

PUBLIC HEALTH NEWSLETTER



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5 ways to Well-being

Issue 1 – November 2015

Foreword: Councillor Marcus Hart Cabinet Member with Responsibility for Health and Well Being



As Cabinet Member for Health and Wellbeing at Worcestershire County Council and Chairman of the Health and Wellbeing Board, I am pleased to introduce the first edition of our public health newsletter. We have developed this newsletter in response to requests from individuals and organisations who have told us that they would like to keep up to date with what's happening in public health, both nationally and in their local area. I hope you find it interesting and informative, please do feed-back any comments you have on this edition and any suggestions you may have for topics you would like us to cover in future editions to dtillsley@worcestershire.gov.uk

Welcome from Dr. Richard Harling, Director of Public Health Worcestershire



Welcome to the first edition of the Worcestershire Public Health Newsletter. The transition of public health into local government in 2013 was one of the most significant changes for councils in recent years. It has created huge opportunities for local authorities to make a stronger impact on improving the health of local communities. Local authorities are now responsible for improving the health of their local population and for public health services including most sexual health services and services aimed at reducing drug and alcohol misuse. The Secretary of State continues to have overall responsibility for improving health – with national public health functions delegated to Public Health England.

Worcestershire Health & Wellbeing Board works to six key principles which underpin the Health & Wellbeing Strategy:

- Working in partnership
- Empowering individuals and families
- Taking local action
- Using evidence in decision making
- Involving people
- Being open and accountable

A major piece of work is currently underway to review the Worcestershire Health and Wellbeing Boards (HWBB) Strategy. Following feedback from a well-attended consultation event held in June 2015, HWBB has released its draft Strategy for public consultation.

The proposed high level priorities for 2016-19 are:

- Having good mental health and well-being throughout life
- Being active at every age
- Reducing harm from alcohol at every age

Promoting...

Health and Well-being

There is an opportunity for you to respond to the consultation on the draft strategy here:

http://www.worcestershire.gov.uk/info/20043/health_and_well-being

Responses will be used to re-draft the strategy and a report on the consultation will be considered along with the final draft by the Health and Well-being Board in early 2016. The deadline for responses is **4th December**.

Message from Dr. Frances Howie, Head of Public Health Worcestershire



I am pleased to announce that the Worcestershire Joint Strategic Needs Assessment (JSNA) Annual Summary is now available on the website. The JSNA is a vital resource in reviewing, planning and commissioning services; it provides an insight into the health and wellbeing of people in the county, public views on health and well-being and any emerging trends in health and well-being in Worcestershire.

You can access the JSNA summary at:

http://www.worcestershire.gov.uk/downloads/download/571/joint_strategic_needs_assessment_summaries

Eating well on a budget



Following a successful pilot programme in Redditch Borough Council the Public Health team have successfully rolled out the Eating Well on a Budget training programme across the County. The training supports front line staff and volunteers to deliver healthy eating on a budget messages to communities they are working with. It aims to increase knowledge and confidence to support individuals and families living on low budgets to eat more healthily. Training is delivered through the Healthy Communities team and the Malvern Community Food Worker.

Topics covered include;

- Information about how to eat well on a low budget
- Tips and advice about how to plan meals and utilise store cupboard basics
- Signposting information for healthy living and eating well resources
- Food hygiene summary
- Advice and practical guidance for how to run group sessions

For more information about the programme or to book onto a course please contact your local Health Improvement Coordinator or email HWBAdmin@worcestershire.gov.uk

- Redditch: Claire.mitchell@bromsgroveandredditch.gov.uk
- Malvern: melanie.whistance@malvern hills.gov.uk
- Wyre Forest: Rachel.cockayne@wyreforestdc.gov.uk
- Worcester: Remya.rajendren@worcester.gov.uk
- Bromsgrove: angie.waldron@bromsgroveandredditch.gov.uk
- Wychavon: HWBAdmin@worcestershire.gov.uk

Calling all Budding Artists

From 1st October 2015 it became illegal to smoke in a car, or other vehicle, with anyone under the age of 18 present. The law is intended to protect children from the dangers of second-hand smoke. Over 80% of cigarette smoke is invisible, and opening windows does not remove its harmful effect. Every time a child breathes in second-hand smoke, they breathe in thousands of chemicals, which put them at risk of serious conditions including meningitis, cancer, and respiratory infections such as bronchitis and pneumonia.



