

PUBLIC HEALTH AND PLANNING UPDATE

ISSUE NO 67- OCTOBER '10

Welcome to the October edition of the Newsletter. If you would like to contribute to future editions, please contact:

felinaemslie@nhs.net



GRAMPIAN ALCOHOL & DRUG PARTNERSHIPS LAUNCH

UNIQUE ONLINE ALCOHOL DIARY

Howmuchdoidrink.com

'National Alcohol Awareness Week 4-10 October 2010'

The Scottish Government has announced the return of **Alcohol Awareness Week (AAW)**, taking place **4 – 10 October 2010**.

The theme of this year's campaign is **'How do you measure up?'** which aims to raise awareness amongst Scots that making positive lifestyle choices, changing drinking habits and drinking more responsibly will enable them to get more out of their day, week and weekend; at home, at work and with friends or family.

Locally, the three Grampian Alcohol & Drug Partnerships (ADPs) are supporting the campaign by reinforcing this key message through a series of public engagement events across the Grampian area, and by the development of a Grampian specific initiative **"Howmuchdoidrink.com"** - a confidential online drinks diary.

This innovative project will launch on the 4 October 2010 and be available until September 2011. Findings from last years successful 4 week pilot, showed that the majority of those participating were clearly surprised by their results, showing

CONTENTS:

- ☛ Grampian Alcohol & Drug Partnerships Launch
- ☛ Healthpoint Moray
- ☛ Updated Contact List of Aberdeen City CHP
- ☛ Spotlight on Health at Rothes Primary School – "The Fitness Factor"
- ☛ Moray Makes Everyday Count During Alcohol Awareness Week
- ☛ New Staff Aberdeen City Public Health Team
- ☛ Staff News

Material for the next PH/Planning Newsletter should be submitted no later than 16 November to felinaemslie@nhs.net

most people underestimate units, time, calories and money spent on alcohol. As a result of participating, some 62% were ready to change their drinking habits and overall 33% of all those participating had made a change at a 3 month follow up.

The project will involve members of the public being invited to sign up to participate in a unique 4 week online alcohol diary, where not only consumption, but calories, time and money spent on alcohol, will be collated and fed back to provide individuals with confidential detailed feedback on how alcohol affects their lifestyle generally. Respondents will be able to have an overview of their relationship with alcohol, and importantly be able to compare this to recommended guidelines and will, of course, be encouraged to '*get more out of life*' through the adoption of moderate and responsible alcohol consumption. To this end, feedback will be tailored with helpful information including advice and tips for each participant. The diary will also record reactions to the feedback including indications of behaviour change.

To participate please register now at **www.howmuchdoidrink.com**

For further information please contact:

Leah Dawson
Corporate Communications Officer
NHS Grampian
Tel: 01224 558701
Email: l.dawson@nhs.net

HEALTHPOINT MORAY

healthpoint within Dr Gray's Hospital provides a wide range of free advice and information on:

- Practical ways to improve your health
- Support groups and organisations
- How to access the NHS service
- Jobs in the NHS
- Access to free condoms

As part of the healthy working lives activity, staff weight management support is available to those within Dr Gray's and the wider Moray CHSCP. Staff has access to a range of lifestyle information to maintain a healthy BMI.

During October, as part of Alcohol Awareness Week, staff has access to a range of resources and information to raise awareness of the recommended guidelines around alcohol consumption. Staff can also pick up a unit measure guide which illustrates the number of units in spirits, beers and wines.

UPDATED CONTACT LIST OF ABERDEEN CITY CHP

The Aberdeen City CHP contact details can be accessed through the following link:

<http://hi-netgrampian.net/hinet/file/5090/aberdeencitychpcontacts.doc>

SPOTLIGHT ON HEALTH AT ROTHES PRIMARY SCHOOL – “THE FITNESS FACTOR”

On Wednesday 6 to Friday 8 October 2010, Primary 6 and 7 pupils are promoting health and wellbeing with younger pupils, staff and parents at Rothes Primary School.

