

# 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**

## Health Promotion Sexual Health Team

Over the past few months the Health Promotion Service has welcomed three new members of staff working in sexual health. Joining Martin Courts, Gay Men's Health Co-ordinator, is Simon Watkins, Gay Men's Outreach Worker. Simon is currently developing a programme of work to promote the safer sex message to gay and bisexual men.

Matthew Walker, Sex and Relationships Education Advisor, is providing support to schools across Cornwall and the Isles of Scilly in developing and implementing their sex and relationship education policies.

Katie Bray, Young People's Sexual Health Worker, joined the team at the beginning of January. She is developing strategies to deliver sexual health messages to young people outside of the school setting.

Simon, Matthew and Katie are part of the LAA Sexual Health Team, helping to deliver the targets around reducing teenage pregnancy and chlamydia screening.

They can be contacted by telephone on 01209 313419  
or by e-mail:-

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#### Direct Lines

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Eatsome Project	01209 216967
Stop Smoking Service	01209 215666
LEAP	01209 310062
Healthy Schools	01209 310061

# FREE leisure activities for the Over 50s in West Cornwall

The Over 50's Leisure Weeks are organised by a partnership between LEAPActive, Kerrier and Penwith District Councils. The aim is to increase participation in physical activity across West Cornwall by offering free taster activities during two weeks of programmed events.

The events have proved to be immensely popular over the last three years with the residents of Kerrier and Penwith. At the last event, held in September, participants had the choice of 80 activities – many of these were oversubscribed with waiting lists becoming full.

The next Over 50's Leisure Week will take place from Monday 23 April until Sunday 6 May 2007. Activities on offer around West Cornwall include swimming, tennis, walking, cycling, tai chi, bowls, windsurfing and sailing.

Tracey Barter from Health Promotion Service's LEAPActive said: "If you would like to try a variety of activities from aqua fit to lugger sailing then now is your chance. All activities are free for anyone aged 50 or over. We are arranging these sessions in hope that some people may continue with an activity on a regular basis. The health benefits of regular activity are well proven. We know that taking part in physical activity can help improve health and fitness; it can also help to relieve anxiety and depression and improve self-esteem. This could also be an opportunity to get out and meet new friends."

## Beware of Magic Thinking!

- Owning a Healthy Eating Cookbook doesn't mean that you eat healthy food
- Having a gym membership doesn't mean that you go to the gym or owning exercise equipment doesn't make you fit
- Saying that you don't have time to exercise or eat well doesn't make it true

### Angela Royle

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Amelia Kitchen, Kerrier's Leisure Operations Officer added: "I would like to offer my thanks to the Steering Group and local activity providers for their continued support and enthusiasm, without them these weeks would not be possible. We have received very positive feedback - St Ives Bowling Club are particularly pleased with the way the scheme has encouraged people to get active, 15 people took part in last years taster session and 11 of them have since joined the club which is brilliant news."

Over 1,000 people have so far requested information. As it's essential to pre-book the activities, anyone interested is urged to register their contact details to receive a copy of the activity timetable from LEAP Active on 01209 310062. Booking lines will be open from Monday 26 March until Thursday 5 April from 9am – 5pm. Lines will be closed at weekends.



The Obesity Awareness & Solutions Trust

**Obesity Awareness Week 2007**  
**11 March – 17 March**

*Obesity is one of those words that is often uncomfortable because of the associations that people have with it such as lazy, greedy, out of control or stupid in some way. What it really means is that a person's weight may be affecting their health. It can be as little as two to three stone or by a lot more.*

The purpose of this week is to raise awareness of the growing obesity epidemic in the UK, and of TOAST's role as the only national advocacy charity dedicated to combating the problem.

The aims are to update the press and the public with all the latest information and statistics relating to obesity and overweight. To highlight the role TOAST plays in driving solutions on a national and local level. To demonstrate that obesity is not an extreme condition and is now commonplace in our population.

