

You're Never Too Old To Play

Do you walk past children's playgrounds and remember with a moment of longing and jealousy those days on the roundabout or when you made the swing go too high and scared yourself a bit? Or, when you're at amusement parks and just long to dive into the ball pool only to realise you are above the height and age restriction and that really you should spend your time on more adult recreations? Well the 'worm is turning' so to speak and playgrounds are no longer the bastion of children.

Last week it was reported in the media of the opening up of a playground for older people – what a fabulous idea. As its participants quote, "you're never too old to play", a sentiment I wholeheartedly agree with. If we want to change our lifestyle habits, the best way to make sustained changes to our life is to ensure you have fun while making those changes – a play area will certainly do that.

The Older People's Play Area on the Dam Head Estate in Blackley, is kitted out with equipment to strengthen hips, tone legs and train the upper body. It was set up by the local residents' association, who were inspired by a similar playground in Germany. The park, which cost £15,000 to build, was tested by locals aged over 70 before it opened to the public. It was paid for by Northwards Housing, which said it was "delighted" to support the scheme.

It can be found next to the under-fives play area, and has six pieces of equipment designed to give older people a gentle workout. Parts of the exercise stations are also accessible to wheelchair users.

Joan Fitzgerald, 76, chair of the Dam Head Residents' Association (DAMRA), said it was "great fun I'd recommend anyone to come and have a go, after all you're never too old to play," she said.

"It's all about health and fitness. A lot of older people don't want to go to gyms."

"We were looking for anything we could do for the residents of this area, and this was a new idea."

"The equipment is great. It's laugh-a-minute. If it makes people laugh and there is exercise involved, then how can it be a bad thing?"

Alex Ollivier

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Healthy Living Network News is the Health Promotion Service Newsletter for those involved in community health development. Editor: Alex Ollivier, Tel: (01209) 313419. Queries to Healthy Living Network 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.

Deadline for next newsletter
6 May 2008

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

NHS

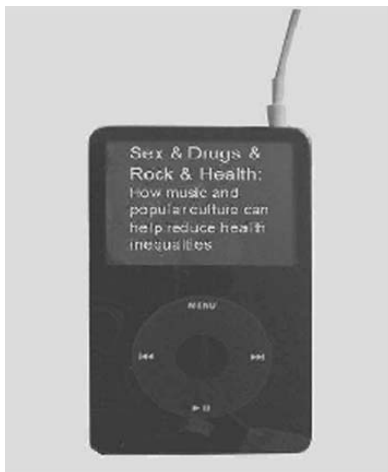
Cornwall and Isles of Scilly
Health
Promotion
Service

Sex and Drugs and Rock and... Health

By Mark Burns January 2008

Sex and Drugs and Rock and... Health is a new website dedicated to using social marketing and edutainment (entertainment/education) to tackle health inequalities and promote health services.

Health service modernisation requires that the health sector engages with the public, particularly those with whom it is challenging to engage. Mark argues, in this site, that one way you can engage with people is to start where they are. He has, like many of us, too often made the mistake as a health worker of assuming that others are as interested in health as he is. Instead sometimes we would be better off finding out what interests or pastimes target groups feel passionate about eg football or computer games. We can then link one or more of these interests to the health issue we are concerned about. The site mainly focuses on using people's interests to educate them about health. This is called edutainment. It augments rather than replaces leaflets, press releases and other more traditional forms of communication.



Some of the areas covered in this website include:

Overview

This summarises the whole approach. It links edutainment into the UK Government's commitment to social marketing

Music, Written Word, Comedy, Football and Computer Games

There are separate sections on all these topics. The section on the written word is further broken down into books, magazines, comics and crosswords

Other forms of popular culture

This includes a quick look at pets and fashion as well as other topics

It's a fantastic website and well worth having a look...

www.sexanddrugsandrockandhealth.com

Useful Contacts

The following is a list of useful contacts who are available to provide funding advice, help and support to community and voluntary groups across the county.

Healthy Living Forum Leads

Penwith:

Dilys Down 01736 330045

Kerrier:

Douglas Polman 01209 614909

Restormel:

Stella Jenkin 01637 893637

Carrick:

Trudy Swann 01872 264882

Caradon:

Liz Webb 01579 348844

North Cornwall:

Lydia Bilson 01208 75799

Isles of Scilly:

Joel Williams 01720 423680

Interlink Contacts

Kerrier:

Douglas Polman 01209 614909

Penwith:

Beccy Trehair 01209 614900

Restormel and Carrick:

Alison Mitchelmore 01872 264166

Caradon and North Cornwall:

Lydia Bilson 01208 75799

District Council Contacts

Each district council has a community team who are in place to support community and voluntary groups within that district.

Penwith:

Kelly Russell 01736 336899

Kerrier:

Josyanne Thatcher

01209 614061

Carrick:

Martin Searle 01872 224428

North Cornwall:

01208 265624

Caradon:

Alison Gibson 01579 341030

Restormel:

01726 223618

EVENTS

March

Fairtrade Fortnight

25 Feb - 9 Mar 2008

An annual campaign aimed at increasing awareness of the FAIRTRADE Mark among consumers.

Great Daffodil Appeal

1 - 31 Mar 2008

The Great Daffodil Appeal happens every March and is Marie Curie Cancer Care's annual flagship campaign.

Veggie Month

1 - 31 Mar 2008

A celebration of vegetarianism and campaigning to inform schools, retailers, restaurants, community groups and others about the benefits of a vegetarian diet.

