



Public Health Briefing Note April 2015

Wiltshire Council
Where everybody matters

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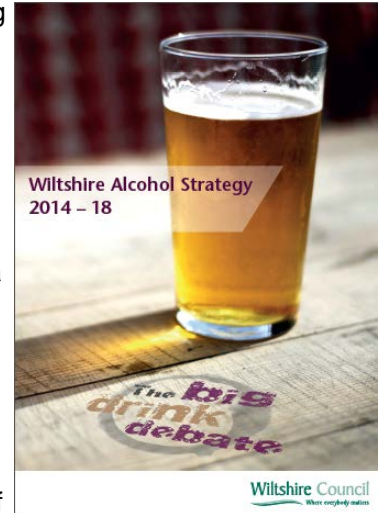
Tackling alcohol related harm

This month Wiltshire's Alcohol Strategy for 2014-18 was finalised, marking the beginning of a new phase of our work to tackle alcohol-related harm with our communities and partners. The new strategy prioritises prevention through raising awareness of the impact of alcohol and the risks of dependency.

Bringing strategic work on alcohol and licensing under the management of our public health team has allowed us to take a broader and more effective approach to confronting alcohol related harm and associated anti-social behaviour. We are now able to empower local communities to tackle problems, to act against problem premises or to reduce the density of premises and, most importantly, to make protecting public health a licensing objective.

Many of you will know through your own work the impact that alcohol-related harm can have on individuals, families and communities, both on health and wellbeing and through hidden harms, like violence and anti-social behaviour. Whilst our work helps ensure people are able to enjoy alcohol safely and responsibly and supports a healthy night time economy, we also have a responsibility to reduce the harm done through alcohol misuse, to help those who are dependent and, crucially, to reduce the number of people who become dependent.

A delivery plan is under development which will promote a sensible drinking culture. Please take the opportunity to read the strategy and to share it with colleagues and partners www.wiltshire.gov.uk/alcohol-strategy.pdf The plans we have set out will help us more effectively tackle alcohol-related harm and with your support and expertise we can make a real difference.



Wiltshire's joint Health and Wellbeing Strategy

In September 2013, Wiltshire's Health and Wellbeing Board (HWB) agreed its first Joint HWB Strategy. The strategy set out the areas on which the different organisations in Wiltshire would be working together so that people had the support they need to live longer, healthier, more independent lives. A new [draft of the Joint Health and Wellbeing Strategy for Wiltshire 1mb](#) (2015-18) has now been developed based on our understanding of Wiltshire's communities, as set out in the [Joint Strategic Assessment Joint Strategic Assessment 15mb](#) for Wiltshire.

The Board are now asking for comments and views on the content of the new strategy. If you would like to respond please contact David Bowater at david.bowater@wiltshire.gov.uk or you can take part in our [joint health and wellbeing strategy survey](#). The consultation closes on 1 July 2015. Please share with colleagues and partners.

Big Pledge 2015 – Make a Difference

Our Big Pledge campaign is running again for a second year and has been endorsed by Wiltshire Council's Legacy Board. The campaign encourages Wiltshire residents to lead healthier and more active lives and to engage with their communities. The theme this year is 'make a difference' with 12 pledges that people can make as an individual, a group, a business, a family or a community.

'Big Pledge – Make a Difference' will run from 11 May to 30 September 2015 and will be supported by a new look website www.wiltshire.gov.uk/bigpledge A briefing and tool kit are available for partners and stakeholders to explain how you can get involved. We will be asking participants to write their pledge on the pledge card, take a photo or video and upload it to Facebook or Twitter using #BigPledge. All pledge photos and videos will be entered into a prize draw competition for an iPad mini. Thank you for your support and if you have any questions please contact mary.devers@wiltshire.gov.uk



Our No Worries! Survey

The results of our survey to assess the performance of our No Worries! confidential sexual health service for young people, are back. Over 150 service users completed the survey and over 95% rated the service as good or very good, and over 90% said they found out all or most of what they wanted to know. When asked how we could improve the service young people told us:

"I don't think you can, everyone down there is very nice and easy to talk to" and "The member of staff I had on the phone was lovely, he was really nice about it and made it just a little easier. He provided a great service!"

