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Hitting the Headlines

Linda Donaldson





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Brazilian leader crowned

THE TIMES Friday March 27, 2009

Marie Stopes clinic criticised as girl, 15, dies after abortion

Infection led to fatal heart attack

David Rose

A coroner has criticised the aftercare procedures of a leading chain of abortion clinics after a 15-year-old schoolgirl died from an avoidable infection following a termination. An inquest was told how Alesha Thomas, from Huddersfield, suffered fatal heart syndrome (TSS) and had a having an abortion at the Marie Stopes clinic in Leeds.

He also said that it was not uncommon for patients to leave the clinic without their prescribed medication as there was no system in place to check notes put on file by the doctor. "Prescriptions would be forgotten many times and we would have to

make arrangements," he said. The inquest was told that Marie Stopes, the sexual health organisation named after the women's rights campaigner, had no system in place that meant nurses would recheck a patient's notes after they had been discharged to be sure that all instructions had been followed and prescriptions issued.

Alesha, who was described as a "healthy and fit adolescent", had that she was pregnant in June 2007. After discussing her options, the family opted for an abortion at a Marie Stopes International clinic, which was carried out two weeks later on July 6. But she was discharged from the clinic before picking up an electronic prescription for a course of prophylactic antibiotic, Doxycycline, to prevent infection.

The teenager subsequently suffered stomach cramps and heavy bleeding, and was advised to take painkillers and contact her local GP. But her condition worsened and five days after the operation she could not move her legs, had glazed eyes and was unresponsive.

Alesha was rushed to hospital but



Alesha Thomas, a "healthy and fit adolescent", died on the way to hospital

suffered a heart attack on the way to Huddersfield Royal Infirmary on July 11. Recording a narrative verdict, Mr Whittaker said: "If she had had the of probability suggests she would have been more able to survive than die, her family in these circumstances."

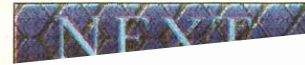
UK every year, of which two or three will die because of the condition, by the common bacteria staphylococcus aureus.

A spokesman for the clinic said: "All

the staff at Marie Stopes International were deeply saddened to learn of Alesha's tragic death. We wish to extend our sympathies to Alesha's family and recognise that this has inevitably been a difficult and distressing process for them, and for all involved. "Our first concern is always the support and care of our clients and we aim to ensure that they receive the highest possible standards of advice, treatment and aftercare. We will look to take further steps, as appropriate, to address any areas of concern that have been identified."

Retail slump far worse than experts forecast

Two of the country's biggest stores announced tumbling profits yesterday as official figures showed retail spending slumped in February.



weaker pound and a...

End of mixed-sex wards

By Barry Leighton

Improvements are being made in hospitals across the West to make sure men and women do not have to share sleeping areas, bathrooms or toilets while being treated as inpatients.

About £10 million is being spent in the region to eliminate mixed-sex NHS accommodation by the end of June as part of the Government's Privacy and Dignity Challenge. The Department of Health says patients will benefit from a new range of measures to make sure hospitals can provide single-sex accommodation in all but exceptional cases.

The South West Strategic Health Authority's nursing and patient care

director, Liz Redfern, has been appointed to a national taskforce which aims to ensure the improvements are delivered to a high standard.

She said: "Hospitals in our region have already gone a long way towards meeting the national requirement to care for male and female patients separately, but it is clear that there is still work to be done."

"Too many inpatients are still reporting that they are having to share mixed-sex accommodation. "We are determined to see that this is no longer tolerated as part of our modern NHS which values dignity and privacy at the heart of high-quality healthcare. So we very

much welcome this latest investment to help us lead the way in making mixed-sex accommodation in hospitals a thing of the past."

Hospitals throughout the South West, including mental health units and community hospitals, have drawn up detailed proposals for improvements.

These include new bathrooms, toilets and other design improvements in patient areas so that men and women can feel confident they will not have to share facilities.

Regional NHS chiefs are confident that all the necessary improvements will be made before the July 1 deadline, signalling a string of building projects at West hospitals.

New hospitals are also

being designed to offer separate areas for men and women, including single rooms with en suite facilities.

The only exception to the rule on single-sex accommodation is in very specialised areas, such as intensive care or high dependency units, in which clinical staff cannot plan for the gender mix of patients being treated.

However, Ms Redfern said staff were required to review the single-sex situation daily for each patient.

She said: "We know that staff are committed to preserving privacy and dignity for all patients, but we need to get better at designing patient areas more carefully."

