Dear CNO Bulletin subscriber

As you may know, Jane Cumming's role as Chief Nursing Officer transfers to the NHS Commissioning Board in April 2013. Jane would still like to communicate with you in her new role and we are therefore asking if you are happy for your email address to be shared with the NHS Commissioning Board Authority. If you do not want your email address shared, please email CNO-bulletin@dh.gsi.gov.uk.

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Take our survey

Help us make the Chief Nursing Officer Bulletin even more relevant, useful and timely for you and your colleagues. Please complete our brief survey and tell us how you like to access news and information and how you’d like us to communicate with you in the future.

Jane Cumming’s voicepiece

I would firstly like to wish you all a belated Happy New Year and congratulate the nurses and midwives recognised in the Queen’s New Year Honours list (page 3).

I would also like to thank everyone for their support since I took up the post of Chief Nursing Officer. I was very pleased to launch the new vision ‘Compassion in Practice’ at my first CNO Conference in December and want to again acknowledge the contribution of nurses and midwives across the country who took part in the original engagement and helped shape the vision around the 6Cs.
At the CNO conference I also introduced the new Care Maker role (see page 4) and highlighted the contribution they will make as ambassadors of ‘Compassion in Practice. The Care Makers supported the CNO conference extremely well and were welcomed by all those attending.

The national vision and strategy recognises the changing landscape of the healthcare sector and articulates the nursing and midwifery profession’s role in delivering healthcare and improved health outcomes, both in hospitals and community settings. Your views and suggestions will be further reflected as we produce implementation plans for the six action areas.

The ‘6Cs’: care, compassion, competence, communication, courage and commitment are a statement of the constants of nursing and midwifery for a modern health and care system.

The six action areas identified to implement the plan are:

1. Helping people to stay independent, maximise well-being and improve health outcomes
2. Working with people to provide a positive experience of care
3. Delivering high quality care and measuring the impact
4. Building and strengthening leadership
5. Ensuring we have the right staff, with the right skills, in the right place
6. Supporting positive staff experience

The values and action areas apply to all areas of practice. Working with patients, professionals and professional bodies, we have already published a range of resources supporting the implementation of ‘Compassion in practice’ in:

- Midwifery
- Public health nursing for children and young people
- Public health mental health
- Practice nursing and district nursing
- The nursing contribution to the dementia challenge

‘Compassion in practice’ resources include the downloadable strategy itself, the ‘6Cs’ video, along with a range of materials including posters, flyers and presentations produced to support and promote the Compassion In Practice strategy.

Over the coming months we need to embed the 6Cs, the values and behaviours, in everything we do. This will call for strong, individual, local and national leadership, with support from local organisations and national bodies.

Some of the actions are subject to piloting, further testing and appraisal, after which further recommendations will be considered. The full implementation plans for this vision and strategy will be available by 31 March 2013.

There are several other important milestones in the months ahead:

- The annual Florence Nightingale Foundation conference: Going for Gold - Inspirational Practice and Excellence in Care - 28 February and Friday 1 March (see page 6)
- NHS Change Day - 13 March,
- International Day of the Midwife - 5 May
- International Nurses Day - 12 May

These give us further opportunities to hold local events across the country that celebrate success and raise the profile of the 6Cs in relation to the high quality care we provide.

Best wishes
Jane Cummings
Chief Nursing Officer
NHS Leadership Recognition Awards 2012 – three nursing colleagues honoured!

Nursing was front and centre for the 2012 awards - seven nominees from nursing backgrounds shortlisted in nine categories, with three of them making the final cut. Proof that inspirational leadership can be found throughout the NHS.

So congratulations to:
- Paula Vasco Night - NHS Award for Inspiration (Chief Executive South Devon Healthcare NHS FT)
- Michael Woodhouse - NHS Mentor of the Year (Ward Nurse Addenbrookes Hospital)
- Brigid Stacey - NHS Quality Champion of the Year (Director of Nursing Derby Hospitals NHS Foundation Trust)

You can read all about their careers and unique approaches to nursing leadership [here](#).

New Year Honours – England

Congratulations to the nurses and midwives recognised in the Queen's New Year Honours!

Dame Commander of the Order of the British Empire
- **Professor Sarah Ann Cowley**, King’s College, London for services to health visiting.
- **Nancy Hallett**, former Chief Executive, Homerton University Hospital NHS Foundation Trust. For services to healthcare.

Commander of the Order of the British Empire
- **Caroline Shaw** Chief Executive, the Christie Hospital NHS Foundation Trust. For services to the NHS.

