

Health E-News Bulletin

Issue 17 - October 2007

Health Improvement - Keeping you informed

Welcome to the monthly issue of the Health E-News Bulletin. We aim to keep you updated with national, regional and local news, events and other relevant information which relates to the six key areas of the Department of Health's White Paper "Choosing Health: Making Healthier Choices Easier". We will also include more broader public health information. This is being produced collaboratively by the Health Improvement Library, the Primary Care Library, St Helens Health Partnership and Halton Health Promotion Library.

ALCOHOL

Forty years of Breath Testing, but action still needed

Ahead of the 40th anniversary of breathalyser testing on Tuesday (October 9), the Royal Society for the Prevention of Accidents said it was now time to step up the campaign against drink driving to stop any more needless deaths. Thousands of deaths and serious injuries have been avoided in Britain since October 9, 1967, when the current drink-drive limit (80mg of alcohol per 100ml of blood) became a legal requirement and roadside testing was introduced. At the time, it was said that drinking before driving led to about 13,000 fatal and serious casualties each year. By 1987, the figure for people killed or seriously injured in accidents involving illegal alcohol levels had dropped to 6,800 and by last year it had fallen to 2,500.

http://www.rospa.co.uk/news/releases/2007/pr554_05_10_07_road.htm

Alcohol-related deaths on the rise

A study published by the North West public health observatory has found that alcohol-related deaths are increasing. According to the report, an estimated 1.55 million people in England are drinking at harmful levels and a further 6.3 million are drinking at hazardous levels.

http://www.nwph.net/nwpho/Publications/Alcohol_Indications.pdf

Summary document: www.nwph.net/alcohol/alcohol_indications_summary.pdf

CANCER

Lifestyle changes could prevent one in ten cases of breast cancer by 2024

If women change some aspects of their lifestyle now thousands of cases of breast cancer could be prevented over 20 years – a leading researcher predicts. Reducing use of hormone replacement therapy (HRT), keeping a healthy bodyweight and exercising more are the key things women can do to cut breast cancer cases by more than 5,700 each year.

<http://info.cancerresearchuk.org/news/archive/pressreleases/2007/september/366841>

CHILDREN/YOUNG PEOPLE

Rewarding young people for pro-social behaviour

There is growing recognition that young people are often unfairly demonised in current debates about anti-social behaviour. This study looks at two projects in Bradford and York that aimed to promote and reward the positive contributions young people could make to their communities

<http://www.jrf.org.uk/knowledge/findings/housing/2149.asp>

New Government drive to tackle child road safety: New think! campaign targets parents for first time.

Parents are being reminded: kids do as you do, not as you say, as part of a new THINK! road safety campaign aimed at driving down child road casualties, launched today by Road Safety Minister Jim Fitzpatrick. The new campaign, called "CopyCat", is the first THINK! campaign designed to speak specifically to parents. The campaign reminds parents that kids copy their behaviour and educates them about the dangers that children face on the roads.

<http://www.info4local.gov.uk/filter/?item=507072>

See also:-

<http://www.thinkroadsafety.gov.uk/campaigns/parents/index.htm>

The benefits of a clean and healthy environment for children: what is the UK doing?

The Health Protection Agency has today published a report summarising current initiatives which address children and young people's environment and health issues in the UK. The main findings of the report are that the UK has long recognised both the importance of, and the health benefits gained from, a clean and healthy environment. A range of initiatives have already led to a significant reduction in child death rates and ill health (mortality and morbidity) across the UK.

http://www.hpa.org.uk/hpa/news/articles/press_releases/2007/070917_clean_and_healthy_environment.htm

Campaign to cut child deaths launched

In an effort to cut maternal and child deaths, a global coalition of governments and organisations will launch an advocacy drive today entitled Deliver Now for Women and Children. The launch will take place at public rallies in New York. Women leaders of the United Nations will also hold a special discussion entitled 'Saving 77 Million by 2015: advancing the health of women and children'. The campaign is part of a broader Global Campaign for the Health Millennium Development Goals, which is being announced today by national leaders at the Clinton Global Initiative annual meeting in New York.

<http://www.who.int/pmnch/activities/delivernow/en/index.html>

See also:- Section on NUTRITION/OBESITY

See also:- Section on NEW RESOURCES

DRUGS

Drugs: Our Community, Your Say - A Consultation Paper

This consultation paper is the opportunity for you to have your say. We want to have an open debate, engaging with everyone who has a contribution to make, from professionals through to those with everyday experience. Over the summer and early autumn, we are calling on communities, families, experts and current and ex drug users to tell us what they think can be done. We will listen, learn and look forward to building the next drug strategy with you, and with a strong sense of shared purpose.

