

European Heart Failure Awareness Day 2012 - Gloucestershire's Contribution

Within our NHS organisation all computers have a 'time out' screen-saver. This is usually the corporate 'NHS Gloucestershire' logo. For European Heart Failure Awareness Day this year, I decided to utilise this to advertise the day. I used the poster provided by the British Society for Heart Failure, with the addition of our local Service number. Our helpful graphics department made this into a screensaver for me. For the week leading up to the Awareness Day any computer in the organisation left idling for more than a few minutes reverted to the Awareness Day screen-saver. The screen-saver will potentially have been seen by several hundred clinical and non clinical NHS staff. One of our specialist nurses was able to use the screen-saver to trigger discussion with patients, who were pleased to see that attempts were being made to raise awareness of this condition.

In a busy Service, this method of raising awareness aimed to provide maximum input to as many people as possible. Coupled with this, a paragraph in the local GP Bulletin provided some detail about the impact of heart failure on the patient and the benefits in terms of mortality, quality of life and hospital re-admissions of involving a specialist nursing service in the management of heart failure patients.

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