

# Health Promotion News

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

## Contents

EEFO update	2
Eatsome News	3
Cornwall Healthy Schools	4
Healthy Active Workplace	5
Library and Information Service	6-7
Healthy Gay Cornwall	7
Are you feeling low in energy?	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**

This document is available  
in other formats please  
telephone 01209 313218



## A Captive Audience



Health Promotion on the King Harry Ferry.

On Wednesday 2nd July Angela Royle and Rachel Marriott from the Health Promotion Service, Jo Pope, Skin Cancer Nurse Specialist and Phil Martin from the Chlamydia Awareness Team joined the crew of the King Harry Ferry and surprised a captive audience of workmen travelling on the ferry early in the morning. This was the launch of the "Men's Health Matters" exhibition using language that men understand (car and mechanical lingo) and leaflets (styled on the Hayne's manual). The exhibition has been designed and produced by a team of officers at the PCT's Health Promotion Service for use by workplaces and gives ten top health tips relating to on a broad range of topics including Healthy Eating, Weight Control, Physical Activity, Alcohol, Smoking, Mental Wellbeing, being sun smart plus "male specific topics like testicular self examination and prostate health.

Vans, cars, bikes and even a coach rolled on to the King Harry Ferry and approximately 150 men of all ages and a few women (on behalf of their men folk) were offered a free copy of the "Men's Health Manual", chlamydia screening kits and sun screen. Despite initial reticence there was a very positive response and some men even

*Continued on page 2*

# Surviving Stress

Stress is a part of everyday life and our bodies' responses to stressful stimuli have always played a key role in human survival. Nature has given us a "Fight or Flight" response to prepare us for instant reaction at times of danger. This happens without conscious effort or command, but becomes counterproductive when it is impossible to choose either "Fight or Flight" – ie physical exertion and the only option is to "grin and bear it". Many people are ill equipped to deal with excessive stresses and physical pressure accumulates and exhaustion and ill health can result.

It is important to release the pressure by being active or exercising, or switching off the response by adopting a conscious relaxation technique. This exercise may help.

Each time a stressful situation occurs sit down on your own for a few minutes and become aware of your pulse, breathing rate and depth and muscle tension. Then hold your breath for 10 seconds and exhale loudly and explosively. Then breathe normally. Repeat 5 or 6 times.

Now take some controlled breaths.

*Continued from front page*



"Men's Health Matters" exhibition.

ventured out of their vehicles. Local oyster men jumped on board when they saw David George and his camera crew from BBC Spotlight South West getting to grips with the "feely-touchy" tackle and relaxing with the soothing relaxation gadgets and gizmos. Nigel Ellis, Information and Graphics Officer said "The aim is to get men to think about and talk about their health and wellbeing and to seek help instead of "sitting on their symptoms" and only looking at the manual when something goes wrong!"

Work places can book the display from the Health Promotion Service Resource Library 01209 313218. For more information about Workplace Health Promotion, contact Rachel Marriott 01209 313419.

1. Breathe in deeply using all of your lungs and letting your tummy move outwards close your eyes and hold your breath for 10 seconds. Breathe out slowly.
2. Breathe in deeply as in (1) and simultaneously unclench the muscles in your hands, arms, legs and feet– hold your breath for ten seconds and breathe out slowly.
3. Breathe in deeply as in (1) and simultaneously shrug out your shoulders, let the chest, tummy and buttocks relax – hold your breath for ten seconds and breathe out slowly.
4. Breathe in deeply as in (1) and simultaneously unclench your teeth and let the muscles in your face soften and relax – hold your breath for ten seconds and breathe out slowly.
5. Breathe in deeply as in (1) and consciously let every muscle in your body release it's tension and slip on a smile and the feeling of relaxation flows through your body as you hold your breath for ten seconds and then breathe out extra slowly
6. Open your eyes and continue to breath slowly and calmly.

Angela Royle,  
Senior Health Promotion Officer  
Telephone 01209 313419 or email  
angela.royle@ciospct.cornwall.nhs.uk

## EEFO update



Currently there are Level one EEFO quality standards available to services offering provision to young people, and a Level two and Level three will be launched shortly which incorporate the national "You're Welcome" quality criteria. All services currently EEFO Approved at level one will be supported to meet these new quality standards. The intention is that once a service has been validated at Level three it will be compliant with the national "You're Welcome" quality criteria. These revised standards have been developed so they are applicable to all services offering provision to young people in the county.

