

Newsletter of the UK Public Health Association

report

Issue 32 Winter 2010

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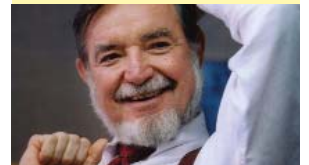
Welcome to the 32nd issue of our electronic news magazine 'report' This is published every quarter and will bring you news and information about UKPHA and its partners.



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The Changing of the Guard

The Chief Medical Officer is retiring and a general election is due at the beginning of May. Michael Marmot's report on Inequalities in Health was published in February and a great deal of change is in the air.

Andy Haines is stepping down as Director of the London School of Hygiene and Tropical Medicine and Lindsey Davies is stepping up as President of the soon to be Royal College of Public Health. Many congratulations Lindsey. It is a veritable changing of the guard.

And the task of guarding the public's health is enormous. Inequalities on a global and local level are deteriorating and sustainable development seems a long way off. Global warming is for real.



John Ashton

Too often the public health establishment punches below its weight. There are egos and institutional rivalries, exclusivity and narrowness of vision; a fixation on the managerial and technical and neglect of advocacy and public mobilisation. It's time to get real.

No less than a global movement for public health will do. To that end we must all commit to work together, across agencies and boundaries, disciplines and professions and border of all kinds.

The UK Public Health Association stands ready to play its part as a facilitator and enabler. By bringing individuals and groups together we can help to give voice to the passion, the breadth and the power which is just waiting to be tapped into. We need an active membership and a membership which extends to the ubiquitous full engagement with citizens. Let's go for it. Let's have your ideas and involvement and let's go looking for who else needs to be involved. Let 2010 mark the historic beginning of a new public health movement. The guard is on the march.

Prof John R Ashton
CBE
Chair UKPHA

"It's time to get real"

"We need an active membership and a membership which extends to the ubiquitous full engagement with citizens"

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Sir Donald Acheson: A Personal Reflection

I was deeply saddened when I learned of the death of Sir Donald Acheson in January. Another bright star has passed from the firmament of public health although the light spread from his work will shine for many years to come.



Sir Donald Acheson

For me the work that shines most brightly and which still lights the landscape ahead is that most powerful report *Inequalities in Health* published in 1998. True to his definition of Public Health first articulated in his Public Health Report of 1988 as being "the science and art of preventing disease, prolonging life and promoting health through organised efforts of society", Sir Donald concluded that the weight of scientific evidence supports a socio-economic explanation of health inequalities, "Poverty, low wages and occupational stress, unemployment, poor housing, environmental pollution, poor education, limited access to transport and shops, crime and disorder, and a lack of recreational facilities all have had an impact on people's health".

I can recall even now the sense of almost awe as I listened to his presentation at a conference in St Albans at the very outset of the New Labour era. Here at last was someone speaking truth to power and picking up where Sir Douglas Black left off. A man who came across with compassion and conviction fully understanding that society does exist and that an individual's position within it profoundly affects the health and life chances which they will experience.

The Report was forensic in exposing the degree to which health inequalities had widened during the Thatcher/Major years and set out 39 recommendations. Many have been implemented but some of the most crucial, such as reducing the incomes gap, remain outstanding.

It seems particularly poignant that Sir Donald has left us at the very point at which another major study on health inequalities has been released. I know that the Marmot Review will be hard put to tell us anything new. We have known the appalling facts for over 10 years now and the facts certainly speak for themselves.

I continually ask myself, how many more august bodies and experts will have to lend their name to how many more reviews before we are courageous enough as a society to act on the findings and create a social order which is rooted in the principles of equity and justice. Driven by the passion of an artist, scientist and clinician, Sir Donald Acheson knew only too well that without the driving force of such a society an all encompassing public health will be impossible to achieve. He will be very sadly missed but should remain as an inspiration to us all.

