

DADPAD NEONATAL HIGHLY COMMENDED IN BRITISH MEDICAL ASSOCIATION PATIENT INFORMATION AWARDS 2019

PRESS RELEASE

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After launching on Father's Day 2018, the DadPad® Neonatal (DPNN) has recently been 'Highly Commended' in the Innovation category in the 2019 British Medical Association (BMA) Patient Information Awards.

Established in 1997, the Awards endeavour to "encourage excellence in the production and dissemination of accessible, well-designed and clinically balanced patient information". The Awards were presented at a reception at BMA House, in Tavistock Square, London, on Tuesday 10th September 2019 by BMA President, Professor Raanan Gillon.

The idea for a neonatal version of the DadPad® was conceived by Professor Minesh Khashu, Consultant Neonatologist at Poole Hospital and developed in partnership with Julian Bose, Director of Inspire Cornwall CIC, the company behind the DadPad®. The team benefitted from grant funding assistance from the National Lottery Awards4All.

Julian explained:

We hope that the DadPad® Neonatal will offer support, guidance and resources to help during what can be a very challenging time for families. When a baby is born prematurely, both baby and mum may require medical attention and this can leave dads feeling helpless and isolated. The team at DadPad® worked with Professor Khashu, other neonatal professionals, and dads and families with lived experience of the neonatal unit in order to produce this resource. We are delighted that the DadPad® Neonatal has been given positive recognition from such an eminent authority as the BMA.

[cont...]

Dr Khashu commented:

The resource has been developed to cater for the unmet needs of fathers on neonatal units, and has been very well received by parents, healthcare professionals and relevant charities. The BMA Patient Information Awards are very prestigious and this citation is testament to the quality of this resource.

The DPNN received some great feedback from the Awards' reviewer:

This is a well-conceived resource that provides information to families that is not easily obtained elsewhere. As you move through the resource, you can see the ethos unfolding to good effect. As I read through the resource, its benefit became clear.

After being launched at Poole Hospital, Dorset and the Royal Cornwall Hospital Treliske, Cornwall in 2018, the DPNN is now available for dads in a number of other neonatal units around the country. For further information on the resource, visit the DadPad® website: www.thedadpad.co.uk/neonatal.

ENDS

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(l-r) BMA President, Prof Raanan Gillon; Prof Minesh Khashu, consultant neonatologist of Poole Hospital; and Julian Bose, Director of Inspire Cornwall CIC. [Photo courtesy of the BMA] (attached separately as .jpg file)