

Your Hospitals

The newsletter for Foundation Trust members

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New Breast Care Centre unveiled

A NEW Breast Care Centre at Blackpool Victoria Hospital will make a huge difference to the care provided to local people.

The unit, built at a cost of more than £600,000, was officially opened recently by popular entertainer Linda Nolan, herself a breast cancer patient who has undergone treatment at Blackpool.

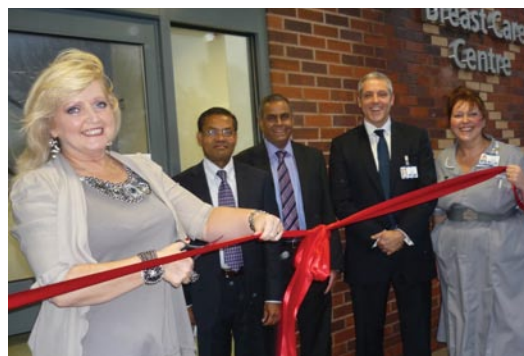
Support for the unit has come from the Blackpool Teaching Hospitals NHS Foundation Trust's charity, the Blue Skies Hospitals Fund, who donated £518,000 to the project. The League of Friends at Blackpool Victoria Hospital donated more than £68,000 for new equipment and the Rosemere Cancer Foundation supported the furnishing of a new patient room to the tune of £16,000.

Nurse Consultant in Breast Care, Debbie Tysver-Robinson, said: "The centre is a major boost to the people of the district. It will consolidate all aspects of the breast service into one building so that we can provide a better patient experience.

"Patients will also be able to access diagnostic tests such as mammogram and ultrasound, meaning that they will be able to have the majority of tests on the same day."

New state-of-the-art equipment has also been purchased for the unit which will also help provide local people with access to some of the best medical technology available.

Consultant Radiologist, Dr Linda Hacking said: "A new superior state of the art digital mammography unit costing in the region of £300,000 has been purchased which gives improved image quality and helps spot early detection of any abnormalities. The images are available instantly without the



▲ Linda Nolan opens the new Breast Care Centre at Blackpool Victoria Hospital watched by consultants Mr Kiri, Mr Rajan, Chief Executive Aidan Kehoe and Breast Care Nurse Consultant Debbie Tysver-Robinson.

need for films and chemicals.

"There has also been investment in top quality magnetic resonance scanning and we are now able to investigate breast problems using upgraded software ensuring accurate diagnosis, and patient comfort."

Opening the centre Linda Nolan said: "I used to visit the old unit and there wasn't a lot of room so it is lovely to see something so bright, new and spacious and I'm delighted to be part of it. It is a very exciting development, there is lots of room and one of the best things I can say is that it doesn't feel like a hospital and I think it is important that it's a nice place to be when you are seeing a consultant or a nurse."

Linda received flowers donated by Four Seasons Florist, Vicarage Lane, Poulton.

Paul Bailey, Head of Fundraising and Voluntary Services for Blue Skies Hospitals Fund said: "We are delighted to have seen the public provide so much financial support for such a wonderful new facility.

"The new unit has received excellent backing from the community and will provide the best possible facility for people in the area."

Chairman's welcome

WELCOME to the latest edition of the Trust's Your Hospitals newsletter.

We have seen a number of achievements since the last newsletter with the Trust's major events – the Annual Members and Public Meeting and the Celebrating Success Awards and Celebration Ball, both of which are featured in this newsletter – proving to be huge successes.

We have had an extremely successful year and made significant progress in key

areas such as patient safety and quality and this is making a real difference to patient care. The Trust has continued to invest in new buildings and developments to ensure patient care is delivered from state-of-the-art facilities and the new Urgent Care Centre and Women & Children's Unit are wonderful. Work continues to progress well on the new surgical centre which we are sure will provide even better facilities for local residents.

Other improvements were also made to the hospital environment to improve the privacy and dignity of

patients with £600,000 spent across all sites to deliver single sex accommodation through improvements in toilet and bathing facilities and wall partitions on wards.