Angela Mawle
Chief Executive
UKPHA

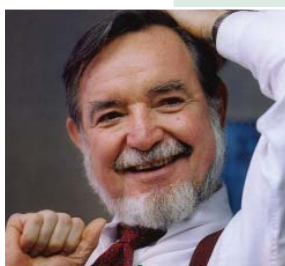
"the science and art of preventing disease, prolonging life and promoting health through organised efforts of society"

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From local citizen action to engaging the wider workforce

The UKPHA Special Interest Groups at the 18th Annual Public Health Forum

This year we are delighted to welcome John McKnight as the keynote speaker for the plenary session before the UKPHA Spotlight Session, in which the Special Interest Groups (SIGs) will be running workshops on their chosen theme of community engagement.



John McKnight

As Co-Director of the Asset-Based Community Development Institute at Northwestern University in Illinois, USA, John has led research in urban neighbourhoods and small towns regarding the characteristics of community improvement activities undertaken by local residents. This research proved that many critical determinants of health and well-being cannot be produced by institutions and must, of necessity, be created by local citizens. As John outlines the nature of neighbourhood assets and describes the methods by which they have become a central component of modern health improvement, the SIG workshops will build on this theory, looking at it through their particular areas of interest.

We are also honoured that Prof Sir Michael Marmot will be welcoming participants by means of a video presentation. As his report into Health Inequalities in England provides another opportunity for society to realise that the creation of an equal and just society is the only real way to tackle inequalities in health, some workshops will in particular discuss the role of the wider public health community which UKPHA has long recognised as important.

The sure-to-be inspiring plenary session begins and 9am on 25th March with the Spotlight session including the SIG workshops due to begin at 10am. [Please visit the UKPHA website to view the full programme.](#)

Apart from the Spotlight session, the SIGs have helped to shape the relevant themed parallel sessions and so you will see that many are "presented" by the SIGs and will have SIG members chairing them. We hope that this will mean that important and emerging debates can be captured by the SIG and will influence their future work.

Although not taking part in the Spotlight Session, as you have already been informed the UKPHA is due to launch a new SIG on Public Mental Health at the Forum. The launch will take place during a traditional parallel session on the morning of the 24th March. Three papers will be presented along with discussions on what the key principles are which the SIG should build itself on and suggested priorities for future work.

You will also have a chance to meet the SIG Chairs and members in an informal setting at the SIG Networking Session taking place during the afternoon break on

"...research proved that many critical determinants of health and well-being cannot be produced by institutions and must, of necessity, be created by local citizens"

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24th March. If you are interested in joining a SIG, or you are a member who has not been able to actively participate previously, this is your chance to find out more about the groups and meet the members currently involved in the SIGs' activities.

We hope that you will be convinced to join them in taking forward this important work. If you are not already a member of any of the SIGs, it is simple to join. Log in to your profile on the UKPHA's website and click "Edit SIGs". You will then automatically receive all mailings and updates from your chosen SIG(s) as well as being invited to their meetings. These groups are vital to the work of UKPHA and as you can tell from their various titles, it is obvious how important they are in exploring the influence of those wider determinants about which the UKPHA is always vocal.

Many thanks to all those SIG members who have assisted with the planning of the Annual Forum. We are proud that the SIGs have this year been even more influential with regards to the Forum and hope that this will be evident to those attending.

Lastly, I would like to say that, as I come to the end of my time at UKPHA how much I have enjoyed working with all of UKPHA's members in order to advance the mission of the organisation. The dedication of those that believe in what we do is inspiring. The SIG members and Chairs in particular, give their time and energy to the groups and have successfully increased activity and profile of the SIGs over the past year. The SIGs and I however, would be nowhere without the support of UKPHA Chief Executive Angela Mawle. Those of you who know her will know that she is a force to be reckoned with and if you have her backing you cannot fail. I have learnt so much from Angela and grown so much under her tireless wings! The success of the SIGs and the Annual Forum is really a reflection of the amazing commitment to the cause of this unique activist.

