



Protecting and improving the nation's health

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Welcome

Welcome to our 10th edition of the North West Bulletin.

The North West has a proud sporting heritage and this edition will look at the GM Moving plan to positively change the lives through physical activity and sport. It is great to see communities coming together to improve the health and wellbeing of the 2.8 million people of Greater Manchester.



Richard Phillips, Workforce Development Manager

Continuing the theme of physical exercise there will be a look at the Active 10 campaign and what a difference a daily brisk 10 minute walk can make. There will

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also be an update on the excellent work being done for the Stoptober campaign in the North West encouraging as many smokers to get involved in October.

Health Education England announces their positive evaluation of antimicrobial resistance training within this bulletin which includes recommendations to improve information sharing with PHE around AMR training. There is also an opportunity to attend a Masterclass on Genomics and its implications for public health.

Promoting equality and challenging discrimination is core to the values of PHE and these values were strongly demonstrated over the August Bank Holiday at the Manchester Pride event, the annual celebration of Manchester's LGBT community. You will be able to read more about PHE's involvement in the event in this bulletin.

Further examples of the valuable work being done across the North West include articles about Health Checks and the Dental Health, Head and Neck Cancer event in Cheshire & Merseyside. This bulletin demonstrates the diversity of work being carried out by the dedicated staff of PHE NW and the engagement with communities that is taking place to improve their health and wellbeing.

Wishing you all continued success

Richard Phillips, Workforce Development Manager, PHE North West

“Impressive” book praised

From practice to print; a guide to health protection in the 21st Century

Colleagues from across PHE North West recently held an event to share best practice and learning with colleagues in health protection. The event included updates from PHE, exploring the breadth of health protection practices with key examples whilst delegates heard from the editorial team about writing the first health protection textbook – Health Protection: Principles and Practice.

Published by Oxford University Press (OUP) the book was released in August 2016 and was co-authored by Sam Ghebrehewet, Alex Stewart, David Baxter, Paul Shears, David Conrad and Merav Kliner.

We have been delighted with the response to the textbook by health professionals. Public Health Today – The Magazine of the UK Faculty of Public Health has recently written a glowing review: *“This book was really well thought out. To an impressive degree, because many textbooks are dense, wordy, appealing to an enthusiast for the subject, but a slog for non-experts. By contrast, this one seems designed precisely to meet all the needs of someone on their first day in a health protection job, worried they will be faced with a really difficult scenario. Not only is it utterly*

practical, with single-page summaries for dozens of topics, but for every major health issue come bonus answers to well-anticipated questions such as “How would you respond to a media enquiry?” and “What if the case had been infectious whilst on the plane?”

The book is available both as a hard copy and eBook on

OUP: <https://global.oup.com/academic/product/health-protection-9780198745471> and

Amazon: https://www.amazon.co.uk/Health-Protection-Principles-Samuel-Ghebrehewet/dp/0198745478/ref=sr_1_1?s=books&ie=UTF8&qid=1472675897&sr=1-1&keywords=health+protection+principles+and+practice

Contributor: Claire Roach, Regional Communications Manager, PHE North West

Ongoing work on hepatitis C in Manchester

Raising awareness about hepatitis C at Oldham Mela

Representatives from the Migrant Health subgroup of the Greater Manchester Viral Hepatitis Strategy Group supported the Hepatitis C Trust to run an ‘awareness raising’ stall at Oldham Mela in July.

Shabana Begum (South Asian liaison officer with the Hepatitis C Trust, and patient representative within the strategy group) organised the stall, and was supported by Dr Alison Urial (an infectious disease doctor from Pennine Acute Trust and chair of the Migrant Health subgroup) and Dr Kristina Poole (PHE, and chair of the strategy group). Our aim was to engage with members of the South Asian community in Oldham in order to raise awareness about the risk of hepatitis C infection, and to offer advice on testing and risk reduction.



We provided verbal information and shared written information about hepatitis C using the Hepatitis C Trust's leaflet which provides information in both English and Punjabi, and also asked those we engaged with to complete a questionnaire to enable us to assess the community's baseline knowledge and understanding about hepatitis and then tailor the information provided to their individual needs.

This event provided us with a great opportunity to engage with the Oldham community and we would like to thank the Hepatitis C Trust for their support in sponsoring the stall and providing the resource materials for this event. The questionnaires have been analysed and the results, which will guide the future development of educational material and approach, are to be fed back to the migrant health subgroup.