Help available throughout the year

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

Help and information line  
0845 045 0225

# Adults - Do you Measure UP?

Excess Fat, Body Mass Index (BMI) is a risk to your health. Where the fat is located on your body can add to the risk. If you carry fat mainly around your waist, you are more likely to develop health problems than if you carry fat mainly in your hips and thighs. This is true even if your BMI falls within the normal range. Women with a waist measurement of more than 35 inches or men with a waist measurement of more than 40 inches may have a higher disease risk than people with smaller waist measurements because of where their fat lies.

## Body Mass Index

This simple calculation is well tried and tested. Your BMI is calculated by dividing your weight in kilograms by your height in metres squared. You need only rudimentary math skills and a calculator. According to the 1998 National Institute of Health's report, a normal BMI is about 18.5 to 25, overweight is 25 to 30, obese is 30 to 40.

It is a reliable but not foolproof tool as athletic or heavily muscled people may register as obese.

## Waist Circumference

Waist circumference is now believed to be a much more accurate measure of future health risk than BMI alone. Carrying too much fat around your middle is associated with an increased risk of high cholesterol levels which increases the risk of developing heart disease, stroke and diabetes. A waist circumference greater than 80cm (32in) for women and 94cm (37in) for men increases the risk of cardiovascular diseases, for example, heart attacks and stroke, and diabetes. The greatest risk is for women with waist measurement of more than 88cm (35 in) and men with a waist measurement of more than 102cm (40in).

To measure your waist circumference, place a tape measure around your bare abdomen just above your hip bone. Be sure that the tape is snug, but does not compress your skin, and is parallel to the floor. Relax, exhale, and measure your waist.

## Waist-Hip Ratio

To get an estimate of the proportion of fat stored in the abdomen, divide your waist size at its smallest by your hip size at its largest. Measure your waist-hip ratio while standing relaxed and naked. Measure your waist at its narrowest point. This is usually around your navel. Next, measure your hips at their widest point. Most often this is around the buttocks. Just let the tape rest on your skin, do not pull it tight. The lowest healthy ratio is not yet known, but experts agree that women with ratios of 0.8 or lower, and men with ratios of 1 or lower, are in good shape. It is better to be pear shape than apple shape!

Your body weight is controlled by the amount of energy you eat (number of calories) and the energy you use (number of calories) each day.

Measuring and looking at the figures is the first step. To lose the fat you need to take in fewer calories than you use. The second step is making a plan for healthy eating and regular physical activity.

## The "Right Amount" For You:

Choose a healthy eating plan that takes into account your likes and dislikes, and includes a variety of foods that



give you enough energy (calories) and nutrients for good health.

## You Can Be Active At "Any Size"

Choose a physical activity that you enjoy and that starts slowly and builds up gradually. This will improve your energy level and mood, and begin to burn those extra calories, lower your risk for developing diseases like heart disease, diabetes, and some cancers.

## Get Started and Keep Going

Start slowly. Your body needs time to get used to your new activity.

Warm up. Warm-ups get your body ready for action. Shrug your shoulders, tap your toes, swing your arms, or march in place. You should spend a few minutes warming up for any physical activity - even walking where you walk more slowly for the first few minutes.

Cool down. Slow down gradually. If you have been walking fast, walk slowly or stretch for a few minutes to cool down. Cooling down may protect your heart, relax your muscles, and keep you from getting hurt.

Set goals. Set short-term and long-term goals. A short-term goal may be to walk five minutes on at least most days for a week. It may not seem like a lot, but any activity is better than none. A long-term goal may be to walk 30 minutes on most days of the week by the end of six months.

Get support. Get a family member, friend or colleague to be physically active with you. It may be more fun, and your "buddy" can encourage you.

Keep a Record. Keep a record of your physical activity. This can help your motivation when you look back at where you started, you may be pleasantly surprised!

Have fun. Try different activities. Variety is the spice of life!

The fourth step is sticking to the whole plan. Give yourself credit for the smallest effort. Health experts agree that you may gain health benefits from even a small weight loss.