In order to raise awareness of the new legislation, encourage parents to stop smoking and to help prevent young people who don't smoke from starting, the public health team has invited school children aged 5-11 years old to take part in a competition to design a smoke free car air-freshener. The winning design will be printed onto car air-fresheners and distributed to smokers who are giving up with the support of the Worcestershire NHS Stop Smoking Service.

The winning design as well as the winning pupil will be promoted on our webpages and publications therefore parents/ guardians would need to complete a photograph consent form. We encourage you to take part in the competition and we can send out entry forms; please contact Sam Roberts by emailing SRoberts2@worcestershire.gov.uk Please return all competition entries to Sam Roberts, Worcestershire County Council, County Hall, DASH - Health & Well-being, Spetchley Road, Worcester WR5 2NP by 30th November 2015.

Become a Dementia Friend

There are now more than 8,600 people living with Dementia in Worcestershire - this is expected to rise to over 10,443 by 2020. Dementia is not a disease but a collection of symptoms that result from damage to the brain. It is increasingly common with age, though younger people can develop dementia too. Nationally, people over 55 fear a diagnosis of Dementia more than any other condition.



Responding to the Prime Minister's Challenge on Dementia, our WCC Public Health team is promoting Dementia Friends, the national Alzheimer's Society initiative which aims to promote understanding of dementia and reduce fear and stigma. This initiative highlights the small things we can all do to help people living with the condition to feel understood, respected and supported in our communities – to live well with dementia.

You can become a Dementia Friend either by attending a free 45 minute awareness session via [Dementia Friends website](#), or by attending an informal lunch-time Dementia Friends session at County Hall offered by the Public Health team. Alternatively you can register to become a Dementia Friend via the [Dementia Friends website](#) and by watching a short online video. If you are interested in finding out more, would like to attend session at County Hall yourself, or request a session for your team, please contact HWBAdmin@Worcestershire.gov.uk.

Health Impact Assessment



Health Impact Assessment is designed to bring public health issues into the foreground of policy and decision-making. It offers a route to understanding the potential health risks and benefits entailed in any proposal.

Recent evidence suggests that by creating health-sensitive environments we can improve the health and wellbeing of people living within them and reduce health inequalities. Health Impact Assessments undertaken on

planning projects can ensure that the effect of new developments on both health and health inequalities is considered and addressed through the planning process.

The Public Health team at Worcestershire County Council is supporting Local Planning Authorities in taking the HIA approach forward through planning policy and delivery routes. As part of this process, a HIA Toolkit is being prepared. The Toolkit aims to guide planners and any potential applicants through the HIA process on the planning documents and proposals for any new developments coming forward in Worcestershire.

The HIA Steering Group is also working with planners to develop an HIA planning pilot on a residential development site in Evesham. The completion of both documents is expected in winter 2015.

For more information please contact Marta Dziudzi, Health Improvement Practitioner, mdziudzi1@worcestershire.gov.uk or 0190567794.

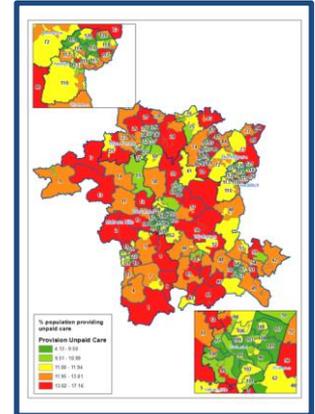
Worcestershire Census Atlas

Using Census 2011 data in a practical and applied way, this document provides an insight into the influence of housing and the environment on health outcomes for the people of Worcestershire. This report contains a series of maps which provide an easily interpreted representation of the Census 2011 data by ward in Worcestershire.

