

19 November 2015

Statement for BBC online re: malnutrition in Salford

Kirstine Farrer, Head of Innovation at Salford Clinical Commissioning Group (CCG), said:

“Salford was chosen as a pilot site for tackling malnutrition in recognition of findings by the BAPEN (British Association for Parenteral and Enteral Nutrition) charity in 2013. The report suggested that, of Salford’s population of 35,000 aged 65 years or older, 14 per cent – or almost 5,000 people – may be at risk of malnutrition.

“Our work to date had involved high levels of commitment and partnership. This includes close working between organisations, such as Age UK Salford, voluntary organisations, Salford CCG, Salford City Council, Salford Royal and Greater Manchester West Mental Health Foundation Trust: the four partners who make up Salford Together, the name of Salford’s Integrated Care Programme.

“Our approach is to work within the community, raising awareness of malnutrition, how to identify it and, importantly, its prevention.

“This has included, but not limited to, a comprehensive marketing campaign – including use of social media – using posters, leaflets, fridge magnets and use of targeted surveys on eating well in older life.

“We have also supported shopping trips that see dieticians, dietetic assistants, Age UK Salford staff and staff from Salford Together taking older people around local supermarkets, offering them advice on nutritious goods.

“The Salford Together nutrition steering group has developed an e-learning package for staff, held events, produced diet sheets for hospital and community use and have developed a new public health signposting tool to identify residents with malnutrition. We are also working closely with GP and practice staff to raise awareness of the signs of malnutrition and how to adopt a food first approach, as a better early alternative to prescribed supplements.

“We strongly believe that treating malnutrition is not something that is solely the domain of the medical profession. Rather, working out in and across the Salford community, we consider that education and prevention is everybody’s business and we refuse to remain complacent in tackling this important issue.”

ENDS

Notes:

The Malnutrition Prevention Programme was established by the Department of Health in response to the Francis Report into the failings at the Mid Staffordshire Foundation Trust.

The Programme is overseen by the National Malnutrition Task Force: an independent group of experts across health, social care and local government united to assist the one million or so older people across the UK suffering – or at risk – from malnutrition.

Salford was one of five national pilot sites in the Malnutrition Prevention Programme which continued beyond the pilot year and is currently testing models of working holistically across

communities in a bid to continue to address avoidable and preventable malnutrition in older people.

For further information visit: <http://www.malnutritiontaskforce.org.uk/prevention-programme/salford/> or <http://www.ageuk.org.uk/salford/>