



Shire Innovation Fund for SpNs in Bowel Care Newsletter

ISSUE 7 / WINTER 2012

Welcome to the latest issue of the Shire Innovation Fund for Specialist Nurses (SpNs) in Bowel Care newsletter.

Shire Pharmaceuticals established the Fund in March 2009 as the Shire Innovation Fund for IBD Nurses to support nurse-led projects that benefit patient care in the UK. In June 2012 the company extended the Fund to accept applications from continence advisors in bowel care and renamed it the Shire Innovation Fund for Specialist Nurses (SpNs) in Bowel Care. More information on the Fund and how to apply can be found on page 2.

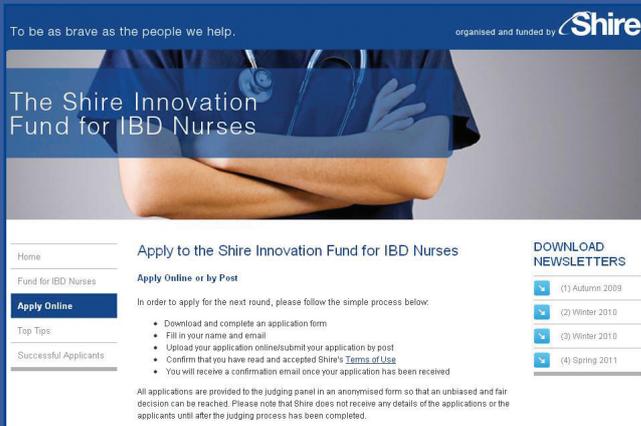
Shire would like to thank all the applicants to the most recent round of the Shire Innovation Fund. One applicant was successful in the second round of 2012:

- Marian O'Connor, St Mark's Hospital, Watford: IBD patient panel

Applications for the next round will open on 14 February 2013 and close on 3 April 2013. For an application form please email ShireInnovation@synergymedical.co.uk or visit the **Shire Innovation Funds Website** at www.shireinnovationfunds.co.uk and download an application form or apply online.

CONTENTS

How to apply to the Shire Innovation Fund for Specialist Nurses (SpNs) in Bowel Care	Page 2
Autumn 2012 successful applicant	Page 3
Introducing our new judges	Page 4
Hints and tips for making an application to the Fund	Page 4



WHAT IS THE AIM OF THE INITIATIVE?

The Shire Innovation Fund for Specialist Nurses (SpNs) in Bowel Care supports both inflammatory bowel disease (IBD) nurses and continence advisors in bowel care who want to develop their services further. It can provide grants of up to £1,500 (total fund £7,500) for nurse-led projects that improve medical care for patients.

WHO CAN APPLY FOR FUNDING?

Any nurse or continence adviser providing care for UK patients with IBD or bowel disorders can apply.

WHAT KIND OF PROPOSALS CAN BE SUBMITTED?

The Fund is open to all types of proposals that can demonstrate development of local services. These can be auditing and research activities, development of resources for patients, participation in congresses, purchasing of equipment, short practical and vocational courses that will give immediate benefit to patients, and much more. Please note that the Shire Innovation Fund cannot provide funding for all or part of a course that can lead to a professional qualification, for example, a degree, degree module, diploma or postgraduate diploma (whether or not it is the applicant's intention to sit the relevant exam or not).

What is the application process?

The grants are awarded once a year and all entrants are adjudicated by an independent judging panel consisting of three specialist nurses from IBD centres across the UK and two experienced continence advisors:

- Aileen Fraser – Bristol Royal Infirmary
- Sheila Mair – Hairmyres Hospital, East Kilbride
- Stephen Miles – Dorset PCT/Southampton University
- Jane Povey – Wirral University Hospital Trust
- Suzanne Ryder – Manchester Royal Infirmary

All submissions are provided to the panel anonymously via an independent company so that an unbiased and fair decision can be reached.