The map depicts the distribution of people in Worcestershire who report providing unpaid care – this demonstrates that there is a higher density of people caring for family and friends in rural areas than in urban areas such as Worcester and Redditch (inset maps). Caring for someone else can have an impact on health and wellbeing.

For more information you can access the document here:

http://www.worcestershire.gov.uk/downloads/file/5600/worcestershire_census_atlas_2014



Community Engagement



A number of public health questions were included in the Viewpoint Residents Survey again in 2015; the results of the survey have been analysed and a summary of the findings is available on the JSNA website. It provides an interesting insight into the views of people in Worcestershire on health and wellbeing with the most concerns in terms of public health being obesity and mental health.

For more information you can access the document

http://www.worcestershire.gov.uk/downloads/file/4593/viewpoint_residents_survey_july_2014

Sexual Health Services

Following the transfer of sexual health services to the Council from the Primary Care Trust in 2013, Public Health is now undergoing a procurement exercise for a single Integrated Sexual Health service that will provide service coverage throughout the county.

The aim of the Integrated Sexual Health Service is to encourage the resident population of Worcestershire to achieve and maintain their health and wellbeing as a result of positive sexual health and relationship behaviour. The service will have a major focus on prevention, health promotion and self-management, and will enable service users and the wider population as a whole to make safe and healthy lifestyle choices in relation to their sexual health, as well as providing easy equitable access to key services such as contraception and reproductive health, and testing and treatment for STIs.

The finalised tender pack will be advertised on the Council's e-tendering portal on 13th January, with a view to announcing a preferred lead provider on 3rd May 2016. For more information, please contact Darren Plant the Sexual Health Commissioning Manager at dplant@worcestershire.gov.uk

Diary Dates



Data Workshops

If you work within an organisation with an interest in Worcestershire's health and wellbeing we run an ongoing programme of free 'hands-on' JSNA workshops. These will be of interest to those who would like to know more about the Worcestershire JSNA and other selected sources of public health data.

The next Public Health Data Workshop is planned for **December 9th**
For more information please contact Liz Howell at: EHowell@worcestershire.gov.uk

Men's Health

During November and December we will be promoting Men's Health. Evidence shows that men are more likely to smoke, drink alcohol to hazardous levels and be overweight or obese. These lifestyles can lead into serious diseases such as cancer, heart disease and stroke. For further information about the campaign please contact sroberts2@worcestershire.gov.uk

Domestic Abuse



25th November is **White Ribbon Day** - www.whiteribboncampaign.co.uk
Take part in a mile-long walk in heels for the White Ribbon Campaign; Starting from the Hive, Worcester City Centre on 10th December at 10:00am. If you would like to take part in the walk, please contact: ncspva@worc.ac.uk

16 Days of Action against Gender-Based Violence Launch Event 25th November 2015. The campaign runs from 25th November (International Day against Violence against Women) to 10th December (International Human Rights Day). This year's theme is education, focussing on the relationship between gender based violence and education perspective. The launch event is free of charge and open to all, booking is essential. To book a place, please go to: <https://16daysofaction-ncspva.eventbrite.co.uk>

National Public Health News

Protecting health and reducing harm from cold weather

Public Health England (PHE) has published its annual cold weather plan for England 2015. The plan is complemented by new NICE Guidance on excess winter deaths and morbidity and the health risks associated with cold homes, which includes pregnant women as a vulnerable group.



The Chief Medical Officer states that 'there are too many avoidable deaths each winter in England primarily due to heart and lung conditions from cold temperatures. The reasons more people die in winter are interlinked with inadequate heating and poorly insulated housing and health inequalities as well as circulating infectious diseases, particularly flu and norovirus, and the extent of snow and ice. Cold related deaths represent the biggest weather-related source of mortality. Although temperatures are gradually rising with climate change, cold weather deaths are still expected to be high by 2050, due to the ageing and increasing population. So we are going to need the guidance in these pages to protect the public from the effects of cold for many years to come'.

