

Health Promotion News

*The newsletter of
the Health Promotion
Service for those
involved in
Health Promotion*

Contents

New Drop in Cooking Sessions	2
EEFO Mystery Shopper evaluations in full swing	3
Royalty introduced to Health Promotion	4
Cornwall Healthy Schools Programme Update	5
Over 50s Leisure Week	6
Information and Resources	6-7
Low income diet survey	8

Health Promotion News is the Health Promotion Service Newsletter for those involved in health promotion. Editor: Nigel Ellis Tel: (01209) 313419. Queries to Health Promotion News, Health Promotion Service, The Kernow Building, Wilson Way, Pool, Redruth, Cornwall TR15 3QE. The opinions expressed in this newsletter are those of the contributors and may not necessarily reflect those of the Health Promotion Service. The editor reserves the right to refuse or edit articles submitted.

**The Health Promotion Service
provides services on behalf of
Cornwall & Isles of Scilly Health
Community**



Weight Management in the West

The Cornwall Obesity LAA Group is piloting, through Neighbourhood Renewal Funding, an initiative that is supporting those living in Penzance, Camborne and Redruth, to improve their health by changing their eating and physical activity patterns and, in doing so, lose weight.

Slimming on Referral

One aspect of this initiative is Slimming on Referral, working through the GP practices. The scheme is designed for adults with a Body Mass Index (BMI) of 30 or more. Provided you know your height and weight you can work out your BMI by going to www.bdaweightwise.com. On the programme those with a BMI of 30+ (or 27 with co-morbidities), can access, for free, either 12 weeks of weight loss sessions, healthy cooking, physical activity or one to one support. Or all of these things as a whole support package!!!!!!

Take note that you don't have to join the Slimming on Referral programme to take part in the cooking sessions. These are open to anyone who wants to learn basic healthy cooking on a budget regardless of weight.

● For more information please contact us 01209 313419, quoting Slimming on Referral

Why Weight

The other aspect of this initiative is 'Why Weight' for the early years. Again this fun, free six week programme is taking place in the Penzance, Camborne, Redruth area.

This rolling programme is for families with at least one child under five. It is being led by experienced Family Learning tutors.

The emphasis is not on weight loss but on weight management, making changes to lifestyle, eating well and being more active. The sessions have an initial focus on the adult, followed by a fun time interactive time with the children.

● For more information contact Family Learning on 01726 891993 quoting 'Why Weight'

New Drop in Cooking Sessions



As part of the Neighbourhood Renewal Funded Slimming on Referral programme, Amy Bromfield, from the Eatsome Project, is running free cooking sessions in Camborne, Redruth and Penzance.

Amy, who started with the project in June, says "Although these sessions are aimed at those who are trying to lose weight they are actually open to anyone. During the session we cook a variety of low cost, low-fat meals"

Sessions run as follows:

Redruth – Mondays 2.00pm-3.30pm, Redruth Community Centre

Penzance – Mondays 5.00pm- 6.30pm, Lescudjack Sure Start Centre

Camborne – Tuesdays 12.00 noon-1.30pm, Camborne Community Centre

Suzanne Barber, a participant at the Redruth session, pictured above said "It's simple and quick and great for the whole family. Come join in, make new friends and a new lifestyle."

If you are interested in coming along it is best to book your place on 01209 313419, as sessions are filled on a first come first served basis.

Get Cooking

The Get Cooking courses, which provide training in running a cooking club, including an accredited food hygiene course, are continuing to be popular.

Due to high demand we are putting on a further Get Cooking course in St Austell. The Pool and Liskeard courses are now full. The following courses are still available:

Cosgarne Hall, St Austell
4th and 5th October 2007

Children's Centre, Newquay
17th and 18th January 2008

Health Promotion Service, Pool
6th and 7th March 2008

Other training sessions may become available if needed.

Schools may be interested to know that there is now a national scheme, called Let's Get Cooking (yes I know; popular name!)

