

## **Understanding Packaging Accessibility**

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## Understanding Packaging Usability





The World is going through  
unprecedented  
demographic change

# the guardian

## weekly

Global views on world events | guardianweekly.co.uk | 24-30 July 2009

## Global greying will test rich and poor nations

1.3 billion pensioners expected by 2040

Structure of the family will be transformed



### World diary

Iraqis look for a payoff from foreign oil companies » page 9

### Culture

Armour, the original power suit » page 34



Ageing results in loss of strength,  
dexterity and cognition



**YOURS**  
MAGAZINE

Packaging Survey

# Pack it in!

*Just say no to  
impossible packaging*





## What's the worst thing to open?

### You said:

1 Tops of bleach bottles

2 Jars

3 Shrink-wrapped cheese and ham and sealed sandwich packets

4 Ring-pull cans

5 Tins of meat/fish

6 Milk cartons and juice cartons (including milk and cream pots for coffee)

7 Child-proof tops on medicines

8 The Cellophane on microwave ready-meals

9 Soap powder boxes

10 Biscuits

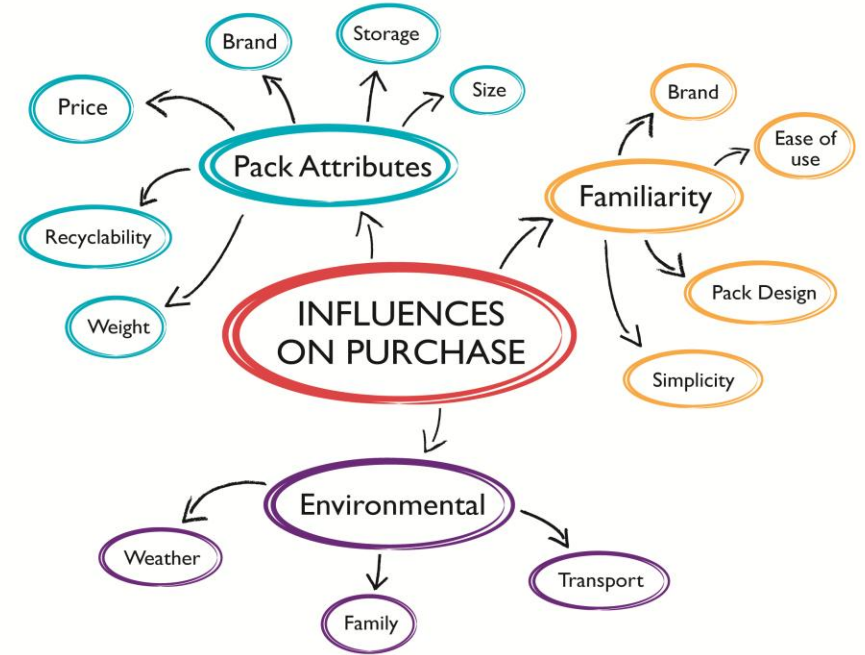
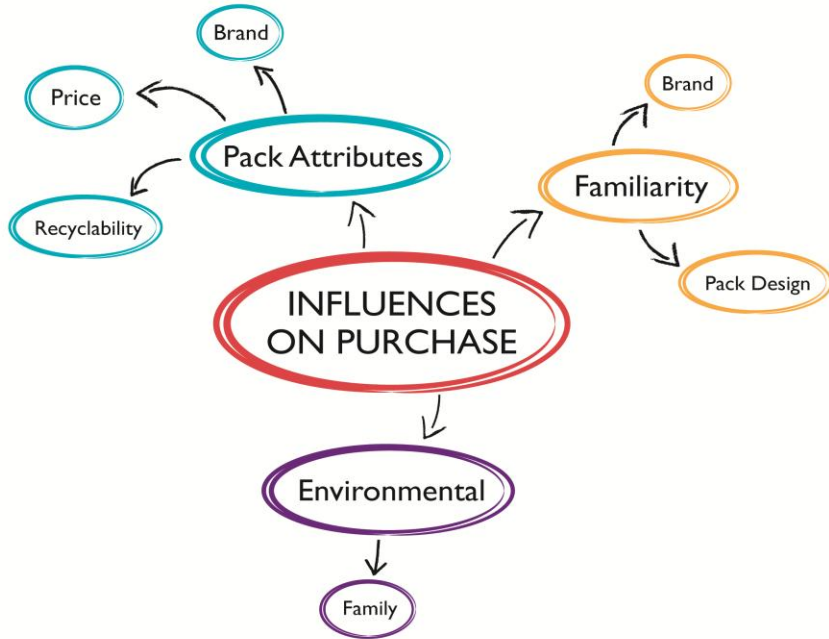


