

# Health Promotion News

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

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

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*Pupils enjoying the activities on offer at the Healthy Schools tenth birthday party.*



## Busy time in the Health Promotion Service

It has been a busy time in the Health Promotion Service over the last few months.

The Cornwall Healthy Schools Programme celebrated its tenth birthday with an event at the Royal Cornwall Showground. See inside for details of the fantastic day which not only provided an opportunity to make the presentations to those schools validating on to the scheme, but also recognised the achievements of schools and individuals over the last 10 years.

Another high profile event was Cornwall Pride. The day provided a great opportunity to provide information to the lesbian, gay, bisexual and transgender population. It was a colourful, exciting event, and we are already signing up for next year. See page seven for further information.

# Being moody teenagers for the camera!



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**The Health Champion scheme offers the opportunity for volunteers to work with NHS projects that support the health of Cornwall and the Isles of Scilly communities. Volunteering offers people the opportunity to improve their own health and wellbeing, while making new friends along the way.**

For the 25th anniversary celebration of National Volunteer Week, Health Promotion held a day of fun and frolics for Health Champions as a thank you. The day was a great success and was thoroughly enjoyed by both the volunteers and staff. The talent show was certainly an eye opener! Feedback included:-

*"It was a lot of fun, like being a kid again, but great to meet some of the other Health Champions and find out about the projects they work on."*

*"Talk about being appreciated! I've had so much fun and the lunch was to die for. Can't remember the last time I had a party bag! Definitely want to hear about future events."*

Volunteers can become involved with these various projects by signing up as a Health Champion. But soon you could be part of the team.

## Projects involved

- **Administration & Information** – support the daily running of the Department.
- **Community Health Development** – local people working together in their communities to improve health and wellbeing.
- **Eatsome** – delivering healthy cooking sessions throughout Cornwall.
- **LEAP Active** – getting more people, more active, more often.
- **Mental Health Promotion** – reducing the stigma of mental health.
- **Mobilise!** – organised cycle rides and walks on beautiful paths and trails.
- **Speakeasy** – parents and carers acquire the skills and confidence to talk to their children about growing up, sex and relationships.

- **Stop Smoking Service** – help and support people who want to stop smoking.
- **Weight Matters** – supporting adults to make a healthy lifestyle.
- **Workplace Health** – help support organisations and employees to improve their working lives.

You can find out more information by going to your local Volunteer Cornwall Centre, find your nearest centre at: [www.ccfv.co.uk](http://www.ccfv.co.uk) or call Volunteer Centre Enquiries: 01872 265307.

They also offer a great range of additional training and support. You can gain accreditation for what you do as a Health Champion through Volunteer Cornwall.

Or contact:-

Zelga Hatton, Health Champion Co-ordinator: 01209 313419  
Email: [zelga.hatton@ciospct.cornwall.nhs.uk](mailto:zelga.hatton@ciospct.cornwall.nhs.uk)

## EEFO



EEFO is a local initiative that seeks to reduce inequalities for young people living in the area. The EEFO programme developed a set of quality standards which address the barriers identified by national and local research which prohibit young people from accessing the services they need. All organisations that provide a service to young people aged 13 – 19 are eligible to meet the quality standards and can become EEFO Approved.

The EEFO website is aimed at 13-19 year olds living in Cornwall and the Isles of Scilly. There are two main aspects to the site ([www.eefo.net](http://www.eefo.net)). Firstly, it provides accurate and up to date signposting to all services in Cornwall that have been EEFO Approved and are therefore 'young people friendly'. Secondly, it provides a lot of useful advice and information on a wide range of issues that young people face during every day life.

The new EEFO Level 2 and 3 quality standards, which incorporate national 'You're Welcome' best practice guidance, have been launched locally, and EEFO would like to say congratulations to the six services that have met Level 3 and are offering a gold star service to young people (Short Breaks Services – Part of Child and Family Services at Treiske Hospital, Tic Tac Liskeard, SHARE Mentoring Scheme, SHARE - Bodmin, Mount's Bay School, Medical Welfare Officer - Hayle). There are currently 197 services that are EEFO Approved at Level 1 and 13 services EEFO Approved at Level 2.