"The dedication of those that believe in what we do is inspiring"

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List of Spotlight Sessions

Transitions to Adulthood: exploring the difficulties faced by young people presented by alcohol, relating to violence and vulnerability - *led by the Alcohol & Violence SIG*

Children and Young People: The Future of Healthy, Successful and Sustainable Communities? - *led by the Child Public Health SIG*

Food, planning, community engagement and sustainable environments - *led by the Food & Nutrition SIG and the Health & Sustainable Environments SIG*

Developing a shared vision for healthy future: bringing together planning, health and communities - *led by the Health & Sustainable Environments SIG*

Influencing the Social Determinants of Health Post Marmot: The Role of the Housing and Health Workforces - *led by the Housing & Health SIG*

Pharmacy & Public Health - a challenge for the future - *led by the Pharmacy SIG*

Sarah Persaud
Special Interest Group
Development Co-ordinator

UKPHA In the South West - a joined up approach

The UKPHA are delighted to be back in the South West after several years touring the rest of the UK! There has been a very enthusiastic and positive response to the UKPHA Forum's visit to the South West by local Public Health professionals and organisations who are keen to engage with our members and delegates. Below is a snapshot of just a few of the exciting South West partnerships that we have been working on.

Offsite visits:



One of the key objectives of the Forum each year is to showcase the Public Health projects and developments within the local area. We are delighted to have organised two exciting offsite visits within the local area during the Forum, to LV=Streetwise, a hazard awareness project and to Boscombe Spa Village, a regenerated seaside town.



LV=Streetwise (Wednesday 24th March, Session B18):

Every year thousands of children are injured in preventable accidents at home and on our roads. LV= Streetwise works closely with like-minded agencies and organisations to deliver the preventative education that will help to reduce both the tragic heartache of lives lost or ruined and the financial cost of avoidable accidents to the services involved in dealing with the aftermath.



LV= Streetwise is an award winning interactive safety education centre - a life-sized indoor village where children discover how to keep safe and what to do in an emergency - learning about accident prevention at home and on the roads, fire safety, responsible behaviour and good citizenship in an exciting and memorable way. The centre is also extensively used by the emergency services for 'real-life' role play training.



For more information, you can visit: www.streetwise.org.uk

Boscombe Spa Village (Thursday 25th March, Session C18):

The eco friendly 'land train' will take delegates to Boscombe Spa Village along the seafront.



Grade II listed,
restored
Boscombe Pier

Bournemouth Borough Council's innovative £13.5 million Boscombe Spa Village regeneration scheme has transformed an economically and socially deprived coastal suburb, re-branding it into a year round 21st century surf lifestyle destination creating a centre-piece attraction as Europe's first artificial surf reef. The scheme has directly levered in additional £48.8 million of private sector investment including Barratt Homes flagship Honeycombe Beach residential complex. Since completion, 91 new long term jobs have been created on site, visitor numbers have increased 32% and incidents of anti-social behaviour are down 40%.

The project both in funding, function and innovation sets a bold template for other Local Authorities to follow.

“One of the key objectives of the Forum each year is to showcase the Public Health projects and developments within the local area”



Activities to energise you!



The UKPHA is working alongside the local Council and the community to run a programme of activities for our delegates on and around the beach and coastline during the Forum. Some of the activities we are hoping to organise include yoga or capoeira on the beach as well as Nordic walking at lunchtimes. Or, if you are an early riser, you may want to participate in an early morning run on the beach! [Visit our website](#) for more details.

Cycle hire and lunchtime cycles



We are pleased to have secured local cycle hire for our delegates to enjoy the outdoors whilst in Bournemouth and Poole. There are many cycle paths in the local area, including perhaps the best route along the seafront which stretches all the way to Poole.

We are also arranging guided lunchtime cycle rides for those itching to see a bit more of the local area during your visit so look out for [more details on our website!](#)

Members evening - Tuesday 23rd March 6pm

We are looking forward to another exciting introduction to the Forum this year and, following our AGM, we will be engaged by one of the South West's local leaders in Public Health. This talk will cover a brief history of Public Health in the area, the current challenges it faces as well as recent developments made in Public Health in the South West. We are delighted that once again this year, our members will have the opportunity to stretch their legs and take part in the guided public health walk along the beachfront which will kindly be led by local South West representatives.

