



Public Health Briefing Note May 2015

Wiltshire Council
Where everybody matters

Website: <http://www.wiltshire.gov.uk/publichealthwilts.htm> Email: publichealth@wiltshire.gov.uk Tel: 0300 003 4566

Getting our communities active

We are constantly working to increase levels of activity in our communities. Helping people to live healthily and to exercise more is crucial to reducing obesity and to preventing disease and to improving quality of life.

More than one in ten people in Calne and Devizes are currently taking part in our Beat the Street walking, cycling and running scheme and participants have covered over 92,000 miles. We have had a huge response to the six week scheme with schools, families and people of all ages signing up to take part. By the end of May over 14% of the population of Calne and Devizes, nearly 8,000 people, had signed up. Players score points and win prizes by walking, cycling, running or scooting by tapping ID cards on Beat Boxes around the towns, with participants tracking their progress online.

Beat the Street encourages people to walk or cycle more often and aims to increase the proportion of people meeting the national physical activity target (30 minutes of physical activity on five or more days per week). Participants provide feedback about their usual modes of transport and level of physical activity before and after the scheme, helping us to learn how lifestyles have changed in the short and longer term and improve health outcomes. Find out more at <http://wilts.beatthestreet.me/> or you can see [feedback on facebook](#).



Reducing Cold Calling

Protecting those who are most vulnerable is a priority for Wiltshire Council and we have been working to reduce numbers of 'cold callers' who call, unexpectedly and uninvited, at a home with the purpose of selling goods or offering a service. Our main concern is that vulnerable older people often tell us how frightening it is for them to have strangers calling at their door. We have been providing communities with a tool kit that allows local people to set up a 'No Cold Calling Zone'. Launched in 2014 our community-led scheme is already proving effective for residents of Broadleas Close, Devizes. Residents report that since their zone was set up at the beginning of April, there has not been a single cold calling incident and, as a result they are very pleased to be part of the scheme.

We are also working to combat cyber crime by tackling online scams and work to prevent the grooming of young people to protect children from sexual exploitation and from radicalisation. If you are interested in learning more about these areas of work or in receiving advice about helping people avoid being taken in by online scams please contact tracy.daszkievicz@wiltshire.gov.uk

First evidence from Wiltshire's Health Trainer service

Further to the update in our March newsletter the results of the first year of our community health trainer service have now been carefully analysed and the full 2014 service review can now be found at <http://tinyurl.com/Health-trainer-review-2014>. The key findings were that:

- 55.4% of all assessments were provided to clients resident in the top 2 most deprived quintiles in Wiltshire
- The prime reason for visiting a health trainer was for assistance with healthy eating or weight loss with over 56.0% of all clients in 2014 identifying this as their primary goal

Do you see clients or patients who could benefit from the support of a health trainer? If you refer people over the age of 18 to the service the local health trainer will contact them to book an appointment. There is a health trainer supporting every community area. **Referrals should be made to health.trainers@wiltshire.gov.uk or call 0300 003 4566.**

An update on the Big Pledge campaign

The first two weeks of the campaign has seen 2173 pledges made by individuals and groups. 402 people or groups have signed up for the Big Pledge Activity Challenge and 25 work places were visited by Heart Angels and Health Trainers who were there to encourage people to make a pledge. Between 18-22 May the hashtag #BigPledge (twitter) has reached 60,832 individual accounts. Will you make a pledge or could you help encourage people to sign up to make a positive difference to their lives or the lives of others? [Visit the website for more information.](#)

National Child Safety Week 2015 (1 - 7 June)

This year our focus locally is on water safety. Injury is the most frequent cause of death after the first year of life, responsible for 31% to 48% of deaths among children and young people and drowning is one of the most common causes of injury-related deaths. This year the Royal Society for the Prevention of Accidents highlighted that one in three accidental drowning deaths in children aged two and below involves bath seats. Our message is, drowning is preventable, and adult supervision is the key. This year we are running a 'Be a Water Safety Hero' poster competition in Primary schools and we are providing secondary schools and colleges with safety advice on swimming and playing near rivers, lakes, open water, quarries, weirs and the sea.

