



Health E-News Bulletin

ISSUE 07 - JULY 2009

Health Improvement - Keeping you informed

Welcome to the monthly issue of the Health E-News Bulletin. We aim to keep you updated with national, regional and local news, events and other relevant information which relates to the six key areas of the Department of Health's White Paper "Choosing Health: Making Healthier Choices Easier". We will also include more broader public health information. This is being produced collaboratively by the Halton & St Helens Health Improvement Library Service and the Health Improvement Network.

ALCOHOL

TV and cinema advertising regulations fail to protect young people

The leading national agency on alcohol misuse, Alcohol Concern, has revealed data that shows millions of children are being exposed to alcohol advertising. As part of its response to the review of the Codes of the Committee of Advertising Practice and Committee of Broadcast Advertising Practice, Alcohol Concern investigated alcohol advertising and audience profiles for the 12A rated Batman film, Dark Knight, released in 2008. It found

<http://www.alcoholconcern.org.uk/servlets/doc/1481>

One in 25 deaths attributable to alcohol

One in 25 deaths worldwide and as many as one tenth in Europe can be attributed to alcohol consumption, scientists have said. A report in the Lancet medical journal has highlighted the global burden of disease and injury - as well as the economic cost - caused by alcohol use and related illness.

<http://info.cancerresearchuk.org/news/archive/newsarchive/2009/june/19242278>

Industry campaign to tackle binge drinking won't work warns Alcohol Concern

Commenting on the news that the drinks industry is to launch a new responsible drinking campaign, Don Shenker, Chief Executive of Alcohol Concern said: "The drinks industry has a very poor track record of adhering to Government agreements to raise alcohol awareness. Both in terms of previously agreed funding for the Drinkaware Trust and labelling of alcohol products, the drinks industry fell far short of intended targets.

<http://www.alcoholconcern.org.uk/servlets/doc/1485>

Mandatory Code for Alcohol Consultation

The government launched this code of practice to form part of a policing and crime bill for alcohol retailers on May 13, 2009 along with a 12-week consultation. This consultation is an opportunity to send a clear message to the Government that shows support for stronger regulation of alcohol retailers and one that supports measures to curb a irresponsible drinking

culture and protects us against alcohol related harm in the North West. 'Our Life' have set up an online survey around this in order to register your views. The Home Office needs evidence to ensure that proposals are given the strength needed to become legislation. The results of this survey will be sent to government by 'Our Life' to ensure that your view is accounted for. Have your say at:

https://www.surveymonkey.com/s.aspx?sm=1HMfzz0OSnzNxsFEu_2fuVYQ_3d_3d

Signs for improvement - Commissioning interventions to reduce alcohol-related harm

An alcohol commissioning guide published by the Department of Health.

http://www.alcohollearningcentre.org.uk/library/Alcohol-Signs_For_Improvement1.pdf

CANCER

Breast screening saves lives say experts

UK screening experts have emphasised the benefits of breast screening after a study suggested that one in three cancers detected by screening might not need treatment. Researchers at the Nordic Cochrane Centre have claimed that up to one in three cases of breast cancer detected during routine screening may not threaten a woman's life, and would not need treatment.

<http://info.cancerresearchuk.org/news/archive/newsarchive/2009/july/19263649>

Dramatic drop in deaths from most common cancers

The death toll from three of the UK's most common cancers has dropped to its lowest level for almost 40 years – according to new figures released by Cancer Research UK. Mortality rates for breast, bowel, and male lung cancer are at their lowest since 1971 even though more than 100,000 people are now diagnosed with these kinds of cancers every year.

<http://info.cancerresearchuk.org/news/archive/pressreleases/2009/july/drop-in-deaths-common-cancers>

Patients with suspected cancer to see specialist within two weeks

People in England with suspected cancer will have the right to see a specialist within two weeks, Gordon Brown has said. The prime minister unveiled his new 'Building Britain's Future' plan in the House of Commons yesterday (June 29th), in which he outlined a "radical vision for a fairer, stronger and more prosperous society". He told MPs that he plans to establish a "new set of public service entitlements", including enforceable rights to "prompt treatment and high standards of care".

<http://info.cancerresearchuk.org/news/archive/newsarchive/2009/june/19242011>

Cervical cancer screening age to stay at 25

The Department of Health has ruled out lowering the age of cervical cancer screening from 25 to 20 after experts reported that screening women under 25 could do more harm than good. Women in England are invited for smear tests every three years between the ages of 25 and 50 and every five years until they are 64. But Scotland and Wales begin their programmes at 20. Some groups have called for the lower age limit to be changed after Jade Goody's battle with cervical cancer highlighted the fact that the disease can affect women in their 20s.

