

WELCOME...

To the September edition of the e-bulletin, produced by the East Midlands Public Health Network. This monthly newsletter is designed to keep you updated on the latest developments in public health, both in the East Midlands and nationally.

Many thanks to all who have sent in items for inclusion in this bulletin. If you would like details of your forthcoming events included in the e-bulletin, or wish to submit public health news items, please note that articles should be short, and remember to include either a web link, if appropriate, or contact name(s).

Joint approach on young people and smoking

Young people and children are the focus of a cross departmental project to build greater awareness of the health issues and dangers of smoking.

The East Midlands Public Health Directorate is planning with other GOEM colleagues over the coming months a series of initiatives to heighten smoking and tobacco issues in schools, colleges and via youth groups and forums.



Photograph shows GOEM colleagues in discussion re the initiatives, from left to right: Kath Childs, Senior Public Health Manager; Janet Flett, National Healthy Schools Programme Regional Coordinator and Janine Parris, Youth Policy Lead for GOEM

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Articles should be e mailed to Sarah Hassell at <mailto:sarah.hassell@dh.gsi.gov.uk> no later than the third Friday of each month.

BIG QUIT MEANS SMOKING COULD BE LESS OF A HABIT

Some 5000 people in the East Midlands were successful in giving up smoking between April and June this year as a result of using the NHS free services in the region.

The Department of Health's Big Quit campaign is encouraging more smokers to seek the professional help of their local Stop Smoking Services, offering one to one advice, group support and medications on prescription -and achieving results.

Figures published by the Department of Health show that 24,000 people in the East Midlands quit smoking last year following help from the local services and almost 5000 between April and June this year.

A regional breakdown by Primary Trust areas shows the number who gave up smoking in the period:

Nottingham City	489
Bassetlaw	123
Derbyshire	746
Nottinghamshire	799
Lincolnshire	479
Leicestershire and Rutland	948
Leicester City	530
Northamptonshire	324

Currently one in four of the population of the East Midlands smoke. The health and economic impact of tobacco use results in over 7,000 deaths, £14m in NHS costs and £340m from its wider economic and social impact.

Roger Williams, East Midlands Tobacco Control Ambassador, said: "The local stop smoking services provide a unique resource in the region to help individuals. They are very accessible, provide free advice and have good results but we would like to see more people using them."

Evidence shows that smokers using the NHS Stop Smoking Services have three times more success than others trying to quit with willpower alone.

The region's Stop Smoking Services have evidence of increase demand for their services in the light of the Smokefree England legislation but want to encourage more people to seek help, rather than trying to go it alone.

Stop Smoking Services are funded by the Primary Care Trusts (PCTs) in each area.

The East Midlands contacts are: Derby City and Derbyshire South (Fresh Start): Iain Little. Tel: 01332 861178

Derbyshire County North (Derbyshire Action on Smoking): Linda Saxe, Tina Jones or Hazel Greig. Tel 01246 514347. **Leicester City** (STOP!): Louise Ross. Tel 0116 2954141.

Leicestershire County and Rutland: Mark Braham. Tel 0116 2955860.

Lincolnshire (Phoenix): Anne Bardgett or Ros Watson. Tel 01522 550677.

Northamptonshire: Gail Addison. Tel: 01536 494229.

Nottinghamshire (New Leaf): Linda Hoskyns. Tel 0115 993 7913.

Record numbers of people contact the PHOENIX Smoking Cessation Service

Latest figures show that a record number of people contacted the Phoenix Smoking Cessation Service in the run up to the smoking ban. More than 1078 people quit using the service between 1 April to 30th June 2007. This compares to 1015 for the same period last year (and 888 for the year before.)

PHOENIX Interim Tobacco Control Strategy Manager, Anne Bardgett said: "This is a 6% increase on this time last year and it is the most people we have ever helped to stop smoking at this time of year since the service began in 2001.

It is great news that so many people are making use of our services and seeking help to kick the habit and lead healthier lives."

Anyone who'd like to give up smoking should contact the PHOENIX Smoking Cessation Service 01522 550681. The service offers free advice and support to anyone who lives and works in Lincolnshire. You can also view their website at: <http://www.smokefreelincs.co.uk>

THOUGHT PROVOKING CONDOM WALLET LAUNCHED

A thought-provoking condom wallet has been launched by the Tackling Teenage Pregnancy team to help promote National Condom Week.

