

# 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**

This document is available  
in other formats please  
telephone 01209 313218



## Cornwall Festival of Cycling '10

The 7th annual Festival of Cycling has drawn to a close. The successful event was run over six days and involved a schools and public roadshow. The festival aimed to entertain, enthuse and educate people about the possibilities and benefits of cycling, leading them to adopt a healthier and more sustainable form of transport.

The Festival hit the road visiting four schools in North Cornwall before reaching the Eden Project for the weekend. Despite the scorching weather on the Saturday, and the World Cup football on Sunday, the festival was a great success.

A range of activities were on offer including bike try-out sessions, an obstacle course, a cycle circus and the chance to make a smoothie drink using pedal power alone. A group of stunt cyclists put on a fantastic show, jumping from platform to platform on their seatless bikes and even bunny-hopping over one brave spectator. People were able to pick up information on local cycle routes and facilities, talk to the cycling experts on hand and try out a variety of bikes.

The Festival also visited a number of Cornish schools. Students benefited from a range of activities available as part of the roadshows. Key Stage 2 pupils from Stratton Primary, Bishop Cornish CE VA, St Cleeve Primary and Tintagel Primary Schools took part in a cycle skills course, built a Brompton bicycle, had a go on a unicycle, made their own pedal powered smoothies and competed on a cycle



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simulator. In total over 300 students joined in the fun activities on offer. Key Stage 1 pupils also took part in a variety of school led activities on a cycling theme.

The Cornwall Festival of Cycling was organised by the Big Lottery funded cycling project, Mobilise! (hosted by the Health Promotion Service) and Cornwall Council. Mobilise! and Cornwall Council would like to thank everyone involved for their services, help and support with the festival.

### Mobilise! Monthly Walks - Lerryn to St Winnow



On Wednesday 21 July, more than 80 keen walkers attended the 'monthly walk' which, on this occasion, was a riverside ramble, starting in Lerryn.

The Riverside Ramble was a guided walk through a varied landscape of estuary, wood and farmland with superb views of the River Fowey throughout. The guide gave an informative talk along the way about the estuary's diverse bird life as well as the interesting flora.

For more information about the walks and cycles which Mobilise! supports call (01209) 310062 or visit the website [www.mobilise-cornwall.org.uk](http://www.mobilise-cornwall.org.uk)

## Healthy Gay Cornwall have covered their Pride!



Staff and volunteers from Health Promotion's Healthy Gay Cornwall team made sure gay and bisexual men in Cornwall will be covered up this summer by giving away free condoms and lube at Cornwall Pride.

The event, which took place on Saturday 28 August in Truro, is a celebration of all things lesbian, gay, bisexual and transgender. The day kicked off at 11am with a fabulous procession from Lemon Quay to Victoria Gardens, including a 40 foot rainbow flag (pictured) with stalls, performances and plenty of fun for everyone throughout the afternoon.

Al Green, Project Lead for Healthy Gay Cornwall said

"Cornwall Pride is the largest event in our project's health promotion calendar. We gave out around 1,000 condoms and lube packs, packed by our trusty volunteers, which protect against HIV and STIs - a significant health issue for gay and bisexual men. Healthy Gay Cornwall have also sponsored the event, which is now in its third year. Research shows that lesbian, gay, bisexual and transgender people experience better mental well-being if they feel part of an accepting, understanding community, so we feel this is a positive step towards building that."

For more information go to [www.healthygaycornwall.org.uk](http://www.healthygaycornwall.org.uk) or call 01209 313419.

**Health Promotion News and Healthy Living Network News will, from early next year be available in electronic format only.**

**If you wish to continue receiving the newsletter please send an email to**

**[hpsadmim@ciospct.cornwall.nhs.uk](mailto:hpsadmim@ciospct.cornwall.nhs.uk)**

**This will ensure you are sent an e-mail at the time of publication with a link.**

# Cornwall Chamber of Commerce Pedometer Challenge and Health Awareness Days!

Earlier in the year Cornwall Chamber of Commerce, Cornwall Sports Partnership and the Health Promotion Service teamed up to challenge Chamber members to get more active - by walking from Plymouth, Massachusetts to Cornwall (3,091 miles). Thirty four local companies took part in the challenge. Incredibly, this goal was smashed within the first two weeks of the event. Taking it further, the next destination became Moonta in Australia, due to its strong links with the Cornish miners. The challenge teams reached it in the sixth week, accumulating a massive 30,694,190 steps (15,347 miles) between them!