<http://info.cancerresearchuk.org/news/archive/newsarchive/2009/june/19238868>

Government urged to introduce sunbed controls

The government has been advised to introduce regulations on the use of sunbeds to protect young people against harmful ultraviolet (UV) radiation. The Committee on Medical Aspects of Radiation in the Environment (COMARE) was established in 1985 to advise the government on the health effects of natural and manmade radiation. A review of scientific evidence by the committee has now confirmed that UV radiation from sunbeds is capable of causing all types of skin cancer, as well as skin ageing and cataracts.

<http://info.cancerresearchuk.org/news/archive/newsarchive/2009/june/19226943>

New Cervical Cancer campaign

There will be a new drive to ensure GPs spot cervical cancer symptoms earlier in young women and refer patients correctly, Health Minister Ann Keen has announced. The review, carried out by the independent Advisory Committee on Cervical Screening (ACCS) reported concern that young women who present to their GPs with cervical cancer symptoms are not always being given appropriate advice and have recommended immediate action in this area.
http://www.dh.gov.uk/en/News/Recentstories/DH_101427

First report on ethnicity and cancer published

The National Cancer Intelligence Network (NCIN) and Cancer Research UK has published the first report on cancer incidence and ethnicity. According to the report, black people were nearly twice as likely as white people to get stomach cancer. And black men were up to three times more likely than white men to get prostate cancer. The report will help to shape policy on targeting relevant public health messages to the ethnic communities around the signs and symptoms of cancer.

<http://info.cancerresearchuk.org/news/archive/pressreleases/2009/june/first-report-ethnicity-cancer>

Report:

http://www.ncin.org.uk/docs/090625-NCIN-Incidence_and_Survival_by_Ethnic_Group-Report.pdf

Thousands of older people dying prematurely from cancer, say researchers

See Section: OLDER PEOPLE

CHILDREN/YOUNG PEOPLE

Better protection for disabled children - Updated guidance for police, teachers, social workers and health workers to protect disabled children from abuse and neglect.

Children's Minister Delyth Morgan has announced the publication of new guidance on the safeguarding of disabled children. The guidance, produced by The Children's Society for the Government, will advise local organisations on how to best safeguard and promote the welfare of disabled children.

http://www.dcsf.gov.uk/pns/DisplayPN.cgi?pn_id=2009_0131

Guidance:

<http://www.dcsf.gov.uk/everychildmatters/safeguardingandsocialcare/safeguardingchildren/safeguarding/>

Sir Jim Rose presents findings of review into dyslexia

Education expert Sir Jim Rose has today submitted his review into the identification and teaching of children with dyslexia and literacy difficulties. Accepting Sir Jim's recommendations, Ed Balls, Secretary of State for Children, Schools and Families, has responded by committing £10 million to fund specialist teaching and support for schools and parents. 4,000 teachers will be funded to train in specialist dyslexia teaching over the next two years - one for every local group of schools.

http://www.dcsf.gov.uk/pns/DisplayPN.cgi?pn_id=2009_0114

Review:

<http://publications.dcsf.gov.uk/default.aspx?PageFunction=productdetails&PageMode=publications&ProductId=DCSF-00659-2009>

New help to tackle children's communication problems

Children's Secretary, Ed Balls and Care Services Minister Phil Hope have announced a £5million package of measures to help improve services for children and young people with communication problems. A new Communication Champion is also being recruited to raise the profile of these issues.

http://www.dcsf.gov.uk/pns/DisplayPN.cgi?pn_id=2009_0129

Best Start for Life - Guidelines for food, nutrition, play and physical activity for early years childcare

Guidelines for those working within early years childcare to enable them to achieve best practice for provision of food, nutrition, play and physical activity. These guidelines can also be used by parents and carers seeking quality childcare provision.

http://www.nwph.net/food_health/Lists/News/DispForm.aspx?ID=18

Guidelines:

http://www.nwph.net/food_health/Taskforce_Publications/Best%20Start%20for%20Life%20-%20low%20resolution.pdf

TV and cinema advertising regulations fail to protect young people

See Section: **ALCOHOL**

The joys of sex should be explained - Ruth Smith, Children & Young People Now

See Section: **SEXUAL HEALTH**

Public backs new plans to protect children from tobacco

See Section: **TOBACCO**

DRUGS

DrugScope/ICM poll into attitudes to drug treatment

In February 2009, DrugScope included four questions in an ICM Online Omnibus Poll in order to find out more about public attitudes to drug treatment. The poll was conducted on-line and was self-completed. Invitations to complete the survey were e-mailed to the ICM Online Panel, comprised of 100,000 people aged 18 plus who have signed up to participate in ICM online research. A total of 1,039 people responded to the questions.