Officers of the Order of the British Empire
- **Audrey Therese Ardern-Jones** Associate Lecturer, the Royal Marsden, NHS Foundation Trust. For services to cancer genetics nursing care.
- **Professor Katherine Fenton** Chief Nurse, University College Hospitals London NHS Foundation Trust. For services to nursing.
- **Stephen Regel** Principal Psychotherapist, Nottinghamshire Healthcare NHS Trust. For services to victims of trauma.

Members of the Order of the British Empire
- **David Ferguson** Consultant Nurse (Learning Disabilities and Mental Health), Southern Health NHS Foundation Trust. For services to nursing.
- **Jean Glynn** Children's Service Manager, Health Visiting and School Nursing. For services to healthcare.
- **Ann Marjorie Johnson** Nurse educator, lecturer and Alzheimer's campaigner. For services to healthcare.
- **Dr Vina Mayor** Chair, Nursing and Midwifery Council, fitness to practice panel. For services to the NHS.
- **Patricia Jayne Mudd** Nurse Consultant, Cardiac Rhythm Management, South Tees Hospitals NHS Foundation Trust. For services to healthcare.

Medallist of the Order of the British Empire
- **Anthony Hopkins** Associate Director of Day Care Services, Broadmoor Hospital. For services to nursing.
New vision for district nursing published

A new vision and service model for district nursing has now been published.

This vision builds on ‘Compassion in Practice’, the national vision for nurses midwives and care staff. It was developed by a strategic partnership of the Department of Health, NHS Commissioning Board Authority, The Queen’s Nursing Institute, and with the district nurse leaders and practitioners. The vision recognises the unique and specialist contribution of district nurses and their teams.

Viv Bennett, Director of Nursing DH/PHE said: “In order to meet the needs of our ageing population we have to change the way we work and provide more care in the community. People are living longer and we need services that support people to be as well and as independent as they can for as long as possible. District nurses have the professional expertise and knowledge to lead and provide these services.”

Read the full story here

Become a Care Maker

Care Maker volunteers made a very positive impact at last year’s CNO Conference, but this is not a one-off initiative. If you’re interested in promoting the new vision for nursing, read on!

A Care Maker is anyone who works in the NHS who wishes to act as an ambassador for the new vision for Nursing, Midwifery and Care Staff launched in December 2012. The first cohort of 55 Care Makers were recruited prior to the CNO Conference. They were able to learn about the national vision and strategy and commit to supporting frontline implementation and delivery through the promotion of the new vision ‘Compassion in Practice’ and the 6Cs associated with that vision.

They are ambassadors for the 6Cs, creating a unique link between this national policy and strategy to the frontline. The aim is to capture the ‘spirit’ of London 2012, learning from the way Games Makers were recruited, trained and valued and instilling the spirit of energy and enthusiasm they created. These are early days for the Care Makers as the long term vision will be developed in partnership with key stakeholders as part of the NHS Change Day on 13 March 2013.

The principles for the creation of this vibrant National Care Maker Network are:

- To reflect the spread of the whole of the NHS - individuals from all parts of England and all care settings
- To inspire young people – the first cohorts to be from student and first year nurses and midwives
- A shared purpose - to transform the NHS culture in nursing, midwifery and care staff
- Creativity - using social media and social movement expertise
- Diversity - ensuring representation from different ethnicities, backgrounds, range of experiences and opinions
- To provide an amazing opportunity for individuals who will be exposed to a wide variety of experiences, activities, and people across the NHS

For further information please contact Suzette Woodward (NHS Commissioning Board)
suzette.woodward@nhs.net

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New Year resolutions - volunteer to support a nursing charity

The CNO Conference provided an opportunity for several of the country’s national charities to make contact with Directors of Nursing and Midwifery, senior nurses and midwives and Care Makers alike, raising awareness of the work that they are doing to support nurses and midwives.

The Florence Nightingale Foundation, The Mary Seacole Memorial Statue Appeal and the Cavell Nurses’ Trust each make a unique and special contribution to support and strengthen nursing and midwifery leadership. They are also keen to engage nurses and midwives as volunteers to support their work.

Kate Tomkins, Chief Executive of the Cavell Nurses’ Trust, is setting up a range of local and national events as part of a centenary appeal to raise awareness of the work of Edith Cavell and marking her death in 2015. Cavell Nurses’ Trust gives financial support to nurses, midwives and health visitors by providing regular and single grants as well as offering emotional support and practical advice to those experiencing exceptional difficulties. The trust also makes a number of travel scholarships available to student nurses and midwives setting out on their careers.

Just before Christmas Kate met with Dawn Collins, Assistant Director of Nursing, at Norfolk and Norwich University Hospital NHS Foundation Trust and a group of nurses and volunteers, including retired nurses. Known as the ‘Cavellites,’ the group share their pride in the legacy of Edith Cavell who was born and brought up just a few miles from the hospital in Swardeston. Dawn and colleagues helped give out programmes and leaflets about the charity at performances of a new play ‘Edith’ by Dr Chris Joby and also helped on the trust’s stand at the event in Norwich.