## Angela Royle

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<sup>1</sup>Ref: M. E. J. Lean et al Waist circumference as a measure for indicating need for weight management BMJ 1995



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The Eatsome Project held their Conference on Friday 2 February at the Cornerstone in St Austell. Presentations included Jonathan Smye the Regional Food in Schools Advisor, and Ashley Wood talking on Food From Cornwall. Additional talks were given on 'What Happened After Get Cooking' presented by Sophia Aston on behalf of Ellie Mosley and the Staff and Volunteer Sarah Eggleton of Zebs Feel Good Café on 'Setting up a Community Café'. Lesley Carrodus the Principal Environmental Health Officer at Restormel Borough Council gave an overview of the 'CHEFS Award' and the Catering Manager at Heligan Gardens, Katy Warnes highlighted some of the benefits of obtaining the Award.

Many of the delegates gave three minute soap box slots to share good practice and the work they are carrying out in their own settings.

After a lunch of fish pie or vegetable goulash, washed down with fruit crumble and yoghurt, the afternoon was taken up with a choice of two workshops from the following list:

- Changing what you eat,***
- Setting up food co-ops,***
- Setting up a growing group for children,***
- Funding opportunities,***
- Practical tools for changing lifestyles.***

**Some evaluation comments:**

**'The presenters were very interesting and the soap box slots were a great insight to what was happening around Cornwall'.**

**'The fish pie was excellent'**

**'Good practical tools to help me in my work'**

***Thank you to everyone who attended and helped out.***

**Photographs from around the Conference**



# Parents and Carers Get Involved in Healthy Schools



**T**he Cornwall Healthy Schools Programme (CHSP) goes from strength to strength with 270 of 274 schools validated or actively engaged we are on track to reach our challenging national targets. We are turning our attention to developing a key area – engaging parents and carers in healthy schools.

There are many opportunities, and challenges, for schools to involve parents and carers to get the key health messages across and to help them to support their children lead healthier lives.

The CHSP wants to work with, and provide practical support to, schools to enable them to encourage parents to get more involved, especially the 'hard to reach' parents.

We want to help schools offer healthy eating and physical activity opportunities for families, and have already begun to offer Get Cooking in Schools training and small grants to enable family cookery clubs to be set up and sustained.

We are planning to offer schools help in setting up Family SEAL sessions in September 2007 (SEAL stands for Social and Emotional Aspects of Learning – an exciting curriculum programme to help pupils learn about, and deal with, their feelings and learn vital life skills that will contribute to effective drugs and sex relationships education). This support will enable the schools themselves to provide training and support for members of the school community (teachers, TAs, governors or parents themselves) to have the skills and confidence to work with adults, and by providing practical support and ideas for schools to deliver the sessions.

Having introduced Family SEAL we are also looking to offer parents and carers opportunities to learn more

about talking to their children on a whole range of issues including sex and relationships issues via a powerful programme developed by the Family Planning Association called Speakeasy. Speakeasy helps parents learn about how to (and be confident about) talk to their children. It can also lead to an Open College Network accreditation and in, perhaps, the most exciting aspect, lead to parents themselves becoming facilitators through the peer mentoring opportunities.

Partnership working will be vital and we hope to work with the Eatsome Project, Liz Barker from the Food in Schools Programme, Schools Sports Coordinators and PDMs, the Behaviour and Attendance Team and many others who already contribute a tremendous amount to schools and the work of the Healthy Schools Programme.

## GOOD PRACTICE CASE STUDY – PENCOYS PRIMARY SCHOOL

We are keen to learn from existing good practice, such as we just saw at Pencoy's CP school. Over 100 parents and children attended a healthy lunch box workshop organised by Tracey their learning mentor, assisted by Liz Barker and attended by just about every member of staff. It was a truly fantastic event where children were encouraged to try new things, parents were given ideas for a range of healthier and inex-



pensive lunch box ideas. A person from the DfES, who was having a look at good practice/effectiveness, certainly found a lot to write about. One of the best outcomes was the enthusiasm of parents for coming along to cookery club with their children – something CHSP has offered to help them set up. In fact we were so impressed by the event we are going to write it up as a toolkit for other schools to try – see the website for more information.

