

# Health Promotion News

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

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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

## The Public Health White Paper

The new Public Health White Paper – Healthy Lives, Health People, was published in November 2010. Here is how we are already working towards to the aims of the document.

### Weight Matters:

- Working with Healthy Schools to raise awareness of how to achieve a Healthy Weight for all, working with parents and careers in schools as part of the FIT Programme currently being piloted in Cornwall in three schools;
- Helping obese and overweight individuals gain the knowledge confidence and skills to manage their weight more effectively in an obesogenic environment. Through awareness raising, Weight Management on Referral, running community weight management groups, resource development and training;
- Supporting the workplace to support staff through Weight Matters Groups and training staff to continue to support their staff. Contributing to steering group to explore the development of best practice to reduce the risk of future obesity;
- Helping adults achieve and support their families to be a healthy weight could reduce the likelihood of dying up to nine years early, improve quality of life, reduce the likelihood of type II diabetes, circulatory disease, some cancers and liver disease as well as increase mobility, quality of life and self esteem.

### Brief Interventions:

- Opportunities for GP surgery staff and others to use brief interventions, and referrals to services, during their millions of patient contacts a year;
- Top down approach to health improvement may not help some make the changes they need to improve their health; everyone with health and wellbeing on their agenda is tasked with making the most of any opportunity to offer brief advice;
- The Health Promotion Service offers a variety of support to enable professionals to reinforce their skills needed for a successful intervention – web-based information ([www.healthpromcornwall.org](http://www.healthpromcornwall.org)), e-learning for NHS staff ([www.cornwallnhs Moodle.co.uk](http://www.cornwallnhs Moodle.co.uk)), half day core training (available through Health Promotion Service Training Programme), short skill based training (delivered on request to organisations and agencies).

*continued on next page*

### Healthy Schools:

- Wellbeing and achievement go hand in hand and schools have an important role to play in supporting pupils' physical and emotional wellbeing and helping families;
- The Life Course approach identified in the Marmot Review into health inequalities is an effective means to tackle health inequalities and that schools form an important setting for wellbeing work;
- A local approach, addressing the needs of schools and local communities with good local support, should replace the recent centralised approach with national direction;
- The importance of Personal Social and Health Education including Sex and Relationships Education. It also recognises the need for good quality support for schools in these areas.
- A possibility that Change 4 Life be extended to help parents help their children in areas such as emotional health and wellbeing and drugs and alcohol education, (we are already there with our Speakeasy for Parents work and our [www.FITcornwall.org/](http://www.FITcornwall.org/) website).;
- The draft public health indicators include all the local priority areas currently focused on by Healthy Schools.

### Smoking:

- Helping those who wish to stop smoking;
- Working with young people to reduce the number who take up smoking (STOPS Programme);
- Protecting people from other people's smoke (Tobacco Control Alliance, Smokefree Homes, Smoking in Pregnancy etc);
- Providing training, information and resources to support the above.

### Mental Health:

- Reducing the suicide rate by delivering ASIST (Applied Suicide Intervention Skills Training);
- Addressing workplace health and well-being by delivering 'Stress in the Workplace' and 'Mental Health Awareness & Understanding' both within the NHS and throughout businesses;
- Working with partners in Education, Health, training, voluntary and statutory sectors to provide opportunities to improve the mental health and wellbeing of residents by monthly networking meetings to share latest information for client base;
- Improving mental health and wellbeing for residents by providing taster sessions of around 18 different physical activities aimed to promote the benefit of exercise and mental wellbeing. Opportunities to continue these activities afterwards are also available;
- The South West Public Mental Health Forum has

been set up so that mental health promotion around our region remains current and opportunities for shared work across borders to benefit all can be accessed. This forum is well attended and also has Government representation;

- Supporting minority groups, for example, working with local farming networks to provide support and information on how to achieve and maintain mental wellbeing.

