

Appendix 2



HEALTH PROMOTION SERVICE

ANNUAL REPORT

2010 /2011

HEALTH PROMOTION ANNUAL REPORT 2010-2011

Introduction

Welcome to the ninth West Lancashire Health Promotion Annual Report, for the year 2010-2011. During this period, the Health Promotion Officer has provided training and delivered talks or workshops to approximately 2,200 people.

The report contains some examples of specific initiatives and projects undertaken by the Health Promotion Officer and /or her colleagues in the Commercial Safety Team. The key areas of work undertaken have included issues about food safety, personal hygiene, healthy eating and healthy and safety in the workplace.

The aim of the Health Promotion Service is to promote and improve the health and wellbeing of the people of West Lancashire through the provision of education, training, resources, workshops etc and supporting both local and national priorities and campaigns for health improvement within the borough.

The work of the Health Promotion Service generally consists of the following:

- Working in partnership with a range of individuals, groups or organisations from the public, private and voluntary sector to promote and improve health.
- To initiate, co-ordinate, manage or support health promotion activities throughout West Lancashire.
- Promote the provision of a diverse range of training opportunities to local businesses.
- Providing support to organisations and practitioners who have a health promoting role.
- To produce resources to aid health promotion in different settings.
- To raise awareness and increase knowledge of various national and local health issues and campaigns in order to maximise their impact.

During the last financial year the Health Promotion Officer and the Service have engaged with a wide range of people on health issues which can have a major effect on their health. Such initiatives have included:-

Hand washing initiative

During 2010, issues relating to Open Farms in other parts of the country featured strongly in the media. In West Lancashire, Environmental Health Officers visited Open farms in our area to ensure that they were following current guidelines and were doing everything reasonably practicable to control the risks of visitors and staff contracting Escherichia coli 0157.



In October 2010 Officers from the Council's Commercial Safety team were involved in a health promotion initiative at Windmill Animal Farm. As part of the Hand Washing Campaign, officers provided a display and spoke to a large number of visitors about the importance of washing their hands, especially after touching animals, fences or other surfaces in animal areas. Importantly they were also reminded of the importance of washing hands after changing footwear.

Another important educational message provided to visitors was to inform them that gels or wipes should only be used in addition to hand washing and not instead of washing hands with soap and water as gels and wipes do not effectively remove E.coli 0157 that is in dirt. It was also emphasised that it was important to supervise children closely to ensure that they wash their hands thoroughly.



Deryck Taylor, Senior Environmental Health Officer, discussing hand washing activities with visitors.

Information was provided in accordance with the advisory leaflet 'Farm visits and E.coli 0157 Advice for the Public.

Over enthusiastic 70 people visited and/or participated in the hand washing activity involving the use of an ultra violet light box and the special Glitterbug lotion. The aim was to encourage better hand washing. Very positive feedback was received about the hand washing initiative. Parents/ carers appreciated the advisory leaflet and the opportunity to engage in the hand washing activity which highlighted any flaws in hand washing technique.

Commercial Safety Newsletter

The Council's Commercial Safety Section, which includes the Health Promotion Service, provides a yearly newsletter to all businesses in West Lancashire. The newsletter contains articles on health and safety, food safety and health education and health promotion issues. Some examples of articles in this year's newsletter includes 'Fit for 3' (workplace initiative), National Food Hygiene Rating Scheme, illicit tobacco, Ecoli 0157, The Sunbed (Regulations) Act 2010 and a reminder about the Smoke Free legislation etc.



The newsletter provided an important means of keeping businesses aware of their responsibilities in terms of food safety and health and safety legislation, keeping businesses up to-date with topical issues and providing information about a range of health issues and training courses being provided by the Council. The newsletter is an effective means of communicating with all food businesses and workplaces and is well received.

Provision of Chartered Institute of Environmental Health (CIEH) Training Courses

Officers from the Commercial Safety Team organised and delivered 3 of the CIEH Level 2 Award in Food Safety in Catering courses in the last financial year. Twenty nine people attended and all successfully completed the course. Further training courses including health and safety and nutrition courses are planned for the next financial year. The Health Promotion Service is committed to supporting the continuing training and professional training of all those involved in relevant businesses and those promoting health issues.

National Food Hygiene Rating Scheme



West Lancashire Borough Council was successful in its bid to the Food Standards Agency for some financial assistance to implement the National Food Hygiene Rating Scheme.

The National Food Hygiene Rating Scheme is a Local Authority / Food Standards Agency partnership initiative which covers England, Wales and Northern Ireland.

The scheme is designed to provide the public with information about hygiene standards in food businesses to allow them to make informed choices about the places where they eat or from where they purchase their food.