Want to know more about our work with parents and carers – come to a workshop on the 14 March at The Health Promotion Service or contact us on 01209 – 310061 / [healthy.schools@ciospct.cornwall.nhs.uk](mailto:healthy.schools@ciospct.cornwall.nhs.uk)

# From 1 July 2007 England will be



## SMOKEFREE

**N**early all enclosed and substantially enclosed public places and workplaces in the country will become smokefree from 1 July 2007. This follows the introduction of Smokefree Scotland in March 2006, Smokefree Wales on 2 April 2007 and Smokefree Northern Ireland on 30 April 2007.

The legislation will include offices, factories, shops, pubs, bars, public transport and work vehicles used by more than one person. It will also mean that indoor smoking rooms will no longer be allowed, so anyone wishing to smoke will have to go outside. There is no requirement to provide outdoor smoking shelters. However if a shelter or area is provided it must conform to regulations and planning.

Whilst most people will comply, those who do not may be liable to a fine or prosecution for the following offences:

- Smoking in a smokefree place or vehicle
- Failing to display a no smoking sign
- Allowing smoking in a smokefree place or vehicle

The introduction of smokefree environments will provide healthier environments for employees and customers, protecting people from the harmful effects of second-hand smoke. Felicity Owen, Director of Public Health for Cornwall and Isles of Scilly PCT said "Smoking is the principal avoidable cause of premature death in Cornwall, killing about 1500 people per year. Anything that we can do to reverse this terrible cause of illness and death is most welcome and I am delighted to hear about the legislation for smokefree workplaces and public places.

This will help people to give up and also hopefully prevent people taking up smoking".

Smokefree Cornwall is working closely with District Council Environmental Health Teams to inform and support businesses across Cornwall, and to ensure that all members of the community are aware of the changes that the legislation will bring.

National and local support and resources are available from:

**Smokefree England Information Line:**  
0800 169 1697

[www.smokefreeengland.co.uk](http://www.smokefreeengland.co.uk)

**Smokefree Cornwall:** 01209 313419/215666  
[www.healthpromcornwall.com](http://www.healthpromcornwall.com) (Professional Zone/stop Smoking/Smokefree England Legislation)

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

Environmental Health Departments at the District Councils.

.....and for those people who wish to stop smoking:

**Cornwall and Isles of Scilly NHS Stop Smoking Service: 01209 215666**

make a  
fresh start

# EEFO Website has been re-launched

The Cornwall and Isles of Scilly Primary Care Trust's Health Promotion Service re-launched [www.eefo.net](http://www.eefo.net) on 12 February 2007 following a radical redesign to make it more appealing to young people. The site is an integral part of the EEFO Programme which helps to break down the barriers that young people aged 13 to 19 sometimes face when accessing services.

As part of the EEFO Programme's commitment to continuous service improvement, the website has been revised so that it is more user friendly, easier to navigate, encourages interaction and is compliant with accessibility standards. These accessibility standards mean that the website can be adapted to enable access by people with a disability - for example by adjusting the text size.

[www.eefo.net](http://www.eefo.net) provides accurate and up to date signposting to all services in Cornwall that have met the EEFO Quality Standards and are, therefore, 'young person friendly'. It contains useful advice and information on a wide range of issues that young people face during everyday life.

The majority of the website contents remain the same, but based on feedback received from young people and professionals, there have been a number of improvements:

**Feedback** - There is now an option to feedback about all EEFO Approved Services directly on the EEFO website. The information received will not be posted onto the website, but the EEFO team will let the Service know about any comments received, good or bad, so that Services can continuously improve the provision offered to young people.

