# The official magazine of the Association of Anaesthetists

### Readership

Anaesthesia News is mailed each month to over 11,000 Association members, including:

- Consultant anaesthetists
- Specialty (SAS) doctors
- Anaesthetic trainees
- Those working for the NHS or private practice (or both) in the UK. Ireland and overseas\*

Distribution

Trainees	29.00%
Overseas	3.47%

56 35%

Retired	10.19%

Other 0.99%

Anaest	thesia	News
ptember 2018		ISSN 0959-2962 No. 374
The Association gets a makeover: our rebrand		
The future of wearable technology in anaesthesia		
Musings of a millennial in modern medicine	20	
Survey on suicide		
		The committee con-
Association		

\*94% UK and Ireland and 6% overseas



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of Anaesthetists

# Anaesthesia News

# Education and non-profit organisations media pack 2019-2020

### **Further readership**

Anaesthesia News is available on our website (available to members), and is also distributed at our annual flagship scientific conferences: Winter Scientific Meeting, Trainee Conference and Annual Congress.

### **Editorial profile**

Articles and news items are written by the specialty for the specialty. It is not an academic journal, instead concentrating on professional life with articles on wellbeing, safety matters, our international and environmental work, and news items. There is a healthy mix of serious and some more light-hearted pieces, but always with the aim to inform and stimulate. As a members' magazine it is widely read, light and portable, and left in hospital coffee rooms and operating theatres for others to read.

### **Special issues**

Many issues are themed, for example on trainees, environment, safety, portfolio careers, wellbeing, specialty doctors, or international work.

### **About the Association of Anaesthetists**

The Association represents the life-changing, life-saving profession of anaesthesia - by supporting, informing and inspiring a worldwide community of over 11,000 members.



# Challenges facing children with autistic spectrum disorder presenting for anaesthesia

A 5-year old boy research for dental extraction at the day surgery unit. He has been diagnow this suttiet operature disorder and amonds neinstream school with 11 support. He has become increasingly smicious about visiting his dentist and has now had 2 courses of ambiotics for dental aboress. This young man has a potentially deursting affection of head of him at hospital. As a team of headthcare professionals there are many ways that we can improve this child's souemence of the unfertillar environment of a hospital.

#### ieneral consideration

Audiscis spectrum disorder covers a huge range of cognitive, communication and social presentations and may be associated with a side mage of sessibilities and other conditions, such as statement office, they present they deviced (ADPO), analysis and a statement office, they are considered to the conditions of the statement of the conditions and the conditions of the conditions of the statement of the conditions of the conditions of the conditions of statement of the conditions of the conditions of the conditions of statement of the conditions of the condi

#### re-operative assessment

His mother is accompanying him to the pre-operative visit at the dop sungery unit. His community dentits has identified him as someone who would benefit from a pre-operative visit with the play specialist. We are footunate to have staff who regularly work with children with outsim and are sensitive to the extra needs a child with audism may have, regarding social interaction, emotion and provision information.

The play specialts will meet the child and carer in a cale and quick environmer, useful in straightforward them who the we, and the purpose of the wist. They ascertan from the child and care any smetters or concerns from the beginning. This and care are presented or concerns from the beginning. This desired are considered as the purpose of the child. The environment is passessmell information in both wither and visual terms, depending seasonal information in both wither and visual terms, depending the properties of the child. The environment is then familiar both to the patient and the carer coming on the day of supery. The play special table time from the day of supery. The play special table time from the day and interests, as well as things that make him more amounts or challengs his behaviour. Clears are an invaluable source or coll and the contract of the child of the child or challengs his behaviour. Clears are an invaluable source or coll and the child of the child or challengs his behaviour. Clears are an invaluable source or coll and the child of the child or child or child the child of the child or child or

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one arrival, he is shown the awars of the department that he will it including the water playmoun and follers. The play specialist was him as bootlet that the has designed with stepwise cotagraphs of clinical areas, members of stall, anisotehets consults to you today, and some of the specialist passes produced to the stall, and some of the specialist passes better device whilst going to skeep. The family take the booklet me and can refer to before the day of surgery. The child can be this booklet to school if deviated for his Special Educational select Controllated (SECO) the school cold causes and the school of the school of the school of the school course and school of the school

