

# 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



## Cornwall Healthy Schools "Believe" celebration a superb success

The Cornwall Healthy Schools team enjoyed a fantastic day with around 200 adults and children from Cornish schools. Our official photographer for the day was Mary Neale of Idenna. Mary took some lovely shots - she captured the essence of the day for us and as usual there are lovely portraits and charming candid shots.

We congratulated schools that achieved Healthy Schools status during the last academic year and presented plaques to them. We also presented Scolliwah Kernow awards (Scollys) to schools for their good practice in Healthy Schools work. We hope that the Scolly winners will enjoy spending their prize money on lots of lovely books! Further to our photographic competition we showcased the work of young photographers. Devin Parsons from Nancledra School won the competition and school prizes were awarded to Illogan School, Nancledra School and Mithian School.

We are especially grateful to our two special guests, Lin Marsh and Greg Sampson, who gave superb workshops. Read more about Lin's fantastic singing workshops and Greg's inspirational R Time work by visiting our website <http://www.cornwallhealthyschools.org>. We are also grateful to Newquay Junior School Choir and their teacher

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**Cornwall  
Healthy Schools  
"Believe"  
celebration**



Credit: Photos by Mary Neale of Idenna

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Glynnis Robertson. They gave a lovely performance of "I'm Special" from the Healthy Me Songbook; they really enhanced the whole afternoon's singing.

Our other workshops were hosted by Mary Gander (Massage in Schools), Jilly Parkinson (Relaxation techniques), Petrina Missons (Pyramid Games) and Anna Thomas (Anti-bullying). A big thank you to all of them.

In spite of all our efforts to communicate with schools in different ways we still sometimes receive phone calls saying "I wish I'd known you were doing that! Our school could have taken part!". So please add our website [www.cornwallhealthyschools.org](http://www.cornwallhealthyschools.org) to your "favourites" and please register for our online forum and take part in the debates. Thank you!

Supporting people to make  
Healthy Lifestyles changes –

## Brief Intervention Training

**Thursday 22 January**  
**09:30 - 12:30**

Training Room, Newquay Hospital

**Thursday 29 January**  
**09:30 - 12:30**

Training Room, Health Promotion Service, Redruth

**Thursday 5 February**  
**09:30 - 12:30**

Seminar Room,  
Liskeard Hospital

For more information or to book a place contact  
Gemma Baker on 01209 313419 or email  
[Gemma.Baker@cpt.cornwall.nhs.uk](mailto:Gemma.Baker@cpt.cornwall.nhs.uk)

# Eatsome News

## Coming up!

### Get Cooking Training

**4 & 5 December 2008, Pool**  
**5 & 6 February 2009, Bodmin**

This two-day course is for both those working with community or voluntary groups and community members. The 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.

### Eatsome Key Message Training

**7 January 2009, St Austell**  
**19 March 2009, Liskeard**

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

### Eatsome Conference

Eatsome are holding their annual conference in  
March 2009 – more details to follow!

### Bite Size Grants

**Closing dates for 2009 are:**  
**3 April 2009 & 2 October 2009**

Community groups can apply for funding of up to  
£300 for food projects. Application forms are  
available on our website or by contacting us.

### New Member of Eatsome

Welcome Margaret Knight. We are very excited that  
Margaret will be joining our team this month as our  
new community worker

For further information please visit  
[www.eatsomegoodfood.org](http://www.eatsomegoodfood.org), email us at  
[Eatsome@cornwall.nhs.uk](mailto:Eatsome@cornwall.nhs.uk) or call 01209 216967.

# Health Promotion Cheetahs

- at first ever Cornwall Corporate Games



A number of staff from the Health Promotion Service entered a rounders team in the first ever Cornwall Corporate Games — HP Cheetahs! The weekend was organised by the Cornwall Sports Partnership who commissioned the Corporate Games.

The aim was to encourage people back in to sport and to increase their activity levels. The HP Cheetahs had a fabulous weekend and found it a very positive experience.

