Living longer, Living better

The Annual Report of
the Director of Public Health 2013
Welcome!

From Dr Rita Robertson, director of public health

Good health is something we all wish for ourselves, our families, friends and communities – living as well as possible, having a healthier, longer life and feeling well. We have just completed a major survey of lifestyles amongst adults in Warrington. The information we got back has helped build a comprehensive picture of health and wellbeing across Warrington, and the results are pretty exciting!

We were thrilled that so many of you, 6,672 in total, returned the questionnaire, as this has given us a really rich source of information. The evidence from the survey shows that Warrington people are smoking less and this reduction will be linked to significantly less early deaths. This is heart-warming news, and shows that Warrington people can make really significant changes in their lives. If we can do it with smoking, we can do it with anything!

It takes small steps at a time. No-one needs to run marathons, or be an iron man, or cycle immense distances! People who do these things are great role models, but let’s face it, most of us aren’t in their league. But if we feel that we need to improve our health and wellbeing, we can all change a little by drinking less and eating a little more healthily.

But it’s not all good news. The survey revealed some areas of concern, particularly the high levels of overweight and obesity in middle aged men and the consumption of alcohol above safe levels. We all have a tendency to get fatter in middle age, but we can change this, although there is no doubt that it’s not easy. Temptations are everywhere – get in the car, use the lift, eat comforting calorie-rich food, and have that extra beer or glass of wine. There is no magic bullet; we just have to take small steps at a time and do our best for ourselves, our families and our communities.

Making changes can be even more difficult in hard economic times, and the survey reveals a number of challenges facing Warrington people at this time. Hardship and emotional stress both impact badly on wellbeing. The report looks at the ways that we can try to cope with economic hardship and still live a healthy life.

Some of our findings are presented by ‘deprivation quintile’. This means we have divided local places in Warrington into five groups, according to how they rank on a national deprivation scale. We know that in general, people living in more disadvantaged areas often experience poorer health. This is because a range of other factors, apart from our lifestyle and behaviour, help to determine our health; things like poverty, low-income, low levels of education, unemployment and poor housing are all known to affect our health. Analysing our survey results in this way shows us that there are big differences or ‘inequalities’, which continue to exist and we are all committed to reducing.
The survey has looked at adult lifestyles. We are undertaking a similar survey of children and young people, which will be the main subject of next year’s report. We have, however, included a section on children and young people’s health and wellbeing, based on our knowledge of health issues at the present time.

I hope you enjoy reading this report. For more details about how to keep healthy, visit the public health website on http://www.warringtonpublichealth.org.uk. The map and tables at the back of this report illustrate which local areas are in which deprivation quintile.

The survey is an important step in understanding how to improve wellbeing in Warrington. To see the overarching ambition for Warrington, please look at the Warrington Strategy for wellbeing, available on: http://www.warrington.gov.uk/info/200721/community_support_and_advice/506/warrington_partnership/2
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It gives us great pleasure to write the foreword for this Public Health Annual Report; the first of its kind since public health moved out of the NHS and into local government.

Within Warrington, we have a good tradition of working in partnership with public health and with the NHS and we have long recognised the important role local government plays in protecting and improving the health and wellbeing of our residents.

Our vision in Warrington is for better health and wellbeing for all. We want Warrington to be a place where all people are proud to live and work; a place where everyone is able to make lifestyle choices that protect and enhance their own health and wellbeing and that of their families and communities. To achieve this, it is vital for us to have a thorough understanding of our population and the factors that influence their wellbeing. The health and wellbeing survey results provide a comprehensive basis on which to further develop and refine our plans and effectively target services.

We are delighted that the public health team is now an integral part of the council, as it means that there is now even greater opportunity and scope to influence the wider issues that affect the health of our residents; such as housing, education, and employment. There was a substantial amount of work that went on last year to ensure that the public health team’s transition from the NHS was successful. One aspect of this transition work was to ensure that all public health commissioned services were reviewed for quality and value for money, this means that we are confident that the ring-fenced public health grant of £10m is being used in the most cost-effective way to deliver real improvements in health and wellbeing for our residents.
Smoking rates plummet!

Celebrating the smoking cessation success, Councillor David Keane, executive member for environment and public protection, says:

“We are delighted with these results, which show that the messages around the dangers of smoking are reaching people.”

Results from the lifestyle survey show a huge drop in the number of adults who are continuing to smoke. As Councillor Pat Wright, executive member for health, wellbeing and adult services, adds:

“This is excellent news, as smoking is still the number one cause of preventable illness and early death.”

What are the health effects of smoking?

Smoking harms nearly every organ of the body and dramatically reduces both quality of life and life expectancy. Smoking is a leading cause of lung cancer, respiratory and heart disease and contributes to numerous other cancers in the mouth, lips, throat, bladder, kidney, stomach, liver and cervix. About half of all lifelong smokers will die prematurely; on average about 10 years earlier than if they had not smoked.

How many Warrington people still smoke?

- In 2006, just over 20 out of every 100 adults were smokers
- Findings from the latest survey in 2013 show that this has dropped to **13 out of every 100**
- This means that there are currently about 20,600 adult smokers across Warrington
- More men told us they smoke; 15 out of every 100 men compared to about 11 women out of every 100
- Smoking is most common amongst people aged 18-39, with more older people (aged 65+) telling us that they have given up
- Smoking is most common within the more disadvantaged fifth of Warrington areas, with over one-quarter of all adults living in these areas still smoking
- Smoking is least common in the least disadvantaged area of Warrington. Only about seven out of every 100 people living in areas such as Appleton, Grappenhall, Culcheth and Stretton are smokers
What is currently in place to help people quit?

Warrington stop smoking programme, delivered by LiveWire

The Warrington stop smoking programme continues to reduce smoking rates. From March 2012 to April 2013, over 1,536 smokers used the service and 78% (1,204) of them actually stopped smoking. All the support is free, with a choice of drop-in or one-to-one support. All the sessions are provided in a variety of accessible areas and run six days a week.

There are now over 20 drop-in sessions across all areas of the town at different times of day, including lunchtime and evening sessions. The local programme can help people who want to stop smoking by providing motivational support and lots of useful information and advice, which can make a real difference. In fact, people who use their local programme are four times more likely to stop smoking and to stay stopped than going it alone. Support is available to both adults and young people.

Warrington has recently run a scheme to encourage pregnant women and their partners to stop smoking before their baby is born. This successful project meant that women had the information and support they needed from the first visit to their midwife and for as long as they needed after they took their child home.

Smoke free homes

We ask families in Warrington to make a pledge that they will not allow the use of any tobacco products in their home. Smoking in the home poses a number of dangers for children, such as second hand smoke, toxic chemicals becoming embedded in textiles and fire risks. The project educates families of the dangers and encourages them to raise awareness among friends and neighbours too.

Smoke free schools

A smoke free school has a comprehensive policy of regulation, education and treatment across all primary and secondary schools. It means that local children will get a strong and consistent message throughout their education. In those schools where some students have already taken up smoking, there is an intensive project that can last over a term and introduces additional education and support by starting stop smoking sessions on site.
Illegal sales and illegal tobacco

The work of the public protection department of Warrington Borough Council helps keep the availability of tobacco products for young people to a minimum. This is achieved through the control of illicit tobacco and a programme of testing local retailers to see if they sell to children. In such cases, the retailer can be prosecuted.

Up-to-date intelligence about both counterfeit and illicit tobacco helps to tackle the problem. Those people who manufacture, import and supply these products are constantly seeking new ways to evade detection and reach their target customers, and with the increasing cost of tobacco products there are always customers looking for cheaper alternatives.

The impact of this industry on our communities is twofold. Firstly, the products are unregulated and will probably be manufactured in unhygienic conditions using chemicals and waste products that are often toxic and dangerous, immensely increasing the dangers to smokers’ health. Secondly, the illegal tobacco trade is linked to serious organised crime and the profits strengthen gangs and their grip on vulnerable people.

Helping workers to give up tobacco

There is a commitment within Warrington Borough Council to help protect and improve the health and wellbeing of all employees. In a bid to support efforts to help people quit smoking or using e-cigarettes, and following consultation with trade unions, the council has adopted the smoke free work policy. This means there will no longer be designated smoking areas within or around council buildings. Where a clocking system is used, all employees must be clocked off when taking smoke breaks. The same rules apply to the use of e-cigarettes. New policies are being supported by workplace health events where employees can get one-to-one advice.

Helping prisoners to stop

We know that prison populations traditionally have very high smoking rates. There has been a stop smoking programme within the two Warrington prisons for several years. Over the last year, the quit rates have almost doubled since the introduction of group work and peer support.
What else could we do?

Although we are really pleased with the drop in smoking, there is still more to be done.

Although overall smoking numbers have decreased right across the town, smoking is still much more common amongst people living in the most deprived areas. Future work will enhance support to those who are most vulnerable to the harms caused by tobacco products – the people with the highest levels of stress arising from their socioeconomic conditions.

This includes targeting children and young people that are taking up smoking.

E-cigarettes are popular with adults who either want to quit smoking or change their usage to an e-cigarette. However, there is some debate about the harms associated with their use and they are so far unregulated and are not recommended by NICE. The Medicines Health Regulatory Authority has indicated its intention to regulate these products by 2016 as an aid to stop smoking. Using e-cigarettes is likely to cause less harm than smoking tobacco cigarettes if they are used in substitution, but e-cigarettes are not risk free and they can undermine the de-normalising of smoking behaviours.

Disposable e-cigarettes (sometimes known as Shisha pens) are mainly used by young people. These brightly coloured devices are offered in a range of fruit and sweet flavours, they are sold on the internet and in newsagents, market stalls and pound shops freely available to children. There is no regulation of these products as they don’t contain any tobacco, and so they don’t come under the guidelines of trading standards for age of sale restrictions. It is of extreme concern that young people are being targeted to replicate the body language of smoking real cigarettes.

The Warrington tobacco control group has acknowledged the risks that the rise of e-cigarettes brings. While waiting for further guidance from regulatory bodies, Warrington Borough Council has made the decision to include e-cigarettes in its smoking policy. There is also guidance on the council website for local businesses and the public.

We will work to ensure that tobacco control becomes everyone’s business. We will continue our work with all partners to reshape attitudes to tobacco use, with an emphasis on promoting health and wellbeing.

The smoke free homes scheme will be improved by introducing extra support for those who need it. Providing follow-up home visits will aim to help households maintain their pledge. The dangers highlighted in the smoke free homes initiative can also be used to introduce a smoke free car scheme.

More trained associate smoking cessation advisors, who could include a range of professionals such as GPs, pharmacists or school health nurses, would free up specialist advisors to concentrate on the harder to reach and more heavily addicted smokers who may need longer programmes, especially those with mental health conditions, prisoners, older people in care homes and the homeless.

