CANCER PATIENT CARE WALK

THE SOURCE OF THE NORTH TYNE RIVER
Welcome to the hospital’s new arrival

Newsham Primary School, Blyth has adopted this ambulance and the children have named it ‘Polly Pebble’. This latest arrival joins the fleet of brand new ambulances. The photograph shows a cancer patient being assisted by a Daft as a Brush companion at the Northern Centre for Cancer Care.

The charity, Daft as a Brush Cancer Patient Care, provides a bespoke, free transport service to cancer outpatients who require radiotherapy and/or chemotherapy treatment at the Freeman/RVI Hospitals.

The patient journeys can be as far afield as the Scottish Borders and North Yorkshire, across to West Cumbria. Some 10,000 cancer patient journeys this year were only made possible by the dedication and service of a magnificent team of 200 plus volunteer staff.

Many thanks to all the staff at the Northern Centre for Cancer Care and Daft as a Brush for making this outstanding achievement possible.

Brian Burnie - Trustee

Daft as a Brush Cancer Patient Care is a registered charity No. 328 432. Daft as a Brush House, Great North Road, Gosforth, Newcastle upon Tyne, NE3 2DR. Tel: (0191) 28 55 999
Donate, explore, discover more at www.daftasabrush.org.uk
The Chaplaincy Department consists of 4 whole time and 3 part time staff together with a team of volunteers who provide a 24 hour 7 day a week on call service.

Chaplaincy contributes to the Trusts objective of providing “Healthcare at its very best – with a personal touch” by supporting clinical staff in:

Delivering safe, clinically effective services and a first class patient experience

During the year, Chaplains worked with individual patients, their relatives, carers and staff supporting them with their Religious and Spiritual Needs enabling them to work through the challenges, changes and opportunities presented by their disease, treatment and healthcare. They acted as advocates, facilitated formal and informal rites and rituals, shared joys and sorrows and supported other members of the Healthcare team in delivering a personal and first class patient experience. Examples of their work include:

- Supporting individuals as they worked through the emotional and practical implications of their clinical condition for themselves and their families including making decisions about treatment options.
- Developing existing community links through greater involvement with the staff of the Health & Race Equality Forum and Community/Faith Leaders across the city.
- "HAREF recently received feedback about excellent care provided to a person from the Bangladeshi community in ICU. The family were greatly impressed by the level of awareness of the person’s spiritual needs. Thanks to the Chaplaincy Team for their work with us and the Islamic Scholars Health Forum and to each of you for creating the environment where staff can develop support for people across communities”
- Facilitating and officiating at Weddings, Marriage and Civil Partnership Blessings of both patients and staff members.
- Facilitating and officiating at ceremonies to mark the birth of a child.
- Facilitating and officiating at ceremonies to mark the end of a person’s life.
- Facilitating and officiating at Annual Remembrance and Thanksgiving Services for Critical Care, Haematology, Maternity, Motor Neurone Disease, Paediatric Cardiology, Paediatric Oncology, and Transplantation with each Service having an attendance of between 200 and 500 people.
- Providing and supporting individual and group debrief sessions for staff.

Building upon our Research and Development track record

During the year the Department:

- Participated as the lead site in a research project entitled “The role of Faith in Healthcare” commissioned by the National Multi-Faith Group for HealthCare Chaplaincy and conducted by the Centre for Chaplaincy Studies in Cardiff.
- Supported LIVErNORTH, Charlie Bear Cancer Charity and the Medicinema charities when individual Chaplains took part in the Great North Run, Sunderland and Gateshead10k.

Further strengthening our Academic and Teaching profile

During the year the Department:

- Delivered training in Chaplaincy, Spiritual/Religious Care, End of Life Care and Communication and Ethics both in house and on National and Regional Training Courses delivered by the Centre for Chaplaincy Studies in Cardiff and Cranmer Hall in Durham.
- Facilitated Student Placements for students from Cranmer Hall and the Wesley Study Centre in Durham and the Lindisfarne Regional Training Partnership.
Review of the Year 2013/14
Radiographer Fiona MacGregor has her head shaved to raise money for a national children’s charity.

Her “barber” was Consultant Neurosurgeon Alastair Jenkins. Fiona, who has had three hip joint replacements, is also running in the 2014 Great North Run.
TODDLER Amari Leonard is lucky to be alive after she swallowed a battery which started to corrode and burn her throat.

Amari, of Jarrow, South Tyneside, had spotted the small, flat battery lying on top of a toy unit and popped it into her mouth. It became lodged in her throat and it was a race to save her life.

The youngster, 16 months, was rushed to hospital but the battery had already started to corrode.

Yet surgeons at Newcastle's Great North Children's Hospital reacted fast and were able to remove the item before any long-term serious damage was done.

Mum-of-one Fhiza, 26, a teacher, said: "I was at work when I got a phone call telling me that Amari was choking. I was just desperate and my legs felt like they would not function. I really thought that I had lost Amari or that there was a strong possibility that I’d lose her.

"When I arrived at the hospital, Amari looked really distressed, holding her face in her hands and
she was drooling a lot. She looked so drained and distraught.”