Public transport partnership is confirmed

We are pleased to have secured a partnership with local eco efficient bus company, Transdev Yellow Buses who are coming on board as our Public Transport Friend of the Conference. The aim of this partnership is to make it as easy as possible for delegates to get from the station to their hotel or to the Bournemouth International Centre (BIC) BY BUS to minimise the impact caused by travel!

**TRANSDEV
YELLOW BUSES**



Yellow Buses are creating a bespoke delegate bus route map is accessible via our website as well as visible signage to encourage all attendees to use the bus to get around in Bournemouth. Yellow Buses also has a Carbon stoppers scheme called 'Thank you Thursday' where they donate a percentage of fare takings on a Thursday to a local community project. [Click here to read more.](#) Support this scheme by getting on a Yellow Bus!

UKPHA's legacy in the South West

The UKPHA is excited about its return to the South West region in March and very much hope to leave a positive public health impression on the town through working closely with the local community as well as with local Public Health practitioners and organisations. To achieve this legacy, we need the support of you, our members. We look forward to welcoming you to Bournemouth and to your involvement in our exciting programme of South West activities!

Sarah Willan
UKPHA Conference
Development Consultant

Activities
to energise
you!



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National Event, Regional Pride

I am delighted that the UKPHA conference is coming to the South West of England. It is a great region and Bournemouth and the rest of the Dorset coast is one of the loveliest parts. The coastline also played an important part in the history of public health in England for it was in the port area of Melcombe Regis, now absorbed into Weymouth, that the Black Death reached these shores in 1348. The prospects for 2010 are considerably better as the country's premier public health organisation gathers towards the end of March.



Gabriel Scally

Public health in the South West has made major progress in recent years and I know that there will be a large number of people from the region attending and hoping to learn more and also share their own experiences.

There are three reasons why I think that the UKPHA conference is an unmissable event. Firstly, it is the biggest and broadest gathering of those with an interest in public health that we have in the UK. It draws people from the NHS, local government, the third sector and beyond. Secondly, there is always a lively atmosphere with a premium on the exchange of ideas and perspectives. Thirdly, it is always at the leading edge of public health practice. Importantly, this year's conference comes before a general election in which public health may well be a prominent issue.

I have never come away from a UKPHA conference without having learnt important things and explored novel ideas, met new and stimulating people and, finally, having had a good time due to the superb organisation of the event. Three good reasons why I keep coming back.

See you in Bournemouth!



Gabriel Scally
UKPHA Trustee
and Regional Director
for Public Health
in the South West

“...the UKPHA conference is an unmissable event”

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Reducing our impact: The UKPHA way

Since the 16th Annual Public Health Forum in 2008, the UKPHA have been focused on analysing and reducing their ecological and carbon footprint caused by the Forum. With sustainable development one of the UKPHA's key priorities, this work has been at the forefront of the Forum's development over the past few years. The trend from 2008 to 2009 shows that initiatives introduced to date are having a significant impact on the footprint created by the Forum however there is still a long way to go to achieve a sustainable conference that has zero impact on the environment.



If everyone in the world had our lifestyle, we would need three planets to survive.

Our Targets for 2010

Significant reductions were achieved in our carbon dioxide equivalent and our eco footprint between 2008 and 2009 (39% and 29% respectively taken from reports from Best Foot Forward), so in line with the UK wide initiative, 10:10 campaign to encourage us all to reduce our footprint by 10% in 2010, we are targeting a realistic 10% reduction in carbon dioxide and a 10% reduction in the eco footprint.

How can you help to reduce the Forum's impact?

This year, we are launching the all new 'UKPHA Eco' sub brand to tie all areas of environmental impact reduction work into one cohesive, accessible message which is based on the fundamental links between human health and the environment. Once again this at this year's Forum, we are introducing many initiatives to reduce our impact (read more on our webpages shortly) and there are a few simple things that you can do for this year's Forum to play your part in helping us to meet our targets.

