

# Innovating for Life Awards 2013



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Innovation in neonatal care has been a key to many of the improvements in the quality of care and outcome over the years. These have included major innovations such as high frequency oscillation and cooling therapy to small, simple, cheap but effective developments such as the use of a simple plastic bag to wrap a newborn preterm infant during the early minutes after birth to prevent hypothermia. Innovations are not limited to technical equipment but include developments in nutrition, improvements in parent communication using new technologies, the ability to obtain rapid opinions on complex cases across a network or the development of training programmes designed to optimise the care of infants with complex disease.

In the autumn of 2011 the Innovating for Life Awards 2012 were opened to entries from neonatal and midwifery care. There was a strong field of applicants and the neonatal category was won by a team led by Dr Richard Mupanemunda from the neonatal intensive care unit at Heartlands Hospital, Heart of England NHS Foundation Trust, Birmingham. The team submitted an innovative training programme for the management of infants with complex airway problems using a Storz DCI video laryngoscope to both train and improve the capability to intubate babies with difficult airways within a network. This has been described in detail in *Infant*<sup>1</sup>. A highly commended award was given to a team from Salford Royal Foundation Trust, led by Dr Ula El-Kafrawy, who developed a technique for the accurate weighing of ventilated babies within an incubator. The midwifery category was won by a team led by Dr Sian Warriner from Oxford University Hospitals NHS Trust, for their mindfulness-based childbirth and parenting project.

*Infant* journal, in partnership with Cow & Gate, are delighted to announce that the 2013 Innovating for Life Awards will be open to entries from September 2012. As last year, the awards are designed to promote innovation in neonatal and

midwifery practice, especially where the innovation might be implemented in a wide range of neonatal and midwifery units in the future. Innovative ideas can come from all areas of neonatal and midwifery care and from individuals or teams including neonatologists, paediatricians, neonatal nurses, midwives, neonatal dietitians and pharmacists, speech and language therapists and neonatal physiotherapists. Cow & Gate fully endorse the Unicef Baby Friendly Initiative (BFI) which includes informed support for all mothers and infants whatever their choice of feeding method. Submitting an application for this award from a Trust with BFI accreditation should not be perceived as a conflict of interest and as many Trusts are now BFI accredited we welcome any innovation that improves the quality or delivery of care for mothers and their infants.

To apply for an award you will need to describe your innovation in no more than 1000 words, including the rationale for the innovation, how you propose to deliver the initiative and how it will improve the delivery or quality of care. You should include details of how the award will be used and what measures you will employ to monitor your success. Your proposed innovation will be judged on its potential impact on neonatal or midwifery care, rigour of process/evidence and whether it can be rolled out to other neonatal and midwifery units.

Sometimes the smallest of ideas can make a significant change so don't hold back and submit your ideas. Details of the application process can be found at [www.InnovatingforLife.co.uk](http://www.InnovatingforLife.co.uk) or on pages 148 and 149. The closing date for applications is 31st December 2012. The neonatal award winner will be invited to write up their innovation for publication in *Infant* journal.

## References

1. Johansen L.C., Mupanemunda R.H., Danha R.F. Managing the newborn infant with a difficult airway. *Infant* 2012; 8:116-19.

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