She was being looked after by an adult while parents Fhiza and Paul, 27, a laborer, were at work and unaware that there only child had put something dangerous in her mouth.

As Amari began choking on the battery she was taken to the nearest hospital in South Tyneside where an X-ray showed the object stuck in her oesophagus.

A decision was made to transfer the youngster to the Great North Children’s Hospital and she was whisked straight into the operating theatre where a full team of surgical experts were waiting.

Amari’s throat was damaged by acid from the battery but it is hoped that no lasting damage has been done. She had to stay in hospital last month for a week before given the green light to go home.

Fhiza said: “We had no idea this kind of thing could happen.

“Now every morning I get up and do a sweep of the house clearing up loose change, keys, anything small and shiny, and put them well out of reach.

“I’ve checked everything we have that is battery powered and secured them. You must try to childproof your home.

“Amari was so lucky and I think that it’s a miracle she is here - it could have been so much worse.”

On Sunday, Amari was christened and she took her first steps while in hospital.

Hany Gabra, consultant paediatric surgeon at the Great North Children’s Hospital said: “When Amari came in we were able to use a flexible scope to look into her throat and found that the battery was lodged in an area which could easily be accessed.

“We removed it and could see that in the relatively short space of time since Amari had swallowed the battery, it had already begun to corrode, turning black and burning her throat. Thankfully we caught it quickly, were able to flush clean the affected area and treat it with anti-fungal treatment to prevent any infection.

“Amari responded well to the treatment and we will now keep an eye on her to make sure that there has been no long-term damage such as a belated perforation or oesophageal stricture - a narrowing or tightening of the oesophagus that can cause swallowing difficulties.”
A record year for charitable giving to Newcastle’s hospitals

The harsh reality for many people, particularly here in the North East, is that wages, finances and living standards are squeezed. Hence it is all the more remarkable that 2013/2014 has been a record year for charitable giving to the Newcastle upon Tyne NHS Foundation Trust’s two umbrella Charities i.e. Newcastle upon Tyne Hospitals NHS Charity and the Newcastle Healthcare Charity with a combined income this financial year of £4.99 million.

Together these two official Charities administer over 700 charitable funds supporting services at the Freeman Hospital, the Royal Victoria Infirmary, the Newcastle Dental Hospital, the Campus for Ageing and Vitality, the Northern Genetics Service, Newcastle Fertility Centre and Mental Health and Community Services in Northumberland and Tyne & Wear.

Once again, the generosity of the public has been overwhelming. As in previous years, we have seen hospital staff, patients, friends, families and members of the public taking part in or supporting fundraising activities and challenges or simply making one-off donations to the charitable funds which are closest to their hearts.

However, this year we are particularly grateful to our corporate ‘Friends in the North’ who have carried on supporting us and in some cases, built new relationships with us, despite the economic downturn and increasing pressure on budgets. During the year, the Great North Children’s Hospital fund has been generously supported by, among others, Fenwick, B&M Home and The Entertainer - all stores based in and around Newcastle. The Tynesight fund was successful in being chosen by John Lewis Community Matters scheme at their Newcastle Monument Mall store. Local law firm, Samuel Phillips LLP once again gave their generous support to Charlie Bear for Cancer Care through hosting the Blaydon Race Cocktail Reception and the Linden Hall Golf Day. The Charlie Bear fund also received generous donations from staff at North East housing association Derwentside Homes from their sponsored bike ride and Newcastle-based chartered accountants and business advisors UNW LLP voted Charlie Bear as their Charity of the Year.

In addition, the Great North Children’s Hospital and the Sir Bobby Robson Foundation were two of three principal funds to benefit from a total of £327,833 raised in a charity football match celebrating Steve Harper’s 20 year career as goalkeeper with Newcastle United. Thank you Steve.

A fantastic corporate effort from these and all our ‘Friends in the North’ who are simply too numerous to mention but to whom we are extremely grateful.
The team

Our Charitable Funds Team is currently based at Cheviot Court, Freeman Hospital and also Peacock Hall, Royal Victoria Infirmary.

We are a relatively small team and rely heavily upon the hard work and enthusiasm of individual fundraisers and supporters championing each individual fund.

As well as managing the monies donated to both umbrella Charities and the Charitable Funds for which they have stewardship, the Team also ensures that anyone wishing to raise money for any of our charitable funds receives the appropriate advice on current fundraising law and is given support to help raise awareness of their event.

During 2014 a new bespoke Website is being introduced for charitable giving to Newcastle’s Hospitals. ‘Charity Matters’ will establish a distinct profile for the charities, raise awareness of their role in supporting the Trust and make it much easier to donate money to any one of our charitable funds.

It is impossible to feature each and every single one of the marvellous fundraising events which have taken place during the year. The following pages give only a small flavour of the hundreds of activities which have raised money in support of so many good causes.

We are very grateful to anyone who has given their time, their support and their money to help us provide that little bit extra for our local hospitals and services. Your donations really do make a difference to the level of care we can provide and we would like to thank you on behalf of the Trustees of both our designated Official Charities.