<http://www.drugscope.org.uk/ourwork/Policy-and-public-affairs/topics-and-campaigns/special-topics/public-attitudes-to-drug-treatment.htm>

Analysis of findings:

<http://www.drugscope.org.uk/Resources/Drugscope/Documents/PDF/Policy/MarcusreportICM.pdf>

MENTAL HEALTH

Suicide rates lowest on record

The number of suicides in England are at an all-time low, Care Services Minister Phil Hope announced today as he published the latest annual report on suicide prevention.

http://www.dh.gov.uk/en/News/Recentstories/DH_102281

Fresh vision makes mental health the priority for all public services

Police, teachers and other public sector workers should be trained in spotting signs of mental ill-health as a new report from a coalition of mental health groups sets out its vision for mental health services that spans across public services.

<http://www.mind.org.uk/News+policy+and+campaigns/Press/Fresh+vision+makes+mental+health+the+priority+for+all+public+services.htm>

Report:

http://www.nhsconfed.org/Publications/Documents/Future_vision_for_mental_health_FINAL.pdf

People with depression are still being denied exercise on prescription, says new report

People with depression are still being denied exercise on prescription, says new report. Only half of the country's GPs have access to exercise referral schemes for people with depression.

Mental health charity calls for end to postcode lottery. 1 in 6 people experience depression, number expected to rise as result of economic crisis

<http://www.mentalhealth.org.uk/media/news-releases/news-releases-2009/30-june-2009a/>

Mental health units ban forces 'smoking den' culture underground, says report

See Section: TOBACCO

NUTRITION/OBESITY

First ever national statistics to measure school food take-up

Schools Minister, Diana Johnson, has welcomed new figures showing millions of children are now eating healthier school lunches. These new figures, published by the School Food Trust, give for the first time a comprehensive picture of school meal take-up across the country. Following a new requirement, announced earlier this year for all local authorities to report take-up of school meals, LAs must now report all school meal take up, including school meal services that are contracted out. Figures from this year will now be comparable across the country and in future years to help gain a true picture of the number of pupils eating a healthy meal at school.

http://www.dcsf.gov.uk/pns/DisplayPN.cgi?pn_id=2009_0132

FSA welcomes Scotland's food and drink policy

At the Royal Highland Show today, Scottish Government Rural Affairs and Environment Secretary Richard Lochhead unveiled 'Recipe for Success' – the next steps in Scotland's first ever national food and drink policy. The Food Standards Agency welcomes the Minister's announcement today, setting out a framework that recognises the importance of safe food and healthier eating for all.

<http://www.food.gov.uk/news/newsarchive/2009/jun/policy>

Policy: <http://www.scotland.gov.uk/Publications/2009/06/25133322/0>

Focusing on Obesity Through a Health Equity Lens

Innovative approaches and promising practices by health promotion bodies in Europe to counteract obesity and improve health equity

A new report from EuroHealthNet has been produced to demonstrate the link between health inequalities and rising rates of obesity, and how existing measures to tackle the condition might be able to take this into account. The document contains over 70 project descriptions running in 20 different countries, from the international level to local community initiatives.

http://www.eurohealthnet.eu/index.php?option=com_content&task=blogcategory&id=173&Itemid=217

Best Start for Life - Guidelines for food, nutrition, play and physical activity for early years childcare

See Section: CHILDREN/YOUNG PEOPLE

OLDER PEOPLE

Thousands of older people dying prematurely from cancer, say researchers

As many as 15,000 people over 75 could be dying prematurely from cancer each year in the UK, according to research presented at the National Cancer Intelligence Network (NCIN) conference. These premature deaths could be prevented if cancer mortality rates in the UK dropped to match countries in Europe and America which have the lowest rates. The researchers from the North West Cancer Intelligence Service (NWCIS) in Manchester compared cancer death rates in the UK with Europe and America.

