

Greater Manchester Public Health Network e-Bulletin

Bulletin 10, Monday 11th January 2010

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Welcome to the latest edition of the Greater Manchester Public Health Network Newsletter.

Happy New Year from all at the Greater Manchester Public Health Network! We look forward to an exciting year ahead in public health across the City Region. Many thanks to all of you who have contributed to this edition of the newsletter – it's very encouraging to hear from so many of you on the impact you are having not only in Greater Manchester, but also regionally, nationally and indeed on an international scale.

Helena Daniell, Communications Officer, GMPHN - helena.daniell@alwpct.nhs.uk

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GM Directors of Public Health

1. GM Directors of Public Health Group

The January meeting of the Greater Manchester Directors of Public Health considered the following key issues:

- Received an update from the HPA on H1N1
- Confirmed the Directors of Public Health Representation at the Association Commissioning Programme Board
- Considered the possibility of roll out of the Manchester points for life initiative
- Received a progress report and proposed work plan for the Our Life project.
- Considered the potential future role and positioning of public health in the light of the financial position in the NHS, the key priorities in the operating framework and the imminent election.

If anyone requires further information please contact your local DPH or Director of the GMPHN, Will Blandamer. *Article submitted by Will Blandamer, Director of the GMPHN:*

will.blandamer@alwpct.nhs.uk

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Focus On

2. Focus On - Alcohol

The Greater Manchester Alcohol Strategy Group continues to support the call for a minimum unit price of alcohol to be set at 50p. At the meeting of the 10 GM Council Chief Executives in November 2009 meeting a report on alcohol was submitted. The AGMA Executive agreed the following:

AGMA recognises the damage that excessive consumption of alcohol does to our communities and endorses the work of the Health Commission. AGMA agrees to work with the Health Commission and other agencies to reduce excessive alcohol consumption, including through lobbying for a minimum unit price.

Alan Higgins, lead GM DPH for alcohol has undertaken a great deal of media work in relation to the proposal for minimum unit price, that has complemented other work by for example, Our Life.

The Greater Manchester Strategic Assessment for Crime has prioritise alcohol and explicitly supported the call for minimum unit price for alcohol, and this call has been strongly supported by the Chief Constable of Greater Manchester.

On 7th December 2009 a meeting of all GM Licensing Committee chairs was held to receive information on the proposals about minimum unit price, to share perspective between boroughs and with key GM wide stakeholders such as GM Police. At this meeting a number of actions that could be taken forward by the licensing officers group were agreed.

Finally, Oldham Council has recently circulated a briefing note providing information about the decision by the Trading Standards Department to instigate a review of the premises licences held by 22 premises in Oldham Town Centre.

Mike Jones, Alcohol lead, GM Public Health Network, mike.jones@alwpct.nhs.uk

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3. GM Adult Weight Management Pathway Consultation

This pathway which includes risk stratification has been developed over a number of months, following a pathway master class in July 2009 and was attended by 50 health professionals across Greater Manchester including Healthy Weight Leads. The pathway contains 8 stages from the identification of the patient to the maintenance of their treatment and incorporates a level of risk model for identifying interventions for patients based on work by colleagues from NHS Stockport.

Various tools and protocols are currently being drafted that will support the implementation of the pathway across non healthcare settings, primary care and secondary care and these will be shared in due course. The Greater Manchester Obesity Commissioning Group has developed the pathway as the optimum weight management pathway for Greater Manchester but recognises that Primary Care Trusts will be at different stages of commissioning and implementing weight management services.

Some additional work has been undertaken to 'flesh out' the definition of 'serious co-morbidities' which is included in the priority criteria which was originally established by the North West Specialised Commissioning Team.

We would now like to engage in a wider consultation across Greater Manchester on both the pathway and the definition. To this end we would welcome your comments and feedback about:

- the overall draft pathway
- the definitions of serious co-morbidity in the surgery element of the pathway.

Both documents are attached below and it is expected that each PCT will undertake the appropriate local consultations and are invited to provide feedback to HelenMary.Turner@alwpct.nhs.uk by 29th January 2010.