Based on the Delay - Let's Leave It Till Later campaign - which encourages young people not to rush into sex until they feel ready and able to make the right choices - the wallet contains three condoms inside an RU Ready checklist card which asks young people to answer questions first on whether they really are ready for sex or not before opening it up.

This gives them an opportunity to discuss their decision with a trusted professional and includes the message that even if they take the condoms, they do not have to have sex and that most people under the age of 16 don't.

The wallet also includes lots of useful information on how to use condoms safely and where to go for further advice and help.

Condom Week ran between May 14th and 18th.

For more information contact Tackling Teenage Pregnancy Project Manager Jan Lewis on 01522 513355 or at <mailto:jan.lewis@lpct.nhs.uk>

Pick up health tips with your shopping

Nottingham's shoppers can find out more about healthy lifestyles at a special event in the city centre this month, run by Nottingham City Primary Care Trust (PCT).

On Thursday 27 September, from 9am to 5.30pm, a health fair in the upper floor display area of the Victoria Shopping Centre will showcase a variety of health displays.

Browsers can find out more about health issues such as where to get the right treatment, healthy eating, giving up smoking, and children and young people's services. There will also be displays on the work of the PCT and how local people can get involved with their local health services.

The health fair has been timed to coincide with the PCT's Annual General Meeting, which is being held on the same day at the Clifton Cornerstone, Southchurch Drive, Clifton, at 12noon. The formal presentations in Clifton will be followed by a free buffet lunch.

Copies of the PCT's Annual Report 2006-07 and Annual Accounts will be available at both events.

'Listen to reason... stop' campaign launched

A MAJOR new campaign involving residents from Nottingham has been launched today to encourage people to stop smoking.

Local people who feature in the campaign's advertisements have decided to share their 'giving up' experiences to encourage others to do the same through the inspiring 'listen to reason... stop' initiative created by Nottingham City Primary Care Trust.

The aim of the campaign is to encourage people to think of their own reasons for wanting to give up smoking.

It was launched by one of the members of public featured in the adverts, Samantha. The 'One Soul, One Voice' choir she sings with from Kings Hall Christian Centre, St Ann's, put on a special outdoor performance to celebrate the launch.

Samantha, from Bilborough, who has given up smoking, said: "I am glad to help with the campaign, I understand how hard it is to give up smoking so I thought it was only right for me to support others who are going through the same motions. And what better way to start it than singing it from the rooftops!"

The 'listen to reason...stop' campaign will be running over an eight-week period on billboards, buses, trams, pub beer mats, posters in community venues and a specific campaign website. It illustrates the reasons why the selected residents gave up, often

because they wanted more quality time with family and friends.

This is the first time the local NHS has launched a social marketing campaign on this scale.

Director of Public Health Dr Chris Packham from Nottingham City PCT said: "In designing our campaign, we made sure to draw on local people's views on what message would help them stop smoking. They told us it was about highlighting all the positive reasons for stopping smoking – having more energy for their children and grandchildren – and pets! – and being able to participate in and enjoy their social activities, walking, bowling, singing and more.

"We also want people to realise from the campaign that help is always available, Nottingham City PCT has services that people giving up smoking can use and, due to the theme of the campaign, ex-smokers can help too. "Reducing the number of smokers is a key aim for the local NHS, as around one in three people in Nottingham smoke, which is much higher than the national average. As half of all smokers will be killed by their habit this is a really serious health issue for the city."

The initiative has been created to link in with the smokefree workplace legislation that was introduced on 1 July. Nottingham PCT believes the new law gives smokers the extra incentive and motivation to quit.

For more information see the campaign website <http://www.listentoreason.org.uk/>

The helpline – 0800 561 2121 - is available from 9am to 5pm (answerphone at other times) and callers will talk to advisors from New Leaf Nottingham, the local NHS stop smoking service.

Issued by: Nottingham City Primary Care Trust

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HEALTH TRAINERS AT YOUR SERVICE

Communities in Nottingham can now benefit from specially trained local people who will provide tailored information and support to those wishing to adopt a healthier lifestyle.

The 20 Health Trainers working in partnership with Nottingham City Primary Care Trust (PCT) are part of a local programme, *Change of Heart*, which focuses on heart health.