**Comments** - There is a new pop up box at the bottom of every article on the EEFO website that allows you to send any comments that you have about the article to the EEFO team. These will get posted at the bottom of each article, so if you have something to say - whether you agree with what's been said or not, then get in contact. We want to know your opinions!

**Frequently Asked Questions** - There is a new section on FAQs that aims to provide lots of information about the EEFO Programme. So if you want to find out more about EEFO, what the background is, how



*The EEFO Website Relaunch*

to get involved, or how to get your service EEFO Approved, then please take a look. You can also send any questions you have to EEFO and they will get answered and added to the list.

EEFO Programme Co-ordinator, Emily Thomas, said: "I am really pleased that the new EEFO website is so user friendly and is fully compliant with Government accessibility standards. I really hope that young people across Cornwall & Isles of Scilly find the website easy to navigate and are happy that they can get their views across

on the website far more easily."

If a service has been EEFO Approved young people can be assured the quality of service they receive meets the expected level.

Anyone who is interested in having a demonstration of the new elements on the website is asked to contact EEFO on 01209 313419 or email [info@eefo.net](mailto:info@eefo.net)



[www.eefo.net](http://www.eefo.net)

# Library and Information Service

## Books

### HGV Man

*Men's health book covering healthy eating, losing weight, exercise, avoidable disorders.*

### Brain Manual

Step-by-step guide for men to achieve and maintain mental wellbeing

**Health Statistics Quarterly** (Winter 2006)

**Better Healthcare for Cornwall & the Isles of Scilly**

**Obesity (NICE Clinical Guideline 43)**

## DVD

**Mental Well-being on Becoming a Parent**

## Leaflets

Cannabis (Too much too often?)

Cannabis and Your Mental Health

Cannabis Find Out the Facts

Ask Yourself Do You Know Enough About Hepatitis C

Frank Cannabis Stories

Tips for Healthy Teeth (suitable 3 -10 year olds)

Screening Tests for You and Your Baby

Food Labels More Informed Choices

## Posters

Wet, Soap, Wash, Rinse, Dry (laminated poster)

When Will You Have Had Too Much?

What's the Limit?

Your'e Not Driving Anymore...."

## Equipment

Hand washing equipment (small courier-friendly version)

## PDFs

### Health Challenge Engand

Factsheets covering specific topics on health improvement including the Public Service Agreement target areas specifically associated with the achievement of improvement of overall public health, and the reduction of health inequalities.

Health Challenge England - Alcohol Misuse

Health Challenge England - Health Inequalities

Health Challenge England - Helping Children and Young People Lead Healthy Lives

Health Challenge England - Diet and Nutrition

Health Challenge England - Health, Work and Wellbeing

Health Challenge England - Obesity

Health Challenge England - Physical Activity

Health Challenge England - Sexual Health

Health Challenge England - Tobacco

Health Challenge England - Workforce

Health Challenge England - Mental Health

Health Challenge England - Social Marketing

Coronary Heart Disease NSF (progress report for 2006)

PDFs can be accessed via the virtual library site at [www.healthpromcornwall.org](http://www.healthpromcornwall.org). just click on PDF under TYPE then click search.

Many useful websites can also be accessed in the same way but by clicking websites instead of PDF.

Our new online booking system can be accessed via the Health Promotion website at [www.healthpromcornwall.org](http://www.healthpromcornwall.org) then click on the virtual library link

## Health Events

11- 17 March

Obesity Awareness Week

make a fresh Start

14 March

No Smoking Day

19 - 25 March

Prostate Cancer Awareness Week

7 April

World Health Day

8 - 14 April

Mental Health Action Week

16 - 22 April

Depression Awareness Week

1 May

World Asthma Day

1 - 31 May

Depression Awareness Week

13 - 19 May

National Breastfeeding Awareness Week

13 - May - 12 June

National Smile Month

Health Events 2007 calendar with links and contact details can be found on [www.dh.gov.uk](http://www.dh.gov.uk) then follow the link