

## **Raising awareness**

#### Anita Smith

Consultant / Professional Lead SLT, East Sussex Dysphagia Lead, East Sussex Healthcare NHS Trust

#### Ana Marie Magorrian

Assistant SLT Manager Acute Adult and Voice Services, Belfast Health and Social Care Trust

## #swallowaware campaign making an impact

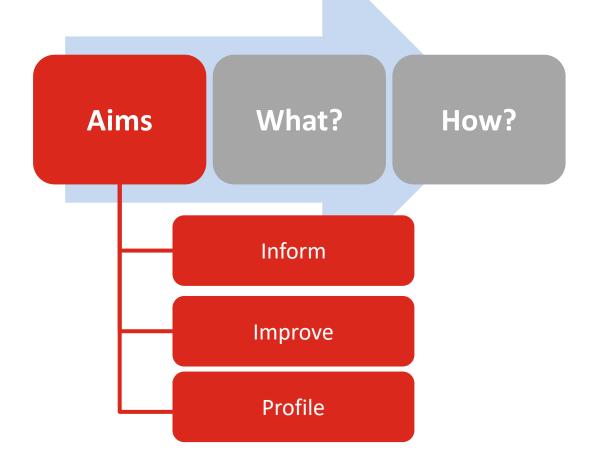
Anita Smith- Consultant Speech and Language Therapist



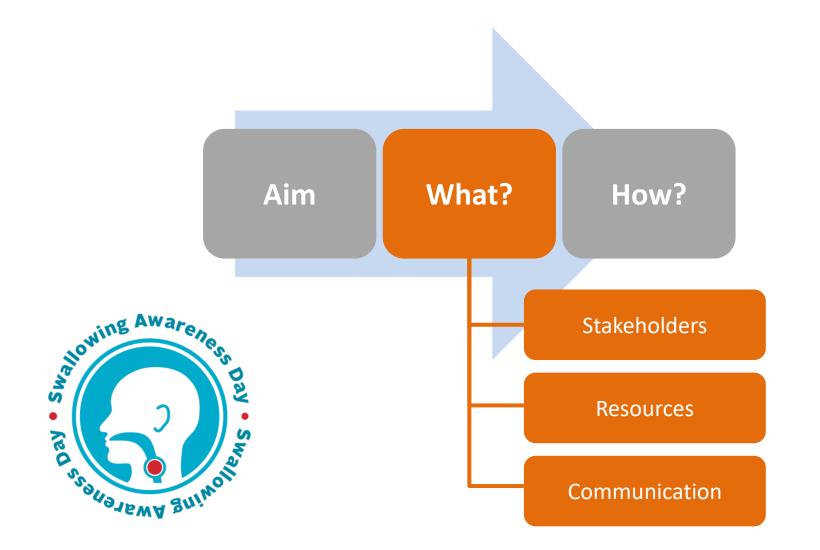
## The East Sussex Experience #swallowaware2016



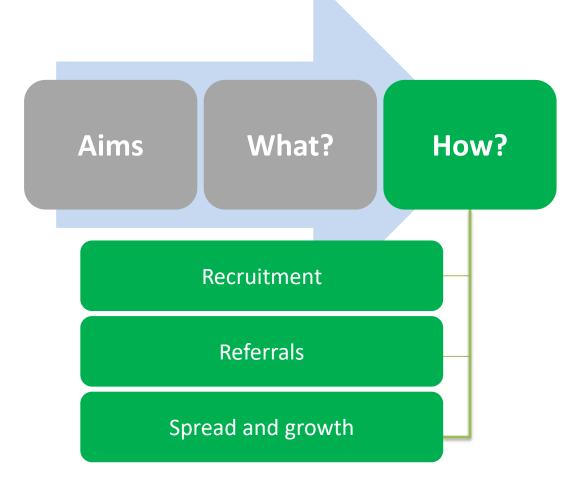
## Aim- What was I trying to accomplish?



## What did I need to make this happen?



## How did I know it was successful?



## **Spread and Growth- lasting impact**







One FAQ especially for European Swallowing Awareness Day. Can you swallow in space? #swallowaware2017 facebook.com/ESATimPeake/ph ...