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## Some solutions for De-stressing

**T**he way we live our lives can have a huge impact on the way that we experience stress.

A healthy lifestyle can help you reduce background stress levels, making you more resilient. You will concentrate better; have more energy and can cope with major stresses more effectively.

You are what you eat - Eat Well. The fuel you eat will influence the way you feel. An unbalanced diet, may be stressing our bodies by depriving them of essential nutrients. Reduce caffeine, soft drinks and sugary snacks. Avoid alcohol, nicotine, and drugs.

Rehydrate. Drink a large glass of water. If you starve your body of water you will function below your best -

and you will get stressed, physically and mentally.

You are what you do - Be Physically Active and Get Fit. Physically active/fit people have less extreme physiological responses when under pressure than those who are not.

To get away from or distract yourself from the stressor:

- Go for a short brisk walk outside.
- Concentrate on one object and notice every detail of its shape, size, colour, smell and usefulness
- Do something "daft" and physical.
- Get enough sleep.
- Go Easy With Criticism - Be Realistic - Communicate.

- Share worries - talk to someone else.
  - Learn to say "NO".
  - Avoid "trigger" topics – If you get upset over particular things, cross them off your conversation list.
  - Pare down your to-do list - If you've got too much on, distinguish between the "shoulds" and the "musts."
  - Untwist your thinking - Look for the "upside", try to view stressful situations from a more positive perspective.
  - Focus on the positive - When stress is getting you down, take a moment to reflect on all the things you appreciate in your life.
  - Shed the Superman/woman Costume - Stop setting yourself up for failure by demanding perfection.
  - Manage your time effectively and plan treats for yourself.
- If you are determined to make changes in your choices and control your responses you will find that some of these techniques may help reduce your stress levels right away, while others may take a while. It's important to be persistent and give them time.

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

# “Making a Big Fuss” over World Mental Health Day 2008



This year to mark World Mental Health Day, Mental Health Promotion held a one off event to promote the benefits of Early Intervention in Psychosis in the unusual venue of Bodmin Jail and it's new restaurant 'La Scala'.

4 In partnership with Cornwall Early Intervention Team and Effervescent Theatre, this event was a huge success, drawing in 90 delegates from services around the county including representatives from youth work,

education, mental health, carers, local councils and housing services.

The day began with an art installation from Effervescent and their cast of mental health service users demonstrating with audience participation the torment, isolation and confusion that psychotic episodes can bring about.

Our aim for the day was to try and get the delegates to experience feelings and emotions and learn through them in order for that experience to have a greater impact on their lives, then in turn

recognise early signs in people and know where to refer them on to i.e. The Early Intervention Team.

We decided upon 'Making a Big Fuss' as the title for the day – which was taken from part of the script that illustrates how certain behaviour displayed by people experiencing or beginning to experience psychosis can often be misread and

seen as attention seeking or... making a big fuss.

Feedback and evaluation from the day has been so positive, praising the cast members, the Early Intervention Team and Mental Health Promotion for creating such an emotive and powerful depiction of psychosis, showcasing a wonderful service and how to access it, and organising the day respectively.

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For further details on this or other training days, please contact Karen Oldham, Mental Health Promotion Co-ordinator on 01209 313419 or [karen.oldham@ciospct.cornwall.nhs.uk](mailto:karen.oldham@ciospct.cornwall.nhs.uk)

## Websites and wheels.

Mobilise! is in the process of having its website redesigned to bring it up to date. Whilst it's a popular resource, the [pedalbacktheyears.info](http://pedalbacktheyears.info) site is a little tired and dated, with its graphics based around clip art. University College Falmouth photography student Tom Jenkins, dodged the late October downpours to capture a gallery of images of our walkers and cyclists enjoying themselves in the great outdoors. These shots will go towards creating a visual, friendly site which will include blogs from Pedal and Stroll Back members. Crucial too is the creation of a fresh Mobilise! logo which will be used to publicise a new series of short duration health walks to be run in association with LEAP. The new logo is purposely designed to be timeless, and so inspire physical activity amongst the entire population, regardless of their age. Mobilise! is also a good few weeks into a rewarding partnership with Gwellheans, the Redruth based centre for those recovering from substance misuse. Every other Thursday project leader Euan Mahy takes a number of their clients on discovery cycle



