Raising awareness

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#swallowaware campaign - making an impact

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The East Sussex Experience
#swallowaware2016
Aim- What was I trying to accomplish?

- Aims
- What?
  - Inform
  - Improve
  - Profile
- How?
What did I need to make this happen?

Aim

What?

How?

Stakeholders

Resources

Communication
How did I know it was successful?

- Aims
- What?

- Recruitment
- Referrals
- Spread and growth

How?
Spread and Growth - lasting impact

Come dine with us, North Manchester

Linking with MCM initiative East Sussex

One FAQ especially for European Swallowing Awareness Day. Can you swallow in space? #swallowaware2017 facebook.com/ESATimPeake/ph...
Regional Dysphagia Group, NI
Development of Regional Documents and Guidance

- Thematic Review of choking SAI
- Levels of Supervision
- Feeding with acknowledged risk
- Adult Community Pathways
- Regional Nursing Documentation for Acute Admissions
- Dysphagia Education Resources
- National Texture Descriptors
  - Coding of Menus
Development of Knowledge and Skills
Dysphagia is Everyone’s Business

- Undergraduate SLT Dysphagia Competencies HSCT & UU
- Response to PHA Scoping of Dysphagia Training across NI
- PG Dysphagia Training for SLT PET CEC
- Dysphagia SLT Care pathways and documentation
- Dysphagia Awareness levels of training
- Dysphagia & Dementia PHA & HSCT
- National texture Descriptors
- AHP PC competency framework
- Dysphagia referral criteria and processes
- Training to all areas Catering Domestic Services PNH carers

Dysphagia Awareness levels of training
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

Help me swallow safely and prevent choking
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
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?