Looking ahead to the next 12 months we will have to look at innovative ways to improve efficiency in all areas whilst ensuring our services are of the highest quality. We know with the continued dedication of our staff and the support of our governors, members and volunteers, we can continue to go from strength to strength and achieve our vision of being among the



top 10% of hospitals in the country.

I would like to take this opportunity to wish everyone a happy new year and I hope 2011 is a good year for everybody.

Beverly Lester, Chairman



▲ A group of staff receive their personal achievement awards from Chief Executive Aidan Kehoe and Chairman Beverly Lester.

Annual Members' and Public Meeting

STAFF were praised for their "exceptional" achievements at the Trust's Annual Members' and Public Meeting.

The praise came from Trust Chief Executive Aidan Kehoe as almost 300 staff received awards for either long service or for picking up an educational qualification during the past 12 months.

Staff were also praised for the part they had played in the Trust's improvements in relation to reducing infection and clinical improvements.

Chief Executive, Aidan Kehoe said "We were proud to have hit all of our performance targets, particularly the A&E four hour waiting times in what was perhaps our busiest ever winter. We continued to meet the 18 weeks target with huge improvements in audiology waiting times."

Blackpool Cardiac Nurse of the Year announced

A WOMAN described as "the perfect ward sister" has been voted the Blackpool Cardiac Nurse of the Year 2010.

Sister Jackie MacGillivray won the award, voted for by members of the public and hospital workers at the Trust's Annual Members and Public Meeting. Sister Lesley Helliwell, a Senior Cardiac Research Nurse, was named as the runner up.

Jackie, who works on Ward 38 at the Lancashire Cardiac Centre, was nominated for her professionalism, supportiveness and for being 'the perfect example of what a ward sister should be'.

This is the second year of the competition launched by Wyre Public Governor, and retired Cardiothoracic Surgeon, Mr Ramesh Gandhi, who presented a prize of £300 from himself and his wife May to winner Jackie.

Mr Gandhi said: "Jackie has always gone above and beyond



▲ L-R May Gandhi, Jackie MacGillivray, Phil MacAdam and Ramesh Gandhi.

the call of duty and wants to be very hands on. This is a very well deserved award for her. I am told by her colleagues that she runs Ward 38 like a military operation and with care and consideration."

Jackie said: "I'm very proud to have received this award and honoured to have been nominated by my colleagues and patients.

"I would like to give some of the recognition to my colleagues, it's not only down to the individual. It's a team game and I am so lucky to work as part of such a dedicated and hardworking team who make my job easier and ensure quality patient care is provided."

Trust teams win **National Awards**

THE work Blackpool Hospitals has been doing to improve communications and staff engagement has been recognised through a prestigious national award.

Blackpool Teaching Hospitals NHS Foundation Trust was the overall winner in the 'Best Internal Communications' category of the Association of Healthcare Communications and Marketing Awards 2010.

The communications team beat off tough competition from all over the UK from more than 250 entries and was described by the judges as "a very high quality operation".

Judge Professor Anne Gregory, Director of the Centre for Public Relations Studies, said: "This was an extremely effective internal communications programme yielding very real and positive results. Good co-ordination with HR and other corporate functions was obvious.

Aidan Kehoe, Chief Executive of the Trust, said: "We are absolutely delighted that the work the Trust has

been doing to improve communication and staff engagement has been recognised through this award. The communications team has been working in partnership with our HR and other corporate teams to make sure that we listen to and involve staff and tailor our communications in response to their views."

The Trust's Maternity Team was nationally recognised for the work it has been doing to improve quality and safety of care for women during pregnancy and birth.

The team was named the overall winner in the Improving Maternity Services category of the prestigious Nursing Times Awards 2010 and was highly commended in the Patient Safety category.

One of the key achievements of the team has been the huge reductions in Caesarean sections. Three years ago Blackpool had the highest Caesarean section rate in the North West but through a number of schemes to improve the care and support of women through normal birth, Caesarean rates have fallen from 28 to 24%. This is much better for mothers as it improves the quality of the birthing



▲ Chairman of the AHCM, Jo Yeaman; Web Services Manager, Paul Fearnley; Award Sponsor Taylor Fitch; Head of Communications, Caroline Hastie; Communications Manager, Derek Quinn.



