

— THE — OCTOBER CLUB

2018

WellChild 
the national charity for sick children

THE OCTOBER CLUB

More than 100,000 children and young people are living with serious illness across the UK. Many spend months, even years in hospital simply because there is no support enabling them to leave.

Through a nationwide network of WellChild Nurses, home improvements and suitability projects, and family support programmes, WellChild helps give these children the best chance to thrive – at home, together with their families.

An essential part of getting children and young people home from hospital is making sure that parents are both confident and competent in being able to provide the often complex, crucial and life-saving nursing/medical care their child needs.

This includes being able to act quickly and safely in life-threatening situations, and managing the regular range of interventions including ventilation, oxygen therapy, tube feeding, and basic life-support.

In many areas of the UK availability and quality of training is at a critical level. A large group of isolated, partially or un-trained parents are, therefore, providing 24-hour, often invasive care to their children – compounded, frequently, by the stresses and expense of transport (often long distances) to and from hospital for procedures that could and should be carried out at home.

Currently, training is often initiated at a child's hospital bedside prior to discharge home. This does not prepare parents and carers for those crisis situations that may arise – and the delivery of the training is limited and inconsistent. In many cases it can cause an avoidable delay to discharge, or result in poorly trained and unprepared parents being sent home with their children.

Adopting a similarly sustainable model to the highly successful WellChild Nurse programme (WellChild fully funding each post for three years before the NHS takes over), our next step with the support of The October Club is to revolutionise training for these families through the creation of a network of 'Better At Home' Training Units across the country – ensuring that parents are fully prepared to care for their children at home.

Managed by senior children's training Nurses, these Units will use state-of-the-art simulation equipment and create a realistic home-from-home setting, exposing parents (and carers) to a wide range of varying emergency scenarios and the mechanisms to safely deal with these – such as CPR, blocked tracheostomy tubes and unexplained sleep apnoea.

WellChild has successfully piloted this project in partnership with Edge Hill University and Alder Hey Hospital, with the evidence to show this model works and is vital for families. The charity also has a list of local health providers eagerly waiting for the funding to create one of these Units.

The October Club's investment represents a transformational impact to the charity by delivering a desperately needed resource for families, funded in a way that creates a lasting legacy and will reach thousands of families for years to come.

THE OCTOBER CLUB

ADVERTISEMENT INFORMATION

Wednesday 10th October 2018, The Savoy, London

If you would like to advertise in this year's October Club Dinner Programme please email narinder@octoberclub.com specifying your preferred from the options below:

Back cover full colour @ £5,000 image area 277mm x 190mm

Inside front cover full colour @ £2,500 image area 277mm x 190mm

Inside back cover full colour @ £2,500 image area 277mm x 190mm

Full colour A4 portrait full page @ £1,500 image area 277mm x 190mm

Full colour A4 landscape half page @ £1,000 image area 136mm x 190mm

Full colour logo only – 1/8 A4 page @ £500 image area 65mm x 92mm

An invoice with payment instructions will then follow, please note the spec requirements and where to send your advert:

Supply artwork as follows and mark the file The October Club:

FTP: ftp.europe.dg3.com

Email: europe.production@dg3.com

Username: FTPGuest

cc: david.willison@dg3.com

Password: guest1

cc: narinder@octoberclub.com

Any files over 20mb should be sent via FTP. Any problems please call the printers direct on 020 7531 0500 and ask for David Willison.

ARTWORK TO BE RECEIVED BY NO LATER THAN FRIDAY 21st SEPTEMBER 2018