“Although we only began the Pedometer Challenge two weeks ago it has already had a positive impact, not only on individual team members but also on the company as a whole. Individuals have already commented on how much fitter, healthier and more energised they feel since starting the challenge,” said Denise Maclean, SSG Training & Consultancy.

“Exercise classes have been held on site, individual and group walks are taking place over weekends, and lunchtimes are spent going for walks rather than remaining at computers. SSG, as a company, has also benefited - as teams have been put together from different departments so communication channels have been opened up across the organisation. We are all thoroughly

enjoying this challenge and already very much looking forward to the next Health Living event.’



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Also during July the Chamber organised three Health Awareness days for Chamber members as many smaller businesses have no access to occupational health support. Jane Hannaford, Occupational Health Advisor, delivered a range of health checks for Chamber members across three locations in St Austell, Truro and Carn Brea. Three more health check days are organised for Chamber members in September 2010.

For any further information about any of the above or if you would like to improve the health and well being of staff in your organisation please contact Rachel Faulkner, Workplace Health Coordinator, on 01209 313419 or [rachel.faulkner@ciospct.cornwall.nhs.uk](mailto:rachel.faulkner@ciospct.cornwall.nhs.uk).

## Workplace Health

### Cornwall Success Story – Coastline Housing Ltd

Coastline Housing Ltd has been chosen as one of six nationally as an example of good practice case study for the British Heart Foundation (BHF). At the beginning of July, the BHF team visited Coastline Housing for the day and filmed a wide range of initiatives they have organised for staff health and wellbeing. These included sun safe awareness sessions for outdoor workers, healthy boxes, a pedometer challenge, five a side football plus talking to staff on the impact and difference it has made to their health and wellbeing at work.

The short DVD will be available in September on the BHF Health at Work Website. Please also check the Think Fit Packs - very useful and free resources available on promoting physical activity, healthier eating and mental wellbeing in the workplace! All available to order free from the website. Please visit: [www.bhf.org.uk/HealthAtWork/](http://www.bhf.org.uk/HealthAtWork/)

# Eatsome News

## STAFF CHANGES

We have lost Margaret Knight from our team, as she is moving out of county. Margaret delivered many of our cooking courses for early years. She started as a volunteer and ended up working with us for nearly two years! We are sad to see her go.

However, we have been fortunate to be able to take on a new team member; Shelley Jamieson. She said: "I am looking forward to working with the team to deliver healthy eating and cooking sessions. I am married with two small children and enjoy cooking good food and keeping my family fit and healthy".

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We also have two new staff to develop specific projects. Holly Hawkey, a dietitian, is developing work around the CHEFS scheme. John Willoughby, Nursery Nurse, is working on our weaning project, First Foods. Read more about these projects later on.

We also have more changes afoot as Sophia Aston, the Eatsome Co-ordinator, is leaving on a career break in September to study Dietetics in Glasgow for 20 months. She said: "This is something I've wanted to do for a long time. It will help me professionally and will help the Eatsome programme over the longer term. I have really enjoyed managing the Eatsome Programme over the past seven years. I have worked with some fantastic and enthusiastic people and will miss everyone when I go. I hope to be back with lots of fresh ideas and new knowledge to develop the programme further."

## GRANTS

Both Bite Size (£250) and Big Bite (£1000) Grants are available. The closing date for the next round is the 8 October 2010. Visit the website for further details – [www.eatsomegoodfood.org](http://www.eatsomegoodfood.org)

## PROGRAMMES

### Keep it in the Family

We have just come to the end of the Keep it in the Family programme in West Cornwall and are delighted to finish successfully with 12 families completing the six month programme after making healthy lifestyle changes. Congratulations!

Following this success, we will soon be delivering further programmes in West Cornwall and Bodmin which include a 10 week MEND programme (see [www.mendprogramme.org](http://www.mendprogramme.org) for more information). These programmes will run from January 2011. The families will be provided with regular physical activity, as well as healthy lifestyle and healthy eating education and support.