Please do not hesitate to get in touch with us if you would like to fundraise or need any help or advice. Contact Pauline Buglass, Head of Fundraising on 0191 213 7235 or email: charity.matters@nuth.nhs.uk.

Your donations really do make a difference to the level of care we can provide and we would like to thank you on behalf of the Trustees of both our designated Official Charities.
A window of opportunity for Great North Children’s Hospital

Ten young patients were treated to the official unveiling of Fenwick’s Christmas window in November 2013. The children were winners of a Christmas card design competition held at the Great North Children’s Hospital in a fundraising partnership with the famous Northumberland Street store.

Led by their play nurses, patients on the children’s wards were asked to draw their own interpretation of a Fenwick Christmas Window. All the entries were judged by David Quinn, MD of Fenwick Newcastle and Helga Charters, Matron of Children’s Services at the GNCH.

The ten winning designs were then incorporated into the Fenwick charity Christmas card with 1000 being printed and sold and a further 1000 distributed to Fenwick pensioners.

The fantastic sum of £3,720 was raised in aid of the Great North Children’s Hospital Fund.

Medical Student takes on “Big Bike Ride” for Great North Children’s Hospital

Newcastle University medical student Jenni Whittaker cycled over 1500 miles in aid of the Great North Children’s Hospital Fund at the RVI.

Jenni and her friend Adam Smith, an architecture student, took just 24 days to cycle from Land’s End to John O’Groats before returning to Newcastle and finishing at the GNCH.

At a send-off at the Great North Children’s Hospital Jenni met with young patients and staff and explained her reasons for wanting to take on such a challenge:

“I’d been planning the bike ride in my head for years, and it’s something I wanted to do as a personal physical challenge, mostly just to prove that I could! But I also wanted some good to come from all those miles and decided that supporting and raising money for the Great North Children’s Hospital would certainly fulfil this. I would love to work in paediatric medicine in the future and whilst being a student here in Newcastle, I’ve spent time working at the GNCH and seen at first hand some of the amazing work done here and how staff go the extra mile to make children and young people feel more comfortable and less intimidated by the whole experience of being in hospital.”

Photographs: The Newcastle upon Tyne Hospitals NHS Foundation Trust
Fundraising continues in memory of Blyth’s Little Angel

In August 2010, Rachel and Daniel Long from Blyth in Northumberland lost their beautiful little girl, Ellie, aged just two years and one month. Ellie had contracted a particularly virulent strain of Meningitis - fulminant meningococcal sepsis, group B. The toddler died only six hours after her first rash spot appeared.

At the time, Ellie’s family pledged to raise money to fund research for a vaccine for the B strain to try to prevent other parents having to face a similar tragedy. In just four years, through a variety of fundraising events, they have raised over £70,000 divided equally between the Meningitis Research Foundation and the Paediatric Intensive Care Unit (PICU) at the Great North Children’s Hospital at Newcastle’s RVI. The PICU provides highly specialised treatment for seriously ill babies, children and young people and combines intensive nursing and the latest medical technology to support their patients’ very complex needs.

The fundraising in Ellie’s name still continues. As Rachel says: “We really enjoy doing our fundraising as it’s a chance for our community to get together and remember our beautiful little girl and how special she was. Our daughter is now very well known in our home town of Blyth and I often get stopped in the street or on the way to school and asked if I’m Princess Ellie’s Mum, which makes me feel very proud.

“We are so grateful for the amazing amount raised by Rachel, Daniel and their family and friends which will be of great benefit to the children and parents on our intensive care unit.”

Dr Jerry Evans, Consultant Anaesthetist, Paediatric Intensive Care Unit, GNCH

“I never expected it to go as well as it has and up to now we have raised over £70,000 in total for both charities. We hope to keep on raising even more money so that we can help as many people as possible and we are so very grateful to everyone who has shown their support so far.

“It’s certainly a full time job but one with the most amazing rewards. I only hope Ellie can see what an inspiration she has been to so many people.”

Rachel Long

Masquer-aid raises over £9,000 for PICU

Newcastle racecourse was the venue for a glamorous evening of masquerade, dancing and fundraising fun in aid of the Paediatric Intensive Care Unit (PICU) at the RVI’s Great North Children’s Hospital.

With over seven hours of entertainment, the festive masquerade held in December, raised a total of £9,384 and included a champagne reception with music from the Armstrong Quartet, three course dinner with wine, raffle, auction, dancing to live band The Replicants, disco and table entertainment provided by The Newcastle Magic Circle. To add to the festive glamour of the occasion, every guest was asked to wear a mask.

The charity fundraiser was organised by a hard-working committee of doctors and community representatives to raise money for specialist equipment for the Paediatric Intensive Care Unit at the GNCH, which currently cares for all critically ill children from across the North East and Cumbria. The unit consists of specialist doctors and nurses who stabilise and transfer critically ill children from non-specialised hospitals within the region to the GNCH for highly specialised treatment.

Dr Iain Johnstone, Head of the Service at the PICU was delighted at the success of the Masquerade Ball: “It is really heart-warming to see so many people from Newcastle supporting the work of the PICU and helping us to purchase specialist equipment for the unit.”

