For the first time in our collective memories, Chief Executives and other senior staff from partner organisations are meeting regularly to lead the design and re-development of our health and care system and are truly committed to ensuring our services become centred on the people who need them, rather than the organisations that commission or provide them. The Foundation Trust, like ourselves and other NHS partners, have committed specific time of a senior member of staff into a system integration task force to ensure that we act together and at pace.

Already we have seen the Council and CCG jointly re-commission local carers support services. We’re planning design work to reduce falls in the community. And, the Trust and the Council are working to further improve the joint working of the community-based services that we co-located back in 2012.

To really test out how the system could work differently we’re developing a new approach to redesign how we work in a specific locality of the city. Our aim is to work with a population of 50,000 -70,000 to improve the quality of the health and social care offer while reducing cost. This coming year will also see a shift in the commissioning responsibilities for health visitor and family nurse partnership commissioning to the Council which will further develop our joint working with the Trust.

I look forward to seeing the difference that our ongoing collaboration will make to the lives of local people.

Councillor Nick Forbes
Leader, Newcastle City Council
There are more than 700 volunteers providing a direct commitment in one way or another throughout our hospital sites.

For example, the League of Friends have been providing charitable support to the Freeman Hospital for over 37 years. Since their sterling efforts began in 1976, The League has supplied an enormous range of equipment, raising money through the sales of a wide variety of merchandise in the Main Concourse Shop (now in its third guise), the ENT Tea Bar, the Sales Table in Main Outpatients and the Craft Trolley.

All volunteers work tirelessly to help provide major pieces of equipment to the benefit of patients and staff alike. However it is often the smaller items which though not highly technical, provide comfort and relaxation which are in many ways, just as important.

Many, many thanks to everyone involved.

These are some of the voluntary and charitable fundraising groups with whom we are proud to be associated. There are many others and a host of individuals - a huge thank you to all.
We are very grateful to the many individuals and organisations who support much of what we do.
Let’s hear it for HARRY’S HEROES

We meet Britain’s bravest and most inspirational young people – all honoured by Prince Harry at last year’s WellChild Awards – and invite you to nominate 2015’s stars

REPORT Catherine O’Brien  PHOTOGRAPHS Joe Plimmer

RACHEL HOOLEY, 11

Cast your eye around Rachel’s bedroom and your first impression – looking at all the cuddly bears on the bed and Playmobil toys scattered across the floor – might be that she is a little girl with much growing up still to do. Sit down and listen to her talk, however, and you quickly realise that the medical challenges she has faced have given her a maturity way beyond her years.

Until the age of seven, Rachel, who lives in Cramlington, Northumberland, was a child like any other, who took her good health for granted. Then she was struck by a virus which affected her heart and left her fighting for her life.

That she is here today is only thanks to transplant surgery – and ever since, she has made it her mission to highlight the vital difference that signing up for organ donation can make.

‘Once you don’t need your organs any more, there’s no point taking them with you,’ she says simply. ‘You can give them to someone who actually needs them to live again, or has the chance to live – like me.’

Rachel’s courageous campaigning, combined with mammoth fundraising efforts, made her a standout WellChild winner in the 2014 awards.

‘Rachel never asks, “Why me?” or thinks of herself as brave,’ says her mum Eve. ‘But her WellChild Award has enabled us all to show her just what a truly amazing girl she is.’ For Eve, a 42-year-old nursery officer, and her mechanical-engineer husband Michael, also 42, the first signs that their younger daughter was unwell came in January 2012, when Rachel became slightly breathless and her hands and lips turned blue. ‘We took her to the doctor who detected a heart murmur, but he wasn’t overly concerned and said to bring her back if her symptoms got worse,’ recalls Eve.

Two days later, on a Sunday morning, Rachel woke up looking puffy in the face and her dad took her to A&E. Within hours she had been transferred to the Freeman Hospital in Newcastle and her dad took her to A&E. Within hours she had been transferred to the Freeman Hospital in Newcastle to undergo tests, and by the end of that day Michael and Eve were being told that she was in end-stage heart failure. ‘We’d never heard of a common virus affecting the heart, but that is what had happened, and it meant that without medication Rachel would die,’ says Eve.

Rachel had dilated cardiomyopathy – a condition which causes the heart muscle to enlarge and weaken. The hope was that she could be stabilised with drugs, but she deteriorated so quickly that within four weeks she was on life support and a transplant was her only hope of survival. ‘And then we found ourselves in the hardest possible place,’ explains Eve, ‘because you know that for your child to live, someone else has got to go through what every parent most dreads – the loss of their child.’

Freeman Hospital is one of the UK’s leading transplant centres, and nine days after Rachel’s name was put on the transplant list, a suitable donor heart became available.

The six-hour operation saved Rachel’s life, but she still faced months of isolation as her body battled with anti-rejection medication and complications that have included chest infections, migraines, stomach upsets and Raynaud’s – a disease affecting circulation to her hands and feet.

‘Most people think of transplant surgery as a cure, but the reality is that Rachel’s future is uncertain,’ says Eve. ‘And that could make her gloomy, but instead it just makes her more determined than ever to live for each day.’

Rachel’s quest to make a difference has been boosted by the support of her sister and soulmate Kate, 14. Together they have run events to raise awareness about organ donation and, in their spare time, they make bracelets and handbag charms, which they sell through their own fundraising venture, Hearts That Matter UK. So far, their efforts have resulted in donations of more than £3,000 to the Children’s Heart Unit Fund at the Freeman (chuf.org.uk), where Rachel continues to undergo treatment – she has had several admissions to hospital with infections since her transplant and has to attend regular clinic appointments as well as have painful injections to boost her immune system.

‘Kate is thoughtful and empathic and just wants to be there for her sister – while Rachel is strong-willed and stubborn, which is probably why she is proving such a determined fighter,’ says Eve.

