

BAPEN & Malnutrition Awareness Week

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www.bapen.org.uk

BAPEN is a Charitable Association that raises awareness of malnutrition and works to advance the nutritional care of patients and those at risk from malnutrition in the wider community.



BAPEN
Malnutrition
Matters

UK Malnutrition Awareness Week

October 2019

TOTAL CAMPAIGN UK REACH:
449.6 MILLION



BAPEN

*Putting patients at the centre
of good nutritional care*



Malnutrition Task Force
Eating and drinking well in later life

M&F Health

Malnutrition



Disease-related Malnutrition

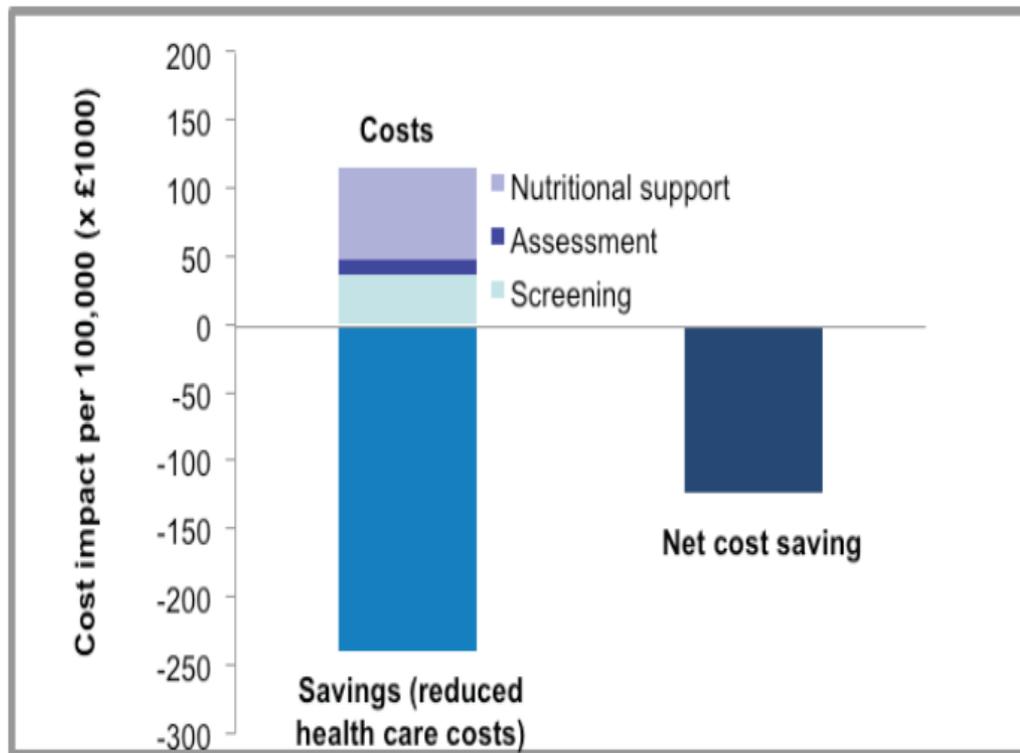


Consequences of malnutrition in the UK

- Malnourished people:
 - See their GP twice as often
 - Have 3 times the number of hospital admissions
 - Stay in hospital >3 days longer
 - Have more ill health (co-morbidities)
 - Higher mortality

Saving money by managing malnutrition

(NIHR/BAPEN economic analysis 2015)



Savings of at least £123,530 per 100,000 population

£308,820 per 250,000 people (average CCG size)