EEFO would like to say a big welcome to Pauline Collis who is the new EEFO Quality

Assessor. Pauline's role is to support services in meeting the EEFO quality standards at all levels. If you would like to find out more about EEFO and getting your service EEFO Approved, you can contact Pauline on 01209 313419 or on [info@eefo.net](mailto:info@eefo.net).

### Stop Press.....

Great news to report – the EEFO Programme has been shortlisted in the prestigious Health Service Journal Awards in the Reducing Health Inequalities Category.

**For more information about any aspect of the EEFO Programme, please take a look at [www.eefo.net](http://www.eefo.net)**

# Eatsome

www.eatsomegoodfood.org

## Coming Up

### Get Cooking Training:

2 & 3 October 2008, St Austell  
4 & 5 December 2008, Pool  
5 & 6 February 2009, Bodmin

This course is designed to assist those running or planning to run cooking sessions with their groups in the theory and practicalities of running a successful and healthy cookery club. There is a £10 per day charge for this course.

### Eatsome Key Message Training:

31 October 2008, Pool  
7 January 2009, St Austell  
19 March 2009 - Venue to be confirmed

This half day course is for those working with community and voluntary groups, clients and individuals. The course is designed to help you promote key healthy eating messages to your client group.

Further details and booking forms can be found on the website or call Eatsome on 01209 216967

## National Food News

For information on what's happening nationally around food go to [www.swpho.nhs.uk](http://www.swpho.nhs.uk) and click on food and health update. The last two months have included the following articles:

- Food and nutrient-based standards for school lunches in secondary schools;
- The role of portion sizes in our diet;
- Food funding to enhance quality of life;
- Dietary survey of infants and young children;

- 2008 School Food Regulations laid before Parliament;
- Healthy packed lunch resource;
- Free Healthy Eating resource.

The Caroline Walker Trust is holding a conference in London on 25 November on Public Health Nutrition. ([www.cwt.org.uk/events](http://www.cwt.org.uk/events))

One third of the food we buy in the UK ends up being thrown away! [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com) has some fab user tips and ideas on shopping, storage and recipes using leftovers.

## Cooking Up Success

Emma Wooderson, Learning Coordinator from Cornwall Neighbourhoods for Change, works all over Cornwall delivering NOCN accredited cooking courses. They design the cooking to the needs of the group, whether cooking for the community on fun days or a beginner in cooking, and can mix and match to create a specific qualification.

If you would like more details please contact Emma on 01209 721 521/519 or email [ewooderson@2cn4c.org.uk](mailto:ewooderson@2cn4c.org.uk)

## Cornwall Food Projects

**Helston & Lizard Peninsula Children's Centre** - this food project started in May 2008, working with adults and children, making things such as fruit kebabs, spaghetti bolognaise, Gruffalo crumble, snazzy sandwiches and funky face pizzas!

John Willoughby, who runs the sessions, said the best part of the project is seeing what the children produce at the end. Children are able to make healthy choices, and parents have the opportunity to help their child to cook in a safe, stimulating environment where they have time to encourage their child.

If you would like more information, please contact John on 01326 564016 or 07527 470360 or email [jwilloughby@cornwall.gov.uk](mailto:jwilloughby@cornwall.gov.uk)

If you would like to apply for some funding for food projects, Eatsome have Bitesize Grants of up to £300. For an application form check out our website [www.eatsomegoodfood.org](http://www.eatsomegoodfood.org) or call Eatsome on 01209 216967

Forget Facebook, Bin Bebo, Miss out My Space  
The place to be this autumn is



**[www.cornwallhealthyschools.org/](http://www.cornwallhealthyschools.org/)**

The Cornwall Healthy Schools Team are about to launch our fantastic new website.

With a brand new name the site has been completely redesigned and rebuilt to enable schools and partners to get easy access to everything needed to support healthy schools work in Cornwall,

The site also contains some new and innovative features including:

4

*A news / information section including links to some useful RSS feeds;*

*An e newsletter that will send information and resources updates via your email in brief headline form with links to more detail in the site;*

*A data mapping tool to support schools identify key health issues and concerns in the school and local community;*

*A live on-line forum for lively discussion and debate or 'virtual meetings' bringing coordinators together to share good practice and support each with advice and information;*

*A schools' Sex and Relationships Education mini-site with access to our new "Guide for Schools to SRE in the Healthy Schools Standard". Although the guidance will be published in hard copy an on-line/ interactive copy will be made available as part of the site so we can keep it up to date and add new ideas, tools and resources;*

*A Speakeasy programme mini-site to provide information about our work with parents and carers about talking to their children about relationships and growing up. This will also provide a link and forum for our growing band of Speakeasy facilitators and to Mandy Lancaster the Speakeasy Development Worker;*

