

# Shire Innovation Fund for IBD Nurses Newsletter

ISSUE 6 / SUMMER 2012

## Welcome to the latest issue of the Shire Innovation Fund for IBD Nurses newsletter.

The Shire Innovation Fund for IBD Nurses, sponsored by Shire Pharmaceuticals, was launched in 2009 for nurse-led projects that benefit IBD patient care in the UK. In June this year, Shire decided to open up the Innovation Fund to continence advisors in bowel care. The Fund is to be renamed the Shire Innovation Fund for Specialist Nurses (SpNs) in Bowel Care. More information can be found on this exciting development on page 2.

Shire would like to thank all the IBD nurses who applied to the previous two rounds of the Shire Innovation Fund. Four applicants were successful in the first round of 2012 and one applicant was successful in the second round of 2011:

- Christopher Kelly, Royal Alexandra Hospital, Paisley: iPad for viewing podcasts in a clinical setting
- Mark Sephton, University Hospital South Manchester: IBD patient education initiative – series of eight films

- Hannah Middleton, St Mark's Hospital, Harrow: Patient information leaflet for IBD services
- Suzanne Tattersall, Royal Bolton Hospital: Technology to assist guided self-management - laptop
- Anne Hurst, ECC, Aintree University Hospital, Liverpool: IBD service information pack

Applications for the next round are now closed but there will be another opportunity to apply in May 2013. Information on the postal application process can be seen overleaf or you can visit the **Shire Innovation Funds Website** on [www.shireinnovationfunds.co.uk](http://www.shireinnovationfunds.co.uk) and apply online.

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## WHAT IS THE AIM OF THE INITIATIVE?

In June 2012 Shire announced that its Innovation Fund for Inflammatory Bowel Disease (IBD) Nurses was being extended to accept applications from continence advisors in bowel care. The Fund, now called the Shire Innovation Fund for Specialist Nurses (SpNs) in Bowel Care, supports both IBD nurses and continence advisors in bowel care who want to develop their services further. It makes available up to 10 grants per year, each up to a maximum £1,500, for nurse-led projects which 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 twice a year (a maximum of five grants for each round of applications) 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
- Jane Povey – Wirral University Hospital Trust
- Sheila Mair – Hairmyres Hospital, East Kilbride
- Stephen Miles – Dorset PCT/Southampton University
- 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 pack can be requested by email from [ShireInnovation@synergymedical.co.uk](mailto:ShireInnovation@synergymedical.co.uk). You can also apply online at [www.shireinnovationfunds.co.uk](http://www.shireinnovationfunds.co.uk). The next round of applications is now closed. The recipients of the awards will be announced in October 2012. There will be another opportunity to apply for the fund early in 2013.

# The Spring 2012 awards: Successful projects



We would like to congratulate the following nurses on their achievement of being a successful applicant to round one of the Shire Innovation Fund for IBD Nurses 2012 and wish all these nurses the best of luck with their projects.

## CHRISTOPHER KELLY

IBD NURSE, ROYAL ALEXANDRA HOSPITAL, PAISLEY

IPAD FOR VIEWING PODCASTS IN A CLINICAL SETTING

### Can you tell us about your funded proposal?

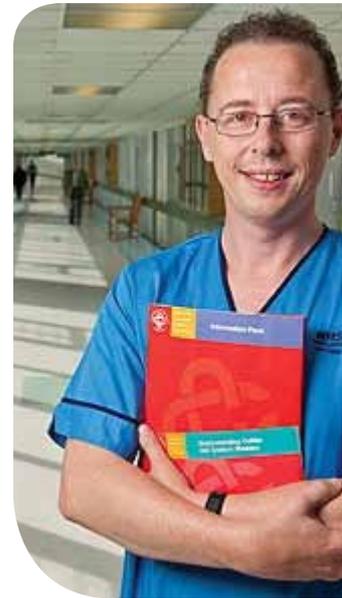
I have been awarded funding to buy an iPad so that I can demonstrate the podcasts I have developed to patients in the clinic.