Photographs: The Newcastle upon Tyne Hospitals NHS Foundation Trust
Steve Harper nets £115,000 for the Great North Children’s Hospital

The Great North Children’s Hospital Fund was one of three principal charities to benefit from a total of £327,833 raised in a star-studded charity football match celebrating Steve Harper’s 20 year career as goalkeeper with Newcastle United.

A Newcastle United XI took on AC Milan Glorie, a legends team from the Italian Serie A club. Former Newcastle and AC Milan stars including Alan Shearer, Les Ferdinand, Paolo Maldini and Adriy Shevchenko turned out for the game at St James’ Park, which was attended by a crowd of almost 51,000 and marked 38-year-old Harper’s 20 years of service to the Magpies. A total of £115,000 was raised for the GNCH alone.

Steve Harper said: “I was fortunate enough to have a walk around the Great North Children’s Hospital recently and we are very lucky to have these fantastic facilities on our doorstep. The match raised money for charities which are very close to my heart. It was an incredible night. I’d like to say thank you to everyone who came along to St James’ Park to be a part of it and for making it so special.”

Pauline Buglass, Head of Fundraising for the Newcastle upon Tyne Hospitals NHS Foundation Trust thanked Steve for his kind gesture: “It’s generosity like Steve’s which enables us to really enhance the environment we can provide for young people and their families at the Great North Children’s Hospital.”

Pennies and The Entertainer

An exciting partnership between the Great North Children’s Hospital, Pennies electronic charity box and The Entertainer children’s toy store has already raised more than £4,000 for the Great North Children’s Hospital Fund since the Autumn of 2013.

‘Pennies’ allows customers to make donations of a few pence to charity when paying for goods or services by card. In-store, the ‘top up’ amount is automatically calculated and the option to donate is offered to customers via the Chip & PIN terminal. If the button is pressed, a thank you appears on the till receipt. Since its launch in November 2010, the scheme has raised £1.3m for charities across the UK.

The Entertainer has over 80 toy stores nationwide and currently three in the North East area, located in the Metro Centre in Gateshead, The Bridges shopping centre in Sunderland and in Middlesbrough - all participating in the fundraising effort for the Great North Children’s Hospital Fund.
Early Easter treat for GNCH

The Easter bunny came early to the Great North Children’s Hospital at the RVI thanks to a surprise donation of £250 worth of toys and Easter treats from the B&M store at St James’ Retail Park in Newcastle.

The variety retailer B&M was formed in 1978 and now has over 370 stores across the UK. Following a charity bag-pack in aid of the Great North Children’s Hospital, staff at B&M identified the fund as a charity they wished to support further.

The Newcastle store has recently undergone a comprehensive refurbishment and extension programme, so to mark its completion Store Manager Martin Jones invited representatives from the GNCH to come and fill their trolley with as many toys and goodies as they could from the new look store to the value of £250.

Said Martin: “We are delighted to play our part in the local community with a donation of gifts and toys to a very worthwhile cause. Having our colleagues choose the local charity themselves makes it extra special.”

Paediatric Cystic Fibrosis Fund

South Tyneside Mayor’s Charity

The Great North Children’s Hospital’s Cystic Fibrosis Fund was delighted to have been chosen as one of four worthy causes to benefit from cash raised throughout the year by the annual Mayor’s Charity Appeal in South Tyneside.

The Mayor, Councillor Ernest Gibson and Mayoress, Patricia Ridley, appealed to people to dig deep and help raise funds for good causes during their year in office.

The Civic Ball, Golf Tournament, social evenings and music concerts were among the Mayor’s charity fundraising initiatives that took place throughout the year, in addition to charity collections and donations from generous individuals and businesses. In July, volunteers were posted at the gates of Bents Park in South Shields with collection tins in the hope that pop fans at South Tyneside’s free Summer Festival would give generously.

During the year, the Mayor and Mayoress visited the headquarters of each of their chosen charities, finding out more about their work, the teams involved, their fundraising efforts and how important their services are to the people they support.

To gain a better understanding of the treatments available and the excellent outcomes achieved by the Great North Children’s Hospital’s Cystic Fibrosis team, the Mayor and Mayoress paid a visit to the RVI and met with Dr Christopher O’Brien and other staff and young patients from the unit. The civic guests were able to see some of the technology and facilities provided through fundraising and learned about research into this genetic respiratory condition.

Councillor Gibson said: “It was heartening to see first-hand what these amazing charities do on a daily basis, talk to staff and volunteers and take a tour of the fantastic facilities at each of the premises. The enthusiasm of the staff and volunteers and their dedication to the services they provide was very clear to see.

“These organisations do an amazing job supporting and providing vital services to the people of South Tyneside. Our local charities are valuable for people with cancer or other life limiting conditions while the Paediatric Cystic Fibrosis Unit provides specialist care to poorly children in South Tyneside and beyond.”

www.gnch.nhs.uk
£75,000 for Children’s Cancer - Inspired by Maya

Little Maya Sehgal was diagnosed with acute lymphoblastic leukemia in December 2012, aged just a year old. Since then, Maya has been receiving treatment at the Great North Children’s Hospital at the RVI and her parents, friends and family have been tirelessly fundraising for the children’s cancer ward and have so far raised in excess of £75,000.