An application form can be requested by email from ShireInnovation@synergymedical.co.uk. You can also apply online at www.shireinnovationfunds.co.uk. The next round of applications will open on 14 February 2013 and close on 3 April 2013. The recipients of the awards will be announced in May 2013.

The Autumn 2012 awards: Successful project



We would like to congratulate the following nurse on her achievement of being a successful applicant to round two of the Shire Innovation Fund for SpNs in Bowel Care 2012 and wish her the best of luck with her project.

MARIAN O'CONNOR

LEAD CLINICAL NURSE SPECIALIST (IBD),
ST MARK'S HOSPITAL, HARROW

IBD PATIENT PANEL

Can you tell us about your funded proposal?

I successfully applied to the Fund to run an IBD Patient Information Open Day on 3 November 2012.

Why did you want to hold an open day?

The open day was suggested by our IBD Patient Panel. The aim of the day was to raise awareness of IBD and the services that the hospital offers to IBD patients and their families, and to recruit new members to the Panel. The IBD Patient Panel at St Mark's has been running successfully for two years but with just 8-10 regular members they felt they needed more members to fully represent the 5,000 patients who use the IBD service. The good news is that 12 patients who attended the open day nominated themselves to the panel, allowing the panel to potentially double in size.

What did the open day consist of?

We started at 10.30am with a series of presentations on the medical and surgical management of IBD; on the nursing services within the hospital; and on the role of the endoscopy unit. During the lunch break that followed, patients and their families were able to visit information stands set up by other members of the multidisciplinary team, including dieticians, nutrition nurses, stoma nurses and smoking cessation. Representatives from Crohn's and Colitis UK and Crohn's in Childhood Research Association also attended to highlight the information and support they provide to IBD patients. In the afternoon we had presentations from a paediatrician on IBD in children; from a dietician on food and nutrition in IBD; and from a psychologist on the psychological support we can offer our IBD patients. The day ended with a presentation from Richard Driscoll of Crohn's and Colitis UK.

How many people came?

At our first open day in 2011, 160 patients turned up from across the UK. This year, because we were able to use our award to publicise the event more widely, we attracted 170 people including many parents of children with IBD.

What feedback have you had?

We asked attendees to complete an evaluation form and were delighted to find that there was a real consensus to run the open day again next year. Some of the comments we received were:

"Absolutely amazing! I was so moved by the support and dedication the team at St Marks have/are providing to people with IBD...thank you"

"Your absolute professionalism in communicating a holistic approach including the patients' involvement to improve IBD care for all"

"I was very impressed by the high standard of presentations by all the speakers. All the talks were clear & informative, pitched at the right level for non-professionals without being patronising. I appreciate the up-beat tone and the humour – all the speakers inspired confidence! I learnt a lot as I had hoped. My 14 year old god-daughter has UC & I came to understand more about the condition and to support her mother"

This was overwhelming positive – below are some further comments that were provided during the day.

"It covered a wide range of topics and allowed informal questions to be made to the staff during breaks"

"This has been a very informative day, as parents of a newly diagnosed son we have learnt a lot about Crohn's disease and the treatment & services offered. It has been great to speak to professionals on a one-to-one basis – Well done & thank you very much"

"I was very impressed...all the talks were clear and informative"

How did you spend your award?

The award was used to pay for posters and leaflets to advertise the event throughout the hospital and in local GP surgeries. We were also able to provide lunch for attendees for the first time this year because of the financial support from the Fund. During lunch patients and their families were able to interact with both healthcare professionals and support groups.

How did it feel to be awarded a grant from the Shire Innovation Fund for SpNs in Bowel Care?

Ultimately this award is for our IBD patients and both the patient panel and myself were delighted to receive the grant. We hope to build on the success of our open day next year.

Did you find the process of applying to the Fund easy or difficult?

Applying to the Fund is very straightforward and I would really encourage other nurses to apply. As nurses we are great at working hard and keeping our heads down but not so good at putting our heads up and telling people about the things that we do. The Shire Innovation Fund gives us an opportunity to share best practice with others and encourages us to showcase what we do so that others can consider replicating it.