Following









Come dine with us, North Manchester



Linking with MCM initiative East Sussex

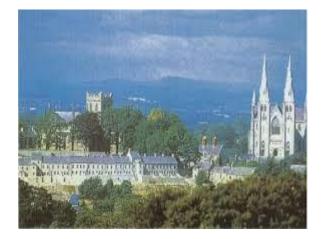




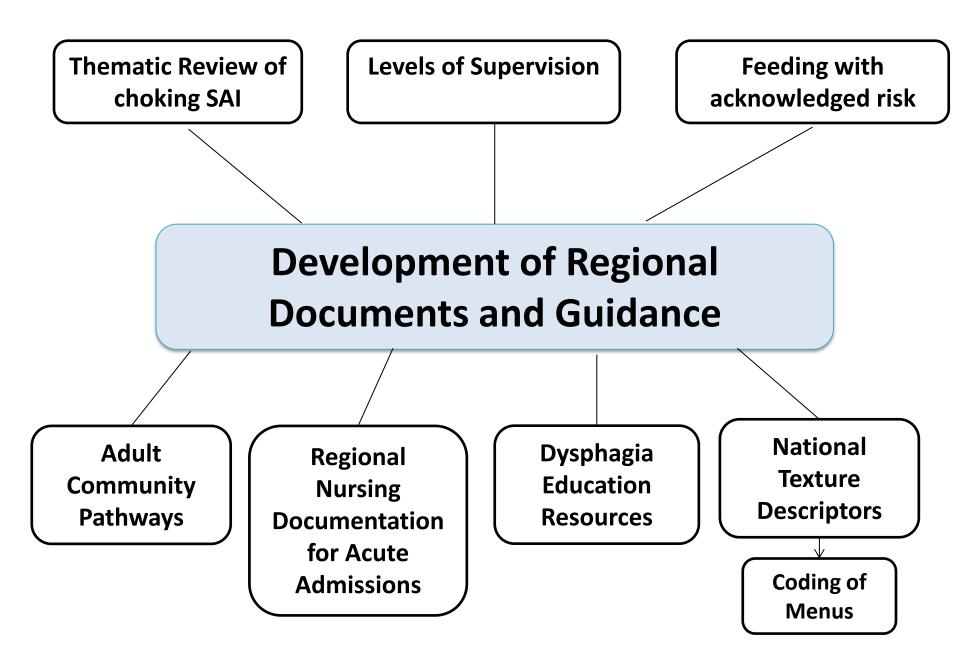


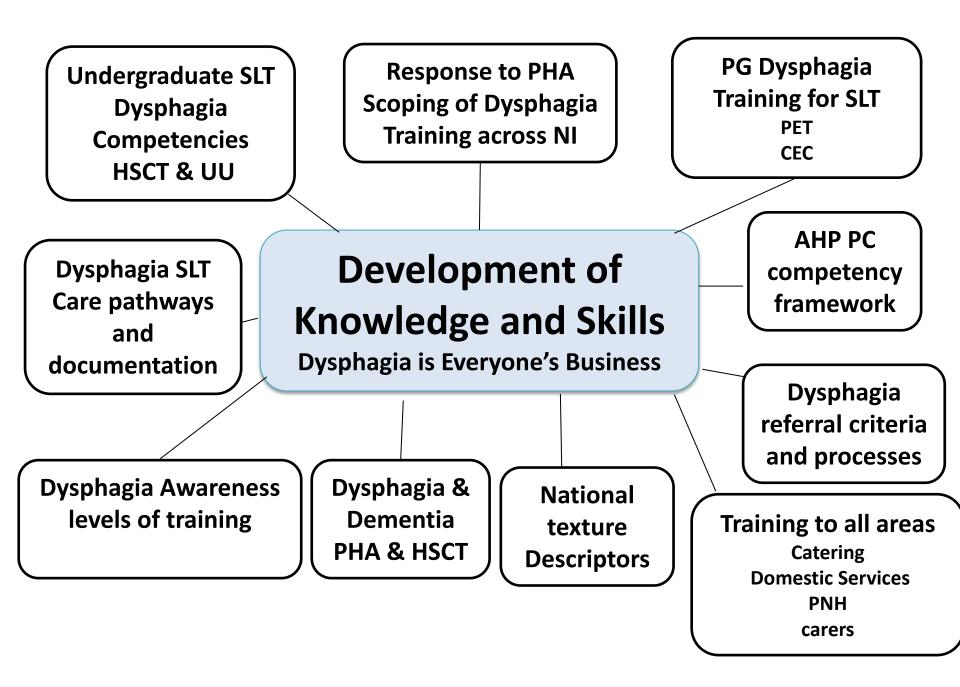
## Regional Dysphagia Group, NI



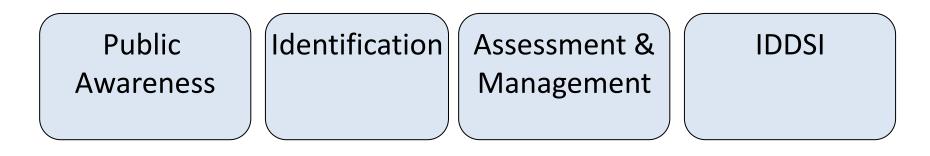








Public Health Agency & HSCTs Regional Dysphagia Steering Group





## Public Awareness 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 14<sup>th</sup> 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?