### Physical Activity

- Fewer than 40% of adults meet physical activity guidelines and 61% of adults are overweight or obese. The Physical Activity team seek to address this with a mix of practical delivery of physical activity and weight management interventions combined with an enhancement of our clients' knowledge and tools to enable individuals to make their own positive lifestyle choices. Therefore increasing self-esteem, confidence and fostering a personal responsibility of health behaviours and lifestyles;
- The team contributes to reducing inequalities in health by targeting our delivery at the geographical areas of highest deprivation in order to readdress the health and life expectancy within these target areas;
- We have positive influence on the health and wellbeing throughout the life stages by tailoring our physical activity interventions to the specific needs and wants of the population whom they target to ensure that they are suitable and have tangible outcomes for the individuals who have taken part;
- The Physical Activity team are ideally placed to deliver the legacy of London 2012 locally by continuing to aid increases in physical activity across the population.

### EEFO

- You're Welcome (for which EEFO is the delivery mechanism locally) is specifically referred to help young people "take control of their lives, within clear boundaries, and help reduce their susceptibility to harmful influences, in areas such as sexual health, teenage pregnancy, drugs and alcohol". They should have "easy access to health services they trust";
- EEFO supports the requirement to take better care of our children's health and development, which could improve educational achievement and reduce the risks of mental illness, unhealthy lifestyles, road deaths and hospital admissions due to tooth decay;
- EEFO encourages teenagers and young people to access help, support and advice before their issues reach crisis stage. Teenage years are a crucial time for health and wellbeing later in life;
- EEFO promotes joined up working and partnerships between organisations to ensure easy access and referrals to the services young people require to deliver better health outcomes for children and young people;

- EEFO supports young people to make a positive transition from school to further education or work by working with services to ensure that young people have access to quality assured young person friendly careers advice within college/school settings and other organisations;
- EEFO supports the requirement whereby the White Paper has identified that 'There is huge potential to meet people's needs more effectively and promote the best use of public resources through close working relationships between local authorities and the NHS, to further integrate health with adult social care, children's services (including education) and wider services, including disability services, housing, and criminal justice agencies.'

### Community Health Development Team, Health Trainer Service and CHAMPS linking with Healthy Lives, Healthy People Outcomes.

These three services help to achieve in three domain areas in the White Paper of "Tackling the Wider Determinants of Health", "Health Improvement" and "Prevention of Ill Health" through a range of projects including:

- Supporting individuals and families through Health Trainers to make changes to improve their health, working one-to-one and in groups on areas such as weight management, healthy eating, physical activity, employment and smoking;
- Provision of small grants to community groups;
- Ensuring social connectedness, including for those with learning disabilities;
- Supporting other programmes such as C Card, Weight Matters, Shape up etc.

### Eatsome

- Eatsome contribute to reducing inequalities in health by targeting geographical areas of highest deprivation in Cornwall, as well as working with specific groups at risk, for example, STAK, who provide meals for the homeless and vulnerable in St Austell.
- Eatsome have positive influence on the health and wellbeing throughout the life stages, we provide various forms of nutrition education and support from breastfeeding and weaning to healthy cooking for adults of all ages.
- Eatsome empower local leadership by providing training and funding small grants for community group leaders. This enables them to cascade essential knowledge and skills of healthy eating and cooking to their communities, encouraging them to take responsibility for improving health and wellbeing.
- Eatsome strengthens self-esteem, confidence and personal responsibility of health behaviours and lifestyles, by providing opportunities to learn and use new practical skills. This includes reading food labels, menu planning, cooking and eating healthy, balanced meals.
- Using various evidence based nutrition and health behaviour interventions, the work of Eatsome contributes towards key outcomes highlighted in the Public Health Outcomes Framework, particularly 'Health Improvement', 'Prevention of Ill Health', and 'Healthy Life Expectancy and Preventable Mortality'.

To access the White Paper visit:

[www.dh.gov.uk/en/Publichealth/Healthyliveshealthypeople/index.htm](http://www.dh.gov.uk/en/Publichealth/Healthyliveshealthypeople/index.htm)

## Website for Adults to Manage Weight



Going Live 4 April 2011

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

Weight matters, it is important that people are made aware of how being overweight could be putting their health at risk and reducing their quality of life.

From April adults looking for support to manage their weight will be able to access our new website which will provide a range of information that will give them advice and support on how to make small lifestyle changes that can make a big difference.