NUTRITION SCREENING SURVEYS IN HOSPITALS IN THE UK, 2007-2011

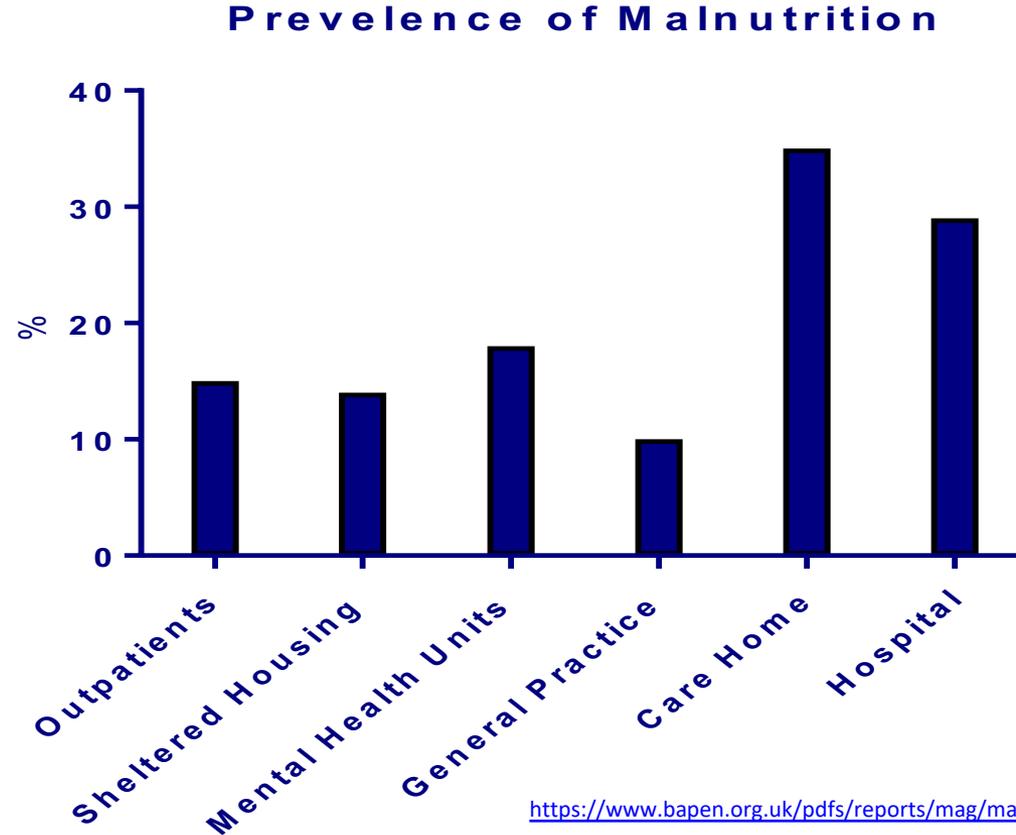
A report based on the amalgamated data from
the four Nutrition Screening Week surveys
undertaken by BAPEN in
2007, 2008, 2010 and 2011

C A Russell and M Elia
on behalf of BAPEN and collaborators

- Malnutrition = medium + high risk MUST score
- 4 annual screening weeks 2007-11
- 2/3 of hospitals had a nutrition team
- 661 hospitals
- 34,699 patients
- 28% malnourished on admission to hospital

Disease related malnutrition is a significant problem which is largely treatable

- 5% of population have DRM ~ 3 million people
- 93% of these are free living; 5% in care homes; 2% in hospital



<https://www.bapen.org.uk/pdfs/reports/mag/managing-malnutrition.pdf>

<https://www.bapen.org.uk/pdfs/economic-report-full.pdf>

1 in 10 older people*



are suffering from or are at risk of

malnutrition

Background: *UK Malnutrition Awareness Week*

OBJECTIVES

Raise awareness of malnutrition (and dehydration) amongst the **general public** and encourage use of **self-screening** tools.

Ensure that all **health and social care professionals** understand their role in preventing and treating malnutrition and routinely **screen** for malnutrition risk.

Demonstrate what **good nutritional care** looks like and help organisations and individuals achieve it.

Increase investment in treatment and the prevention of malnutrition and engage key stakeholders and **policy makers**.