This scheme provides schools with funding and support to run after school cookery clubs. Go to the website to find out more: www.letsgetcooking.org.uk

How good is your food?

We know we should be eating better, we know we're getting fatter, we know we're unhealthy. We know, we know, we know! But do we know how to go about making the changes needed with as little pain as possible?

If you and your group want to learn more about the basics of nutrition, together with motivational tools to help you make the changes, the Eatsome Project may be able to help. Call 01209 216967 to book a healthy eating workshop. These can be tailored to your group and can include tips on budgeting, lunch boxes or anything else that might help you achieve a more balanced diet.

We also offer training for organisations in how to implement a healthy eating ethos and communicate key good able to help.

Bite Size Grants

This round of grants has been bursting at the seams with great projects. We have had applications from a variety of groups for a real mix of projects. We are really excited to see how these projects develop. The projects that were funded are as follows:

Bite Size Grants Round 1 2007- 2008

Organisation/Project	Amount Received	Category
Family services (CYP+F)	£200.00	Cooking
South Cornwall Epilepsy Action Group	£300.00	Cooking
Truro Young Women's Centre	£300.00	Cooking
Health Action for Men	£170.00	Cooking
Camelford Youth Project	£300.00	Cooking
St Issey Youth Club	£300.00	Equipment
Bodmin Youth Project	£265.00	Cooking
Trevu Children's Centre	£300.00	Cooking
Trevu Toy and Resource Library	£200.00	Equipment
Chyan Community Field Project	£187.00	Allotment
Falmouth Family Centre	£288.00	Cooking
Cornwall Blind Association	£300.00	Equipment
Callington Cookery Group	£300.00	Cooking
The New Connection	£285.00	Cooking
Active8	£300.00	Equipment
Lescudjack Centre	£150.00	Cooking
BTCV	£204.30	Cooking
Sembal Skills Project/Fairholme	£300.00	Cooking
Hayle Children's Centre	£92.95	Allotment
Jumbles Day Nursery	£300.00	Allotment

The next round of grants closes on the 9th November.

EEFO Mystery Shopper Evaluations in Full Swing



involved in providing constructive feedback on the issues that are important to them when they access services.”

A sample of services who have met the EEFO Quality Standards who offer contraception or sexual health provision will be evaluated within the next few weeks. Individual services will not be notified if they have been selected until after the evaluations have taken place.

EEFO will organise follow up visits to those services that have been evaluated later in the year to provide any feedback from the young people involved. Following this a report will be written highlighting the key issues and best practice in Cornwall and the Isles of Scilly, and will be circulated to all key stakeholders across the County.

3

The EEFO Programme aims to reduce inequalities for young people aged 13 to 19 living in the county, by addressing the barriers identified by national and local research which prohibit young people from accessing the services they need.

As part of the EEFO Programme's commitment to continuous service improvement, the active involvement of young people and in line with targets set out in the Cornwall and Isles of Scilly Sexual Health Local Area Agreement and the Reducing Teenage Pregnancy Strategy, EEFO has trained a group of young people to become mystery shopper evaluators as part of a pilot project.



At the start of the summer break there was a two-day training event held where the group was taught the key skills required to carry out effective evaluations. The focus of the evaluations is on EEFO Approved services who offer sexual health or contraceptive advice. The group had the opportunity to visit a sexual health clinic as part of the training, and for many of the participants this was the first time a clinic had been visited.

The group of young people themselves designed the evaluation forms so the content reflected the issues that are pertinent to them. Emily Thomas, the EEFO Programme Co-ordinator, said “This is a great opportunity for young people to be actively

If you are interested in finding out more about this exciting summer project, please contact EEFO on 01209 313419 or info@eefo.net

For more information about the EEFO Programme, please go to www.eefo.net

The photo images in this article have been altered so that the young people involved cannot be identified before the mystery shopper evaluations have been completed.

