

Health E-News Bulletin

Issue 25 - June 2008

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 Halton & St Helens Health Improvement Library Service, the Primary Care Library, and St Helens Health Partnership.

ALCOHOL

Units - they all add up - new £10m alcohol campaign launched

A new 'Units' campaign which aims to tell drinkers how many units are in their drinks and help them stick to their limits was launched today by Public Health Minister Dawn Primarolo. The Know Your Limits campaign - the biggest alcohol awareness campaign to date - kicks off its units strand with a series of adverts on TV, radio, billboards and in press, depicting the number of units in individual drinks. The Units campaign has an overall budget of £6 million for 2008/09. It will be followed by a £4 million binge-drinking campaign from the Home Office next month.

<http://nds.coi.gov.uk/environment/fullDetail.asp?ReleaseID=367804&NewsAreaID=2&NavigatedFromDepartment=False>

<http://www.knowyourlimits.gov.uk/units/index.php>

British drinking habits raise worries

Many adults are ignorant of safe drinking guidelines and a fifth of 11 to 15 year olds say they have tried alcohol. These are some of the worrying statistics drawn together by the Information Centre for health and social care in a new report on alcohol use and misuse.

<http://www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyles/alcohol/statistics-on-alcohol:-england-2008-%5Bns%5D>

Youth Alcohol Action Plan

There is growing public concern about how much alcohol young people drink in their teenage years. The evidence set out in this Action Plan, which was promised in the Children's Plan, shows the extent of the problem. Young people who drink too much put their own health at risk, and are more likely to get involved in anti-social behavior and contribute to crime. To

tackle these problems, we need to work closely with parents, schools, health services and the police. This Action Plan sets out the Government's five priorities:

- Stepping up enforcement activity to address young people drinking in public places.
- Taking action with industry on young people and alcohol.
- Developing a national consensus on young people and drinking.
- Establishing a new partnership with parents on teenage drinking.
- Supporting young people to make sensible decisions about alcohol.

<http://www.dcsf.gov.uk/publications/youthalcohol/pdfs/7658-DCSF-Youth%20Alcohol%20Action%20Plan.pdf>

Young people and alcohol – A new approach launched in government action plan

A comprehensive plan to stop young people drinking in public; help them make the right decisions about alcohol; and provide clear information to parents and young people about the risks of early drinking was announced today by Ed Balls, Jacqui Smith and Alan Johnson in the Government's Youth Alcohol Action Plan. The Action Plan sets out what the Government will do to address drinking by young people in three main ways:

* Working with police and the courts to stop it, making it clear that unsupervised drinking by young people under-18 in public places is unacceptable;

* Recognising that drinking by young people in the home is clearly the responsibility of parents and families, but providing clearer health information for parents and young people about how consumption of alcohol can affect children and young people. The Action Plan announces that the Chief Medical Officer, Sir Liam Donaldson will produce clear guidelines for families;

* Working with the alcohol industry to continue the good progress made to reduce the sale of alcohol to under-18s but also in marketing and promoting alcohol in a more responsible way.

http://www.dfes.gov.uk/pns/DisplayPN.cgi?pn_id=2008_0104

CANCER

Fall in lung cancer among men, research shows

Lung cancer rates and deaths have fallen among men but not women, according to new research published today by the Office for National Statistics. For UK men, lung cancer rates and deaths fell by about a quarter from 1993-2004, but rates for women barely changed, according to the analysis of cancer trends.

<http://www.statistics.gov.uk/pdfdir/hsqcan0508.pdf>

Less than half aware of physical activity and cancer link

See Section: **PHYSICAL ACTIVITY**

CHILDREN/YOUNG PEOPLE

Parent's attitude towards childhood immunisation

The latest wave of this long-running survey commissioned by DH was carried out last autumn. The task of the research is to get feedback on parents' knowledge of and attitudes towards immunisation, their experience of the service and advice they receive and where they turn to for information. The summary of this research can be found at:

http://www.immunisation.nhs.uk/Library/Market_Research/Parents_tracking_research

DRUGS

IHRA Launch 'Global State of Harm Reduction 2008' Report

To coincide with [Harm Reduction 2008: IHRA's 19th International Conference](#) in Barcelona, IHRA have launched a major new report entitled 'Global State of Harm Reduction 2008: Mapping the response to drug-related HIV and hepatitis C epidemics'. This report consolidates existing data on drug use, HIV and hepatitis C, documents harm reduction policies and practices worldwide, and records the activities of relevant multi-lateral agencies (such as the United Nations Office on Drugs and Crime).

