

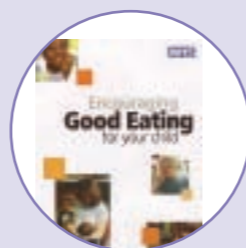
## What's New

Working with Health Promotion Specialists and key partners we have developed some fantastic new resources, (and up-dated some old ones) aiming to fulfil health priorities for Gateshead. Here are just some of them.



Hints and tips on the health benefits of gardening and also highlights practical safety issues.

Children need a healthy balanced diet. This leaflet encourages good eating.



Designed to assist professionals working in Gateshead who pass on healthy eating messages in the course of their work, to ensure consistency throughout the borough.

The 'Balance It!' project is a complete resource with magnetic board, food magnets, support literature and teaching pack, including lesson plans to teach the key messages about the Balance of Good Health. The project has been piloted in 13 Primary Schools in Gateshead, well evaluated and will now be available, along with initial training, to every school in the borough by the end of 2007. This resource is also available on loan to anyone promoting a healthy balanced diet. We'll give you training, advice and tips on the best way to use the 'Balance It' board with your clients.



### We are open:

Mon - Thurs, 9am- 4.30pm, Friday 9am-4.00pm  
Tuesday's are drop-in anytime without appointment, other days we advise clients to telephone prior to travelling.

*Gayle Osborne*

Resource Assistant

### Where to find us:

Dunston Activity Centre, Ellison Road, Dunston, NE11 9SS. A large car park is available and for those using public transport, the bus stop is right next to the entrance.

*Eileen Westthorp*

Resource and Information Officer

December 2006

Newsletter

Welcome to this our first newsletter from Dunston Activity Centre.

## About Us

As part of Gateshead Public Health, Health Promotion Team, we aim to provide up to date resources and information to support the delivery of health promotion programmes and campaigns across the borough. Our service, based on Public Health priorities in Gateshead - 'Choosing Health', is available to anyone delivering key health messages in Gateshead.

We have been based at the centre for just over a year now and judging by some of your comments you are very satisfied with the location and service.

Positive aspects are:

- Good access, both by car or public transport
- High quality and up to date resources
- Knowledgeable helpful resource staff
- Prompt response to requests
- Good opening hours
- Excellent support materials for Healthy School Programme
- A good site for community workers to access

Some of the less positive comments are:

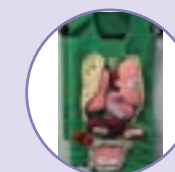
- Lack of space in the resource room
- No direct delivery service other than NHS Internal
- Need to advertise the service more widely



## What resources do we provide?

Training packs, DVD's, Models, Games, Videos, Display Equipment, CD-ROMs, are available on loan, leaflets and posters can be supplied upon request. There is no charge for using the Resource Service. Our topics include Alcohol, Cancer, Coronary Heart Disease, Nutrition, Physical Activity, Smoking and much more!

Qualified staff, preview all our resources to ensure they meet quality standards and provide the most relevant and up to date messages regarding the key Public Health priorities in Gateshead.



❄ *May we take this opportunity to wish all our clients a very 'Happy Christmas' and we look forward to seeing you at the Resource Service in 2007.* ❄



Contact: Tel: 0191 433 5684

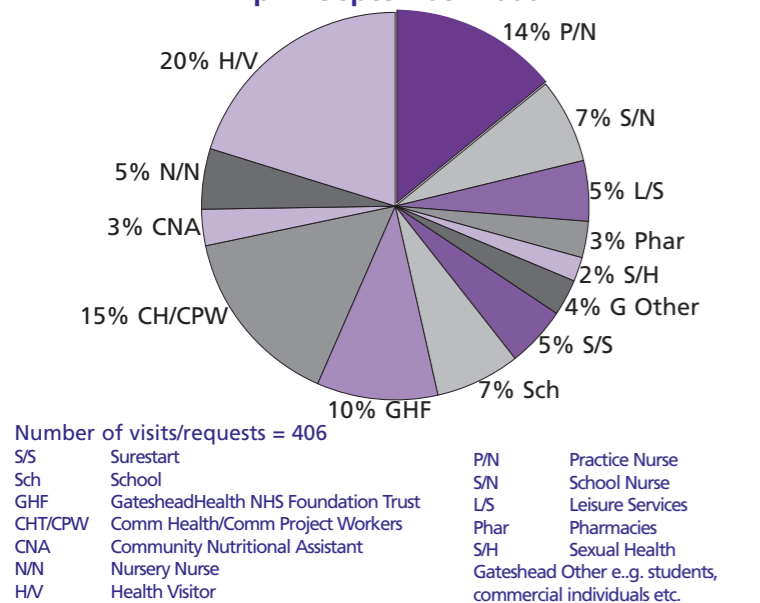
Email: eileenwestthorp@gateshead.gov.uk

Web: www.ghpresources.nhs.uk

## Who uses the service?

Between the period April 2006 - September 2006, 406 clients either visited the Resource Service or telephoned in requests. The chart below shows the extensive range of people using the service.

Visits/Requests to Health Promotion Resource Service April -September 2006



## Now online!

We have recently gone online with our very own Gateshead Health Promotion Resource website. To view the catalogue of resources and get the latest info on new leaflets, resources and campaigns, go to :-

[www.ghpresources.nhs.uk](http://www.ghpresources.nhs.uk)



## Campaign Success in 2006

Phew! What a year for campaign promotions - we sent out over 2,400 awareness packs to promote 8 health events. Many thanks to you all for holding events, hosting stalls, or just by putting posters up in your place of work - it really does raise the profile of the subject. Here are some of the things you got up to using resource materials.

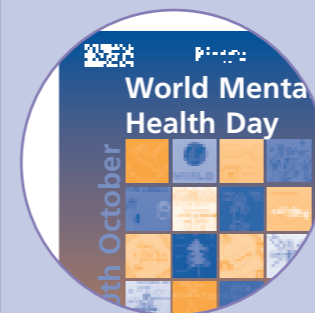


Cancer prevention Week (incorporating Fruity Friday) was a huge hit with our schools - now, as a result of this, all our Primary Schools 'Get Fresh & Fruity' every Friday!

The focus for Heart Health Week was 'Give Your Heart a Workout' encouraging organisations to promote thirty minutes of physical activity, 5 times a week.



A celebration event of Positive Mental Health was held in St Joseph's Church Hall, Gateshead.



Don't forget to ask if you need any help, advice or ideas about the most effective way to display your promotional materials. We also offer training in the use of Health Promotion resources, offering guidance on the most appropriate resources for your needs and ensuring suitability for your target group, whether it is for a learning disability group, parent and toddler group or for an exercise group for older people.

## Public Health Campaigns

Campaigns are chosen based on national and local needs. They are the **key campaigns** we would like health professionals to focus on and promote.

We hold a client database for health campaigns and will automatically send you a promotional pack for the campaigns you sign up to throughout the year. We have been working closely with Gateshead Pharmacists who have all signed up to Public Health Campaigns in line with their commitment to 'Choosing Health' and now automatically receive up to date material for their pharmacy.

**Make sure you're on the database for 2007. (Look out for the 2007 Campaign Form early next year). It's your way of raising awareness to Public Health messages in Gateshead.**

Evaluating the impact of Public Health Campaigns is an important aspect of the work carried out by our Health Promotion Team. We are at present developing ways to improve the way we evaluate each campaign. We would value any comments or ideas you have regarding this.



## What a year!

The Director of Public Health, Dr Mark Lambert, launched his annual report in July of this year with a whistle stop tour of the area in five locations. The Resource Service provided themed displays to highlight some of the key achievements in each area.