Stockport Health Fair at the South Manchester Muslim Association

Representatives from the Migrant Health subgroup of the Greater Manchester Viral Hepatitis Strategy Group attended a health fair on 21st July at the South Manchester Muslim Association, which had been organised jointly by Stockport Council and the local community, to promote health and raise awareness about key health issues within the South Asian community.

Dr Alison Urial (an infectious disease doctor from Pennine Acute Trust and chair of the Migrant Health subgroup), Mrs Shabana Begum (South Asian liaison officer with the Hepatitis C Trust, and patient representative within the strategy group) and Dr Kristina Poole (PHE, and chair of the strategy group) attended on behalf of the wider group, to raise awareness about the risk of hepatitis B and C infection, and to offer advice on testing and how to reduce the risk of infection.

During the event we engaged with approximately 20 individuals or family units, provided verbal information and shared written information about hepatitis B and C using the Hepatitis C Trust's leaflet which provides information in both English and Punjabi.

We would like to thank Stockport Council and the South Manchester Muslim Association for inviting us to attend.

Contributor: Kristina Poole, Consultant in Health Protection

North West dentists raising awareness

Two events run by NHS England and supported by Cancer Research UK (CRUK) took place earlier this year to raise awareness of oral, head and neck cancers. The events were attended by over 350 delegates working in dentistry across Cheshire and Merseyside.

Figures from Cancer Research UK (CRUK) suggest 1 in 75 men and 1 in 150 women will be diagnosed with oral cancer during their lifetime. With oral cancer incidence rates projected to rise by 33% in the UK between 2014 and 2035. Risk factors are related to lifestyle choices such as smoking and alcohol; however recent findings indicate a sharp rise in the incidence rates of oral cancer linked to human papilloma virus amongst the younger adult population.

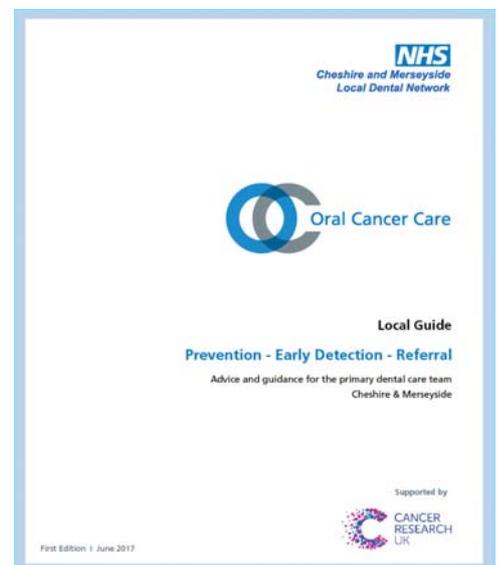
A local guide aimed at dental teams has been developed to supplement a national CRUK and British Dental Association oral cancer toolkit. The guide includes information to ensure good practice when making a referral to a secondary care cancer service along with promoting good practice guidance on how to engage with the patient when informing them of a referral.

The two events were held to raise awareness of 'Making Every Contact Count' in relation to oral cancer risk factors and the principles and practice of brief intervention. Prevention is key to reducing the number of cases, and this concept includes information on smoking cessation, along with alcohol and substance misuse support.

Kieran Murphy, Medical Director, NHS England (Cheshire and Merseyside) was one of the speakers at the event. Kieran said: "*Head and neck cancer incidence and mortality rates for Cheshire and Merseyside are significantly higher and increasing at a faster rate than the rest of England.*"

"The more we can do in the North West to raise awareness of these cancers along with information on how to reduce risks and recognise the symptoms, the less people will need treatment and the more lives we can save."

Yvonne Dailey, Consultant in Dental Public Health said: "*Awareness saves lives. Oral cancer is a growing health care concern for the NHS yet over 90% of oral cancers are preventable. If oral cancer is diagnosed early survival rates are good; delay is costing lives. It is vital that dentists, members of the dental team and their patients*



understand the importance of their role in relation to prevention, early detection and referral.”

Evidence shows that early detection is key to improving survival rates for oral cancer.

Contributor: Yvonne Dailey, Consultant in Dental Public Health

Promoting sexual health with Manchester Pride

A multi-agency group led by PHE North West (NW) who came together to co-ordinate the Greater Manchester response to the current hepatitis A outbreak, worked with local partners this summer to develop a communications plan, primarily to support Manchester Pride 2017, but the work has also been used to support other Pride events in the North West.