▲ The Maternity Team being presented with their Nursing Times Awards 2010.

experience, reduces recovery time and shortens their length of stay.

Aidan Kehoe, Chief Executive of the Trust, said: "Well done to all the staff who have been involved in making these changes for the benefits of women and their families across the Fylde Coast."

Celebration Ball 2010

THE fourth Celebrating Success Awards ceremony and Celebration Ball took place at the Tower Ballroom in Blackpool.

The event was a great success and gave staff members from around the Trust the chance to share best practice, recognise their colleagues and celebrate the fantastic work they have done.

Chief Executive, Aidan Kehoe said: "We hold the Celebrating Success Awards annually as a celebration of the work our staff do, to continually improve the care they provide to our patients. The awards highlight the passion of teams and individuals in the Trust to deliver the best healthcare service possible.



▲ Simone Anderton collects the Chairman's Award from Chief Executive Aidan Kehoe, left, and Chairman Beverly Lester

"We ensure that the event is cost neutral by gaining support from local and national organisations and I would like to thank them for their generosity."

Chairman, Beverly Lester said: "The standard of entries for the Awards seems to get better year upon year and this year the judging panel had a very hard time indeed to decide on the winners and runners up.

"Well done to everyone who won an award and to those shortlisted but congratulations to all those people

who were nominated in the 158 entries received. To be nominated is a fantastic achievement."

Team of the Year Award

Winner: Sterile Services Department

Radio Wave's Unsung Hero Award

Winner: Alan Singleton, Archive and Filing Clerk

Partnership Award

Winner: Age Concern Blackpool and District Hospital Aftercare Team

Inspirational Leadership Award

Winner: Simone Anderton, Head Nurse, Medical Division

Service Transformation Award

Winner: Clubfoot Team

Patient Safety Award

Winner: Global Trigger Tool Team

The Gazette's Patients' Award

Winner: Leanne Lamb, Play Specialist

Chairman's Award

Winner: Simone Anderton, Head Nurse, Medical Division

Patients to benefit as new electronic patient record system **goes live**

BLACKPOOL Victoria Hospital has gone live with a new electronic patient record system.



Patients attending the Trust's A&E department will now have the details of their healthcare recorded on an electronic system. This is the first phase of the new system which will be implemented throughout the hospital over the next few years.

Trust staff have named the programme "Vision" as they felt that it was a key element in the delivery of the Trust's aims relating to high quality, safe patient care.

Chief Executive of Blackpool Teaching Hospitals NHS Foundation Trust, Aidan Kehoe, said the introduction of Vision would provide major benefits for patients and staff as well as financial benefits for the organisation.

He said: "This is an exciting time for the Trust. We are leading the way with the use of this new technology and are looking forward to the roll out of Vision across the organisation. What is particularly impressive about

this programme is that it is all being undertaken in partnership with our staff who have been involved in designing and developing the system throughout the implementation process.

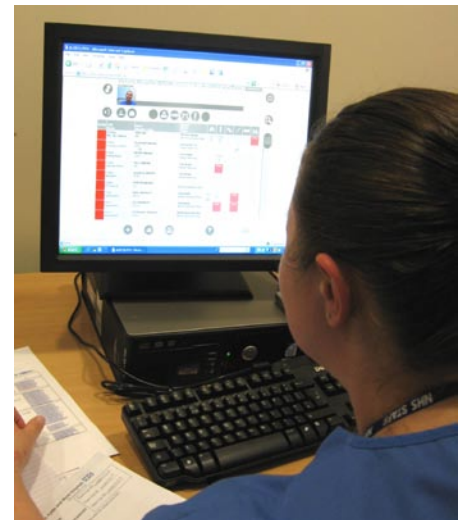
"It will give our staff access to constantly updated information

wherever the patient is in our hospitals and clinical staff will have all patient details at hand, including any relevant medical history and test results.