<http://drugs.homeoffice.gov.uk/publication-search/drug-strategy/drug-strategy-consultation.pdf>

Ship Ahoy - London teenagers float their views on drugs to Ministers

London pupils had the chance to put their views on tackling illegal drugs straight to Government Ministers on HMS Belfast last night. The event, just one part of a wide scale consultation on drugs, was organised to gauge young people's views on the harm caused by illegal drugs including enforcement, education and treatment. Around 80 young Londoners had the opportunity to express their views and ideas on tackling drugs to Home Office Minister Vernon Coaker, Children and Families Minister Kevin Brennan and Minister for the Olympics and London Tessa Jowell in quick fire sessions. This was a real chance for young people to influence the Drug Strategy that will be implemented from April 2008.

<http://drugs.homeoffice.gov.uk/news-events/latest-news/shipahoy>

HEALTH INEQUALITIES/SOCIAL INCLUSION

Reach out to excluded groups, urges NHS Confederation

The NHS Confederation report In Sickness and In Health states that moves to create a personalised NHS must start with the most excluded and work to tackle health inequality. The report says inequality in health is the starkest challenge facing Britain today and many measures are getting steadily worse. Children from poor backgrounds are one and a half times more likely to die during infancy than children from better-off families; babies in the West Midlands are 70 per cent more likely to die than those in the South East; people from black and minority ethnic groups are up to six times more likely to develop diabetes; Manchester men have a life expectancy of 72.5 years, 10 years less than men in Kensington and Chelsea.

<http://www.nhsconfed.org/issues/mediacentre-listing.cfm/pressrelease/660>

Youth poverty in Europe

This research examines poverty among young people aged 16 to 29, across 13 countries of the pre-enlargement European Union. It charts how poverty rates vary between countries, looks at the factors associated with being poor and examines the events that are linked with moving in and out of poverty. Using this comparative approach, it suggests relevant policy lessons for the UK.

<http://www.jrf.org.uk/knowledge/findings/socialpolicy/2153.asp>

Black and Minority Ethnic leaders call for service reconfiguration and training to end racism in the NHS

On World Mental Health Day, Black and Minority Ethnic leaders call for service reconfiguration and training to end racism in the NHS.

Mind polled 49 stakeholders from the Black and Minority Ethnic (BME) Network on the state of mental health services for BME communities today, 9 years on from Rocky Bennett's death [1]. 63 per cent felt that the NHS was no more responsive to the needs of black and minority ethnic patients than 10 years ago. As World Mental Health Day focuses on culture and diversity, mental health services must become culturally sensitive to the needs of BME communities.

<http://www.mind.org.uk/News+policy+and+campaigns/Press/bmewmhd2007.htm>

Government links with business and medical profession to improve health of working age people

Practical steps to improve people's health and help them remain in or return to work are the aim of the Government's 'Call for Evidence' issued today, as part of the first ever review of the health of the working age population. At the launch, Secretary of State for Work and Pensions Peter Hain and Secretary of State for Health Alan Johnson heard evidence from leading business and medical professionals on what action needs to be taken.

<http://www.dwp.gov.uk/mediacentre/pressreleases/2007/oct/hse043-111007.asp>

NUTRITION/OBESITY

Children to be weighed in bid to tackle obesity

The Department of Health has released a national child measurement programme, part of the government's work on childhood obesity. The guidance was developed following wide consultation with primary care trusts and schools. It provides advice to PCTs on arrangements for measuring the height and weight of primary and middle school children. Every year, children in reception and year six are to be weighed and measured during the school year to inform local planning and delivery of services for children and to gather population-level surveillance data on growth patterns and obesity.

http://www.dh.gov.uk/en/Policyandguidance/Healthandsocialcaretopics/Healthyliving/DH_073787

Obesity doubles in 10 years

A new study has found that the number of men and women under 45 who are morbidly obese has doubled in the last 10 years. The research, published online in the International Journal of Obesity, says that during the last decade overweight and obese people have continued to gain weight. International Journal of Obesity advance online publication 9 October 2007

Abstract available online

<http://www.nature.com/ijo/journal/vaop/ncurrent/abs/0803740a.html>

See also:- Section on NEW RESOURCES

PHYSICAL ACTIVITY

Physical activity pilots launched in London surgeries

Adults who lead sedentary lifestyles, including some who may be at risk of conditions such as diabetes and high blood pressure, are being encouraged by their GPs to take more exercise as part of a new physical activity pilot launched by the Department of Health in partnership with Natural England and NHS London. Public health minister Dawn Primarolo said: 'The physical activity care pathway will seek to expand healthy choices by signposting patients to appropriate, community-based activity.'

