British Lung Foundation 'Outstanding Healthcare in the Community' awards 2012. Ken attends the Dudley and District Breathe Easy Group and the Pulmonary Rehab Group.

In his nomination letter Ken said "The team are, without

exception, dedicated to helping patients to optimise their abilities by improving fitness and their mental attitude to their disability."

"An important factor is the motivation they engender within a relaxed atmosphere making the whole experience enjoyable."

"Patients are given clear explanations on the complex subject of the causes of their condition and the best ways to improve the quality of their lives."



(L to R) Rebecca Carpenter, Laura Taylor and Hannah Young

The Pulmonary Rehab Group were presented with their certificate by Emma Holoweckyj, British Lung Foundation Regional Manager at their October meeting.

Apprentices join The Trust

Six young job hunters have landed apprentice roles within the Trust to give them the chance to get on the working ladder.



(L to R) Emma Chawro, Abigail Lodge, Martin Hollis, Sophie Whitehouse, Elena Peris-Cross, Natalie Szymura

The apprentices are working as paid employees in various corporate teams ranging from Human Resources to Communications for a year, gaining valuable work experience. Alongside this the apprentices will be undertaking an NVQ in Business and Administration with Walsall College.

"Hopefully the experience will be something of value to the apprentices and the Trust as this is something that could lead to a future for them in different departments," said Jules Perks, Leadership Learning and Development Manager.

"It is vital to support a long term workforce and to grow our own staff with a passion for our business."

I would like to compliment the exemplary treatment and care received from all the staff in the Accident and Emergency department who put mum at ease throughout the whole process. Staff should be commended for the hard work and wonderful attitude shown."



Your Trust, Your Views

Governors at the Trust continue to seek the views of both the Trust membership and the wider public. One area of focus is to help our organisation to better understand the care requirements of a growing number of elderly residents who at some time may need to call on our services.



Mel Allen, Clinical Nurse Specialist for Older People (centre) with Governors Diane Jones, Bill Hazelton and David Stenson

One of the objectives of the Council of Governors is to visit various organisations in the borough to seek people's experiences about the care provided by the Trust. Over the last few months, Governors have visited more than 20 groups in Dudley and surrounding areas. The views expressed at these events are fed back to the Trust and are used to continue to improve the quality of care and the patient experience.

The range of views received so far underpin an observation made by Sally Huband, Chief Officer, Age UK, Dudley that "older people cannot be treated as a homogeneous group but as individual people who have different needs".

their care and treatment; to receive information in an understandable way and most importantly, to receive good clinical care.

Common themes expressed by patients include the right to be treated with respect and dignity; to be involved in discussions about

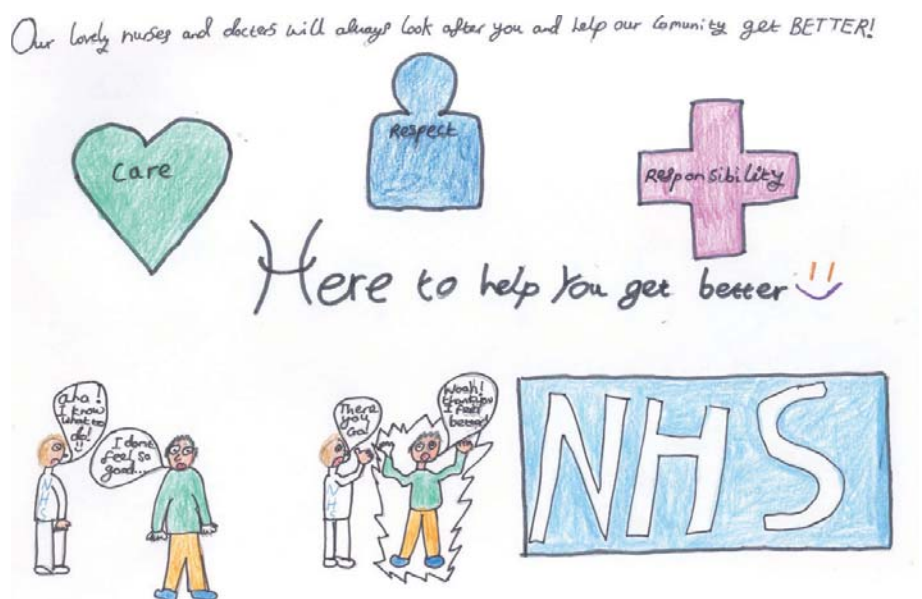
If you would like the Governor representing the area where you live to visit your community or support group, please contact the Foundation Trust office in the first instance on **(01384) 321124**.