More work will also be done in hospitals and other health services to improve smoking cessation in specific groups, such as maternity services and patients diagnosed with chest diseases.
Warrington is growing: but not always in a good way...

Obesity rates in Warrington are rising, with one in five adults in the town now classed as clinically obese. Councillor Pat Wright, executive member for health, wellbeing and adult services, says:

“It’s a ticking health time bomb! We need to take urgent action nationally as well as locally to reduce obesity levels.”

Despite our obsession with diets and slim celebrities, we are getting fatter and fatter. News reports regularly warn us that we are turning into a nation of couch potatoes and there is no escape from the mound of evidence that highlights the risk of obesity-related illnesses such as heart disease and cancer. Despite all of this, Warrington waistlines are growing.

Figures from the large scale survey done across the borough earlier this year show that the number of Warrington people who are classed as overweight or obese is rising. Over half of all adults are now overweight or obese, with one-fifth clinically obese.

But what can be done to tackle this health time-bomb? In this section, we take a look at the statistics, the causes and what we need to do as a borough to fight the flab.
What is obesity?

A person is classed as obese when their weight has increased to a point where it seriously endangers their health. Obesity is diagnosed when a person’s body mass index (BMI) exceeds 30. BMI is calculated by dividing weight in kilograms by height in metres squared.

A person is classed as overweight when they have a BMI of between 25 and 30.

What are the health effects of obesity?

Research has shown that there are strong links between obesity and a range of health issues. For example, compared with a man of healthy weight, an obese man is:

- five times more likely to develop diabetes
- three times more likely to develop cancer of the colon
- over two and a half times more likely to develop high blood pressure – a major risk factor for stroke and heart disease

Compared to a woman of healthy weight, an obese woman is:

- almost thirteen times more likely to develop diabetes
- more than four times more likely to develop high blood pressure
- more than three times more likely to have a heart attack

Risks of other diseases, including heart disease, gall bladder disease, liver disease, cancer of the ovaries, arthritis and stroke, are also increased. Obesity also has a substantial impact on a person’s mental wellbeing.

Obesity statistics

Findings from our latest survey show that:

- 55 out of every 100 adults in Warrington are overweight or obese
- One in five is clinically obese
- More men are overweight, and rates are highest amongst middle-aged men: seven out of every 10 men aged 40-64 are overweight or obese
- Being overweight can affect anyone
- Obesity is more common amongst people living in poorer, more disadvantaged areas

What are the causes of obesity?

At a very simple level, obesity is normally caused by a combination of eating too much of the wrong types of food and not taking part in enough exercise. However there are many complex factors that contribute to the causes of obesity which include:

- the environment: research shows that the environment can influence an individual’s activity levels, for example deciding whether to cycle to work may be influenced by whether there are safe cycle lanes and if there is a bike shelter and showers at work
- society: this includes the influence of the media, education, our friends and people around us, the ‘acceptability’ of being overweight and our culture
- availability of food and portion sizes: Living near a reliable supply of quality fruit and vegetables may influence how much fruit and vegetables a person buys. We all might eat more than we perhaps intend to because there is more than we need on our plate – portion sizes have got bigger over the years
Our eating habits and activity

Findings from the lifestyle survey show that:

• over 40 out of every 100 adults in Warrington eat less than the recommended five portions of fruit or vegetables a day
• almost 30 out of every 100 adults have a takeaway or fast food at least once a week
• 15 out of every 100 adults regularly have three or more convenience foods each week
• men are much less likely to eat a healthy diet: almost half of all men are not eating the recommended 5-a-day, and over 30 in every 100 have a takeaway at least once a week
• men are generally more active than women; the survey results suggest that almost eight out of every 10 men do the recommended amount of physical activity each week, compared to just over seven out of every 10 women
• as we have seen with other lifestyle behaviours, people living in more disadvantaged areas are less likely to get the recommended amounts of physical activity, and are more likely to have a poorer diet

Why weight?

Warrington’s weight management programme, operated by LiveWire, aims to tackle the issue of obesity by offering lifestyle advice and support in local settings.

The programme can support people in a variety of ways and is free to all. A range of different sessions take place, including drop-ins, 8-week closed groups and 12-week rolling group and one to one sessions. The above sessions offer the following types of information:

• Importance of breakfast/ regular eating
• Understanding food labels (fat/sugar/salt)
• Menu planning/ tips for shopping and eating healthily on a budget
• Exercise (benefits/recommendations/ barriers)

So what is in place to deal with this public health crisis, and what can we do to help ourselves?

Whilst a lot of people are doing the minimum amount of activity recommended, we need to do more to halt the rise in obesity levels.
Change4Life – Make a healthy change!

The public health team and partners ran the ‘Get going this summer’ campaign, targeted particularly at children during the school holiday period. Health professionals and partners enthusiastically embraced the message and attended over thirty events during the summer, talking with over 5,000 Warrington residents. Colourful event stands draped with Change4Life bunting and table cloths invited children to try their hand at a variety of activities including hula hooping, skipping, penalty shoot-out, ‘hook-a-duck’ and ‘hoopla’ in order to win prizes ranging from bat and ball sets, hula hoops, footballs and kites to pieces of fruit and sun hats.

Pictured (L to R) are Hadeel, Maysa and Sara Hamam who not only show that they know about the “5-a-day” message but they also practise it! This was taken at the MELA event in July 2013.

Ready steady cook!

A series of Change4Life cooking skills courses are offered in the community throughout the borough. Courses are up to eight weeks long and include theory work based on the Change4Life campaign and practical cooking skills sessions using Change4Life recipes; in particular utilising the supermeals resources. On completion of the course, all participants receive a Change4Life certificate, food label reader and goody bag. To find out about courses near you, please contact the wellbeing service who will be able to help.

Cooking for one

With the national Change4Life campaign being heavily focused on family life, the public health team and partners felt there was a need for Change4Life information for people of all ages who live alone. As a result, new healthy eating leaflets have been developed that give advice about planning, budgeting, shopping and cooking for one person. So far, one session targeted at men aged 55+ has taken place in Orange & Avery, with a plan for more sessions and leaflet distribution to follow.

Active Warrington: DO, HELP, WATCH!

The Active Warrington strategy has been put together so partners involved in sport, physical activity and leisure can look at how they can establish a more coordinated plan to get more people more active, regardless of their age. The strategy focuses on three key themes: getting people to DO more sport and physical activity, encourage more people to HELP with activities and create more opportunities to WATCH sport. The ultimate aim is for Warrington to become the most active borough in the North West, which would lead to more people being more active and so improve people’s weight and wellbeing.
Make the move

The focus on getting people active includes working to improve the activity level of council staff. By establishing ‘Make the move’, we are giving employees the opportunity to take part in sport and physical activity as part of their working day. Currently staff can take part in running, walking, yoga, zumba and football. We hope to increase this programme of activities to offer staff even more opportunities to get involved.

What else could we do?

Healthy weight strategy – drawing up the master plan . . .

Warrington is currently refreshing its healthy weight strategy, which will provide a comprehensive range of priorities and action plans to tackle the weight issue across the town. There will be a range of initiatives embedded within this strategy that can have a significant impact, for example:

- increasing the number of mothers breastfeeding across the town
- enhancing our Change4Life community food/cooking courses
- promoting walking and cycling instead of using buses and cars
- expand the run, swim, cycle, walk provision across the town to encourage more participation in physical activity

Run, swim, cycle, walk

One of the key actions of the Active Warrington strategy is to get people involved in life-long activity by increasing opportunities for people in Warrington to swim, run, cycle and walk. We are aiming to get more people involved in physical activity and plan to achieve this by improving the infrastructure and awareness of what is available in Warrington.

Ensure a healthy start!

The public health team will run a campaign to support communities where we know that the consumption of fruit and vegetables is low. The promotion of ‘healthy start vouchers’ in key locations will invite parents to come forward to trade in vouchers for a bag of mixed fruit and veg.

Not so fast!!

Over the next 6-12 months, the public health team will be working with those in charge of planning policy to control the number of hot food takeaways and fast food outlets opening in the town. We need to make the healthier choice much easier for everyone! A new planning document will make it more difficult for takeaways to set up within easy reach of schools and colleges and limit the number in our urban centres.
Reach for Health & Stay on Your Feet

Reach for Health and Stay on Your Feet programmes offer a variety of exercise options across Warrington. Whether you want to get back into exercise or need help to increase your balance, muscle strength and flexibility LiveWire can help.

For further details please visit www.livewirewarrington.co.uk or free phone 0300 003 0818 today
Alcohol: The new smoking

Smoking rates might be decreasing, but we don’t seem to be giving up other vices so readily! Results from the Warrington health and wellbeing survey has shown that more people are drinking at levels that are likely to damage their health.

Kath O’Dwyer, strategic director for families and wellbeing, says:

“Alcohol impacts on a great many aspects of Warrington, from the misery of liver disease, to the impact on families and children of crime, anti-social behaviour and abuse. We need to develop a society that has a healthy, less toxic relationship with alcohol.”

The health impact

We all know the immediate effects of drinking too much alcohol. We wake up with a headache, feeling tired and nauseous, vowing never to do it again! But are we all as aware as we should be about the impact on our health over the longer term, and of the dangers of regularly just going over recommended limits by just a little bit?

Most of us know about the effect of alcohol on the liver, but what about the impact of alcohol on other parts of the body? Long term, regular drinking over the recommended levels increases the risk of developing a long list of health conditions including heart disease, stroke, high blood pressure and many cancers, including breast, mouth, throat, bowel and liver cancers. Research shows that a high alcohol intake can also damage our mental health, affect our memory and reduce fertility.
So how much is too much? What can we safely drink?

Latest guidance from the Department of Health states that in order to protect their health, men should not regularly exceed 3-4 units per day, and women should not regularly exceed 2-3 units per day. It is also recommended that we should all aim to have at least two to three days per week that are drink-free. This means that over the course of a week, women should not drink more than 14 units and men should not drink more than 21 units.

But as Dr Rita Robertson says, many people are just not aware of the alcohol content of their favourite tipple, and larger glass sizes, drinking at home, and higher strength beers are not helping.

Is Warrington over the limit?

Most of us drink alcohol at least occasionally. Only 13 in every 100 said they never touch a drop.

• The level of unsafe drinking is increasing; of those who drink, one in five reported that they drink more units per week than is considered safe
• Men are more likely than women to drink to unsafe levels: one-quarter of all men who drink exceed the recommended number of units per week
• Women are catching up with men. In 2006, 13 out of every 100 women drank to unsafe levels, but the latest survey has seen that figure rise to almost 18 out of every 100
• Women who live in the least disadvantaged areas of the borough, such as Appleton, Culcheth, Hatton and Walton are more likely to drink to unsafe levels

What are we doing to tackle unsafe drinking?