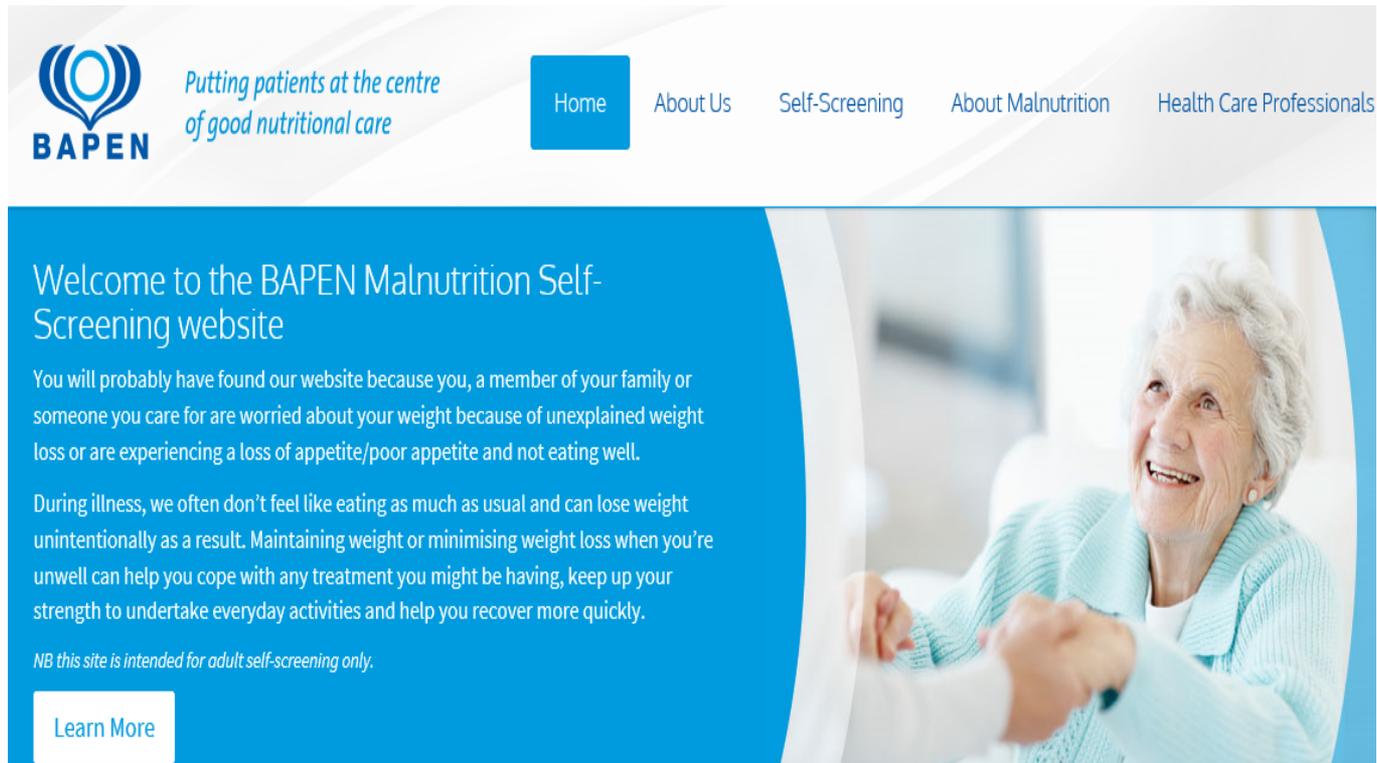
Engage the wider public sector, local and national government, commercial organisations, third sector and voluntary sector organisations.

Aspirational objectives:

KEY MESSAGES AND TARGET AUDIENCES

- **The public:**
 - Be clear that losing weight is not a natural part of ageing
 - Look out for your relatives, friends and neighbours
 - Check your own weight and that of your loved ones using the online self-screening tool
- **Health and social care professionals:**
 - Increase the use of the 'Malnutrition Universal Screening Tool' ('MUST')
 - Submit nutritional screening data to BAPEN's nutrition portal to help collect UK malnutrition data

Self-screening is a valid and reliable method to identify malnutrition



The image shows a screenshot of the BAPEN Malnutrition Self-Screening website. The header features the BAPEN logo on the left, followed by the tagline "Putting patients at the centre of good nutritional care". To the right of the tagline is a navigation menu with five items: "Home" (highlighted in a blue box), "About Us", "Self-Screening", "About Malnutrition", and "Health Care Professionals". Below the header is a large blue banner with white text. The banner contains a welcome message, two paragraphs of text, a note, and a "Learn More" button. On the right side of the banner is a photograph of an elderly woman with white hair, wearing a light blue sweater, smiling and holding hands with someone whose hands are visible in the foreground.