Research has shown that some people, especially men, prefer to use self help resources rather than joining a group.

If you would like further information on the Weight Matters Project call 01209 310063.

### News Flash!!!!

**Healthy Lifestyle Brief Intervention Training  
Putting Prevention First  
Every Contact Counts**

**CQuin Funding Goal**

The core Healthy Lifestyle Brief Intervention training – Brief Advice Level 1, is now available on [www.cornwallnhs Moodle.co.uk](http://www.cornwallnhs Moodle.co.uk).

To meet CQuin requirements the relevant NHS staff should complete it by 31 March 2011

It is supported by the Health Promotion Service's web pages, which provide more in-depth information, suggested processes and tools to aid you to support your clients through Brief Advice Level 1 and Brief Intervention Level 2 ([www.healthprom.org](http://www.healthprom.org)) Brief Interventions.

Queries contact  
[sally.hayes@ciospct.cornwall.nhs.uk](mailto:sally.hayes@ciospct.cornwall.nhs.uk)

# Cornwall's Healthiest Employers Recognised at Awards



Employers in Cornwall who actively try to improve their employees' health and well-being were honoured at the Healthy Workplace Awards.

The Annual Healthy Workplace Awards Event took place on Wednesday 2 February at the Pavilion Centre, Royal Cornwall Showground. Dame Carol Black, National Director for Health & Work was the key note speaker and presented all of the Healthy Workplace Award Winners.

Also included at the event was a choice of workshops (yoga, massage, creativity and laughter workshops) plus a wide range of health promotion support services available in the workplace setting (stop smoking, sun safety, mental health, weight matters plus many more).

The first Cornwall Beach Games and the new dedicated Workplace Health Website – [www.behealthyatwork.org](http://www.behealthyatwork.org) were also launched at the event.

The Cornwall Beach Games will take place on Friday 17 June, Tolcarne Beach, Newquay. The games will be a healthy fun packed day and it's about getting staff together from a variety of workplaces, from across Cornwall, to enjoy some beach games and activity; it's great for morale, health and wellbeing. For further information please visit: [www.behealthyatwork.org/events/](http://www.behealthyatwork.org/events/)

Rachel Faulkner, Workplace Health Coordinator, said: "Having a healthy and productive workforce should be every organisation's ambition, especially in today's competitive business environment. The key to survival and success is taking care of the most important asset, the staff.

"The awards are designed to give credit to businesses and organisations that aim to improve staff health, and encourage even more employers to help their employees stay fit, healthy and productive. Winners are awarded a Bronze, Silver and Gold award, depending on the level of success in reaching

## 2011 Winners:

### Gold Award Winners

Benefit Delivery Centre, St Austell  
Rodda's  
HMRC St Austell Contact Centre  
Coastline Housing Ltd  
Health Promotion Service  
Ginsters

### Silver Award Winners

Penwith Housing Association  
Event Cornwall  
GE Money Home Lending  
NHS Cornwall & Isles of Scilly  
Community Health Services

### Bronze Award Winners

NHS Cornwall Foundation Trust  
Bedruthan Steps & Scarlott Hotel  
Council of Isles of Scilly



established criteria for the health and wellbeing of staff.

**For more information about the Healthy Workplace Programme please visit [www.behealthyatwork.org](http://www.behealthyatwork.org) or contact Rachel Faulkner, Workplace Health Coordinator via email – [rachel.faulkner@ciospct.cornwall.nhs.uk](mailto:rachel.faulkner@ciospct.cornwall.nhs.uk) or 01209 313419.**

# We're still here!

Although there are some changes afoot (again!), the Healthy Schools Programme is continuing, and schools will still be able to gain and maintain 'Healthy School' status using a combination of:

- an annual audit of core wellbeing policy and practice in school and;
- a focused project delivering healthier behaviour change in an area of need in the school and meeting local wellbeing priorities (Healthy Schools Plus).

The headline change to the programme is the scaling back of national involvement, and the discontinuation of the national tools and online database. This means much more local control and ability to focus in much more detail on the specific needs of our schools.