Maya’s father, Aman explains:

“Having spent a lot of time at the Great North Children’s Hospital during Maya’s treatment, my wife Nisha and I wanted to give something back. As a ‘surprise’ my brother Raman decided to round up a group of friends to take part in the 2013 Bupa Great North Run and try and raise some money for the children’s cancer ward.”

The family took up a total of 22 places in the famous half marathon with the majority being first-time runners – a great team effort.

“The fund just took off really,” says Aman, “we followed up the Great North Run with a Black Tie Ball and Champagne Reception in November at Newcastle’s Civic Centre, hosted by TV personality Hardeep Singh Kohli and attended by 450 guests.”

In addition to the Ball, the family have held a ladies’ pamper day at the Vermont Hotel on Newcastle’s Quayside, a fundraising day at Ponteland Private Nursery, a cake stall at Bond Dickinson LLP and a fundraiser at the Newcastle Hindu Temple.

The fundraising effort has been a tremendous success. According to JustGiving.com the ‘Inspired by Maya’ Just Giving page was one of the most successful of 2013 – in the top 1% of all their fundraising causes. Not content with just fundraising, however, the family have also taken part in interviews with both the BBC’s Asian Network and Sky News to help raise awareness of children’s cancer within the Asian community.

“Thankfully,” says Aman, “although we still have a few ups and downs, it looks as though Maya is on the mend now. It can be a bit of a roller coaster at times but she’s now back full-time at nursery and we are hoping for her to be fully discharged in February 2015. Inspired by our experience with Maya, we now just want to help other families who might be facing a similar situation.”

Raman, Aman and Tarun Sehgal
A new charitable fund set up in August 2013 under the stewardship of the Trust’s Newcastle upon Tyne Hospitals NHS Charity is the Northern Head and Neck Cancer Fund (HANC) based at the Freeman Hospital.

Every year, around 550 people are affected by head and neck cancer in the North East and North Cumbria. It is one of the lesser known cancers but if diagnosed and treated early, it has one of the best survival rates.

HANC was set up by the family and friends of a patient at the Freeman Hospital, who sadly lost his fight with cancer in 2013. He was a collector of hats which is reflected in the new charitable fund logo.

The aim of the Fund is to make life better for those diagnosed with head and neck cancer and to heighten awareness of the disease, enabling fast detection and early stage treatment. Prompt detection can really make a difference and the disease can be treated successfully if caught early enough.

As well as raising awareness of head and neck cancer, it is hoped that the fund will purchase new equipment and pay for more research into the disease.

**Sky High Launch for HANC**

To help launch the new charitable fund for head and neck cancer, Tina Pardew, wife of Newcastle United manager Alan Pardew, took to the roof of The Sage, Gateshead, one of Tyneside’s most famous buildings in September 2013.

Joining Tina in the vertiginous walk was Lindisfarne singer Billy Mitchell and dozens of other supporters all in a bid to raise awareness and funds for the Northern Head and Neck Cancer fund.

Before the walk, Tina Pardew said: “I have a bit of a fear of heights to be honest and have goosebumps, but am very excited about getting up there.”

Lindisfarne singer Billy Mitchell thought he might never sing again when he was diagnosed with cancer of the vocal chords five years ago. But following successful surgery he has recently been given the all clear by doctors and was keen to support the new charitable fund.

Other fundraising events have included an evening of music and entertainment at the Angel in Corbridge with music provided by Billy Mitchell, followed by a stall at Hexham Farmers’ Market where over 250 cup cakes and Christmas cards were sold carrying the fund logo. The proceeds of these events and the Sage rooftop walk helped to fund a conference held at St James’ Park in November for health professionals to learn more about the detection of mouth cancer.
Oesophageal and gastric cancer is growing faster in our society than any other form of the disease and the North East of England has the highest incidence of the cancer in the world.

The Northern Oesophago Gastric Cancer Fund supports the regional campaign to raise awareness of the early symptoms associated with this disease.

Top Honours for Oesophagoose campaign at National Nursing Standards Awards

Claire Sedgwick, upper gastro-intestinal cancer nurse specialist at the RVI, was shortlisted through to the finals of this year’s National Nursing Standards Nurse Awards held at the Savoy Hotel in London on 9th May, winning in the ‘Innovations in your Specialty’ category.

The Nursing Standard’s annual awards recognise nurses who have made an outstanding contribution to patient care, or who have initiated projects which make a real difference to the lives of the people they care for.

Claire was awarded at the prestigious event for her work in creating and developing the oesophageal and gastric cancer awareness campaign called ‘Oesophagoose’. The key aim is to publicise the early symptoms of oesophageal and gastric cancer and reduce mortality from the diseases.

As a finalist, Claire was also invited to the House of Commons in May as part of Nurses Day where she was accompanied by Professor Michael Griffin OBE, Consultant Surgeon in Upper Gastrointestinal Surgery at the Royal Victoria Infirmary.

