

# News from...

# Cambridgeshire Health and Wellbeing Board

## October 2015

### Welcome!

Welcome to another issue of the Cambridgeshire Health and Wellbeing Board (HWB) newsletter.

This time we have updates on some public health initiatives such as Healthier Options, a local healthy food accreditation package and a campaign for alcohol awareness over the winter period. We also feature a number of updates from Healthwatch Cambridgeshire, including news of the appointment of a new Chair.

We'd appreciate your feedback on this newsletter, particularly on what you'd like to see in future issues. Please get in touch by emailing Adrian Lyne on [adrian.lyne@cambridgeshire.gov.uk](mailto:adrian.lyne@cambridgeshire.gov.uk) or by calling 01223 706307.



**Cllr Tony Orgee,  
Chairman  
Cambridgeshire  
Health and  
Wellbeing Board**

## Healthier Options in Cambridgeshire

[Healthier Options](#) is a local accreditation package that aims to increase healthy food choices in local food businesses. Beginning as a pilot, Healthier Options has been developed by Cambridgeshire County Council (Public Health) and Environmental Health teams at Cambridge City Council, East Cambridgeshire District Council and Fenland District Council, and is being evaluated by the University of Hertfordshire.

Environmental Health Officers support businesses to create a pledge, to be completed within 3 months, and be awarded a membership. A pledge contains at least 10 change intentions, resulting in a reduction of salt, sugar, fat, saturated fat, portion sizes and an increase in fruit and vegetables. Cambridgeshire businesses that have been approached since July 2015 are in progress towards their membership. Customers can use the website ([www.healthier-options.org.uk](http://www.healthier-options.org.uk)) to choose to dine in Healthier Options members' restaurants or become ambassadors to promote it with their favourite restaurants and on social media.

The UK is not reaching the [Eat Well plate guidelines](#) and the average energy intake from food and drink is above what is needed to maintain a healthy weight. As eating out accounted for 10% of total energy intake in 2013, small dietary choices can affect long term health. Similar schemes have been implemented across the country, with businesses noticing an increase in footfall and intrinsic benefits of promoting health.

For more information, contact Sarah Stevenson, Health Improvement Specialist- Nutrition at [Sarah.Stevenson@cambridgeshire.gov.uk](mailto:Sarah.Stevenson@cambridgeshire.gov.uk)

- Follow Healthier Options on Twitter: [@Healthier\\_Cambs](https://twitter.com/Healthier_Cambs)
- Like us on Facebook [f Healthier Options- Cambridgeshire](https://www.facebook.com/Healthier-Options-Cambridgeshire)
- Website: [www.healthier-options.org.uk](http://www.healthier-options.org.uk)



## Upcoming meetings

The Cambridgeshire HWB holds its meetings in public and all are welcome to come along to observe.

**Thurs 19 November 2015**

10am – 1pm  
Shire Hall, Cambridge

**Thurs 14 January 2016**

10am – 1pm  
South Cambridgeshire Hall, Cambourne

**Thurs 17 March 2016**

10am – 1pm  
The Grange, Nutholt Lane, Ely

For more details about HWB meetings including venues and papers, visit: <http://tinyurl.com/opvqwvy>

## FOCUS ON: HEALTHWATCH CAMBRIDGESHIRE

### Val Moore appointed as new Chair of Healthwatch Cambridgeshire

Val Moore (pictured), most recently a director at NICE (National Institute for Health and Care Excellence) has been appointed as the new Chair of Healthwatch Cambridgeshire.



Healthwatch Cambridgeshire's job is to make sure that local people have a say when important decisions are made about their health and social care services. As Chair, Val will provide a strategic lead to the organisation, as well as sitting on local health and care policy boards including Cambridgeshire's Health & Wellbeing Board.

Val has an in depth knowledge of how health and social care services work and is keen to understand the impacts of health and care service challenges and change on local people, particularly those that are seldom heard.

### Healthwatch Cambridgeshire wins national award

Healthwatch Cambridgeshire won a national award for "Making a difference with the Care Quality Commission (CQC)" at the Healthwatch national annual conference in July 2015. The award was achieved based on work done to support people's experiences being listened to during hospital inspections.

Anna Bradley, Chair of Healthwatch England, said: "The work they have done with the CQC locally, ensuring that the experiences of people using hospital services influences inspection and are at the heart of improvements, is a shining example of how involving and informing local people in discussions about health and social care can really make a sustainable impact and bring about long-term change to services."