[Draft Summary of the Greater Manchester Optimum Adult Weight Management Pathway](#)

[8 Stages of the GM Optimum Adult Weight Management Pathway](#)

Article submitted by Margaret O'Dwyer, Chair of GM Obesity Commissioning Group

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4. GM CVD Health Inequalities Strategy

The Greater Manchester and Cheshire Cardiac and Stroke Network has developed a health inequalities strategy in recognition of the significant contribution of cardiovascular disease to health inequalities. The strategy highlights a lot of the good work already being undertaken by the Network through existing measures within their chest pain, primary and secondary prevention, atrial fibrillation, and heart failure pathways. It also makes recommendations to target resources on evidence based interventions which will have the greatest reduction on health inequalities, namely primary and secondary prevention of CVD through the prescribing of anti-hypertensives and statin therapy. An action plan has been developed to implement the recommendations within the strategy, which will be available for circulation soon.

To view the Greater Manchester and Cheshire Cardiac and Stroke Network Health Inequalities Strategy please click [here](#).

Article submitted by Nicola Harrison, Acting Programme Manager - Public Health Bury Primary Care Trust, Nicola.harrison2@bury.nhs.uk

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5. Greater Manchester 'Lets Talk About Asthma' children's book used nationally

A children's book 'Lets Talk about Asthma' developed by NHS Ashton, Leigh and Wigan (NHS ALW) public health department, Ashton Leigh and Wigan Community Healthcare (ALWCH), Greater Manchester Public Health Network and Asthma UK is being used across England. Suitable for children aged 3-8 years, the book provides essential information to raise awareness of asthma and its management.

Around one in ten children in the UK have asthma. The key messages of this book look at what asthma is, potential triggers of asthma symptoms and how to avoid them, and what treatment is needed to get good control. It also examines what action to take if symptoms develop and increase in severity.

Andrea Sizer from NHS Ashton Leigh and Wigan Public Health Department developed the book in conjunction with the Children's Respiratory Team from ALWCH after realising that there was a lack of information for young children. Copies of the 'Lets Talk About Asthma' will be given to young children with Asthma in local Asthma clinics and on the Asthma UK website asthma.org.uk.

Article submitted by Andrea Sizer, Health Trainer Service Manager – andrea.sizer@alwpct.nhs.uk

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6. Manchester's Healthy Weight Strategy: Tackling Overweight and Obesity (2010-2013)

On Monday 1st February 2010 from 12.00-2.00pm, in the Banqueting Room, Manchester Town Hall, Manchester's Healthy Weight Strategy: Tackling Overweight and Obesity (2010-2013) is being launched. At this event there will also be the launch of the care pathway for child & family healthy weight, the care pathway for overweight and obese adults and Manchester's Healthy Weight resource pack.

Guest speakers include Laura Roberts (Chief Executive - NHS Manchester), Evelyn Asante-Mensah (OBE) (Chair – NHS Manchester), John Edwards (Deputy Director Childrens Services), Councillor Glynn Evans (Executive member for Adults service) and Councillor Sheila Newman (Executive member for Children's services).

At this event a number of local services will be displaying the excellent work they are undertaking in order to tackle overweight and obesity in Manchester and there will also be a healthy lunch available. If you would like more information or you would like to attend the launch please email Amy Ashton (amy.ashton@manchester.nhs.uk). If you have any food allergies please include this on your confirmation of attendance email.

Article submitted by Amy Ashton, amy.ashton@manchester.nhs.uk, Public Health Manager (Healthy Weight)

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7. Update from Our Life

Alcohol campaigns

North West wellbeing and health campaign Our Life continues to push the issue of alcohol harm up the political agenda. Support is increasing for a mandatory code of practice for the sale of alcohol, despite press reports in the week before Christmas suggesting that the government is to shelve plans for the code. Whilst the legislation has been passed that allows for a code of conduct for the alcohol industry, the Government is unlikely now to set out what this code will entail prior to a general election.