Building on this strong local support the Cavell Nurses’ Trust aims to double the current number of beneficiaries, from 1,000 to 2,000 by 2015. To achieve this they will need to raise £3 million over the next three years. This would be equivalent to doubling the amount that was raised in 1917 through the public response to Edith Cavell’s death with an appeal for nurses “shattered mentally and physically, who have sought the health of others at the expense of their own.”

For further information about The Cavell Nurses’ Trust Centenary Appeal, their financial support and scholarships for nurses and midwives visit their website.

Identifying and raising the profile of strong nurse leadership is a mission shared by the Mary Seacole Memorial Statue Appeal. Their goal is to raise sufficient funds for a statue in honour of the work carried out by Mary Seacole caring for wounded and dying soldiers on the front line during the Crimean War.

Professor Elizabeth Anionwu CBE FRCN, Emeritus Professor of Nursing - University of West London and Vice-Chairperson of the Mary Seacole Memorial Statue Appeal said: “I know that Lord Clive Soley, Chairman and all of the Trustees are extremely appreciative of this opportunity to raise the profile of the appeal in this way amongst such a very influential group of senior nurses. It will also help us in our endeavours to raise the outstanding funds to enable Mary's memorial statue to be erected in the grounds of St Thomas' hospital, hopefully in the not too distant future!

Please extend a particular ‘thank you’ to all the Care Makers - what a wonderful group of student and recently qualified nurses and midwives. Many of them are now following us on Twitter and two have already emailed me with examples of how they are planning to fundraise for our charity”.

To learn more about the Mary Seacole Memorial Statue Appeal and how you can get involved visit the website Mary Seacole Memorial Statue Appeal.

Over the coming months look out for news of the Mary Seacole Awards 2013/14. Funded by the Department of Health and NHS Employers and awarded in association with Royal College of Midwives,
Royal College of Nursing, UNISON and Unite CPHVA, these awards provide nurses and midwives with the opportunity to undertake a specific health care project, or other educational/development activity that benefits and improves the health outcomes of people from black and minority ethnic communities.

Learning about Florence Nightingale has inspired many nurses to come into the profession, including Elizabeth Robb, Chief Executive of the Florence Nightingale Foundation, who established an annual event that has quickly become a key date in the nursing calendar. Along with the annual commemorative service at Westminster Abbey, London, marking the anniversary of the birth of Florence Nightingale on 12 May 1820, the Foundation invests in leadership for nurses and midwives, raising funds to provide scholarships for nurses and midwives and opportunities to study at home and abroad. For further information about the Foundation click here.

This year the Florence Nightingale conference: Going for Gold - Inspirational Practice and Excellence in Care takes place on Thursday 28 February and Friday 1 March 2013 at the Queen Elizabeth II Conference Centre, London.

The conference is aimed at all nurses, midwives and healthcare professionals, across all aspects of healthcare delivery and will feature top national speakers, a special CNO panel session and 24 fantastic masterclasses; showcasing practical, innovative work.

Conference Poster Competition – deadline 31 January 2013

Entries are invited from clinical healthcare professionals who have developed and implemented excellent and inspiring clinical projects.

For further information please call 01772 767782 or email florencenightingale@glasgows.co.uk, or visit: The Florence Nightingale Foundation Annual Conference 2013

The organisations above are just a few of the charities that support and work with nurses and midwives locally and nationally. We would be delighted to hear from anyone who volunteers, as well as from the any of the beneficiaries of this important work - so please get in touch and let us know how you are involved.

Be Clear on Cancer campaigns launching in January

A new wave of Be Clear on Cancer activity is launching on 14 January. Running until mid-March, there will be a pilot campaign focusing on Ovarian cancer, a pilot cancer symptoms campaign - Know 4 Sure, regional activities to extend the national bowel cancer reminder campaign that ran in September 2012, plus ‘blood in pee’ and breast cancer over 70 regional pilots, which will both include TV advertising.

“Nurses have a vital role to play in supporting patients that visit their local practice as a result of seeing the Be Clear on Cancer campaigns, especially the ‘blood in pee’ campaign,” explains Martin Ledwick, Head Information Nurse at Cancer Research UK. “Although the campaign encourages people to see their GP, nurses may be the first port of call if patients notice blood in their urine, as they are often the ones conducting initial tests and treating patients for urinary infections. It’s also the kind of symptom people might be more likely to talk to the nurse about – they might be embarrassed or think they’re wasting the GP’s time, especially if they’ve only noticed blood in their urine once.”