"This will ensure we have a safer service, carry out fewer duplicate investigations and reduce the number of avoidable admissions to hospital. I am confident that this is the first step in a major change programme that, when finished, will provide huge benefits to the way patients are treated for many years into the future and make major financial savings for the organisation as we ensure that patients get the right treatment at the right time."

He added: "The Vision project is an integral part of our long term service planning which is designed to provide better care and better value."

Clinical Director for A&E, Mr Nigel Kidner said: "The staff are excited about the potential of the new Vision system in



▲ A member of staff at Blackpool Victoria Hospital undergoing training on the hospital's new electronic patient record system

relation to improving patient care.

"Training and familiarisation with the system has been ongoing for some time now and the feedback about the Vision system has been extremely positive."

The Vision system is provided by ALERT® Life Sciences UK.

Their software has already been adopted in 11 countries including Portugal, Spain, Italy, Netherlands, United Kingdom, Switzerland, Brazil, USA, Malaysia, Mexico and Chile and been implemented, or is in the process of being implemented, in more than 12,600 institutions.

Would you like to be a Patient Representative on the Trust's R&D Committee?

BLACKPOOL hospitals are looking for two members of the public to help promote clinical research.

The Trust's Research and Development Committee is looking for patient representatives to promote research activities across the hospital to ensure it is a centre of research and clinical excellence.

Michelle Stephens, Research and Development Manager, said: "We would like two patient representatives to join the committee which is made up of doctors, nurses and managers.

"The roles will be to promote research activities and be a contact for patients who are involved, or thinking of becoming involved, in research and for staff who are

developing their own studies.

"The Committee will also be interested to hear your experiences of being involved in research or ideas for new areas of research you think the Trust should be carrying out."

Dr Peter Isaacs, the Trust's Research and Development Director, added: "We would very much value the contribution of our patients and public in the work of the R&D Committee. We have recently published a new R&D Strategy which sets out our goals for research for the next three years and patient involvement will be key in helping us achieve these."

If you would like to find out more information, please contact Michelle Stephens, Research and Development Manager on 01253 655336 or michelle.stephens@bfwhospitals.nhs.uk

Trust gains teaching status

THE Trust changed its name to Blackpool Teaching Hospitals NHS Foundation Trust on December 1st.

This is to recognise that the Trust has been awarded Teaching Hospitals status - recognising its excellent standards in the education and training of medical students and health professionals.

Aidan Kehoe, Chief Executive, said: "To be awarded Teaching Hospital status is fantastic news and is recognition of the great work that has been taking place to develop a learning culture across the Trust. We are totally committed to providing excellent education and training opportunities for our staff to enable them to achieve their full potential and deliver the highest standards of care for our patients."

The Trust's new name was ratified after consultation with Governors, staff and other stakeholders.

Children's clinic welcomes first visitors

CHILDREN were welcomed by Ivor the Builder into the new Children's Clinic at Blackpool Victoria Hospital recently.

Ivor is the mascot of builders Laing O'Rourke who developed the new unit as part of major improvements provided to care for children at the hospital and his visit went down a treat with the youngsters on the unit's opening day.

The new clinic is part of the recently opened Women and Children's Unit at the hospital and boasts state-of-the-art facilities including larger and better equipped clinical areas and modern play equipment which makes the facility far more welcoming for poorly children.

One particular attraction is the new nurses' station which has been built in the shape of a Galleon Ship as part of a general seafaring theme run throughout the unit.

Carol Pearson, from Cleveleys, mum

to three-year-old Callum Hartley, said: "The facilities are so child friendly and beautiful. The Galleon Ship as a counter is great and the play area for children has been well planned.

"The children won't want to go home after being here. The staff are so child focussed, it is a real pleasure to come here."

Leigh Carter, Project Manager for Laing O'Rourke said: "The development has been a challenge but one that we have enjoyed working on. The end result is great and the kids will love it. Our company has spent many hours on site building and constructing the new unit and to see it all come to life is amazing."

Laing O'Rourke has donated funds towards the Children's Clinic and was also the company to arrange the building of the Galleon Ship which is the nurses' station.