We would value your support of the programme and encourage you to refer any children who are between the ages of seven and 13 and with a BMI centile  $\geq$  91st centile (ie overweight or obese).

Self referrals are also welcome. Contact Amy Bromfield or Kate Dann for more information on 01209 313419, email: [amy.bromfield@ciospct.cornwall.nhs.uk](mailto:amy.bromfield@ciospct.cornwall.nhs.uk)

### CHEFS

The Cornwall Healthier Eating and Food Safety award scheme promotes food premises that offer healthier and local foods in a safe environment with good standards. It is a joint project between Public Health and Protection within the Council and ourselves. Holly, from our team, has been working hard to develop criteria for CHEFS for under 5s and CHEFS for Community Meals; two sub branches of the CHEFS award scheme. We are grateful to the nurseries and community meal providers who have helped us with the pilot phase. The two sets of criteria should be ready for wider roll out in the autumn. We did some evaluation of the current, main CHEFS awardees. The feedback was mostly positive with

## Get Cooking Training

30 September and 1 October 2010	Health Promotion Service	Pool
28 and 29 October 2010	Health Promotion Service	Pool
25 and 26 November 2010	Liskerrett Centre	Liskeard
3 and 4 February 2011	Health Promotion Service	Pool

Please note that the course on 30 September and 1 October has been cancelled and replaced with 28 and 29 October.

### Healthier Foods Special Diets

This accredited training course covers the basics of nutrition for both the general population and those requiring special diets. The training will run on the 5 November.

For further Eatsome details, see [www.eatsomegoodfood.org](http://www.eatsomegoodfood.org) or call us on 01209 216967.

regard to the ease of making changes to the menu and the will to ensure high standards and embrace healthier practices. However, more work needs to be done to promote the award. This is one of the topics we hope to tackle this year.

## Early Years

We have done some research around weaning practices in Cornwall and are in the process of developing resources to support early years providers, Health Visitors and parents with eating well in early years. We are continuing to run Eating Well for Under 5s training (book through Children, Young People and Families Training Directory). We have also developed a leaflet on children's lunchboxes which should be available through the Health Promotion Information Service this autumn. We have been working in partnership with the Health Visiting Service to develop weaning resource kits for the Health Visiting Teams to support parents in both group and one to one home settings. John Willoughby, Nursery Nurse, has been seconded over to us to develop these resources, including a weaning DVD, which should be developed and ready to release by November.

## SUMMER RECIPE

Potatoes, Mushrooms and Green Leaf Salad

### Ingredients

- 450g (1lb) small new potatoes, scrubbed
- 1 tbsp olive oil
- 2 garlic cloves, crushed
- 225g (8oz) mushrooms sliced
- 2-3 tbsp balsamic vinegar
- 1 spring onion or small onion, sliced
- mixed leaf salad or lettuce

### Method

Boil potatoes whole until cooked, about 15 minutes.

Drain and half potatoes and allow to cool slightly.

Meanwhile heat the oil in a pan and sauté the garlic and mushrooms over a high heat for about 5 – 6 minutes, until golden.

Add the potatoes, balsamic vinegar, spring onion or onion and green leaves or lettuce and toss together.

**THIS IS GREAT AS A SIDE DISH FOR GRILLED CHICKEN OR FISH, OR TO HAVE WITH A BBQ**

# Volunteering Experiences



Every Friday from 5.45 – 6.45pm at Falmouth School, there is a Streetgames session that is run by two NHS Health Champions: John Hennessy and Helena Calfe. Without them this session would not be able to continue. Here is an insight into their volunteering experiences.

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### 1. How did you get into volunteering for Streetgames?

**H:** I worked with Claire (Streetgames Development Worker) and she told me about Streetgames. It sounded interesting because I'd just completed my Sports Coaching Degree and it's an area I'd like to work in. So I came up one Friday and have kept coming back since.

**J:** I heard about Streetgames and came up to see what it was all about. I've been coming back ever since. Approximatel two years now!