### Why did you want to use podcasts with your IBD patients?

During my three and a half years at the Royal Alexandra Hospital Paisley I have identified a need for more up-to-date educational packages, especially for younger patients who make up a large section of our patient population. Although we give all patients a written information pack we have found that patients in their early 20s don't always read it. In addition, younger patients tend to look for information on the internet and can get lots of conflicting information as a result of accessing US websites. I wanted to ensure that younger patients had access to information that would help them to better understand their disease and know what symptoms to look out for. Ultimately we hope this will help avoid the need for emergency surgery.

Therefore I decided to develop 3-minute podcasts, which consist of visuals with audio, tailored to a younger audience. To date I have completed 15 of these podcasts with topics ranging from living with IBD, understanding the diagnosis, and highlighting the types of medications used to treat IBD. Now that I have been awarded funding I will be able to show the podcasts to patients in the clinic environment and in the future I hope patients will be able to

access them online at home. We therefore plan to develop a website to host the podcasts and other patient information plus photos and information about the IBD team members. We will then give out printed cards to our patients with the helpline number and website address.



Christopher Kelly

### What do your patients think of the podcasts?

I have shared the podcasts with a few patients using the clinic computer. Patient feedback to date has been positive and there has been much excitement about the prospect of accessing the podcasts on a home computer.

### Are you planning to develop any more podcasts?

In the future I would like to make podcasts on diagnostic tests and how to recognise the symptoms of an acute disease flare.

### How did it feel to be awarded a grant from the Shire Innovation Fund for Nurses?

I felt pleased as punch!

### Would you consider applying to the Fund again?

Applying to the Fund was very easy and I would like to apply again. I am very grateful for the support Shire gives to patient education.

## MARK SEPHTON

LEAD IBD SPECIALIST NURSE,  
UNIVERSITY HOSPITAL SOUTH MANCHESTER

IBD PATIENT EDUCATION INITIATIVE



Mark Sephton (centre) received his award from the Shire Innovation Fund for IBD Nurses judges, Aileen Fraser (left) and Sheila Mair (right)

### Can you tell us about your funded proposal?

I applied to the Fund to help me produce patient education films on how to access the hospital's IBD service. Although I had successfully produced an IBD service patient information leaflet in partnership with the IBD patient panel, I wanted to build on this and produce an alternative communication tool. Visual tools like video can be very impactful and we should also remember that not all of our patients are able to read written information easily but they don't always like to admit it to their IBD nurse.

To fund the full costs of producing the videos I was also pleased to obtain funding from my local Crohn's and Colitis UK Group as well as an Abbott Education Grant.

### Why did you want to use videos with your IBD patients?

We wanted to develop a consistent approach to disease education and drug counselling in our two IBD clinics per week. Working as a single IBD nurse, it is not always possible to counsel every patient with a new diagnosis and discuss the benefits versus the risks of immunosuppression. Having the films on the hospital IBD service website will allow patients to recap the key points that have been discussed with them in the IBD clinic. We also know that our website is popular with IBD patients being treated at other hospitals where there isn't an IBD nurse for them to speak to.

### How will they be used?

As well as being available on the hospital IBD service website, some of our award will be used to purchase two iPads. Junior doctors will then be able to show the films on the iPads in the IBD clinic when they counsel patients in the absence of the IBD nurse. In the future I would also like to use the iPads to obtain patients' views of the service through a survey while they are still in clinic.

### What topics will they cover?

We are going to produce a series of eight films, each of which will be about 5 minutes long

1. University Hospital South Manchester IBD Service – What care should I expect to receive?
2. New diagnosis of IBD – What is it all about?
3. Mesalazine – What are the risks and benefits?
4. Azathioprine – What are the risks and benefits?
5. Methotrexate – What are the risks and benefits?
6. Infliximab – What are the risks and benefits?
7. Diet and IBD – What is the role?
8. Acute severe UC – What shall I expect to happen?

We're writing the scripts and planning which animations and illustrations we want to use. I envisage, for example, having someone on screen talking about the colon and pointing to a diagram, like they do in a weather forecast. I'd also like an animation showing how drugs travel through the body and only start dissolving when they reach the colon. We plan to start filming the consultants, pharmacists, dieticians and nurses in July with a view to getting the films on the website in September 2012.

### How will the videos benefit IBD patients?

This initiative is designed to improve patients' education on their disease and medications. It will also provide information on their local IBD service and how to access it. Patients who are well-informed about their illness and how it can be treated, who have a clear understanding of the service being offered to them and who receive support from the IBD team in adapting to the social and psychological impact of IBD, will be able to manage their illness more effectively and have a greater chance of achieving a better quality of life within the constraints of their illness. This is also in keeping with Standard D of the IBD Standards.