<http://info.cancerresearchuk.org/news/archive/pressreleases/2009/june/older-people-dying-cancer>

A radical reform of care and support services

Everyone in England will have access to a National Care Service that is fair, simple and affordable under plans set out by Health Secretary Andy Burnham in the Green Paper Shaping the Future of Care Together. Huge pressures are being put on existing services. More people need care because they are living longer – in 1948 life expectancy was 66 while today it is 78. For the first time there are more people over the age of 65 than there are under the age of 18.
http://www.dh.gov.uk/en/News/Recentstories/DH_102782

ORAL HEALTH

New deal for patients to boost access to NHS dentists

New ways of improving access to NHS dental services and assuring high quality of care are set out today in an independent review. Health Secretary, Andy Burnham welcomed the review which has been developed following extensive engagement with patients, dental professionals and the NHS since the review team's appointment in December 2008.

http://www.dh.gov.uk/en/News/Recentstories/DH_101214

PHYSICAL ACTIVITY

Nearly two thirds of adults do not meet physical activity guidelines

The majority of adults are not physically active enough, meaning that they face an increased risk of cancer and other serious illnesses, according to a new survey by the Chartered Society of Physiotherapy (CSP). A survey of 2,084 UK adults, conducted by Opinium Research on behalf of the society, found that 63 per cent did not do the recommended weekly amount of physical activity.

<http://info.cancerresearchuk.org/news/archive/newsarchive/2009/july/19252932>

Best Start for Life - Guidelines for food, nutrition, play and physical activity for early years childcare

See Section: **CHILDREN/YOUNG PEOPLE**

Best Start for Life - Guidelines for food, nutrition, play and physical activity for early years childcare

See Section: **MENTAL HEALTH**

SEXUAL HEALTH

The joys of sex should be explained - Ruth Smith, Children & Young People Now

Earlier this year, the government confirmed its intention to make sex education compulsory in schools as part of the introduction of personal, social and health education to the National Curriculum. This is because existing sex education often does not meet the needs of children and young people. Not only does the UK have one of the highest teenage pregnancy rates in Europe, but rates of sexually transmitted infections among young people are soaring. A consultation on what the underlying principles of statutory sex education should be closes on 24 July.

<http://www.sexualhealthsheffield.nhs.uk/news/6-3-childrenandyoungpeoplearticle1.php>

Brook launches new sexual health leaflet for health professionals working with BME groups

See Section: **NEW RESOURCES**

Get it On

See Section: **NEW RESOURCES**

SOCIAL INCLUSION/HEALTH INEQUALITIES

Life expectancy gap between rich and poor is widening

The gap in life expectancy between the prosperous middle classes and those in the most deprived homes is widening sharply, latest health figures show. The emerging pattern suggests that the well-off are adopting healthier lifestyles while the poor are still drinking and smoking and cannot afford to change diets.

http://www.ash.org.uk/ash_yoymancl.htm

TOBACCO

Roll-your-own cigarettes as deadly as ready mades

Roll-your-own (RYO) cigarettes expose smokers to similar levels of cancer-causing chemicals as manufactured cigarettes according to a new study by Cancer Research UK now published in *Addiction Biology*. In the first study of its kind researchers compared 127 urine samples of smokers who used ready-made cigarettes with 28 samples from RYO cigarette smokers to check the levels of two known cancer-causing chemicals.

<http://info.cancerresearchuk.org/news/archive/pressreleases/2009/july/deadly-roll-your-own-tobacco>

Public backs new plans to protect children from tobacco

New research shows that 70 per cent of adults in the UK back proposals to protect children from tobacco by putting it out of sight in shops and 76 per cent support abolishing cigarette vending machines according to Cancer Research UK – on the second anniversary of the smoking ban in England. The survey – carried out by YouGov – questioned more than 2000 people from across the UK and shows that nearly 80 per cent of people support the smoking ban in the UK's pubs, clubs and enclosed public places.

<http://info.cancerresearchuk.org/news/archive/pressreleases/2009/july/two-year-smokefree-england>

Driver smoking ban idea welcomed

Nearly two thirds of motorists would like to see smoking in cars completely banned. According to a new survey by car supermarket Motorpoint, 67% of drivers wanted smokers to extinguish their cigarettes before getting behind the wheel.

http://www.ash.org.uk/ash_uq16ghmh.htm

Mental health units ban forces 'smoking den' culture underground, says report

A survey has uncovered widespread problems with the implementation of the smoking ban in psychiatric units in England. The Mental Health Foundation has published the results today in its report, : The initial impact of no smoking legislation in England in 2008.