We are simplifying the process of gaining and maintaining Healthy School status in Cornwall and the Isles of Scilly, not by 'watering down' the standard but by reducing the bureaucracy, simplifying the tools and offering schools an opportunity to engage at several levels and very much by recognising the needs of individual schools.

A new annual audit tool has been written. We have taken the opportunity to ensure the questions reflect the diversity of our schools and strengthen the links to local policy, practice and the support available (for example we will reflect best practice in support for young carers as outlined in the recent guidance developed by Cornwall Council and the work of, for example, the

Young Carers' Project, with whom we delivered some terrific awareness raising sessions in February).

This revised annual audit tool will be available to use as a simple Word document and as an online tool, hosted as part of our website and schools will find it much, much simpler to access and manage. The new tool is currently being piloted by schools and will go live on 1 April.

We will also continue to work with schools on Healthy Schools Plus, building on the tremendous success of the 146 schools (52%) involved to date. Schools have developed really interesting and important work in response to it and we have been able to work with them to develop good, effective interventions that are making a real difference to children's lives.

This has resulted in:

- The success of the Christopher Winter Project work 'Teaching SRE with Confidence' which we introduced to Cornwall;
- The development of 'Families in it Together' (FIT), helping schools to work with families around healthy lifestyles and healthier weight;
- The fabulous work on emotional health and wellbeing schools are doing, especially around 'RTime' (in partnership with Pyramid Kernow and the splendid John Pascoe) which is having profound and measurable effects;
- Some exciting and innovative work around sun safety in partnership with Sun Safe Cornwall; and

- Cornwall being invited to pilot and be the first part of the country to launch the new Christopher Winter Project 'Teaching Drugs and Alcohol with Confidence' resource (based on the award winning SRE version).

All of these are addressing key local health priorities as identified in the PCT's strategic objectives and Cornwall Council's Children and Young People's Plan and most of them are included in the proposed public health indicator set

currently being consulted on. Our main aim is to ensure that schools experience very little that is noticeable in the transition and continue to enjoy the tailored, personalised and caring support we have become known for in recent years.

Up to date news on what is happening can be found on our website [www.cornwallhealthyschools.org/](http://www.cornwallhealthyschools.org/) which will develop over the next few months to reflect the changes taking place.



## And talking of Healthy Schools websites...

...we're introducing two new websites. The Drugs Education Mini-site is part of our main website, and like the successful SRE mini-site, sets out to provide a quick guide to important information and best practice in delivering drugs and alcohol education in schools.

The site will be launched on the 16 March at the same time as we launch the Christopher Winter Project's 'Teaching Drug and Alcohol Education with Confidence in the Primary School'. Kirsten Jowett of the CWP, author of the resource, will be joining some of the pilot schools to launch it and she will offer schools a chance to explore it and receive training and support for using it in school. The launch will take place at Epiphany House in Truro from 10.00 am until 3.00 pm, is free, with refreshments and lunch provided. Delegates will also receive a FREE copy of the resource (worth £100). For information and to book your place, call 01209 310061 or email [healthy.schools@ciospct.cornwall.nhs.uk](mailto:healthy.schools@ciospct.cornwall.nhs.uk).

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6 [www.fitcornwall.org/](http://www.fitcornwall.org/) is our new site for schools and families in support of Families in it Together (FIT). Based on the Change 4 Life campaign, [www.fitcornwall.org/](http://www.fitcornwall.org/) will provide schools with help, information and links to resources to help them support children and families around healthier lifestyles. There are also sections for families and children with links to fun activities, challenges and helpful information.

We also intend that the site will provide a place to signpost families to all the really great work going on in Cornwall to support them too.