Examples of the services in place to support those affected by their own or someone else’s alcohol misuse include:

Pathways to Recovery (CRI)

CRI Pathways is the local community alcohol treatment service providing free and confidential advice to anyone affected by alcohol use via an open access and drop-in service. They also provide assessment and a full range of treatment options and support to those affected by alcohol misuse tailored to the needs of the individual. Service users benefit from access to a wide range of other agencies that can support them on their own personal journeys of recovery.

Young person’s drug and alcohol team

The young person’s drug and alcohol team offers specialist support and intervention on a one-to-one basis to young people who are affected by their own drug and/or alcohol use. Young people can self refer to the service or can be referred by any professional or agency with the young person’s consent.

Working in partnership with other agencies, they offer young people a care plan that focuses on improving self-esteem, reducing risk and limiting the problems or negative effects which substances may have on their lives.

Referrals are made either via the family support team’s single point of referral or the young person’s drug and alcohol team on Tel: 01925 851029.
Pathways to Recovery

Warrington

Worried about alcohol? We can help.

Contact us for free:

- Specialist alcohol advice, information and treatment.
- Convenient appointments in your home or community venues.
- Counselling, complementary therapies and health advice.
- Recovery-focused activities.
- Alcohol awareness training and education.

For more details or to make an appointment

Call 01925 415 176

Pathways to Recovery, 14 -16 Bold Street,
Warrington WA1 1DE

safer communities, healthier lives

www.cri.org.uk
Footsteps

This is a free support service for families and friends affected by someone else’s drug and/or alcohol use, where you can talk to someone about your fears, feelings and concerns in a friendly, confidential environment. Footsteps provides a wide range of services, such as one-to-one support, home visits, telephone support, group support meetings and structured counselling.

YMCA

The YMCA offer a drop-in centre for anyone who needs help, advice and support relating to alcohol issues and problems. Examples of the activity taking place to tackle unsafe drinking in Warrington include:

• local campaigns that challenge the drinking culture and the relationships that exist with alcohol by promoting and encouraging low-risk alcohol consumption
• the identification of ‘alcohol champions’ within partner organisations who will promote initiatives, increase engagement with support services, and drive key messages and information in order to reduce alcohol-related harm
• delivery of ‘Alcohol Identification and Brief Advice’ training for front-line workers in key services so that they can identify those individuals whose drinking might be impacting on their health and deliver simple, structured advice
• reports of poor drinking behaviour amongst young people are often exaggerated! This can make young people feel pressure to drink more. Alcohol education in secondary schools, colleges and other youth settings tackles young peoples’ own drinking behaviours and also challenges what young people believe is the normal behaviour for young people in general
• reducing the impact of alcohol misuse on the communities of Warrington by working closely with Cheshire Police, Warrington Borough Council’s licensing and trading standards and the local alcohol trade. This is achieved by promoting responsible retailing, reducing the access to and supply of alcohol to children and young people, embedding a common understanding in relation to acceptable behaviour and reducing alcohol-related crime and disorder
• provision of an alcohol liaison nursing service in Warrington Hospital to provide advice and support to those attending because of alcohol-related illness and injury
• the delivery of family support programmes to reduce the number of children and young people affected by parents who misuse alcohol
Behind every drug user there’s a worried family

Footsteps offers a confidential listening information and support service for the family members of drug users in Halton, St Helens and Warrington.

01744 623755  01925 244524
24hr helpline 08457 023867
What are the challenges? What can we do to overcome them?

Alcohol is easily available, cheap, marketed widely and seen to be an ordinary, everyday commodity. Most people who drink alcohol do so in moderation, without causing harm to themselves or others. However, when consumed in excess, alcohol can have a significant effect on individuals, families and the wider community - placing a huge burden on public services and finances. The challenges we face in Warrington include:

Alcohol can be too cheap

Extensive research shows that increases in the price of alcohol can lead to falls in both alcohol consumption and alcohol-related harms. The Government has recently decided not to currently pursue the introduction of a minimum unit price for alcohol in England and Wales that would have primarily targeted high-strength alcohol that is sold very cheaply - products that are often drunk by the heaviest drinkers as well as younger drinkers. In light of this, Warrington and other local authorities and key partners are looking further into the impact of the minimum unit price issue.

We all need to work on our relationship with alcohol

There are many different examples of the drinking culture in the UK - such as the number of people drinking above the recommended guidelines, or the increase in hospital admissions for preventable illnesses such as liver cirrhosis, diabetes, and heart disease. Of great concern is that while the number of teenagers drinking has declined in recent years, those who do drink are consuming more alcohol, more often. In Warrington, partners are working together to understand the different drinking behaviours that exist and to implement effective interventions to challenge them.

For example, we work together to identify and address any licensing issues or examples of irresponsible supply.

Impact on the most vulnerable people

Across the UK there are unequal rates of alcohol-related disease and disorder in certain groups in society. In Warrington, partners are working closely to deliver specific services and interventions relevant to children, young and older people, those with complex issues such as mental health problems and those from more deprived areas who appear to suffer the negative consequences of alcohol misuse on a greater scale than other areas of the town.

Early intervention and prevention

Partners should increasingly adopt an early intervention approach to identify and target those at risk and to motivate individuals to do something about their drinking. We also intend to ensure that children and young people are aware of the potential risks associated with alcohol, as well as having access to information enabling them to make choices about their drinking behaviours.

Impact on services

Through early intervention, more effective information sharing and better signposting to services, partners in Warrington continue to work together to help reduce alcohol related demands on services.

Provision of effective services

Research has identified that for every £1 invested in specialist alcohol treatment, £5 is saved on health, welfare and crime costs. In Warrington, partners work together to ensure that treatment and support services are regularly monitored to ensure effective service delivery.
What’s worrying Warrington?

Survey results show that one in four Warrington adults has low levels of emotional wellbeing and may be struggling to deal with day-to-day problems.

As Councillor Pat Wright, executive member for health, wellbeing and adult services, says:

“Improving the mental health and emotional wellbeing of the borough is a priority for all Warringtonians and requires action across all sectors, locally and nationally. A partnership approach is therefore crucial to tackling mental health awareness at all levels.”

What is emotional wellbeing?

Emotional or mental wellbeing is about how an individual is feeling, how they cope with day-to-day life and their ability to deal with problems. Research shows this is linked to having control over your life and a sense of belonging and connection to society. Emotional wellbeing and physical health are closely linked, and are likely to impact on each other. Positive emotional wellbeing is critical for the day-to-day lives of individuals, families and communities. Its absence has implications far beyond individuals, because the quality of emotional wellbeing affects every aspect of the shared life of any community.
How can emotional wellbeing be measured?

Specific questions developed by researchers that can help us calculate emotional wellbeing were used in our survey. We asked people to tell us on a score of 1 to 5 how they feel about certain things, such as the future and whether they have been feeling useful, optimistic and close to other people. From their answers, we were able to calculate an overall score and compare scores for different groups of people.

So how are Warrington people feeling?

The survey showed us that, overall, one quarter of all people have low levels of emotional wellbeing. This means that they may be less able to cope when things go wrong or to deal with everyday problems. We didn’t find much difference between men and women; overall, scores were quite similar. People aged over 65 generally scored higher, suggesting they may be better able to cope with day-to-day issues. However, people who live in some of our more disadvantaged areas had the lowest scores.

What are we doing to address this?

We aim:

- to increase the awareness and recognition of mental health and emotional wellbeing issues
- to promote self-management and appropriate support networks
- to address the stigma associated with mental health and emotional wellbeing through promotion and awareness of national campaigns

There are a number of initiatives which aim to address this, some of which are detailed below.

Happy? Ok? Sad?

‘Happy? OK? Sad?’ is a mental health awareness campaign for Warrington. The aims of the campaign are to make people aware of:

- simple things they can do to look after their mental health and emotional wellbeing
- symptoms of common mental health problems
- services that can offer information, advice, support or treatment

The ‘Happy? OK? Sad?’ website (www.happyoksad.org.uk) signposts people to a wide range of links for local and national support services. The website is divided into age-specific pages, so people can quickly find the information and services most relevant to them. There’s also a page for frontline workers with links to online tools.

The campaign avoids medical bias and is designed to appeal to all ages. ‘Happy? OK? Sad?’ is relevant to people who currently enjoy a good level of mental health and emotional wellbeing as well as to those who are having problems coping and need immediate support.

A recent survey of 52 people who had visited the ‘Happy? OK? Sad’ website revealed that as a result of visiting the site:

- 41 people found the information they were looking for
- 13 people directed or signposted someone to a support service
- 3 people accessed a support service themselves
- 28 people increase their knowledge of understanding of mental health
The five ways to well being

The ‘Five Ways to Wellbeing’ are simple actions we can all benefit from. Research has shown that people who include the five ways to wellbeing in their daily lives on a regular basis are more likely to feel good about themselves.

The five ways to wellbeing are:

Connect: Make time for the people around you, such as family, friends and neighbours.

Be Active: Go for a walk, cycle, do some gardening, or maybe even have a dance! Being more active can make you feel good.

Take Notice: Become more aware of the world around you, notice the changing seasons and the differences they bring. Be curious. Take time to identify and appreciate what’s important to you.

Keep Learning: Learning new things can make you feel more confident as well as being fun. Try something new, such as learning how to cook your favourite food.

Give: Do something nice for a friend, or a stranger. Volunteer your time, or offer to help out at a local community group.

Books on Prescription

Books on prescription is a new national scheme which provides support for adults for a range of common mental health conditions including anxiety and depression. GPs and other health professionals recommend self-help reading from a core list of expert-endorsed books to people as part of their treatment. All books can be borrowed for free from their local library. These messages are promoted across our communities at community events, door knocking activities, and community meetings as well as through organisations, such as the libraries. Warrington is currently looking at these messages to make sure they are meaningful and recognised by the communities most in need.

Mental health awareness training

Free mental health training sessions, delivered by public health, are open to a wide range of organisations that support Warrington residents. Each session is three hours long. The training is for those who want a better understanding of emotional wellbeing and commonly experienced mental health problems and what makes people vulnerable to mental health issues.
Wellbeing service

Wellbeing mentors are based in communities across Warrington, supporting individuals to make healthier lifestyle choices. This could include advice and support around reducing smoking, losing weight, being more active, eating well or building confidence. The main reason that people currently access the wellbeing service (over 60%) is to do with their emotional health and wellbeing. The wellbeing service provides one-to-one support to develop and achieve lifestyle goals for anyone over 18.

What do I do next?

To find your nearest Mentor call the team on 01925 444279

We can arrange your first meeting in a venue to suit you

We can support you to make and maintain your lifestyle change

A Mentor can work with you for up to 8 sessions

Getting in touch with the Wellbeing Service:

To find out where your local Wellbeing Mentor is based, request that they contact you or if you are a group or organisation that wants to find out more about the Service then call: 01925 444279

The phone line is open 9.00am - 5.00pm Monday to Friday, please leave a message outside of these times and we will respond as soon as we can.

www.warrington.gov.uk/turnoveranewleaf
Social prescribing

Social prescribing provides alternative, innovative and non-medical programmes of self-management/support within the community.