Working in partnership with groups in the community, Healthwatch Cambridgeshire has helped influence service development in areas as diverse as young people's mental health, gender identity services and podiatry.

Get in touch with Healthwatch Cambridgeshire if you work with people in the local community, and want their experiences be listened to by health and care service commissioners and providers.

Find out more at:

[www.healthwatchcambridgeshire.co.uk](http://www.healthwatchcambridgeshire.co.uk)

Call 01480 420628



Follow us on Twitter [@HW\\_CAMBS](https://twitter.com/HW_CAMBS)



Like us on Facebook '[Healthwatch Cambridgeshire](https://www.facebook.com/HealthwatchCambridgeshire)'

### Local work featured as Healthwatch England's 'story of the week'

Healthwatch Cambridgeshire's work to influence local podiatry services was featured in Healthwatch England's national newsletter as the 'story of the week' during September. Healthwatch England said:

#### ***A step forward for podiatry care in Cambridgeshire***

*When it heard local people's concerns about inconsistent access to podiatry care on the NHS, Healthwatch Cambridgeshire raised the issue with its CCG. The CCG has since published an updated policy making it easier for people to understand which services they can access.*

To find out more, [CLICK HERE](#).

## Alcohol awareness season



The Cambridgeshire Drug and Alcohol Action Team (DAAT) is looking for teams and/or organisations to support its alcohol awareness campaign season running from November 2015 until end of January 2016.

This year there is an overarching theme called 'Have you ever?' This was suggested by local organisation, [the SUN Network](#) who advocate on behalf of service users in contact with alcohol treatment services.

The period of November to January is an important one as it encompasses Alcohol Awareness Week (16- 22 of November), the festive period and into January where there is an opportunity to promote [Dry January](#).

The 'Have you ever?' theme allows organisations supporting the campaign to tailor alcohol themed

messages to their audience. For example, for older people the message could be 'Have you ever heard that too much alcohol can increase the risk of cancer?' Or, to support people with weight management, a message could be 'Have you ever realised how many calories are in alcoholic drinks?'

Resources can also be directed to staff in organisations to help promote healthy lifestyles and reduce sickness and stress levels. The DAAT will support any organisation wishing to deliver its own campaign with materials, which could include providing leaflets, posters and a range of easy to use tools or apps.

A campaign pack has been designed which details all the resources available.

For further information, contact Joseph Keegan at [joseph.keegan@cambridgeshire.gov.uk](mailto:joseph.keegan@cambridgeshire.gov.uk) or on 01223 507 141.

## What's on the agenda?



The HWB last met on 17 September 2015 at the Bargroves Centre, St Neots.

The first half of the meeting was

dedicated to Priority 4 of the Cambridgeshire Health and Wellbeing Strategy 2012-17, which is to *create a safe environment and help to build strong communities, wellbeing and mental health*.

Aligned with this priority, at the start of the meeting members of the Health and Wellbeing Board heard of the experiences of a local resident using mental health services.

Dr Dorothy Gregson, Chief Executive of the Cambridgeshire Police and Crime Commissioner's Office joined as a guest of the Health and Wellbeing Board for this meeting, given the relevance of the police and crime to the theme of the meeting.

Other items discussed included:

- An update on all work contributing to Priority 4

- A report from the Police and Crime Commissioner
- A discussion on the New Communities: New Housing Developments and Migrant Populations Joint Strategic Needs Assessment (JSNA) 2015
- Annual reports from Cambridgeshire's two safeguarding boards for adults and for children
- An update on the delivery of Cambridgeshire's strategy for accelerating the achievement of vulnerable groups of children and young people in the county

The HWB next meets in public on Thursday 19 November 2015, 10am – 1pm at Shire Hall, Cambridge.

This next meeting's theme will be on Priority 1 of the Cambridgeshire Health and Wellbeing Strategy: **Ensure a positive start to life for children, young people and their families**

To view the full agenda and other papers for HWB meetings – past and present – [click here](#).

For any other questions about meetings of the HWB, contact Ruth Yule at [ruth.yule@cambridgeshire.gov.uk](mailto:ruth.yule@cambridgeshire.gov.uk) or on 01223 699184.

## We want to hear your views!

*What do you think of this newsletter?*

*Is there anything you'd like to see added or changed?*

We want to hear your views so that we can include the updates you want to hear about in future issues.

For any comments, feedback or suggestions, email Adrian Lyne at [adrian.lyne@cambridgeshire.gov.uk](mailto:adrian.lyne@cambridgeshire.gov.uk) or call 01223 706307.