Madonna 'in Malawi'

By Elisa Roche Showbusiness Editor

MADONNA has filed papers in advance of adopting a second child from the impoverished African republic of Malawi, officials confirmed yesterday.

Reports suggest the 50-year-old singer will travel to the region over the weekend, with a possible court hearing on Monday.

Madonna's spokeswoman Liz Rosenberg declined to comment but officials in both the US and Malawi have said an adoption bid was under way. An official at the Malawian welfare department said adoption documents had been filed by the singer. She is expected to visit the Home of Hope orphanage from where she adopted David

Banda in 2006. The southern African nation is one of the world's most impoverished. Ravaged by AIDS, its population has a life expectancy of just 44 years. Its infant mortality rate is close to 90 per 1,000 live births. Madonna has established ties with the country, setting up the Raising Malawi charity to highlight the plight of its people.

But her earlier adoption of David Banda raised questions over whether rules had been broken - the country did not then allow foreign adoptions. Madonna and then-

husband Guy Ritchie took -- London home in 2006 while he was 13 months old. But children's charities aired concern over the "quickie" adoption. It was suggested the singer had used her celebrity to bypass normal procedures.

The controversy deepened after the child's father, Yohane Banda, said he would not have agreed to the adoption if he knew he would be giving up his son "for good", but the adoption was finalised in 2008.

Madonna said last week she was considering adopting from the country again - but only with "the support of the Malawian people and government".



Madonna with adopted son David Banda in New York

Exit strategy for Afghanistan

end weeks of White House division with more troops and a 'civilian surge'