<http://www.gnn.gov.uk/environment/fullDetail.asp?ReleaseID=322287&NewsAreaID=2&NavigatedFromDepartment=False>

See also: Section on NEW RESOURCES

SEXUAL HEALTH

AIDS campaigners dismayed over UK Global Fund pledge

International development organisations in the UK have expressed dismay over the UK's new pledge to the Global Fund to Fight AIDS, Tuberculosis and Malaria, which they say falls far short of expectations

<http://www.avert.org/aidsnews.htm#news1>

BBC uncovers worrying levels of ignorance about HIV in UK youth

A survey conducted by the British Broadcasting Corporation (BBC) has found a worrying level of ignorance and complacency about HIV among young people in the UK

<http://www.avert.org/ukaidnews.htm#news1>

TOBACCO

Join the Big Quit Club, smokers urged

NHS Smokefree is to launch a nationwide campaign on commercial radio stations encouraging smokers to quit for good. Listeners will be encouraged to sign up to the Big Quit Club and NHS stop-smoking advisers will regularly give advice on air.

<http://www.thebigquit.co.uk/>

Give smokers nicotine products, says RCP

The UK is failing to help heavily addicted smokers give up the habit, the Royal College of Physicians has said. Launching the report Harm Reduction in Nicotine Addiction: helping people who can't quit, Professor John Britton, chair of the RCP's tobacco advisory group, said nicotine products could help smokers kick the habit

http://www.rcplondon.ac.uk/news/news.asp?PR_id=369

See also:-

ASH endorses RCP call for a tobacco harm reduction strategy

ASH is today calling on the Government to develop a harm reduction strategy for tobacco

http://www.newash.org.uk/ash_koz7y86b.htm

Tobacco Age Change

From October 1 2007, young people will need to be 18 to buy cigarettes and other tobacco products. This is a change from the current age of 16. Shops will be required by law not to sell to under 18s and risk prosecution and a fine of up to £2,500 if they do so. This change in law is to help children and young people from starting to smoke therefore avoiding the serious health dangers of smoking. A lifelong smoker has a one in two chance of their addiction killing them. The younger a smoker starts the more likely they are to be killed by their addiction. The earlier children become regular smokers and continue to smoke as adults, the greater the risk of developing lung cancer or heart disease. Someone who starts smoking at 15 is three times as likely to die from cancer due to smoking than someone who starts in their mid 20s.

<http://www.tobacco18.co.uk/>

ASH welcomes law change for sale of tobacco but enforcement will be the key to its success.

ASH today welcomed the raising of the minimum age for the purchase of tobacco from 16 to 18. This measure puts tobacco in line with the law on alcohol sales

http://www.newash.org.uk/ash_unt30dhq.htm

UK tops the latest EU tobacco control league table

The United Kingdom has the most comprehensive tobacco control measures in the whole of Europe, according to a new survey. The research, conducted by a group of experts in tobacco control, found that the UK scored 93 points (out of a possible 100). A similar survey conducted in 2004 put the UK in second position behind Iceland. But this year's smokefree legislation has given the UK the extra points it needed to move up to the top position as leader in European tobacco control.

http://www.newash.org.uk/ash_fdj4vnrb.htm

Channel 4 and Cancer Research UK launch online film competition for young people

Channel 4's 4Talent and Cancer Research UK launch BREATHE on Monday 1 October 2007 - a joint initiative to produce a series of short online films to encourage young smokers to quit and deter others from starting. The competition launch coincides with new legislation making it illegal to sell tobacco products to people under the age of 18, an increase from 16.