These might include opportunities for arts and creativity, physical activity, learning new skills, pain management programmes, as well as support with issues such as employment, benefits and housing.

These programmes include Warrington Collegiate’s confidence course which looks at ways people can improve their confidence and self-awareness and Creative Remedies which uses the arts to promote health and wellbeing.

What more could be done?

We will promote awareness amongst the general public of the everyday activities that people can do to boost their own emotional wellbeing, particularly targeting our more deprived communities. This will include the promotion of the ‘Happy? OK? Sad?’ campaign and the five ways to wellbeing messages mentioned previously. Specific work will be done in communities to gauge the understanding of the five ways to wellbeing messages and their use. This will help inform any further development of these messages to ensure they are meaningful for all.

We will also work to challenge the stigma of mental ill health and improve people’s understanding and awareness of what it is and the support that is available. This will include a 5% increase in the delivery of mental health awareness training and also the development and promotion of social prescribing activities available across Warrington.

Many mental health problems start early in life. Half of those with lifetime mental health problems first experience symptoms by the age of 14, and three-quarters by their mid-20s. Prevention activities and promotion with children and young people to address emotional health and wellbeing from as early as possible are therefore crucial. We are currently undertaking a training and prevention audit of the emotional health and wellbeing needs of children and young people. This will enable us to identify what the training needs are for frontline staff on this topic and what prevention activities are currently available to ensure that training and further initiatives are relevant.
Everybody needs good neighbours

Research tells us that having good social connections and a sense of belonging in our neighbourhood can be good for our health, but how do local residents feel about their neighbourhood?

The health and wellbeing survey asked a number of questions aimed at finding out people’s feelings and experiences of the area they live in. People answered on a five point scale from ‘strongly agree’ to ‘strongly disagree’ to questions such as: ‘How happy are you to be living in your neighbourhood?’; ‘Do you feel you belong to your neighbourhood?’ and ‘Do you regularly stop and talk with people in your neighbourhood?’. From their answers, we were able to calculate an overall score and compare scores for different groups of people.

So who is more likely to ‘love thy neighbour’?

The results of the survey showed that:

• there isn’t much difference between scores for men and women
• older people are more likely to have good neighbourhood connections
• people who live in some of our more disadvantaged areas had the lowest scores and were much less likely to feel a strong sense of connection to their neighbourhood
What about social connections? Who is getting out and about and meeting people?

Research shows that being lonely and feeling isolated from friends and family can affect physical and mental health. Having and maintaining good social connections has a positive impact on emotional wellbeing, and means that we are better able to cope with everyday life. People taking part in the survey were asked questions about whether they feel lonely and about how often they get to chat to others.

What the survey showed...

People in Warrington have high levels of social contact:

• The vast majority of people said that they had had some social contact in the previous two weeks
• 97 out of every 100 people said they had had face-to-face contact
• There isn’t much difference between age-groups, although men aged between 40-64 reported slightly lower levels, but rates were still high, with 96 out of every 100 saying they had seen a friend to chat to in the previous two weeks
• Most people (91 out of every 100) said they had had someone they could talk to when they have problems
• Slightly more women said they had some one to talk to: 93 out of every 100, compared with 89 out of every 100 men
• About eight out of every 100 people asked said that they often feel lonely
• Slightly more younger men, about 10 in every 100 aged 18-39 told us that they often feel lonely

What does all of this mean? And what is in place locally?

Councillor Kate Hannon, executive member for leisure, community and culture, says:

“We are really pleased that the survey has highlighted the good social connections that people in Warrington have. There is a lot going on in Warrington, and lots for people to get involved with. Getting involved in your local community is a good way to get out and about and meet people and keep connected. We do know, however, that people are less likely to feel a strong sense of connection to their neighbourhood if there are issues, such as fear of crime, anti-social behaviour, vandalism etc., in their area. And these things, along with many others, may stop people from getting out and about as much as they might like. We have a lot of the work that is on-going to help improve community cohesion, a lot of which is targeted to some of our most disadvantaged neighbourhoods.”

Community engagement service

This service targets work to build community cohesion and establish activities, support and residents groups in the 20% most deprived communities. It finds out what communities and residents need and works with partners to deliver a variety of training, activities and workshops that focus on building people’s confidence and wellbeing, encourages healthier lifestyles and enables people to be involved in volunteering, community events, learning, hobbies and even local decision making.
Community connectors

This service connects adults to activities, helping them to make informed choices, using their knowledge of the groups and activities that are available locally. This service helps to find groups of interest and then assist people to get in touch with them. Connectors can also support people to join activities and groups in the early sessions to help overcome the anxiety of attending alone.

Neighbourhood wardens

Wardens work with environmental management services to address unsightly hot spots, and organise local volunteers to take part in litter picks and graffiti removal. These activities increase residents’ confidence when out in their communities.

The wellbeing service

This provides one-to-one support for adults in Warrington who want to make changes in their lives. This may be people who are lonely or isolated. They are supported into activities or interventions in order to make changes. The activities can range from supporting the person to address barriers, housing, healthy eating and money issues or going with them to facilitate access to lifestyle services such as weight management and stop smoking. The service has a target of 50% of the people they work with coming from the 20% most deprived communities. Anyone can access the service and referral is either self-referral or with agreement by any organisation already working them. It is a service that operates across the whole town, is supported by volunteers and can be found giving out information at a very wide range of community events.

The safe and secure scheme

This is delivered by the warden’s service to any residents in the inner wards of Warrington. It involves the supply and fitting of home safety equipment, such as door chains and basic alarms, to the homes of vulnerable residents. The service can also be accessed by people living outside the area at the basic cost of the equipment.
Read to relax

These weekly reading groups aim to improve wellbeing and reduce isolation. The Read to relax groups bring people together to read, have a cup of tea and a chat. Group members are read to, so they can just sit back and listen. The groups meet at a variety of local venues, community centres and libraries alike across the borough and participants nominate the books they would like to listen to. To join a group, or start up a new one, contact your local library, wellbeing mentor or community enablement officer who will help you make it happen.

Read to Me

The Read to Me scheme takes Read to Relax into the comfort of people’s homes. Delivered by LiveWire, local volunteers will read to individuals on a one to one basis if they are unable to leave their home. Details for this facility are available from your local library and also on the LiveWire website.

Door knocking

Neighbourhood wardens and members of the engagement, wellbeing and health initiatives teams carry out door knocking activities to identify isolated residents and gauge general interest in community initiatives, such as building community gardens, local growing projects, health checks, local walks, community social and celebration events.

The head and feed project is an innovative programme of sport and education led by Warrington Wolves and supported by Sport Relief designed to raise awareness of mental health and emotional and social well-being within the local community generally, but specifically targeting men 18-45.

By offering structured physical activity sessions combined with theory sessions around positive thoughts and confidence building over an 8-week programme, the Warrington Wolves Charitable Foundation aim to begin to tackle stigma and raise awareness around emotional and social wellbeing.

The impact of sport on mental health cannot be underestimated on an individual’s physical, social and emotional well-being. Research has highlighted that regular participation in physical activity helps relieve stress and provide relaxation, all of which are highly beneficial at an individual level.
What more could be done?

We should review the amount of time allocated to working with isolated and/or vulnerable residents for the neighbourhood wardens’ team. There is capacity in the team to refocus how time is allocated. Reducing the hours spent patrolling in areas where there are no incidents to report and increasing the time supporting more vulnerable residents to take an active part in their community. By using the wardens’ time more effectively, the needs of a growing population of older residents can be better met.

In the more deprived areas, home safety checks, undertaken in partnership with the Fire and Rescue service, should be re-established to look at indicators of physical and mental wellness. This would include noting general housekeeping, cupboard contents, how animated the householder is, all of which indicate capacity to cope and general wellbeing, as well as heating levels, general repair, loose rugs, state of carpets, window safety, door chains and alarms which impact on how safe the person is in terms of falls, detection of fires, gas leaks and intrusion. Home safety checks have been targeted in the past to households where the resident is over 65 as there would be a capacity issue if all households were to be targeted.

The council is signing up to the Dementia Alliance, which will give access to support and new initiatives for people coping with dementia and those who care for them. One initiative already being considered is the development of community care circles for isolated and housebound residents. This will involve the community connectors coordinating a group of family, friends and volunteers (approximately 12 people) around individuals who are isolated, whether that be as a result of a medical condition or their living environment, with a planned timetable for regular contact.

The aim is to increase the number and variety of intergenerational projects, such as a choir, home help scheme, gardening and community grow projects.
Hardship in Warrington...

Warrington residents are feeling the pinch, with money problems being reported by many people. The economic downturn and welfare reforms continue to bite in Warrington. This is causing real concern because of the impact it can have on people’s health and emotional wellbeing.

Katherine Fairclough, deputy chief executive Warrington Borough Council, says:

“It’s very concerning for agencies in the borough. We know from research that low income and poverty can really affect people’s wellbeing, and in the current financial climate – with prices rising and income reducing or at best staying the same for many - we are seeing more and more people struggling to make ends meet.”

What does the survey tell us?

The people who took part in the survey were asked a number of questions about their finances.

- Eight out of every 100 people asked said they were finding it difficult to manage, with five out of every 100 going without food to manage, and one in 10 going without heating in order to make ends meet
- 11 out of every 100 people said that they are borrowing to cover the costs of everyday essentials
- Younger people are finding it most difficult to manage, with 11 in every 100 reporting that they are struggling, and 20 in every 100 borrowing for basic necessities
What is available to help people?

There are many sources of support available. If a person is struggling to manage their money, it’s important to deal with the problem sooner rather than later. No one should feel alone, and there are many organisations offering free and independent advice.

Local welfare support

As part of the welfare reforms, the government has abolished crisis loans and community care grants from April 2013 and asked local authorities to set up replacement schemes. The replacement scheme has significantly less funding than has previously been available. A person can apply for items to help them live independently, or for help in the event of an unforeseeable crisis or emergency. If not in a crisis or emergency situation, the Department for Work and Pensions (DWP) are awarding short-term benefit advances and budgeting loans.

Credit unions

These are non-profit community organisations and a great way to help you manage your money. They are responsible lenders who offer free, confidential services and are as safe as any bank or building society.

Services can include:
- savings schemes for adults and young people
- affordable and easy to understand loans
- wages, benefits, tax credits etc paid into your account

There are four credit unions in Warrington. There is also a credit union stall in Warrington market.

The Citizens Advice Bureau

This service helps people resolve their legal, money and other problems by providing free information and advice from over 3,200 locations and by influencing policymakers.