Public Health and Wellbeing Grants

This is the third and final year we will be funding the Public Health and Wellbeing Grants through the Community Foundation, so please spread the word to partners and groups who might benefit. Grants of up to £4,000 are available for a wide range of projects to help improve physical and mental health and promote strong communities. The closing date for applications is Friday 19 June 2015. Funding is available for small groups whose annual income does not exceed £50,000. The grant is for one year only and the maximum amount available is £4,000. Grants are awarded in July. To find out more and to apply for a grant, contact [Wiltshire Community Foundation](#) or call 01380 729284.

Health Matters Library Service

Our Health Information and Support Service (HISS) is available across Wiltshire to those looking for information on any health and wellbeing issue, including cancer, cardiovascular disease and healthy living. Commissioned by Wiltshire Council and managed by the Great Western Hospital Integrated Team the service helps those who have questions about their health but may not have sought advice from their GP. This year three additional libraries will be offering sessions and we will have nurses based in 15 libraries across the county. The HISS teams are able to take blood pressure readings and will give advice about where to access further medical assessment if necessary. Sessions are held:

Town	Day	Morning (9.30-12.30) / Afternoon (1.30-3.30)	Town	Day	Morning (9.30-12.30) / Afternoon (1.30-3.30)
Salisbury	Tuesday	Morning	Corsham	Wednesday	Afternoon
Amesbury	Tuesday	Afternoon	Marlborough	Wednesday	Morning
Trowbridge	Wednesday	Morning	Tidworth	Wednesday	Afternoon
Bradford On Avon	Wednesday	Afternoon	Calne	Thursday	Morning
Devizes	Thursday	Morning	Chippenham	Thursday	Afternoon
Melksham	Thursday	Afternoon	Warminster	Friday	Morning
Westbury	Friday	Morning	Mere	Friday	Afternoon
Wootton Bassett	Wednesday	Morning			

Understanding the barriers and improving uptake of NHS Health Checks

In Wiltshire during 2014/15 more than 33,000 invitations were sent out by GPs and nearly 14,000 people responded and had a NHS Health Check. There was an overall take up rate of 41 per cent in Wiltshire and we are working to increase the number of people who benefit from the national programme. Over a 3-month period we supported a local GP practice to increase take up by offering late afternoon or early evening appointments and contacting invitees by phone during the evening. With our support the practice went from a position of 53% of those invited not responding to a 75% uptake rate. We have rolled out the scheme to 10 additional practices in Q4 to improve programme uptake. Results will be published this summer.

Exploring E-cigarette users perception and attitudes towards Stop Smoking Services

E-cigarettes are often advertised and reported to help users to cut down or quit conventional smoking. However, there is research to suggest that using e-cigarettes actually reduces the odds of quitting smoking. Previous qualitative research identified 'vaping' as a hobby and being able to engage with smoking cessation without completely giving up nicotine as important to e-cigarette users. This is significant for public health services as we have traditionally focused on supporting people to entirely give up smoking with the aid of our stop smoking services.

Our services have proved highly successful with smokers quitting, using stop smoking services, twice as likely to have successfully stopped smoking after 12 months than those not using the service. Despite this, many fail to take advantage of these services and to improve the performance of our services we are undertaking research to look at the impact of using e-cigarettes, why e-cigarette users are not accessing stop smoking services and how we can best help people who want to quit smoking to enjoy the health benefits of complete cessation.

Do you live in Wiltshire? Are you an e-cigarette user or know someone that is? If you would like to participate in this piece of research please contact Rebecca.crabtree@wiltshire.gov.uk and help us improve health in Wiltshire.

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:

- [PHOF update](#)
- [Health profile update](#)
- [Tobacco control profile update](#)
- [Health trainer report](#)

Public Health in the news this month:

[Under 16s School Holiday Free Swimming Programme](#) (28 May)

[Film shows positive impact of charity's work with people living with dementia](#) (23 May)

[Food Safety Week – Take the Chicken Challenge](#) (20 May)

[Calne and Devizes on target to journey round the world](#) (18 May)

['Make a difference' and get involved in Wiltshire's Big Pledge](#) (16 May)

[Schools and organisations encouraged to make health and wellbeing commitment](#) (14 May)

[Grants available to improve health and wellbeing in your community](#) (14 May)

[Hundreds of people get on their bikes for Cycle Wiltshire](#) (11 May)

[Parents and community invited to watch awareness raising drama Chelsea's Choice](#) (06 May)

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