Dr Peter Curtis, Paediatric Consultant added: "Our facilities are now more comprehensive, offering a wide range



▲ Callum Hartley, aged three, here with Ivor the Builder



▲ The Galleon Ship Nurses Station

of services to the children of Blackpool and the Fylde coast. We have a team of dynamic staff who are very patient focussed offering better care and value to all who walk through our doors."

Blackpool Hospitals first in the UK to screen for superbug MSSA

PATIENTS admitted to Blackpool Victoria Hospital are to be screened for the potentially life-threatening superbug MSSA as part of the Trust's drive to cut hospital infections.

The Trust is believed to be the first in the country to introduce the rapid screening test for Meticillin-Sensitive Staphylococcus Aureus (MSSA).

Swabs are taken from patients who are admitted as emergencies through A&E, the Clinical Decisions Unit, the Surgical Assessment Unit or Critical Care. These are then fast-tracked to the Microbiology Department and processed and a positive or negative result for MSSA is fed back to the ward within two hours.

By picking up MSSA early, optimum treatment can start and quality of care to the patient is greatly improved.

MSSA is a type of bacteria which

lives on the skin and in the noses of about one in three people. It is five times more common than the well know infection MRSA. The bacteria is normally harmless but can cause an infection when it enters the body, for example, through a wound. MSSA can cause serious infections such as septicaemia (blood poisoning).

The Trust has been carrying out this rapid screening test for MRSA since 2008 and the results have been staggering.

In 2007/2008 the Trust reported 40 cases of MRSA bacteraemia. This number reduced by 78% (9 bacteraemias in 2008/2009) and 80% (8 bacteraemias in 2009/2010). Since April 2010 there has been just one case of MRSA bacteraemia. The Trust is hoping to see similar reductions of MSSA through the introduction of this screening procedure.

Dr Nick Harper, Director of Infection Prevention, said: "We are delighted that we are now able to introduce this

very important infection prevention programme for MSSA. It has worked extremely well for MRSA where we have seen massive reductions in these infections. MSSA is around five times more common than MRSA so we are hoping to see an even greater impact for a much bigger group of patients."

He added: "Hospital infections are one of the biggest areas of public concern. Patients can be reassured that eliminating hospital acquired infections is a key priority for the Trust."

Dr Achyut Guleri, Consultant Microbiologist, said: "MSSA lives on the skin of around 30% of the population and is harmless but if it enters the system it can cause infection. Patients who have infections such as MSSA are more likely to have more theatre visits, extended lengths of stay in hospital and will require more nursing care."

He added: "We are confident that this new screening programme will make a real difference to patients."

Membership seminars

THERE have been three membership seminars since our last issue.

On Wednesday, August 11th 2010, Mr Imran Rahman, Ophthalmic Consultant provided an enlightening presentation on Cataract/Cornea Problems



▲ Imran Rahman

Mr Rahman said: "To give you some idea of the scale of the problem of cataracts, the number of procedures has quadrupled over the past 20 years with more than 300,000 procedures performed in the UK last year.

"With the advancements in technology surgery has become more accessible with a greater success rate over 80% of patients no longer needed glasses or contact lenses to see clearly at all distances."



▲ Philip Graham

On Wednesday, September 8th 2010, Mr Philip Graham, Head of ICT delivered a presentation on the VISION programme (the Trust's new Electronic Patient Record).

Mr Graham said: "Research has shown that electronic patient records enhance patient safety and lead to more timely treatment by shortening the waiting time for test results and reducing the chance of medication errors.

"They also make it easier for patients to schedule appointments, fill prescriptions and have access to their medical records. Other benefits include reducing the length of stay for patients, through streamlining access to investigations, treatment and information."

On Thursday, October 28th 2010, Dr Linda Hacking, Consultant Radiologist, gave a presentation on Modern Imaging in Breast Cancer. She also talked about the newly refurbished Breast Care Unit. Dr Hacking said: "This is an exciting development for all women and men with breast problems across the Blackpool, Fylde & Wyre district. They will now be able to access state-of-the-art facilities.