Follow our 5 simple steps to reduce your impact at the Forum this year:

- 1** Plan your travel to the Forum carefully - Remember that public transport is a far more environmentally friendly method of travelling. Take advantage of our Public Transport Friend of the Conference partnership by taking a Yellow Bus from the station in Bournemouth to the Bournemouth International Centre (BIC) and you will be helping to contribute to their Thank you Thursday carbon stoppers initiative. You can even enter our public transport competition - more details will be announced! Remember: Travelling by car or by air are the most unsustainable forms of transport.
- 2** Bring your own conference bag - With the support of you, our UKPHA members, we will not be producing new conference bags for the 2010 Forum. So please bring your own and there will be an opportunity to add your own design to the bag at our Bag workshop!

["Click here for more information on what an ecological footprint is"](#)

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3 Travel around Bournemouth by bike or by foot - There are so many wonderful cycle paths and walks in and around Bournemouth and Poole. Take out one of the bikes, available free of charge from just in front of the Bournemouth International Centre (BIC), or sign up for a guided lunchtime cycle ride, led by our trained cycle leader. Or, if you fancy stretching your legs on foot there is also an excellent Public Health Trees walk just a stone's throw from the BIC that you can follow at your leisure. [Click here for the map and more details.](#) [To take a look at other activities out and about in Bournemouth, click here.](#)

4 Take the Stairs! - Where possible, take the stairs around the conference venue instead of the lifts.

5 Eating vegetarian - Join us for one of our UKPHA Kitchen Experiences to find out more about how to make a vegetarian diet your preferred choice, and where local projects will be showcased, demonstrating how to pass on healthy eating tips to local the community. All food is locally sourced where possible.

Read more about UKPHA Eco initiatives on our Forum website pages shortly. Look out for all our Eco initiatives this year by looking out for this logo:



Working together to reduce our impact on the environment



www.ukphaconference.org.uk
Email: conference@ukpha.org.uk

Global issues, local actions

Confronting the Public Health Crisis

Health and wellbeing in a time of ecological and economic crisis

Now more than ever we in the Public Health community must mobilise our resources and lead from the front in engaging with the critical issues of our time. The 18th Annual Forum will offer you every opportunity to share, learn and unite in bringing about change.

18th Annual Public Health Forum
24th and 25th March 2010
Bournemouth International Centre

The UK's largest multi-disciplinary conference on public health

- Plenary sessions on the big issues
- Debates on key controversies
- Presentation of up to 300 papers and workshops on major themes and topics
- Exhibition and fantastic networking opportunities
- Offsite visits to leading public health initiatives in Bournemouth

Health Trainers

- a national overview

By Rachel Carse, National Programme Director, Health Trainers

What do an ex-offender, a librarian, a healthy walks lead and a British Army officer have in common? They are all Health Trainers and one of the main reasons I get up in the morning.

Health Trainers are a relatively new workforce making a real difference to reducing the burden of lifestyle disease in deprived communities.



NHS Nottingham City Health Trainers Change of Heart Service

Borne of the Choosing Health White Paper 2004, NHS Health Trainers are a visible and accessible link between professionals and disadvantaged communities. They are selected not only for their abilities, but also for their knowledge and understanding of the communities in which they work - and, more often than not, live.

Using an evidence based 1:1 behaviour change approach, the drive for better health comes from clients themselves - with great success.

And, whilst the Health Trainers programme has been designed to tackle the health issues faced by people from our more disadvantaged communities, there are huge, common themes that are applicable to all. The flexible workforce approach is an excellent example of national policy, national strategy, local delivery and partnership working.

Health Trainers provide information, signposting and one-to-one behaviour change to deliver improved health outcomes across four key areas: healthy eating, physical activity, smoking cessation and alcohol reduction. They are supported by Health Trainer Champions, who signpost further services and extend the reach of the programme.

Health Trainers engage with hard to reach groups who experience health inequalities. They are themselves drawn from - or knowledgeable about - the communities they serve and few have health service backgrounds.

To date, more than 100,000 clients have been seen and thousands of people are consequently eating more healthily, exercising more, smoking and drinking less and accessing more services.

The programme has also inspired many Health Trainers to realise their ambitions, develop health service careers and move on to better paid jobs or further training.