With support from their teacher, members of the local community and a range of partner agencies, P6/7 pupils have been preparing for the event throughout September.

Activity in school, which supports delivery of Curriculum for Excellence Health and Wellbeing experiences and outcomes, has focussed on promoting mental and emotional wellbeing, healthy eating, physical activity, safe travel and first aid. To add to the fun and build on the healthy theme, pupils have been involved in preparing healthy food such as soup, fruit smoothies, oaties and healthy muffins.

Pupils have also taken their healthy messages out into the Rothes community, leading ‘armchair aerobics’ sessions with users of the Linnburn Centre and designing bookmarks to promote the Rothes ‘Well North’ initiative.

MORAY MAKES EVERY DAY COUNT DURING ALCOHOL AWARENESS WEEK

People in Moray were encouraged to see how their drinking measures up

Over the course of Alcohol Awareness week secondary schools in Moray raised awareness of the importance of responsible drinking. Activity included displays and information on responsible drinking, recipes for alcohol free cocktails and information about where adults and young people can seek information and support if they are affected by alcohol issues.

At Buckie High School, S2 and some S5 pupils took part in Alcohol Awareness workshops comprising ‘Who wants to be Alcohol Aware?’ – an alcohol awareness quiz delivered in the style of the popular TV programme ‘Who wants to be a Millionaire?’ – together with input from the Red Cross around how to deal with emergency situations.

Young people who lead the Health and Wellbeing group at Keith Grammar School organised an Alcohol Awareness information stand where pupils and staff were able to guess how many units of alcohol drinks contain and find out about how positive lifestyle choices and sticking to the sensible drinking guidelines can help us enjoy alcohol responsibly.

The *healthpoint* at Dr Gray’s Hospital, the outreach *healthpoints* at Moray College, Elgin library and GP practices displayed a range of resources and information to raise awareness of the recommended guidelines. Recipes for alcohol free cocktails and a unit measure guide, which illustrates the number of units in spirits, beers and wines, were given out.

The Mobile Information Bus was parked in Elgin town centre delivering alcohol awareness to members of the public. The session highlighted that, by making small changes to their drinking habits and understanding unit intake, people can drink more responsibly and can get more out of their day, week and weekend.

Helen MacKenzie
Health Communications Officer – MCHSCP
Email: helen.mackenzie2@nhs.net
Telephone: 01343(5)67171

NEW STAFF – ABERDEEN CITY PUBLIC HEALTH TEAM

Welcome New Staff to the Aberdeen City Public Health Team based at Denburn Health Centre



Rachel Gill & **Jacqui Moar**
Health Improvement Officers - Neighbourhoods

rachel.gill2@nhs.net
Tel: 555252

jacqui.moar@nhs.net
Tel: 555270

Hilary Bell
HEAL (Healthy Eating
Activity Living Co-ordinator)

hilary.bell@nhs.net
Tel: 555337

Nicola Cochrane
Team Secretary (am only)

n.cochrane@nhs.net
Tel: 555245



Welcome also to **Nicola Robertson** on secondment from Education to cover maternity leave for Elaine McConnachie & Andrea Fraser, Health Improvement Officers – Schools. Nicola's contact details are n.robertson@nhs.net Extn 55482.



Staff News

Congratulations to:

- **Elaine McConnachie**, Health Improvement Officer - Schools on the birth of Cameron on 2 September. Mum, Dad and Isla are delighted.
- **Lisa Allerton**, Hep C/BBV Project Manager on the birth of a baby boy - Jude Charlie who arrived safely on 3 October weighing in at 7.10 lbs.

Welcome to:

- **Susan Jemielita**, Secretary/Administrator – Public Health & Planning Directorate who will start on 11 October 2010 to provide administrative support to Gillian Lewis, Head of Health Promotion in the first instance.