Although illness has meant that Rachel’s school attendance is down by around 50 per cent, she belongs to a cheerleading club, loves to sing and dance and has regular swimming lessons. Following her surgery, she took part in the Transplant Games, where she won an award for being the Best Newly Transplanted Athlete. ‘She gives 110 per cent to everything she does,’ says Eve.

For the WellChild ceremony, Rachel travelled to London with Kate, Eve and Michael. She met Prince Harry and sat next to pop star Pixie Lott, with whom

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she is now in regular Twitter contact. ‘Rachel said she wanted to be like a princess for the day,’ says Eve. ‘So we bought her a floaty dress and a tiara, and the whole event gave her treasured memories.’

More recently, to mark the third anniversary of her transplant in February, Rachel went with her family to the Angel of the North sculpture in Gateshead, to release balloons in memory of her donor. Although she does not know who her donor was, she has written to her family and her letter has been passed on. ‘She knows that the donor was a girl, and that is as much information as she can deal with right now. But she wanted to thank them,’ says Eve. ‘As far as Rachel is concerned, they are the true heroes of her story.’

Rachel with the bracelets that she makes to raise funds for paediatric heart transplants. Top: Prince Harry with last year’s winners.
ANORTH East cancer care charity hopes to help even more patients thanks to new additions to its fleet.

Volunteers, patients and supporters of Daft as a Brush came together on Monday to cut the ribbon on seven new ambulances to take cancer out patients to and from hospital treatment appointments.

The ambulances are named and designed by local schoolchildren who attended the unveiling at the charity’s centre in Gosforth.

Daft as a Brush now has a fleet of 16 ambulances, with three new and four renewed thanks to fundraisers.

On Monday the ribbons were cut as schoolchildren and cancer patients joined with volunteers as the new members of the fleet were revealed with the Gosforth Guardian, Polly Pebble and Speedy Squirrel joining the ranks.

It is hoped with a larger fleet the charity will now be able to increase the number of patient journeys a year from 10,000 to 12-13,000 in 2015.

Mr Burnie, who heads up Daft as a Brush, said: “It’s been a moving occasion, it has developed from more than just taking patients from A to B, it is now involving more and more members of the community, the schoolchildren are fantastic.

“The fleet has increased to 16 and we are involved in 10,000 patient journeys this year. Next year we will do 12-13,000 with the increased size of the fleet. Hopefully it will continue to rise.

“Our short term goal is to be involved in 50,000 patient transports a year and it looks as if that will happen in the not too distant future.”

Daft as a Brush currently has around 200 volunteers who dedicate their time to taking cancer patients to and from hospital.

Shahid Islam-Ali is one of the patients who has been using the charity’s services while undergoing radiotherapy after being diagnosed with angiosarcoma last year. He attended the event on Monday with wife Sultana to welcome the new ambulances.

He said: “It has been a godsend and we wanted to show our support and appreciation.

“We have been using them since April. When I had chemotherapy we did not know about Daft as a Brush and we really struggled.”

brushing up on care

TUESDAY, SEPTEMBER 16, 2014

www.thejournal.co.uk

Sarah Scott
Reporter sarah.scott@ncjmedia.co.uk

The Journal

Tuesday, September 16, 2014

www.thejournal.co.uk

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Editorial from The Journal
Daft as a Brush
CANCER PATIENT CARE

From Warkworth to Consett; Cramlington to Cragside; the charity, Daft as a Brush Cancer Patient Care, provides free transport to and from hospital for outpatients undergoing chemotherapy and/or radiotherapy treatment.

Would you like to be part of our family?

Our dedicated volunteer drivers and companions at Daft as a Brush transport V.I.P.’s (Very Important Patients) and look after each patient when they are going through a very difficult time.

If you can spare some time and wish to be involved with this local charity, there are many positions available - from administration to gardening; drivers and companions; to marketing and back office staff.

Discover more and download an application form at www.daftasabrush.org.uk

Thank you

Daft as a Brush Cancer Patient Care, Daft as a Brush House, Great North Road, Gosforth, Newcastle upon Tyne, NE3 2DR. Tel: (0191) 28 55 999
Daft as a Brush Cancer Patient Care is a registered charity No. 328432.
The *Daft as* is all about

1. It all starts with a referral call from the Freeman Hospital to Daft as a Brush...
2. Our team at HQ organise the VIP patient transport...
3. Our amazing volunteers jump in to action from Daft as a Brush House...
4. A comfortable and relaxed journey to hospital....
5. Our VIP’s arrive at the Freeman Hospital for treatment...
6. After treatment, our volunteers help patients relax....

Did I read right? VIP’s?
Yes! Because all our drivers are chauffeured transporting Very Important Patients.
Over 15,000 cancer patient journeys in 2015.
**a Brush Story**

the patients!

4 Volunteers travel across the North East to reach cancer patients...

5 Arrival at the VIP’s home with our driver and companion...

6 Help and care from our volunteer driver & companion...

10 We begin our journey back to the patient’s home...

11 We make sure our VIP’s are comfortable at home...

12 Our volunteers leave for their next VIP!

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**Daft as a Brush**

CANCER PATIENT CARE

Discover more at [www.daftasabrush.org.uk](http://www.daftasabrush.org.uk)

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Daft as a Brush Cancer Patient Care is a registered charity No. 328432.
Daft as a Brush
CANCER PATIENT CARE

Is very proud to support

THE GREAT NORTH CHILDREN’S HOSPITAL

ACKNOWLEDGEMENT: Eddie Carson produced, free of charge, all these superb Daft as a Brush photographs. In 2011 Eddie was a Daft as a Brush patient. Since completing his treatment at the Freeman Hospital Eddie has driven ambulances, managed the Information Desk at the Freeman Hospital and now produces all the photographs for the Charky. From everyone at Daft as a Brush — many thanks.
Daft as a Brush

On the road again....