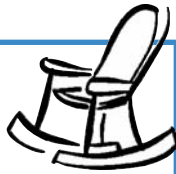
Royalty Introduced to Health Promotion



4

Angela Royle, Senior Health Promotion Officer met Camilla the Duchess of Cornwall on Thursday 5th July at the opening of the Duchess of Cornwall Osteoporosis Centre at Royal Cornwall Hospital. The Duchess toured an exhibition to learn more about how the burden of osteoporosis in Cornwall can be reduced by effective prevention programmes and treatment.

Rocking Chairs



It has been reported that rocking in a rocking chair can actually increase your heart rate without any significant changes in blood pressure occurring. In a study of 25 people aged between 65 and 95, it was shown that the rocking motion provided the subjects with a mild but effective cardiovascular type of exercise.

Sports Medicine Digest, Vol16, No3, 1994 p5.

FREE leisure activities for the Over 50s in North Cornwall



If you are aged 50+ and want to get more active, this scheme is just for you! The Over 50s Leisure Week will take place at venues throughout North Cornwall from Monday 17th to Sunday 23rd September 2007.

The week offers a great opportunity to explore new places on walks and cycle rides, to try new activities, brush up on something that perhaps you haven't done for a while and at the same time make some new friends, take exercise and get healthy.

The Over 50s Leisure Weeks are organised by a partnership between LEAPActive and North Cornwall District Council. Booking lines for the activities will be open from Monday 3rd – Friday 7th September from 9.00 am to 5.00 pm. Booking is essential; places will be allocated on a first come, first served basis.

Tracey Barter of the NHS project, LEAPActive said: "If you would like to try a variety of activities then now is your chance. All activities are free for anyone aged 50 or over. We are arranging these sessions in hope that some people may continue with an activity on a regular basis. The health benefits of regular activity are well proven. We know that taking part in physical activity can help improve health and fitness; it can also help to relieve anxiety and depression and improve self-esteem. This could also be an opportunity to get out and meet new friends."

Register your details NOW! For more information, please contact Tracey Barter at LEAPActive on 01209 310062.

County Council Extends Smoking Ban



From the 1st October 2007 the Cornwall County Council smoking ban will be extended to include the grounds of all buildings owned, leased or rented by them.

The Stop Smoking Service has been enlisted to ensure that all employees who want to stop smoking get the best help and support available.

The Stop Smoking Service will be running Stop Smoking Awareness Days at various County Council sites. They will be on

hand to give advice and offer support to anyone who is thinking about stopping smoking.

The Stop Smoking Service will also offer on site individual or group support sessions for anyone who wants to stop smoking.

In addition to the these sessions, there will

be external support sessions available to staff which are run by trained Stop Smoking Advisors all over the county.

There will also provide telephone, text or e-mail support to County Council employees who wish to give up smoking.

The Awareness Days will be held in September. Dates and venues have yet to be confirmed.



Gareth Walsh
Stop Smoking Service
Development Worker

Gareth has taken over the role from Janet Midlane and will be involved in new stop smoking projects and initiatives. Gareth can be contacted by email gareth.walsh.ciospct.cornwal.nhs.uk or by phone on 01209 215666



HEALTHY SCHOOLS PLUS

Healthy Schools Plus is not an additional or further standard, rather an opportunity for schools to extend and strengthen existing Healthy Schools status through a process of deepening the school's response to the core themes and widening their work to see how other opportunities contribute to Healthy Schools.

It is about the school choosing to identify important areas within the core themes that might address particular needs of the school community. It is an entirely voluntary process supported by the Programme where schools choose which core themes / criteria they wish to extend and strengthen.

Healthy Schools Plus will reflect and acknowledge existing work that has taken place since validation, and will provide a challenge to schools to continue to think about and strive to improve on the standard achieved to attain Health Schools status. It is a move from meeting the minimum criteria to achieving best practice.