<http://info.cancerresearchuk.org/news/archive/pressreleases/2007/october/371061>

See also:-

<http://www.channel4.com/culture/microsites/B/breathe/index.html>

OTHER PUBLIC HEALTH NEWS

Leading Public Health organisations ask party conferences how the NHS can keep healthy people healthy

Key players in public health, fpa (Family Planning Association), the British Dental Association, the Royal College of Midwives and the Royal College of Nursing are joining forces to host 'Keeping Healthy People Healthy, Preventative Care and the Public Health Agenda' fringe meetings at Labour, Liberal Democrat and Conservative party conferences.
<http://www.fpa.org.uk/news/press/current/detail.cfm?contentid=780>

Health Protection Agency begins winter flu activity reporting

This week the Health Protection Agency resumes its winter monitoring of flu activity in the UK. The flu season runs from October to May and, depending on the level of flu across the UK, an update will be published on the Agency's website either weekly or fortnightly.
http://www.hpa.org.uk/hpa/news/articles/press_releases/2007/0701004_winter_flu.htm

EVENTS

Free national fpa Speakeasy conference – 28 November 2007

A national one-day conference looking at the effects of the fpa Speakeasy programme will take place at the Britannia Hotel in Manchester on Wednesday 28 November 2007 from 10am until 3.30pm.

For more information contact fpa on 020 7608 5270 or email alisonr@fpa.org.uk
Places are limited.

NEW RESOURCES

British Heart Foundation factsheet: economic costs of physical inactivity

A new BHF factsheet highlights how being physically active helps us to prevent and manage more than 20 chronic diseases - including coronary heart disease, diabetes, cancer, mental health and obesity. Inactivity, on the other hand, is part of the problem - for example, individuals who are inactive are 1.9 times more likely to have a heart attack than their active contemporaries.

<http://www.whi.org.uk/>

 [BHF factsheet: economic costs of physical inactivity](#)

“NO HIDING PLACE FOR BULLIES” – Ed Balls

New package of measures will help schools tackle all forms of bullying – Ed Balls, Secretary of State for Children, Schools and Families (DCSF), today launched an online cyberbullying campaign, new guidance and a short film to help schools tackle bullies who use the internet or mobile phones to bully other children or abuse their teachers.

http://www.dfes.gov.uk/pns/DisplayPN.cgi?pn_id=2007_0168

Food Champion Awards

The Food Standards Agency has today launched a new awards scheme for local authorities, recognising good practice in improving local food safety or standards, and enhancing community diet and nutrition.

<http://www.food.gov.uk/news/newsarchive/2007/oct/foodchampionawards>

<http://www.food.gov.uk/news/pressreleases/2007/oct/foodchampionspress>

<http://www.food.gov.uk/enforcement/goodpractice/foodchampion/>

The Great Grub Club website

The Great Grub Club website is produced by World Cancer Research Fund (WCRF UK) as part of our children's education programme. The website is aimed at 4-7 year olds and strives to encourage healthy eating and an active lifestyle in a fun and informative way.

http://www.greatgrubclub.com/?location_id=1

HEALTH EVENTS 2007 – November

Nov 1-30	Global Lung Cancer Awareness Month Ph: 020 7840 7841 Email: gauntletp@roycastle.liv.ac.uk www.roycastle.org/patient/lcam
Nov 5-11	Scleroderma Awareness Ph: 01270 872 776 Fax: 01270 883 556 Email: info@scleroderma.org.uk www.scleroderma.org.uk
Nov 11-17	Mouth Cancer Awareness Week Ph: 0870 770 4000 Fax: 0870 770 4010 Email: mail@dentalhealth.org.uk www.dentalhealth.org.uk
Nov 19-24	Indoor Allergy Week Ph: 01322 619898 Fax: 01322 663480 Email: info@allergyuk.org www.allergyuk.org

OTHER LOCAL E-BULLETINS:

ChaMPS Public Health Network Bulletin

ChaMPS is your public health network for Cheshire and Merseyside PCTs, NHS Acute Trusts, local authorities and wider health organisations. If you would like to know more about joining ChaMPS and receiving this bulletin contact Viv Martindale, ChaMPS Network Administrator on 0151 643 5369 or email vivienne.martindale@bwwpct.nhs.uk

Cheshire & Merseyside New Documents Bulletin

A weekly review of new documents produced collaboratively by primary care librarians across Cheshire & Merseyside. Contact St Helens Primary Care Library on 0151 676 5650 or email library_pct.pct@sthkhealth.nhs.uk if you would like to receive this bulletin.

Your Comments

The content of this bulletin highlights recent articles and/or documents appearing on a selection of websites, which we feel may be of interest to the wider health improvement area. All links are correct at the time of publishing. If you have any comments or suggestions about the Bulletin or would like to forward an item or news of an event, we would love to hear from you. Please forward this bulletin on to people who might otherwise not receive it. Contact lynda.moss@hsthpcnhs.uk.

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