NEW  
COVENT GARDEN  
SOUP CO  
MUSHROOM

THE ROYAL SOUP



## Young Old < 70



## Older Old > 70

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## ORIGINAL RESEARCH

# Is there adequate feeding assistance for the hospitalised elderly who are unable to feed themselves?

Mei F. TSANG

*Food Service Department, Royal North Shore Hospital, Sydney, New South Wales, Australia*

### Abstract

**Objective:** To observe patients at meal times in order to determine the type and amount of feeding assistance required by hospitalised elderly patients and the adequacy of assistance nursing staff provide to patients.

**Methods:** The study was an observational study. Patients admitted to the ward were observed over a one-week period encompassing all meals (breakfast, lunch, dinner and snacks) served on a 14-day menu cycle.

**Subjects:** A total of 46 hospitalised elderly patients with mean age  $86.5 \pm 4.8$  years admitted to the ward.

**Setting:** The study was undertaken in a general teaching hospital geriatric ward in Sydney.

**Results:** A high percentage of patients required some assistance with feeding at meals (70%,  $n = 32$ ). The partially dependent patients had their needs basically fulfilled by ward staff. However, of the nine totally dependent patients, three were observed lacking any assistance (33%). The amount of assistance time from nursing staff was found shorter than that from non-nursing staff, 123 and 137 minutes, respectively. Nursing assistants were the main providers of assisted eating in the ward. However, little attention and time were given to that task by registered nurses.

**Discussion:** Provision of assisted eating by nursing staff presents many problems. More than 40% of hospital food was wasted and patients' recommended intakes for preserving health were not met. Hospital feeding policies and staff arrangements therefore need reviewing.

**Conclusions:** Although assisting patients who are unable to feed themselves is a time-consuming process, it is a vital and necessary part of nursing care.

**Key words:** aged, food intake, hospitalised, nutrition, nutritional status, malnutrition.

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## INTRODUCTION

Nutritional deficits in hospitalised

One possible reason for malnutrition in hospitalised elderly patients



be good

spinach & ricotta  
cannelloni

NEW



Serving suggestion

Sainsbury's  
be good  
to yourself



£5.00

Produced in the UK




Physical and Emotional



A close-up portrait of an elderly woman with short, wavy, light-colored hair. She is wearing gold-rimmed glasses and a bright pink, textured sweater over a light-colored turtleneck. Her expression is neutral as she looks slightly to the left of the camera. The background is out of focus, showing a grey wall and some indistinct objects.

Strength



**Women are half as strong  
as men and their strength  
declines rapidly after the  
age of 70**





essential  
Waitrose  
seville  
orange marmalade  
handmade



Dexterity



17A



1. Make sure both sides are fully opened back
2. Pull pack open from diagonally opposite corners open both sides

## SOUPS OF THE WORLD

We all love to share foodie experiences and inspirations from our travels around the world. Ours have influenced this deliciously exotic recipe range, capturing the essence of many different, exciting cuisines. Evocative spices, vibrant colours and intense flavours turn the unfamiliar into the unforgettable.

From 60 years onwards  
dexterity decreases by  
approximately 1.6% a year





HEINZ  
BEANZ  
ORGANIC

## Cognition







Emotional









What can we do?