#### Day of surgery

On the day of surgery, the same play specialist, having lisiate with the dental team, will be present to ad continuity of care. With the dental team, will be present to ad continuity of care. Care simple instructions en

medicitions may be given, for example midazotam 0.5mg.<sup>1</sup> (up to 40kg), mixed with paracetamol syrup or juice, and letop<sup>14</sup> applied to the dorsum of both hands, if the child will erate its application.

exibility is key to managing children whilst maintaining safety, ne example might be Plan W. an intravenous induction anaeshhesia, Plan B' - an inhalational induction, and Plan - which may include the child coming on another day, if



of members of staff in the ansesthetic room, as well as recluci unnecessary noise or stimulus can help. The play specialist's ongoing assistance can be vital in distracting and engaging t child whilst anaesthesia is induced. They can also support the carer after induction and accompany them back to the ward in

As with the pre-operative phase of care, children with subminy have specific difficulties understanding and processing the emergence and recovery of aneathesiss. It is important to communicate in a devience with members of staff in package of the communicate in a devience with members of staff in package of the stage of the stag

In other respects the postoperative care is similar to that of any other child; regular and adequate analyses and antiemetics, recovering the child with the carer as soon as is safe; and, ensuring the child receives food and drink once they are able to tolerate them. The continued presence of the same nursing staff and play specialist on the ward will also help the smooth

#### Cummon

Children with autistic spectrum disorder present with a wide variety of needs and concerns, when attending for surgery. A pro-active and multidisciplinary approach to their care will minimize these worries and allow the child to have as positive experience as possible with their forward.

> Antonia Mayell onsultant Anaesthetist, UHCW

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# The Amazonian arrow poison that revolutionised anaesthesia



South American Indians preparing an arrow poison of curare

Curare is a deadly poison found in the Amaz South America. It was the first NMB to be intr western medicine. It revolutionised the pract and allowed operations which were previous dangerous to be performed for the first time.

South American tribes shoot curee costed darts or arrows from blow pipes and bows to kill or strum animals for food and clothin The process of mixing the custre poison and creating weapons a highly skilled process. Different strengths of poison are neede for different sized prey, and mixing these accurately can only be determined by taste; curare is not toxic through ingestion alone.

Amour poison has been known to Europeans since is "Water Riselegib respections to Eugena in 1925, "two first brought as likely and the Eugena in 1925, "two first brought as likely as the Eugena in 1925, "two first brought as likely as the India de accustemed the poison during his time in Couyena writing "An Essay me the Assault Hartory Garinam in South America", Nazuralist Charles Westmon 1722-1855 [trought to carees sumplies or invoiced in the called to both to England in the Course sumplies or invoiced in the Called Tout to England in the Course sumplies or invoiced in the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and Alexagnated Seriesmon Called Brook (1783-1862) Westmon and Called Tout of 1924 1925, "the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Seriesmon Called Brook (1783-1862) Westmon and the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Called Tout of 1924 1925, "the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Called Tout of 1924 1925, "the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Called Tout of 1924 1925, "the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Called Tout of 1924 1925, "the Called Tout of 1924 1925, "the Called Tout of 1924 1925," and the Called Tout of 1924 1925, "the Called T

frogs in 1844 which showed conclusively that curare was actir as a NMB. He noted that "it is an anaesthetic agent only in appearance. The animal feels, but cannot show it."

walker from the cotto century that the Successful use of outers as AMR in surgery was discurrented. The first recognised accessful use was in North America by Haceld Griffith and control to the control of the Control

Centre will also be hosting a special Yuter's event on Friday 26 Cotober, about botanical medicine. The centre will host two lectures; one will discuss the arti-malerial and ansesthetic drug, cinchona, and one will delve into the faccinating topic of curse. A drinks and buffer reception will be included afterwards. Ticket cost 120 per person (awallable online at; http://bit.ly/2Ap6k7V) and doors open at 5.45pm.

