



The Innovating for Life Awards is a joint initiative between *Infant journal* and the *British Journal of Midwifery*, sponsored by Cow and Gate. We received eight entries in the neonatal section (one was subsequently withdrawn due to technical reasons) and all entries were of a very high standard.

There were two shortlisted neonatal entries:

- **Difficult Airway Management**, submitted by Dr Lauren Johansen from the Birmingham Heartlands Hospital Neonatal Unit
- **Integral Scales**, submitted by Dr Ula El-Kafrawy from the Royal Bolton Foundation Trust



The winning neonatal and midwifery teams with Christine Bishop (back left), Janet Warren (back centre) and Matt Cianfarano (back right).



Dr Lynne Maher, Director for Innovation and Design.

The winners of the 2011 Innovating for Life Awards were announced at a lunchtime event held at The Royal Society in London.

The event was attended by representatives of the short listed entries in both the midwifery and neonatal sections. Following an introduction by Richard Boniface, from Danone Baby Nutrition, the audience was treated to a very interesting and stimulating lecture by guest speaker Dr Lynne Maher, the Director for Innovation and Design, NHS Institute for Innovation and Improvement. Her presentation, "The importance of embedding creativity and innovation in practice", emphasised the role of innovation in delivering improved services in the NHS and encouraged delegates to 'steal' great ideas when they came across them and to be positive about risk taking.

The short-listed entries were then presented by Matt Cianfarani, Publishing Director of the *British Journal of Midwifery* and Christine Bishop Publisher of *Infant journal*, followed by a summary of the judges comments. Finally Dr Janet Warren, Head of Medical Affairs at Danone Baby Nutrition announced the winners:

**Winner of the Neonatal award – Difficult Airway Management.** A four-step intervention project aimed at improving the management of infants with difficult neonatal airways by development of an algorithm, an equipment kit, improved laryngoscopy training using the Storz video laryngoscope and implementation of a neonatal clinical pathway.

**Winner of the Midwifery award – Mindfulness-based Childbirth and Parenting.** A project to promote mindfulness in childbirth, parenting education, family health and supportive peer relationships to help address fear, pain, stress and depression during pregnancy and the transition to parenthood.



The Integral Scales project which came a very close second in the neonatal section was awarded a highly commended certificate.

I would like to congratulate the winners and thank all the teams who took the time and effort to enter the awards, as well as Cow and Gate who made the awards possible.

Christine Bishop, Publisher, *Infant*

From left to right, Christine Bishop, *Infant journal*; the winning neonatal team: Dr Lauren Johansen, Dr Ratidzo Danha, and Dr Richard Mupanemunda; and Janet Warren, Danone.