The Trainers will offer help to people wishing to improve their health by providing guidance and support in their efforts to increase physical activity, stop smoking and eat healthily.

With a particular knowledge of the neighbourhood in which they are based, the Health Trainers will direct people to local services and act as a link between professionals and community members, making it easier for them to make healthier choices and overcome any obstacles to making lifestyle changes. Health Trainers will give support and information about improving heart health; attend new groups and activities with people and offer encouragement to those striving to achieve personal health goals.

The Health Trainers involved in the scheme are working towards a City & Guilds VRQ Level 3 qualification. The *Change of Heart* programme is an equal partnership between Nottingham City PCT and other organisations commissioned through One Nottingham including the Broxtowe Partnership, Bulwell Vision, Bestwood Partnership and the Pakistan Centre. This partnership has helped to build strong relationships with community groups and organisations in their local areas.

The Health Trainer programme aims to contribute to local plans to improve life expectancy and reduce inequalities in cardiovascular disease (CVD). Health Trainers will work with adults, particularly men, aged 40 years or over and members of black and minority ethnic (BME) groups, particularly African Caribbean and Pakistani communities at high risk of or living with CVD.

Mrs Khadeja Begum, one of the Health Trainers says: "I work within the Pakistani communities in the Meadows and Lenton areas, spending time with people to ensure they understand risks to their health and how to lead healthier lives. This can be through helping them overcome issues such as language barriers, which can stop them from fully understanding information about the health problems they may be at risk from. It is very rewarding to be able to help improve the health of the community."

Health Trainers is a Government initiative that was first highlighted in the 2004 Government White Paper *Choosing Health*, which identified a requirement for health trainers with an understanding of the everyday experiences and concerns of the people they are supporting.

Funding for the Health Trainers has been provided through Choosing Health, for those working for Nottingham City PCT, and from One Nottingham's Neighbourhood Renewal Fund for the Health Trainers employed by the other partnership organisations.

Issued by: Nottingham City Primary Care Trust

SCHOOL FOOD REGS TO BE IMPLEMENTED

From September 2007, School Food Regulations for non-lunch food provision in schools will come into force.

In preparation for the Regulations, the School Food Trust recently developed two guides:

- the Revised Guide to the Government's new food-based standards for school lunches
- the Guide to introducing the Government's new food-based standards for all school food other than lunches.

These guides were printed and distributed to all schools - to both head teachers and head cooks, to Local Authorities and catering providers during May.

The 2007 Regulations also encompass the forthcoming final food-based and nutrient-based standards for school lunches, which will become law in September 2008 for primary schools and 2009 for secondary schools.

For further information you can download a copy of these regulations using the following URL: <http://www.opsi.gov.uk/si/si2007/20072359.htm> Alternatively - if you have any queries do get in touch with our Information Line on 0800 089 5001 or by e-mail to info@sft.gsi.gov.uk

CONFERENCE

"A New Plan for Children and Young People: Happy, Safe and Healthy" hosted by *The House Magazine* on **Tuesday 4th December 2007 IN Westminster**

This special conference brings together local children's services practitioners, strategic partners in youth services and civil servants. It will provide a timely insight into latest government thinking, recent announcements and legislation and the likely future direction of policy, together with expert contributions from key figures in Westminster, Whitehall and beyond.

For further information and to register, visit <http://www.westminster-briefing.co.uk/cc127.html>

Or contact Guy Evans-Tipping, Westminster Briefing
T: 020-7096 2918
F: 020-7096 2946
E: guy.evans-tipping@westminster-briefing.com

IHM EAST MIDLANDS

“An Independent NHS: A Review of the options”

Commissioned by the Nuffield Trust and carried out by Brian Edwards, Emeritus Professor of Healthcare and Development at the University of Sheffield, this review identifies seven options for the future NHS:

A modernised NHS Executive within the Department of Health

An NHS Commissioning Authority (the HEFCE model)

An NHS Corporation – as a fully managed national service

An NHS Corporation – as a planning & commissioning organisation

A regionalised NHS

An NHS commissioned by local government

An NHS as a public insurance company

We are seeking views on these models to derive an ‘IHM view’. So as an IHM member why not join the debate and have your say at this discussion event (free to IHM members).

