Nurse Irene Hammond was named New Marketer of the Year at this year’s glittering CANMOL awards ceremony at St David’s Hotel and Spa.

The award was given in recognition of her work to develop the “Show Me Where” communication aid for children with autism and other difficulties.

The resource started as a magnetic book and chart showing a generic child’s body to which all body parts could be attached, showing either where examination was to take place or giving the child the opportunity to show a specific area of pain. This has been followed by an app available for ipads and tablets.

The app was developed by Cardiff University and all graphics and artwork were created by Jan Sharp, a senior medical artist at the media resource centre at the University Hospital of Wales.

Irene said: “I was very thrilled and honoured to receive such a prestigious award and although it was personal to me, the sponsor was shown as the Cardiff and Vale University Health Board.

“The aid has generated interest from a number marketing professionals who attended the event or have heard about it.
“The future of the aid is totally reliant upon professional and targeted marketing and my dream is to see many more children use it from a young age, thus alleviating the great anxiety they have when in pain or being medically examined by using the familiar images contained within the product.”

The aid is currently used by 22 schools in Wales and one in England, as well as in care homes and Ty Hafan Children's Hospice. Many parents and individuals have also purchased books and wall charts.