Unwittingly, however, the Government may have just strengthened the case for a minimum price for alcohol. If even basic regulation to stop the worst excesses of the trade is impossible then the case for a simpler more effective measure is emboldened. The mandatory code was in fact the Government's own response to calls for a minimum price, a policy which the Commons Health Select Committee will openly back when they publish their report into alcohol on 8 January 2010.

Many of you have campaigned with Our Life to show strong support for the code and with strong evidence, public concern and our collective voice being brought to bear, all is far from lost.

Working with GMPHN and other partners in the region, Our Life is also continuing to campaign for a minimum price per unit to help combat low-cost selling of alcohol by the supermarkets. Our Life is also investigating what legal powers are available to local authorities seeking to put a stop to pocket-money prices in their area.

Our Life has produced a series of alcohol factsheets to assist local areas campaigning to address

alcohol harm. These factsheets are based on the results of The Big Drink Debate, which charted the views of 30,000 people across the North West on alcohol and alcohol harm. It indicated that people are deeply concerned about alcohol fuelled crime and disorder with over 45% of respondents claiming that they were too afraid to use their town centres at night. Over 80% of respondents said that price affected how much they consumed. The localised results, which cover most areas of the North West, can be provided to Our Life partners on request, by contacting Helen Herd at Our Life at helen.herd@ourlife.org.uk

Product placement

Our Life has also been active in calling on government not to relax its stance on product placement on TV. The North West already has major alcohol and food-related health problems and Our Life believes that any proposals to introduce product placements could represent advertising by the back door of alcohol, gambling and unhealthy foods high in fat, salt and sugar.

Our Life has urged all its members and supporters to respond to the current consultation and backed the online petition by the food campaign Sustain at

www.sustainweb.org/childrensfoodcampaign/action/ Read the full consultation at www.culture.gov.uk/images/consultations/Consultation_productplacement.pdf

Food campaign in 2010

Our Life will be examining the external factors that shape people's food choices as part of a major campaign on the food system in 2010.

Statistics show only too clearly that food and diet are issues with which the North West continues to have major problems, especially regarding illnesses such as cardiovascular disease, cancer, diabetes etc. Our Life believes that many of these problems can be attributed to the food system and the difficulties citizens have in sustaining a healthy diet.

Planning for an Our Life campaign around food and diet issues is currently taking shape. A region-wide 'Big Food Debate' aims to chart and build a clear understanding of what concerns people have about food and the food system so that problems and issues can be tackled more effectively.

Bringing the views of citizens to the table will be crucial in shaping policies that really work and delivering the campaign will require the active support of individuals and organisations. Our Life would like to hear from you if you have any suggestions that you think would assist their work in this area. Contact Our Life's head of campaigns and advocacy, Calum Irving, at calum.irving@ourlife.org.uk

Article submitted by Andrew Champness, Communications and Marketing Executive, andrew.champness@ourlife.org.uk

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8. Salt Awareness Week 2010: 'Salt and Your Health' 1st-7th February 2010

Consensus Action on Salt and Health (CASH) will be holding its 11th National Salt Awareness Week from 1st – 7th February 2010. We wish to get health care professionals and communities involved with promoting the health effects of a high salt diet.

This year we wish to raise awareness that a high salt diet can contribute to or exacerbate a range of diseases including high blood pressure, stroke, heart disease, osteoporosis, stomach cancer and kidney disease. We also wish to encourage the public to take steps to reducing their salt intake, by checking product labels and cooking more foods at home.

Free leaflets are available for order along with posters from the CASH website (www.actiononsalt.org.uk)

Article submitted by Hannah Brinsden, University of London, h.brinsden@qmul.ac.uk

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9. Offender Mental Health

2009 saw two major developments in offender health: the publication of Lord Bradley's review of

people with mental health problems or learning disabilities in the criminal justice system and Improving health, supporting justice. To view the documents please click on the links below.