<http://www.ihra.net/uploads/downloads/Projects/GlobalStateofHR/GSHRFullReport.pdf>

Government launches cocaine crackdown

The government is launching a new crackdown on cocaine, Drugs Minister Vernon Coaker announced. A £1 million FRANK campaign targeted at 15-18 year olds, a commitment to the Colombian government's Shared Responsibility campaign and a new leaflet illustrating the dangers of the drug are being announced to enhance the drive to tackle cocaine use. The FRANK campaign will make young people aware of the health and social harms of using cocaine and aims to deglamourise the drug's celebrity image by revealing its ugly consequences. The campaign will use a range of media including online advertising to reach young people with the real facts about the drug.

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

Young People's Specialist Substance Misuse Treatment: Exploring the Evidence: Consultation

The NTA would welcome your comments on the guidance *Young People's Specialist Substance Misuse Treatment: Exploring the Evidence*.

http://www.nta.nhs.uk/news_events/newsarticle.aspx?NewsarticleID=78

HEALTH INEQUALITIES/SOCIAL INCLUSION

Darzi review: NHS North West to focus on patient engagement

Patient engagement, health promotion and illness prevention are at the core of NHS North West's 10-year Darzi vision. The strategic health authority has outlined plans to increase life expectancy by 11 per cent for men and 16 per cent for women by 2011. In its report, *Healthier Horizons for the North West*, it pledges to put in place personalised budgets for patients with long-term conditions and to increase choice and support for those at advanced stages of illness to die at home.

http://www.northwest.nhs.uk/document_uploads/Healthier_Horizons/3810_NW_MAIN%20FINAL_SINGLEPAGES3.pdf

Experience of patients in Black and Minority Ethnic groups

The following statistics have been released by the Department of Health:

Report and analysis of the experience of patients in Black and Minority Ethnic groups

This publication - which is the first in what is expected to be an annual series - examines variations in the self-reported views of NHS patients from different ethnic groups across a range of healthcare settings. The work was undertaken jointly by the Department of Health and the Healthcare Commission. Results include data from the national surveys of patients published by the Healthcare Commission up to and including 2006/07.

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsStatistics/DH_084921

Old age is the new middle age

A new approach to old age - greater power for older people to live healthier, more independent lives. Health Secretary Alan Johnson today called on the NHS to rise to the

challenge of providing more and better preventative care for older people. Outlining a package of measures to empower older people to live longer, healthier and more independent lives, Mr Johnson said local health and social care providers needed to work more closely to build on services already provided and ensure people know to what they are entitled.

<http://nds.coi.gov.uk/environment/fullDetail.asp?ReleaseID=368178&NewsAreaID=2&NavigatedFromDepartment=False>

Social care charges hit elderly and disabled

Almost a third of elderly and disabled people who use council care services say they have been forced to cut back on essential spending related to their health condition or disability due to rising care charges. The finding comes from a survey by the coalition of charities against social care charges.

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

Carers should get cash budgets says think tank

Carers should get individual cash budgets to help them cope with a "care crunch" in which fewer councils are providing support and more families are combining caring with paid work, a report by the Institute for Public Policy Research has said.

<http://www.ippr.org/publicationsandreports/publication.asp?id=605>

Strategy aims to support carers

The Department of Health has launched a strategy to support Britain's "unsung army" of carers, including cash to provide short breaks, support to get back into work and a pilot of annual health checks. More personalised support for carers will also be made available.

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_085345

£900,000 to help disabled people live independently

The government has announced £900,000 of extra funding for schemes to help disabled people lead more independent lives. The cash will help more organisations run by disabled people become "action and learning sites" and develop business skills or mentor other organisations.

<http://nds.coi.gov.uk/environment/fullDetail.asp?ReleaseID=369456&NewsAreaID=2&NavigatedFromDepartment=False>

Health inequalities plans announced

Health secretary Alan Johnson has announced details of £34m of spending on local programmes to tackle health inequalities, including £19m to improve life expectancy and reduce infant mortality. A national support team for alcohol will be set up to help areas with the highest rates of alcohol-related hospital admissions.

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_085307

Joseph Rowntree Foundation response to HBAI figures announced on 10 June 2008

JRF poverty adviser Donald Hirsch said: "Disappointingly, after a six year period of falling, child poverty rose in the two years to April 2007, wiping out some of the previous gains. More recently, the government has taken some significant measures which should help turn the tide once again in a positive direction, and this does not yet show up in the figures. But the rise in child poverty makes it even tougher to meet the stated target of halving child poverty by 2010. The Treasury estimates that the £2 billion made available in the last two Budgets will take half a million children out of poverty. But to meet the target, a total of 1.2 million will need to benefit, and this requires even greater efforts in the next two Budgets.

<http://www.jrf.org.uk/pressroom/releases/100608.asp>

Healthy Community Challenge Fund Invitation to local areas

As part of a £30 million Healthy Community Challenge Fund, local areas are invited to come up with innovative ways to make regular physical activity and healthy food choices easier for local communities, with the aim of preventing overweight and obesity in England. The documents below sets out the background to the Healthy Community Challenge Fund, the criteria for making an application and the process for selecting which areas receive funding.

