

West Lancashire Borough Council

Health Promotion Service Annual Report 2011/12

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HEALTH PROMOTION SERVICE ANNUAL REPORT 2011-2012

Introduction and aims

This is the tenth Annual Health Promotion Report produced by West Lancashire Borough Council and incorporates examples of work that the Health Promotion Service has been engaged in over the last year.

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.

Overview of the Service

The Health Promotion Service consists of a Health Promotion Officer, who utilise the additional resources of the Commercial Safety Team. The key areas of work undertaken by the Health Promotion Service include food safety, personal hygiene, healthy eating and health and safety in the workplace; however this work broadly 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;
- The initiation, development, management and co-ordination of health promotion projects;
- The development of health promotion strategies through multiagency partnerships;
- Promote the provision of a diverse range of training opportunities to local businesses;
- Provide support to organisations and practitioners who have a health promotion role and encourage good health promotion practice;
- 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;
- Maintain a service based on quality standards in order to promote continuous improvement;
- To deliver effective health promotion through the provision of appropriate information and up to-date, resources and support.

Progress and initiatives during 2011/12

During 2011/12 the Health Promotion Service has engaged with a wide range of people on health issues which can have a major effect on their health.

Such initiatives have included:

- ***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 include the National Food Hygiene Rating Scheme, Infection Control, Reporting of Injuries, Diseases and Dangerous Occurrences Regulations, Recipe 4 Health and the Health Works Award Scheme.

The newsletter provides an important means of creating awareness and keeping businesses up to – date with new legislation, health education, food safety and health and safety issues and campaigns. 1247 newsletters were distributed.

- ***Chartered Institute of Environmental Health (CIEH) Food Safety Training Courses***

Food safety training is an important means of encouraging businesses to improve their hygiene standards.

Officers from the Commercial Safety Team organised and delivered 5 of the CIEH Level 2 Award in Food Safety in Catering courses in the last financial year. Fifty nine people attended the training and all successfully completed the course.

The increase in numbers of people being trained is partly due to the introduction of 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 National Food Hygiene scheme aims to help members of the public choose where to eat out or shop for food by giving them information about the hygiene standards in cafes, restaurants, pubs, hotels, takeaways and supermarkets.

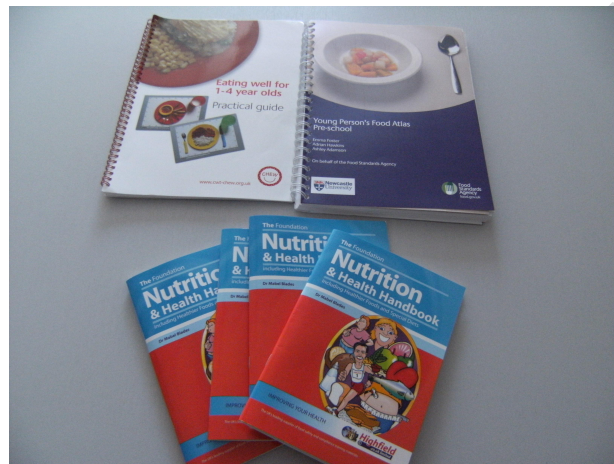
Each food business is awarded a rating by the Food Safety Officer who inspects it. The rating is calculated according to the level of compliance with food hygiene and safety law, the condition of the structure of the premises and the confidence in management controls and procedures.

- ***Chartered Institute of Environmental Health (CIEH) Nutrition Course***

Good nutrition is important throughout the whole of life. The nutritional value of a person's diet depends on the overall mixture or balance of foods that is eaten over a period of time as well as on the needs of the individual eating them.

Latest figures from the national Child Measurement Programme show that almost a quarter of children are overweight or obese by the time they start school. Type 2 diabetes is appearing and dental health in young children is deteriorating.

In a report 'Laying the Table: Recommendations for National Food and Nutrition Guidance for Early Year Settings in England' The Advisory Panel recommended that 'food and nutrition education should form a core component of all training for early years providers and practitioners' The Advisory Panel on Food and Nutrition in early years included nutritionists, policy advisors and national organisations representing children's centres, childminders and maintained, private, voluntary and independent nurseries. The panel was commissioned by Government and supported by the School Food Trust.



The Health Promotion Officer offered and delivered the CIEH Level 2 Award in Healthier Food and Special Diets to eleven people who worked in children's centres in West Lancashire. This qualification was designed to provide an understanding of the link between diet and health, taking into account nutritional needs and dietary preferences.

It is hoped that in attending this course the participants would cascade healthy eating information to parents / carers of children



- **Hand Washing Campaign**

A hand washing campaign was delivered to Key Stage 2 pupils in local primary schools. A total of 32 talks were provided to 24 primary schools.

The purpose of the hand washing workshops was to teach children how to wash their hands properly and the importance of correct hand washing in the prevention and control of infectious disease, including food poisoning.

Another important educational message provided to children and teachers 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.

The workshops also comprised of a discussion and a range of class work activities e.g. worksheets, use of hand inspection cabinet etc.



The Hand washing Cabinet is designed to help children visualise germs they may have missed when not washing their hands properly by highlighting the areas missed with fluorescent lotion.

The Health Promotion Officer also responded to a request to provide four hand washing talks to key stage 1 classes in local primary schools.

- **Food Safety Display**

The Health Promotion Officer was asked to provide a display on food safety by West Lancashire Council for Voluntary Service on 15th July 2011 in support of their Health Network Event. The display was attended by people from the public and voluntary sector and members of the public. Fridge thermometers and food safety leaflets and quizzes were available to interested parties. This proved to be a useful way of actively engaging with people.

- **Infection Control display**

In September 2011 officers from the Council's Commercial Safety Team were involved in a health promotion initiative at the Wildfowl and Wetland Trust, Martin Mere. As part of the Hand washing Campaign officers provided a display and spoke to visitors about the importance of washing their hands, especially after touching gates or fences or other surfaces in areas frequented/ visited by birds.

- **Healthy Eating Talks**

Due to the success of the Council's Healthy Eating Campaign in 2010, further talks were offered to Key Stage 2 classes in 2011 and 2012. Seventeen talks were provided to a total of thirteen schools.



- **Health Works Award Scheme**



With over half of the UK population spending an estimated 60% of their waking hours at work, the workplace is an important setting for promoting a safe working environment and a healthy lifestyle.

Health Works is a free local workplace scheme developed by NHS Central Lancashire which encourages local businesses and organisations to make positive changes in the workplace, tackling issues such as smoking, healthy eating, positive mental health and physical exercise. The award recognises and rewards businesses and organisations that offer a healthier working environment to all their employees.

The award is a developmental process, based on good practice and improvement and it can be used to support the creation of activities that promote the health and well being of employees.

West Lancashire Borough Council commenced the process of applying to participate in the Health works award in the latter stages of the financial year , including the preparation of a set of essential criteria which the council must complete i.e. a workplace audit and the preparation of a staff lifestyle survey.

An update on the Council's progress will be reported in the next Health Promotion Annual report to be produced in 2013.

Conclusion

2011/12 has seen another active year for the Health Promotion Service. By actively seeking opportunities to communicate and collaborate with colleagues in all sectors to promote health, the Service contributes to the Council's corporate priorities and values by maximising opportunities to work with partners to improve the health and wellbeing of local people.

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

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