### How did it feel to be awarded a grant from the Shire Innovation Fund for Nurses?

I felt slightly greedy as I have previously received awards from the Fund but if I hadn't applied I wouldn't have had the opportunity to obtain funding for the whole project.

### What would you advise IBD nurses out there who are thinking of applying to the Fund?

It's easy to say that we haven't got the time to fill in an application form but we should all be proactive in seeking funding to support activities that could benefit our patients. Make time to make a difference.

**"Make time to make a difference"**



## SUZANNE TATTERSALL

IBD SUPPORT NURSE, ROYAL BOLTON HOSPITAL

TECHNOLOGY TO ASSIST GUIDED  
SELF-MANAGEMENT - LAPTOP

### Can you remind us about your awarded proposal?

I will use my money from the Fund to buy a laptop to assist me in supporting IBD patients through self-management. A laptop will give me the flexibility to see patients in clinic but also at the bedside, with easy access to electronic patient records.

My department's strategy is to develop guided self-management as an alternative approach to patient care with a focus on individual management plans for patients. Guided self-management is a hot topic and we will be one of the first hospitals in the UK to implement it. We have submitted a business case and expect to start the service soon.

### Why is self-management in IBD so important?

Self-management supports patients in decision making, promotes a healthy lifestyle and enables them to actively manage their condition. There is an increasing awareness that self-management can be a useful approach to manage IBD and this approach has been endorsed by the British Society of Gastroenterology, the Health Foundation, the Department of Health, and the IBD Standards.

### How will your project improve patient self-management?

I will support the delivery of self-management interventions by providing patients with materials such as booklets, leaflets and CD-ROMS. I plan to download booklets and information sheets and to use the laptop to build up a resource for patients to access. I will also use the technology as a visual aid with patients to show images and information specific to their disease, such as demonstrating how the gut works. I will also be able to direct them to websites such as CCUK and show them CDs.

My role will also involve developing a database so that colorectal cancer surveillance can be monitored. The laptop will also be used to help me produce the database.

## HANNAH MIDDLETON

ST MARK'S HOSPITAL, HARROW

PATIENT INFORMATION LEAFLET  
FOR IBD SERVICES

### Can you remind us about your awarded proposal?

We have received funds of £1,200 to design and print a patient information leaflet about the IBD service here at St Mark's. It will include information about all the key team members, what they do, what services they offer, how to access them, i.e. whether patients can refer themselves, and contact details. The IBD service spans three hospital sites, St Mark's, Northwick Park and Central Middlesex, so details regarding the location of key departments and the toilets is detailed within the leaflet.

### Why did you want to develop a patient information leaflet?

The IBD patient panel at St Mark's had told us that they would like to see more written information about the services we offer here and contact details for key departments. Although there are leaflets about individual services from the stoma and pouch nurses and the dieticians, there wasn't a single source of written information specifically about the IBD service. Also, patients are not always aware of all the support available, such as psychological medical services, so it was an opportunity to raise awareness of the various services on offer to patients.

**“The Shire Innovation Fund for IBD Nurses is a fantastic resource to tap in to.”**



The IBD nursing team at St Mark's, from left to right Tracey Tyrrell, Marian O'Connor and Hannah Middleton

### How will you use your award?

With my fellow IBD nursing team members Marian O'Connor and Tracey Tyrrell, I plan to develop an initial leaflet, which will be designed and printed in early summer. However, we also plan to use our award to produce a more appealing second edition with photos of the team members and/or departments. At this point we will also continue to work with the patient panel to find out what further information they would like us to include so that the leaflet continues to evolve. We are also considering developing leaflets on single issues such as pregnancy and IBD.

### How do you feel when you found out you had been awarded a Shire Innovation Fund?

The team here were absolutely delighted. The Shire Innovation Fund for IBD Nurses is a fantastic resource to tap in to. We will continue to look for other initiatives that could benefit from funding.

# The Autumn 2011 awards: successful project



We would like to congratulate the following nurse on being a successful applicant of round two of the Shire Innovation Fund for IBD Nurses 2011 and wish her the best of luck with her project.

