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 Publisher, *Infant*

Promoting innovation in neonatal care

It is more than six years now since I wrote my first editorial in *Infant* journal for the launch issue in January 2005. At the time I was instrumental in starting *Infant*, as a new multidisciplinary journal focusing on neonatal and infant paediatric care, which we hoped would find a niche in the neonatal/paediatric intensive care publishing arena. I am delighted to be able to report that *Infant* is still alive and well and is thriving thanks to excellent support from both past medical and nursing editors, Ann Greenough and Barbara Weller, and the current editors, Anthony Emmerson and Claire Greig, ably backed up by our editorial board. I would also like to take this opportunity to thank all our authors for devoting their time to write for the journal – without your efforts we wouldn't have a journal.

I'm glad to say the journal has become a familiar sight in neonatal and paediatric units and has been adopted as an official journal of the European Society of Paediatric and Neonatal Nursing – giving us a small but growing European circulation. Perhaps even more importantly, the journal is now included as a benefit of BAPM membership, so that all BAPM members receive a printed copy of the journal and can also access it online via the BAPM web site.

In a further demonstration of its coming of age I am delighted to be able to announce the "Innovating for Life Awards" which is a partnership initiative between *Infant* journal, the *British Journal of Midwifery* and Cow and Gate. The awards are designed to promote innovation in maternal and neonatal care practice. Cow and Gate have agreed to support the programme by providing a grant of £20,000 to be divided into two awards of £10,000 each, one for neonatal and one for midwifery staff. Individuals or teams including neonatologists, neonatal nurses, paediatricians, dietitians or physiotherapists are encouraged to apply for the neonatal award. If your team also includes midwives then you can choose to apply for the neonatal or midwifery award.

In the present economic climate of cutbacks and freezes, it is great to be instrumental in providing extra funds to enable neonatal staff to support a new project or idea they have to

improve neonatal care. This could be an audit or survey of practice, a research project, educational material for parents, a pilot training scheme for staff, or any other new initiative currently being implemented – or just a germ of an idea in someone's head.

To apply for the award you will need to describe your innovation in no more than 1000 words, including the rationale for the intervention, the proposed initiative, how you are going to carry it out and what you hope the outcome will be. In addition you should describe how you are going to assess the success of your project and how much it is likely to cost to implement. Your submission will be judged on the potential impact or value of your innovation, the rigour of the process and how feasible the initiative is for adoption as standard practice.

So take advantage of this opportunity, come up with a good idea and put your application in – more details will soon be available on www.innovatingforlife.co.uk. The closing date for applications is 30 November 2011 and the awards will be presented at an event in January 2012. The winner of the neonatal award will be invited to present the details of their project to their peers and also to write up their project for publication in *Infant* journal. If the awards scheme is a success we aim to make it a regular feature in the future.

Finally I would like to encourage everyone to consider contributing to *Infant* journal – be it an article, a focus on a unit feature, a letter to the editor about one of our articles or highlighting a particular issue, or simply a news item. We'd love to hear from you. And if you are running a study day you can have the details included in our conference planner free of charge – space permitting, just email us the details. I look forward to hearing from you.

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