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#### The first (and last) word...

'New Year, New You' is the theme of our latest (and reformatted) HIT Newsletter, the first of 2012. In a slight change of approach The Health Improvement Team is now welcoming contributions from partner organisations. Who knows, *your* activity or project could feature in a future edition. A few hundred words is often enough and if you have a picture, even better!

New Year is always a good time for health messages, with so many resolutions about stopping smoking, losing weight, cutting down alcohol or increasing physical activity. Will your message be heard in 2012? Remember, the HIT's specialist role is to help with health promotion programme design, give support, advise on resources or provide training across all the agencies. So give us a call!

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#### Hazel Donald Award Launch

The first-ever presentation of the Hazel Donald Award recognising achievement in the health field by young people took place to a standing ovation at a ceremony held in the Meadowbank Inn, Arbroath in December.

The trophy, a fine piece of sculpted and engraved glass, was received by a team from Arbroath High School for their ultimate success in the Dragon's Den initiative which had involved several Secondary Schools in Angus.



The well-attended event was organised by the Volunteer Centre Angus and also saw the launch of the £2million NHS Tayside Innovation Fund



Drew Walker, Garry Malone & Caroline Selkirk at the launch of 'Cash 4 Communities'

called **cash4communities**. The fund will enable members of the public to apply for financial support to take forward their own ideas for improving health and wellbeing in local communities.

During the evening there were also presentations to local volunteers of awards recognising volunteering service of two, five and ten years in the helping and caring fields.

Hazel Donald died age 33 in

September 2011 after an illness; the award in her name recognises a long career which although varied was often focused on young peoples' health, particularly in relation to sexual health and smoking.

Before her untimely death she was Smoking Cessation and Prevention Worker based with the team at the Abbey Health Centre in Arbroath. The Hazel Donald Award, which will be made annually, was created in consultation with her family who were all also present at the ceremony.



Arbroath High School pupils and Redor, along with Hazel Donald's father and sister

#### Quit4U to be extended in New Year

Already established in Arbroath, this popular incentive scheme for smokers in social priority areas, is to be extended to include several other parts of Angus in January 2012. Dozens have signed up since the programme was launched last August and the expectation is of many more joining with the New Year rush to quit.

Quit4u offers an incentive of £50 (in grocery vouchers) per four-week period after smokers stop and stay stopped. Local pharmacies and the Tayside Specialist Services are both participating. Entry to the programme is postcode-determined and aims to target smokers in areas of high smoking prevalence.

For more information on quit4u and the local support groups please contact: 0845 600 999 6 or 01241 430303 or email: kenny.grewar@nhs.net



Could £50 a month to spend on groceries make the difference to you?



If you have news or photos about health improvement activity for future newsletters, please send them by email to [billedwards@nhs.net](mailto:billedwards@nhs.net) We'll be announcing the deadline for the next edition soon.

## Connecting Communities 'C2'

NHS Tayside is very interested in Connecting Communities which is provides an accelerated form of community development in local areas. The method builds on solid theories and fifteen years of experience in a variety of settings, with a track record of transformative health and wellbeing outcomes.

I was fortunate enough to attend this training, along with Graham Hewitson from CLD and Kenny Hart from Tayside Police. We have formed a small local group including Gary Malone Manager at VCA and Rachel Green from Community Planning. We see C2 as a key

driver for positive change in areas where community members are seeking improvements and to reduce inequalities.

The concept is simple; partner agencies can listen to the hopes and ideas of residents and relate to the needs perceived by the agencies themselves. Bringing the two together can rapidly build a co-operative agenda that will start delivering results in a relatively short time. We are absolutely appreciative of the fact that there is lots of community engagement work going on and this method is another tool to help build communities' practice and increase effectiveness of relationships within

communities.

I am currently delivering presentations on the C2 method to the Thematic Partnership Groups, if you are interested, in learning more about the method or becoming involved, I would be delighted to come along and speak to you or invite you to join our small working group.