*Mobilise! and Gwellheans riding the Great Flat Lode.*

tours along the trails around CPR. Together, Mobilise! and Gwellheans have collected a number of free second hand mountain bikes and these will be refurbished in a new purpose built shed at Gwellheans in the New Year. Cycle maintenance and leisure rides will soon officially be part of the Gwellheans timetable, thereby promoting both physical activity and technical skills.

For further information contact Euan Mahy on 01209 313419 or e-mail [euan.mahy@ciospct.cornwall.nhs.uk](mailto:euan.mahy@ciospct.cornwall.nhs.uk)



## Mayor's Streetgames Cup 2008

The LEAPActive Project and Cornwall and Isles of Scilly Primary Care Trust's, Health Promotion Service teamed up with Restormel Borough Council and Streetgames to offer the Newquay Mayor's Cup. The tournament took place on Sunday 24 August 2008 at Newquay Sports Centre. On a sunny day children from Mevagissey, Bugle, St Columb Major, St Stephen, St Austell and Newquay who already take part in Streetgames projects, travelled on free transport to Newquay.

Children aged between 11-16 years from the different areas competed in a 6-a-side football tournament. At the end of the day the top three teams in the tournament were presented with medals by the Mayor of Restormel, Jackie Bull. Bronze medal winners were Bugle Predators, second place was St Columb Major CC. Winning the gold medals and the Mayor's cup was St.Columb Little Saints.

The tournament also gave a valuable chance for volunteers to demonstrate their skills. Young volunteers for the Cornwall Co-operative Streetgames Young Volunteers Programme, assisted in the running the Mayor's Cup and managing the teams. The volunteers helped make the day run smoothly and make the day enjoyable for the young people taking part.

Claire Boyd Streetgames Development Worker said "The day was a big success all the children had a really fun day. It was great to see children from different areas within Restormel come together. It was an opportunity to show the skills they have gained during the Streetgames sessions in their own towns and compete for the Mayor's Cup.

### New Streetgames Sessions running in Caradon

New Streetgames sessions have started in Caradon. They will be regular sessions running for one hour, taking place in Torpoint, Saltash and Liskeard. See the events calendar on our website ([www.leapactive.org](http://www.leapactive.org)) for the new times and venue details. There are also some pictures in our gallery so you can see what Streetgames looks like in action!

Check out the LEAPActive website [www.leapactive.org](http://www.leapactive.org) for the updated events calendar on what is happening in your area and how to take part.

## 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 we did in the 1980s – but the treatment ISN'T a cure, and 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 23 August 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" (the new name for 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, together with news about our new website!

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

# 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

## Training Packs

### All Aboard (Lifeboats) Primary School Pack 7 to 11 years

Synopsis: Primary School citizenship education pack for 7 to 11 years produced by the RNLI.

### Asking About Medicines As We Grow Up

6 Synopsis: A pack for teachers and health professionals to use to educate children and young people about the safe and effective use of medicines.

### Eating Well: children and adults with learning disabilities

Synopsis: Pack contains nutritional and practical guidelines.

### Fun Fit in the Early Years

Synopsis: A training pack for everyone working with young children to promote co-ordination. Pack contains activity cards and instructions on how to use them. Activity cards on exercise, healthy eating and games.

### Growing Schools Garden

Synopsis: Aims to reconnect children with food production, farming & the countryside, to improve learning about a healthy diet and lifestyle & the importance of caring for the natural environment both locally and globally

### Streetwise

Synopsis: Streetwise is an interactive resource for 11 - 16 year old students, which raises young people's awareness to the law with the regard to alcohol and the consequences of underage alcohol misuses and irresponsible drinking.