Chair: Wendy Saviour, Chief Executive, Nottinghamshire County PCT

Facilitator: Sue Hodgetts, IHM CEO

Date: Thursday 15th November 2007

Time: 4.30pm to 6.30pm

(Light refreshments available from 4.00pm)

East Midlands Resource Procurement Hub HQ

Millennium Way East

Phoenix Centre

Nottingham, NG8 6AR

Free for IHM Members, £5 for non-members

For a booking form please e mail events@ihm.org.uk

The Events Team, IHM, 18-21 Morley Street, London, SE1 7QZ

Tel: 020 7620 1030 Fax: 020 7620 1040

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News from EMPHO

Indications of Public Health in the English Regions 8: Alcohol

A new report for the Chief Medical Officer published today by the Association of Public Health Observatories reveals the full extent of the suffering experienced by populations across England as a result of alcohol consumption. In particular, poorer areas are suffering higher levels of alcohol related mortality, hospital admission, crime, absence from work, school exclusions, teenage pregnancy and road traffic accidents due to greater levels of alcohol consumption. Overall the report explores the impact of alcohol across the nine English regions using 36 different indicators of alcohol-related harm, health and wellbeing.

Regional summary for the East Midlands:

<http://www.empho.org.uk/viewResource.aspx?id=10035>

Full report: <http://www.nwpho.org.uk> or <http://www.apho.org.uk>

NEW - Information resources on physical activity

This resource brings together a collection of sources of information on physical activity; participation levels and the associated benefits for health. Information is included on monitoring national, regional and local levels of physical activity, service provision and strategies/plans to increase the numbers of people engaging in physical activity. <http://www.empho.org.uk/THEMES/activity/activity.aspx>

NEW - Information resources on Infant feeding

Several new resources on this topic have been added to the EMPHO website. They include:

- Breastfeeding: off to the best start (leaflet published by the Department of Health). This provides mothers with important information about feeding their baby.

- Breastfeeding in the East Midlands: patterns, trends and data quality issues

- Infant Feeding Survey The main aim of the survey was to provide estimates on the incidence, prevalence, and duration of breastfeeding and other feeding practices adopted by mothers in the first 8-10 months after their baby was born.

Useful Breast feeding/infant feeding links

<http://www.empho.org.uk/Themes/food/food8.aspx>

**The British Heart Foundation
National Centre for
Physical Activity and Health
7th Annual Conference**

evaluation in a nutshell

turning theory into good practice

**Wednesday 28th November 2007
East Midlands Conference Centre,
Nottingham, UK 9:30am - 4:30pm**

**Keynote presentation by Professor Don
Nutbeam**

Pro-Vice Chancellor University of Sydney, co author
of new book on health promotion evaluation called
'Evaluation in a Nutshell'

**"This conference will be a great opportunity
to bring together public health practitioners,
research and policy makers from a range of
interests to help towards creating a shared
and common approach to programme
evaluation"**

Professor Mike Kelly, NICE

How can I reserve a place?

Email to:
BHFNC@equitycommunications.co.uk or
phone **01245 328777** to register your interest

Supported by:



**[For all the details download the conference
flyer](#)**

[Click here to download the booking form](#)



ADVANCE NOTICE



National Library for Health

Antenatal Care National Knowledge Week October 1st-7th 2007

For all health professionals working
in maternity care

What is a National Knowledge Week?

- A focus for updating your clinical knowledge with the best available evidence, prepared for you
- A chance to catch up with latest developments, policy and practice
- Opportunity to share best practice and network
- Jointly prepared by the Women's Health Specialist Library (SL), and the Screening SL, part of the National Library for Health

www.library.nhs.uk

To access the knowledge week please go to
www.library.nhs.uk/womenshealth or
www.library.nhs.uk/screening

Contact your Regional Screening Team for
further information by e-mailing
alison.cryer@eastmidlands.nhs.uk

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If you would like any further information about any of the articles below, please contact PK Khaira in the FSA East Midlands Office: pk.khaira@foodstandards.gsi.gov.uk Direct line 0115 971 4755

Dame Sheila McKechnie Awards for Community Food Initiatives

The fourth round of the Dame Sheila McKechnie Awards will be launched on 5 September 2007. This award was set up to assist community food initiatives to develop innovative approaches to tackling issues around food inequality. Two initiatives will be chosen annually, for awards of £15,000 each over the following three years.