[Lord Bradley's review of people with mental health problems or learning disabilities in the criminal justice system](#)

[Improving health, supporting justice: the national delivery plan of the Health and Criminal Justice Programme Board](#)

Article submitted by Sushma Parmar, GM Development Manager/Offender Mental Health, Sushma.Parmar@manchester.nhs.uk

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10. Prioritise our Health: A Clear Message from the NW Public Health Community

“Prioritise our Health” is a document/poster produced by NWHBO in collaboration with several North West public health stakeholders, including Our Life, Heart of Mersey and Smokefree Northwest. It is aimed at MEPs and other European policy makers and is designed to set out concise headline messages from the North West public health community on 10 priority areas where EU work may impact on the region. The 10 areas addressed in the document are: health in all policies; health inequalities; climate change; nutrition and healthy agriculture; alcohol; transport; tobacco; worklessness; demographic change; and migration. A pdf version is available under the [North West Views](#) section of this website. For a hard copy, please contact health@northwesthealth.eu.

Article submitted by David Ritchie, Administrative Assistant, North West Health Brussels Office, d.ritchie@northwesthealth.eu

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11. Impacts on local air quality caused by construction sites

In the current financial year, the Greater Manchester Public Protection Partnership which is an “Officer Lead” body acting on behalf of the ten Councils of Greater Manchester and Warrington Borough Council is working in partnership with the environmental charity Environmental Protection UK (North West Division) and Manchester International Airport, consulting representatives of all stakeholders as to what should go into “user friendly, serve yourself, web based” Guidance on how impacts on Local Air Quality arising from construction activity can be minimised.

Using funding from the Department of the Environment, Food and Rural Affairs 2009/10 Air Quality Grants Scheme, allocated to Greater Manchester because it has existing Air Quality Management Areas in each Borough, required because of transport related levels of emissions of Oxides of Nitrogen, the three partners will jointly hold a Seminar/Event to carry out the consultation at the Concorde Suite at Manchester International Airport on Monday February 8th, 2010.

Representatives from the Health Sector are particularly welcome where they will be joined on the day by representatives of Community Groups, Construction Contractors, Property Developers, Business Leaders, Lenders, Regulators, Academics, Architects and Consultants.

Delegate places are bound to be limited at this Seminar/Event where further details are on how to book are available on www.greatairconstruction.org.uk or by contacting John Dinsdale at Oldham Council 0161 770 4492 (T) or john.dinsdale@oldham.gov.uk

After the Seminar/Event the dedicated website will be uploaded with the consultation outcomes for access by all stakeholders.

Article submitted by John Dinsdale Principal Environmental Health Officer, Oldham Council, john.dinsdale@oldham.gov.uk

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12. North West Health Brussels Office launches five year report!

The NWHBO has recently launched (November 2009) ‘The North West health community: Five

years at the heart of the EU 2004-2009' which takes a look back over the 5 years that the NWHBO has been in operation in the Brussels context, highlighting some of the main successes of the Brussels team during that time. Chris White, Senior EU Health Specialist commented, "I am delighted that this report has been extremely well received by stakeholders in Brussels and the North West. It really does highlight how hard the team in Brussels works to make sure that the North West health community is recognised and represented in important European debates affecting the health of North West citizens and the NHS." For a copy of the report please click [here](#).

Article submitted by David Ritchie, Administrative Assistant, North West Health Brussels Office, d.ritchie@northwesthealth.eu

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13. 'Kill the Chill' helps keep Stockport warm and well

Stockport Council is leading Greater Manchester with a re-launch of its highly successful 'Kill The Chill' campaign to inform and protect vulnerable groups, including older people, during the cold winter weather. The campaign was originally launched in October 2008 - ahead of what was to be one of the coldest winters for decades and just as the worst effects of the economic recession were beginning to bite.

As a result of Kill The Chill, Stockport has gained a reputation within the North West as a leader on tackling fuel poverty through effective partnership working. The Kill the Chill campaign, successfully piloted in Stockport, is now being adopted across all 10 Greater Manchester PCTs and authorities, helping to significantly raise the profile of fuel poverty throughout the Greater Manchester region and helping those struggling to stay warm more easily find the help and support they need.