It is hoped that these campaigns will encourage more people to get any symptoms checked without delay. “People might mention symptoms as part of other clinics or health checks being run by nursing staff too,” adds Martin.
“By being aware of which campaigns are running in your local area, you can be ready to talk to people about their worries or symptoms and help them get the treatment they need. If it is cancer, the earlier it’s found the more treatable it is.”

To support practice teams and GPs during the roll out of the Be Clear on Cancer activities in the New Year, the Department, working with Cancer Research UK, has produced a series of electronic briefings about each of the campaigns which will take place in various locations across England. To find out more and check if your area is in one of the pilots, visit the relevant section of the NAEDI website.

Hard hitting stop smoking campaign launches

The Department of Health’s Smokefree team have launched a new and uncompromising smoking cessation campaign, which uses visceral techniques to emphasise the physical damage caused by cigarette smoke.

Running until March 2013, this latest Health Harms campaign heralds the return of visual shock tactics not seen since the fatty cigarette adverts of eight years ago. Now, as then, the aim is to encourage people to quit over health concerns, by making the invisible damage visible.

Anyone wishing to stop smoking will be offered help and advice along with products (in the form of Quit Kits) to support them in their quit attempt. Quit Kits are being distributed free of charge, through participating pharmacies across England. Smokers will be able to find their nearest Quit Kit pharmacy by searching online at the Smokefree website.

Over 8 million people in England smoke. While smoking rates have declined over past decades, the rate of decline has slowed in recent years. Around 20 percent of adults in England continue to smoke and the Department of Health aims to reduce smoking prevalence among all adults to 18.5 percent by 2015.

Find out more
Visit the Smokefree website for full details and help get 2013 off to a healthy – and smokefree – start!

Nurses welcome ‘hydration matters’ campaign

A patient safety campaign to raise awareness of the importance of correct hydration has been welcomed by nursing staff in acute trusts across England.

The Hydration Matters campaign was launched by NHS Kidney Care in June 2012. It aims to encourage nurses and other healthcare staff to improve fluid management in order to prevent a range of healthcare complications, including acute kidney injury (AKI).

Hydration Matters information packs, including laminated copies of the campaign poster, were distributed to directors of nursing at 161 acute trusts in England. Directors of nursing also received an online survey to evaluate initial feedback and impact of the poster campaign, and collect information on each trust’s current approach to hydration monitoring.

Around 60 percent of respondents indicated they have a policy in place for monitoring patient hydration status, while 15 percent said that their policy needs to be updated, and 11 percent reported that they have no such policy in place. In addition, 54 percent do not currently provide staff training or resources to monitor and manage patients’ hydration status.
More than 30 percent of acute trusts responded to the survey, and 70 percent of these reported that they have displayed the posters to increase staff awareness. Respondents felt that the contents of the poster pack were professional and relevant to their clinical work, while the design of the poster was eye-catching, clear and attractive.

Beverley Matthews, registered nurse and director of NHS Kidney Care, said: “There is a clear opportunity here to improve patient safety, care and outcomes. The survey helps us understand what more can be done to improve hydration management.

“One clear theme is that education is key. I would urge all healthcare professionals involved in caring for the acutely unwell to familiarise themselves with the training and development tools produced and signposted as part of this campaign to ensure harm free care to all in our NHS.”

Read the full evaluation report here.

More information on the campaign and additional resources to support healthcare professionals in managing hydration can be found here.

New ‘Be Food Smart’ campaign

A ground-breaking new campaign exposing the ‘hidden nasties’ in everyday foods and helping people to be ‘food smart’ was launched by Public Health Minister Anna Soubry on 7 January.

Graphic new advertising from Change4Life reveals a shocking 17 sugar cubes in a bottle of cola and more than a wine glass of fat in a large pizza.

The Change4Life adverts, made by Aardman, the creators of Wallace and Gromit, joined forces with a range of food manufacturers and ITV to host the first ever health-focussed ad break.

The ‘ad takeover’ aired during prime-time in Coronation Street, marking the launch of a New Year healthy eating drive and featured ads from Asda, Quorn, Uncle Ben’s, the Co-Operative Food and Cravendale.

The unique ad slot was the centrepiece of the campaign that encourages the public to think about the ‘hidden nasties’ in everyday foods so they can better manage the amount of salt, fat and sugar in their diets. It also included a range of healthy eating tools and information from recipes to money-off vouchers.
There will also be hundreds of offers on healthier products at more than 1,000 ASDA, ALDI and the Co-Operative Food stores across the country to give a helping hand with the cost of kitchen cupboard basics.

Everyone who signs up to the campaign will get a free ‘Food Smart Meal Mixer' with lots of quick, easy, and healthy recipes with enough combinations to eat a different daily menu every day for six years.