PHE Cold Weather Plan is available at:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/468160/CWP_2015.pdf

Advice on keeping warm and well over winter can be accessed at:

<https://www.gov.uk/government/publications/keep-warm-keep-well-leaflet-gives-advice-on-staying-healthy-in-cold-weather>

Stay Well This Winter



The Stay Well This Winter campaign begins with a national flu vaccination programme for children. This year the programme is being extended to children in school years 1 and 2, and aims to help 3 million children between the ages of 2 and 6. For the first time, the youngest primary school children in 17,000 schools will be eligible to receive the free nasal spray vaccine, making this the largest school-based vaccination programme ever in England

The injected flu vaccine is offered free of charge on the NHS to people who are at risk. This is to ensure they are protected against catching flu and developing serious complications.

You are eligible to receive a free flu jab if you:

- are 65 years of age or over
- are pregnant
- have certain medical conditions
- are very overweight
- are living in a long-stay residential care home or other long-stay care facility
- receive a carer's allowance, or you are the main carer for an elderly or disabled person whose welfare may be at risk if you fall ill
- are a front-line health and social care worker. It is your employer's responsibility to arrange vaccination for you

More information can be found at:

<https://www.gov.uk/government/news/winter-campaign-starts-with-largest-flu-vaccination-programme>

Sugar consumption



Public Health England's review, [Sugar reduction: the evidence for action](#), concludes that a range of factors, including marketing, promotions, advertising and the amount of sugar in manufactured food, is contributing to an increase in sugar consumption. A correspondingly broad range of measures is needed in response. The report was commissioned by Ministers at the Department of Health to inform policy-making as part of the Government's forthcoming childhood obesity strategy, which will be published in the New Year.

The evidence review shows that action to reduce sugar consumption levels could include, but is not limited to, reducing:

- the volume and number of price promotions in retail and restaurants
- the marketing and advertising of high sugar products to children
- the sugar content in and portion size of everyday food and drink products

The review also suggests consideration of a price increase, through a tax or a levy, as a means of reducing sugar intake, though this is likely to be less effective than the three measures set out above.

FAST Stroke Action

Public Health England and the Stroke Association are urging the public to Act FAST if they spot signs of stroke with the aim of saving lives and improving outcomes for survivors.

A person loses 2 million nerve cells every minute that they do not receive medical treatment during a stroke. Nerve cells are the core components of the brain, spinal cord and central nervous system and the more that are lost, the greater the chance of slurred speech, paralysis and permanent disability.

If left untreated, a stroke could result in permanent disability or death.

The latest Act FAST campaign will again urge the public to call 999 if they notice any of the stroke symptoms in others or experience them themselves. The Act FAST campaign message is:

- Face – has their face fallen on one side? Can they smile?
- Arms – can they raise both their arms and keep them there?
- Speech – is their speech slurred?
- Time – time to call 999

View the video at: <https://www.gov.uk/government/news/world-stroke-day-new-public-awareness-film-released>

Health Awareness Campaigns

1 – 30th November 'Movember' Men's Health Awareness Month

<https://uk.movember.com>

Dry January 2016

<http://www.dryjanuary.org.uk>

Useful Links

Your Life Your Choice <https://ylc.worcestershire.gov.uk/>

Public Health England <https://www.gov.uk/government/organisations/public-health-england>

Office for National Statistics Local Profiles <http://www.ons.gov.uk/ons/rel/ness/local-profiles/index.html>

Health Impact Assessment Gateway <http://www.hiagateway.org.uk/>

Fair Society, Healthy Lives (The Marmot Review) <http://www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review>

Worcestershire Tobacco Control Newsletter [Tobacco Control Newlester 8.4.15.docx](#)

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Promoting...

Health and Well-being

 **worcestershire**
county council