Our focus this year was to raise awareness about the current hepatitis A outbreak predominantly affecting men who have sex with men (MSM), the key elements being:

- The supply of PHE posters and leaflets for display and distribution during the event
- The development of social media communications which were shared with key partner organisations ahead of the Pride weekend, enabling a co-ordinated message.

We have used the Tweets and communication plan developed to offer support to other North West Pride events.

<https://twitter.com/NHSChoices/status/883321310163632128/video/1>

<http://www.tht.org.uk/sexual-health/About-STIs/Hepatitis/Hepatitis-A>

The group have debriefed following Manchester Pride, and determined how we can work with local authority partners to proactively support North West Pride events in the future. We are keen to develop a generic communications plan that we can share across the North West to help facilitate support of future Pride events. This resource, when completed in early spring 2018, will be shared through the relevant forums.

Contributor: Kristina Poole, Consultant in Health Protection



Stub it out with Stoptober

Smoking rates across England have steadily fallen over the past decade but with over seven million people still smoking, reducing prevalence rates is a Public Health England priority. It is a particular priority in the North West where the adult smoking prevalence rate of 16.8% is higher than the national average of 15.5%.



Stoptober – the nationwide mass quit smoking campaign from PHE - returned for the sixth year this autumn. Stoptober asks smokers to stop smoking for the month; this is based on research which shows if you can stop smoking for 28 days you are five times more likely to stay smokefree. To date, Stoptober has helped generate over one million quit attempts and this year will be bigger than ever. There are lots of different ways to quit including medicines (for example, Nicotine Replacement Therapies such as patches and gum), e-cigarettes and a range of free support to increase the chances of quitting. This includes the Stoptober app, Facebook Messenger, the Stoptober online community as well as face- to-face support from local stop smoking services. The campaign launched in September and consists of TV, online and social advertising, along with nationwide PR and close working with partners.

There has never been a better time to quit smoking than this Stoptober as people's chances of being successful have never been higher. For more information see <https://www.nhs.uk/oneyou/stoptober>

Contributor: Tasneem Choudhri, Health & Wellbeing Manager, PHE North West

PHE North West Smoke Free Prisons

PHE North West is working with NHS England North West Health and Justice (NHS E NW) and Her Majesty's Prison and Probation Service (HMPPS) as a tripartite to support prisons going smoke free.

By the end of October, all prisons across the North West will be smoke free which will bring the national total to over 60.

To support this HMPPS have agreed to make the rechargeable vaping devices piloted in Wales available across the whole estate, including within the Long Term High Security and Women's prisons.

All North West prisons are taking part in the Stoptober campaign to either support staff, prisoners or both. Materials and resources have been made available to all North West prisons and so far feedback has been positive.

Contributor: Elizabeth Farrington, Healthcare Public Health Manager, PHE North West

North West Active 10 launch

August saw the launch of PHE's Active 10 app, which encourages adults to build more physical activity into their life, starting with a daily brisk ten minute walk.

41% of adults aged 40–60 in England currently do less than ten minutes of brisk walking a month, but Active 10 set to change this.



Even ten minutes of brisk walking a day can make a huge difference to your health. In the short term, it gets the heart pumping, gives your energy levels a boost and can improve your mood. In the long term, it can reduce the risk of serious health conditions like heart disease and type 2 diabetes.

The app itself monitors how much brisk walking you're doing, and helps you to do more – which we think is a great idea.

To promote the app our North West Health and Wellbeing partners have been actively promoting across social media, through their workforces and across walking and leisure services.

Manchester City Centre also saw a digital day in partnership with Manchester City Council, PHE and Boots where over 300 free shaper lunches were handed out to participants who downloaded the app and walked briskly from the Printworks to their nearest store at lunchtime.

As a result since the launch

- There have been over 250,000 downloads
- It has received a 4-star rating on the App Store
- Active 10 reached Number 1 in the App Store Health and Fitness chart and Number 7 in the overall chart.
- #Active10 also made it into the top 5 Twitter trends
- 300 pieces of coverage across the media

For more information - visit <https://www.nhs.uk/oneyou/active10/home>

Contributor: Caroline Holtom, Health and Wellbeing Support Manager, PHE North West

GM Moving Launch

Since the first GM Moving 'Blueprint for Change' was launched in 2015, great progress has been made, with one million people across Greater Manchester managing to achieve the Chief Medical Officer's recommendations of 150 minutes a week and significant progress made against all of the original GM Moving Pledges. Case studies and examples are available at www.gmmoving.co.uk.