<http://www.mhf.org.uk/information/news/?entryid17=73172&q=0%c2%acsmoking+ban%c2%ac>

OTHER PUBLIC HEALTH NEWS

Pandemic flu update

http://www.hpa.org.uk/webw/HPAweb&HPAwebStandard/HPAweb_C/1247728933406?p=1231252394302

<http://www.dh.gov.uk/en/Home>

More help for carers

Carers across the country will be given better access to healthchecks, more support from the NHS and more opportunities to take time off thanks to a £16 million demonstration programme announced by Care Services Minister Phil Hope. From October, twenty five demonstrator sites will test different ways of supporting people who care for friends or family.

http://www.dh.gov.uk/en/News/Recentstories/DH_102804

New guides to transform community services

Six guides have been launched by Health Minister Lord Ara Darzi to support the NHS in delivering the highest quality healthcare services within the community. The Transformational Guides for Community Services – ‘Ambition, Action, Achievement!’- will support NHS practitioners and clinical leaders in transforming services locally, providing local staff with the information and tools they need to modernise and improve services in their community.

http://www.dh.gov.uk/en/News/Recentstories/DH_101517

Guidance:

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_101425

New measures to promote quality in Darzi’s one year on progress report

Plans to scrap some centrally driven targets and proposals for giving doctors and nurses control of their budgets were announced by Health Minister Lord Darzi today. The new proposals are part of Lord Darzi’s one year on report High Quality Care for All: Our Journey so Far which shows the progress the NHS has made on delivering high quality care to patients since he published his report on his review of the NHS in June last year.

http://www.dh.gov.uk/en/News/Recentstories/DH_101693

NHS meets target to cut C. difficile infections two years ahead of schedule

Health Secretary Andy Burnham has congratulated NHS staff for their success in meeting the Government's target to reduce Clostridium. difficile (C. difficile) infections by 30 per cent two years ahead of schedule. Annual figures on C. difficile, published by the Health Protection Agency today, show that the number of C.difficile infections has fallen by 36 per cent compared to the base level in 2007/8 when a target was set for such infections to be reduced by 30 per cent by 2010/11.

http://www.dh.gov.uk/en/News/Recentstories/DH_101091

NEW RESOURCES

Health Profiles 2009

The annual health profiles for 2009 have now been published. The profiles provide local level information on a number of health indicators.

http://www.apho.org.uk/default.aspx?QN=P_HEALTH_PROFILES

Brook launches new sexual health leaflet for health professionals working with BME groups

Brook, the young people’s sexual health charity, has today launched a new leaflet for health professionals on engaging young people, particularly those from Black and Minority Ethnic (BME) communities, with sexual health services

http://www.brook.org.uk/content/M7_2009_BMEproject_JULY2009.asp

Get it On

A new sexual health and relationship website has been launched for Halton & St Helens. The site gives advice on relationships, sex, contraception, local sexual health services, pregnancy and parenthood, your health and sexually transmitted infections.

www.Getiton.org.uk

NATIONAL/INTERNATIONAL HEALTH EVENTS 2009 – August

For a full list of Health Events and links please visit:

<http://www.equip.nhs.uk/Events/EventList.aspx>

OTHER LOCAL E-BULLETINS

ChaMPS Public Health Network Bulletin

ChaMPS is your public health network for Cheshire and Merseyside PCTs, NHS Acute Trusts, local authorities and wider health organisations. If you would like to know more about joining ChaMPS and receiving this bulletin contact Viv Martindale, ChaMPS Network Administrator on 0151 643 5369 or email vivienne.martindale@bwwpct.nhs.uk

Cheshire & Merseyside New Documents Bulletin

A weekly review of new documents produced collaboratively by primary care librarians across Cheshire & Merseyside. Contact the Primary Care Library on 0151 676 5650 or email library.pct@sthk.nhs.uk if you would like to receive this bulletin.

National Library for Public Health e-Newsletter

The library has been developed to provide high quality evidence e-based information on all aspects of public health. It is designed for those working in the field of public health by providing a single source of access to web based evidence on public health.

<http://www.library.nhs.uk/publichealth/page.aspx?pagename=NEWSLETTER>

Your Comments

The content of this bulletin highlights recent articles and/or documents appearing on a selection of websites, which we feel may be of interest to the wider health improvement area. All links are correct at the time of publishing. If you have any comments or suggestions about the Bulletin or would like to forward an item or news of an event, we would love to hear from you. Please forward this bulletin on to people who might otherwise not receive it.

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Health Improvement Network

If you would like to become a member of the Health Improvement Network or find out more information about the Network, please contact Linda Gittens on 01744 697433 or email

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