Claire Sedgwick (centre) receiving her award

Claire said:

“To win this award was fantastic and one of the best moments of my professional career. It coincided with our awareness week, and the award-win is shared with members of the Northern Oesophago Gastric Cancer Unit who have played a massive part since the campaign began six years ago. The idea of the goose mascot was to help the public understand the word ‘oesophagus.’ We’ve been really pleased with the success of the campaign and we even designed a goose costume to get the message about oesophageal cancer across to the general public. This has had plenty of outings at public events, despite the high temperatures inside the costume!”

The Great North Run

Staff, patients and their families were among the official 50 runners participating in the 2013 Great North Run on behalf of the Northern Oesophago Gastric Cancer Fund.

Staff, patients and their families were among the official 50 runners participating in the 2013 Great North Run on behalf of the Northern Oesophago Gastric Cancer Fund.
Christmas Coffee Morning raises over £4,000 for the campaign

Hundreds of patients past and present, along with family and friends, once again showed their support for the Northern Oesophago Gastric Cancer Fund by attending the annual coffee morning held in the Banqueting Hall of Newcastle Civic Centre in December. A fabulous sum of £4,293.80 was raised.

The festive event was a fantastic opportunity for old friends and acquaintances to catch up and enjoy themselves as well as take the opportunity to view the promotional material on display.

INNOVATIONS IN YOUR SPECIALTY AWARD

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Claire Sedgwick alerted public to oesophageal threat

Raising public awareness

Upper gastrointestinal (GI) cancer nurse specialist Claire Sedgwick from Newcastle upon Tyne Hospitals NHS Foundation Trust was concerned to find poor awareness of the symptoms of upper gastrointestinal and oesophageal cancers.

Oesophageal adenocarcinoma is the fastest-increasing cancer in Western societies, and the highest incidence of it in the world occurs in north east England. Previous research in the region showed a delay between patients first developing upper digestive tract symptoms and presenting to their GP.

‘Sixty per cent of patients presenting with symptoms are already incurable, and street surveys in Newcastle revealed 50 per cent of people did not know what their oesophagus was,’ said Claire. ‘So we raised awareness through the Oesophagoose campaign – and its embodiment was … a goose. We wanted something that would attract attention.’

After a major fundraising and publicity campaign, including local celebrities, fun events and lots of media coverage, Claire re-examined the level of disease knowledge and whether it had increased.

‘We found a 70 per cent increase in awareness of the disease among the public who had seen the campaign; there was a small increase in GP presentations for dyspepsia and an increase in endoscopy referrals,’ Claire was able to tell the judges.

‘If this award is for innovation, then the Oesophagoose campaign has certainly fulfilled that brief,’ said the specialist judge.
Fundraising Wheels Turning for Charlie Bear

Charlie Bear for Cancer Care fundraisers were delighted when staff from Newcastle-based chartered accountants and business advisors UNW LLP voted to make the charitable fund their charity of the year from 1st April 2013 and raised a fantastic total of £10,595.72.

Partners and staff took on a whole series of fundraising activities and challenges including a charity netball match, a Connect 4 challenge, an office dress-down day, a furniture garage sale and a Wimbledon themed cream tea. A team of 13 cyclists and three support crew, which included five partners and three spouses, braved strong winds in their Holy Island to Tynemouth cycle challenge.

UNW audit and assurance partner, Michael Morris, said:

“We were blessed with no punctures but had the odd scratch and bruise on the way down the coast, a minor price to pay for such a fantastic regional cause.”

On their bikes for Charlie Bear

A team from North East housing association Derwentside Homes raised £2,000 for Charlie Bear in July 2013 by cycling the 174 mile Hadrian’s Cycleway.

The 14 employees battled their way through torrential downpours and challenging terrain to complete the route from Ravensglass in Cumbria to Tynemouth on the north east coast in just three days.

David Graham, of Derwentside Homes, who helped organise the challenge, said: “It was a tough route with some pretty impressive hills along the way and the weather wasn’t always on our side, but we all knew we were doing it for a fantastic cause and that kept us going.”

Torrential rain greeted the team in Bardon Mill, Northumberland
Stephen Uden, Head of Citizenship at Nationwide, commented:

“Nationwide is owned by our members, not shareholders, and we believe they should have a real say in how and where we support the community. The Big Local is a fantastic way for our members to get involved and tell us exactly where our funding, volunteering and fundraising efforts should be focused – after all, our members know their communities better than anyone else.”
Seasonal Fundraising at the NCCC

As well as housing the Charlie Bear shop, the Atrium of the Northern Centre for Cancer Care provides a bright and accessible space in which to hold a number of fundraising activities throughout the year for many of our hospital charitable funds and other supporting charities.

In 2013/14, the NCCC hosted an Easter Fair as well as the annual Charlie Bear Christmas Fair and Auction, generously supported by patron Sir John Hall and his wife Lady Mae.

Shop for Charlie!

The Charlie Bear retail outlet located in the Northern Centre for Cancer Care at the Freeman Hospital has had another successful year, raising over £25,000 for the Charlie Bear for Cancer Care fund.

The shop sells a range of cards, books, designer jewellery, quality gifts, bags and headscarves but shop manager, Michelle Charlton and her team of volunteers provide far more than just somewhere to buy a few last minute gifts. They provide a bit of colour and a friendly face in what could otherwise be quite a serious place. They are happy to help in any way they can and offer advice on everything from how to tie a headscarf, to where to find a cup of coffee and a good book!