▲ Dr Linda Hacking

"Our clinics will run differently than before, as the majority of patients' investigations will be performed in the unit on their first visit. The results will be available much quicker than before and due to the enhancement of result images means a better and more accurate diagnosis can be given which also means fewer trips to hospital."

Seminar Dates for 2010/2011

Here are some important dates for your diary this year (all seminars will be held at Blackpool Victoria Hospital) and you will need to contact the Membership Office on 01253 306673 to book your place:-

Date & Time:	Venue:	Details:
Thursday 16th December 2010 2.30 - 3.30pm	Lecture Theatre Education Centre	Nicola Worrall, Health Education Practitioner & Chris Lewis, Alcohol & Tobacco Officer, Seminar on "A better tomorrow starts today - Making steps towards a healthier lifestyle".
Friday 11th January 2011 2 - 3pm	Lecture Theatre Education Centre	Dr Isaacs, R&D Director, Dr Thomas, Assistant R&D Director & Michelle Stephens, R&D Manager, Seminar on "Today's Research, Tomorrow's Care - Why Research Matters to You?"
Monday 7th February 2011 2 - 3pm	Lecture Theatre Education Centre	Mr Paul Bailey, Head of Fundraising "The importance of donated time & money, and how fundraising & volunteering benefits the Trust and its patients."
Wednesday 16th March 2011 2.30 - 3.30pm	Lecture Theatre Education Centre	Dr Warburton, Consultant Urologist, Seminar, on "Prostate Cancer - What you need to know."

To book your place call 01253 306673 or email: members@bfwh.nhs.uk

Information on local hospital data launched in new public website

MEMBERS of the public can now see information about how their local hospitals perform in key areas such as infections, mortality rates, patient falls and medication errors.

A new website has been launched by the Trust as part of its commitment to improve patient safety and provide 'Best in NHS Care' to its patients.

The Trust is believed to be the first in the country to provide such high level and up-to-date information about its performance.

The new website provides latest data

on key patient outcomes as well as information on waiting times, lengths of stay, complaints, cleanliness, hospital food, and patient and staff opinion of our hospitals.

Dr Paul Kelsey, Medical Director, said: "Improving patient safety and delivering the highest quality care to our patients is our top priority. We believe that by publishing this information we are demonstrating that we are genuinely committed to continuous improvement.

"By focusing on key areas of patient safety the Trust has already seen major reductions in areas such as hospital infections, mortality and patient falls. For example the work we have done with staff and patients to focus on

preventable hospital infections has led to an 80% reduction in MRSA.

"Mortality rates have also fallen steadily for the past two years and we are making real reductions in the number of patient falls whilst in our care. By publishing monthly comparative data, patients and the public will be able to see at a glance how we are performing and see the actions we are taking to further improve."

Members are encouraged to provide feedback about the website <http://www.bfwhospitals.nhs.uk/about/performance/> by completing a small survey. Email communications@bfwhospitals.nhs.uk with your comments.

Changing Lives

TO celebrate the amazing work staff across the Trust do to transform the lives of patients, the Communications Department has recently launched a special series of features highlighting the positive impact the Trust's services have had upon patients.

The patient based features called 'Changing Lives' look at ways in which surgeons, other clinical and non clinical members of staff, new techniques or technology have significantly improved patients' lives.

Log on to www.bfwh.nhs.uk/departments/comms/changinglives.asp to read all about it.

Patients featured so far include Mr Herbert Sowerby whose sight had deteriorated due to cataracts on both eyes affecting his vision before being treated by Consultant Ophthalmologist, Mr Shreyas Raj.

Mr Sowerby, 80, from Blackpool said: "I had noticed a gradual difference in the clarity of my sight for some time, but I was in denial. It was only at the end of 2009, when it became difficult to drive because of blurred vision, that I knew something was seriously wrong and went to my GP who referred me to Victoria Hospital for treatment.

"Since having my cataract operations I have noticed a significant change for the better, I can see fully out of both eyes for the first time in years. My life has returned to normal and I can now read as clearly in artificial light as I can in day light. I can also now drive again too."