### Think Fit!

Synopsis: A guide to developing a workplace activity programme. Contains information on how to set up a physical activity programme within the workplace.

## Books

### Child Health Promotion Programme (The)

Synopsis: Update of Standard One (incorporating Standard Two) of the National Service Framework for Children, Young People and Maternity Services 2004.

### Coping with Disability

Synopsis: Book contents:- Disability issues, adjusting to disability, benefits, young carers, The Disability Discrimination Act, transport options for the disabled, equal rights, social care, workplace prejudice, resources for disabled children, learning disabilities, special educational needs.

### Climate Change

Synopsis: Book contents:- climate change, climate change denial, deceit behind global warming, carbon offsetting, positive energy, sustainable fossil fuels, biodiversity and climate change, ecosystems, renewable energy,

### Hazardous Waist

Synopsis: Book about tackling male weight problems, causes of obesity, body image, masculinities, health, weight management, promoting exercise, mental health problems.

### Mental Health

Synopsis: Book contents:- Mental illness in the UK, post-traumatic stress disorder, schizophrenia, paranoia, understanding dementia, addiction, dependency, dissociative disorders, bipolar disorders, phobias, obsessions, blood tests to diagnose mental illness, Alzheimer's, ADHD, poverty and mental health, stress, Mental Health Bill, reduction of stigma and mental illness, brain food, positive mental health, arts therapies, fitness for the mind.

### Migration and population

Synopsis: Book contents:- Migration guide, migration facts and figures, crime impact, human rights of female migrants, 2007 world population, ageing population, babies born to a foreign parents.

### Poverty

Synopsis: Book contents:- Facts about poverty in the UK, child poverty, social exclusion, poverty is damaging mothers and their babies, households below average wage, earnings gap, older people and poverty, poverty and hunger, Fairtrade, rich-poor divide, cost of school beyond the reach of millions, gender discrimination, millennium development goals.

### Problem Drinking

Synopsis: Book contents: Alcohol, alcohol myths, teen drinking, binge drinking, children and alcohol, drink-driving, alcohol misuse and treatment, drinking during pregnancy, tackling underage drinking, dangers of alcohol, alcohol health warnings, wine lovers, raising drinking age to 21, TV coverage,

### Shape-Up Manual

Synopsis: Shape-Up is a programme which aims to help your overall wellbeing and quality of life. It also offers you information on how to manage difficult situations or 'lapses' and how to keep yourself motivated.

### Smoking Trends

Synopsis: Book Contents:- Smoking statistics, young people and smoking, peer pressure on smoking, why young people smoke and how to stop them, images, EU advertising ban, smoking in the movies, potential increase in pub patronage after ban, young people and nicotine patches, national smoking map shows poverty link, tobacco in the developing world, how nicotine works, Surgeon General's report, pregnancy and smoking, babies born to smoking mothers, lung cancer, nicotine replacement, smoking, giving up and mental health.

## Opening Hours

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

Please note to enable ongoing improvements, the Resource Library will be closed on the last Friday of every month.

## Leaflets

### All that 17 and 18 year old girls need to know about the vaccine that helps protect against cervical cancer (HPV)

Synopsis: Leaflet for girls 17 and 18 years old containing information about the HPV vaccination that helps protect against cervical cancer.

### Be Breast Aware (Large Print)

Synopsis: Large print leaflet containing advice on breast awareness, self-examination, breast changes and what to do, breast screening.

### Go it alone Get Support

Synopsis: Booklet containing advice on how to stop smoking, support services available and what products are available to help you to quit.

### Help is at Hand

Synopsis: A resource for people bereaved by suicide and other sudden, traumatic death.

### Measles Don't let your child catch it

Synopsis: The number of children catching measles is rising. To be protected they need to be immunised with the MMR vaccine.

### Sun Awareness Self-examinations

Synopsis: Sun Awareness leaflet containing advice on how to check your skin for signs of sun damage and skin cancer.

