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Charity Development Officer, Tracy Williams and Kerry Hollingworth from the Trust alongside one of the Rotherham Health Foundation Charity branded council vehicles.

The Rotherham Hospital Charity continues to raise its profile locally throughout the borough and is now more prominent than ever, thanks to a high profile advertising campaign in partnership with the Rotherham Metropolitan Borough Council (RMBC).

RMBC is helping to raise awareness of the Charity (The Rotherham Health Foundation) by displaying a big thumbs-up charity banner on a number of council vehicles as they pass along their routes. Anyone wishing to donate to the Charity is urged to do so by sending a message to a special five digit text donate number.

The Rotherham Health Foundation is a registered charity which aims to raise funds to invest in enhancing patient experience and care at The Rotherham NHS Foundation Trust (TRFT). The Charity exists to help patients and, thanks to the generosity of the people of Rotherham and of staff, the charitable donations received are used to provide services and facilities that directly improve the environment for patients and their families.

Advertising space on the bodywork of RMBC vehicles can be made available to promote the key messages of appropriate partnership campaigns, and the latest vehicle banners aim to increase the awareness of The Rotherham Health Foundation amongst the Rotherham residents and provide general promotion for the charity.

Charity Development Officer, Tracy Williams said: “We would like to say a big thank you to RMBC for working with The Rotherham Health Foundation. The vehicle banners will really help raise more awareness of the Charity and in doing so, will help to provide even more support to the work of the hospital, the community, and its patients.”

The Charity comprises of three separate appeals including;

- The Purple Butterfly Appeal; raising funds to enhance the care and services that the Trust can provide at the end of life
- Dr Ted’s Children’s Appeal; enhancing facilities and services for the comfort of babies, children and young people within the Trust
- The Venus Appeal; raising money to improve women’s health in and around Rotherham.
The Rotherham NHS Foundation Trust opens new Post Natal Ward following a successful bid for funding

A fter successfully securing NHS funds for Improving Birthing Environments, the Rotherham NHS Foundation Trust has transformed the Maternity Ward to provide improved and more personalised Post Natal accommodation for new Mothers and their Babies.

As part of the transformation, the new Post Natal Ward at Rotherham Hospital has now been relocated and converted to provide enhanced accommodation, with en-suite facilities for each of the four bays and four single rooms, a fully equipped Infant Feeding Room, and an altogether more spacious and welcoming environment for mothers, babies and their families. The integrated Antenatal Day Unit also provides comfortable sitting and self-catering facilities for Day patients and a television area for Ward patients to use during the evening.

The private and modern Infant Feeding Room is available to new mothers on the ward, equipped with breast feeding equipment, fridge storage, comfortable chairs and breast feeding support videos, alongside the availability of breast feeding co-ordinators, who are also on the ward to give advice on infant feeding issues. The ward is now also inclusive of a wider, more central reception desk, a staff break-out room and a dedicated Paediatric Assessment Unit.

The bright, spacious and calm environment transforms the Post Natal Ward and has a really positive affect on the patient experience and staff morale. Ward Manager, Lesley Matthews said: “We are really pleased with the new ward; it has provided benefits for both patients and staff, with improved facilities, more space, and a cooler, more modern atmosphere which is pleasant for staff to work within.”

Silver Yip, who was on the ward with her new baby Jacob said: “It has been really comfortable and I have been well looked after. Staff have been really friendly and approachable. It has been a welcoming and friendly environment.”

Head of Midwifery, Karen Norton said: “The new ward and facilities provides enhanced Post Natal accommodation with more space for new mothers and their partners. With the relocation and conversion on the ward, the Trust aims to provide mothers, babies, and their families with a private, safe and welcoming environment which meets their needs and creates a more personalised experience; giving the mother and baby the best start in life.”

Dr David Polkinghorn, Rotherham GP and Clinical lead for Children and Young People and NHS Rotherham CCG

I am delighted with the new the antenatal and postnatal ward and I’m confident that the improvements made at the hospital reflect what patients have told us they wanted. This refurbishment is just one example of the fantastic work we are doing with our providers to improve the quality of service and experience for Rotherham people.

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Silver Yip with her new baby Jacob on the new Post Natal Ward at TRFT.

If you have a story that you would like to see in a future issue of Newsweek, please get in touch with Communications on extension 7563 or email communication@rothgen.nhs.uk

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