In the Autumn of 2015 the charity, Daft as a Brush Cancer Patient Care, will commence transporting children and their families to and from Wards 4 and 14 at The Great North Children’s Hospital.

You may be aware that to date all the charity’s ambulances have been adopted by Primary Schools from across the region. However, this ambulance is different as it has been adopted by the Great North Children’s Hospital. The design and the name of the ambulance, Happy-O-Saurus, is the work of the children and is, I think you will agree, rather special. Hopefully, Happy-O-Saurus will soon have a brother or sister, I wonder what they will be called?

Brian Burnie
Trustee - Daft as a Brush Cancer Patient Care.

Discover more at www.daftasabrush.org.uk

Daft as a Brush Cancer Patient Care; Daft as a Brush House; Great North Road, Gosforth, Newcastle upon Tyne, NE3 2DR. Tel: (0191) 28 55 999

Daft as a Brush Cancer Patient Care is a registered charity No. 328432.
Following the public outcry over the tragic death of 92 year old Olive Cooke in Bristol earlier this year, the spotlight has been thrown on all fundraisers. Although Olive’s family stressed that her death was not directly caused by the overwhelming volume of fundraising requests she was receiving, the whole case certainly struck a chord with those who feel similarly hounded by charities. The tide of public opinion is turning against ‘chuggers’, door-to-door collectors, direct mail and ‘boiler-room’ call centres, particularly when they target elderly or vulnerable people.

Poor fundraising practices inevitably harm the reputation of all charities and as the charity sector depends on its popularity for success this is bad news for the whole sector.

Larger charities often use individual professional fundraisers as agents, with difficult fundraising targets to reach, chasing substantial income growth, year after year. This inevitably generates competition between charities to recruit donors, with aggressive tactics often being employed.
Being a fundraiser is a difficult balance – you can’t ask for money too often or be too ‘pushy’. Thankfully, in Hospital Fundraising, we can adopt a softer approach. We don’t employ agents or middlemen to fundraise on our behalf. Instead we rely totally upon the enthusiasm and commitment of those who have had a direct experience with our Hospitals, our Wards, our Clinics, our Specialties, our Services, our People. These are the people who champion each of our 700 individual funds based throughout the Trust. They are the grateful patients, the bereaved families, the friends, the colleagues and the staff who have a direct relationship and real engagement with the causes for which they are raising money.

Through their commitment and the huge generosity of the people of the North East together with our corporate ‘Friends in the North’ we are able to continue providing support to services in our hospitals despite harsh economic circumstances.

In real financial terms, this means that 2014/2015 has been another record year for charitable giving to the Newcastle upon Tyne NHS Foundation Trust’s two umbrella charities – Newcastle upon Tyne Hospitals NHS Charity and Newcastle Healthcare Charity with a combined income this financial year of £5.19 million.

New technologies and treatments are coming on stream all the time and this is precisely what charitable funding is all about in the health service. It can provide our talented clinicians with world class facilities to match their world-class expertise. When people donate to any of our hospital charitable funds they are helping us to buy the most up-to-date equipment much faster than would otherwise be possible with NHS funding alone. It means that here in Newcastle, we are ahead of the game and we are extremely proud of our contribution towards this achievement.

On behalf of the Trustees of both our designated charities, we would like to thank all those who have supported or made donations to any of our charitable funds, helping us to enhance and improve services for patients, carers and staff and contributing to yet another record year for Charitable Funds at Newcastle’s Hospitals.

We would like to thank all those who have supported or made donations to any of our charitable funds.

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
An assembly of good causes for a Cramlington High School

Year 10 students from Northumberland were inspired to raise almost £3,000 in four weeks for charitable causes close to their hearts.

In their annual charity project starting last November, the Cramlington Learning Village year group - made up of 12 tutor groups and 343 pupils - chose to support three charities including Ward 4 at The Great North Children’s Hospital where fellow-pupil, Daniel Mattison, is undergoing treatment for leukaemia.

Through a variety of events, collections and sponsored challenges the students also raised funds for the Newcastle Dog and Cat Shelter and Jessica’s Sarcoma Awareness, a charity set up by former student Jessica Robson who sadly died following a four year battle with the disease.

David Paterson, learning manager for Year 10, said: “Youngsters often get a bad press these days but they have proven what they can achieve and I think they were determined to raise so much because of the very personal connection to the causes. They organised coffee mornings, raffles, sponsored silences and walks, dodgeball and 5-a-side competitions, selfies with Santa, a North Sea swim, and collections for the animal shelter.

In total they raised £2,972 which is a staggering amount in such a short space of time. I am very proud of them and it reflects the qualities of this year group. I would like to thank the youngsters for their hard work as well as my colleagues, the learning guides, who helped them along the way and gave up free time to do so, as well as local businesses and donors who were very supportive throughout.”

www.justgiving.com/gnch

Thanks to the generosity of the North East public and our corporate ‘Friends in the North’, we continue to deliver world-class facilities to match the world-class expertise already provided at the GNCH.

Charitable donations to the GNCH Fund have enabled us to provide sensory equipment, toys, games consoles, DVD players and other entertainments and comforts which go far beyond what the NHS alone could provide.
A Great North Success for the GNCH

Staff, family, friends and supporters of the Great North Children’s Hospital contributed more than £20,000 to the charity by taking part in the 2014 Great North Run – a magnificent Great North Success.

PHOTOS: FROM SOURCE
Through the Looking Glass
- Fenwick Newcastle’s Seasonal Support of GNCH

Youngsters from Wards in the Great North Children’s Hospital were once again invited to the annual ‘Grand Unveiling’ of the Fenwick Christmas Window last November.

The Northumberland Street store’s festive window display has become a North East institution and the 2014 ‘Alice in Wonderland’ theme was every bit as magical as in previous years.

A professional photo of the Christmas window was taken and cards produced and sold in store with proceeds from the sale split between the GNCH Fund and Medicinema. This year an in-house design was chosen from the Fenwick archives and sold as an additional Christmas card in aid of GNCH.