[healthy.schools@ciospct.cornwall.nhs.uk](mailto:healthy.schools@ciospct.cornwall.nhs.uk)  
[www.cornwallhealthyschools.org/](http://www.cornwallhealthyschools.org/)  
 Telephone 01209 310061

## What we think... EEFO Mystery Shopper Evaluation Report is available to download



The EEFO Mystery Shopper Evaluation project is an exciting opportunity for young people to provide their views on EEFO Approved Services. A group of young people were trained during the summer months of 2010 and carried out evaluations of a sample of EEFO Approved Services. Individual services have received their feedback and a full report highlighting the key recommendations and analysing the young people's feedback has been written and is available to download at <http://www.eefo.net/index.cfm/cornwall/downloads.home>

Emily Thomas  
 EEFO Programme Manager  
 Telephone 01209 313419  
 e-mail [emily.thomas@ciospct.cornwall.nhs.uk](mailto:emily.thomas@ciospct.cornwall.nhs.uk)

# Eatsome News

## Grants

Bite Size grants of up to £250 and BIG BITE grants of up to £1000 are available for community and voluntary groups wishing to promote healthy eating and well being throughout the community.

Community Banquets \* Gardening Groups \* Healthy Picnics \* Cooking Clubs

The next rounds of grants are:

Round 1: Deadline 29 April 2011

Round 2: Deadline 7 October 2011

Applications and guidance notes are available on the website:

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

## Training opportunities

### Get Cooking Training

This is a two-day course, aimed at providing you with the opportunity to gain the skills and knowledge required to set up and run your own healthy cooking club/group.

7 and 8 April 2011	The Liskerrett Centre, Liskeard
9 and 10 June 2011	Health Promotion Service, Pool
8 and 9 September 2011	Health Promotion Service, Pool
10 and 11 November 2011	The Liskerrett Centre, Liskeard
12 and 13 January 2012	Health Promotion Service, Pool
15 and 16 March 2012	Health Promotion Service, Pool

### Level II Award in Healthier Food & Special Diets

To provide knowledge and understanding of the benefits of healthy eating and how to cater for special diets

20 May 2011	Health Promotion Service, Pool
25 November 2011	Health Promotion Service, Pool

### Get Cooking Training for Care Providers and Support Workers - for those working with people with learning disabilities

This is a one day course for care providers and support workers who work with people with learning disabilities - to help you understand the key healthy eating messages and how to pass these on and use them appropriately with service users

*This course is more suited for carers and activity coordinators who are working directly with service users. The Menu Planning and Weight Management course would be more appropriate for chefs and cooks preparing food for service users – for more details call 01208 251 503.*

See the [eatsomegoodfood.org](http://eatsomegoodfood.org) website for further info.

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

## Credit Crunch Cooks (for beginners)

We are organising a free four week healthy eating and cooking course at the Lescudjack Community Centre Penzance starting on Monday 28 March from 10.00am-12 noon. The aim of this course is for everyone to have a go and gain confidence in cooking and making healthier choices, maybe try some new tastes and recipes and have some fun.

"Credit Crunch Cooks" is aimed at those who would like to learn more about cooking healthy food on a budget. These cooking sessions are two hours long and as well as cooking basic meals; we also cover topics such as the key messages around the Eatwell Plate and 5 A DAY, food hygiene, cooking on a budget and food storage.

If you have any further questions regarding this course please contact Eatsome on 01209 216967

## Childhood obesity programme in Falmouth and Penryn area

Live 4 LIFE is targeting children from Falmouth and Penryn area aged seven – 16 with recognised overweight or obesity issues and/or low self esteem stemming from perceptions from body shape. The programme focuses on the whole family making changes. It is essential that at least one parent/carer attends the programme with the referred child, but the whole family are invited and encouraged to attend.

Each programme runs for between eight-11 weeks. We meet one evening a week (after school) for a two hour session split between an hour of nutrition and healthy eating messages, food labelling, cooking skills, behaviour change, internal and external triggers, followed by an hour of fun physical activity for the children building in education on the importance of physical activity. While the children are doing physical activity the parents take part in further discussion time. The final session is a group reward for the children achieving their set goals throughout the programme. The whole programme is varied, fun and educational for the whole family.

We are hoping to work with as many professionals as possible to make sure we reach all families that need help. We would really like a good relationship with stakeholders in the area as we see them having a pivotal role in the recruitment of young people for the programme. If you are working with families, we would appreciate your help to recruit them onto our programme. Self referrals are also welcome.