Healthy Schools Plus will focus on some key areas:

- Reducing Health Inequalities (which of course is a core value for all CHSP work)
- Obesity
- Mental Health

At the same time it will be about the process itself and open to schools to choose their own criteria and key areas to focus on. It will be about how best we can work with and support schools to make their own chosen way through to revalidation after three years.

This is an exciting development of the Healthy Schools Programme. We are particularly looking forward to working closely with schools in the pilot phase to develop the process to ensure it meets their needs.

2007 — 2008? More change, greater challenges — bring it on!

For more information about the Cornwall Healthy Schools Programme contact us on 01209 – 310061 or E mail healthy.schools@ciospct.cornwall.nhs.uk

MEETING THE CHALLENGE

The 2006 – 2007 school year has been an exciting time for the Healthy Schools Programme. The introduction of the new national standard and the 'dreaded' national targets has meant continual and challenging change for both the team and the schools.

The challenge that has been met tremendously by both schools and the school support team with the result that by the end of the summer term 172 schools in County had achieved Healthy Schools status. This is 60% of all schools and meant that Cornwall met and exceeded the national target set for December 2007 of 55%. This is a fantastic achievement for everyone involved and our congratulations go to every school who worked so hard to make this happen.

A STUNNING CELEBRATION IN PROSPECT

In recognition of the achievement of schools we wanted to arrange a fantastic celebration and with the help of The Eden Project and Fifteen we are going to have one! On 8th November we are taking over the Eden Project for a 'Fantastic Feast of Food and Fun' for the Healthy Schools Awards 2007. Fifteen will cook the healthy feast with children and there will be activities and events about every aspect of healthy schools. The awards will take place as the feast reaches its climax and the Eden Project will be open to parents and carers as well the school attendees themselves.

BUT NO TIME TO REST ON OUR LAURELS

We aren't going to put our feet up just yet. Achieving Healthy Schools status is not a one off, but part of an on-going process. We are now looking at how we can challenge and support schools to widen and deepen their response to Healthy Schools, and develop their work further to meet the needs of their school community.

Because of the outstanding success of the Cornwall Programme we have been invited to take part in a pilot programme by the national team to explore this process further and to be involved in what is being called...

Library and Information Service

Below is just a sample of some of the new resources we have put on the system in the last quarter.

Training Packs

A to Z of Risk: A Young Person's Guide

DVD and teacher's notes. Suitable for trainers working with teenagers. Risk taking is part of life, but as teenagers mature they often take unnecessary, dangerous risks. 26 fast paced segments of personal stories, subjects covered: substances, identity, relationships, sexuality, thrills. Running time 23 mins.

Addiction and the Human Brain

DVD and teacher's notes. Suitable for trainers working with students aged 13 plus. Looks at drug addiction, how it affects the human brain and how teenagers are at the highest risk of drug addiction. Running time 25 minutes

Health, Protection and Informed Decision-Making

Suitable for trainers to use with students aged 14 plus focuses on a range of sexual activity in a relationship. Topics: Are you ready, what is sex, safe sex, sexually transmitted infections, prevention of STI's, contraception, protecting your reputation, myths, and alternatives to sexual intercourse. Running time 30 minutes.

New Club Drugs: Designed for Death

DVD and teacher's notes. Suitable for trainers working with students aged 12 plus. Looks at the use of "New Club Drugs", explains their dangers and give students a strong no use message. Running time 24mins.

Sexuality

DVD and teacher's notes. Suitable for trainers working with students aged 14 plus, this resource focuses on sexuality, identity and discrimination. Running times 30 minutes.

Sexually Transmitted Infections; What we can't see

DVD and Teachers notes. Suitable for trainers working with students 14 plus. Explains the different types of sexually transmitted infections (STIs), the possible consequences, safe sex strategies and what to do if you think you have an infection. Running time 29 minutes.