Americans so the US flag at base in Afghanistan. SCOTT NELSON/REUTERS



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Obesity

Organic

School meals

Overweight parents

Overweight kids

Eco Towns

Food prices rise

Food security

Overweight pets

Own label

Cholesterol levels soar

Junk food

Food miles

Fair trade

Type 2 diabetes increasing

Unhealthy nation

Brand

Non organic

Local sourcing




Higher nutritional standards

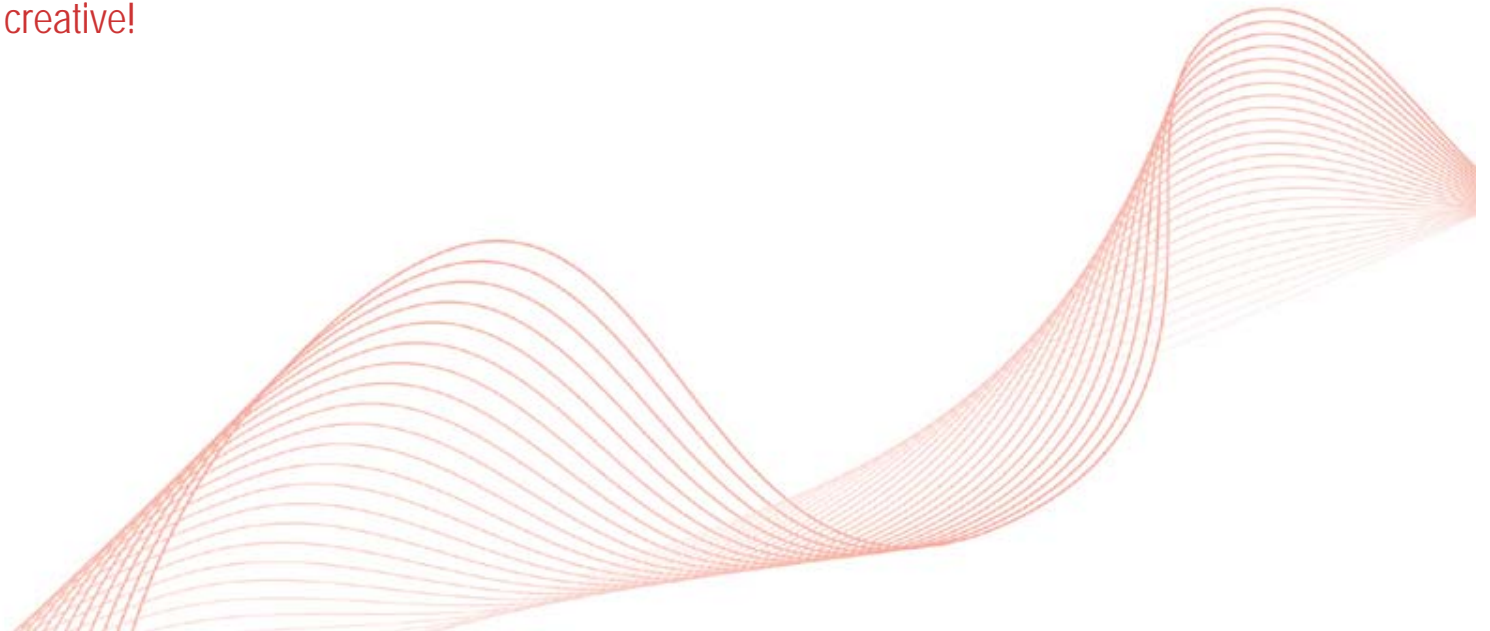
UK FOOD MEDIA

-  40 dedicated food magazines
 -  750 consumer magazines with food sections
 -  63 food related trade titles
 -  9 of the national daily newspapers have regular food pages and 15 weekend supplements

 -  Regional
 -  National and regional radio shows
 -  National TV – news and chat shows
 -  Sky and cable channels
 -  Internet – websites, blogs, vlogs, forums, tweets – numbers!
- 

HOW TO HIT THE HEADLINES

-  Target your approach
-  Educate the media
-  Raise new issues
-  Partner up
-  Make sure it's news
-  Get creative!





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PROTECTING MELTON MOWBRAY PORK PIES





◆ PLANNING THE CAMPAIGN

We needed to establish:

- ◆ Consumer knowledge
- ◆ Importance of protecting the name
- ◆ Public support

Omnibus survey 1007 adults 16+ UK

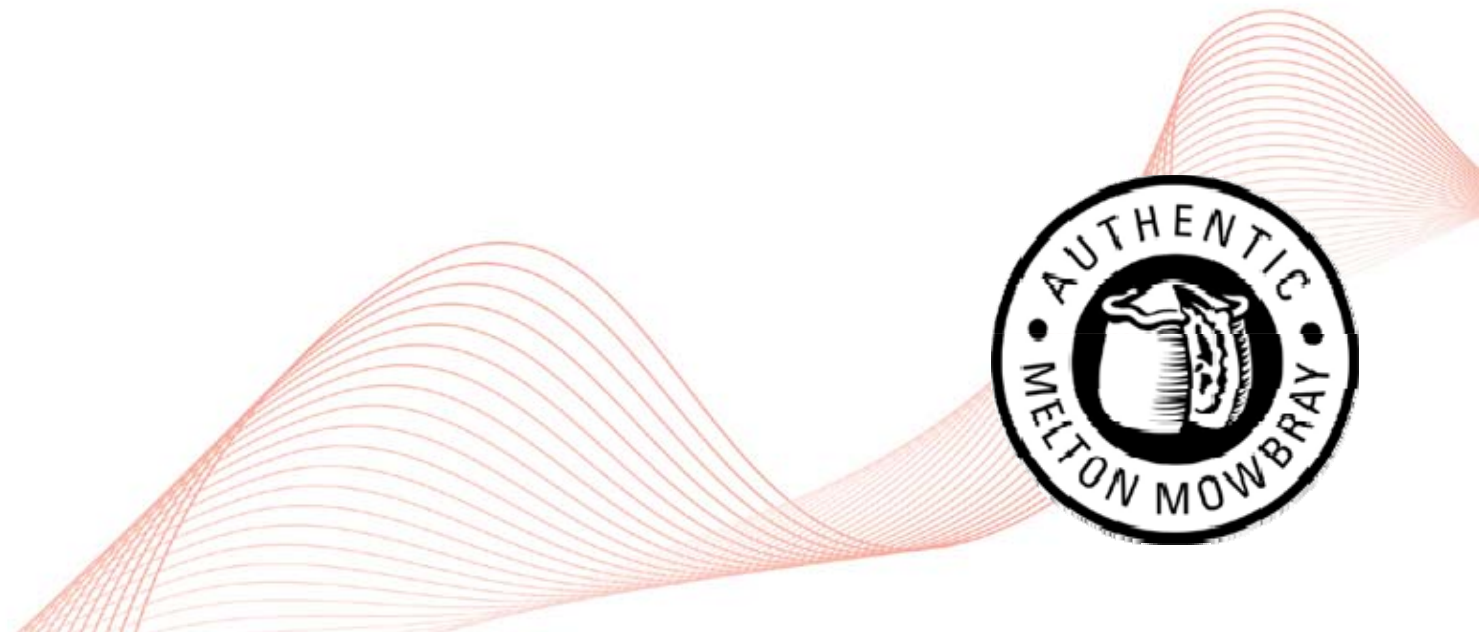
- ◆ 70% associated Melton Mowbray with pork pies
- ◆ No knowledge that Melton Mowbray pork pies could be made anywhere
- ◆ 86% supported the application