If you are interested in your service being approved, or would like to find out more information about EEFO, please contact Emily Thomas or Pauline Collis on 01209 313419 or [info@eefo.net](mailto:info@eefo.net) or go to the website [www.eefo.net](http://www.eefo.net)

# Race for Life



*'It was a really enjoyable and rewarding day. The Health Promotion Service team jogged, ran and walked the course. Together we were able to raise a substantial amount to support the work of the Cancer Research Charity. It was an inspiration to see so many women gathered together for this excellent cause and to share the benefits of being physically active.'*

**Marilyn Philpott**  
Health Promotion Service Manager

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On Sunday 12 July a team of ladies from the Health Promotion Team took part in the Race For Life at Truro. Race for Life is Cancer Research UK's flagship event, which brings together thousands of women each year to walk, jog or run 5k and raise money to beat cancer. More than 735,000 women took part in Race for Life events across the country in 2009, with the aim is to raise over £60 million for Cancer Research UK's life-saving work. The Health Promotion Team raised £325.

## Warm Me Up!



### Warm Me Up! The affordable warmth campaign for Cornwall

Help your clients to have a warm affordable to heat home!

The health benefits from living in a home that you can afford to heat comfortably are well documented. Indeed it can be construed as preventative medicine. What has been needed is a quick easy way for front line workers to refer clients for help and advice in getting their homes insulated and heated.

Warm Me Up!, the affordable warmth campaign for Cornwall, has a new weapon in its fight against fuel poverty – ANTs! No not our six legged friends, although we are so impressed in how they

manage their homes, regulating the heat, blocking entrances and exits to keep the heat in at night and preparing in the summer for the coming winter, that the 'Warm Me Up!' campaign has adopted them as mascots!

Front line workers from organisations and projects are being sought to sign up for training as Active Network Teams (ANT's) under the 'Warm Me Up!' campaign to bring affordable warmth to home in Cornwall and help alleviate fuel poverty.

Warm Me Up! is a Cornwall - wide campaign that encourages statutory and voluntary agencies to understand the issues of fuel

poverty and how they can help their clients overcome it. Frontline workers become ANTs who are given a short bespoke training session which informs them of:

- What is fuel poverty?
- What to look for?
- What services are available to help?
- What is the quickest easiest way to refer clients for help?

Simplicity will be the key to Warm Me Up! success. Once trained ANTs will be able to access help for clients by referring them to Community Energy Plus via a Freepost postcard. This will enable clients to access grants for insulation and heating.

All clients on a qualifying benefit will be eligible for a 100% grant for measures such as loft and/or cavity wall insulation. Everyone will qualify for a minimum 50% grant. In certain cases some people will qualify for heating under the Warm Front scheme (qualifying benefits and either over 60, with children under 16 disabled).

For more information on the campaign, or to arrange free training or presentations please contact Alec or Amy at Community Energy Plus on 01209 614973

**For general energy efficiency enquiries please contact:**

Energy Saving Trust advice centre on 0800 512012

# Cornwall Healthy Schools -

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We held our tenth birthday party and awards ceremony at the Royal Cornwall Showground on 8 July, and the event was an outstanding success. We are very grateful to the Travel Awareness Team, Cornwall Council, for sharing the event and all the planning and preparation with us. We want to say a big thank you too all who provided activities, games, workshops and exhibitions on the day; their contributions were highly appreciated. We were really encouraged to see everyone enjoying themselves, and we have had terrific feedback from pupils, teachers and other guests, much of it praising the superb contribution of the activity providers and exhibitors.

We were proud to welcome Ekow Armah from the National Healthy Schools Programme. Ekow spoke about the value of Healthy Schools and the future of the Programme. He also presented plaques to validating schools. It was lovely to see the delight in pupils' and teachers' faces as they received their plaques and good practice Scolly awards.

For our primary competition, we asked pupils to take a photograph of Scolly Bear doing



something healthy in school. Many pupils (and teachers) fell in love with him and we were inundated with photographs. Scolly Bear says: "Oh wow! I had such a super time with you all. I ate loads of healthy food and helped lots of you with your gardening. I went sailing, climbed a maypole, visited the RNLI ... thank you for all my adventures!" We asked schools to vote for their favourite Scolly Bear pictures. The pictures that received most votes were taken by Gwinear CP School, Cury CE School, Carclaze Community Infants School, St Levan School and Werrington School. These schools have received bags of goodies as their prizes.