It is a privilege to lead a programme that demonstrates real value by reducing health inequalities, changing lives and turning the Choosing Health White Paper's aspirations into reality.

“Health Trainers provide information, signposting and one-to-one behaviour change.”

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Health Trainer Services are reaching the 'hard-to-reach'

- Nearly all PCTs have a Health Trainer service
- One year on, 72% of clients in Wakefield are still sticking to their original behaviour change
- Walsall PCT Health Trainers' clients have similar health outcomes to those from affluent communities
- Nearly half of all clients and most health trainers come from the most disadvantaged areas of the country
- Proportionate to the general population, more clients are drawn from BME communities
- Six per cent of clients are not registered with GPs

Case study - Southampton Probation, Health Trainer Service

This services sits within Southampton Probation, funded by the PCT. It is an exciting example of health and criminal justice coming together to provide an opportunity for those members of the community who are most likely to be excluded from mainstream services. All health trainers in the service are ex-offenders.

It is well known that offenders' lifestyles in relation to addictions, including smoking, and physical health are significantly worse than the general population.

The probation health service is now well established and below are some comments from Offender Managers in Hampshire Probation:

Sarah Kent is a full time health trainer in this service. New clients find out about the service during a general probation induction day, held twice a week, and part of this includes a health trainers session highlighting how the service operates and covers things like professional boundaries, where they can offer support and what services they can signpost to.

"I admit that, at the start of the project I, and many others in the Service were initially sceptical about this Project. That doubt has now been dispelled and I see the Health Trainers as a valuable resource within the Probation Service."

"After working with the Health Trainers I realised that their approach was so professional and offender focussed, had I not been told of their background, then I wouldn't have known!"

"I would just like it to be known that the Health Trainers have, in my opinion, gone above and beyond their remit and are a credit to themselves and the team and have only enhanced our work and improved the chances of clients moving successfully forward."

The probation health trainer service is a fantastic example of the NHS working in partnership with other agencies at its best - a best practice example we can all aspire to.



Sarah Kent

"It's true that I got the interview for the role because I'd been on probation, but it's not the reason I got the job." Sarah comments. "It's an excellent service, an opportunity to use my life skills, personality and energy to support and motivate people to make healthier lifestyle choices within the offending community."

During 2008, Sarah saw more than 100 offenders, providing information, support and facilitating behaviour change. Some of the issues they worked on included smoking cessation, alcohol reduction, diet and nutrition, physical activity and registering with NHS services.

Dear All

I would like to introduce myself in my new capacity as UKPHA Council member with responsibility for the Regions. My name is Elaine Roger. The Council identified the need for a Council member (Trustee) with expertise, experience and understanding of the potential role of regional governance in delivering enhanced public health. It used a vacancy on the new Council to co-opt a suitable member to represent the Regions and to take the lead on the strategic and operational development of the regional contribution to the Association's work. I was delighted to be asked to join the Council and will do my best to re-pay the confidence shown in me.



Elaine Roger

Some of you will already know me as the Chair of the Alcohol and Violence Special Interest Group and a long-standing UKPHA member. As for my credentials, I live and work in the North East where I've spent much of the last ten years working on regionalisation and partnerships for health. One example from the North East was the commitment from all regional agencies; including the Association of North East Councils and the Regional Development Agency to tobacco control which was vital to setting up the regional tobacco control office, Fresh Smoke Free North East, in 2005.

The establishment of the office and the commitment of partners has enabled the levels of smoking prevalence to reduce by 8% in the North East in the three years to 2008, as described in the new tobacco strategy for England, 'A Smokefree Future'. It has influenced practice elsewhere and contributed significantly to national policy.

The Council identified the role as one it wanted to have within its range of expertise because it is clear that devolution has made a difference in public health and that the lessons learned from the successes in Scotland and Wales are being readily assimilated and taken forward at the regional level.

