

News from Public Health!

ISSUE 1

SEPTEMBER 2011

Welcome to News from Public Health!

This is the first issue of what we hope will be a useful resource for staff working in Children's Centres and other early years settings. Public Health is all about improving the health and wellbeing of communities and Children's Centres play a vital role in this. Fantastic work is already going on in our Children's Centres. We hope that News from Public Health! will provide information and updates to help inform this work.



If you have any thoughts or items that you would like to see included in News from Public Health! please contact lianne.straus@nsomerset-pct.nhs.uk

Becky Pollard

Director of Public Health, NHS North Somerset

Nutritional Guidelines launched

The North Somerset Maternal and Child Nutrition Guidelines were launched on May 6th this year.

The guidelines reflect latest guidance and best practice and were developed by a multi-professional group including Breastfeeding Support Services, hospital dietetic departments, Early Years teams, Midwifery Services, health visitors and Public Health.

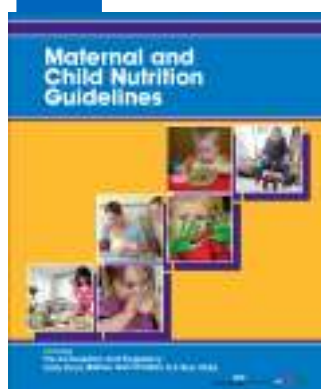
This comprehensive resource covers:

- Preconception and pregnancy
- Infant feeding (from birth to 12 months)
- Feeding toddlers and preschool children
- (1-5 year olds)

By referring to these guidelines, staff in North Somerset are helping parents-to-be, parents and carers receive consistent and accurate nutritional advice and information.

Copies are available in every Children's Centre, early years setting, GP surgery and health visitor base in North Somerset. The guidelines are also freely available to download as a PDF document from the Family Information Service website at www.n-somersetcsd.org.uk

If you would like more information about the guidelines, please contact Karin Dixon on 01275 885140 or email karin.dixon@nsomerset-pct.nhs.uk





The MEND Programme was fun and I met lots of nice people. I feel more confident about myself now and I like eating healthy food with my family.

Angela, aged 12

"It's amazing! We learn lots of things and how to be fit and healthy" - **Georgia, aged 9**

"Children enjoy making new friends from different schools, MEND increases their confidence..." - **Mum, Mandy**

Healthy lifestyles for kids and families!

A new programme to help kids get fitter, healthier and happier is now available in North Somerset!

As a way to tackle childhood obesity locally NHS North Somerset is providing MEND free of charge to families in North Somerset.

MEND has helped over 20,000 families become fitter, healthier and happier and is aimed at children aged 7 to 13 who are above a healthy weight. The 10 week MEND programme consists of 2 hourly after-school sessions twice a week designed to boost confidence and self-esteem turning conflict around food into family fun. Each session includes a 1 hour interactive workshop for children and parents, and a 1 hour fun physical activity session for the kids while the parents have a discussion around health.

Marie Davis, MEND's programme manager for Backwell area says: "MEND helps families become healthier and fitter for life. By the end of 10 weeks, children's confidence has greatly improved. We have already seen two successful

programmes run in Clevedon & Weston earlier this year where families have made positive changes. Parents tell us that they enjoy learning about nutrition in a relaxed atmosphere and like swapping tips with other mums and dads on the course."



Programmes open to any family living in North Somerset are starting in Nailsea/Backwell and Worle in September.

If you know children above a healthy weight and you'd like to find out about MEND's fun free healthy lifestyle course, contact

Marie Davis 01275 463371 (Backwell) or Tracey Dyer 01934 510777 (Worle).

What happens on the MEND programme?

- Weekly games, activities and swimming for kids.
- Learning that being active can be loads of fun!
- Fun, interactive discussions to teach easy, effective ways to improve children's behaviour and improve self-confidence.
- Practical demonstrations, games and tips about healthy eating

Making walking fun in Weston

- * **Working with parents that would like to get more active or are feeling a bit alone?**
- * **Want to set up a 'buggy walks' group from your Children's Centre?**

North Somerset Sport & Active Lifestyles Team have led walks taking place in and around Weston. The team are also keen to set up organised 'buggy walks' with parents. Buggy walks consist of a local walk of approximately one hour from a Children's Centre.

If you have any interested parents, please get in touch with Kira Thorpe at the Active Lifestyles Team.



Leaflets of gentle and fun walks in and around Weston are also available.

Contact the team for leaflets or to find out more: 01275 882731

sport@n-somerset.gov.uk

Healthy workplaces

Your workplace has a powerful effect on the health of your employees. Sickness absence costs employers around eight days per employee per year.

That's around 3.5% working time and means an average cost of over £600 per staff member per year.



This makes a strong business case for making a healthy workplace.

Much sickness absence is preventable. Smoking, an unhealthy diet, and a sedentary lifestyle are major causes of

ill health. Helping staff to make just a few lifestyle changes can improve employee health and reduce the need for them to have time off for sickness.

A happy and satisfied employee is a healthier employee. A healthy employee is more productive. Evidence shows that improving the working environment for staff also reduces staff absence and injuries.

For more information, contact 01275 882 730 or go4life@n-somerset.gov.uk



“Protect your family, take the smoke outside”

A new campaign for Smoke Free Homes

Worrying new research shows that increasing numbers of people are smoking in the home or allowing others to do. In the South West, over 1 million people (22%) have smoking in their homes, compared to 20% in 2010. As well as second-hand smoke and the associated dangers of passive smoking, “third-hand smoke” can cause particular risks to babies and children.



A regional campaign, focusing on the dangers of both second-hand and “third hand” smoke, is being supported by partners from local authority based family information services, fire services across the South West, Mothercare, National Family Week and Cancer Research.