*Schools will soon have their own pages as part of the site (viewable only by the school and the team) and a public space to post and share interesting work and ideas;*

*Later in the school year a drugs education mini-site will be added;*

*One of the most exciting developments will be an on-line outcomes tool to help school plan for, identify and*



*measure outcomes from your Healthy Schools work. This will be a key resource for schools to meet the Ofsted requirements for the pupil wellbeing indicators coming in for September 2009;*

*The site will be up and running from the start of the new term and will be officially launched at our 'Believe' conference on 14 October.*

**Make it a favourite in your browser now!**  
**[www.cornwallhealthyschools.org/](http://www.cornwallhealthyschools.org/)**

#### Website Users Forum

We are looking to set up a website users' forum of teachers, partners and friends of the Programme to keep us on our toes in making sure the website is meeting its aims and providing you with the best possible support. If you are interested contact us – no need to attend meetings – we'll do it all on-line via the forum!

## End of Term Report

### Cornwall Schools have done it again!

We met our national Healthy Schools Programme targets for December 2008 six months early (the second year running we have achieved this). We have a 100% of schools / pupil referral units (PRUs) signed up and engaged with the programme and 67% holding Healthy Schools status. Well done you! As ever the work in schools in Cornwall leaves us at the end of the year humbled, joyful and immensely impressed. Thank you.

But remember getting Healthy Schools status is just the start – the challenge is to extend and strengthen your Healthy Schools work to deepen the impact you can have on children's physical and emotional wellbeing and help them achieve their full potential at school. Want to know more about how...?

### ...Try Healthy Schools Plus!

Cornwall have been taking the lead over the last year in piloting Healthy Schools Plus which aims to help schools extend and strengthen their Healthy Schools work to meet specific health needs in the school community and to help make a real difference to priority areas such as childhood obesity; teenage pregnancy; emotional wellbeing and mental health and drugs and alcohol, particularly in areas of health inequalities. We have seen some tremendous practice in schools around Healthy Schools Plus.

After the success of the pilot in Cornwall and elsewhere in the South West, Healthy Schools Plus is being extended in the South West and being supported by the Cornwall & Isles of Scilly PCT, the Strategic Health Authority and the Health Inequalities Fund over the next three years.

Schools taking part in Healthy Schools Plus will receive additional funding to support your work and a detailed programme of support and guidance to help you identify key areas of need and the most appropriate interventions to use. See the website for more information.

### Dedicated Secondary Schools Support Worker

We have advertised for a support worker to work in specifically in secondary schools and PRUs to improve the support we offer and to ensure we are meeting the specific needs of these settings. Look out for more information on the website.

### Cornwall Has Its Own National Speakeasy Trainer

We are now one of very few areas in the UK to be able to train Speakeasy facilitators in-house after Kate Pordage, Healthy Schools Coordinator, underwent a tough process at the hands of the fpa to become a trainer.

We held a brilliant facilitators training course in July, led by Paul Casey from the fpa, where we gained another 15 fabulous facilitators who are geared up to be out and about this term. They will work in schools and other settings to help parents and carers feel more confident about talking to their children about relationships and growing up. We are also planning another facilitators course very soon – for more information contact Mandy Lancaster on 01209 – 313419 (mandy.lancaster@ciospct.cornwall.nhs.uk)

For more information about the website; about the Healthy Schools Programme in Cornwall and all the exciting and innovative work we do, contact the team on 01209 3190061 or email [healthy.schools@ciospct.cornwall.nhs.uk](mailto:healthy.schools@ciospct.cornwall.nhs.uk)

## Healthy Active Workplace here at Health Promotion!!!

Here at the Health Promotion Service, we have set up a workplace health working group, conducted a health at work questionnaire and have been trying to look at how we can improve the health of our staff! We have a great team and to date we now have a 'Kernow Building Gardening Club', a choir and on the 4 August we organised our second Active Travel Day which included a healthy breakfast, 'Dr Bike', healthy lunchtime walk and a talk about adult cycling training! We also run a 'healthy snack box and have organised a variety of physical activity sessions including netball, beach volleyball and next week its beach rounders!!! (Training for the Cornwall Corporate Games in September!!!)

If your staff and workplace would be interested in improving the health of staff please contact Rachel Marriott, Workplace Development Officer, 01209313419 or email [rachel.marriott@ciospct.cornwall.nhs.uk](mailto:rachel.marriott@ciospct.cornwall.nhs.uk) Please also visit [www.healthpromcornwall.org](http://www.healthpromcornwall.org).