Devolution and the ambitious approach to population scale health improvement led to the development of a unique relationship between the Greater Manchester Combined Authority (GMCA), the NHS in Greater Manchester and Sport England, who signed a Memorandum of Understanding (MoU) in July 2016, committing to working together.

A refresh of GM Moving has now taken place and the new plan 'GM Moving Plan (2017-21)' was launched in July by the Mayor of Greater Manchester Andy Burnham, Lord Peter Smith, Cllr Jean Stretton and the Chair of Sport England. Partners were invited to join an afternoon of activities in Exchange Square.

This was followed up by an event in September to provide partners to input into the development of the emerging implementation plan which sits underneath GM Moving as an evolving document the progress – for more information visit: [GM Moving](#)

PHE North West will continue to support the GM Moving strategy and has already hosted a digital day in Manchester to scale up its offer of One You and Active 10 across the region.

Contributor: Caroline Holtom, Health and Wellbeing Support Manager, PHE North West

HEE Antimicrobial Resistance Training and Masterclass on Genomics

Health Education England's evaluation of the introductory e-learning session on antimicrobial resistance found that more than half of respondents had found this learning beneficial with 68% of organisations considering making the session mandatory for all staff.

A number of actions and recommendations were made including working with NHS Improvement and PHE to improve information sharing and AMR training and encouraging staff in both public and private sectors to sign up as Antibiotic Guardians.

Genomics and its Implications for Public Health masterclass is an opportunity for anyone who contributes to Public Health to learn more about genomics and how it can impact on their own work. Attendees can hear from key leaders in the field. The event will take place in Birmingham on November 28 and is free to attend.

To book please click here: <https://www.eventbrite.co.uk/e/hee-west-mids-masterclass-genomics-its-implications-for-public-health-tickets-36748062444>

Contributor: Richard Phillips, Workforce Development Manager, PHE North West

NHS Bowel Cancer Screening Programme in Cheshire and Merseyside: Fire & Rescue Safe and Well Visits

Award winning partnership work in Cheshire & Merseyside: The Screening & Immunisation team in Cheshire and Merseyside, along with local colleagues in Fire & Rescue Services (FRS), Cancer Research UK, local authorities, CCGs and Bowel Cancer Screening Programme (BCSP) Hub, recently received an award at the national *Transforming Healthcare Awards*, in London for '*Innovation in Healthcare*.'

The Fire and Rescue Services has a strong record of prevention work to help target and protect vulnerable people from the effects of fire in the home; they do this by conducting Safe & Well visits. Recognition of FRS as a valued NHS partner was endorsed at the highest level of NHS England when in 2015, Simon Stevens called for their wider role to be recognised and utilised to support the broader health agenda. Following this, early in 2016, planning began in Cheshire and Merseyside, to incorporate the Bowel Cancer Screening Programme into FRS Safe and Well visits.

The NHS BCSP, based on a Faecal Occult Blood test (FOBt), was introduced in 2006 and in England is offered routinely every two years to asymptomatic men and women between the ages of 60-74. Despite there being a clear evidence base that early detection of bowel cancer or potentially cancerous polyps saves lives, participation in the BCSP across England continues to be variable. In Cheshire and Merseyside variation is noted by local area, ethnicity, deprivation and general practice, and in some areas, consistently falls below national averages as well as the national target of 60% uptake.

Safe and Well visits incorporating BCSP were implemented in Cheshire in February 2017 and in Merseyside in May 2017, following a BCSP training programme which saw more than 200 firefighters and advocates trained. When a householder is visited, they are asked if they have completed their FOBt kit. Should they like to request another FOBt kit, a process has been agreed with the BCSP hub, whereby FRS staff may request this on their behalf.

In Cheshire and Merseyside around 60,000 households are visited each year by FRS. To date, more than 1000 FOBt kits have been requested by FRS. An evaluation of the Safe & Well visits in Cheshire and Merseyside is underway.

For further information, contact Project Lead, Marie Coughlin Screening & Immunisation Manager marie.coughlin@nhs.net

Green Oldham Festival

Oldham Town Hall saw a host of exhibitions and presentations celebrating Oldham's environment and green spaces in September for the 'Your Green Oldham Festival.'

The day promoted a range of local green projects and their wider health benefits with activities such as cycling and walking in Oldham and inspiring talks about the canals, unusual wildlife and much more.

Staff and volunteers from Get Oldham Growing and the Council's environmental services promoted some of their schemes and an open day in Alexandra Park gave the opportunity to learn about growing fresh fruit and veg and enjoy a clay oven cooking jacket potatoes and fresh produce.