Says Michelle, “Every year, the Charlie Bear shop goes from strength to strength thanks to the support and generosity of our customers but I couldn’t run the shop if I didn’t have the team of volunteers that I have, so a big thank you to them too.”

Golf Pro continues to raise funds for Charlie Bear

Golf professional Chris Cole is using his own successful fight against cancer as the driving force to help others by his continued fundraising for Charlie Bear for Cancer Care.

Chris, the Pro at Beamish Park Golf Club, was himself a patient at the NCCC under the care of Dr Ashraf Azzabi and this team. “Everything surrounding my treatment was so slick, precise and well organised,” he says, “I shall always be grateful to them.”

To show his gratitude, Chris has successfully hosted a Charlie Bear Golf Day at Beamish Park for the past two years and the event is going from strength to strength, already raising over £16,000 for the fund.

Thank you for your support
The Grafters Club is a club for children and their families in the North East and Cumbria who have experienced a burn injury, whether the accident was recent or some time ago.

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KINGSWOOD CAMP 2013
It was a lovely sunny day when we joined at Kingswood and we all enjoyed the activities on that day. The weatherman said it would rain Friday night and it did rain... all right and at day break!!!
But the rain did not deter any of us from enjoying the activities and we used the water to play on.
The activities were great and by evening the rain stopped to give us a lovely day on Sunday.
The activities included zip wire, cross country, quad bikes, indoor tenor, adventure course, rope climbing, go-karting, challenge, an obstacle, clay pigeon, archery, table tennis, archery.

LOOK OUT FOR NEXT YEAR’S CAMP INFO!!!!!!

FAMILY DAY TRIP
This year we went to Lightwater Valley and had a great time. It was good to see you all, we hope you enjoyed your day out too.
Where shall we go next year????
Send me your suggestions.

CHRISTMAS PARTY
It was great to see everyone having a good time at the Christmas party. We had dancing, games, disco and painting and kindi. Come along to this year’s party and meet old or make new friends. You might even win a prize.

SATURDAY 13th December 2014

NOTE: The party this year is the 2nd Saturday in December.

www.thegrafterclub.org.uk
Supporting high quality eye care for Newcastle Eye Centre patients

The RVI in Newcastle hosts one of the largest eye departments in the UK and in 2013 it brought together all the work it does within patient care, research and education under one name - ‘Newcastle Eye Centre’.

As part of this ‘re-launch’ the Eye Centre invested to improve its services and the hospital environment for its patients, purchasing new specialist equipment, improved accessible signage, patient information television screens and new seating. Much of this investment was made possible through the support of Tynesight.

Tynesight is the charitable fund dedicated to supporting Newcastle Eye Centre and is administered by the Newcastle Healthcare Charity. Over £400,000 has been donated to Tynesight over the past three years alone. This has been used to provide pioneering equipment and services to benefit Newcastle Eye Centre patients as well as supporting training, education and local research into eye disease.

Oliver’s Story

Oliver was diagnosed with glaucoma when he was just nine weeks old, a rare condition which affects only 1 in 10,000 babies each year.

Glaucoma occurs when the drainage tubes within the eye become blocked. This prevents fluid from draining properly and pressure in the eyeball is affected.

Oliver’s dad, Peter explains:

“Not long after Oliver was born we noticed his left eye was cloudy and feared he might be blind. Oliver was referred to an eye specialist at Newcastle Eye Centre at the RVI and within a week, booked in for an operation.”

Following a series of operations, including a complicated tube insertion to both his eyes, Oliver’s eyesight has greatly improved with eye pressure now constant.

“We know that Oliver has been through so much but it could have been a lot worse if the glaucoma was not picked up at such an early age,” says Peter.

To say thank you, Oliver’s dad has raised thousands of pounds for Newcastle Eye Centre towards the funding of a new SVOP machine (Saccadic Vector Optokinetic Perimetry). Only the second of its kind in the UK, this is able to detect damage to the peripheral vision leading to ‘tunnel vision’ which can be an early sign of various eye and brain diseases. Early detection means early treatment and having the equipment in Newcastle means young patients do not have to travel to London for treatment.

As explained by Mr Michael Clarke, consultant ophthalmic surgeon at Newcastle Eye Centre:

“Many eye tests rely on patients staying still. This is difficult for children under the age of 6 and so, with the generous support of Oliver’s parents, we have been able to introduce this innovative, child-friendly method of testing visual fields here at Newcastle Eye Centre. The new SVOP is already benefiting other children at the Eye Centre and we are extremely grateful to Oliver’s parents for their generosity.”

Peter is determined to continue raising money for Tynesight, the charitable fund dedicated to supporting Newcastle Eye Centre, helping to provide much needed extra funding for leading edge research and equipment.
Community Matters for John Lewis Newcastle

Tynesight was successful in being shortlisted for the John Lewis Community Matters scheme which ran from February to April 2013 in The Place to Eat Restaurant in the Newcastle Monument Mall store. A total of £1,140 was raised.