Those that sign up to the campaign will also get a range of great offers including free Cravendale milk and money off Quorn Best Ever Mince or Chicken style pieces, Schwartz spices and seasoning and Robinson’s Fruit Shoot My-5.

Read more

NHS to benefit from information sharing challenge funding to develop new digital services

The Department of Health Informatics Directorate has announced over 40 IT projects from across the NHS are to benefit from £2.2 million funding to develop new digital services that improve patient care and can be used to share information more easily across the NHS.

Applications for the information sharing challenge funding were oversubscribed by 100 per cent with almost 100 applications.

The principal requirements for projects to be eligible for the information sharing challenge fund is that they deliver improvements that directly benefit integrated care; can easily be adopted by other NHS organisations as part of the NHS Interoperability Toolkit, as well as providing value for money.

Awards from the Information Sharing Challenge Fund have been invested in innovative IT projects including clinical correspondence, telehealth and involving up to 60 suppliers. Luton and Dunstable Hospital NHS Foundation Trust is amongst those receiving investment from the information sharing challenge fund.

Anne Thomson, of the Electronic Observation Implementation Team, said: “We’re proud to be given the funding and opportunity to introduce an electronic observation system for nurses and medics at the Luton and Dunstable University Hospital. This is a really exciting project that will enable easy and remote access to patient observations by facilitating more timely intervention – helping to prevent cardiac arrests and reduce avoidable deaths.”

For a complete list of the NHS organisations that have received funding and details about their individual projects please visit the NHS Connecting for Health website.

New epilepsy ‘super nurse’ project announced

A joint project to create the first ever national epilepsy specialist nurse has been announced.

The epilepsy ‘super nurse’ is the brainchild of innovative non-profit organisation Neurological Commissioning Support (NCS) – who have identified the need for a national role to support commissioning for epilepsy.

The new nurse will work with NCS to provide expert advice and support to the newly established Clinical Commissioning Groups (CCGs).
Employed by Epilepsy Society and jointly funded by Epilepsy Action, the super nurse will give guidance to CCGs on how to improve epilepsy nursing services within hospitals and local neurology services.

This will help them to design better services that include epilepsy specialist nurses (ESNs) and support people with epilepsy.

The project will initially run for three years. During this period it is hoped that the new nurse will play a key part in the commissioning of services and advocate the importance of nurses within epilepsy services.

Epilepsy Society’s chief executive Graham Faulkner said: “In today’s financially challenged health service there are clear benefits to delivering a service model that can provide rapid service change and improved outcomes.

“There are around 600,000 people in the UK with epilepsy – around 70 per cent of whom could be seizure free with optimal care. We estimate that only around 50 per cent of people with epilepsy currently achieve seizure freedom. Since 2011, the Epilepsy Society has been working alongside NCS undertaking audits of epilepsy services in GP practices. The audits have uncovered significant problems which could easily be improved with simple measures including the appointment of epilepsy specialist nurses. Evidence shows that the appointment of an epilepsy specialist nurse is a catalyst for service improvement, often leading to a reduction in inappropriate admissions to hospitals.

“We hope this innovative idea will influence the development of other epilepsy specialist nurse posts in the UK through mainstream funding.”

Philip Lee, chief executive of Epilepsy Action said: “The NHS is changing and through this new role we believe that we can encourage CCGs to ensure that they design better health services; new services that include epilepsy specialist nurses as a core element. We believe that everyone with epilepsy should have access to an ESN. They play such an important role in people’s care and help people to understand and manage their condition.

“It highlights just how versatile nurses are and demonstrates that their professional expertise can play a key part in improving services for patients.”

Sue Thomas, chief executive of Neurological Commissioning Support said: “We strive to be change leaders. It can take time for individual hospitals to develop a business case to support new care pathways and appoint staff. The ability to ‘parachute’ an experienced epilepsy specialist nurse into an area and work with existing teams to set the ball rolling will improve outcomes for patients.”

The value of the epilepsy specialist nurse is one of the topics at an epilepsy conference for healthcare professionals at London South Bank University’s Keyworth Centre on July 5 2013.

For further details contact the Epilepsy Society on 01494 601404.

MHRA’s yellow card scheme and nursing colleagues: protecting public health

The Medicines and Healthcare products Regulatory Agency (MHRA) safeguards public health by ensuring that medicines, vaccines, and medical devices work and are acceptably safe.

One of the ways in which the MHRA monitors the safety of medicines and vaccines is through the Yellow Card Scheme, the system by which health professionals, patients, carers, parents, and members of the public can report a suspected adverse reaction (side effect) to a medicine or vaccine.
Adverse drug reactions are a significant burden to healthcare systems. In 2004, it was estimated that the annual financial burden of hospital admissions related to adverse reactions to the NHS was £466 million – enough to fill seven 800-bed hospitals every year!

