



ARTICLE NO:1D

**CORPORATE OVERVIEW
& SCRUTINY COMMITTEE:**

MEMBERS UPDATE 2010/11

Article of: Executive Manager Community Services

Issue: 2

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SUBJECT: HEALTH PROMOTION ANNUAL REPORT 2009-10

1.0 PURPOSE OF THE ARTICLE

- 1.1 To provide Members with information about the work of the Health Promotion Service between 1 April 2009 and 31 March 2010, as detailed in the Health Promotion Annual Report, (attached as Appendix 1).

2.0 BACKGROUND

- 2.1 The Health Promotion Service has again produced an Annual report, which details the main work and the initiatives undertaken by the Service during 2009/2010.
- 2.2 The aim of the Health Promotion Service is, by working with a range of partners, to educate, promote and improve the health and wellbeing of local people and in doing so contribute significantly towards the Council's corporate priorities and values. The Annual Report is seen as an effective means of showing how the Service works towards achieving this aim and of making more people aware of the wide range of work the service is able to offer and provide.

3.0 CURRENT POSITION

- 3.1 The Health Promotion Annual Report for 2009/10 has now been produced by the Service and a copy is attached to this article as Appendix 1.

- 3.2 The Annual Report outlines the main work undertaken by the Service and what has been so successfully achieved. It provides details of the wide range of initiatives and campaigns, which have been undertaken by the Service between 1 April 2009 and 31 March 2010. There has been a huge demand from schools for both healthy eating talks and for hand washing workshops. This has involved approximately 100 visits to schools in our area, during which the children have participated with great enthusiasm.
- 3.3 Feedback from these talks and workshops, along with that from the other activities detailed in the Annual Report, has once again been very positive.
- 3.4 The Health Eating Talks were provided to local schools' Key Stage 1 classes, who were able to learn about healthy eating in a fun and interesting way. Each talk involved the use of interesting visual aids, poems, a lively discussion and a physical activity game.
- 3.5 Hand Washing Workshops were held in the Key Stage 2 classes of local primary schools. The purpose of the workshop was to teach children how to wash their hands properly and the importance of correct hand washing in the prevention and control of infectious diseases. This was particularly topical during 2009-2010 in view of the national media attention on Swine Flu and E.Coli 0157 issues.
- 3.6 Some other examples of work undertaken by the Service are provided below.
- 3.7 A Commercial Safety Newsletter was again distributed to all businesses in the West Lancashire area, providing them with a valuable update on key current matters relating to health promotion, food safety and health and safety.
- 3.8 National Food Safety Week 2009 focussed upon people over the age of 60 and the need for the correct storage and handling of food in the home. The reason for focussing on this group was because there has been an increase in the UK generally of cases of Listeria among the over 60's. Listeria is the main cause of food poisoning deaths in England and Wales.
- 3.9 A series of Chartered Institute of Environmental Health (CIEH) training courses on Food Safety in Catering were organised and delivered to businesses. These courses were well received by businesses and catering workers and increased awareness of Regulations and hygiene requirements in food businesses.
- 3.10 The Health Promotion & Education Officer has worked with other colleagues in the Commercial Safety Section to increase the number of local businesses achieving the new Recipe 4 Health Award. The Council has worked in partnership with Lancashire County Council Trading Standards, through the Recipe 4 Health Award Scheme, to encourage local businesses to take a responsible approach to protecting the health of their customers and to looking after the environment.
- 3.11 During 2009-2010 the Health Promotion Service has been in demand and has provided valuable training sessions and workshops on these topical and important health issues for approximately 3000 people in West Lancashire.

- 3.12 The Service has continued to work with other Divisions/Services of the Council, NHS Central Lancashire, the West Lancashire Local Strategic Partnership, the community, the voluntary and statutory section to raise the profile of health issues.

4.0 ISSUES

- 4.1 By submitting the Health Promotion Annual Report to Members, it is hoped to provide local transparency and accountability, as well as increasing awareness of the type of work undertaken by the Service and the benefits for the Community.

5.0 PROPOSALS

- 5.1 The Health Promotion Annual Report for 2009/10 is being submitted to Members to provide information on the recent work of the Health Promotion Service.
- 5.2 Copies of the Annual Report will be distributed to a variety of local partnership organisations including the NHS Central Lancashire, the West Lancashire Local Strategic Partnership, Lancashire County Council, the Health Protection Agency, local employers and voluntary sector organisations.
- 5.3 A full colour version of the report has been placed in the Members Library.
- 5.4 A copy of the Annual Report will also be put onto the Council's Web-Site for public information and will provide an opportunity for comments to be made on the work of the service. The Annual Report itself also encourages a feedback opportunity to anyone who is interested in working in partnership in developing a particular project with the Health Promotion Service or in receiving a talk on a specific issue.

6.0 SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY

- 6.1 The Council's Health Promotion Service contributes significantly towards improving the health of the local communities within West Lancashire.

7.0 FINANCIAL AND RESOURCE IMPLICATIONS

- 7.1 The costs associated with the work of the service outlined in the Annual Report and with the production of the Annual Report have been met from existing budgets.

8.0 RISK ASSESSMENT

- 8.1 The Health Promotion Annual Report describes the work undertaken by the Service in the previous twelve-month period. If adequate resources were not

available, the Council may not be able to deliver such a varied and effective Health Promotion Service. The Food Standards Agency, the Health & Safety Executive and the Department of Health continue to increasingly see the promotion of health improvement as a fundamentally important part of food safety and health & safety interventions by local authorities.

Background Documents

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this Article.

Appendices

1. West Lancashire Borough Council Health Promotion Report 2009/10