# Library and Information Service

Telephone 01209 313218 or visit our website at [www.healthpromcornwall.org](http://www.healthpromcornwall.org)

Below are a few examples of new resources. For a full list see the website

## Books

- Climate Change
- Health Statistics Summer 2008
- Migration and Population
- 6 Smoking Trends
- Sustainability and Environment
- Topography of Lungs
- What Works at Work?
- Poverty
- Problem Drinking

## DVDs

### Benefits of Breastfeeding

Two first time mums who have had very different experiences.

### Baby to Toddler

All the information needed for a parent on growth and development of a baby from six to 18 months.

### Changing Bodies

DVD contains six 15 minute programmes on puberty suitable for 10 to 14 year olds.

### Buying Time

DVD to support teaching of emergency life support.

### A to Z of Risk a Young Person's Guide

Suitable for trainers working with teenagers around risk taking.

## Exhibition

### Men's Health Matters

Set of laminated posters with headers and notes, posters include "Top Ten Tips for Men's Health

## NEW! Bug Buster Head

This model is to demonstrate how to wet comb hair to remove head lice. Pack includes: leaflets, sectioning combs, shampoo and conditioner in the pack. (Please ensure that when returning this item, it is clean and dry).

## Internet Booking

Did you know that you can do all your bookings of models, books, leaflets etc and even become a member on-line?

Visit [www.healthpromcornwall.org](http://www.healthpromcornwall.org) following the link to the Virtual Library. If you require any additional help or information on any of the above, please contact the Health Promotion Resource Library on: 01209 313218

## Additional Library Services

Why not keep your posters looking tip-top. We can offer you additional library services including:

- Photocopying A4 Black & White 10p per sheet
- Photocopying A3 Black & White 20p per sheet
- Photocopying A4 Colour 15p per sheet
- Photocopying A3 Colour 25p per sheet
- Hot Laminating £4 per metre
- Cold Laminating £6 per metre
- A5 Laminating 15p each
- A4 Laminating 20p each
- A3 Laminating 25p each
- Velcro Dots 10p each

## Leaflets

### Know the Symptoms of a Heart Attack

### Listening to Children

### Alcohol

### All You Need to Know About the New HPV Vaccine

### Bugs Like it Hot

### Think Fit! Be Active! / Be Active Challenge

## Old Resources

We still have some resources in the library that are free to good home. Not all resources are old or out-of-date but some have just never been loaned out and we need to make room for new items. So if you are stopping by its worth taking a look.

### Terms & Conditions

Look out for the Health Promotion Library membership renewals coming out in the post, as the Terms and Conditions have been updated.

## Opening Hours

**Monday - Friday 9:00am - 5:00pm**

Please note that as ongoing improvement, the Resource Library will be closed on the last Friday of every month.

## Health Events

### September

**September 15 - 21 Contenance Awareness Week**  
[www.contenance-foundation.org.uk/](http://www.contenance-foundation.org.uk/)

**September 21 World Alzheimer's Day**  
[www.alz.co.uk/](http://www.alz.co.uk/)

**September 28 World Heart Day**  
[www.world-heart-federation.org/](http://www.world-heart-federation.org/)

### October

**October 1 - 31 Breast Cancer Awareness Month**  
[www.breastcancercare.org.uk](http://www.breastcancercare.org.uk)

**October 10 World Mental Health Day**  
[www.wfmh.org/](http://www.wfmh.org/)

**October 31 National Bug Busting Day**  
[www.chc.org/](http://www.chc.org/)

### November

**November 3 - 9 Road Safety Week**  
[www.roadsafetyweek.org.uk/](http://www.roadsafetyweek.org.uk/)

**November 5 National Stress Awareness Day**  
[www.isma.org.uk](http://www.isma.org.uk)

**November 16 - 22 Mouth Cancer Awareness Week**  
[www.mouthcancer.org](http://www.mouthcancer.org)

## FREE Brief Intervention Training

### What is a brief intervention?

A brief intervention involves opportunistic advice, discussion, negotiation or encouragement in supporting individuals in making behaviour changes and can be used by anyone working with adults one to one.

More brief intervention training will be run from November 2008 – March 2009. For more information and training dates please contact Gemma Baker on (01209) 313419, or email [Gemma.Baker@cpt.cornwall.nhs.uk](mailto:Gemma.Baker@cpt.cornwall.nhs.uk) or visit the Brief Intervention webpages on [www.healthpromcornwall.org](http://www.healthpromcornwall.org)

# Healthy Gay Cornwall

I'm Al Green and I've recently been appointed as a new member of the Sexual Health Promotion Team to work with gay/bisexual men and men that have sex with men (MSM) across Cornwall.