In addition to a sack full of toys, which were delivered to the children’s wards by the Fenwick Father Christmas on 23rd December, the Fenwick Christmas cards raised a total of £1,000 for the GNCH Fund.

Mickey’s Merry Little Christmas at the Vermont Hotel

By donating £2 per ticket sold for their children’s Christmas Dinner parties, the Vermont Hotel in Newcastle raised £772 for the Great North Children’s Hospital.
**Going to the max, for Max**

On 20th April 2014, at the age of just two, Max McKeown from Cramlington was diagnosed with acute lymphoblastic leukaemia, the most common type of cancer to affect children.

Max is now three years old and whilst his response to initial treatment has been good, he still has another two years of treatment ahead of him. To mark the anniversary of his diagnosis, his family and friends decided to help raise money for the children’s cancer ward and day unit at the Great North Children's Hospital (wards 4 and 14) to thank them for their care.

To kick-off the fundraising, Max’s godfather, Paul Taylor, had his chest waxed in a sponsored ‘Wax4Max’ event, joined by Max’s dad, Chris McKeown who agreed to have his back waxed.

Then on Saturday 25th April, almost exactly a year since Max’s diagnosis, Paul undertook an Olympic-distance Triathlon - swimming 1500m, cycling 40km and running 10km - supported by a tag-team of friends.

Not to be outdone, Paul’s two daughters, Lily (aged 5) and Hope (aged 2) joined with friends in a mini-triathlon on the following day, swimming two widths, riding their bikes to the play park and then running around the park.

**Paediatric Cystic Fibrosis Fund**

Christmas cash boost for GNCH’s Cystic Fibrosis Fund

Christmas came early for the Cystic Fibrosis Team at the Great North Children’s Hospital when a cheque for £1,906.25 was presented to Dr Chris O’Brien, consultant paediatric respiratory physician, by Martin Swales, Chief Executive at South Tyneside Council.

Mr Swales raised the money for the Paediatric Cystic Fibrosis Fund through a series of fundraising challenges including the North Tyneside 10k Run, the South Tyneside Sprint Triathlon and the Great North Run 2014.

Cystic fibrosis is a genetic condition which affects the body’s ability to control movement of water in and out of cells in the body leading to bodily secretions developing into a thick mucus. This causes difficulty in various parts of the body including the lungs and digestive system.

Accepting the donation on behalf of the cystic fibrosis team, Dr Chris O’Brien said:

“We are so very grateful to Martin Swales and his colleagues, friends and family for their support of cystic fibrosis care in the North East. These donations are very important to fund items of equipment for the investigation and treatment of cystic fibrosis patients and for research and development of the service.

“The cystic fibrosis service in the north east is evolving rapidly with changes to service delivery, new staff, new clinics and the new Great North Children’s Hospital itself. We are also very proud that one of our new consultants Dr Malcolm Brodlie has received a very prestigious Medical Research Council Clinician Scientist fellowship for cystic fibrosis research against fierce competition nationally”.

Martin Swales has been a supporter of cystic fibrosis charities since 2009, so far raising over £13,000. His family, friends and colleagues in the North East have also raised £14,655, bringing the overall total to £27,745.

Martin has pledged his continued commitment to the Paediatric Cystic Fibrosis Fund at the GNCH explaining: “It has been an absolute honour to be able to give something back to what is a truly fantastic charitable fund. The unit provides every aspect of care for the children’s cancer ward and day unit.

Speaking before the Triathlon, Paul explained: “We decided to join together to raise money for the children’s cancer ward at the Great North Children’s Hospital because of the fantastic work they are doing to care for Max in his fight against cancer. A year on from his diagnosis, we wanted to keep his ongoing treatment fresh in everyone’s thoughts and prayers.

The Paediatric Respiratory Unit at the GNCH provides specialist respiratory care for children throughout the North East and beyond who are referred by local Paediatricians and GPs. Staff on the dedicated Cystic Fibrosis Team are trained to deal specifically with the needs of children who have the condition.

"The cystic fibrosis team at the Great North Children’s Hospital is dedicated to providing children with the best treatment available and I’d urge everyone with an interest to support this fabulous regional team.”
In September 2014, young patients at the Great North Children’s Hospital were treated to a visit by five members of 3 Troop 299 Parachute Squadron (R), and their major, Brad Hardwick.

The soldiers were part of a team of Royal Engineers who cycled 320 miles in just 3 days to raise money for the GNCH. They arrived to present a cheque for £4,369.75 to Matron of Children’s Services, Helga Charters and Jane Gibson, Directorate Manager and to visit the children’s wards which will benefit from their fundraising efforts.

299 Parachute Squadron Royal Engineers is an army reserve unit (formerly known as the Territorial Army) that provides engineer support to 23 Engineer Regiment (Air Assault), the dedicated regular army engineer regiment in 16 Air Assault Brigade. The squadron has detachments in Hull, Wakefield and locally at the Napier Armoury, Alexandra Road in Gateshead, so the team chose to cycle from the Great North Children’s Hospital, to each separate detachment before returning to finish back at the RVI – a total of 320 miles.

Staff Sergeant Martyn Jones, who organised the charity fundraiser, explained: “People in the military are often really good at raising money for military causes but, being based in Gateshead, I wanted to do something to help a local charity so I chose the GNCH. My own five-year-old daughter Bronwen has been a patient here so this charity is particularly close to my heart and the lads were all keen to support it.

The first leg, from Newcastle to Hull, a distance of 142 miles, was the most gruelling particularly in such hot conditions but thankfully we all made it and it was quite an emotional experience. I’m being posted to Ipswich in October this year, so this is also my chance to say goodbye to the North East and thank you to the Great North Children’s Hospital.”