By working in partnership with key local agencies, the campaign aims to raise awareness of the health implications of keeping warm at winter and offers all residents, but specifically older people and vulnerable groups, advice on the energy efficiency services available to them. It also provides information and top tips on how to stay warm as well as advice on the wide range of financial support services that can help those who have to choose between eating and heating.

Led by Stockport Council, Kill The Chill is a multi-agency campaign that includes partners such as NHS Stockport, Age Concern Stockport and the Stockport Express and Times newspaper group. In Stockport, an estimated 20,000 properties are inadequately heated. This could result in a dramatic increase in winter deaths, particularly amongst older people. The size of the problem is often not understood. The number of deaths caused by excessive cold in Stockport is some 26 times higher than those caused by road accidents.

Older people have been targeted with help from Age Concern and events such as tea dances at the Town Hall, electric blanket testing sessions and drop-in centres have been used to engage them. 'Talking leaflets' have been used to assist older people who may have trouble reading text on information leaflets. These were distributed at bingo halls and via the 'meals on wheels' service. The Stockport campaign has also enlisted the help of England and Manchester City footballer Sean-Wright Phillips who launched a Winter Warmth event for older people.

The campaign has already proved extremely successful in Stockport with a 10% drop in deaths due to excessive cold in 2008/09. This was despite one of the coldest winters for decades. Age Concern have also reported a dramatic increase in enquiries about keeping warm, whilst over 80 District Nurses, whose job involves them making home visits, have been trained to identify people at risk from fuel poverty. New members of staff have also been recruited to the Council's Welfare Rights and Benefits Advice Team to help with increased demand.

For more information on the Kill The Chill campaign log on to: www.stockport.gov.uk/killthechill or contact your local Affordable Warmth Steering Group.

Article submitted by Stephen Holroyd, Issues & Publications Co-ordinator, Stockport Council, stephen.holroyd@stockport.gov.uk and Clare Ibbeson, GM Fuel Poverty Initiative – Programme Manager Clare.Ibbeson@salford.gov.uk

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14. Making It Better

The progress of *Making It Better* reaches a landmark in February 2010 with the transfer of inpatient maternity services from Trafford General Hospital. Overnight maternity, the labour ward and the Special Care Baby Unit service will all transfer to improved facilities at both Wythenshawe and Saint Mary's Hospitals. From February, women expecting a baby in Trafford can choose to receive their antenatal care at Trafford General as usual, with an option to deliver at a hospital of their choice or at home. As part of a staged transfer process, inpatient children's services will transfer to Wythenshawe Hospital a few weeks later.

Children's services at Trafford General Hospital will see improvements with a new Observation & Assessment Unit within the Accident and Emergency Department. The current children's ward will be refurbished into a resource centre for outpatients, day surgery and daytime tests and investigations. Investment in Children's Community Teams across Greater Manchester means that children's community nurses in Trafford are in place to give support to families to care for poorly children at home whenever it's safe to do so, avoiding a stay in hospital or getting children home sooner if they do need to be admitted.

Article submitted by Rob Allen, Communications Specialist - Making It Better, Children, Young People and Families' Network, robert.allen@cypfn.manchester.nhs.uk

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15. The Ashton, Leigh and Wigan Homeless and Vulnerable (H&V) Person's Team named runner up in Guardian Public Services Awards

The ALW Homeless and Vulnerable (H&V) Person's Team has been named runner up in the prestigious national Guardian Public Services Awards.

The team's project to increase access to healthcare services for marginalised groups was one of three entries shortlisted from submissions for the Diversity and Equality Award category. They were one of just 39 projects shortlisted from a total of 800 nominations from across the country.

They were the runner up in their category and only pipped to the prize by a partnership of Birmingham City Council and Heart of Birmingham PCT who were the overall winners at the Awards.

The Awards focus on those who are setting new standards in innovation and good practice. The H&V Team submission focused on the huge amount of work they have done to promote equal access to healthcare services for diverse groups, including rough sleepers, asylum seekers, refugees and black minority ethnic groups.