## Interview

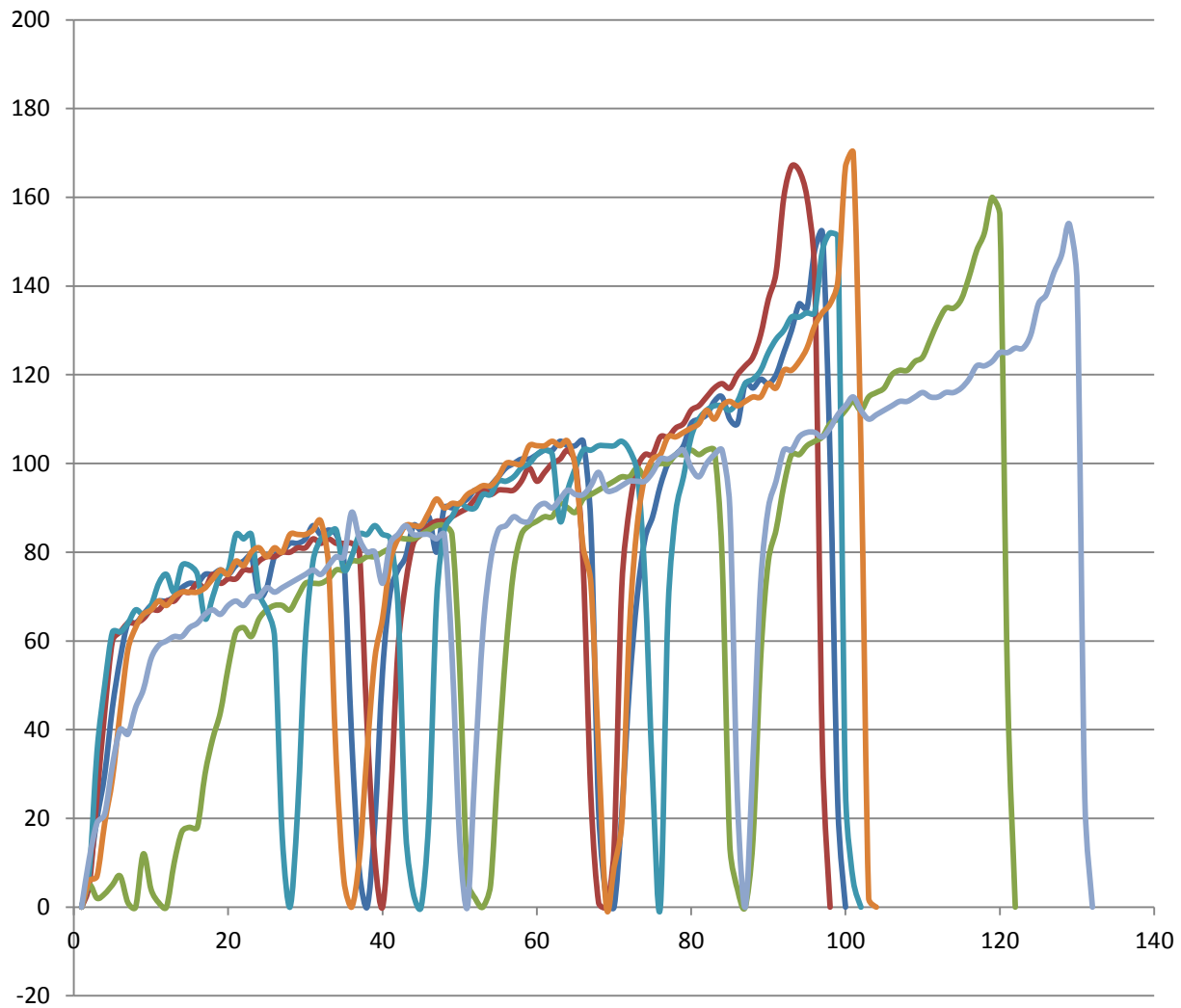




# Measure





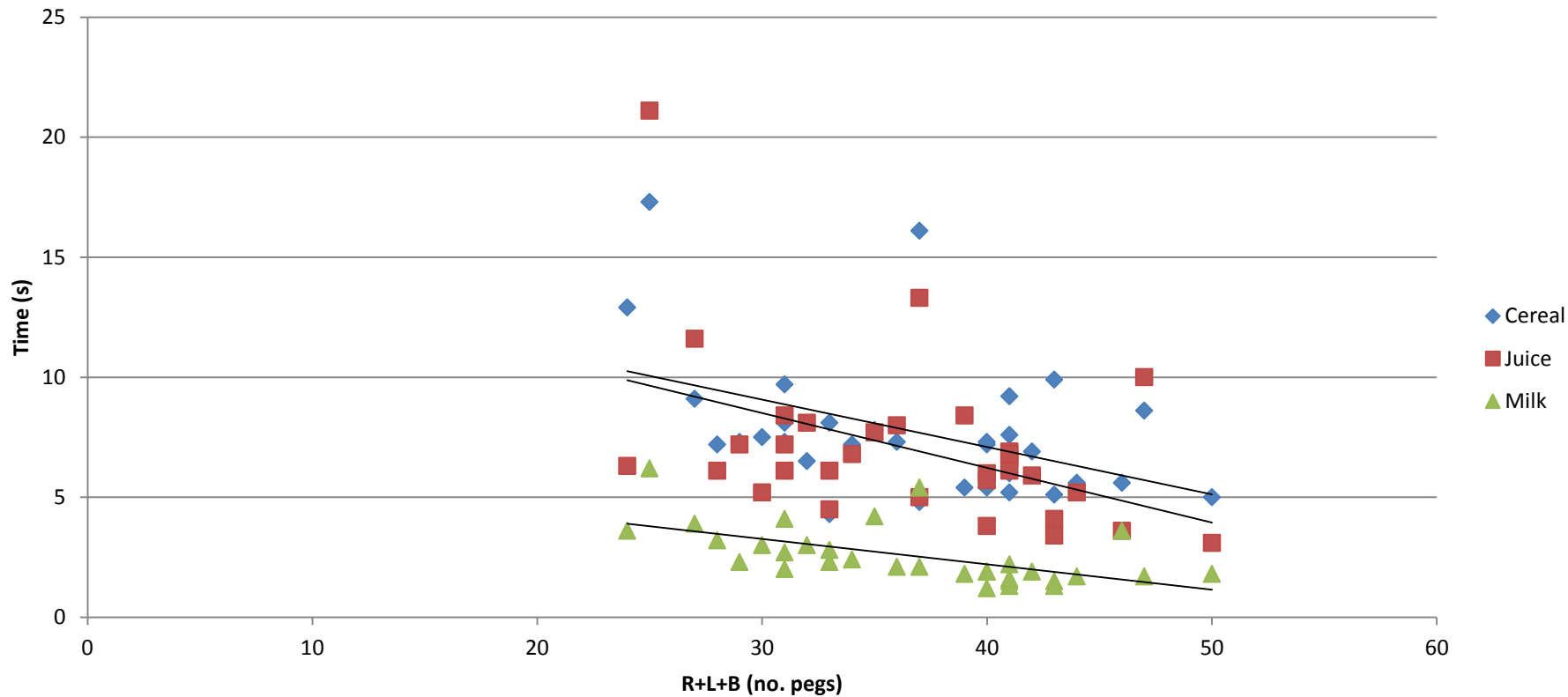


- bottle 4b Alaster
- bottle 4b Mark
- bottle 4b Helen
- bottle 4b Janet
- bottle 4b Katty
- bottle 4b Val
- bottle 4b John