Marian O'Connor

Introducing our new judges

In June 2012, Shire Pharmaceuticals decided to open up the Shire Innovation Fund for IBD Nurses to continence advisors in bowel care and renamed it the Shire Innovation Fund for Specialist Nurses (SpNs) in Bowel Care. At this time two new judges with experience in continence care were invited to join the judging panel for the Shire Innovation Fund: Sue Ryder of Manchester Royal Infirmary and Steve Miles of Dorset PCT/Southampton University. In this issue we speak to Sue about how she became involved in continence care and the Shire Innovation Fund.

SISTER SUE RYDER

SPECIALIST NURSE PELVIC FLOOR DYSFUNCTION AT MANCHESTER ROYAL INFIRMARY.



I was really pleased to be asked to join the Fund's judging panel and think I will learn a lot from this experience.

I've been a qualified nurse for over 20 years and have specialised in pelvic floor dysfunction and continence care for the past 14 years. I have a lot of experience working at St. Mary's and Manchester Royal Infirmary and I like the idea of guiding and supporting applicants with their ideas and innovations if necessary.

Anything that improves patient care is always a good thing. I have had a

very warm welcome from my fellow judges and look forward to reviewing the applications in the next round. If there's one thing I want to add it's to tell everyone it's not hard at all to apply, sometimes it's the simplest of things that can help your clinical practice and so put pen to paper! Good luck everyone!

I qualified as a Registered General Nurse (RGN) in 1990 and worked for eight years on several wards at the University Hospital of South Manchester NHS Foundation Trust. It was here that I developed an interest in pelvic floor, bladder and bowel dysfunction.

I became a Continence Advisor in 1998 at Macclesfield District General Hospital (East Cheshire NHS Trust) where I co-ordinated nurse-led clinics at hospital and in the local community, treating both adults and paediatrics. I also ran urodynamic clinics and developed and taught on several teaching programmes on various topics relating to bladder and bowel care.

I came to Manchester Royal Infirmary and St Marys Hospital (Central Manchester University Hospitals NHS Foundation Trust) in June 2001 and I specialise in pelvic floor dysfunction and functional bowel problems.

I'm very interested in all new treatments that improve pelvic floor and continence problems for our patients. Improving patients' pelvic floor, bowel and bladder symptoms and their quality of life provides me with a very rewarding career. Finally, I love my family I have two gorgeous children, Scarlett age eight and Robbie age five. I enjoy running and compete in various events which helps me keep my sanity!

It's easy when you know how: Hints and tips for making an application to the Shire Innovation Fund for SpNs in Bowel Care

MARK SEPHTON

LEAD IBD SPECIALIST NURSE,
UNIVERSITY HOSPITAL SOUTH MANCHESTER

In the current NHS environment money is tight and specialist nurses need to be looking out for any opportunities to be innovators of healthcare to benefit our patients. The Shire Innovation Fund is designed to support us in delivering innovative ways of improving patient care.

Putting together an application shouldn't be difficult. First of all I would encourage you to visit the Shire Innovation Funds website (www.shireinnovationfunds.co.uk) and look at the criteria. The Fund will support all sorts of projects that benefit patient care from attendance at conferences to setting up focus groups, organising patient support days and purchasing equipment.

When writing your application, begin with some background. Set the scene by explaining why you have come up with your idea and back it up with some evidence if you can. Do a literature search or look at the BSG or NICE guidelines. Next, give a detailed plan of what you want to do and what the benefits to patients will be. Describe how you will measure the success of your project, which could be as simple as a patient satisfaction survey. Add the timelines for the project with some specific deadlines. Finally, include a breakdown of costs; I like to give a couple of quotes for some things like printing.

Including plenty of information shows the judges that you are serious about your project and that it's something you really want to do. My final top tip though is to think about your presentation and try to make your application easy to follow by, for example, using bullet points.

Remember that what we do can make a difference and the Fund is there to support us in that, so I would encourage everyone to have a go!