- [Download Healthy Community Challenge Fund: Invitation to local areas \(PDF, 94K\)](#)
- [Download Annex B: Expression of interest application \(DOC, 106K\)](#)

MENTAL HEALTH

Prison mental health faces funding lottery

Prison mental health services in England face a postcode lottery in funding and get only a third of the money they need, according to a new report. Short Changed says that funding is twice as high in London and in Yorkshire and the North East than in either the East Midlands or the South West. The study claims that this variation cannot be explained by higher costs or different needs between regions.

<http://www.scmh.org.uk/pdfs/short-changed.pdf>

Attitudes to Mental Illness 2008 Research Report

The latest national statistics on Attitudes to Mental Illness produced by the Department of Health were released on 8 May 2008 according to the arrangements approved by the UK Statistics Authority. Since March 1993, the Department of Health has placed a set of questions on TNS's Face-to-Face Consumer Omnibus about public attitudes towards mental illness. From 1993 to 1997 the questions were asked on an annual basis and then every third year up until 2003. Since 2007 the survey has again been carried out annually. The surveys serve as a benchmark, enabling measurement of whether attitudes are improving or worsening over time.

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsStatistics/DH_084478

Keeping the family in mind

What is it like to have a mentally ill parent? 'Family Minded', a report by leading children's charity Barnardo's, will launch today to raise awareness of the stigma that surrounds mental illness and the need for all services working with a mentally ill parent to 'think family'. It is estimated that one in six adults in the UK experience some form of mental illness during their lifetime. 'Family Minded' features moving stories based on interviews conducted with children and young people from Barnardo's projects across the UK who have a parent living with mental illness. Barnardo's currently works with an estimated 14,500 children and young people across the UK, whose parents have been affected by mental illness. These services range from offering specialist therapies to help the family cope; providing parents with drop-in counselling and liaising with schools to make staff aware of the pressures a child may be experiencing at home.

http://www.barnardos.org.uk/family_minded_report.pdf

See me, not just the dementia

This study focuses on the experiences of people with dementia living in care homes and the quality of care provided. Unlike most studies that have relied on the views of staff and carers, this report is based on the findings from 100 thematic inspections of care homes which examined the experiences of 424 people with moderate to advanced stages of dementia using the new observational process (the Short Observational Framework for Inspection – SOFI). Inspectors use findings from the observations with other sources of evidence collected during inspection to make judgements about how well services are meeting

people's individual needs. These findings are fed back to care home providers to support improvements.

<http://www.csci.org.uk/pdf/Dementia%20Report-web.pdf>

Paying the Price

THE COST OF MENTAL HEALTH CARE IN ENGLAND TO 2026

Recognising the significance of mental health in terms of both expenditure and the overall health of the population, the King's Fund commissioned a review. This report presents current and projected needs for mental health services and their related costs. It gives details on a number of specific disorders, including depression, schizophrenic disorders and dementia. *Paying the Price* suggests that without the right level and type of investment we will all pay the price – not just in wasted resources but also in wasted lives. This report should be used to encourage informed debate about the future nature and shape of mental health support.

http://www.kingsfund.org.uk/publications/kings_fund_publications/paying_the_price.html

Rethinking Risk to Others in Mental Health Services

This report focuses on risks posed to others, and aims to stimulate further debate and research as well as improvements in clinical practice and patient and public safety. It sets out current understanding of best practice and points to future action needed for further improvements. The assessment and management of risk are integral to psychiatric practice. Over the last 10 years, the risk posed by mental health service users to others has been brought into the spotlight by the government and media as inquiries into serious incidents have suggested failings in the risk management of some patients with mental disorders. All psychiatrists are conscious of the immeasurable impact of homicides and violence on victims, perpetrators and families, and recognise their responsibility to their patients and the wider public to use their professional skills to reduce risk. The report describes key findings from a major survey of College members, and makes recommendations to improve the assessment and management of risk.

<http://www.rcpsych.ac.uk/files/pdfversion/CR150.pdf>

NUTRITION

Unhealthy diets and a lack of exercise will lead to the crisis, according to the charity Diabetes UK.

New figures suggest that by 2025 there will be 3.6 million people suffering from the condition in England - 6.5% of the population. When data is added for Wales, Scotland and Northern Ireland, experts predict there will be 4.2 million people with diabetes in the UK - a rise of 46% on current figures. At present, 2.3 million people in the UK are diagnosed with the metabolism disorder while more than 500,000 also have the condition but are unaware of it.

