

# Core brief

## Daily update

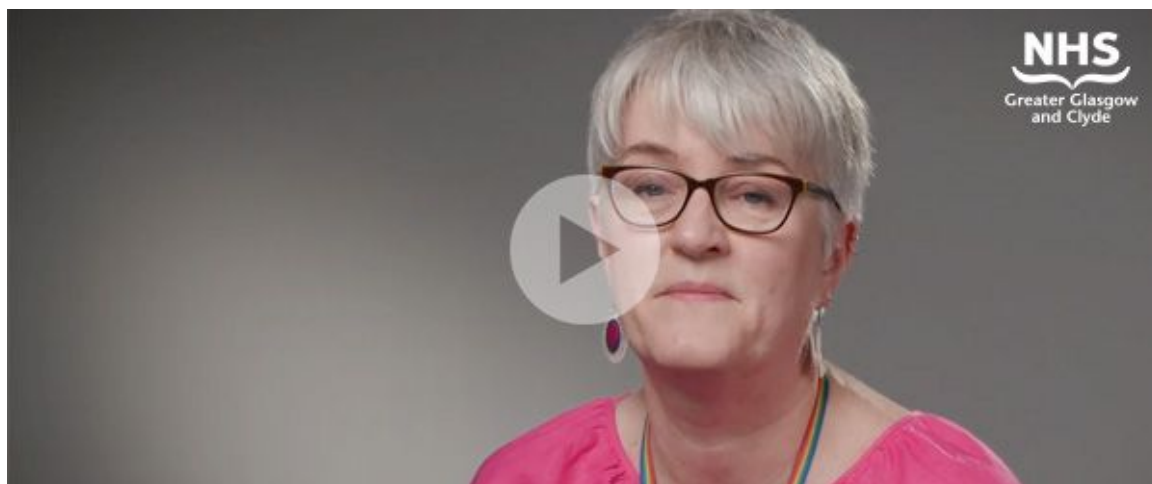
(8 June 2021, 12.15pm)

Topics in this Core Brief:

- COVID-19 vaccination rollout – biggest in history
- What Matters To You Day – Spotlight IRH Pharmacy
- RAH Neonatal Unit receives Unicef accreditation

### COVID-19 vaccination rollout – biggest in history!

Today marks six months since the first person was vaccinated against COVID-19 in NHSGGC. Since then, we've now administered more than 1.1million doses of the vaccine across care homes, GP surgeries, vaccination centres and in people's homes. [In the video below](#) Anne Harkness, Vaccine Programme Director, thanks all staff involved in the biggest vaccine rollout in history.



### What Matters To You Day - Spotlight IRH Pharmacy

Wednesday 9 June this year is What Matters To You? (WMTY) Day. We're encouraging everyone to have a meaningful conversation with the people they care for, their families, and colleagues, about what matters most to them.

WMTY day is celebrated and promoted internationally every year; here, Jennifer Crawford, Lead Clinical Pharmacist for Older Peoples Services in Clyde, shares her team's plans to ask, listen and do what matters to people on WMTY day this year.

“Talking to patients about what is important to them is a key part of the pharmacy team’s role; however, for WMTY day this year we wanted to make a special effort to make sure we asked everyone; patient, family member or colleague; this question. So this year for WMTY day, the IRH pharmacy team is going to ask everyone they encounter that day what matters to them about their medicines.

We’re going to write down who we speak to, and what they tell us matters to them. This means that after the day we can think as a team about what we’ve learned as a result of the conversation; do we need to ask the question differently next time? Are there any common themes we need to consider as a service?

I’m hoping we’ll feel more comfortable asking people what matters to them every day as a result of this. I’m really interested to find out what matters to patients, families and staff. If this approach works, we’re planning on spreading across more pharmacy teams within NHSGGC for WMTY day next year.”

Photographers from Medical Illustrations can be booked in advance to come and take photographs of activity (clinical activity allowing).

Please email: [medical.illustrationsGRI@ggc.scot.nhs.uk](mailto:medical.illustrationsGRI@ggc.scot.nhs.uk) and complete the attached form -  [267145 MIS PR REQUEST.pdf](#)

To share your WMTY story, email [person.centred@ggc.scot.nhs.uk](mailto:person.centred@ggc.scot.nhs.uk) or use social media - #WMTY21 and @nhsggc

### **RAH Neonatal Unit receives Unicef accreditation**

A neonatal unit which cares for some of sickest babies in Scotland has achieved Unicef UK Baby Friendly Initiative status.

The unit at the Royal Alexandra Hospital in Paisley achieved the Baby Friendly Stage 3 Accreditation for its care of the most vulnerable babies and their families.

The Baby Friendly Initiative (BFI) supports parents to have close and loving relationships with their pre-term or sick babies by enabling them to touch, talk and care for them as well as supporting skin to skin contact and responsive feeding.

It values parents as partners in care, with 24-hour access to their babies and aims for parents to be seen as the primary care givers. This has led to the unit’s clinical staff providing specialised care, while acting as teachers and supporters to parents as they learn to care for their baby.

Staff work with parents to help babies to receive breast milk and to breastfeed when possible. This includes discussing with parents the value of breast milk for premature and sick babies’ current and future health as well as development. All parents within the unit are supported in their preferred choice of feeding.

Acting Chief Nurse for Women’s and Children, Tricia Friel said: “The staff at the unit are delighted to be recognised by Unicef in this way.

“Each year in Greater Glasgow and Clyde, around one in 10 babies are admitted to neonatal units, having been born sick or premature. These babies are very vulnerable and frequently face serious challenges to their health and development.

“The parent-child relationship and breast milk feeding are vitally important to give these babies the best possible start in life.

“Staff have always delivered specialised care to the children, however, we now put the parents at the centre of care for their child which is hugely beneficial to the whole family. The benefits of this early closeness goes way beyond a baby’s stay on the neonatal unit.

“Our aim is to have a culture which supports parents to be primary care givers and nurture them in their role as parents within the neonatal unit. We have had great feedback from families saying they feel much more confident caring for their baby both in the neonatal unit and when discharged home.

“This culture change has been embraced by every member of the team and the unit is extremely proud to achieve this award.”

Please keep up-to-date with the latest guidance on our dedicated web pages at: [www.nhsggc.org.uk/covid19](http://www.nhsggc.org.uk/covid19). If you have any questions about the current situation please check the [FAQs](#) first. If you have any further questions, please email: [staff.covid19@ggc.scot.nhs.uk](mailto:staff.covid19@ggc.scot.nhs.uk)

\*\*\*Staff are reminded to make sure their [personal contact details are up to date on eESS](#).\*\*\*

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