The scheme acts as an early warning system to identify previously unrecognised adverse reactions and factors that may affect clinical management of patients. Nurses are at the forefront of patient care and are in a unique position to identify and report suspected adverse reactions to medicines and vaccines via the Yellow Card Scheme. Whilst the focus of this article is on vaccines, nurses are strongly encouraged to report suspected adverse reactions to any medicine or vaccine.

**Reports of adverse drug reactions from nurses make a difference**

The value of the Yellow Card Scheme has been demonstrated many times and it has helped to identify many safety issues – for example the interaction of warfarin and cranberry juice resulting in serious bleeding.

Nurses have been vital contributors ever since the meningitis C vaccine campaign in 1999. By the end of February 2001, approximately half of the suspected reports received in association with meningitis C vaccine were reported by nurses. This major contribution to monitoring the safety of a vaccine led to the formal inclusion of nurses as reporters to the Yellow Card Scheme from 31 October 2002.

Nurses played a pivotal role in supporting safety evaluation of human papillomavirus (HPV) vaccine and are the single largest reporting group for HPV vaccines, contributing over 70 percent of all reports submitted directly to the MHRA since the immunisation campaign was launched in 2008. Nurses also provided 16 percent of all of the ADR reports received in association with the novel H1N1 influenza vaccines during the 2009/10 pandemic immunisation campaign1.

**What happens after reporting?**

Yellow Card reports are continuously assessed alongside other evidence on the medicine’s safety by teams of drug safety experts from a range of scientific and clinical backgrounds. Any new major safety information is then communicated through a variety of channels. These include Drug Safety Update (DSU), our monthly bulletin for health professionals which contains the latest information and advice on the safety of medicines and vaccines. We have published several articles on vaccines in DSU (see October 2011; November 2012a; and November 2012b).

**Looking to the future**

Nurse reporting will continue to be an essential part of monitoring the safety of medicines and the MHRA continues to rely on your support. This is especially important with ongoing and future immunisation programmes; such as the recently launched Repevax vaccine (DTP IPV) offered to all pregnant women to protect newborn babies from whooping cough (pertussis), as well as the rotavirus vaccine from autumn 2013 and vaccination of all children with the intranasal influenza vaccine from 2014.

Dr June Raine, the MHRA’s Director of Vigilance and Risk Management of Medicines, says:

“The Yellow Card Scheme is vital as a foundation for the MHRA’s work in medicines and vaccines safety monitoring. Nurses have proven themselves to be valued and enthusiastic contributors to the scheme and we hope that you will continue to be a key part of protecting public health in the future.”

**What to report**

If you suspect an adverse reaction to a medicine or vaccine, please report it online at www.mhra.gov.uk/yellowcard

It’s important to provide as much information as possible, including brand names and batch numbers if available.
Further information:
Stay up-to-date on the latest advice through our monthly bulletin Drug Safety Update (DSU):

To subscribe to this bulletin, click here.

Thank you for your support and continuing to play a vital part in improving the safety of medicines and vaccines.

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New UK chronic disease self-management tutor manual on its way

Talking Health, Taking Action has been working with the T-Trainer Group to anglicise the new US Leader’s Manual for use by all UK Stanford licence holders. This manual will replace the current Chronic Disease Self-Management Course (CDSMC) Tutor Manual. The 2006 manual will be withdrawn in October 2013.

The Stanford licence requires all licence holders to ensure that all those using the new Manual successfully complete 10 hours update training, (3 hours pre-training preparation and 7 hours face to face) by the end of October 2013.

Successful completion includes demonstrating the knowledge, understanding and skills required of a Lead (Master) Trainer. Any concerns will be discussed with you and the sponsoring organisation.

Talking Health, Taking Action is organising a number of training days for all Lead (Master) Trainers across the UK (facilitated by T-Trainers). Lead (Master) Trainers will then cascade the update training to their CDSMC Tutors. Attendance at the update training day will also provide Lead (Master) Trainers with their required annual supervision.

The Lead (Master) Trainer dates are as follows: a minimum of 12 participants is needed for each event.

- Tue 27 Nov 2012, Belfast
- Fri 30 Nov 2012, Dudley
- Fri 18 Jan 2013, Manchester
- Tue 19 Feb 2013, Bath
- Thurs 21 Feb 2013, Loman St, London
- Wed 20 Mar 2013, Loman St, London

Information, a downloadable booking form and updates on any future training dates will be posted on www.talkinghealth.org and through the National Register for Self Management – www.selfmanagement.co.uk

Stanford University has stated that it will only allow accredited Lead (Master) Trainers to be updated. As you know, this means that Lead (Master) Trainers must have delivered either a Tutor Training, or a community course, within the last 12 - 18 months. If you are out of accreditation your co-ordinator /sponsoring organisation should seek advice concerning retraining in line with Ss2Q.