Trust, Responsibility and Negotiation in Relationships

DVD and teacher's notes. Suitable for trainers working with students aged 14 plus, focuses on issues related to trust, responsibility and communication in relationships. Running time 26 minutes.

Understanding Eating Disorders

DVD and teacher's notes. Suitable for trainers to use with students aged 14 plus. DVD examines the causes, symptoms and health problems resulting from eating disorders and looks at preventative strategies and treatment options. Anorexia nervosa, bulimia nervosa and binge eating. Running time 24 minutes.

Telephone 01209 313218 or visit

What is Love? What is sex?

DVD and teacher's notes. Suitable for trainers working with students aged 12 years plus. Focuses on issues arising from sexual relationships and sexual activity. Running time 28 minutes.

Impact of Parenthood (The)

DVD and teacher's notes. Suitable for trainers working with students aged 14 plus. Focuses on teenage pregnancy and parenting and explores the options available to young women who are or think they may be pregnant. Running time 32 mins.

From A to ZZZZs: What Teenagers Need to Know About Sleep

DVD and teacher's notes. Suitable for trainers/trainers to use with young people aged 13 plus. Explains the need for healthy sleep habits, by looking at the biology of sleep, the consequences of too little sleep and tips for getting restful sleep. Running time 18 minutes.

Exploring Healthy Relationships

DVD and teacher's notes. Suitable for trainers working with young people aged 12 plus. DVD looks at the skills needed to initiate and maintain healthy relationships, especially within the family. Running time 22 minutes.

Ecstasy: First Pill or Last?

Video and teacher's notes. Suitable for trainers. The pack provides basic factual information about the physical and psychological effects of taking Ecstasy, as well as it's short and long-term consequences. Video running time 17 minutes.

DVD

Baby-Led Weaning

DVD about baby-led weaning. The baby-led approach is different. It avoids spoon feeding and purees and instead allows babies to feed themselves from the very beginning. Enabling them to enjoy a wide range of flavours and textures straight away. Letting baby set the pace makes the process fun for everyone.

Video

Think Before You Drink

Video containing information about alcohol aimed at 8 to 12 year olds. This video has been produced by teachers for teachers use. Running time 14 mins. Pack contains accompanying notes

Books

Commissioning Framework for Health and Wellbeing

Document designed to enable commissioners to shift towards services that are personal, sensitive to individual need that maintain independence and dignity. Strategic reorientation towards promoting health and well-being, investing now to reduce ill health costs. A stronger focus on commissioning the services and interventions that will achieve better health, across health and local government, with everyone working together to promote inclusion and tackle health inequalities.

Communicating Health

Communicating health, strategies for health promotion. Book contents: theories and models in communicating health messages, social and psychological factors; reaching unreachable groups; crossing cultural barriers; mass media in health communication; information technology; using settings to communicate health promotion; evidence-based practice; evaluation.

Lightening The Load: Tackling Overweight and Obesity

This toolkit is intended as a resource to help those working at a local level to plan and coordinate comprehensive strategies to prevent and manage overweight and obesity.

Models

Lower Arm Model

Lower Arm Model. Showing radius, ulna, elbow and small section of the humerus.



Cervical Vertebrae Model

Cervical Vertebrae Model. C1 Atlas, C2 Axis, C3 to C7.



Shoulder Model

Shoulder Model. Showing clavical, scapula, upper humerus and ligaments.