The Citizens Advice service aims:
- to provide the advice people need for the problems they face
- to improve the policies and practices that affect people’s lives

The service provides free, independent, confidential and impartial advice to everyone on their rights and responsibilities. It values diversity, promotes equality and challenges discrimination. All Citizens Advice Bureaux across England, Wales and Northern Ireland are independent registered charities. They are all members of Citizens Advice, the membership organisation - also an independent registered charity - that provides training and support to member bureaux, and coordinates national policy work. Together they make up the Citizens Advice Service. The Warrington Citizens Advice Bureau service receives grant funding from Warrington Borough Council. This includes a service in selected GP practices.
Save on food shopping and still eat healthily

Eating healthily needn’t be expensive. There are plenty of things you can do to eat more healthily, and save money. The ‘Change for Life’ programme is designed to give people and families the tools to become healthier. There are lots of tips on how to do this on a budget, such as:

**Planning ahead:** Make a shopping list for the meals you’ve planned and stick to it. That way you don’t fill your trolley with things you mightn’t need or use up before the sell by date.

**Buying in season:** Buy fruit and vegetables that are in season. On the whole, fruit and vegetables that are grown in the UK are cheaper than imported produce.

**Go for long-life options:** Frozen and tinned fruit and vegetables cost less than the fresh and still count towards the recommended five daily portions.

**Make your own meals:** Ready meals can end up being really expensive, especially if you’re feeding two or more people. They are also often high in salt, sugar or fat. Making your own meals is not only healthier, but works out much cheaper.

If you’re pregnant or have children under the age of four, you may qualify for Healthy Start vouchers. These can be spent on milk, fresh and frozen fruit and vegetables and infant formula.

There are lots more tips and recipe ideas on the Change 4 Life website: www.nhs.uk/change4life

**Other sources of support and help are:**
- the council can direct a person to sources of advice, through Contact Warrington on 01925 443322 for advice on where to get support
- there is also advice and a list of support agencies on Warrington Borough Council’s website: http://www.warrington.gov.uk/info/200753/debt_and_money_advice

Internet access is available at all Warrington libraries.
What more could be done?

There’s a lot of help for people who are struggling across Warrington, but it is often difficult for people to know where to go, so we’re looking at how we can get better at telling people about the support on offer.

Whilst there is a lot of good support, people can sometimes be attracted to companies offering quick access to cash, that can quickly turn into high levels of debt, so we’re supporting alternatives to payday loans, such as credit unions, and have blocked access to payday loan sites on all council and Livewire computers.

The internet can provide a wealth of advice and support, as well as access to cheaper deals for energy, insurance and big purchases. We know some people struggle to access the internet, so we’re putting in place a small army of digital champions, alongside training schemes and more public access to computers, to help those who don’t currently use the internet to get online.

One of the biggest expense households have is for energy. The council has joined forces with iChoosr and over 50 other local authorities across the country in a bid to save residents money on their household bills through ‘The Big Switch’. This could save householders who register up to £150 per year by using the combined buying power of residents to negotiate cheaper prices with energy companies.
Can everyone use essential services?

Having good access to certain services is known to have an impact on health and wellbeing. Accessibility of shops selling fresh fruit and vegetables may well affect how likely we are to eat our 5-a-day. Availability of local leisure facilities may well influence whether we join the gym or go swimming regularly. How easy it is to get to our GP and how easy it is to get an appointment could well affect whether we go for a check-up or for that annual flu jab.

As Dr Rita Robertson says:

“Obviously, how close we are to certain services isn’t the only thing that controls our health-related behaviour, but it may well have a strong influence.”

What does the survey tell us?
The survey asked people to tell us how easy they find it to get to a range of different services or amenities. Results show that:

- almost 90 out of every 100 people feel that access to shops selling fresh fruit and vegetables is at least average
- almost everyone felt that access to schools in their area is fine
- 93 out of every 100 people are happy with their access to public transport and with their access to general shops
- 88 in every 100 people are happy with their access to libraries
- 83 out of every 100 people feel that their access to leisure facilities is adequate
- there was very little difference in responses between men and women for all of the services asked about
- in general, a slightly higher proportion of older people found it less easy to access services

In terms of access to health services:

- 93 out of every 100 people find it easy to physically get to their GP surgery. There is very little difference between age-groups or between men and women
- And actually getting an appointment, two-thirds of people report good experiences. Older people (aged 65+) are much more likely to feel that their experience of making a GP appointment is good
- people living in the more disadvantaged areas of Warrington are more likely to report their experience of getting a GP appointment as good
- 84 out of every 100 people are registered with a dentist, 67 of these with an NHS dentist
- older people are less likely to have had a dental check up in the last two years
What does this mean? What is happening to ensure good access to services?

The issue of access to services is not a uniform one across Warrington. Different communities will experience more difficulty than others, and within communities, there will be groups such as people with disabilities, people in frail health, parents with very young children, and so on, who will have particular problems. This is not a one size fits all issue.

One way of addressing this is to focus on particular communities, such as the work that is taking place in Bewsey and Dallam. This programme involves all key partners in Warrington, and is looking to ensure social, economic and physical regeneration of the area.

The programme focuses on three key themes:
• investing in people
• investing in places
• investing in the process

A number of key priority areas have also been identified (education, employment and training; physical and environmental development; health and wellbeing; community safety; community engagement) and work will commence shortly on the development of a comprehensive delivery plan and establishment of a performance framework. Of particular interest is the issue of improving access to support and care by housebound people. This is the AQUA project. It focuses on maintaining independence for frail elderly people who struggle to access usual services.

The following services would be involved in delivering AQUA:
• Community pharmacy
• Warrington Home Improvement Agency
• Community connectors
• Health and wellbeing mentors
• Healthy ageing champions
• Volunteers
• Adult social care services

Work has commenced in Dallam to provide home visits to frail elderly people for a combined medicines review and a home safety check. These people cannot get to their local pharmacy or doctor for a medicines review or to the home improvement agency for home safety advice. It is hoped that this model can be spread across other communities in need in Warrington, if it is shown to work well.
Growing older healthily

People are living longer nowadays, but are those extra years in good health?

Many of the people who answered our survey were aged over 65. We have looked at the results for this group of people and it helps us to understand how older people are feeling, how healthy they are, and what the specific issues may be for them.

The survey showed that:

• people aged over 65 are less likely to rate their own health as good or very good: 60 out of every 100 people aged over 65 told us that their health was good or very good. This compares to 77 out of every 100 amongst those aged 40-64, and 87 out of every 100 amongst those aged 18-39
• over half of all those aged over 65 have a long-standing illness or disability.
• amongst those older people with a long-standing illness, almost 40 out of every 100 feel that their illness limits their daily life a lot
• older people living in more disadvantaged areas are much more likely to have a long-standing illness, and are less likely to rate their health as good or very good
people aged over 65 are much less likely to smoke. The survey told us that a higher proportion of older people are ex-smokers: 45 out of every 100 people over 65 have given up smoking

- older people are more likely to be overweight: 40 out of every 100 are overweight, and a further 20 out of every 100 are clinically obese
- diet is generally better amongst older people, but those aged over 65 are less likely to be physically active, and this may be contributing to the high levels of overweight and obesity
- older people like a regular tipple: 80 out of every 100 people aged over 65 drink some amount of alcohol. Of these, one-quarter drink alcohol at least four times a week. Around 17 out of every 100 drink more than the recommended number of units per week, and 35 in every 100 drink more than twice the daily recommended units in one session at least once a week
- compared to younger age groups, fewer older people told us that they were struggling to manage financially, but almost 30 out of every 100 people aged over 65 told us that they are worse off than a year ago, and eight in every 100 are going without heating to make ends meet
- older people are more likely to have good neighbourhood connections, and have higher levels of emotional wellbeing, meaning they are generally better able to cope with everyday issues and worries
- whilst around 30 in every 100 older people live alone, only seven in every 100 told us that they regularly feel lonely. This is less than in younger age groups: nine out of every 100 aged 18-39 told us that they feel lonely a lot of the time. The good neighbourhood connections that older people have established may be going some way to combating loneliness

What services are in place to support older people to live well and keep healthy?

Councillor Pat Wright, executive member for health, wellbeing and adult services, says: “We know that as we get older we are more at risk of developing certain illnesses, but there is much that we can do to ensure that we don’t just grow old gracefully, but in good health too. People who work with older people in Warrington have developed the healthy ageing plan. This draws together information for older people on how to stay healthy, active and well.”

Firstly, we all need to understand how to stay healthy and independent. Many people are living with long-term conditions or disability, especially those from our more deprived areas. The healthy ageing messages or ‘top tips’ have been developed to provide older people with guidance and support.
Top tips for healthy ageing

Free flu jab - if you are over 65 or you are in an at risk group (e.g. you have a long-term condition) you should take advantage of a free flu vaccination, as it could save you becoming very ill over the winter months and ending up in hospital.

Winter warm - it’s really important for people to understand the risks that winter brings and how to stay warm and safe. If you require any information then please contact the public health resource library for further information.

Falls prevention - understand the risks and consequences of a fall is also important. There are a number of services that can help you if you think you are at risk of having a fall or have fallen. ‘Stay on your feet’ is a specially designed low level exercise programme for people at risk/or who have fallen and need help to regain their balance, gait and overall confidence. This programme is delivered by Livewire’s lifestyles and wellbeing team and can be accessed through your GP.

Warrington falls service also deliver a programme for people who have fallen and need intensive support to make sure their environments are safe and risk free, that they are safe on their feet and have the necessary aids and adaptations to prevent any further falls. This service can be accessed through your GP.

Depression and dementia - know the signs and symptoms of these conditions and what good mental health feels like. The Happy? Ok? Sad? website at www.happyoksad.org.uk/ will give you information on how to stay emotionally and mentally well. If you feel you need support please go and see your GP who will make an assessment and refer you on to specialist services if required.

Health screening – There are a number of cancer screenings and health checks that are offered to certain groups. If you are invited to one of these, please make your best effort to attend, because these are made available to you to increase your life chances.

Having a healthy diet - Having a healthy diet which includes at least five fruit and vegetables a day will help people to manage their weight better and is a good step towards a healthier life. Change4Life is a programme designed for everybody from young children through to older people and gives people and families the tools to become healthier. If you feel you need more intensive support, Why Weight the local weight management programme can also help you shed those unwanted pounds. The service is provided for free by LiveWire’s lifestyles and wellbeing team.

Get your medications checked - your local pharmacist or GP can do this for you. Sometimes, the pills you take regularly can work against each other and make you feel ill or dizzy. Get them checked regularly, as it could prevent you falling unnecessarily and hurting yourself.
Get involved in your local community and keep connected to your friends and family – seven out of a 100 told us they get lonely, which means about 2265 older people in Warrington are feeling lonely a lot of the time. Nobody needs to be lonely and there are many services that can support you to get out and about and be a part of the community.

The neighbourhood teams can help to support and signpost local people back into their communities. Warrington also has the Lifetime Older People Centre which is opposite the Golden Gates in the town centre. Lifetime offers a range of activities, social events, befriending support, healthy ageing champions, who can work with individuals to improve their health and wellbeing, and specific health sessions.