◆ COMMUNICATION OBJECTIVES

- ◆ To build knowledge and awareness of the MMPPA cause
- ◆ To create public support and interest
- ◆ To gain DEFRA's support
- ◆ To minimise negative publicity from main objector





◆ TARGET AUDIENCE

- ◆ Residents of Melton Mowbray / Leicestershire
- ◆ National – with social demographics associated with purchasing and consuming pork pies
- ◆ Food lovers – people with a genuine interest and passion for food
- ◆ Opinion formers – MPs, councillors, chefs, food journalists
- ◆ The food industry
- ◆ Tourists and visitors to the UK





STRATEGY & TACTICS

- Quick wins needed
- Build Association credentials
- Press campaign
- Logo, website, leaflet, posters
- Petition launched
- Local interest to drive media interest
- Campaign launched nationally
- Round the clock activity
- 'Pie drops', photography, debates
- Pressure exerted on DEFRA
- Objectors got angry
- Win hearts and minds of public

PORK PIE VICTORY

PORK pie makers in Melton Mowbray were yesterday celebrating a victory in the £60million battle of the pastries.

A High Court judge backed their claim that the name 'Pork Pie' is a protected geographical indication for the county of Leicestershire.



Pork pie makers in Melton Mowbray were celebrating a victory in the £60million battle of the pastries.

Pies win backing for upper crust status

By Nick Butler
A High Court judge has ruled in favour of pork pie makers in Melton Mowbray, Leicestershire, who have fought a long and costly battle to protect the name 'Pork Pie' as a geographical indication. The judge, Mr Justice Crane, dismissed a challenge by Northern Foods, which had argued that the name was too generic to be protected. The ruling is a significant victory for the Melton Mowbray Pork Pie Association, which has been campaigning for years to secure the status for its members. The association's president, Richard Clarke, said: 'This is a landmark decision for the industry. It shows that the courts are taking the protection of our heritage seriously.'

By Sally Brack
Melton Mowbray pork pie makers will be celebrating the victory in the £60million battle of the pastries. A High Court judge has ruled in favour of the Melton Mowbray Pork Pie Association, which has fought a long and costly battle to protect the name 'Pork Pie' as a geographical indication. The judge, Mr Justice Crane, dismissed a challenge by Northern Foods, which had argued that the name was too generic to be protected. The ruling is a significant victory for the Melton Mowbray Pork Pie Association, which has been campaigning for years to secure the status for its members. The association's president, Richard Clarke, said: 'This is a landmark decision for the industry. It shows that the courts are taking the protection of our heritage seriously.'

Could the protected name bandwagon get out of hand? Richard Clarke reports

PGI's MIGHT FLY

The pork pie has been caught up in the battle against the generic name 'Pork Pie'. Northern Foods will require leave to appeal against a decision by the High Court that only 'Pork Pie' is a protected geographical indication for the county of Leicestershire. The ruling is a significant victory for the Melton Mowbray Pork Pie Association, which has been campaigning for years to secure the status for its members. The association's president, Richard Clarke, said: 'This is a landmark decision for the industry. It shows that the courts are taking the protection of our heritage seriously.'

By STEVE McCOMISH

status enjoyed by champagne and Parma ham. Mr Justice Crane dismissed a challenge by Northern Foods, which had argued that the name was too generic to be protected.

CAMPAIGN: High-profile bid to be country's food and drink capital
Celebrity cook backs Melton's heritage bid



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◆ MEDIA RESULTS (over a six month period)

- ◆ 102 radio broadcasts (34 included interviews)
- ◆ 14 television slots (9 included interviews)
- ◆ 94 newspaper articles
- ◆ 8 pieces in trade press

- ◆ 13,000+ signatories on petition
- ◆ Letters and emails from general public and tourists in support of campaign

MEDIA CAMPAIGN REACHED 24+ MILLION

CAMPAIGN COST 10K

MEDIA RELATIONS 5K











◆ CAMPAIGN REVIEW

Did we achieve our objectives? You decide...

- ◆ High court judge ruled in favour of application
- ◆ DEFRA gave its support
- ◆ Media awareness improved
- ◆ Visible public support
- ◆ Post campaign survey deemed unnecessary and budget spent



TO SUMMARISE

-  Be honest, clear and keep communication simple
-  Evaluate activities before going ahead
-  Make connections, share the limelight and increase the value for the media
-  Avoid reinventing the wheel
-  Work outside 9am-5pm
-  Never underestimate the power of the press!





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