Stanford also requires Master (Lead) Trainers, who wish to be updated, to take part in a ‘Webinaire’ session over the internet. However, they have agreed with Talking Health, Taking Action that UK Lead (Master) Trainers do not have to take part in these. The main reason is that the materials used on the Webinaire are not the anglicised ones and in addition in the UK we have a robust quality assurance system requiring attendance at regular supervision.

The CDSMC is updated every 5 to 6 years in the light of new research and development, and feedback from licensed organisations, and the requirement to attend update training for the new Manual is part of the licence agreement between Stanford and all licence holders.
This process last happened in 2005 which resulted in the 2006 UK adapted version of the CDSMC that we all use. Stanford University will withdraw the current 2006 Manual one year after the new 2012 Manual is issued. Ian Darling is coordinating the Lead (Master) Trainer update training days on behalf of Talking Health, Taking Action. He can be contacted on 07840 278613 or at iandarling@talkinghealth.org

Licensed organisations will need to purchase a pdf of the CDSMC Manual and the Lead (Master) Trainer Manual (used to deliver the 4 day Tutor Training). Both can be obtained from Talking Health, Taking Action at a cost of £50 each.

The CDSMC Manual is available now, the final version of the Lead (Master) Trainer Manual will be available early next year. A draft copy is available for loan at the moment.

The cost of update training for Lead (Master) Trainers is £190 per person (including lunch). In return each attendee will receive the following:

**Prior to the day:**
- An electronic copy of particular activities from the 2012 UK CDSMC Tutor Manual sessions along with a pre-training questionnaire to be completed (3 hours preparation time with 7 hour face to face training making up the required 10 hour training)
- A copy of the CDSMC 2012 manual from the sponsoring organisation

**On the day:**
- 7 hours face to face update training
- Opportunities to discuss quality issues arising from your own practice
- A draft copy of the Lead (Master) Trainer Manual will be available to look at – the final version will be available in early next year
- An accreditation certificate to verify that you have been updated to deliver the new 2012 CDSMC Tutor Manual and for your Passport to Practice (annual supervision requirement)
- Training day programme and supporting notes to deliver to the course tutors

**Please bring your 2012 CDSMC manual with you**

For further information contact Ian Darling on 07840 278613 or at iandarling@talkinghealth.org

**News in brief**

**New evidence updates from NICE**

[Lung cancer: evidence update November 2012](#) and [peritoneal dialysis: evidence update November 2012](#) have recently been published.

NICE evidence updates help to reduce the need for individuals, managers and commissioners to search for new evidence, and keep health and social care professionals up-to-date with new research. While evidence updates do not replace current accredited guidance and do not provide formal recommendations, they do highlight new evidence that health and social care professionals may wish to consider alongside current guidance.


An evidence update advisory group, comprised of topic experts, reviewed the prioritised evidence and provided a commentary.
Free respiratory care event: better value, better outcomes

How to deliver quality and value in chronic care: sharing the learning from the respiratory programme  This FREE event will be held on 21 February, 2013 at the Guoman Tower Hotel, London

The NHS spends around £2 billion a year on respiratory disease.

There is significant variation in outcomes across England – a four-fold variation in admissions, a two-fold variation in mortality. However, a wealth of support, practical help and guidance for clinicians, commissioners and service managers has been produced over the past three years as part of the respiratory programme to help improve outcomes and reduce variation.

This one day event will give you an opportunity to learn from others on how they have improved respiratory services locally, and will be of use whether you are working in respiratory disease or in long term conditions management more generally.

You will hear from:

- Anna Soubry MP, Parliamentary Under Secretary of State for Public Health, about the Government’s policies for the NHS and how they will help to drive improved outcomes
- Professor Mike Richards and the National Clinical Directors for Respiratory Disease, on how to work within the new structures to deliver improved outcomes
- Experts in the field about how to deliver ‘quick wins’ in respiratory care, and the range of learning, tools, support and products available to help individuals and teams to improve respiratory and chronic care services

You will also learn about the practical steps to implement the outcomes strategy for COPD and asthma (which brings together the requirements of NICE Quality Standards, the Commissioning Outcomes Framework, QOF and the NHS Outcomes Framework).

If you would like to express an interest in attending this event, please email Marie Reynolds at marie@eventprouk.com with your name, job title and organisation, quoting reference: LUNG.

Please note that this does not guarantee a place. Once you receive confirmation, you will be asked to complete an online registration form. Should you have any queries, please call 01509 631113.

This event is FREE and places are strictly limited.

Reasons to recommend telehealth

A new telehealth video featuring both clinicians and individuals, first shown at the RCGP conference ‘Making Sense of Commissioning’ is now available to view.