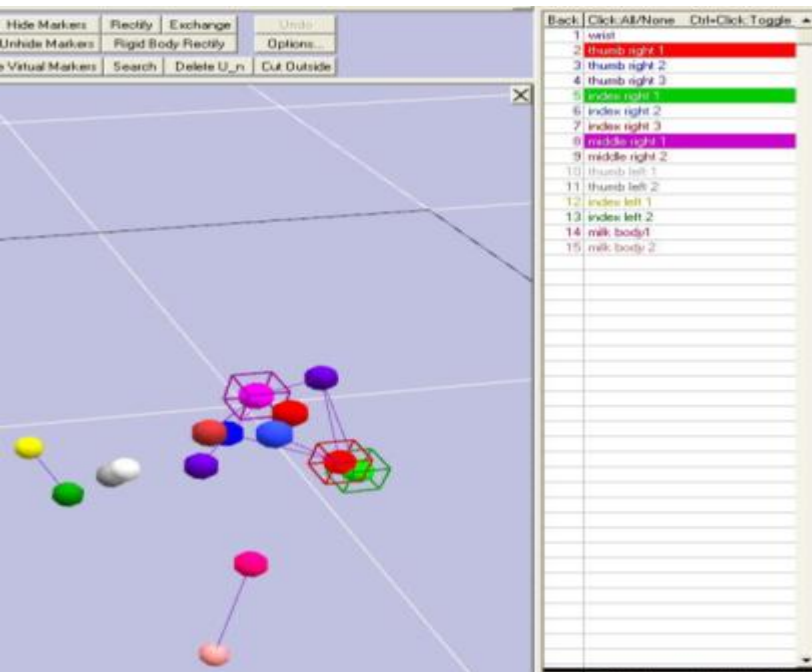


# All participants - Macro Dexterity vs Cereal, Juice and Milk Opening Times







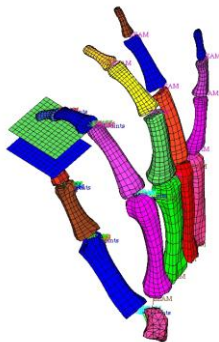


With thanks to J Clement

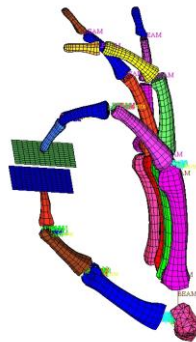


# Analytics

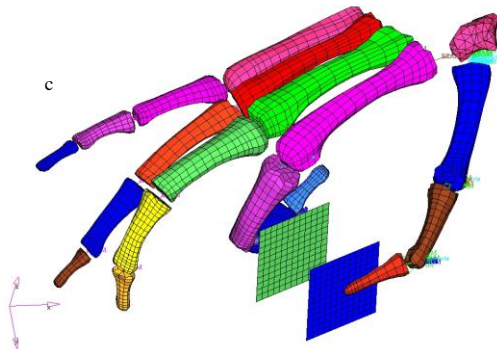
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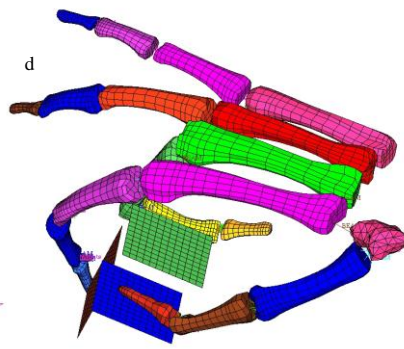