These developments need to be robustly explored by:

- Working with key Regions who are in the vanguard
- Identifying key members within those Regions with whom to liaise
- Developing UKPHA networks to share experience and develop thinking

At a practical level regions could:

- Host one off meetings - possibly with guest speakers who may have a link with that region
- Host a SIG meeting especially if there is some regional point of interest or difference, or to make it easier for a large number of SIG members to attend
- Share information and network perhaps using the UKPHA web-site and member data-base.

My vision is to see the UKPHA with a strong membership throughout the English Regions (including London) and the devolved administrations of Wales, Scotland and Northern Ireland, with members increasingly able to contribute to and gain from being part of a UK-wide organisation.

"I was delighted to be asked to join the Council and will do my best to re-pay the confidence shown in me."

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The UKPHA is increasingly working through its Special Interest Groups (SIGs) which are constantly expanding and strengthening through the dedication of our members and with support from the UKPHA Head Office and Council. My appointment will recognise the regional dimension alongside these very active SIGs, making the most of synergies between the two.

I would very much like to hear from members with ideas on developing this agenda. It would be especially useful to identify key contacts in the Regions early.

I can be contacted through the UKPHA secretariat or directly at:

elaine@anick.co.uk

or **01434 607914**

The Forum in Bournemouth is a great opportunity to meet members and discuss regional perspectives and I look forward to meeting as many members with regional interests as possible.

Elaine Roger
UKPHA Council member
with responsibility for
the Regions

No Smoking day

Wednesday 10th March 2010

For 27 years No Smoking Day has been the UK's biggest health campaign of its kind. Last year almost a million people quit on the Day, and studies prove it's one of the most cost effective ways of promoting better health.

Despite the recent introduction of smokefree legislation, smoking remains the UK's number one cause of premature avoidable death.

To find out how you can get involved in No Smoking Day 2010 (Wednesday 10th March) and to get your hands on campaign materials, visit:

nosmokingday.org.uk/organisers



“The UKPHA is increasingly working through its Special Interest Groups “

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UKPHA Wellbeing Wales Network

In the UKPHA 2008/09 Annual Report, I expected 2009 to be a busy year with the website and information service coming on line. But with 2010 barely a few weeks old, I sense that things are only going to get busier for the Wellbeing Wales Network.

At the time of writing, I'm still basking in the afterglow of an excellent Network Away Day. Nearly 40 delegates ranging from small community enterprises to large public bodies took part. Professor Sir Mansel Aylward CB, started the day with a stimulating key note speech on inequalities, health, happiness and wellbeing in Wales. As the Director of Cardiff University's Centre for Psychosocial and Disability Research and Chair of the newly established Public Health Wales NHS Trust, Professor Aylward had an extremely engaging perspective and eloquently laid out the challenges ahead for the Network and its membership.



From the day's discussions, two points stand out for me. Firstly, what is the best way for the Network to engage with its current and potential members? Secondly, how can the network stimulate wider discussion and interest in wellbeing as a concept? With that in mind, I'd like to sketch out some of the short term plans in place which will go some way to answer those questions.



Part of the answer on engaging members has been mentioned in previous editions of the Report, namely the re-launch of the website and the creation of an e-bulletin service. Both were launched in August 2009 and have been very well received.

There has been a 291% increase in visits to the website; with a 371% increase in page views by site visitors - who on average spend 97% more time looking around. With the number of members registering on the website having risen by a third in six months to more than 430 contacts, it's apparent that the audience for information on wellbeing is increasing and that the e-bulletin and website are meeting a need.

What's most surprising about the website traffic is that London, Birmingham and Bristol are in the top four locations where most of the website visitors are based - Cardiff being only second on that list. This tells me that, although the Network was established to support the voluntary sector in Wales - there is a wider debate within the UK.

Despite the website being a useful communications mechanism and providing a means to measure success - it remains only part of the story and a fraction of the Network's output.

As mentioned previously, the Network's initial role was partly to support the voluntary sector in Wales on how to input into the Health Social Care and Wellbeing Strategy process, which started in 2005. Each local authority in Wales is required to produce a Health Social Care and Wellbeing Strategy with in partnership with local organisations and this lengthy process is due to start its third cycle.