Here to help you get better

Earlier this year, The Dudley Group took part in the Express and Star 'Design an Ad' competition. The Trust invited pupils from Red Hall School, Lower Gornal to design a poster that could be used around the Trust to help our younger patients feel less anxious about their visit. The selected theme was 'Here to help you get better'.

The panel, made up of Trust Governors, clinical staff from the children's ward and support staff, assembled to decide which would be the winning design. The standard of competition was very high and after much deliberation, the poster created by George Genner, aged 11, was chosen with the design by Hannah Southall, aged 9, coming a very close runner up.

The winning poster will be displayed in and around the children's clinic and ward areas across the Trust.



Director of Community Services goes 'back to the floor' with Pharmacy

Tessa Norris has gone 'back to the floor' with Pharmacy staff to get a greater understanding of their roles.

The Director of Community Services and Integrated Care has shadowed pharmacy staff on three occasions over the past six months focusing on different aspects of their job.

She worked alongside assistant technical officer Laura Walters (pictured on front page) to prepare TTOs (medication for patients to take out home). This included using the Pharmacy tracking system and logging the TTOs which shows what has been given to which patient and when it was done.

"I'm part of the meet and greet team and I showed Tessa some of the things we do at reception," said Laura. "It was good that she came down and saw what we do and the amount of work we do."

Tessa was shown how to get medication bags ready for the wards by fellow officer Dean Wellings. Surekha Patel, senior assistant technical officer, picked drugs from the shelves to take to the wards and was more than happy to show Tessa the ropes.

"Tessa was happy to do whatever I asked her to do – under my supervision," said Surekha. "It was good to meet her and see the face behind the name."

Tessa was impressed by how hard everyone in Pharmacy works and surprised by the volume of work in the department.



Tessa with assistant technical officer, Dean Wellings



Sorting the picking list with Surekha Patel

"Everyone works so hard and are totally focused on customer satisfaction while dealing with a huge volume of ward stock and patient prescriptions," she said.

"Going back to the floor is a timely reminder of what we are all here for. Seeing frontline staff providing their services links to what I do as a director helping to improve services to our patients."

Had a wonderful consultation – full of advice – the consultant was very pleasant but professional and gave me a great deal of confidence. I was impressed by Russells Hall and the clinic and wish to congratulate you."





Dudley Group NHS Charity
Fundraising Co-ordinator:
Karen Phillips

2nd Floor, Trust HQ, Russells Hall Hospital, Dudley, DY1 2HQ

t: (01384) 456111 Ext: 3349
e: karen.phillips@dgh.nhs.uk
www.dudleygroup.nhs.uk/our-charity
www.justgiving.com/dghc



Charity Number: 1056979

Online fundraising

If you are fundraising for us why not set up a JUSTGIVING page. This is a secure and simple way for people to sponsor you online.

www.justgiving.com/dghc



Improve your fitness levels and raise funds with our Charity Fitness Challenge

Challenge runs from March – May 2013

Sponsored swim | run | walk | cycle | row

80km over 12 weeks

The object is to run, swim, walk, cycle or row (or a combination of all five) for 80k (approx 50 miles) over a 12 week period. Distances will be logged, accumulating over the 12 weeks until the distance has been completed.

Help us to raise £30,000 for the Dudley Group NHS Charity

The £30,000 we aim to raise for the Dudley Group NHS Charity will:

- provide additional specialist equipment for the diagnosis and treatment of cancer
- improve the environment in which our patients and their families spend their time with us
- expand our services offered to patients being treated in their own homes by our specialist nurses

Thanks to two generous benefactors, each pledging £5,000, you have the opportunity of doubling your donation with match funding, if made online, during the 'Big Give Christmas Challenge'. The appeal, which will benefit areas of cancer care Trust-wide, will be running during 6th – 8th December 2012.

Cancer – Caring for the patient and their family

Dealing with cancer, for both the patient and their family, can be very distressing. It is vital to the charity that we provide as much added comfort for our cancer patients as possible.

We want to build on the outstanding reputation that our hospital and staff already have by helping to provide an environment which helps



Launching the campaign, Karen Phillips, Fundraising Co-ordinator with Allison Field, Lead Nurse, Ward C4

people cope, both emotionally and physically, with their illness. A speedier diagnosis with specialist equipment can make all the difference to a patient. But even the small touches will also improve a patient's experience.

Once the money has been raised the charity will give every department within the Trust, who is responsible for caring for patients with cancer, the opportunity to apply for some of the funding. The successful teams will be announced on our website and in a future issue of Your Trust.



Click on: http://new.thebiggive.org.uk/project/Cancer_CaringForPatientsAndFamilies