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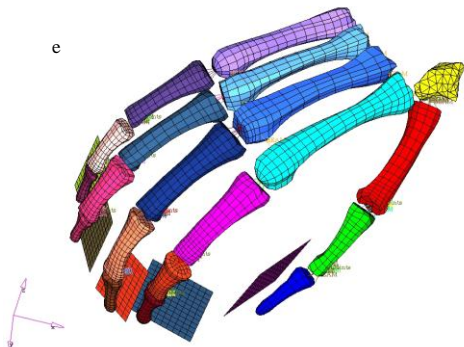
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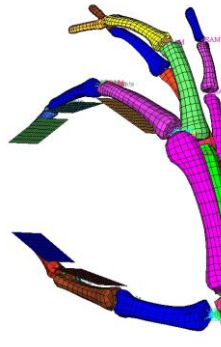
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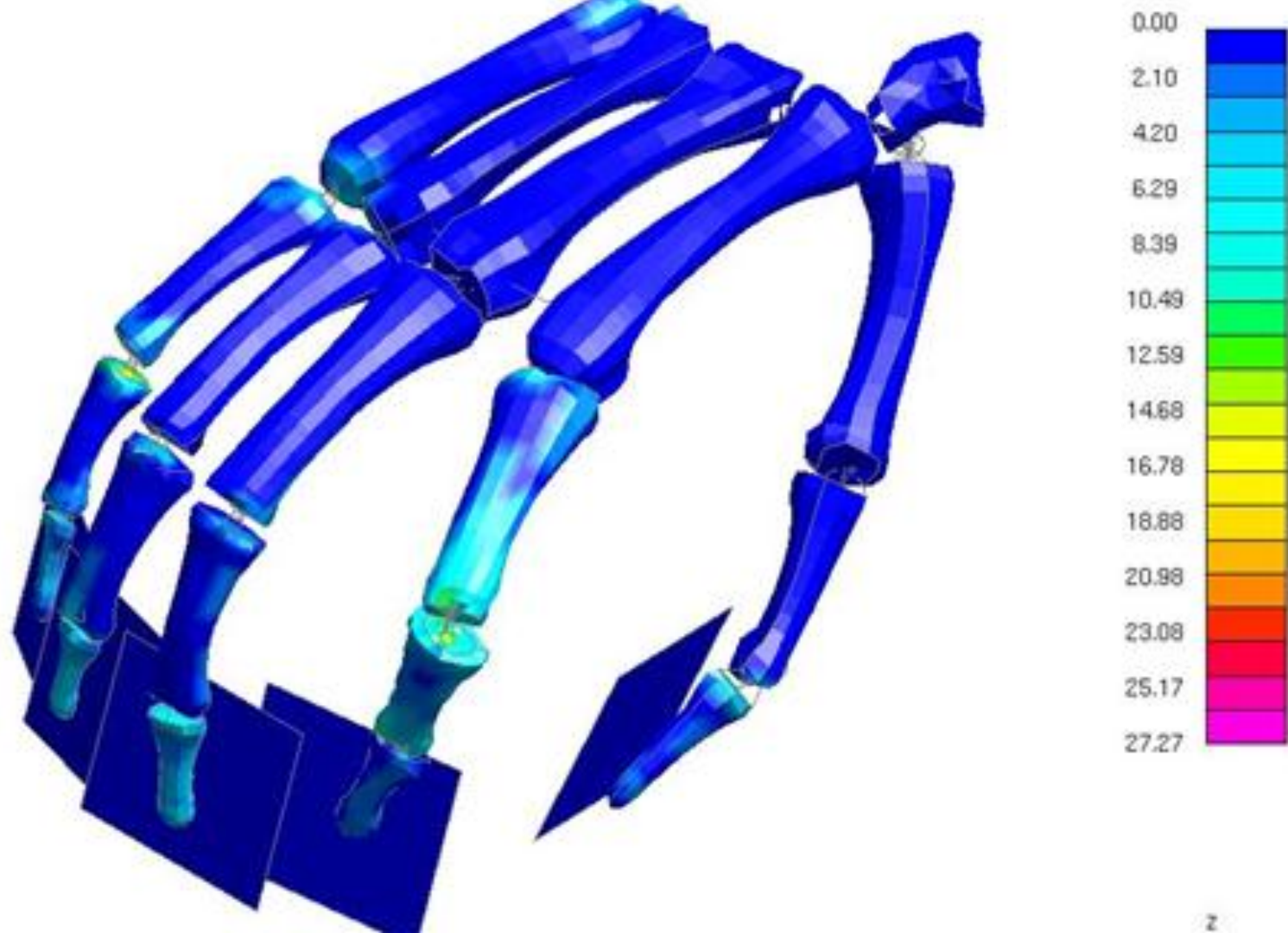


e



f







What is happening?





New easy-open  
paper  
wrap

**weetabix**®  
™









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