Benefits and money – almost 30 out of every 100 older people told us that they are worse off than they were a year ago and eight in every 100 are going without heating to make ends meet. Age UK based on Sankey Street, Warrington Town Centre or the Citizens Advice Bureau at the Gateway will be happy to review your benefits to see if you are entitled to more.

Drink enough fluids – drinking plenty of water, juice or tea will help to keep you properly hydrated and well.

Independent living - there are many services available that may help older people stay in their own home. If you are worried that your home no longer meets your needs and you need it to be adapted and changed you can contact Warrington Borough Council access social care team or Warrington Home Improvement Agency.

LifeTime

This is a network for people in Warrington who are over 50. It offers age-relevant advice, training and social events, as well as putting people in touch with health information and support.

Looking out for older people

Neighbourhood wardens and community connectors support older residents to actively participate in community events and local groups and to access appropriate services more often, as well as making reassurance visits to build relationships within communities.

I have had a fall

I can get up

- Ease yourself up onto your elbows
- Move onto your hands and knees
- Hold onto a firm surface to support you
- Facing the chair ease yourself to a standing position
- Turn yourself gently and sit on a firm surface

I can’t get up

- Can I attract attention?
  - Shout and bang something
  - Press your pendant alarm or use the telephone if you can
- Can I get comfortable?
  - Find a nearby pillow or cushion or use rolled up clothing for a pillow
- Can I keep warm?
  - Cover yourself with clothing, tablecloth or rug
- Can I keep moving?
  - Move position to avoid getting pressure sores
  - Move joints to avoid stiffness and help circulation
  - Roll away from damp area if your bladder ‘lets go’

Always tell your GP or health professional about your fall
Further work planned for older people

Warrington as a community has a number of exciting plans in place that will help to further support and empower older people to take control, be aware and be able to live independently for longer.

We will continue with the core message around healthy ageing and ensuring promotion is embedded into everything we and our partners do. We have the new Lifetime centre that runs the healthy ageing champions (volunteers) project which will actively encourage and support older people to take control, be healthier and, if necessary, help them access services. These champions will be trained in ‘Making every contact count’ public health training and so will have a good level of health improvement knowledge to be able to support people effectively. We are looking for enthusiastic, motivated people to become volunteers.

The public health department is working with falls services to develop a care home falls network. This will make sure all homes are focussed on preventing falls happening and understand the risks associated with people falling and how to reduce any risks. We are also working with local community groups to raise the profile of falls and how to prevent them.

Dementia and the impact the condition has on people, families and their communities is a real challenge across the country as dementia increases. There is a general lack of understanding and empathy towards dementia in our communities. We intend to change that by becoming part of the Dementia Alliance and making Warrington a better, more understanding place. We will start this journey by trying to develop a new way of working in West Warrington.

The project led by Warrington Community Living and Warrington Housing Association is to develop Penketh into a dementia friendly community using Heathside Residential Home as the centre and using the existing system to support a service which could reach into people’s own homes and offer respite, additional care, signposting to more services and a bringing together of all the services that support dementia patients into one place. If this way of working is a success, then we will look to roll out the good practice across Warrington so all our residents can feel the benefits and stay in their own homes as long as possible.

The voluntary and community sector are leading the development of a plan around tackling loneliness and social isolation in older people. If successful, the plan could attract a significant amount of new money to Warrington which will be used to target and address the needs of those people who are socially isolated or lonely and need additional support. We know that being lonely has a real impact on your health and wellbeing so we would like to do much more to address this issue.
Looking to the next generation

We all want what’s best for our children and young people, and good health is part of that. We know that our health in adulthood stems at least in part to our experience in childhood, so giving our children a good healthy start in life is crucial.

This year’s health and wellbeing survey just focused on adults, but next year we will be working with local schools to collect the same type of information for children and young people. This will mean that we will have lots more information to add to what we already know about the health of our young people.

As Councillor Colin Froggatt, executive member for children and young people’s services, says:

“We know that lots of different factors can affect how healthy a child or young person is. As for adults, some of this is related to individual behaviour, eating the right sorts of foods and getting enough exercise. But other issues also affect the health of our children; living in poverty or in families on very low income, living in poor quality housing and not doing well in school have all been shown to affect children’s health. The information in this section gives us an indication of how Warrington is doing on some of these issues, and describes what work is being done to address them.”
Living in poverty has a major impact on health and wellbeing: 15 out of every 100 children under 16 years old in Warrington are living in poverty, this compares to 21 out of every 100 across England.

Breastfeeding has many benefits and research has shown that breastfed babies are less likely to get tummy bugs, ear infections, allergies and chest infections. Longer term, breastfed babies are less likely to become obese in later life.

- Breastfeeding is low in Warrington; about 36 out of every 100 new mums are still breastfeeding their baby at the 6-8 week check
- This compares with about 47 out of every 100 across England

Immunisations offer protection against a number of childhood diseases.

- Uptake of immunisations is generally very good in Warrington
- Well over 90 in every 100 children receive their vaccines
- The high levels of uptake for the MMR vaccine in previous years has meant that Warrington has been less affected by the measles outbreak that has swept through other parts of the North West recently

Childhood obesity is increasing across England and in other countries. Being overweight or obese as a child affects health and wellbeing in both the short and the longer term. Children themselves often consider that the emotional effects of being overweight to be the most serious. Research shows that overweight and obese children are more likely to suffer from low self-esteem, anxiety and depression. Obese children are more likely to become obese adults, and suffer the range of obesity-related health problems such as diabetes, high blood pressure, heart disease and cancer.

- In 2011-12, out of every 100 five year olds in Warrington, about 13 were overweight
- a further nine out of every 100 were obese,
- This means, overall, more than one in five were overweight or obese
- Both nationally and in Warrington, rates have been steadily increasing over recent years
- Within Warrington, the general pattern is that a higher proportion of obese children live in the more disadvantaged areas

Physical activity is important amongst children and adults. Although we haven’t surveyed local children yet to find out about their activity levels, we do have some information that is collected at a national level.

- Across England as a whole around 55 out of every 100 children take part in at least three hours of PE or sport each week
- In Warrington figures are higher, with 65 out of every 100 children doing at least three hours of sport or PE each week

Diet is also an important contributing factor in obesity especially in young children when it is important to promote healthy eating and physical activity to improve eating habits and behaviour patterns later in life.

- Dietary behaviour improves amongst older age groups and a focus is required upon the younger population around eating habits
- All school meals provided to primary school children must meet minimum nutritional standards. Currently in Warrington around 42% of children receive school meals and there is an obviously an issue around ensuring that the remaining children, and their parents, are making healthy choices
One positive aspect is that the uptake of school meals is far higher among those children eligible for free school meals, who are more likely to live in areas of deprivation, at around 84%.

Educational attainment has an impact on health and wellbeing. Research shows that children who stay in education for longer and achieve higher levels of attainment are likely to have better overall health and healthier lifestyle behaviours. Lower levels of attainment have been found to be linked to higher rates of heart disease in later life.

- Overall, levels of educational attainment in Warrington are better than the average for England.
- Last year almost 63 out of every 100 young people in Warrington achieved 5 A* to C grades at GCSE (including English and Maths). This compared with just under 60 out of every 100 across England as a whole.

Within Warrington there is a mixed picture; there is a large gap in attainment between young people living in the more disadvantaged areas of Warrington, and young people living in other areas. The gap apparent in assessments at school entry is one of the starkest in the country and addressing it is a key priority in Warrington.

Admissions to hospital give an indication of health issues.
- Within Warrington admissions amongst under 18s are higher than England for certain causes.
- Admissions due to alcohol are higher in Warrington, and although the numbers being admitted are quite small each year, they are higher than we might expect based on the average for England.
- The rate of admissions due to injury is higher in Warrington than across England as a whole for under 18s.
Sexually transmitted infections (STIs) if left untreated can lead to disease and infertility. Chlamydia is one of the main STIs affecting young people and in Warrington the rate of diagnosis is higher than the England average. Whilst we obviously want to see the rate of STIs reduce over time, the fact that we are diagnosing more cases of chlamydia at the moment is a good thing as it means we are testing the right young people and getting them treated. As chlamydia generally has no symptoms, if young people don’t get tested and treated, they are likely to infect others.

**What is in place locally for children and young people?**

**Breastfeeding:** Warrington faces the challenge of having reasonable initiation rates (women breastfeeding in hospital), but this rate falls both before leaving hospital and after discharge from hospital. We have a range of antenatal and postnatal breastfeeding groups to provide information, support and encouragement to enable mothers to make more informed decisions about their feeding choices and continue to breastfeed. We also have the ‘Bosom buddies’ programme which uses trained volunteers to support mothers in areas of health inequality and teenage mothers to breastfeed.

**Childhood obesity:** Parents and carers receive a letter with their child’s weight, explaining that their child is either underweight, healthy weight, overweight or obese. Parents/carers also receive the ‘top tips for top kids’ leaflet, which is aligned to the messages of Change4Life, and a school health advisor contact number for further information.

We have identified a number of primary schools in Warrington that have higher than the Warrington average obesity levels (based on data from the latest 3-year national child measurement programme 2009-10 – 2011-12). We are piloting the coordination, delivery and evaluation of a healthy lifestyles programme that aims to prevent children age 5-11 years becoming overweight or obese. This healthy lifestyles programme will be offered to the schools and communities that have been identified as having obesity levels that are higher than the Warrington average. Parents/carers and wider family members will be involved to ensure that the messages are sustainable for the whole family.

**Physical activity:** Specific schools have been encouraged to come forward where data suggests higher numbers of children are either overweight or obese. Primary schools within the wards of Bewsey & Whitecross, Fairfield & Howley, Latchford East, Latchford West, Orford, Poplars & Hulme and Poulton North showed higher percentage levels of obese children in Year 6 particularly. Therefore, preventative work will be targeted at the preceding year groups 3, 4 and 5 to reduce this problem. Sessions will be delivered by coaching staff from the Wolves Foundation and will be supported by key healthy eating messages based on Change4Life principles. Children will also be supported to get into afterschool clubs and external sports clubs to continue the physical activity element.
Smoking: The Smokefree Schools Award is a structured programme that includes educational standards and supports schools to ban smoking from their grounds completely. For those schools that need it, there is intensive on-campus support from the stop smoking team. Young people who want to give up smoking are now able access stop smoking advice and help from any of the local drop-ins as well as in informal settings through specially trained youth workers.

Sexual health: The young person’s sexual health strategy was refreshed in 2012 based on a consultation with local young people. It focuses on ensuring young people have the facts they need before they make decisions about their sexual health, and aims to make appropriate access to contraception and sexual health services as easy as possible. Work has begun with PSHE teachers using the most-up-to-date sex and relationship resources and lesson plans, equipping them to tackle the new issues young people face, such as internet safety.