# a superb celebration



## Presentation Time



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Mary Neale caught the essence of the day in her wonderful photographs. To view them, visit <http://www.cornwallhealthyschools.org/about-healthy-schools/next/2009-celebration/2009-celebration-photo-gallery/>

# Library and Information Servi

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

Opening Hours:- Monday - Friday 9:00 am - 5:00 pm

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

## LEAFLETS

### Another Drink

A pocket sized z card which includes a quiz surrounding the dangers of alcohol and its effects on the body and brain.

### Directory of Drug & Alcohol Services in Cornwall & Isles of Scilly 2009

6 Booklet containing information about drug and alcohol services in Cornwall.

### How to be a lifeline for a friend experiencing domestic violence

Credit card size leaflet containing advice on how to support someone who is experiencing domestic violence.

### Know your Skin Type

Leaflet containing advice on the skin type and skin cancer.

### Personal Safety at Home and in the Street

Booklet gives advice on ensuring home security and also personal safety. Also provides useful contact details for those concerned about becoming victims of crime.

### Transgender experiences - information and support

Leaflet contains information for transgender people and where to go for information and support.

## BOOKS

### A Heavy Toll

Book containing information on road traffic collisions in the South West.

### Public Health ethical issues

Chapters cover:- Ethical Framework, Policy and Practice, Case studies on infectious disease, obesity, alcohol and tobacco.

### Health Resource Allocation in England: What Case can be made for the Rurality?

Information on NHS resource allocation in England.

## Health Events 2009

### October

**1 - 31 October Breast Cancer Month**

[www.breastcancercare.org.uk](http://www.breastcancercare.org.uk)

**10 October World Mental Health Day**

[www.wfmh.org/00WorldMentalHealthDay.htm](http://www.wfmh.org/00WorldMentalHealthDay.htm)

**31 October Bug Busting Day**

[www.nits.net/bugbusting](http://www.nits.net/bugbusting)

### November

**1 - 30 November Lung Cancer Awareness Month**

[www.roycastle.org/patient.lcam.htm](http://www.roycastle.org/patient.lcam.htm)

**23 - 29 November Road Safety Week**

[www.roadsafetyweek.org.uk/](http://www.roadsafetyweek.org.uk/)

### December

**1 December World AIDS Day**

[www.worldAIDSday.org](http://www.worldAIDSday.org)

For a complete and updated events list visit  
[www.healthpromcornwall.org](http://www.healthpromcornwall.org) and click on the campaigns button

## New members of the Administration and Library team

A warm welcome to Sharon Tomlin and Geraldine Long who join the team as Administration and Information Officers



Sharon Tomlin



Geraldine Long

## Electronic Newsletter

From the next edition as well as the the printed hard copy of the newsletter it will be available electronically as a PDF and sent out as an e-mail attachment. To request an electronic version please forward your e-mail address to [nigel.ellis@ciospct.cornwall.nhs.uk](mailto:nigel.ellis@ciospct.cornwall.nhs.uk)

# Healthy Gay Cornwall at Cornwall Pride



*Award winning human rights campaigner Peter Tatchell visited the Health Promotion stall*

Healthy Gay Cornwall, who provide health promotion services to gay and bisexual men, enjoyed a fabulous day at Cornwall Pride, the annual festival which celebrates lesbian, gay, bisexual and transgender identity and culture in Truro on 8 August.

Healthy Gay Cornwall sponsored the free event, which kicked off with a colourful procession through Truro city centre, leading up to Victoria Gardens where 1000 people attended. In the gardens we showcased a health awareness area, including the Stop Smoking Service, Smoothie Bike, sexual health & testicular cancer awareness.