<http://news.sky.com/skynews/article/0,,91251-1318447,00.html>

PHYSICAL ACTIVITY

Less than half aware of physical activity and cancer link

Less than half of people in Great Britain know they can reduce their cancer risk by being physically active, according to a new survey. The survey of 1,990 people by YouGov, which was commissioned by World Cancer Research Fund (WCRF), found only 43 per cent of people are aware that physical activity protects against cancer.

http://www.wcrf-uk.org/press_media/releases/17062008.lasso

SEXUAL HEALTH/HIV/AIDS

Tuberculosis undermining HIV work, says WHO

Rates of tuberculosis, especially drug-resistant forms of the disease, are threatening to undermine progress on treating people with HIV, a global leaders forum has said.

http://www.who.int/mediacentre/events/meetings/forum_hivtb/en/index.html

UN holds High-Level Meeting on AIDS

The United Nations held a conference on AIDS this week to review the progress made in implementing the 2001 Declaration of Commitment and the 2006 Political Declaration, which set global targets for the response to the epidemic. Ban Ki-moon, Secretary General of the UN, opened the conference by saying that although there have been some important developments since 2001, there are many things that are still unacceptable. He warned that the gap between available resources and actual need was making universal access goals unattainable.

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

TOBACCO

Anti-smoking consultation begins

Requiring cigarettes to be sold in plain, branding-free packets of at least 20, restricting access to cigarette machines, restricting the display of tobacco products and banning advertisements for cigarette papers are among measures being considered in a consultation to cut the number of people who smoke.

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_085114?IdcService=GET_FILE&dID=166040&Rendition=Web

Tobacco Trademarks Under Threat

Tobacco companies could be forced to remove all branding and logos from cigarette packages if proposals outlined in the uk consultation are enacted.

<http://www.managingip.com/Article/1940240/Tobacco-trade-marks-under-threat.html>

Children and Secondhand Smoke

This joint position statement issued by the Faculty of Public Health (FPH) and Action on Smoking and Health (ASH) has the message that parents can play a crucial role in protecting their children's health, simply by not smoking in their presence.

http://www.fph.org.uk/resources/AtoZ/ps_secondhand_smoke.pdf

A year after smoking ban hospitals report a decline in heart attacks

More than half of hospital trusts are treating fewer heart attacks since the ban on smoking in public places came in last year. As its first anniversary approaches on July 1, nearly six in ten NHS trusts are reporting a dramatic fall in the number of heart attack patients being admitted to emergency wards.

http://www.ash.org.uk/ash_ghdrqayk.htm

OTHER PUBLIC HEALTH NEWS

Campaign for better stroke care

Nine out of 10 stroke survivors in England are left unsupported and isolated, according to new figures from the Stroke Association, which today launched an awareness campaign. The association's Lost Without Words report calls on primary care trusts to improve care for stroke victims with communication difficulties.

http://www.stroke.org.uk/campaigns/priority_campaigns/

NEW RESOURCES

HPV (Human Papilloma Virus) microsite

The HPV microsite at www.immunisation.nhs.uk/hpv is now live. The leaflet, Q&A sheet and factsheet will be uploaded.

Child Accident Prevention News Bulletin

Learn more about childhood accidents and what works in preventing them. Keep up-to-date with the latest facts and figures, resources and campaigns to help you spread safety messages more effectively, and alert you to new safety initiatives.

<http://www.capt.org.uk/news/default.htm>

New website for young adults with diabetes

Diabetes UK has launched a new website dedicated to young adults with diabetes. Our new website can be found in the 'My life' section of the Diabetes UK site and is full of information on how to manage diabetes as a young adult, moving away from home and taking control of a new life.

<http://www.diabetes.org.uk/Guide-to-diabetes/My-life/>

LOCAL & NATIONAL EVENTS/COURSES

GO Campaign in St Helens

A free Health MOT available for men over 40 in this area. The MOTs are a good chance to meet one-to-one with our friendly staff to discuss any health worries that may concern you. To book your free session phone 01744 697433.

Fpa Research

fpa is currently working with a company called Q research to carry out research into six of our booklets. We are appealing for the public and health professionals to get involved by clicking on the big pink link on our home page Help fpa with our research. [Members of the public](#) who complete a questionnaire about six of our booklets will qualify for a £20 Amazon voucher.

[Health professionals](#) will be placed in a draw to win two free seats at [fpa's annual fundraising dinner and dance](#) at Lincoln's Inn, London and £100 of products from our [shop](#).

Cut off date is **7 July 2008**

NATIONAL/INTERNATIONAL HEALTH EVENTS 2008 – July

For a full list of Health Events and links please visit:

<http://www.equip.nhs.uk/staffwm/healthevents.html>

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 the Primary Care Library on 0151 676 5650 or email library.pct@sthk.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@hsthpc.nhs.uk.

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Health Improvement Network

If you would like to become a member of the Health Improvement Network or find out more information about the Network, please contact Linda Gittens on 01744 697433 or email lindagittens@sthelens.gov.uk.