Sophie Johnson

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# Anaesthesia News

# Education and non-profit organisations media pack 2019-2020

# Advertising rates 2019-2020

All prices shown are exclusive of VAT	One month	Two months	Three months	Six months	Twelve months
Full colour		10% Discount	10% Discount	15% Discount	25% Discount
Inside front cover	£1,482	£2,668	£4,001	£7,558	£13,338
Back cover	£1,781	£3,206	£4,809	£9,083	£16,029
Full page	£961	£1730	£2,595	£4,901	£8,649
Half page	£700	£1,260	£1,890	£3,570	£6,300
Quarter page	£353	£635	£953	£1,800	£3,177

We reserve the right to refuse any adverts that we feel may not be appropriate.

# **Booking deadlines**

June 2019	2 April 2019
July 2019	2 May 2019
AUG 2019	4 June 2019
SEPT 2019	3 July 2019
October 2019	3 August 2019
November 2019	1 September 2019
December 2019	2 October 2019
January 2020	3 November 2019
February 2020	1 December 2019
March 2020	2 January 2020
April 2020	2 February 2020
May 2020	2 March 2020
June 2020	2 April 2020



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### Advertisement sizes (width x height)

1/4 page	88mm x 124mm
1/2 page landscape	180mm x 124mm
1/2 page vertical	88mm x 256mm
Full page	180mm x 256
Full Page	210mm x 276mm 282mm x 216mm (with 3mm bleed) (type area 180mm x 256mm)

### **Accepted formats**

PDF	Please supply your advert in high resolution (300dpi CMYK) PDF with all fonts embedded.
	Cropmarks and 3mm bleed.

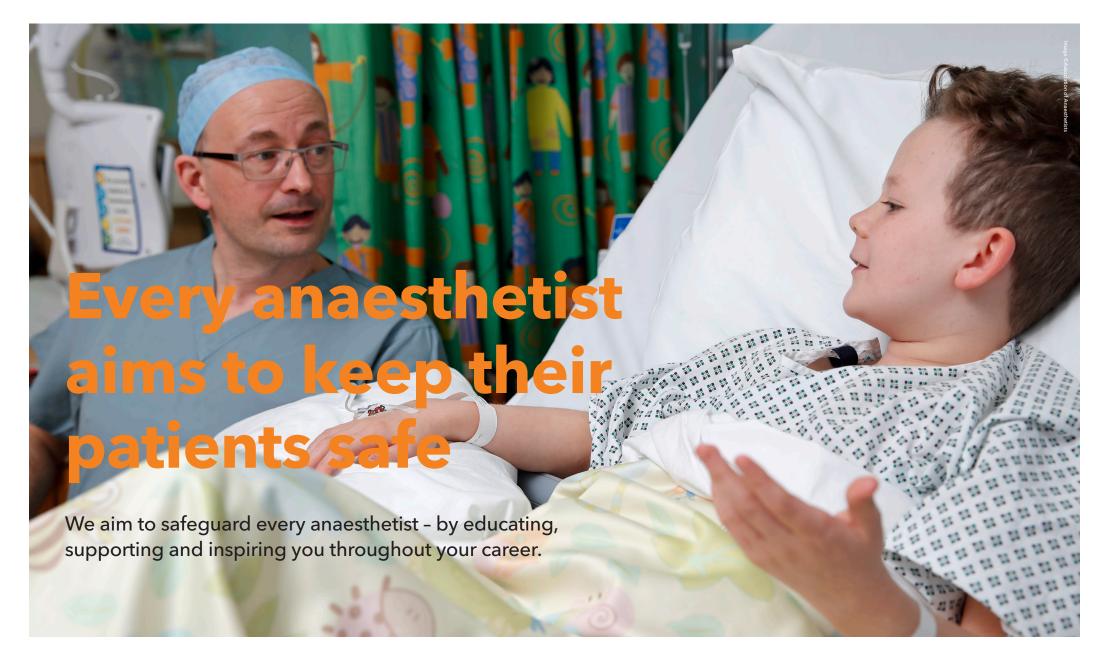
## Sending artwork

Email	Please email your artwork and booking form to chris@anaesthetists.org  Please add your full contact details within the email in case we need to contact you.
Via web	If your advert is too large to email then please use the free upload and send service from www.wetransfer.com. Recipient: chris@anaesthetists.org. Please add your full contact details within the message field in case we need to contact you.

## **Proofing**

Via email  To ensure that you are happy with your advertisement a PDF proof will be emailed prior to publication.	Э
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