[To find out more about No Worries! visit the Wiltshire Council website.](#)

Beat the Street!

Going live on 6 May Beat the Street will challenge people in Calne and Devizes to walk or cycle 75,000 miles (3 times around the world!) in six weeks.

The competition, which supports healthier lifestyles and helps communities to be more physically active, offers those taking part the chance to win prizes for themselves and communities. If the players collectively travel more than 75,000 miles a £500 donation will be made to both Calne and Devizes libraries. Local businesses and organisations are donating a wide range of prizes.

Walking and cycling is recorded by touching personalised smart cards onto electronic sensors called Walk Tracking Units (WTUs) or 'Beat Boxes' that are placed in and around the towns. The WTUs send real-time data to a central database and participants can follow their progress on a website. The key objectives for Beat the Street are to encourage people out of their cars for short journeys – particularly the school run - and to increase physical activity levels. All of the primary schools in Calne and Devizes have signed up to take part which means we already have 3000 participants. [For more information visit the Facebook page](#). Maps showing where all the beat boxes are located [can be found here](#).



Wiltshire gets walking

Walk leaders involved in the 'Get Wiltshire Walking' programme celebrated success in March after winning a Public Health Improvement award. There was much to celebrate, with data for 2014/15 showing we had over 17,000 attendances on walks during the year.

Get Wiltshire Walking continues to grow with more people than ever walking on a more regular basis. Over the year there has been increase of 24% in terms of regular walking numbers from Q1 to Q4. Overall attendances are up 19% on the same time last year and there has been an increase of 33% in the number of attendances at a walking group per week since April 2013. Walking is the lowest risk of all physical activities yet produces massive benefits to physical fitness and mental wellbeing. We are continuing to develop the programme with new walks in Lavington and Wilton coming on board soon as well as our challenge walk series starting in April. [Click here to find out more about the programme](#).

Mediterranean diets - a work-place nutrition intervention

A report has been published by Dr Angeliki Papadaki, lecturer in Public Health Nutrition at the University of Bristol on the study she is undertaking, and which Wiltshire Council staff have been involved in, on adherence to a Mediterranean diet among employees in South West England. This is formative research aimed at informing a web-based, work-place nutrition intervention. The [report can be found here](#) and there will be a further report on the results of the focus groups.

Your chance to help tackle obesity

Reducing obesity is a continuing challenge and to be successful we are asking for your help to develop a shared ambition and long-term commitment to promoting a healthy weight. In collaboration with the Wiltshire Clinical Commissioning Group we are developing a strategy that will take a life course approach to combating obesity and will help us deliver the right support for the people of Wiltshire to achieve healthy, active and high quality lives.

As part of this work, on 9 July 2015 our **Wiltshire's first Obesity Summit** will take place. The summit will bring together stakeholders from across Wiltshire to decide strategic priorities and actions to deliver. To attend contact phoebe.kalungi@wiltshire.gov.uk

Public Health Intelligence News

The [Wiltshire Intelligence Network](#) (WIN) provides numerous reports full of local information on a wide range of topics. New this month:

- [Suicide prevention profiles](#)

[Public Health in the news this month:](#)

- [Calne and Devizes on a journey round the world \(23 April\)](#)
- [Eleven professional team confirmed for Cycle Wiltshire \(22 April\)](#)
- [Chelsea's Choice drama in Melksham \(21 April\)](#)
- [Wiltshire Council supports police operation \(21 April\)](#)
- [Healthy lifestyle programme continues to SHINE \(14 April\)](#)
- [The dangers of small button batteries to children \(9 April\)](#)
- [Hundreds in Wiltshire given healthy lung support \(2 April\)](#)
- [New act means changes to care and support in Wiltshire \(2 April\)](#)
- [Be 'tick aware' in Wiltshire countryside this summer \(30 March\)](#)
- [Success at Wiltshire Business and Sports Gala Dinner \(27 March\)](#)

For further information on any of the programmes of work mentioned please contact Emily.kavanagh@wiltshire.gov.uk