Please contact Amy Bromfield or Kate Dann at the Health Promotion Service on 01209 313419 for more information on this programme.

### Eatsome **Live Well** Get healthy in 2011

Make a note in your diary to visit the  
**Live Well Event**  
on the  
**Truro Piazza, Lemon Quay**

**Saturday 9 April 2011**

**10.00am - 4.00pm**

**The aim of the event:**

- To highlight the importance of healthy eating, activity and being a healthy weight
- To raise awareness of healthy eating, activity and healthy weight programmes available

Get your health checked

Healthy eating games

Learn facts on infant nutrition

Come and have a go on the smoothie bike!

Race on the bike simulator!

Learn how to read food labels

*"I was chuffed my son now drinks semi skimmed milk instead of full fat. He doesn't listen to me but he is now learning for himself"*

*"My son is really enjoying the hour activity which has amazed me as usually he is so shy. It looks like it will be a good course and very beneficial for us, I will certainly recommend it to others"*

*"From bribery to disciplining, I feel like I tried everything to try to get my son to eat well and lead a healthier and more active lifestyle. Asking our doctor for a referral, I must confess that I anticipated failure. What's more, Sam's outlook on the programme was incredibly dismal. Thankfully, it's been anything but a negative experience. Structured sessions, combined with a wide variety of activities, have seen Sam take a u-turn on his approach to exercise and diet. Our lifestyle is now much more active and we're aware of the impact our food choices make on our bodies. It's been a real eye-opener and has made a real difference in our lives!"*

# Library and Information Service

Telephone 01209 313218 or visit our website at  
www.healthpromcornwall.org

Opening Hours:- Monday - Friday 9.00 am - 5.00 pm

Due to essential upgrades, the library will be closed on 8 April

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

## DVDs

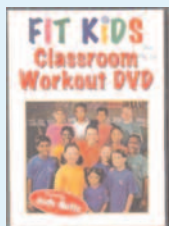
A-Z of Love and Sex (The) DVD

Drugs & Alcohol: The Issues

Fit Kids Classroom Workout

Molly and the Magic Lunchbox

Under The Influence (Alcohol Awareness)



## Training Packs

Active Playtime

ASD Visual Aid (Special Needs  
Communication Pack)

Bright Bites (Healthy Eating)

Focus: Growing UP (Sex Education 9 - 13 year olds)

Self-Esteem

Tooth Time

Two-Way Street (Communicating with children for  
professionals)



## Leaflets

Methedrone

Your Guide to the eatwell plate  
helping you eat a healthier diet

Encouraging Better Behaviour



## Games

All About Me

Anger Management

Body Snap

Food Snap

The Obesity Game

The Stress Game



## Model

Giant Teeth Demonstration Set



## Health Events 2011

### April

1 - 30 April **Bowel Cancer Awareness Month**

www.bowelcanceruk.org.uk

#### Supporting materials

Preventing Bowel Cancer (*leaflet*)

Bowel Cancer Screening the facts (*leaflet*)

11 - 27 April **Depression Awareness Week**

www.depressionalliance.org

### May

1 - 31 May **National Walking Month**

www.livingstreets.org.uk

2 - 8 May **Sun Awareness Week**

www.bad.org.uk/sunawareness

#### Supporting materials

Sun Awareness Exhibition

Know Your Skin Type (*leaflet*)

3 May **World Asthma Day**

www.asthma.org.uk

16 - 20 May **Walk to School Week**

www.walktoschool.org.uk

### June

1 - 30 June **Everyman Male Cancer Awareness Month**

www.everyman-campaign.org

1 - 30 June **National Osteoporosis Month**

www.thebiglunch.com

6 - 12 June **National Food Safety Week**

www.food.gov.uk/safereating/hyg/germwatch/2010

13 - 19 June **Diabetes Week**

www.diabetes.org.uk/diabetesweek

13 - 19 June **National Men's Health Week**

www.menshealthforum.org.uk

#### Supporting materials

Know your Balls...Check 'em out (*DVD*)

Healthy Men (*leaflet*)

For a complete and updated events list visit  
www.healthpromcornwall.org and click on the  
campaigns button