BAPEN Putting patients at the centre of good nutritional care

Home About Us Self-Screening About Malnutrition Health Care Professionals

Welcome to the BAPEN Malnutrition Self-Screening website

You will probably have found our website because you, a member of your family or someone you care for are worried about your weight because of unexplained weight loss or are experiencing a loss of appetite/poor appetite and not eating well.

During illness, we often don't feel like eating as much as usual and can lose weight unintentionally as a result. Maintaining weight or minimising weight loss when you're unwell can help you cope with any treatment you might be having, keep up your strength to undertake everyday activities and help you recover more quickly.

NB this site is intended for adult self-screening only.

[Learn More](#)

<https://www.malnutritionselfscreening.org/>

MEDIA COVERAGE

Total reach: 196.4 million (a 213% increase over the 2018 campaign, which was 62.5 million)
Print/online: 191.5 million
Radio: 49.2 million potential reach (via 155 radio stations)

One million older Britons are at risk of starving to death: An epidemic of malnutrition is blighting the elderly and official healthy eating advice is partly to blame...

- The results of malnutrition include bone-wasting diseases such as osteoporosis
- Cost of treating under-nourished patients estimated at roughly £20 billion a year
- 'Healthy eater' Christina Rochdale followed a low-fat diet with bad ramifications
- Gerry Collins, 69, from South London, also suffered negative effects due to diet



Care Home
Management

It's Malnutrition Awareness Week - are you ready?

It's UK Malnutrition Awareness Week and care homes are being urged to ensure they recognise and understand malnutrition and dehydration in later life and what they

"It's important that care homes have in place robust mechanisms for measuring, monitoring and implementing interventions to ensure that all residents have a nutritional component to their care plan."

Care Home Management

Do You Know The Signs Of Malnutrition?

This week is UK Malnutrition Awareness Week.

New research from the Malnutrition Task Force shows that three out of ten older adults wrongly believe it is typical to become thin and frail in later life.

Unfortunately, this means people can miss the warning signs in themselves and their neighbours.

The People's Friend

"The most common symptoms are a loss of appetite and weight loss, which might be identified from clothes, rings, jewellery and dentures becoming loose."
The People's Friend



By EVE SIMMONS FOR THE MAIL ON SUNDAY
 PUBLISHED: 22:04, 12 October 2019

I THOUGHT MY LOW-FAT DIET WAS GOOD FOR ME. IT WAS THE OPPOSITE

Christina Rochdale is a life-long 'healthy eater' - but her low-fat diet led to worsening health problems after she was involved in a road accident last year.

"The term 'little old lady' has long been used to describe women of a certain age. It's assumed that as we age, some shrinkage is inevitable. But frailty is not a normal part of ageing."
Mail on Sunday



© Matthew Pover
 Christina Rochdale (pictured) is a life-long 'healthy eater' - but her low-fat diet led to worsening health problems

The Mail
ON SUNDAY



SOCIAL MEDIA REACH

Total reach: **253.2 million**

- An uplift of **1975%** over the 12.2 million reach in 2018
- Twitter: **146.9 million**
- Facebook: **106.3 million**

BDA British Dietetic Association
@BDA_Dietitians

Don't forget that as well as being #MAW2019, this week is also #DataCollectionWeek. Help @BAPENUK collect nationwide nutritional data here: socsi.in/Kbee #WhatDietitiansDo #EvidenceBased

UK MALNUTRITION AWARENESS WEEK
#MAW2019

National survey of malnutrition and nutritional care
14th - 20th October

Age UK
@age_uk

It's great to be working with @BAPENUK and so many other fantastic organisations this #MAW2019 to tackle malnutrition together.