Premises are rated on a scale of 0 to 5, where the top rating represents a very good level of compliance with legal requirements so that all businesses can achieve this.

The scheme is also an important means of encouraging businesses to improve their hygiene standards.

All members of the Commercial Safety Section including administration support from Community Services provided much support in the preparation work for the implementation of the National Food Hygiene Rating Scheme in West Lancashire on 1st June 2011. This involved contacting all food businesses to advise them of the forthcoming scheme, ensuring the details relating to those businesses were accurate and up to date and increasing public awareness of the new scheme.

Health Eating Talks

In Central Lancashire, it is estimated that approximately 25% of adults and 10% of children are obese with a body mass index of 30 or above.

Due to growing national concern over the incidence of childhood obesity, West Lancashire Borough Council provided primary schools with the opportunity to receive a talk on the 'Eatwell Model' for their year 4/5/6 classes or in smaller schools their key stage 2 classes. The response was excellent - twenty nine talks on healthy eating were given to primary schools across the district. Each teaching session lasted an hour and comprised of a variety of classroom activities based on the eatwell model.



Teachers commented very positively on the healthy eating talks. Some examples of comments received were;

“Children loved the Spin the Wheel Food Quiz”

“A wide range of useful worksheets were provided”

The lesson fitted in well with what we have been doing in school on healthy eating”

“Children really enjoyed the lesson”

“Super talk. It fits in well with science topics”

“A good lesson with work activities aimed at different ages and abilities”

“Delivered an enjoyable lesson”

“Informative talk”

“I will use the resources provided”

“Very relevant to the curriculum”

“Very good coverage of the topic”

Hand Washing Talks

As part of the Hand Washing Campaign, West Lancashire Borough Council gave local primary schools the opportunity to learn about the importance of hand washing in a fun and informative way. Each talk consisted of a hand washing demonstration, poems and rhymes, a physical activity game, discussion and the use of visual aids to emphasize the importance of good hygiene.



Very positive feedback was received from teachers about the hand washing campaign

“Talk fits in with our health topic”

“Good visual aids”

“Good well balanced lesson”

“ Children enjoyed the range of activities”

“ I will use the resources provided, especially the maths ones”

“ I will share the resources with other Key Stage 1 teachers”

“ I will make a display about hand washing utilising the resources provided”

“ I will do the physical activity game again”

“ children enjoyed the handing washing games and rhymes”

Other Talks and requests for displays

The Health Promotion Officer was again very much in demand after offering talks to schools on topical health issues, as well as responding to further requests for talks from primary schools where past events had been so successful. Such talks involved a range of issues which included hand washing, healthy eating and micro-organisms to key stage 1 or 2 classes. A total of eleven talks were provided.

Two talks on food safety were also provided to young people at the Acorns Centre in Ormskirk.

A talk on food safety was given to eight parents attending a cookery session at Home Start in Skelmersdale in May 2010.

The Health Promotion Officer was asked to provide a display on personal hygiene at a Learning Disability Health event in June 2010. People were given the opportunity to use the hand inspection cabinet to highlight any flaws in the hand washing method.

National Food Safety Week 2010



The theme of National Food Safety Week 2010 was to remind older people in the Borough of the importance of food hygiene.

In support of the event, during National Food Safety Week (7th – 13th June 2010), the Council's Health Promotion Officer staffed a display at the Wellbeing Centre, Moorgate, Ormskirk and answered questions on food safety.

Fridge thermometers and leaflets were given to our over 60's and other interested parties at the promotional stand. This proved to be a very popular and effective way of engaging with the public.

The week particularly highlighted the most important actions associated with preventing campylobacter i.e. cooking food thoroughly at home and avoiding cross contamination.

Campylobacter is the commonest reported bacterial cause of infectious intestinal disease in England and Wales.

Campylobacter can be found in meat, unpasteurised milk and untreated water.

The theme of Food Safety Week supports the Food Standards Agency Strategy 2010-2015, which identifies reducing foodborne illness, particularly tackling campylobacter in chicken, as a key priority.

Food Safety

The Health Promotion Officer provided 5 food safety talks across the borough to residents of sheltered housing. The talk focused on keeping fridges at the correct temperature, following the storage instructions on the label, not using food by its 'use by' date and general tips on good hygiene concentrating on the 4C's - cleaning, cooking, cooling of food and preventing cross contamination. A range of information leaflets and quizzes on food safety were provided, as well as free fridge thermometers.



The Council actively seeks opportunities to communicate and collaborate with colleagues in all sectors to promote health.

If you are interested in receiving a talk on a specific health issues or you would like to work in partnership on developing a particular project please contact West Lancashire Borough Council's Health Education and Promotion Officer on 01695 585253.