Where do Tynesight donations go?

Throughout the year donations to Tynesight have supported the work of Newcastle Eye Centre in many different ways.

**Children’s Eye Clinic**

Tynesight has generously provided funds to improve the patient experience when attending orthoptists’ clinics. Orthoptists are specialists who work both with children and adults in Newcastle Eye Centre at the RVI and in the community. They perform vision screening in primary schools across the region and also offer a request service for parents, GPs and health visitors to refer children with a possible squint or other vision problem.

Within Newcastle Eye Centre, the orthoptists work in a designated Children’s Eye Clinic as part of a multi discipline team including paediatric eye nurses, nursery nurses, optometrists and ophthalmologists.

Tynesight funds have provided the Eye Centre with TVs and DVD players for the clinic rooms. These are really helpful for getting young children’s attention during vision assessments. The playroom, which many of the patients and siblings really love, has also been stocked up with some great new toys. This improves the patient and parent experience keeping the children entertained while they wait.

**Meet the ECLoS**

Eye Clinic Liaison Officers (ECLoS), Dawn Rafferty and Lyndsey Gwyer are based opposite the main reception in the entrance to Newcastle Eye Centre at the RVI. They provide the ECLo service on behalf of Action for Blind People.

The ECLoS provide information and practical and emotional support to Eye Centre patients, their family and carers. They bridge the gap between the medical side of sight loss and the social side.

ECLo support is different for every patient. Sometimes they just offer a friendly face and someone to talk to, providing contact details for future use if required. In other cases they complete the Certificate of Vision Impairment (CVI) to apply to register a patient as sight impaired or severely sight impaired, explaining the process and referring the patient on to the appropriate Sensory Support Team for assessment and provision of appropriate equipment and further support.

Tynesight funds have enabled the ECLoS to purchase a Merlin CCTV to help patients struggling to read. These patients are able to try out the Merlin CCTV as an alternative to magnifying glasses to see if this equipment might be appropriate for them.

Tynesight has also enabled the ECLoS to purchase a new box of ‘Sim Specs’. These simulation spectacles provide a real insight into the effect of common eye diseases such as glaucoma, age-related macular degeneration and cataracts. They are regularly used to show family and friends of patients what it is like to have a visual impairment but are also used as part of the Eye Centre’s presentations to new nurses, optometrists and students on work experience. They give an experience of each eye condition and never fail to shock people of the difficulty patients and loved ones really do face when experiencing sight loss.

**Portable Slit Lamp**

Most patients sit at a slit lamp to allow the eye doctor to look at their eyes. Patients with neck problems, those who are bedbound, babies and small children are often not able to sit comfortably. Tynesight donations have paid for a portable slit lamp which allows these patients to have a full examination in a position of comfort wherever they are.

**Ultrasound Scanner**

Tynesight donations have paid for a new, high resolution ultrasound machine which provides high quality scans used to detect and diagnose eye disease. Much like those used in pregnancy, the ultrasound scan can be used to create an image of the inside of the eye to see the extent of trauma or if there is inflammation, retinal detachment or a tumour.

**Eye-Si Surgical Simulator**

Newcastle Eye Centre is a major UK centre for training doctors in cataract surgery. Tynesight donations have paid for an Eye-Si Surgical Simulator which allows doctors to learn and practise cataract surgery safely on a virtual simulator.

**OCT machine**

Tynesight donations have purchased an OCT machine (Optical Coherence Tomography) which uses light rays to create an image of the layers of the back of the eye to diagnose disorders of the optic nerve and macula (central part of the retina at the back of the eye). The OCT machine enables doctors to diagnose conditions like glaucoma, macular degeneration and diabetic eye disease at an earlier stage and has dramatically improved the outlook for patients.

Photographs: The Newcastle upon Tyne Hospitals NHS Foundation Trust

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The Newcastle Breast Screening Service aims to provide women (and a small number of men) with the best possible care, ensuring that the latest medical techniques and equipment are always available and that all patients are seen by dedicated staff in a comfortable and pleasant environment.

Newcastle Breast Cancer Imaging Fund

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Black and White, with a Touch of Pink!

A grand Black and White Ball was held in November to help raise funds for a new scanner to provide a local MRI guided breast biopsy service for women throughout the North East and Cumbria.

The fundraiser, organised by the Newcastle Breast Cancer Imaging Fund was held at Newcastle’s Assembly Rooms. Guests were treated to a glittering evening and speeches from ex Newcastle United, Sunderland and Scotland captain, Bobby Moncur and Professor Sir John Burn of Newcastle University, head of the Institute of Human Genetics and lead clinician for the NHS North East.

The huge success of the evening was down to the generosity of those attending and the wonderful donations of auction and raffle prizes including a trial flight, a week in a holiday cottage in County Donegal, use of a BMW for the weekend, a Newcastle United signed strip and hospitality for two in the executive boxes at St James’ Park.

The Newcastle Breast Cancer Imaging Fund ensures that all monies raised through fundraising help to keep the service at the forefront of breast imaging and treatment.

Photograph: The Newcastle upon Tyne Hospitals NHS Foundation Trust