The Youth Advice Shop is an established service that offers specialist advice and support to young people who have any questions about relationships or sex. The C-card scheme was launched in 2011 and enables young people to pick up condoms from trained staff at distribution points across the town. In the coming months, the scheme will be expanded by adding new distribution points and working with pharmacists. Warrington also has a young people’s chlamydia screening programme operating across the town, which allows young people to be tested anonymously and receive treatment if it is needed. The service can be found visiting colleges and youth settings across the town.

What else can we do?

Breastfeeding: We need to further develop the ‘Bosom Buddies’ programme which uses trained volunteers to support mothers in areas of health inequality and teenage mothers to breastfeed. We need to include home visiting and telephone advice services and incentivise volunteers to continue volunteering their time to enhance the antenatal support provided.

E-cigarettes: Recently, there has been some concern about the aggressive marketing of e-cigarettes, particularly towards young people. There is some evidence that young people who have never smoked are using e-cigarettes, illustrating how they are re-normalising smoking behaviours. Taking into account the unknown harms of this unregulated product, it is particularly worrying. We are developing information sessions about e-cigarettes to be used by youth workers and in a school setting.
School health profiles and annual public health delivery plans: The public health team has introduced school health profiles which provide schools with a range of health data. These profiles provide a picture of health in each school and the surrounding community.

It is recognised that schools and colleges play a key role in improving health and wellbeing outcomes of children and young people, but they need to do this in partnership with other health and education professions. From this academic year, the public health team and school nursing service will work with school staff to agree an annual health delivery plan, based on the health profiles, to improve pupils’ health and wellbeing. The action plans will offer structure and inform coordination of public health delivery, to support schools’ personal, social, health and economic education lessons to meet their pupils’ health needs. Where appropriate, it will highlight if a school may need enhanced support or the help of outside agencies to tackle some health issues.

Warrington youth / school health champions: Schools and partners have also identified that there is much to be gained from establishing ‘youth health champions’ in schools. Children and young people are more likely to seek advice from their peers. For this reason, it is hoped that youth health champions will be more effective at getting health messages across to their fellow students than more conventional methods.

The pilot will commence this academic year, with the health champions being trained to undertake their role within school and the wider community. The youth champions will be trained in mentoring skills and will have a basic knowledge of what the health needs of young people are and how they can provide support or signpost to the most relevant service.

It will be a great opportunity for young people to use their voice and skills to enhance health services within school and shape those in the community. It may also enhance career aspirations of young people who wish to work in health and social care or in public services.
In sickness and in health

So, what do all the findings from the health and wellbeing survey mean in terms of people’s overall health? We have seen in previous sections that many factors can affect our health, but just how healthy are people in Warrington? And what are local services doing to improve health, identify illness early and provide the best possible treatment and care?

Dr Andrew Davies, local GP and chair of the Warrington Clinical Commissioning Group (CCG), says:

“All partners have an obligation to help ensure that the health promoting messages reach people, the right services are in place to support people to take steps to improve their own health, and that high quality services are in place and utilised to help those who become ill. As a CCG we work with the local NHS and local authority, our local hospitals, GPs, community, mental health and the third sector to ensure that the services that are in place to treat sick people are safe, effective, and are directed towards those in greatest need.”

The survey asked those taking part to rate their own health and tell us about any illnesses or disabilities.
So, who is more likely to be in good health?

The results of the survey showed that:

• overall, 77 out of every 100 people said their health is good or very good. This is slightly lower than the average across all of England

• there is not much difference between men and women, with only slightly more women reporting to be in good health

• as might be expected, younger people are more likely to say their health is good; 87 out of every 100 aged 18-39 said they were in good health, compared to 77 out of every 100 people aged 40-64, and 59 out of every 100 people aged 65+

• people living in poorer, more disadvantaged areas are much less likely to report being in good health

The survey also asked about long-standing illnesses:

• almost one-third of all people said they had a long-standing illness or disability. One-third of those with a long-standing illness felt that their illness limits their day to day activities a lot

• as with poor health in general, having a long-term condition is more common amongst those living in more disadvantaged areas. Of all people who do have a long-term illness, people living in disadvantaged areas are much more likely to say that it limits their daily activities a lot

• there was no real difference between men and women, with both reporting similar levels of illness and the impact of illness on their everyday lives

• older people aged 65+ are more likely to have a long-term illness, and this illness is much more likely to limit their daily activities a lot

Aside from the survey, there is lots of information available that helps to give an indication of how healthy local people are.

Dr. Rita Robertson says: “The health and wellbeing survey has given us a great deal of valuable information on people’s lifestyles and on the issues affecting them. We also have other information that we regularly use to help plan and focus our work. Issues like the number of new cancers being diagnosed or the number of people dying early allows us to compare Warrington with other areas and with England as a whole. How we compare helps us identify what the priorities are for improving health for the people of Warrington.”

So, what does this other information tell us?

• How long people live, or ‘life expectancy,’ is a fairly good indicator of health. On average, a boy born today in Warrington can expect to live to be around 78 years and 2 months. This is about one year less than the average for men across England

• Women generally live longer than men. This is true across England and for women in Warrington. A girl born in Warrington today can expect, on average, to live to be 82 years old. This is about one year less than the average for England.

• We know that a large part of what makes up this difference in life expectancy between Warrington and England is due to heart disease and stroke:
  - a higher rate of people in Warrington die early (under the age of 75) from heart disease and stroke
  - people living in the more disadvantaged areas of the town are much more likely to die early from heart disease and stroke
Cancer is another of the major killers nationally. In Warrington, the rate of people dying from cancer is similar to the average for England:
- on average, just under 1,000 Warrington people are diagnosed with cancer each year; the rate of new cancer diagnoses in Warrington is slightly lower than the average for England.
- about 480 Warrington people die from cancer each year. The death rate from cancer locally is very similar to the average for England.

Although cancer and heart disease are two of the main diseases that cause early death, there are a number other illnesses and conditions that affect quality of life and might lead to early death. The risk of developing cancer, heart disease and the conditions listed below can be reduced by adopting a healthy lifestyle; eating well, maintaining a healthy weight, not smoking and being physically active can greatly reduce the chance of developing these conditions.

In those who already have one of these conditions, a healthy lifestyle in combination with proper treatment can really minimise the potential longer-term damage to health.

What about some of the other illnesses that might not cause death, but do have an impact on our quality of life?

Diabetes is a long-term condition in which the body can’t control sugar levels. If it is not diagnosed and treated or managed well, it can lead to lots of different health problems, including heart disease, kidney problems, infections and ulcers and problems with eyesight. Some children and young people develop diabetes; this is known as Type 1. Some adults develop the condition and it is often linked to obesity. When diabetes develops in adulthood it is known as Type 2. According to information on registers kept by local GPs, there are about 9,900 people aged 17+ in Warrington diagnosed with diabetes. There could be many others though who have yet to be diagnosed. Research suggests that for the population of Warrington, there may be as many as 12,800 people with diabetes. This means that there could be up to 2,900 who don’t yet know that they have the condition.
High blood pressure: Blood pressure measures how strongly blood presses against the walls of your large blood vessels as it is pumped around your body. If this pressure is too high it puts a strain on your blood vessels and on your heart. If high blood pressure is not diagnosed or treated it can cause a heart attack, a stroke or lead to kidney disease. According to information recorded on registers kept by local GPs, there are about 28,000 people in Warrington known to have high blood pressure. Research would suggest that for our population there may be as many as 49,500 people in total. This means there may be as many as 21,500 people in the borough who have high blood pressure, but haven’t yet been diagnosed.

Chest disease (often called chronic obstructive pulmonary disease or COPD) is due mainly to smoking. The likelihood of developing COPD increases the more you smoke and the longer you’ve been smoking. This is because smoking irritates and inflames the lungs, which causes scarring, and the breathlessness, cough and phlegm that is associated with COPD. Within Warrington there are around 3,600 people diagnosed with COPD, but research suggests that there may be up to 1,000 more that have yet to be diagnosed.

What is happening to reduce the numbers of people dying early from heart disease and other conditions?

Action to reduce these conditions involves prevention, early detection and prompt, effective treatment.

Prevention

Much of the direct preventative work is described in previous sections of this report. Prevention activities are implemented from the ground up through neighbourhood teams who promote health and encourage people to access services; from ‘Making every contact count’, which helps frontline staff in all council, health and third sector services to promote health and help people use services; to the availability of lifestyle services such as leisure facilities, open spaces for exercise/play, exercise promotion and exercise for older people.

However, it also involves action to influence government policy. Some of the key areas we wish to see implemented are evidence-based action, such as a minimum unit price for alcohol, plain packaging for cigarettes and increased taxation for sugar-sweetened beverages. We are actively involved with other local authorities in the North West and through the Faculty of Public Health and the Association of Directors of Public Health, to influence government policy in these areas.
Find illness early

Much work is in place to detect heart disease, diabetes and cancer at an early stage. Cancer screening services in Warrington consistently meet their targets for uptake of screening. This is achieved through a combination of active health promotion and the availability of high quality screening facilities. The health checks programme involves a heart, chest and lifestyle check for everyone aged 40-74, once every five years.

High quality services

The key partners in Warrington work to ensure that Warrington’s major health problems are made a high priority and have quality improvement plans across all partners. This is achieved through the health summit, where all the major providers and commissioners of health care plan services together.

The six programme areas being delivered through the health summit that have been agreed between Bridgewater Community NHS Trust, Warrington & Halton NHS Hospitals Foundation Trust, 5 Boroughs Partnership NHS Foundation Trust, Warrington Borough Council and Live Wire are:

A) Urgent care
B) Long-term conditions and older people
C) Mental health
D) End of life
E) Children’s services
F) Public health

The urgent care programme aims to ensure that community, primary and secondary care services work together to care for people who present with emergency needs. The care will be based on the patients’ needs to deliver urgent care efficiently, safely and on the same day whenever possible, avoiding admission to hospital. The programme aims to improve patient access, care, expectations and outcomes. Two pilots are currently in progress at the hospital and early results suggest that fewer patients are being admitted to hospital and patients are reporting an improved experience.

The mental health programme has delivered success in 2012-13 by developing a simplified, single point of access into its primary care mental health services. The main partners in this are Mental Health Matters, St Joseph’s and Making Space. The programme has also recorded very positive feedback from the basic mental health awareness training, in which 78% of participants felt more confident supporting people with mental health problems. In 2013-2014, the programme will focus on the development of a liaison service to address the mental health needs of people being treated primarily for physical health problems. People with physical health conditions are two to three times more likely to experience a mental health condition, such as depression. It is anticipated that this will help reduce the length of stay or readmission to hospital and improve the patient experience. The programme will also look at how people attending accident and emergency under the influence of alcohol are managed.
The long-term conditions and older people’s programme includes keeping people active, well and healthy through to supporting those with complex disease and/or significant health and social care needs. An aim of the programme is to identify people who would benefit from support and to coordinate their care and support effectively around their needs. The outcome would be to reduce the need for admissions to hospital and support people to return home as soon as possible. A project that has piloted this approach is the respiratory project. Many people have hospital admissions due to respiratory conditions and particularly due to COPD (chronic obstructive pulmonary disease). A project has been running which gives same-day access to support from specialist doctors and nurses with the aim of managing problems very early, reducing the severity of the attack and often reducing the need for an admission to hospital. The programme has further developed the older people’s pathway, and the next phase of the programme is to implement this across the system.