Sexual health is an increasing issue within all communities, but as you may be aware HIV disproportionately affects men that identify as gay/bisexual, or men that choose to have sex with other men (but may not identify as "gay"). Poor sexual health can be attributed to a number of factors, and simply throwing condoms at men and expecting them to use them is not an effective means of tackling the issue.

My role is to work in community settings to inform gay/bi/MSM men of sexual health issues, to help them make healthy choices around the type of sex they choose to have, and to access a wider range of health and community services. Many men think that HIV and other sexually transmitted infections aren't an issue anymore, and thanks to effective HIV treatment we don't see people dying of AIDS related illnesses in the same way we did in the 1980s – but the treatment ISN'T a cure. Prejudice and ignorance still exists around HIV, both within the gay and wider communities. Last year, 2700 new HIV infections occurred within gay men in the UK, and it is estimated one in 20 gay men in the UK are now HIV positive. Never before has it been so easy to catch HIV through unprotected sex.

With its rural location, Cornwall doesn't have the luxury of a large gay commercial scene (unlike most major cities in the UK. Isolation, loneliness and a desire to meet other gay/bisexual men in non sexual situations were issues highlighted when men were surveyed by Sigma Research's "Vital Statistics" – a yearly UK-wide questionnaire, that men living in Cornwall took part in. A number of agencies and individuals in Cornwall, including the Primary Care Trust, have recognised the need for a local visible lesbian, gay, bisexual and transgender (LGBT) community with appropriately targeted events and services, and as result a growing number of projects are now beginning to meet those needs.

Cornwall's first ever Gay Pride – which took place on August 23 in Truro, gave LGBT communities a much needed chance to celebrate diversity and identity. At the event, Cornwall & Isles Of Scilly PCT launched "Healthy Gay Cornwall", a new name for what was the "Gay Men's Health Project" and took the opportunity to conduct some needs assessment work in amongst the celebrations to help us shape the new project. More details next issue, plus news about our new website!

For more information email:  
[al.green@ciospct.cornwall.nhs.uk](mailto:al.green@ciospct.cornwall.nhs.uk) or call 01209 313419

# Are you feeling low in energy? Are your clothes feeling a bit tight?

Do you feel you may have overindulged, been celebrating with a few additional food portions? It is easy to add a couple of inches to your waistline. You would only need to consume the equivalent energy (kcal) found by adding two biscuits to your daily diet to increase your weight by 14lbs in a year daunting but true! This is one of the reasons it is important to get the balance of energy in – energy out right when trying to manage your weight.

## Why is waist size important?

It is one indicator of whether you are a healthy weight. Women who have a waist measurement of over 35" (89cm) and men with a waist measurement of over 40" (101cm) would likely feel more energetic by reducing their waist size by a few inches. It could also improve flexibility and reduce the pressure on joints. Just imagine what it would be like carrying around 14lbs in a ruck sack each day



- Try to eat lower fat foods. Less than 4gms of fat per 100gms
- Watch your alcohol intake!! Remember alcohol contains calories.

## INCREASE YOUR PHYSICAL ACTIVITY

- Aim for at least 30 minutes a day five times a week.

## DRINK MORE WATER

- Water is important for flushing the toxins through your system – try and drink six to eight glasses of water a day.

For more information on eating well have a look at the Eatsome website [www.eatsomegoodfood.org](http://www.eatsomegoodfood.org) It also has links to a range of food and nutrition websites and NHS Choices website for further information.

Alternatively email:

[Mary.Williamson@ciospct.cornwall.nhs.uk](mailto:Mary.Williamson@ciospct.cornwall.nhs.uk) if you have any questions about starting to make changes or if you need any additional information about support services available.

## What can you do about it?

Weight reduction can be achieved by making small changes to what you eat and by increasing your level of activity. Small changes will indeed make a big difference.

## EAT WELL

- Aim to eat five portions of fruit and vegetables each day. This includes fresh, frozen and tinned.

Diet and exercise can delay diabetes for years Drinking less alcohol, eating more vegetables and exercising can prevent or delay the onset of diabetes, in a study showing that lifestyle changes can make a big difference. Diet and exercise reduced the incidence of diabetes by about 43 percent over 20 years among 577 high-risk Chinese adults, the researchers at the US Centres for Disease Control and Prevention reported in the journal The Lancet. The findings came as part of a series of studies addressing new research about diabetes.

Source:

<http://uk.reuters.com/article/healthNewsMolt/id UKL2293949320080522?rpc=401>

## Telephone 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