

Halton Health Partnership Progress Report – Quarter 4 2005/06

Section 1: Chair's report

1. The Health Study's working groups worked continuously in order to achieve agreed programmes.
2. NRF plus money from HPCT will fund an independent, professional, generic advocacy service for Adults, older People and their Carer's receiving social care and/or Health services in the Borough. Contract has been awarded to Shap Ltd. and will run from 3rd April 2006 to 31st March 2008 Shap Ltd. is a small private charitable company. Head Office is in St Helen's. They currently provide advocacy services in Knowsley and at a privately run hospital in Lancashire. Within Halton, they are already running a Tenancy Support Service for Halton Housing Trust. The Halton service will have a name - to be advised. It's office base will be Kipling House, Kipling Crescent, Widnes. There will be 1.5 fte professional advocates plus sessional workers brought in as needed e.g. cultural needs. Volunteers may be used after going thro' Shap's vetting process and training.
3. The Health Partnership organised the entire Healthy Halton Week programme from start to finish, including developing a HHW brand, promotional material, advertising and public relations campaign. The campaign was launched on Thursday January 26, 2006 [the first day of the week long activities] by local sporting hero and Olympic Bronze medallist Stephen Parry. Born in Liverpool, Stephen is well known for his achievements, which he is proud to acknowledge is down to his focus on healthy living. Over 100 key opinion leaders, health professionals and businesses attended this speaker event held at the SOG Centre in Runcorn the aim of which was to engage, educate and inspire these attendees to help the Health Partnership raise the profile of health in the borough and reach out to 'hard to reach' groups. Having the opening event attended by such high profile guests and local hero – set the tempo for the importance of the week. An unconventional ambassador for the week was appointed in the form of Oscar the Robot with the aim of reaching hard to reach groups, those who would not listen to conventional messages from health professionals. Having been fully briefed by trained health professionals and armed with his tray of Healthy Halton branded apples, Oscar set about spreading his messages from five a day, to no smoking to healthy activities, visiting schools, supermarkets, shopping centres and entertainment venues. He even participated in a beginner's aerobics class.

Like at the Halton Show, Oscar was a huge attraction and was always surrounded by a crowd of people of all ages. This unusual method meant the partnership was able to engage the crowds and before people could receive a piece of fruit or flyer, they had to answer a question about healthy living. Having Oscar visit unusual venues such as Asda and Green Oaks Shopping Centre enabled him to talk to hard to reach groups. It is estimated that over the week Oscar [and his healthy living message] came into contact with 15,000 people. One of the aims of the week was to open up the possibility of healthy living to all – this was achieved by offering every resident the opportunity of taking part in a free gym trial and induction – the aim of which is that having taken part in a trial they will be motivated to join on a monthly basis. During the week the partnership also negotiated free joining fee at WeightWatchers – there are 12 classes that take place every week in Halton and the aim is to encourage residents to join up

during HHW. There was also the opportunity for free registration to WeightWatchers online – for those who felt embarrassed attending classes. Prior to the start of the week, letters and posters were sent to 2,500 local employers. Many employers contacted the partnership to let them know that they were getting involved in the week by offering their employees healthy menus in the canteen. SOG Ltd held a healthy employer event for its 130 businesses on Monday January 30. Over 70 employers visited the exhibition in the gym to talk to representatives from the Health Partnership, Food Co-operative and Voluntary Counselling Partnership. Anu Brown established many connections with businesses who were interested in her returning to talk about 5 a day in the workplace. Halton's two largest employers the PCT and Council also engaged their employees in the week, targeting them with internal poster displays and HTML emails.

The week also reached out to teenagers with NVQ students at Halton College getting on-board by cooking a healthy menu in the restaurant on Friday January 27. They also distributed recipe cards and had a healthy living display up for the duration of the week. Sporting heroes the Widnes Vikings also took part in promoting health and exercise by conducting a girls training session at the Heath School in Runcorn. Following the training session and tag team match the Vikings and girls were treated to fruit smoothies made by the 5 a day team. All primary school children were served hearty vegetable soup during the week. The soup proved very popular with pupils and was a successful way of encouraging children to eat vegetables. Special school assemblies were held at Oakfield and Murdishaw primary Schools whilst many other schools participated in their own 'healthy' activities which included: Road Safety Lessons, Cookery classes and aerobics sessions. Healthy Halton Week branded fruit baskets were sent to all community centres and care homes in Halton – they were distributed by Graham Crewe and his Food Co-operative team.

Section 2: progress against targets

Target	Progress	Comments
To strengthen the understanding of the causes of ill health in Halton and act together to improve the overall health and well-being of local people.	The implementation of the Halton Health Study recommendations continues in partnership with all key partners.	Work progresses
To lay firm foundations for a healthy start in life and support those most in need in the community.	Specific preventive projects are in place including the highly successful Healthy Schools and 5-a-day programmes.	No change
To promote a healthy living environment and lifestyles to protect the health of the public, sustain individual good health and well being and help prevent illness.	The Health Study process and report has guided and informed the Borough Council's approach to air pollution monitoring and assessing contaminated land. Further investment from HHP will assist in the progress of monitoring contaminated land.	Work progresses
To reduce the burden of disease in Halton by concentrating initially on lowering the rates of cancer, heart disease, mental health and diabetes and addressing the health needs of older people.	Latest five year figures show a 25% drop in Heart Disease Deaths and 11% drop in Cancer deaths under age 75: both figures are above the national average. The vulnerable adults programme of treatment and care has been successful in supporting people at home	Work progresses