“although the Network was established to support the voluntary sector in Wales - there is a wider debate within the UK.”

“ ”

I believe that one way to engage with our potential audience is to provide them with useful tools to do the job they need and want to do. One way to do that will be launched later on this year - namely the Exploring Sustainable Wellbeing Toolkit. This process has been developed over the last twelve months and provides users with a very useful wellbeing promoting, project development tool (for more information come to the Spotlight Session at this year's Annual Public Health Forum). It is hoped that users of the toolkit will be able to plan more wellbeing promoting activity and demonstrate its impact.

Another useful tool in the pipeline for the Network's supporters will be guidance on how to include wellbeing into the Health Social Care and Wellbeing Strategy. This is going to be based on an appraisal of previous Strategies and include information from the academic literature review the Network has commissioned of national and international wellbeing promoting policy and practice. The literature review in itself also promises to be extremely useful in providing the models and measures to help Wales make the most of its resources and stimulate that wider discussion and acceptance of wellbeing as a useful concept and acceptable aspiration.

In partnership with Public Health Wales, the Network has also organised a series of events in Cardiff, Carmarthen and Llandudno for February and March - as a means to promote wellbeing, engage with the Network's audience and provide the tools for individuals and organisations to increase wellbeing in Wales.

These are just some of the activities to be carried out by the Network and its members over the coming months. The results of the Away Day will provide the direction for longer term action as this exciting project continues to gather momentum.

For more information, visit www.wellbeingwales.org and register.

Dafydd Thomas
Wellbeing Wales Network

“I believe that one way to engage with our potential audience is to provide them with useful tools to do the job”

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Rhwydwaith **Lles Cymru**

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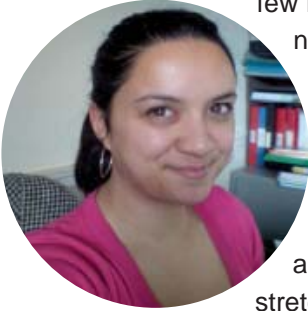
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Bon Voyage Sarah !

I cannot believe that Sarah will be leaving us and I am finding it very difficult to imagine life at UKPHA without her. Through thick and thin Sarah has been unstinting in supporting the work of the UKPHA and has led the way in showing how dedication conscientiousness and personal commitment can overcome even the most formidable of challenges.



Sarah started with us in May 2007 and before she had been in post more than a few months was confronted with having to manage a major office move. This not only involved all the usual nightmares of removal vans, new IT and phone systems but also having to cram a quart vessel into a pint pot!! The move had been forced upon us to cut costs and the consequent downsizing took on a meaning all of its own with the intricate calculations of what could fit in where, and what would have to be consigned to the recycling bins. Sarah managed this with unswerving tenacity and patience and even though we now barely have room to sit at our desks let alone stretch our legs our little space is perfectly ordered and a triumph of efficient resource management!!

You might have thought that this would be sufficient to test the staying power of a saint but before 2 months had passed in our new abode I catastrophically crashed into a pothole on my bike ending up with multiple fractures and undergoing major surgery. Hence Sarah was left to hold the fort and to see the UKPHA through a most difficult and challenging time. Yet again her fortitude loyalty and dedication shone through and without her the Association would simply not have survived.

Up until June 2009 Sarah's role was as Administrator and Executive Assistant and latterly during that period she had taken on the role of planning, setting up and developing the Alcohol and Violence Special Interest Group. This new SIG took root and flourished under her stewardship and led to Sarah taking up the new post of Special Interest Group Development Coordinator in June. I know that I speak for all of the SIG Chairs and members in saying that she has become a tower of strength support and guidance for each and every one of them. Not only has she nurtured the longer standing SIGs but has set up and developed two more!

What more can I say?? Although I shall miss Sarah terribly I am consoled by the fact that she is leaving to pursue a dream that she has long held in her heart and that is to travel widely in the South Americas. Good Luck Sarah! Goodbye and THANK YOU!!!

Angela Mawle
Chief Executive
UKPHA

“Good Luck Sarah”

“leaving to pursue a dream that she has long held”

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