

WEBWATCH: NEW SERIES OF USEFUL WEB SITES

We have launched a new regular feature to our free quarterly eNewsletter called WebWatch – a guide to useful web sites.

We kick off with a web site that is an invaluable resource – ‘Behind the Headlines – your guide to the science that makes the news’. The site is hosted by NHS Choices and was recommended to us by Clare Charnley, Knowledge and Library Services Manager at Shropshire County PCT. She told us, “Don’t be put off by the instantly forgettable web address for this site. Once you have saved it to your ‘favourites’, this site will keep you up to date with the health stories in the news headlines and give you an independent view on whether there is any truth behind them at the same time.”

Each item follows roughly the same format – what the newspaper said, their source, what the source really said, and some indication of whether the source got it right in the first place. Invaluable the next time a patient tells you they don’t have asthma because they live in a leafy suburb!

i Behind the Headlines can be found at <http://www.nhs.uk/news/pages/newsindex.aspx>

You can register free for the Education for Health eNewsletter and keep up to date with the WebWatch series by emailing news@educationforhealth.org.uk



Asthma risk low in leafy suburbs. Daily Mail, 1 May 2008. (See Evidence in Practice, page 14).

TRIUMPH FOR TWO EDUCATION FOR HEALTH STUDENTS



Ruth Barlow



Sandy Walmesly

Ruth Barlow, a Respiratory Physiotherapist based at Broomfield Hospital in Chelmsford is celebrating her success in persuading her Commissioning Board to triple the size of their Pulmonary Rehabilitation Programme.

Sandy Walmesly is a Respiratory Nurse Specialist in Solihull PCT (and a highly regarded Education for Health Trainer) with a remit to reduce emergency admissions. Two years ago she persuaded her Professional Executive Committee (PEC) to expand

their pulmonary rehabilitation service. Now she is celebrating again. This time the PEC have agreed to fund 30 nurses – two in every practice – to undertake accredited COPD education with Education for Health during 2008, as part of Sandy’s work in reducing emergency admissions.

Sandy and Ruth are both registered on Education for Health’s Masters programme in Respiratory Care. In the first year of the course (which leads to a Postgraduate Certificate in Respiratory Care) they learned to put together and present their business plans to secure the funding to drive service improvement.

i If you would like to get in touch with Ruth or Sandy, or find out more about postgraduate study, email Clare Blenkinsopp at c.blenkinsopp@educationforhealth.org.uk (NB: Access to postgraduate study is free for nurses working within the East Midlands area.)

HAYFEVER: TIME TO ‘UNBLOCK YOUR POTENTIAL’

An awareness-raising campaign entitled ‘Unblock your potential’ has been launched this summer by Schering Plough and is being endorsed by Education for Health. The campaign is based on our study published last summer which showed that young people with hayfever symptoms on an exam day were 40% more likely to drop a grade between their mock and final exams – a figure which jumped to 70% if they were taking sedating antihistamines (which accounted for nearly a third of those taking hayfever medication).



Clinical Immunotherapy (BSACI) guidelines for the management of allergic and non-allergic rhinitis. She hopes that the campaign will ensure that more healthcare professionals take hayfever seriously and said, “The new BSACI guidelines clearly recommend topical nasal corticosteroids as the treatment of choice for moderate to severe disease and state that treatment

failure may be related to poor technique in the use of nasal sprays and drops. If successful, the ‘Unblock your potential’ campaign will mean that more health professionals will recognise hayfever symptoms more often, get more patients on more effective treatments and ensure that those patients understand how and when to take those treatments for optimal relief of their symptoms.”

Two things you should be doing right now

1. Making sure that none of your patients with hayfever are taking sedating antihistamines
2. Checking that all of your patients with hayfever (and where appropriate their parents or guardians) are using their nasal sprays or taking their tablets properly and know when and how to take them for optimal relief.

Dr Samantha Walker, who led the original study, also sits on the Standards of Care Committee which has developed the British Society of Allergy and

i A summary of the original research, together with key facts about hayfever and links to Education for Health’s allergy training, and the Allergy Guidelines can be found at <http://www.educationforhealth.org.uk/pages/research/research.asp>



EDUCATION FOR HEALTH IMPACT REPORT NOW AVAILABLE

At Education for Health we are convinced that good quality education is the key to improving patients' health outcomes and quality of life. Everything we do is designed to impact positively on patients' lives through better diagnosis, treatment and management. However, great treatments will be ineffective if not used appropriately. Likewise, management strategies may be useless if patients or professionals don't understand or use them.

i You can find out more about us and what we achieved last year in our Impact Report available to download at http://www.educationforhealth.org.uk/pages/about_us/about_us.asp

MAKING YOUR CASE FOR EDUCATION AND TRAINING

We have launched a unique toolkit called 'How To Make Your Case For Education and Training' which offers nurses a simple, effective way to produce business cases to successfully secure funds for their continuing professional development.

The kit contains evidence-based, disease-specific business proposals for nurses to establish their current levels of knowledge, understanding and experience, and plan development of their competencies with reference to the Quality and



To date more than 3,262 health professionals have downloaded the toolkit.

Outcomes Framework (QOF), the Knowledge and Skills Framework (KSF) and National Workforce Competencies.

Launched with business proposals for accredited education in heart failure, COPD, asthma, spirometry and atrial fibrillation, the toolkit is freely available from a newly launched area of the Education for

Health website at www.educationforhealth.org.uk/pages/businesscase.asp

More proposals for education in diabetes and stroke will come on line over the next few weeks.

SPONSORSHIP FOR RESPIRATORY TRAINING: BOOK NOW!

Nurses may be able to claim 85%–100% sponsorship for respiratory training this year, following recent agreements in education funding arrangements between Education for Health and AstraZeneca.

Places will be allocated on a first come-first served basis. The 2008 courses available are listed in the

table and dates can be downloaded from the newly updated Course Calendar at www.educationforhealth.org.uk/pages/_documents/course_prog_jan08.pdf

i To reserve your place call Laura Edwards on 01926 836832 or email l.edwards@educationforhealth.org.uk

COURSES AVAILABLE (to be confirmed)

85% sponsorship	100% sponsorship (short courses only)
Asthma Degree L3	Asthma Update
COPD Degree L3	Essentials of COPD
Pulmonary Rehabilitation Degree L3	COPD Update
Respiratory Therapeutics Degree L3	Homecare and the COPD Patient
Asthma Diploma L2	Paediatric Asthma
COPD Diploma L2	Pulmonary Rehabilitation
Paediatric Asthma Diploma L2	Spirometry
Paediatric Respiratory Disease Diploma L2	
Spirometry for Practice Diploma L2	

IMPROVING COMMUNICATION SKILLS



Language and props can be more effective than PowerPoint.

Catherine Kelly heads up the British Lung Foundation's national team of specialist nurses. As accomplished presenters, this group realised how a good presentation can inspire motivation and action, but they wanted to push these personal skills further to create learning environments where their audiences could actually interact with their presentations. This meant developing flexible facilitation skills to introduce more personal detail, using stories and props to get their points across and ensure their messages would be remembered and acted on.

Education for Health has run a pilot course for the BLF and participants commented they now have:

- a greater preparedness to take risks and use stories to aid memory
 - realisation that language and props can be more effective than PowerPoint
 - understanding of how to engage the reluctant student
 - new knowledge of how to make a presentation interactive.
- Cohort training clearly can deliver greater value than the sum of its parts. All Education for Health courses can be locally delivered to your area.

i For more information or to discuss how we can develop courses to meet the specific needs of your teams, call Nina Rawstrone on 01926 836836 or email n.rawstrone@educationforhealth.org.uk