Another person featured is Keira Jones from East Anglia. Keira, 2, suffered with a rare form of club foot from birth and her mother Claire Stephens contacted a special team at Blackpool to see if they could help. Claire saw renowned Consultant Orthopedic surgeon, Mr Steve

Mannion on the BBC 1 series "Superdoctors" and asked if he could help her daughter after one operation and 18 months' treatment in East Anglia had failed to correct her daughter's foot.

Mr Mannion performed corrective surgery upon Keira in January this year, and since then, Keira has been able to walk correctly with her heel on the ground. Apart from wearing a special foot abduction brace at night and receiving physiotherapy at Victoria Hospital until she is five, Keira has been effectively cured of her condition.

Claire said: "Seeing her walk properly, with her heel to the ground, and her being able to wear normal



▲ Mr Herbert Sowerby.

shoes is amazing!

"I would really like to say a massive thank you to Mr Mannion and his team. Although the department is very busy, the team has always treated Keira and the family with respect and dignity, giving her the much needed treatment in a friendly, compassionate manner. We would

also like to say a huge thank you to Felicity from the physiotherapy team who has supported us right from the beginning."

If you have a story about how services at our Trust have changed your life then please complete the Changing Lives Feedback Form on our website or alternatively call the Communications Team on 01253 306875.



▲ Felicity Reay, Victoria Hospital Paediatric Physiotherapist, Keira Jones and her mum Claire Stephens.

CONGRATULATIONS

to Julieanne Fleetwood, based at the National Artificial Eye Service, whose entry was the first correct one out of the hat for the "Whose Logo" picture quiz in the the last issue of Your Hospitals.

Julieanne is pictured receiving her prize, £50 worth of gift vouchers, kindly sponsored by CDC Printers of Poulton.



The correct answers to the "Logo" quiz in Issue 10 were:

- 1) Land Rover
- 2) Dell
- 3) Royal Bank of Scotland
- 4) Nestle
- 5) Porsche
- 6) Pizza Hut
- 7) CNN
- 8) Fed Ex
- 9) Coca Cola
- 10) Disney.

Whose Logo?



DUE to the popularity yet again, here are 16 well known logos, but do you know what they are?

The winner will receive £50 worth of shopping vouchers courtesy of Corporate Design Company (CDC) Ltd based in Poulton-le Fylde. Simply send your completed entries with your details to the address below by the closing date of February 28th 2011.

Freeport RRZB-RRAU-TGET, Blackpool Fylde and Wyre Hospitals NHS Foundation Trust, Communications Department, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool FY3 8NR



Name:

Address:

Postcode: Preferred Tel No:

(Please tick as appropriate) Public member Staff member

Please write your answers in here:

1.	5.	9.	13.
2.	6.	10.	14.
3.	7.	11.	15.
4.	8.	12.	16.

Useful contacts:

- Membership Officer:** Tel: 01253 306673, members@bfwh.nhs.uk
- Governors:** Tel: 01253 306673, governors@bfwh.nhs.uk
- Trust's website:** www.bfwh.nhs.uk/members
- Trust's Freepost Address:** FREEPOST: RRZB RRAU TGET, Membership & Communications Officer, Blackpool Victoria Hospital

New Member Recruitment Form

New Member Recruitment Form

Title & Full Name:

Address: (including postcode)

Daytime Tel:

Email: (We would like to contact as many members as possible by email, as this is the most cost-effective method of communication. If you are willing to receive information by email, please enter your email address in the box below)

Signature:

Today's Date: (DD/MM/YYYY)

About you (please tick as appropriate)

Date of birth (DD/MM/YYYY)* Male Female

Ethnic Group

White British Irish Other White

Black or Black British Black Caribbean Black African Other Black

Asian or Asian British Asian/Indian Asian/Bangladeshi Asian/Pakistani Other Asian

Other ethnic group Chinese Other ethnic group

Mixed White & Black Caribbean White & Black African White & Asian Other mixed background

The Department of Health asks us to collect ethnicity information from our members so that we can be sure we are representing all sections of the community.