The short film highlights some of the key reasons why clinicians are recommending telehealth for their patients, and the direct benefits that individuals in receipt of these services are receiving. Find out more here.

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Specialised Services Commissioning – 2013 Clinical Reference Groups

Registration now open for Chairs and clinical members

The NHS Commissioning Board Medical Directorate has now opened registration for membership of the 2013 Clinical Reference Groups (CRGs) which support directly commissioned specialised services. Recruitment is currently open for Chairs and clinical members. Further recruitment of non-clinical members will follow in early 2013.

The closing date for applications for the role of Chairs is 25 January 2013, with the first round of recruitment for clinical members closing on 31 January 2013.

A guide to CRGs, aimed primarily at clinical staff, provides background information about the CRGs and an introduction to the work programme for the groups for the coming year. A supplementary guide for stakeholders, including patients and the public, will shortly be published to support the next round of recruitment.

Find out more here.

Spread and adoption tool goes live!

Getting new ideas for improvement to be adopted and spread is a challenge. Inspired by demands from NHS staff, the NHS Institute for Innovation and Improvement has produced the spread and adoption tool. This is a free, easy to use, web-based application to help healthcare staff at all levels increase the scale and pace of sustainable spread and adoption of new ideas.

Working for you – whoever you are, wherever you are
The tool consolidates what is already known about spread and adoption and allows you to self assess your planning against success factors. It then offers information, useful resources and learning materials that will aid or accelerate spread and adoption.

The tool is applicable to all staff at all levels and all settings, and focuses on what an individual, in their role, needs to do to improve the pace and spread of innovations. As well as being able to use it on your PC or laptop, the spread and adoption tool will also work on your iPad, Windows or Android based-tablets*.

Why spread and adoption is crucial now
We need to increase the spread and adoption of innovations in the NHS as a means to meet the challenge of providing quality care to an ageing and growing population, with rising expectations, while making the required efficiency savings.

Spread of innovation is one of the 8 components of the NHS Change Model

*The spread and adoption tool is compatible with Firefox (13+), Chrome (19+), Safari (5+), Internet Explorer (7+).
Tell Us How: nursing and midwifery

This is a platform for frontline carers to have their say on the bureaucracy that affects patient care, and to discuss what can be done to fix it.

The programme has been developed by the Department of Health and the Cabinet Office to support the Prime Minister’s health service announcement from January 2012 and his priority to focus on ‘Patients not paperwork’.

Tell Us How is a great opportunity for nurses and midwives across the NHS to comment on ways to reduce bureaucracy, and have those ideas seen by people who can influence change. You sign up and submit your ideas using the links below;

Registration: https://cabinet.ideastreet.spigit.com/User/Register
Login: https://cabinet.ideastreet.spigit.com

As well as being able to put forward your ideas on the site, you can also vote and comment on ideas put forward by colleagues. This can be done openly or anonymously. Responses will be read by the Department of Health, and healthcare personnel within the NHS and Independent Sector, with a view to implementing the best solutions.

The website is now open for submissions until 1 March.

In addition to the website, Tell Us How workshops are being run for the Independent Sector to submit views. The last of these will take place on 31 January and 14 February. To register your interest in the workshops or for any other enquiries please email tellushow@dh.gsi.gov.uk

New clinical academic careers video online!

A new clinical academic careers video has been uploaded to the NHS Careers website. You can view the video here:

News round up

The following stories have appeared online since publication of the November 2012 issue:

- Hidden food nasties revealed in new Change4Life campaign
- New vision for district nursing published
- New child abuse alert system for hospitals announced
- Hard hitting stop smoking campaign launches
- Pioneering dementia research projects receive £22 million government boost
- Cancer services coming of age report published
- Communications strategy agreed for potential flu pandemic
- Clinical academic research: take your career to the next level
- ‘Bump book’ to help pregnant mums keep healthy
- NHS Commissioning Board consults on specialised services
- More choice in mental health
- Health red tape challenge: deadline extended to end of January
- Cancer survivors give their views in pilot survey
- NHS to benefit from information sharing challenge funding to develop new digital services
• Government launches new vision for NHS nursing care
• Personal health budgets announced
• Health Secretary orders review into new rating system for NHS and social care
• Early HIV diagnosis encouraged
• Adult social care outcomes framework published
• CMO’s first annual report provides a comprehensive picture of the nation’s health

Unless otherwise stated, guidance referred to in the bulletin has not been commissioned or endorsed by the Department of Health – it is evidence that organisations and professionals may find helpful in improving practice. The National Institute for Health and Clinical Excellence is the Department’s provider of accredited evidence and guidance. This information can be found on the Institute’s website at www.nice.org.uk