### 2. What were your expectations of Streetgames?

**H:** Getting children up here, having fun and benefiting from taking part. Having support of Streetgames with equipment etc.

**J:** Seeing the kids having fun.

### 3. What's the most rewarding aspect of your volunteering?

**H:** Seeing the children smiling, being happy and getting involved.

**J:** I completed my Level 1 Coaching course through Streetgames, which has also led to me to become managing coach for a youth football team. Also it's improved my confidence.

### 4. What does the future hold?

**H:** I'd like to get into some full-time paid work, like coaching or Streetgames worker.

**J:** I'm volunteering for Streetgames and coaching football, also hoping to set up my own business, but I'd like to think that I'd have a future in coaching or youth work.

# Library and Information Service

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.

## Training Pack

### Change 4 Life Toolkit

Box containing all the Change 4 Life campaign materials.

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## Book

### Funnybones

Large size book for children telling a story about skeletons

## Leaflets

### Get Active, stay active

### Screening Tests For You and Your Baby

### Talking To Patients About Alcohol

## Exhibition

### Change 4 Life Exhibition

Contents: 37 laminated posters, two leaflets and a sheet of labels

## Game

### Eatwell Plate and Healthy Portion Set

The set comprises of a tray, plate and mug. Each item has a picture of portion sizes, healthy options get the daily balance right.

## Health Profiles 2010

The Association of Public Health Observatories has published Health Profiles at [www.apho.org.uk](http://www.apho.org.uk). A snapshot of health for each local area comparing key statistics such as life expectancy, deprivation and early deaths from stroke and heart disease. The collated summaries show that there are clear variations in health across the country.

## Health Events 2010

### September

13 - 19 September **Sexual Health Week**  
[www.fpa.org.uk](http://www.fpa.org.uk)

20 - 26 September **Meningitis Awareness Week**  
[www.meningitis.org](http://www.meningitis.org)

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

26 September **World Heart Day**  
[www.worldheartday.com](http://www.worldheartday.com)

### October

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

1 - 31 October **Flu Awareness Campaign**  
[www.dh.gov.uk/flu](http://www.dh.gov.uk/flu)

10 October **World Mental Health Day**  
[www.wfmh.org/00WorldMentalHealthDay.htm](http://www.wfmh.org/00WorldMentalHealthDay.htm)

11 - 17 October **Back Care Awareness Week**  
[www.backcare.org.uk/](http://www.backcare.org.uk/)

18 - 24 October **Alcohol Awareness Week**  
[www.alcoholconcern.org.uk](http://www.alcoholconcern.org.uk)

31 October **National Bug Busting Day**  
[www.nits.net/bugbusting](http://www.nits.net/bugbusting)

### November

1 - 30 November **Lung Cancer Awareness Month**  
[www.roycastle.org](http://www.roycastle.org)

14 November **World Diabetes Day**  
[www.worlddiabetesday.org](http://www.worlddiabetesday.org)

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

# The Healthy Schools Programme



The Healthy Schools Programme covers four main areas of focus, or Core Themes. These are Personal, Social, Health and Economic Education (including sex and drugs education), Healthy Eating, Physical Activity and Emotional Health and Wellbeing. Schools need to provide evidence that they are fulfilling certain criteria around these themes in order to achieve or maintain Healthy Schools Status.

The majority of schools in Cornwall have achieved National Healthy Schools Status - 232 (83%) - and are now showing continued commitment to the programme by extending their work through the highly successful pilot project in the South West, Healthy Schools Plus, which has formed the basis for the resulting national model - Enhancement.

In order to achieve recognition of this next stage for Healthy Schools, a school needs to address both national and local drivers around children and young people's health and wellbeing, and schools are doing some amazing work around meeting needs-led healthier behaviour outcomes. In order to do this a school will need to demonstrate continued evidence on all core themes, but with an additional piece of work with a school specific focus.

The most difficult area on which to provide quantifiable evidence is Emotional Health and Wellbeing, but this in no way denigrates its

importance. The building of self esteem and emotional resilience plays a key part in promoting mental wellbeing and avoiding ill health. If we teach children these skills, we are equipping them with strategies to cope with whatever life has to throw at them.