Receiving the cheque on behalf of the GNCH, Jane Gibson, Directorate Manager of Children’s Services, said: “We are so grateful for any donations made to our children’s hospital as they really do make a difference to our young patients, helping them to feel more at ease during their stay and to have the best experience they can in the circumstances.”

A big thank you for the care given to a brave little soldier

Just two days after Christmas in 2014, little Will Freeman, aged five and half, collapsed. He had a brain tumour which had been slowly growing, unnoticed and undetected, for three years.

Will was rushed to the Great North Children’s Hospital where he remained for more than three weeks in the care of Ward 1B, the Regional Neuroscience Centre specialising in the treatment and rehabilitation of children with head injuries.

Will fought through two operations and is on the road to recovery thanks to the dedication and care of the team of people on Ward 1B.

As a way of saying thank you to the GNCH, Will’s mum and dad, Charlotte (Charlie) and Richard Freeman and Charlie’s two sisters, Danielle and Rebecca, have pledged to run the Great North Run in 2015 to raise funds for Ward 1B and have already raised over half of their £2,000 target.

Says Charlie: “We just wanted to say thank you to the wonderful angels, miracle workers, superheroes and heroines at the Great North Children’s Hospital. Thanks to them, we still have our little boy. We were in the care of Ward 1B for 22 of our 24 nights stay and received out-of-this-world care and attention, mixed with friendship and compassion.

Will’s bravery will inspire us all forever and we hope to rise to the challenge of the Great North Run in the same spirit our little man did when he faced his recent illness. We hope that the money we raise will help to give comfort to other sick children, their parents and carers.

My family and I feel inspired by my little man and each person at the Great North Children’s Hospital who cared for him. They are a wonderful team of people doing a fantastic job!”
A burn injury can leave a scar both physically and emotionally, which can sometimes alter a child’s body image and knock their confidence.

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

The club arranges activities to give children an opportunity to try new things, learn new skills and build their confidence and self-esteem. It provides an annual Christmas party and even sends out its own newsletter twice a year called ‘the Telegraft’ to all members with details of fundraising events, competitions, family days out, donations and supporters.

A huge thank you to everyone.

www.thegraffersclub.org.uk
May the FORCE be with us!
Newcastle Healthcare Charity Brings Leading-Edge CT Scanner to the RVI

During the year the RVI was given the go-ahead to purchase a state-of-the-art new CT scanner thanks to a generous donation of £418,000 from Newcastle Healthcare Charity.

The new scanner, a Siemens Definition FORCE, is the fastest CT scanner on the market enabling a scan of the whole chest, abdomen and pelvis to be completed in less than one second. This makes it particularly suitable when scanning children or those patients who may be restless, breathless or in pain.

The FORCE also delivers a much lower dose of radiation than a more conventional style CT scanner which benefits all patients who are examined on it.

Having the scanner at the RVI will also prevent having to transfer children with congenital heart disease across to the Freeman Hospital site for scanning. Patients with chest pain are also likely to benefit both in the out-patient and in-patient setting, by diagnosis or excluding significant causes of chest pain in a single scan and possibly reducing the need for invasive diagnostic procedures.

Currently, nearly 80,000 CT scans are performed within the Newcastle upon Tyne Hospitals NHS Foundation Trust every year and the number is increasing year on year.

As Dr Anna Beattie, Consultant Radiologist, explains: “We are extremely grateful to the Newcastle Healthcare Charity. Their donation of £418,000 has allowed us to purchase a much higher specification CT scanner than would otherwise have been possible.”

The Radiology Team from the Newcastle upon Tyne NHS Foundation Trust feel that the Siemens Definition FORCE is the best CT scanner available on the market at the moment. It gives the Trust the opportunity to provide state-of-the-art technology which will allow the development of novel applications and other research possibilities.

Says Dr Beattie: “It really is great news for the RVI and in particular, for the Great North Children’s Hospital located on this site. It means we can be pioneering in the way we apply the technology, especially in treating children.”

Currently only 3% of all CT scans performed at the RVI are done so on children and young adults, as other types of scanners are often used to limit radiation dose. Children are most sensitive to radiation and although the benefits of doing a scan often out-weigh the risks, doctors always try and keep radiation doses to these patients to an absolute minimum.

Dr Beattie continues: “The ultra-low dose delivered by the FORCE CT scanner will allow a higher proportion of children to be examined with CT technology. In some cases we will be able to use an ultra-low dose CT in place of a chest x-ray to detect the spread of tumours sooner and so provide earlier treatment, transforming the way we treat childhood cancers.

The speed of the FORCE also makes it especially suitable for young children as it avoids the need to give them a general anaesthetic to ensure they lie completely still for the length of time necessary.”

The new CT scanner has been installed in the Main X-Ray Department in the New Victoria Wing.

PHOTO: SIEMENS HEALTHCARE ©
PHOTO: SIEMENS HEALTHCARE ©
Siemens Definition Force arrives at the RVI
PHOTO: SIEMENS HEALTHCARE ©

Newcastle Healthcare Charity (registered charity no.502473)
May the FORCE be with us!
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The Radiology Team from the Newcastle upon Tyne NHS Foundation Trust feel that the Siemens Definition FORCE is the best CT scanner available on the market at the moment. It gives the Trust the opportunity to provide state-of-the-art technology which will allow the development of novel applications and other research possibilities.

Says Dr Beattie: “It really is great news for the RVI and in particular, for the Great North Children’s Hospital located on this site. It means we can be pioneering in the way we apply the technology, especially in treating children.”

Currently only 3% of all CT scans performed at the RVI are done so on children and young adults, as other types of scanners are often used to limit radiation dose. Children are most sensitive to radiation and although the benefits of doing a scan often out-weigh the risks, doctors always try and keep radiation doses to these patients to an absolute minimum.

Dr Beattie continues: “The ultra-low dose delivered by the FORCE CT scanner will allow a higher proportion of children to be examined with CT technology. In some cases we will be able to use an ultra-low dose CT in place of a chest x-ray to detect the spread of tumours sooner and so provide earlier treatment, transforming the way we treat childhood cancers.