Recommended Websites

NHS Choices Your Health, Your Choice

NHS Choices is the new service that helps you to make the most of your health and get the best out of the NHS

www.nhs.uk/Pages/index.html

Smokefree Cornwall

Smokefree Cornwall site contains important information on how businesses and organisations can meet the new smokefree legislation. It provides links to the Smokefree England website where additional information can be sought. This site also signposts to other Local Authority departments such as the planning, building control, licensing and also cleansing services that can help in relation to smokefree issues that may also impact on your organisation.

www.smokefreecornwall.co.uk/

7

New Face in the Library



Katie Hall
Administration and
Information Officer

Our new online booking system can be accessed via the Health Promotion website at www.healthpromcornwall.org then click on the virtual library link

Health Events

1 - 30 Sept

Pregnancy Health Month

4 - 10 Sept

Migraine Awareness Week

15 - 22 Sept

National Eczema Week

17 -23 Sept

Continance Awareness Week

21 September

World Alzheimer's Day

30 Sept - 6 Oct

Rural Health Week

1 Oct

International Day of Older Persons

1 -31 Oct

Breast Cancer Awareness Month

1 - 31 Oct

International Walk to School Month

10 Oct

World Mental Health Day

20 Oct

World Osteoporosis Day

31 Oct

Bug Busting Day - Head Lice Beware

1 - 30 November

Global Lung Cancer Awareness Month

1 - 30 November

Global Lung Cancer Awareness Month

Health Events

2007

calendar with links and contact details can be found on www.dh.gov.uk then follow the link

Low income diet survey published

The gap between the diets of people on low incomes and those of the rest of the population is not as wide as some feared, according to research just published by the Food Standards Agency (FSA).

The findings suggest that the dietary pattern of people on low incomes is the same as that of the general population, although in some aspects it is slightly less healthy.

Prior to this survey, there had been some concerns that the diets of this population group were extremely poor and that factors such as restricted access to choice and a lack of confidence in cooking skills were preventing people from eating healthily.

However, the Agency study did not identify any direct link between dietary patterns and income, food access or cooking skills.

The diet-related problems found to affect people on low incomes are in general much the same as those facing the population as a whole, including:

- Not eating enough fruit and vegetables
- Not eating enough oily fish
- Consumption of too much saturated fat and sugar

Levels of obesity were also found to be very high – 62% of men, 63% of women, 35% of boys and 34% of girls were overweight or obese, which mirrors the high levels within the general UK population.

The comprehensive survey, involving more than 3,500 people and carried out over 15 months, looked at the dietary habits and nutritional status of the low income population.

It was commissioned by the FSA to further inform its and other Government Departments' work in the area of diet and nutrition among low income groups.

The FSA Head of Nutrition, Rosemary Hignett, said: 'The encouraging news from this research is that the gap between the diets of people on low incomes and those of the rest of the population is not as big as some feared.

'It is also positive that most people in this group are confident about their cooking skills, have reasonable kitchen facilities and access to large supermarkets.

'However, the bad news is that this group – like the general population – are not eating as healthily as they could be. Poor diets can lead to chronic disease, such as heart disease and cancer, and contribute to obesity, which is on the rise'.

'Small changes to diet can make a big difference to health so we urge everyone to think about the food that they and their family are eating'.

The survey also looked at other lifestyle-related factors, including alcohol consumption, smoking and exercise. It found higher levels of smoking and alcohol consumption, together with lower levels of activity within this group.

The Agency will use the evidence from this study in the development of its diet and nutrition policy.

Further Information

The research can be found in full at: food.gov.uk/science/dietarysurveys/lidnsbranch

Article reproduced with kind permission of FSA NEWS

Drugs: Our Community, Your Say - A Consultation Paper

The Home Office has launched a consultation paper for the next drug strategy. Over the summer and early autumn the paper calls on communities, families, experts, and current and ex drug users to tell them what they think can be done.

This is the first time that there has been a national consultation on drugs, and it is an exciting opportunity for all to give their views on the national drug strategy, and the direction that they would like the next strategy to take. You can see the consultation document at www.drugs.gov.uk/publication-search/drug-strategy/drug-strategy-consultation.pdf

Numbers for Health Promotion

Main Reception	01209 313419
Fax	01209 314491

Direct Lines

Information Service (Resources)	01209 313218
Eatsome Project	01209 216967
Stop Smoking Service	01209 215666
LEAP	01209 310062
Healthy Schools	01209 310061