The application forms will be released on 5 September, and will be fully downloadable, until then, further information on past award schemes can be found on the Agency's website:

<http://www.food.gov.uk/news/newsarchive/2006/oct/dsmawards>

Or alternatively, email for more information and an application form:

mckechnieaward@foodstandards.gsi.gov

ASDA joins FSA traffic Lights

The FSA has welcomed the decision by ASDA to put traffic light colour coded nutritional information on the front of its food products. The company made the decision when its own consumer research suggested that 95% shoppers preferred a front of pack labelling system including traffic light coding to highlight levels of sugar, salt, fats and saturated fats contained in products.

ASDA now joins the growing list of major retailers and food manufacturers using traffic lights including Sainsbury's, Waitrose, the Co-op, Marks & Spencer, Budgens/Londis, Avondale, McCain, the new Covent Garden Soup Company, Britannia Park and Moy Park.

The Agency is commissioning a study to find out what shoppers think of front of pack nutritional labelling, including traffic light labelling, guideline daily amount (GDAs) and colour coded GDAs. The independent panel that is managing the research has now produced a specification for the study. This study is intended to be a robust and comprehensive piece of work that will provide results that the Government and Industry can sign up to. The research will look at shopper's understanding of the front of pack labels, whether they contribute to healthier choices being made and, if so, which elements of the schemes are best encouraging these choices. To find out more about the FSA traffic lights scheme please visit www.eatwell.gov.uk/foodlabels/trafficlights/

Free Nutritional Analysis for small food manufacturers

Small food manufacturers interested in adopting the FSA's front of pack traffic light scheme can apply to have a recipe analysed free of charge in a joint programme run by the FSA East Midlands and the East Midlands Food and Drink Forum.

The Food Standards Agency's front of pack traffic light labelling scheme aims to make it easier for consumers to make healthier food choices. With traffic light colours, customers can see at a glance if the food they're looking at has high, medium or low amounts of fat, saturated fat, sugars and salt in 100g of the food. In addition to the traffic light colours, they can also see the amount of these nutrients that are present in a portion or serving of the food.

For more information about the scheme, contact Richard Wigley on 0115 9758810 or e mail rwigley@foodanddrinkforum.co.uk.

FSA Update on advertising Whole Milk to Children

The FSA has confirmed that its nutrient profiling model does not classify whole milk as a high fat, salt, and sugar food and is therefore allowed to be advertised during children's TV programmes.

More information can be found at the following link <http://www.food.gov.uk/news/newsarchive/2007/aug/wholemilk>



Agency publishes Self Reporting Framework for Salt Targets

The FSA has published a self-reporting framework to collect current data on salt levels in food. This will enable the Agency to track the food industry's progress towards achieving voluntary salt reduction targets. The framework includes data collection, spreadsheets and instructions on how to use them.

<http://www.food.gov.uk/news/newsarchive/2007/aug/selfreport>

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FOCUS ON DIET AND HEALTH FOR CHILDREN AND YOUNG PEOPLE

Currently there are a number of programmes which aim to improve the diets of children and young people, and in this month's bulletin we are highlighting, below, four such programmes of activity for your information and reference.

Year of Food and Farming



This month (September) sees the beginning of the 'Year of Food and Farming'. This is a national campaign to re-connect children and young people with the countryside, food and agricultural production.

Across the East Midlands there are a range of activities planned for both inside and outside of the classroom and many organisations and individuals are working together to offer practical resources and information for teachers and pupils.

Teachers who are planning for this academic year can access practical help and advice on lesson plans, suggestions for visits in and out of school and introductions to key people in their area.

In preparation for the Year of Food, Farming and Education in the East Midlands all schools should be encouraged to register an interest on the website: www.yearoffoodandfarming.org.uk and follow the instructions for Schools.

Alternatively if you have any general questions about the Year of Food and Farming in the East Midlands visit the website or alternatively contact Sally Scantlebury, East Midlands Coordinator. Email: sally@feastnet.net

The Soil Associations Food for Life Partnership (FFLP)



The Food for Life Partnership is a five-year Lottery-funded initiative, led by the Soil Association.

The FFLP is looking to select 180 schools, 20 in the East Midlands to work towards the Food for Life targets, using 75% fresh, 50% local and 30% organic ingredients in school food provision.

