

PRESS RELEASE

Tuesday 31st May 2016

John's campaign launched at The Dudley Group

Carers of patients living with dementia and other long-term conditions can now visit their loved ones in hospital at any time of the day and night to offer extra support and make them feel more at ease in unfamiliar surroundings.

The Dudley Group, the Trust that runs Russells Hall Hospital, has launched the new initiative called John's Campaign as part of its plans to make the hospital more dementia friendly.

John's Campaign was founded by Worcester-born author Nicci Gerrard, who was concerned by how restricted visiting times were when her father, Dr John Gerrard, spent time in hospital in another part of the country.

Dawn Wardell, Chief Nurse for the Trust, said, "We have put many initiatives in place to support patients living with dementia and supporting John's Campaign with Carer's Passports is another big step to improving their experience while in our care."

John's Campaign was launched with the introduction of Carer's Passports which give designated carers access to wards at any time to support their loved ones.

Mandy Aworinde, who organised the launch event attended by its founder, said, "It is fantastic that carers who support patients living with dementia will have the opportunity to visit their loved one in hospital at any time, as having that extra support makes such a difference to the patient's stay."

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For more information, please call Chace Smith, Communications Assistant for The Dudley Group NHS Foundation Trust, on (01384) 456111 extension 1064 or email chace.smith@dgh.nhs.uk