### Sun Awareness the ABCDE-asy way to check your moles

Synopsis: Sun Awareness leaflet containing information of how to check your moles.

## Posters

### Drugs: the facts

Synopsis: A2 size drugs poster giving information, description, illegal class, effects and risks of the following :- Alcohol, cannabis, cocaine, crack cocaine, ecstasy, heroin, LSD, magic mushrooms, speed, tobacco, volatile substances and other drugs.

### Half of all cancers could be prevented by changes to lifestyle

Synopsis: A3 size cancer prevention advice poster:- covers the subjects of stop smoking, staying in shape, eat and drink healthily, be sun smart, know your body and see the doctor about anything unusual.

### HPV vaccination is now available for girls aged 17 and 18!

Synopsis: A3 size poster containing information about the HPV vaccination available for girls 17 and 18 years of age. HPV vaccination helps protect against cervical cancer.

# NHS Online Health Information

The Department of Health has announced that from the end of October, people can access all NHS online health information at one website - [www.nhs.uk](http://www.nhs.uk). The NHS' two primary national websites, NHS Choices and NHS Direct are joining forces to provide a single online resource for health information and services. The two sites are being integrated to end any confusion concerning their roles. The popular features formerly found on the NHS Direct site - including the Self Help Guide, Health Encyclopaedia, Commonly Asked Questions and the Online Enquiry Service - will all be available on the merged site. The NHS Choices site also includes the Map of Medicine Healthguides. NHS Direct will continue to provide a telephone service on 0845 4647.

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## Health Events 2009

### January

#### 24 January Eat a Breakfast, Save a Life

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

#### 26-30 January Be Loud Be Clear

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

#### 31 January National Bug Busting Day

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

### February

#### 1 - 28 February National Heart Month - Go Red for Heart

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

#### 6 February Stress Down Day

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

#### 9-16 February Contraceptive Awareness Wee

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

### March

#### 1 - 31 March Prostate Cancer Awareness Month

[www.prostate-cancer.org.uk/](http://www.prostate-cancer.org.uk/)

#### 1 - 31 March Ovarian Cancer Awareness Month

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

#### 11 March No Smoking Day

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

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

# 'Healthy, Wealthy & Working'



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The first 'Healthy, Wealthy & Working' conference took place at the Royal Cornwall Showground on Friday 19 September 2008. It was organised locally by the Health Promotion Service and Cornwall Sports Partnership. The aims of the conference were:

- To understand the importance and key benefits of investing in staff health and wellbeing;

- To share good practice in promoting health at work both nationally and locally.

Ninety two people from a variety of local businesses and workplaces attended the day.

Excellent speakers, both nationally and locally, attended, British Heart foundation, National Wales at Work team, Fitback and local examples of good practice including the international award

winning Ginsters project and Penwith District Council.

Spare conference packs are available and the presentations from the day are available on the Health Promotion Website – [www.healthpromcornwall.org](http://www.healthpromcornwall.org) – workplace health. For a pack or any further information please contact Rachel Marriott, Workplace Development Officer on 01209 313419 or [Rachel.marriott@CIOSPCT.cornwall.nhs.uk](mailto:Rachel.marriott@CIOSPCT.cornwall.nhs.uk).

## 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

## EEFO Update



EEFO Levels 2 and 3 quality standards have now been launched which incorporates the national 'You're Welcome' quality criteria. The response from services has been very good and the EEFO Quality Assessor will work with services in supporting them to meet the next levels. You can contact Pauline Collis on 01209 313419 or on [info@eefo.net](mailto:info@eefo.net).

the 29 September 2008, Felicity Owen, Director of Public Health; Marilyn Philpott, Health Promotion Service Manager and Sally-Ann Gretton, EEFO Mystery Shopper attended the judging stage in London. The results will be announced at an award ceremony in London on the 1 December 2008.

The EEFO programme was shortlisted in the prestigious Health Service Journal Awards in the Reducing Health Inequalities category. On

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