Other aims include developing growing and cooking activities, fostering close links with farms and other food producers, as well as encouraging closer links between schools and the wider community.

Throughout the summer the FFLP have sought to invite schools to apply to the programme. All interested schools and communities must express interest no later than 14th September 2007, if they wish to be considered for the first recruitment round. A further opportunity will exist after 2008.

To complete an Expression of Interest Form, please go to the Soil Association website: <http://www.soilassociation.org/web/sa/saweb.nsf/a71fa2b6e2b6d3e980256a6c004542b4/a9911a2387c170e780257065004baee6?OpenDocument>

Alternatively contact the Food for Life Partnership enquiry line for more information on 0117 314 5180 or email fflp@foodforlife.org.uk

The Food Standards Agency's 'What's Cooking'



'What's Cooking' is an FSA programme which aims to develop a series of cooking clubs for 11-14 year olds. Initially piloted in the north-east region, the next phase of the programme will see the development of 50 After School Clubs across the East Midlands.

ContinYou has been commissioned to manage the process and will seek to engage young people, their families and the wider community in the whole concept of food sourcing, preparation and healthy eating.

The programme will be delivered in partnership with a range of partners including schools, local authorities and the health sector. It also fits in with the school development plan and is in line with their out-of-school-hours learning and healthy schools plans.

Over the coming months, the Food Standards Agency's East Midlands team will be working on planning the delivery of the programme.

For further information about 'What's Cooking' visit the website: www.continuity.org.uk/whatscooking

Alternatively contact PK Khaira, Deputy Regional Coordinator for the FSA East Midlands.
Email: pk.khaira@foodstandards.gsi.gov.uk

To find out more information on the North East pilot visit
www.continuity.org.uk/content.php?CategoryID=1063

The School Food Trust's 'Let's Get Cooking'



In July 2007 the School Food Trust announced that they had been awarded £20 million from the Big Lottery Fund to develop the 'Let's Get Cooking' programme.

This five year programme will enable 1.1 million children and young people, their families and the wider community to learn new cooking skills and eat healthier food.

The School Food Trust will fully develop a network of 5,000 after school cookery clubs. Funding will be awarded to help with running costs, the purchase of cooking equipment, training, resources and support.

The Programme also aims to tap into the wealth of expertise which currently exists and will work closely with a range of partners to identify those schools that would benefit most from the project.

From January 2008, the School Food Trust aims to roll-out the programme across the East Midlands and will provide us all with an opportunity to ensure we maximise the benefits of the programme across a number of schools within our region.

To find out more about 'Lets Get Cooking', and to register an interest in setting up cookery club, please visit the website: www.letsgetcooking.org.uk

Alternatively, you can email info@letsgetcooking.org.uk

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FSA/LACORS update event for the East Midlands

Friday 16th November from 10am – 3.30pm at GOEM, Nottingham

This regional Food Liaison Group event is for EHOs, TSOs and other members of the Food Liaison Groups in the region, as well as other relevant parties e.g. HPA

The aim of the event is to bring together food liaison group members with FSA and LACORS representatives to provide a forum for information dissemination and discussion of key issues. The key objectives for the event are to:

1. Update attendees on key Food Standards Agency and Lacors developments and issues
2. Provide briefings on key technical and legal matters requested by attendees
3. Allow discussion between attendees to raise concerns, share practice and support regional overview of food enforcement issues.

Topics to be covered

- Changes to Local Authority Enforcement – including enforcement strategy, monitoring, audit, new Code of Practice
- Better Regulation Agenda and FSA Simplification
- General National FSA Update (to include e.g. salt, TLL, food safety week etc.)
- Lacors Update
- Local Area Agreements
- Scores on the Doors
- Regional FSA Work Programme update
- Wider Public Health issues – obesity, healthy schools etc (could come under LAA discussions)
- Health Claims
- Authorisation of Premises under 853/2004 – cash and carry
- Child minders – are inspections necessary?
- Dealing with Incidents
- Approved premises guidance
- Draft notices for article 5 under 852/2004 – how can these be enforced when not available yet?

If you would like further information about this event, please contact Rob Howard at the FSA EM team at 0115 971 4756 or by email rob.howard@foodstandards.gov.uk