Please feel free to contact myself

Freda Stewart, Health Improvement Partnership Manager, Angus Health Improvement Team, Angus Community Health Partnership (ACHP), St. Margaret's House, Orchardbark, Forfar 01307 474814 or email [freda.stewart@nhs.net](mailto:freda.stewart@nhs.net)



## Angus Illicit Tobacco Initiative

Key partners from Angus, other parts of Scotland and several national organisations have come together in order to address issues around the supply of counterfeit and contraband tobacco products in the locality.

The initiative aims to:

- inform and protect the general population
- protect those under legal entitlement age
- collaborate with the legitimate business community
- engage with legitimate brand holders
- generate intelligence in order to disrupt, deter and detect crime

The impacts of illicit tobacco use are wide-ranging and include major health implications, both petty and serious and organised crime, a negative influence on efforts to help local people quit smoking and increasing the uptake of smoking amongst young people.

This new initiative will be taken forward under the Angus Tobacco Alliance heading; Brian Smith of Angus Trading Standards is the key contact, tel. 01241 435623 or Bill Edwards [bill.edwards@nhs.net](mailto:bill.edwards@nhs.net)



Some common examples of illicit tobacco products.

## Healthy Start Event

2<sup>nd</sup> February, 2012 in the Auditorium, Angus College, Keptie Road, Arbroath, from 9.00am to 1.00pm

We are delighted to invite you to celebrate the success of the excellent work that is taking place in Angus as part of Tayside Maternal and Early Years Nutrition CEL36 (2008) Programme. In a workshop format it will showcase breastfeeding, the Healthy Start Café, Forfar, Community Collaborative, Cooking Together and the Community Allotment in Arbroath. All are interventions and activities that have taken place in Angus over the last two and a half years.

We will also join in a discussion on how we take forward the three frameworks improving maternal and infant nutrition: A Framework for Action, refresh Framework for Maternity Care in Scotland and Reducing Ante-natal Health Inequalities.

I do hope you can join us, please register by contacting Leigh Simpson on 01382 424075 or email [leigh.simpson@nhs.net](mailto:leigh.simpson@nhs.net)

## 'Physical Activity' in Angus 2011

BE ACTIVE...live well

Between April and September 2011, 186 patients started the Refer 2 Exercise/Keep Well programme. Refer 2 Exercise is run by Angus Council Leisure, in partnership with NHS Tayside and the Angus Keep Well Project. It encourages patients to increase their physical activity levels they receive discounted access to leisure facilities within Angus such as the swimming pool, gym classes and circuit classes, all supervised by qualified staff. A recently developed database will allow much closer follow-up of clients and improve reporting on the programme.

Another development this year has been to look at the marketing and overall branding of all referral procedures and fitness classes. The partners are presently working together to re-launch the information available under the one umbrella title. We are hoping that this all-inclusive booklet - called Be Active, Keep Well - will be ready in April 2012. Contact Lesley Higgins - [higginsl@angus.gov.uk](mailto:higginsl@angus.gov.uk) for more information.

## Healthy Community Collaborative (Reducing Teenage Pregnancies in Angus)

Angus College saw the launch on 8<sup>th</sup> December, 2011 of NHS Tayside Healthy Community Collaborative Programme which is an initiative using a social marketing approach to engaging young people in target groups in local communities.

Contact:  
Felicity Snowsill, Senior Health Promotion Officer, Public Health Directorate, Kings Cross Hospital, Clepington Road, Dundee, Tel. No. 01382 424070 or email [fsnowsill@nhs.net](mailto:fsnowsill@nhs.net)

## Cooking Together

This is a community-led project that has been running for over a year held at Angus College, Arbroath. It teaches mums to cook healthy meals for their families, healthy snacks for the kids and about playing together.



Making a healthy cheesecake.

## The Healthy Start Café

Held in the Guide Hall in Forfar, the café promotes breastfeeding and gives nutritional advice to mums during weaning. It also encourages healthy eating generally and advice on baby massage, baby first aid and fire safety in the home.

Denise Black, Healthy Collaborative Support Worker Tel. 01307 476491