National Bed Month

1 - 31 Mar 2008

The annual month long celebration of beds is designed to remind everyone of the importance of a good bed to a good night's sleep.

Lavender Week

3 - 9 Mar 2008

Raising both awareness of the specific concerns faced by younger women diagnosed with breast cancer and funds to enable greater access to Breast Cancer Care's information and support services.

World Book Day

6 Mar 2008

Encouraging children to explore the pleasures of books and reading by providing them with the opportunity to have a book of their own.

National Doodle Day

7 Mar 2008

A day to raise funds to help people whose lives are affected by epilepsy and neurofibromatosis.

No Smoking Day

12 Mar 2008

No Smoking Day is an annual awareness day that aims to help those smokers who want to stop smoking by highlighting the help that is available and offering an opportunity to do so.

World Kidney Day

13 Mar 2008

The purpose of World Kidney Day is to raise awareness about the importance of our kidneys – an amazing organ that plays a crucial role in keeping us alive and well – and to spread the message that kidney disease is common, harmful and treatable.

Sun-Earth Day 2008

20 Mar 2008

Sun-Earth Day 2008 - prepare for an international celebration - this year's theme, Space Weather Around the World.

World Poetry Day

21 Mar 2008

At a time when poetry is flourishing, World Poetry Day provides an occasion for activities and efforts carried out at different levels to support and promote poetry.

World Theatre Day

27 Mar 2008

Each year a figure outstanding in theatre is invited to share their reflections on theatre - celebrated annually by the international theatre community.

April

National Pet Month

5 Apr - 5 May 2008

A national month to celebrate pets and encourage people to get involved and raise valuable funds.

World Voice Day

16 Apr 2008

World Voice Day encourages men and women, young and old, to assess their vocal health and take action to improve or maintain good voice habits.

International Noise Awareness Day

16 Apr 2008

The League for the Hard of Hearing is once again spearheading a special effort to inform the public of the necessity of creating a quiet home, school and recreational environment.

Global Education Action Week

21 - 27 Apr 2008

A campaign that demands that politicians keep their promises to achieve universal primary education by 2015.

National Walk to Work Day

24 Apr 2008

Something special's happening on 24 April 2008. National Walk to Work Day - we are asking you to leave your car at home, put your feet first, and walk all or part of the way to work

International Dance Day

29 Apr 2008

The intention of the day is to bring all dance together on this occasion, to celebrate this art form and revel in its universality, to cross all political, cultural and ethnic barriers and bring people together in peace and friendship with a common language - DANCE.

May

Walk in the Woods

1 - 31 May 2008

Head for the trees this May and do yourself some good in an environmentally-friendly way. That's the theme of The Tree Council's Walk in the Woods festival which offers plenty of opportunities to enjoy trees – whether in woods, parks or leafy streets - and benefit your health.

Compost Awareness Week

4 - 10 May 2008

An international multi-media publicity and education initiative to showcase compost production and demonstrate compost use.

Be Nice to Nettles Week

14 - 25 May 2008

Highlighting that the stinging nettle plays a very important role for both rural and urban wildlife supporting over 40 species of insect including some of our most colourful butterflies.

Adult Learners' Week

17 - 23 May 2008

An annual national campaign to encourage adults to participate in learning, whether informal or formal.

National Smile Month 2008

18 May - 17 Jun 2008

National Smile Month 2008 aims to increase public awareness of the benefits of better oral health care.

Walk to School Week

19 - 23 May 2008

The Walk to School Campaign asks parents, pupils and teachers to think about their journey to and from school, and the many benefits of making it on foot.

Funding Events

If you live or work in Restormel and would like some information regarding FUNDING..... Why not come along and "Meet the Funders" on the 7 May 2008 at Mevagissey Activity Centre in Valley Road St Austell? The day will include presentations from the Big Lottery, South West Foundation and Cornwall Community Foundation among others and also includes lunch! It will begin at 9.30 am and finish around 3.30 pm and if you would like any more information or to book a place, please contact Carol Jones on 01208 75799 or c.jones@cptsw.plus.com



East Cornwall CVS

This day is free for volunteers and employees from community groups, voluntary organisations and smaller charities. There will be a charge of £25 per person for anyone from the statutory, private sector and larger charities with an income of more than £500,000.



AND if you live or work in Caradon, you can attend a Meet the Funders day on Tuesday 11 March 2008 at Liskeard Public Hall from 10.00am to 3.30pm.

Come along to have the chance to:-

- Find out more about funding opportunities that are available
- Talk to funders about your ideas
- Share ideas and good practice
- Discuss volunteer recruitment needs
- Get updated on volunteering news locally and nationally

Contact Lisa Thomas on 01579 344818 or lisa@ccfv.co.uk



UnLtd's Millennium Awards

UnLtd's Millennium Awards provide practical and financial support to social entrepreneurs in the UK; people with vision, passion, drive and commitment, who want to change the world for the better.

We know that there are thousands of people who have the ideas and the vision to make a real difference. We also know that many of them need encouragement and support, contact with others just like them, and access to training to help them grow and give their projects the best chance of success. That's why you don't just get money from UnLtd. If you win an award you will get a complete package of support designed just for you.

Levels of award

UnLtd currently offers two levels of award:

Level 1: Awards of between £500 and £5,000 are designed to help make new ideas become real projects. Level 1 Awards are aimed at individuals or informal groups of people who have an idea and want help getting it off the ground. The money is to help with the running costs of the project.

Level 2: Awards of between £10,000 and £20,000 to support people whose ideas are already developed or pay for the living expenses of Award Winners to help them devote more time to their projects.

www.unltd.org.uk