Article submitted by Kate Ardern, DPH for Ashton, Leigh and Wigan, kate.ardern@alwpct.nhs.uk

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16. Greater Manchester Public Health Network is moving

The Greater Manchester Public Health Network will be moving to West Point, Old Trafford in the coming weeks. The Communications and Marketing Department is currently sharing offices with the GMCCN at 40 Princess Street. You will find our temporary contact numbers below. Our email addresses remain the same.

Edna Boampong: 0161 920 9729 or 07768 337 131

Helena Daniell: 0161 920 9734

Nathalie Depledge: 0161 920 1732

Jill Jones: 0161 920 1735

The meeting room at West Point is open for use and bookings can be made. Please contact Jill Jones for more information – jill.jones@alwpct.nhs.uk.

Please contact Will Blandamer on 07717547330 - or via email: will.blandamer@alwpct.nhs.uk

Please contact Mike Jones on 07785527506 – or via email mike.jones@alwpct.nhs.uk

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I Love Me

17. The latest from I love me

This month's I love me supplement has covered the following issues: the youth advocacy Smoke and Mirrors campaign; the NHS Booze Talk website; the health benefits of cycling and walking; healthy eating tips and health-related new year's resolutions; and the symptoms and services available for depression.

Thanks to Beate Mielemeier, Linda Convery, Liz Woodings and Graham Tate for offering their expertise on this month's Ask the Experts page. Thanks also to Joanna Nicholls, Alan Haddy, Joan Farnworth, Catherine Cheetham, Fiona Reynolds, Graham Mallinson, Phil Ramsell and Peter Elton for their input and support on the I love me supplement.

To view the latest I love me supplement and learn more about the campaign please go to: <http://www.iloveme.org.uk/archive.html>. You can view the supplement timetable by clicking [here](#).

To download a Feature Request Form to submit a feature for consideration for any forthcoming events you would like to promote, please [click here](#) and email to *Edna Boampong, Communications and Marketing Manager, Greater Manchester Public Health Network*: edna.boampong@alwpct.nhs.uk

If you would like to submit a story idea for one of the Manchester Evening Newspaper's local weekly papers please email Helen Clifton, from the MEN's weeklies team - clift2000@yahoo.com. If you have a public event that you would like to advertise on the back of the I love me supplement, please email the details to sarah.walters@citylife.co.uk.

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Events

18. Events

- **GMVSS Projects Launch Event**, Tuesday 9th February 2010, St Thomas Centre, Manchester. We will be using the event to launch a series of new projects, including the Greater Manchester Funding Portal, GMVSS Market Place and Volunteering Greater Manchester. In addition, the event will feature a series of case studies of GMVSS members work with the frontline across Greater Manchester.
- **Revascularisation Event**, Wednesday 10th February 2010, lunchtime onwards, Lancashire County Cricket Club. The aim of the event, run by the Greater Manchester & Cheshire Cardiac and Stroke Network is to discuss and debate access to revascularisation across Greater Manchester and Cheshire with Clinicians, Managers and Patients across the Network based on recent national and local publications.
- **HIA workshops** are taking place at the Innovation Forum, Salford, on the 10th and 17th February 2010 from 9.00am - 1.00pm with lunch included. Please click [here](#) for more details.
- **Creating Wellbeing Project Outcomes Event** – 11th February 2010, 9am – 3.30pm, Freemasons Hall, Bridge Street, Manchester. There is emerging new science on wellbeing and a new movement for change outlined at the recent NW Public Health Conference. This event will provide an opportunity for a partnership of practitioners working in mental health in the arts, health, local authority and voluntary sectors to build on their own area of work around a common theme for 2010. The event will share information, evidence and practical examples about steps to mental wellbeing, focusing on creativity and expanding into sector planning for 2010. If you work in Greater Manchester and would like to attend this event please register at your earliest convenience via <http://creatingmentalwellbeing.eventbrite.com/>. Places at the event are FREE but limited.
- **Eighteenth International Conference on Health Promoting Hospitals and Health Services** - 14th – 16th April 2010, Manchester

All forthcoming events can be viewed on GMPHN website's Events calendar: [Click here](#) Please direct emails to helena.daniell@alwpct.nhs.uk

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