If you want to know more about this campaign, the Smokefree Alliance or how you can get involved please contact the Specialist Stop Smoking Team sts@nsomerset-pct.nhs.uk or 01275 546744

What is “third-hand smoke”?

- * After having a cigarette, smoke will dissipate from the air. However, particles from the smoke will cling to fabrics, toys and furniture. This means poisonous chemicals linger on these items, long after the smoke has gone.
- * These particles contain tobacco toxins.
- * These particles release back into the air months after a cigarette has been lit still containing damaging toxins.

Why is third-hand smoke dangerous to babies and children?

- * Babies have brains which are still developing and are very vulnerable to even extremely low levels of toxins.
- * Babies and children are closer to surfaces such as floors, where particles linger.
- * Babies **love** to put things in their mouths. This can include toys, cushions and keys where particles may have attached.
- * Children ingest twice the amount of dust that grown-ups do so are far more likely than adults to consume third-hand smoke.

Help protect children against deadly diseases

Immunisation protects children from serious, often life-threatening illnesses by preparing a child's immune system (its natural defence system) to fight off those diseases when the child comes into contact with them.

However, one in eleven children under five living in North Somerset are missing at least one vaccination. Last year, a review by NHS North Somerset, found that immunisation rates were especially low for immunisations given from 12 months onwards. The lowest rates of immunisation in North Somerset county included children of mothers under 25 and over 35 years of age, and those living in central Weston.

The reasons for this are probably two-fold. Firstly, some parents are wary about the risks of vaccination, despite there being no evidence to substantiate this fears. Secondly, many parents do not realise the importance of completing the whole course of vaccinations and/or forget to attend appointments.

This summer has seen a worrying outbreak of measles in several European countries. Unvaccinated children travelling abroad are at even greater risk of catching measles, than in the UK. Whether children are at home or abroad however, the message is:

MAKE SURE YOUR CHILD IS PROTECTED NOW! IMMUNISE

How you can help to promote child immunisations

- * Make sure your centre has a stock of leaflets that are available, especially when baby clinics are being held
- * Be aware of what the routine schedule for immunisations is
- * Think about having a display or campaign
- * Check that children are up-to-date with their immunisations when you visit or see families
- * Acknowledge concerns that parents may have and refer to a health visitor to discuss these concerns
- * Offer to help make an appointment with the GP if you or the family think their child is missing a vaccination



Posters like this are available from the public health team. Contact lianne.straus@nsomerset-pct.nhs.uk, or 01275 885157, if you would like help running an immunisations campaign at your children's centre

Useful contacts:

Stop Smoking service

- * Provide one-one and group support for stopping smoking
- * Provide staff training in helping people to stop smoking
- * Have campaign materials available
- * Can provide workplace smoking cessation support

[sts](mailto:sts@nsomerset-pct.nhs.uk)

[@nsomerset-pct.nhs.uk](mailto:sts@nsomerset-pct.nhs.uk)

01275 546744

Healthy weight and nutrition—Karin Dixon

- * Provision of training and support in promoting healthy eating to families

Karin.dixon

[@nsomerset-pct.nhs.uk](mailto:Karin.dixon@nsomerset-pct.nhs.uk)

01275 885140

Breastfeeding, child immunisations, & child injury prevention — Lianne Straus

- * Provides training and advice in promoting breastfeeding
- * Have campaign materials available for immunisations, breastfeeding and child safety
- * Subsidised safety equipment selling scheme (currently being piloted in Clevedon)

Lianne.straus

[@nsomerset-pct.nhs.uk](mailto:Lianne.straus@nsomerset-pct.nhs.uk)

01275 885157

Physical activity—Liz Lansley

- * Advice in promoting active lifestyles

Liz.lansley

[@nsomerset-pct.nhs.uk](mailto:Liz.lansley@nsomerset-pct.nhs.uk)

01275 885143

Community engagement and mental health—Jay Akerele

- * Advice and resources available for supporting mental wellbeing

01275 885156

Health Trainers (Weston only)

- * Provide one-one support for adults looking to make lifestyle changes including stopping smoking, healthy eating, and exercise

01934 627250

Weston Integrated Sexual Health (WISH) Centre

- * Located at Weston General Hospital
- * Sexual health care and contraception advice and treatment in a confidential and friendly environment.

01934 881234

Bristol Sexual Health

- * Located in Bristol city centre (open to any North Somerset resident)
- * NHS sexual health, contraception and pregnancy advice

0117 342 6900

www.uhbristol.nhs.uk/sexual-health

Terrance Higgins Trust







- * Information and support for people living with and affected by HIV.
- * Rapid 1 hour testing and same day results, STI testing available
- * Confidential walk-in service every Monday 5pm—7.30pm (except bank holidays)

0117 955 1000

info.bristol@ttht.org.uk

The Back Page Stats!

These statistics provide an overview of important health indicators in North Somerset. Some of these statistics are available by Children's Centre. Please contact your assistant locality lead for more information or James.Taylor@n-somerset.gov.uk

| | 2009 / 10 | 2010 / 11 | Q1 2011 / 12 | |
|--|-----------|-----------|-----------------|---|
| Mothers smoking at time of delivery | 10.1% | 10.5% | 8.8% | ↓  |
| Initiation of breastfeeding | 76.8% | | Not available | ↓  |
| Babies being breastfed at 6-8 weeks | 46.9% | 48.7% | 47.5% | ↓  |
| Proportion of children under five years, up to date with immunisations | 77.6% | 81.7% | 82.3% | ↑  |
| Rate of emergency admissions for child injuries, under 18 years, per resident population | 0.98% | 0.99% | Not available | ↑  |
| Reception aged children overweight or obese *please note these are provisional results | 22.1% | 23.9%* | Not available | ↑  |