The speed of the FORCE also makes it especially suitable for young children as it avoids the need to give them a general anaesthetic to ensure they lie completely still for the length of time necessary.”

The new CT scanner has been installed in the Main X-Ray Department in the New Victoria Wing.

PHOTO: SIEMENS HEALTHCARE ©
PHOTO: SIEMENS HEALTHCARE ©
Siemens Definition Force arrives at the RVI
PHOTO: SIEMENS HEALTHCARE ©
“Bleeding tough” challenge for Carl

For Carl Sanderson from Washington, Tyne & Wear, World Haemophilia Day on April 17th presented an opportunity to push home a tough message.

Carl, 41, has Haemophilia but despite his condition, Carl is competing in all sixteen UK ‘Tough Mudder’ events in 2015 to raise awareness of what it’s really like to live with Haemophilia in the 21st Century. He is also raising money to provide a fun and educational treatment room at the RVI’s Newcastle Haemophilia Centre for children affected by bleeding disorders. This will be designed to help children and their families better understand the condition and its treatment.

Haemophilia is a genetic disease affecting over 6,800 people in the UK and around 400,000 worldwide. It is one of the most common bleeding disorders and is caused when there is not enough clotting factor VIII or IX in the blood. A clotting factor is a protein that helps to control bleeding.

The Newcastle Haemophilia Centre is a regional centre, which means it takes patients from the whole of the northern region, from Berwick in the north, across to Cumbria in the west and down to Teesside and North Yorkshire.

Carl is passionate about changing the image of how others see haemophilia and people living with the condition. Having haemophilia and doing one Tough Mudder event is a challenge. But to complete all sixteen, over a period of eight weekends (two per weekend) is quite another, such is Carl’s determination to raise awareness and money for the Newcastle Haemophilia Centre Fund.

Carl has even made his own mini documentary showing exactly what life is like living with haemophilia and is also trying to raise funding to compete in the ‘World’s Toughest Mudder’ event in Las Vegas on 14th November 2015.

Says Carl: “Haemophilia is all I have known and despite having this condition, I decided to take a stand against the ‘you are not allowed’ attitude that people have when you say you have my condition or even the ‘I cannot do this’ mind-set of some patients themselves.

Having haemophilia doesn’t mean I’m going to bleed to death from a little cut or to bleed more quickly. It just means that I’ll bleed for longer and that it’s likely to be internal bleeding into my muscles and joints causing swelling and bruising and, in the longer term, severe arthritis. So I have to be careful and thanks to the wonderful staff at the RVI’s Haemophilia Centre, I’ve had the best support possible to enable me to take up this challenge. Now I want to give something back whilst also giving the public the real story about haemophilia.”

Carl’s physiotherapist at the RVI’s Newcastle Haemophilia Centre is clinical specialist David Hopper. David explains: “To prevent bleeding and preserve his healthy joints, Carl is treated with clotting factor replacement administered by regular intravenous injections.”

Maintaining a healthy and active lifestyle alongside clotting factor replacement therapy will help maintain joint health and protect against bleeding episodes. As a result, depending on the severity of their condition, we encourage our haemophilia patients to take part in regular physical activity. Our team at the Newcastle Haemophilia Centre has worked with Carl to monitor his joint health and advise on management of bleeds to help him through his intense training. Patients with haemophilia should always discuss with their team before starting any new activity.

By taking part in all sixteen Tough Mudder events to promote haemophilia awareness and raise funds for our centre, Carl is working towards achieving something really remarkable. He is an excellent role model for all patients with haemophilia.”
Tynesight is the charitable fund dedicated to supporting Newcastle Eye Centre at the RVI. Tynesight helps to buy specialist equipment, funds local research into eye disease, provides patient information and toys in paediatric waiting areas and supports training and education.

### Tynesight supports Newcastle eye specialists in marking World Sight Day

World Sight Day, is an annual day of awareness held on the second Thursday of October, to focus global attention on blindness and vision impairment. To mark the occasion this year, specialists from Newcastle Eye Centre were on hand outside the Medicinema in the RVI's New Victoria Wing to give advice to the public on keeping their eyes healthy throughout a lifetime, making the most of their vision and managing sight impairment, including how best to access services available for those with sight loss.

Tynesight Administrator, Julie Nattrass, also provided information on how the public can support the work of the Eye Centre by making a donation or fundraising for Tynesight.

A range of Tynesight merchandise is now available for fundraisers and supporters.

Consultant Ophthalmologist Vina Manjunath and Julie Nattrass, Tynesight Administrator at the World Sight Day stand, RVI

www.justgiving.com/tynesight
Businesses see an opportunity to help

Generous Prudhoe businesses have joined forces to raise money for Tynesight— the charitable fund supporting the work of Newcastle Eye Centre, one of the largest hospital eye departments in the UK.

Tissue manufacturer SCA raised £1000 for the fund by donating thousands of pocket packs of paper tissues that were then given to staff at the mill, and in neighbouring businesses, in return for a donation. Tissues were also donated to the hospital for patient use.

Brainchild of SCA employee Paul Macfaden, the fundraising effort came about after he was treated at the RVI for a detached retina. Paul explains: “The experience taught me how much we take good eyesight for granted and had it not been for the expertise of the team at Newcastle Eye Centre I could potentially have lost all of the vision in my right eye,” he said. “When I experienced for myself the excellent care given to patients at the Centre, I was keen to do something to help and am grateful to my employer SCA for its generosity.”

A number of other Tyne Valley businesses including demolition company Thompson’s of Prudhoe, DHL and engineering supply chain specialist GMS also got involved and helped boost the amount of money raised through the tissue sale.