Al Green, Project Lead for Healthy Gay Cornwall said "Traditionally gay men's health has been solely focussed on HIV and sexual health. Whilst there is still have a lot of work to do around this, we are recognising that there are other specific health needs within the gay community that also need addressing. Evidence shows mental health issues, smoking and eating disorders are also high in the gay community - by working holistically in a fun, informative way we hopefully reduce some of the barriers to accessing help"

## Eatsome

### The Big Lunch

Many of you were involved with organising a Big Lunch on or around the 19 July and we would love to hear your comments about your events.

Mark Featherston an OT from Bowman Ward, Bodmin Hospital confirmed that clients got involved with their Big Lunch by making posters, decorating tables and cooking food together with help from Sarah Prout, the Social Inclusion Worker.

He said the best part of the event was 'making a meal a special occasion and breaking down the staff/patient barrier'.

On the menu was a big pot of goulash, breads, desserts, snacks, finger foods and salads, some of which were grown by the attendees.

The group had fun and hope to take part and organise a big lunch next year and put more energy into involving more people.

### Eatsome Grant

Sharon Day, a Family Support worker at Carrick Family Services was awarded a grant to run a growing project. Sharon confirmed that the project developed into a gardening club where a core group of parents went on to form their own club called 'The Lighthouse Growers' in preparation for 'The Big Lunch'. They transformed the grounds of the Children's Centre into an edible paradise and linked this with cooking sessions run by Eatsome's Margaret Knight and Clare Brown from CN4C, who helped with the growing side of things.

### Veg Box Scheme

Sadly the Healthy Boxes Scheme came to an end in July. There is good news however, Louise Reynolds of Serf Produce is continuing with the box delivery. For further details, please contact Louise on 07966 897561

## Dates for Your Diary

### Get Cooking Training

15 and 16 October 2009  
3 and 4 December 2009  
4 and 5 February 2010

### Healthier Food Special Diets 6 November

For more details or to book your place please see the Eatsome website on [www.eatsomegoodfood.org](http://www.eatsomegoodfood.org).

# Make a Change4life

It is six months into the campaign so you must have seen it. If not just click on [www.nhs.uk/change4life](http://www.nhs.uk/change4life) and register.

Making a Change4life doesn't have to be difficult. With a little help, it can be rewarding and fun!

There are resources to guide you in what you can do to help to reduce the risk of family members developing diabetes, cancer and heart disease. These illnesses are linked to not eating well and not being physically active enough. So take the first step and begin to Change4life.

## Two of the important messages, that the campaign is focusing on at the moment are

### Me size meals

Kids seem to grow up so quickly these days. They often like to be treated like grown ups, before they've really grown up.

This can also be true when it comes to meal times, when kids often end up with the same amount of food on their plates as adults.

But when they eat more than they need, it converts to stored fat in their bodies. So many families are making a conscious effort to serve kid-sized portions. Its common sense really.

### 60 active minutes

Active kids are happy kids – they like to be up and about, running around, having fun. Trouble is these days they are sitting around doing other things and don't get outside much. It doesn't matter how kids get their 60 mins a day – in fact variety is good. Different activities are good for different aspects of their health.

Click on to [www.nhs.uk/change4life](http://www.nhs.uk/change4life) and download these cards for fun ideas to get you moving

## Take the time to make the most of this massive resource and get involved, so that we all begin to recognise the importance of Changing4life

There are toolkits that are available to download for free, which provide ideas and support. The most recent Bike4life is available from the web site

[www.nhs.uk?change4life/Pages/PartnerTools.aspx](http://www.nhs.uk?change4life/Pages/PartnerTools.aspx). Alongside this is [www.kidscycling.co.uk](http://www.kidscycling.co.uk) Family cycle routes in your area can be found here, with top tips from Olympic cyclists and much more to spur you on.

The Campaign is moving into phase five in the autumn, and having inspired people to change is looking to support them as they do so. Hence there are new resources available on the Department of Health orderline [www.dh.gov.uk/change4life](http://www.dh.gov.uk/change4life)

- 5Aday wall chart with integral stickers (product code: C4LO22)
- 8 easy ways to change4life poster (product Code C4LO62)

**Here are some small easy steps that can be made. Try some yourself**

### snack check



### 5 a day



### me size meals



### meal time



### up and about



### cut back fat



### sugar swaps



### 60 active minutes