People were inspired by the case studies of local volunteers and what the project had meant to them personally whilst being shown how to plant a herb to keep and more fun activities.

The Get Oldham Growing – is an initiative to promote how growing food helps the health of your diet, wellbeing and bank balance. Growing food can have a positive impact on many aspects of life – from the health benefits of diet and exercise – to strengthening the local community and providing opportunities to develop skills and enterprise. More information can be found through the following link

<https://www.oldham.gov.uk/getoldhamgrowing>

Oldham has just this week been recruited along with Halton as a North West pilot site to test the Whole System obesity road maps being developed by Leeds Beckett University. For further update around this work please register your interest in the

WSO community of learning

<http://www.leedsbeckett.ac.uk/wholesystemsobesity/>

Contributor: Caroline Holtom, Health and Wellbeing Support Manager, PHE North West

NHS Health checks reap rewards

The NHS Health Check programme is the largest population wide cardio vascular disease (CVD) prevention programme in the world. People aged 40-74, without an already registered chronic condition, are invited to attend a health check where they are made aware of the risk factors associated with their lifestyle, and how they can modify them to reduce their risk. It's an excellent example of population level prevention.

The health check programme is able to support the implementation of Making Every Contact Count (MECC), the National Diabetes Prevention Programme and finding the 'missing millions' of undiagnosed disease.

The Global Burden of Disease highlights high blood pressure, dietary risks, and tobacco as the biggest causes of death globally, and these are also the top three causes of death in the UK. The health check programme seeks to address these risk factors.

In the North West the NHS Health Checks Ready Reckoner estimates:

- 66,000 people high risk of diabetes, 1,300 people could be diagnosed with diabetes
- 100,000 people are inactive, 48,500 people could take up brief exercise intervention
- 2,400 additional people would increase physical activity due to NHS Health Check
- 3,500 people could be referred to smoking cessation services
- 3,400 people could be diagnosed with Chronic Kidney Disease
- Possible total lifetime gains for the North West of 18,343 QALYs

In the North West 1.6 million people have been invited for a health check since 2013 and 825,677 had received a check up to June 2017. Every year more people receive a health check, and it is a real credit to local authorities, primary care, and the third sector providers who deliver the checks and help motivate people to live healthier, happier and longer lives.

Contributor: Andy Moran, Healthcare Public Health Manager, PHE North West

PHE North West Physical Activity Clinical Champion Programme

The PHE Centre wishes a warm welcome to our new fully recruited North West Clinical Champions team who have recently joined us. Following successful funding and investment from Sport England and the Burdett Trust the programme has now been extended for a further 12 months.

The team now consists of two GP clinical champions - Dr Juliet Mcgrattan and Dr Emma Pimlott, three nurse clinical champions Jan Sinclair, Jacinta Yate and William Preece, and a pharmacy champion Bev Hall.



The Moving Healthcare Professionals Programme is a multi-component, partnership programme to increase awareness, skills and change clinical practice of health professionals in the promotion of physical activity to patients at risk of, or with, health conditions.

Advice on physical activity from healthcare professionals have been shown to improve clinical outcomes and this training focuses on practical tips to easily integrate this into every day clinical practice.

One in four patients would be more active if advised by a GP or nurse, but as many as 72% of GPs do not speak about the benefits of physical activity to patients. Only one in five GPs broadly or are very familiar with national physical activity guidelines and medical students are 40% less likely to know activity compared to alcohol guidelines.

There are a lot of resources out there to help. This training covers many of these, including the new Chief Medical Officers' infographic resource for health professionals.

To book a session or for further information please contact
PhysicalActivity@phe.gov.uk

Contributor: Caroline Holtom, Health and Wellbeing Support Manager, PHE North West

MacMillan Coffee morning

The team at the Cumbria and Lancashire office in Preston held a coffee morning for MacMillan Cancer Support on 26 September. There was a bake-off challenge and a guess the height of the cake game raising £81 for the charity. The offices in Manchester and Liverpool also held their own coffee mornings.



National Fitness Day

It was National Fitness Day on 27 September and to work off all the cake from the coffee morning the day before, the team in the Preston office took part in a few activities. The day started with a sunrise yoga session led by our Health and Wellbeing Support Manager Caroline Holtom. At lunchtime, some of the team took part in the Midday Mile with a walk through Avenham Park and in the afternoon there was a mini table tennis tournament. The PHE Active 10 app was also promoted throughout the day to all staff.



Contributor: Annika Harwood, Business Support Officer, PHE North West

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