Pauline Buglass, Head of Fundraising at Newcastle Hospitals further advises: “We are so very grateful for SCA’s kind support of Paul Macfaden’s fundraising efforts on behalf of Tynesight. We rely on the generosity and support of local businesses and ordinary people like Paul, whose donations and fundraising have enabled us to provide some really pioneering equipment and services to benefit our patients right here in Newcastle.

New technologies and treatments are coming on stream all the time, and this is precisely what charitable funding is all about in the health service.

Quiz time for Tynesight

The first annual Tynesight charity pub quiz was held in the historic Bridge Hotel in Newcastle in April 2015. With retired Consultant David Cottrell acting as Quiz Master, eight teams battled it out for a coveted Tynesight Quiz Trophy whilst raising over £350 for Tynesight in aid of Newcastle Eye Centre.

The winning team ‘Reivers’ was led by Clinical Director and Consultant Ophthalmic Surgeon, Mike Clarke. Jennifer Wilson, from the Tynesight Terriers team, won the coveted first prize in the raffle of a waxed jacket, kindly donated by J Barbour and Sons Ltd.

When people donate to any of our hospital charitable funds they are helping us to buy the most up-to-date equipment much faster than would otherwise be possible with NHS funding alone. It means that here in Newcastle, we can be ahead of the game thanks to the generosity of our North East community.”

PHOTOS: FROM SOURCE
In 2007, at the age of 61, Trevor Lunn was driving into Newcastle to pick up a wedding dress for his future daughter-in-law. Whilst stopped at traffic lights, he thought his glasses were dirty and tried to wipe them clean, but the vision in his right eye remained cloudy. As a retired GP, Trevor realised something was seriously wrong and drove directly to Eye Casualty at the RVI where he was diagnosed with wet macular degeneration.

Macular degeneration is a painless eye condition that leads to the loss of central vision (ie. what you see directly in front of you). It is the leading cause of visual impairment in the UK affecting over half a million people to some degree. In our own region it represents 20% of Newcastle Eye Centre’s work.

When macular disease appears in later life it is called age-related macular degeneration (AMD). It usually affects people over 60 but can happen earlier. There are two main types of AMD – ‘wet’ and ‘dry’. In both types the cells of the macula (part of the retina at the back of the eye) become damaged, but whereas in dry AMD the loss of vision is gradual, wet AMD is more serious and without treatment vision can deteriorate within days.

In treating wet AMD, a special antibody drug is used which is injected into the affected eye stopping the development of unhealthy blood vessels, preventing fluid leaking and swelling and reducing the risk of bleeding. Most people need between 6 and 8 injections a year.

James Talks, Trevor’s Consultant Ophthalmologist at Newcastle Eye Centre explains: “The decision to treat a patient with injection therapy is based on whether or not there is fluid in the back of the eye and the best way of finding that out is via an OCT machine.

The machine creates cross-sectional images of the retina and is so sensitive it can detect the presence of fluid in microscopic amounts. The patient is seen about every four weeks and if the OCT shows fluid there, they are given the antibody injection.

Dr Lunn was one of our first patients to try this particular treatment. We now see 45 new patients per month with wet AMD and with the help of our OCT machines, we are able to pick up really tiny changes and treat accordingly.

Tynesight funds enabled us to buy our newest Heidelberg OCT machine, which is the most up to date equipment available. That’s the beauty of having a dedicated charitable fund like Tynesight supporting Newcastle Eye Centre. It means we can buy the very latest hi-tech equipment far quicker than we could otherwise have done.”

As at September 2014, Trevor has had 32 injections into his right eye and 2 into his left, and is delighted with his treatment:

Trevor explains: “It’s absolutely amazing. The critical thing is that the OCT shows the fluid even before I’ve been aware of any change. This treatment has meant the world to me. I could have lost my sight and instead I’m really happy with my vision now – it’s good enough to read my newspaper and play golf.”

He clearly feels very fortunate to be receiving such successful treatment: “Whilst having a clear-out recently,” he says, “I came across an old copy of an ophthalmology book from 1965. There was one sentence on macular degeneration: ‘a degenerative disease of the retina for which there is no known cause or treatment.’ How things have moved on thanks to equipment like the OCT machines at Newcastle Eye Centre and the generosity of those who donate to charitable funds like Tynesight.”
‘Flying Eyes’ jump off the Tyne Bridge in aid of Tynesight

In October, sixteen brave fundraisers flew through the air across the Tyne in a bid to raise money for the Newcastle Eye Centre at the RVI.

The ‘Flying Eyes’, who included members of staff from the Eye Centre, their friends and Tynesight supporters, zip-wired diagonally across the Tyne from the Tyne Bridge, 230 metres down to the finishing line at HMS Calliope on the Gateshead side of the river.

The sponsored zip-slide, organised by Tynesight Administrator Julie Nattrass, raised over £2,000 for Tynesight, the Newcastle Eye Centre fund.

www.justgiving.com/tynesight
The highly skilled clinical and nursing team in the Department of dermatology see over 80,000 patients every year and carry out an extensive range of investigations and treatments for skin cancer (melanomas) and all other types of skin conditions such as eczema, psoriasis and skin ulcers. The Newcastle based centre also provides a number of Clinics throughout the region in order to provide care to our patients closer to their homes.

All in all Dermatology is at the forefront of education, research and development and has very strong links with local Universities. Skin Deep aims to raise funds for equipment to provide new services, treatments and techniques which will improve the environment and experience for patients.

Thanks to the Skin Deep fund, the Trust has recently purchased a Lumina intense pulsed light system. This machine is like a laser but far more flexible. It can remove excess blood vessels, hair or pigmentation very effectively and with minimal discomfort. Excellent results are being achieved for patients with severe facial rosacea. The charity has also funded an Excimer Lamp – a form of ultraviolet light treatment. This is a hand held device that is excellent for treating localised areas of psoriasis, eczema or vitiligo.