## ANNE HURST

IBD SPECIALIST NURSE, ECC,  
AINTREE UNIVERSITY HOSPITAL, LIVERPOOL

IBD SERVICE INFORMATION PACK

### Can you remind us about your proposal?

I applied to the Shire Innovation Fund for IBD Nurses for funding to produce an IBD service information pack, which consists of leaflets and business cards. I believe our Trust provides high quality clinical care for our IBD patients and I wanted to ensure that all of them knew exactly what services are available to them. In addition, I wanted patients to have a resource that captured everything they could want, all in one place, should they need advice about any aspect of living with IBD. I asked our patient panel to look at my suggestions and they recommended that I add information about stoma services too.

### What did you use your funding for?

I used the funding to design and print copies of the leaflet as well as business cards with contact numbers for the helpline that patients can keep in their purse or wallets. Had we produced the leaflets ourselves using an office printer they wouldn't have been so long lasting or looked as nice. Having a professionally produced, glossy, robust leaflet makes the patients feel they matter.

### How did you distribute the leaflets?

We held an open event in May during IBD month where we had a stand in the clinic. We have also made sure that copies are available anywhere that IBD patients may be, including in the endoscopy clinic. I'm also planning to distribute the pack in primary care to assist local promotion of our IBD service.

### What do you see as the benefits of the information pack?

I hope that the pack will promote local service engagement and enhance patient confidence in our services.



### Why did you decide to apply to the Fund?

One of my colleagues had received an award from the Shire Innovation Fund and had recommended it to me. I was also encouraged to apply when I heard Jane Povey, one of the Fund's judges, speaking so enthusiastically about the Fund at a meeting.

### What are your plans now for the information pack?

Later this year, I will survey our patients to find out what they think about the pack. I'm hoping also that by engaging with our local services that our overall patient satisfaction will improve.

# Previous applicants: where are they now?

## VIKKI GARRICK

PAEDIATRIC IBD NURSE SPECIALIST,  
GLASGOW ROYAL HOSPITAL FOR SICK CHILDREN

SPECIALIST NURSE AND DIETICIAN CARE  
PATHWAY FOR EXCLUSIVE ENTERAL NUTRITION  
IN PAEDIATRIC CROHN'S DISEASE



Elaine Buchanan (left)  
and Vikki Garrick.

Vikki Garrick and her senior clinical dietician, Elaine Buchanan, used their Shire Innovation Fund award to present the joint care pathway they developed for children who need exclusive enteral nutrition at an international conference.

### What new developments have there been since you received your award?

The joint care pathway is going well and our service is still busy. We presented the results of our project at the European Society for Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN) in May and are looking to publish them next year. The Glasgow Royal Hospital for Sick Children is a tertiary centre and we have now rolled out the care pathway to our managed clinical network in four regions within Scotland. We have tailored the pathway for use in district general hospitals and it appears to work well there too. Having a joint care pathway has encouraged multidisciplinary team working and better communication between nurses and dieticians. This means the patient benefits from a more combined approach to their care.

### What would you do to encourage other IBD nurses to apply to the Shire Innovation Fund?

I would say just go for it. Filing in the application form is not difficult. It helps you focus your mind on what you want to achieve and refine the process of how you'll achieve it.

## LORNA PERRY

LOWER GI NURSE SPECIALIST, MUSGROVE HOSPITAL,  
TAUNTON & SOMERSET NHS TRUST

FUNDING FOR LEVEL 3 IBD MODULE IN  
SELF-MANAGEMENT

Lorna Perry applied to the Shire Innovation Fund to attend the specialist IBD module at St Mark's Hospital with a view to using her knowledge to introduce a self-management programme for IBD patients.

### What new developments have there been since you received your award?

I plan to complete my course later this year but in the meantime I have been working with my team here at the Hospital to get the bare bones of a self-management programme together, in terms of the areas patients would like covered and the best people to run the sessions. Over the next 12-18 months I plan to run education sessions for patients looking at how they can help manage their condition including advice on diet, and exercise, symptom and stress management



Lorna Perry

You can find out more about these projects by downloading the Autumn 2011 issue of the Shire Innovation Fund for IBD Nurses Newsletter from the Shire Innovation Funds website ([www.shireinnovationfunds.co.uk](http://www.shireinnovationfunds.co.uk)).