Just one example of such stunning work was a focus day on Emotional Health and Wellbeing undertaken at St Mary's Catholic School, Falmouth in June. Mandy Raywood from the TaMHS project (Targeted Mental Health in Schools) has been working with the school to improve self-esteem and develop confidence in relationships for some targeted pupils within the school. During their Healthy Schools Week, members of the TaMHS team worked with the Healthy Schools Co-ordinator and class teachers to roll out a programme of activities for the whole school, focusing on feelings and emotions. These included a relaxation session (Reception!), drawing physical manifestations of stress on life-sized bodies



(some were wonderfully graphic!) and talking about how the children could cope with various situations that might make them feel anxious. They looked at what made them feel happy and how to turn red (negative) thoughts into green (positive) ones. A particularly wonderful session was led by a group of year 10 Falmouth School students who had, themselves, benefited from intervention support, having their own challenging circumstances. Again this was carried out as part of

the Healthy Schools Plus work in their school.

They answered questions from year six pupils about the move up to secondary school and did so eloquently and with confidence. The year six pupils were obviously quite worried about transition and rated the session 10 out of 10 for allaying their fears!

We are now working in partnership with TaMHS to provide a resource for other schools to use along these lines to kick start their EHW work.

Healthy Schools continued

# Healthy Schools Secondary Schools Conference

**This year's Secondary Schools Conference took place in the Pavilion Centre at the Royal Cornwall Showground, Wadebridge, on 12 July.**

This was the second annual conference, and delegates were privileged to hear a fascinating day of presentations from our invited speakers.

Janet Leach, from the Cornwall Visual Impairment Service, started the day for us. Janet gave us lots of really helpful information about the range of visual impairments, and the support that is available to students and schools. We were able to try on spectacles that reproduced a variety of impairments, which certainly gave us a better understanding of how difficult daily life can be.

Our next speakers were students from North Cornwall Short Stay School, who told us about the anti-bullying work they have been doing. A team of students have worked with local primary schools on this project, and they have produced a DVD which highlights the effect that bullying can have. This DVD will be used with primary schools as the project continues. Some of the students have themselves experienced bullying, making this a very powerful presentation.

Elizabeth Morgan and Jane Dent then talked to us about gaining Healthy Schools status at Treviglas School in Newquay. The school gained their validation in 2009, thanks to the huge amount of time and effort put in by Jane and Liz, with the full support of the whole school community. They spoke about how much they have gained professionally from the process, and had lots of helpful ideas for others embarking on the same journey.

We heard next from the students of Camborne Science and Community College, supported by their teacher Allyson Simpson. These students have been part of the 'Heartstart' programme. This is a programme from the British Heart Foundation, which teaches students how to respond to a casualty who requires cardio-pulmonary resuscitation (CPR). These students are now delivering the training to other students across the school. The students told us about the programme, and then led groups of delegates in mini-workshops about CPR. The confidence of the students in delivering their presentation and workshops was remarkable, and delegates were immediately asking for details of how they too could bring the programme to their own schools.

Our final presentation was from the Cornwall Young Carers Project (CYCP), led by Dawn Maddern and Millie Lindfield. This was another very powerful presentation, as a group of young carers spoke about their own personal experiences of caring, and the effect it has had on their lives. It was clear that they have received, and continue to receive, a wonderful

support service from CYCP, without which the stories would have been quite different. The presentation gave school staff an insight into the difficulties faced by many students, and the impact this can have on their development and learning.

Altogether this was a fascinating and illuminating day for everyone, and our thanks go to all our speakers for their wonderful contributions to the day.

## Keep it in the Family

### Halting the rise in childhood obesity

Keep it in the Family is aimed at children aged seven and 13, who are overweight or obese. During the six month programme the families learn all about nutrition, healthy foods, food labelling, internal and external triggers and the children get to take part in lots of fun physical activity and the families get to enjoy a variety of different activities altogether.

The successful outcome of the 'Keep it in the Family' programme will be that the whole family benefits, and support each other throughout the programme, they all go on to lead and sustain a healthier, happier and more active lifestyle.

**The programme is running from January - July 2011 in West Cornwall**

***If you have any questions, please contact us at the Health Promotion Service.***

**Amy & Kate  
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