This Malnutrition Awareness Week, let's take a moment to check on your older relatives, friends and neighbours: bit.ly/2MphUf3

UK MALNUTRITION AWARENESS WEEK
#MAW2019

While malnutrition is not an inevitable part of ageing, many of its common medical, physical and social risk factors do occur in later life and can affect older people cumulatively.¹



BAPEN **Malnutrition Task Force**
Eating and drinking well in later life

1. BAPEN Malnutrition among Older People in the Community. Available at: www.bapen.org.uk/professional/publications-and-resources/ Bapen represents consulting nutrition professionals' recommendations for action to professional publications and resources to malnutrition among older people in the community.

Independent Age
15 October at 07:50

The cost of food and preparing meals is partially driving poor nutrition among some older people. How can we ensure access to food necessary for a healthy, enjoyable diet?

It's malnutrition awareness week. Simon Shaw from Sustain: The Alliance For Better Food And Farming has more #MAW2019 <https://www.independentage.org/.../food-vs-f.../paying-the-price>



Huntington's Disease Association
16 October at 14:30

This week is Malnutrition Awareness Week and we would like to share our guide to eating well with Huntington's. With the help of our Specialist Huntington's disease advisers, and in collaboration with Nutricia, we consulted with experts in the field of nutrition to create a guide that advises on all aspects of eating and drinking for people with #HuntingtonsDisase. Follow this link to learn all about maintaining a healthy and balanced diet, issues with swallowing and more - <http://bit.ly/2MclIPB> #MAW2019 #LetsTalkHuntingtons #Huntingtons #Nutrition #Diet #Dysphagia



BU Bournemouth Uni
@bournemouthuni

As it's Malnutrition Awareness Week we thought we'd share this toolkit, developed by the Ageing & Dementia Research Centre at BU, which is helping to transform nutritional care for people with dementia. Click on the link to find out more. ow.ly/PNK650wKlwi #MAW2019



Carers UK
@CarersUK

#MAW2019 For Malnutrition Awareness Week, we're sharing this booklet for carers, created in partnership with @Nutricia. It provides general information about how to help the person you're caring for to eat well, and what to do if they are not: bit.ly/2VNcuxp

Speaking to your GP

Malnutrition Awareness Week



carersUK **NUTRICIA**

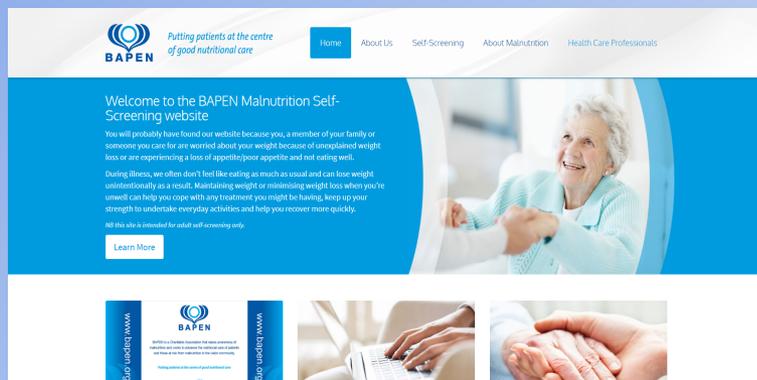
JCN Journal of Community Nursing - JCN
14 October at 10:45

Today marks the start of Malnutrition Awareness week. You can start the week off by reading our latest article on 'Enabling good nutritional care for patients with COPD'. https://www.jcn.co.uk/.../2124-enabling-good-nutritional-car... #MAW2019

13

11 shares

SCREENING UPLIFT



MALNUTRITION SELF-SCREENING TOOL

- **363** users of the Self-Screening website (the usual weekly average is 79)
- Self-screening tool used **163** times
- Identified **145** people at risk of malnutrition
 - 59 at high risk
 - 27 at medium risk
 - 59 at low risk
- **1301** downloads of the materials related to self-screening from the BAPEN website



NATIONAL SCREENING SURVEY PORTAL

- **906** screening sessions logged in the portal
- **338** downloads of information about the national survey from the BAPEN website
- Portal remains open throughout October

The screening portal tutorial video reached more than **25,500** people on social media, with over **3,000** views.

Disease-related Malnutrition