Donations have also enabled the purchase of a UVA1 Lamp. UVA1 phototherapy is a specialised form of phototherapy that can treat inflammation in the lower levels of the skin. It is only available in five centres in the UK. Diseases such as morphea, scleroderma and graft versus host disease can all be treated by UVA1.
Charity begins at home for David Scott

David Scott from Newbiggin in Northumberland understands more than most the value of charitable funding. He also knows just how generous our North East public can be.

For the past 12 years, David has owned and run The Fruit Shop in Newbiggin but he will admit that aside from his greengrocery business, his first concern is his son Billy, 13.

Billy has Darier’s Disease, a rare inherited condition which causes the skin to develop large numbers of itchy lumps and blisters. It is not contagious or caused by an allergic reaction and there is a 50:50 chance that each child of an affected parent will inherit the condition. The severity of the disease varies greatly from patient to patient and is unpredictable. The rash is often on the chest, neck or upper back but can occur on any part of the body.

Billy was 4 years old when he first developed symptoms of a skin condition with blisters in his mouth and an itchy rash. Bill was referred by his local GP to the RVI Dermatology Department where Darier’s disease was diagnosed.

Since then Billy has fought an uphill battle trying to relieve the incessant itching and pain caused by the condition.

“It’s been a case of trial and error,” says David. “We’ve tried different tablets and creams for the last nine years. Some things have worked, but not all the time. Billy has to go to the RVI every three months to have blood tests and it’s really hard for him. Nights-times are the worst when the itching becomes unbearable and I feel so helpless. It really gets to me sometimes.

The attitude of some people doesn’t help. They make comments when they see the rash, as if Billy has something contagious. It’s usually adults who are the most critical. Billy’s friends at school are great and fully supportive, even sticking up for him when a teacher insisted that he tightened his tie and did up his collar! Billy’s neck gets red raw to the point that it is really painful for him to do his collar and tie up and his school mates know that.”

The current treatment includes having to have cream applied four times per day on Billy’s neck, face, arms and legs and treatments combed through his hair but as David says, “we just have to get on with it. It’s normal life.”

As well as being a devoted and hands-on dad, David decided to try and improve people’s understanding of the disease whilst also raising funds for Skin Deep.

Simply by having a collecting tin on his counter in the Fruit Shop, in less than two years, David has raised over £1,600 for Skin Deep.

“It’s amazing how little bits of small change can add up!” he says, “I’m so grateful to my customers in the shop.”

The best thing is that when customers ask what Skin Deep is all about, David is able to explain about the work of the Dermatology Department at the Royal Victoria Infirmary and correct some of the misconceptions surrounding his own son’s condition.
After an initial £0.5 million donation from Newcastle Healthcare Charity to kick-start the building of the MR Centre (opened in March 2006), fundraising for a second scanner required hard work from Beverly Hailstone, Centre Manager, and her team.

Speaking at the opening of the new suite, diabetes expert, Professor Roy Taylor, Director of the Newcastle Magnetic Resonance Centre, said:

“This piece of equipment will allow us to power ahead with our research into all kinds of conditions and diseases, including dementia, diabetes, heart disease and liver disease. It is a very powerful scanner which uses the most up to date technology to provide a detailed picture of the structure and function of tissue in very precise detail.”

‘Hairy Bikers’, Dave Myers and Simon King, came along to perform the official opening of the Charlie Crowe Scanner Suite.

For its inaugural scan the scanner was set to work to reveal the fabulous internal structure of the humble artichoke!

Hairy Biker Si King said: “What’s so exciting about this scanner is the difference it will make to the globally important work that Prof Taylor and his team do here. I’m enormously proud that this facility is in the North East and that this has been made possible by the generosity and support of so many people in the region. We’re very honoured and privileged to be part of the event here today.”

The two magnetic scanners are now working full-time to unravel the secrets of dementia, diabetes, Parkinson’s disease and many other conditions. Everyone working at the MR Centre is extremely grateful to all those who have donated to the fundraising over many years and anticipate enormous benefits in the future for people suffering from a range of conditions.

Charlie pictured in action, with his widow Ruth and daughter Lesley posing with the magnificent celebration cake made by Dr David Cousins

www.charliefcroweappeal.com
The Scholarship is named after Charlie McIvor Goyder who was a Newcastle medical student from 1874-1878. When he died on 10th December 1882, aged just 26 years, Charlie was the equivalent of a Senior House Officer at the Royal Victoria Infirmary. Friends and admirers collected a capital sum of £325 which has been used to supply the scholarship over the years. The only outgoings from the fund are a modest annual cash prize, currently £150 per year, but it is a most sought-after accolade.

The fund is now under the stewardship of Newcastle Healthcare Charity. Currently the fund stands at £3,000 and it is our aim to boost this to around £5,000, both to establish a firm financial base and be able to award a more significant prize to future scholars.

www.justgiving.com/goyder
Every year, employees from Siemens Protection Devices Limited (SPDL) in Hebburn, South Tyneside, embark on a charity cycle ride to raise funds for good causes in the North East area.

In the summer of 2014, a group of around twenty took on the 174 mile Hadrian Cycleway route over three days from 17th to 19th July. Their aim was to raise money for the Richardson Eating Disorders Service (REDS) Fund at the RVI as this has special significance to one of the team and his friends and family.

Siemen’s Business Development Manager, Michael Shiel explains: “Every year, we aim to hit a fundraising target of around £3,000 through our charity cycle ride which, with raffles and donations, we have managed to achieve since we started. Each cyclist pays for their own accommodation and meals whilst SPDL provide a donation through their Corporate Responsibility Fund to cover the hire of the back-up van, bike trailer costs and so on, for which we are extremely grateful.

This year, with the help of matched funding from SPDL, we have surpassed our own expectations, so a massive thank you to everyone who has supported us. We are especially pleased as the service provided by REDS has special significance to some of our Team and we are proud of our efforts to raise funds for this excellent local treatment facility”.

Even the British Summer didn’t dampen spirits during the 174 mile ride!