GPs in the town are leading a programme of change for their services, recognising that nine out of ten contacts in the NHS are in primary care. Primary care therefore provides one of the greatest opportunities to promote and protect health and wellbeing. Our vision across Warrington is to integrate care around the primary care “home.” This includes expanded access to services, new ways of accessing your doctor, and new arrangements for those with complex conditions to receive better coordinated care with better continuity. GPs are developing a ‘Warrington brand’ of primary care working to ensure that we have local delivery of the highest quality services in primary care across all GP practices. The GP membership of the Warrington Clinical Commissioning Group is engaged in this work.

The end of life programme aims to ensure that quality care at the end of life becomes standard for every patient and carer, taking into account their wishes and preferences. Through personalised care plans, patients will have a peaceful, dignified death, in their preferred place whenever possible.

The programme will ensure a consistent and high quality standard of education and training across health and social care and access to specialist advice. It will also help to improve the universal uptake by staff of end of life best practice to improve patient care and communication between professionals. A guideline will be developed for all clinicians involved in delivering end of life care in respect of end of life care drugs (known as anticipatory prescribing) and training will be delivered to all those involved prior to the launch of this new guidance in January 2014.

Training has taken place across all sectors for those involved with patients who have been recognised as approaching end of life and where a ‘Do not attempt cardio pulmonary resuscitation’ (DNACPR) order is appropriate. Warrington’s health community, including the third sector, are involved in a pilot scheme with North West Ambulance Services, and Warrington’s ‘Go Live’ date was 21st October 2013.
The children and young people’s programme has two projects; urgent care and integrated services for children with additional needs. Too many children end up in the accident and emergency department when their needs could be met through community-based services. A pilot project has been established and will run from October 2013 until March 2014. The aim of this service is to reduce the number of inappropriate attendances to the accident and emergency department in Warrington, and provide improved support to children and young people outside the hospital setting.

The second strand of work of the project is a pilot to integrate services for children with severe and profound additional needs. The purpose of the pilot is to improve multi-agency assessments via a single point of referral. It is hoped that this will support the families who have children with additional needs with a single point of access.
Any answers?

Here are some examples of the questions that are often asked by people attending local services.

*I am in my mid 40s and have a beer belly and ‘moobs’. I need to get fit quickly, how much exercise do I need to do?*

To stay healthy, adults aged 19-64 should try to be active daily and should do:

- At least 150 minutes (2 hours and 30 minutes) of **moderate-intensity aerobic activity** such as cycling or fast walking every week, and **muscle-strengthening activities** on two or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders and arms).

- **or**

  75 minutes (1 hour and 15 minutes) of **vigorous-intensity aerobic activity** such as running or a game of singles tennis every week, and muscle-strengthening activities on two or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders and arms).

- **or**

  An equivalent mix of moderate and vigorous-intensity aerobic activity every week (for example two 30-minute runs plus 30 minutes of fast walking), and muscle-strengthening activities on two or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders and arms).

Remember that you don’t have to do all your exercise in one session. If you already exercise vigorously at the gym several times a week, there’s no reason to quit. But if 30 minutes seems like too much for you, try 15 minutes a day as a starting goal.

The most important thing is that you do something. If you’re new to exercise, or have struggled with it in the past, you can start by incorporating more activity into your daily life.

For instance:

- If you usually use the lift, try the stairs
- If you try to park next to the door of wherever you’re going, park further away and walk
- If your habit is to eat at your desk, take a 10- to 20-minute walk first, then have your lunch (or take a walk after you eat)
• Instead of watching TV all day Saturday and Sunday, plan active weekends. Go to the park, take a walking tour, ride your bike, or row a boat.

Once you feel like you are ready to move on you can find you nearest leisure facilities at www.livewirewarrington.co.uk and make an appointment to see a health and wellbeing advisor, who will develop a new activity programme that is individual for your level of fitness and lifestyle. They will be there to support you, keep you motivated and or set you new goals to achieve.

If you prefer working out at home, try to do 30 minutes of continuous aerobic activity (maybe use an exercise video or a Wii Fit) at least three times a week.

Whatever plan you decide on, it’s a good idea to set weekly goals: write down what activity you plan to do, on what day of the week, for how long, and at what time of day. Be as specific and realistic as possible. For instance, write down: ‘Tuesday: walk for 20 minutes at 7 p.m., to the park and back.’

At the end of each week, review your goals and set new ones for the upcoming week.

You’re more likely to keep going if you choose activities you enjoy, if you can fit them into your schedule, if you believe you’ll benefit from them, and if you feel you can do them safely and correctly. Making a contract with a friend or family member also may help you keep your commitment. Setting small, realistic goals, checking your progress, and rewarding yourself when you reach your goal also can help. If you can stick with an exercise routine or physical activity for at least six months, it’s a good sign that you’re on your way to making physical activity a regular habit.

Can drinking make me fat?

Some drinks containing alcohol may contain a lot of calories, and drinking too much alcohol can contribute to weight gain. If you would like to cut down on the calories you are drinking, try some of the following:
• use low-calorie or calorie-free mixers where possible
• alternate alcoholic drinks with low-calorie non-alcoholic ones
• alternating pints with half-pints
• have a small glass of white wine instead of a pint of beer: this has around half the calories (alcohol-free beers are high in sugar and not low in calories!)

As someone in their late 60s isn’t it better for me to ‘take it easy’ and save my strength?

Regular physical activity is very important to the health and abilities of older people. In fact, studies show that ‘taking it easy’ is risky. For the most part, when older people lose their ability to do things on their own, it doesn’t happen just because they’ve aged. It’s usually because they’re not active. Lack of physical activity can lead to more visits to the doctor, more hospital stays, and more use of medicines for a variety of illnesses.
I want to make sure my children build some healthy habits they can keep all their lives. How much physical activity do children under five years old need to do to keep healthy?

Being physically active every day is important for the healthy growth and development of babies, toddlers and pre-schoolers. It is important to limit the amount of time they spend sitting down. For this age group, activity of any intensity should be encouraged, including light activity and more energetic physical activity.

So, minimise the amount of time children spend sitting watching TV, playing computer games and travelling by car, bus or train.

I like to go out on a Saturday night with friends and get drunk. My mum says this is binge drinking, but surely this is better than drinking every night?

Binge drinking is part of the drinking culture for some people in UK and worldwide. It doesn’t necessarily mean you have a drinking problem, but it has been linked to accidents, violence and anti-social behaviour.

It is common to hear binge drinking being described as ‘drinking to get drunk’. The NHS, however, more accurately defines binge drinking as taking more than eight units of alcohol for men and more than six for women, on any one day or any one episode.

Six units for a woman can be reached by taking two large glasses of wine (12% abv), and eight units for a man can be reached easily by drinking four pints of regular beer, lager or cider (3.6% abv). Understanding units can be difficult because alcoholic drinks come in different strengths and sizes. It may be helpful to know how many units are in a few of your favourite drinks to help you keep track of how much you are drinking.

You may find that, over time, you can drink more before you get drunk, but that does not mean you won’t experience any risks to your health. It is important to remember that alcohol will affect people in different ways because tolerance varies from person to person. We are advised to remain aware that drinking above the recommended guidelines may increase the chances of developing health, psychological and social problems.
I have tried to give up smoking loads of times before and nothing seems to work for me, is there somewhere I can go for help in Warrington?

At the **Warrington stop smoking programme**, all the support you receive is free and you can choose between drop-in and one-to-one support.

Giving up smoking can be difficult on your own. Through this service you can give up smoking with the help of our advisors. You can see an NHS Warrington stop smoking advisor face to face and sessions are nearby and accessible.

They can help you:
- give up which is sometimes difficult on your own as willpower alone is not always enough
- with motivational support, information and advice that can make a real difference
- have four times more chance of quitting with support than going it alone.

What they will do:
- help you make a plan to stop
- help you cope with cravings
- help you stay stopped
- help you decide what is going to work best for you

For more information on giving up smoking, contact the team:
telephone 0300 003 0818 or email: stopsmoking@warrington-pct.nhs.uk

You can find all the latest local drop-in sessions at www.livewirewarrington.co.uk/lifestyles/stop-smoking

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I have had unprotected sex a few times over the last few weeks and I am worried that I might have caught something. What should I do?

Cases of sexually transmitted infections (STIs) are increasing. If you have unprotected sex, your health is at risk.

If you have sex without a condom, the odds of catching an STI are quite high. You can’t tell by looking at someone whether they’ve got an STI. These infections don’t always have any symptoms, which mean that you might not even know if you’ve caught something. You then run the risk of not getting treatment and passing the infection on to others.

You only need to have unprotected sex once to get an STI or pass one on. So if you’ve only had sex once, you could still be infected. The more sexual partners you have, the more at risk you are. This is true whether you have more than one partner at the same time or at different times.

If you think you might have an STI, or are at risk of having one, you can get tested at the Warrington centre for sexual health based in the town centre.

You can find more information here http://www.bridgewater.nhs.uk/warrington/sexualhealth/

If you are aged 19 years or under then you can use the Youth Advice Shop (YAS) which is a confidential teenage sexual health drop-in service. They are a team of friendly doctors, nurses and youth workers who work closely together to help support teenagers on contraception, sexual health matters and relationships. YAS is a place to get the right information and advice and an opportunity to talk to someone in confidence.
I have been feeling really low recently; I really do not know where to go for help.

We all deserve to enjoy life and feel good about ourselves. Sometimes, however, life can be tough.

Whether you’re feeling great and want to stay that way, you’re a bit fed up or you’re struggling to manage your feelings, The Happy? OK? Sad? http://www.happyoksad.org.uk/ website has links to information and tips ranging from how to boost your mood, to where to get help if you’re unable to cope.

The site has been developed for people living in Warrington, so some of the services are for local people only.

After I retired, I have found it difficult to fill my days and I have lost contact with a lot of my old friends; I just don’t seem to get out much anymore. How can I get out and start mixing with people again?

LifeTime is a network for people over the age of 50 in the Warrington area which brings age-relevant social, educational and health resources together under one banner. By joining the LifeTime community, people will be connected to a wide range of enjoyable, essential, supportive and helpful information, training and events which are of interest or relevant to them and the time of life they are at.

You can join by visiting our website: http://www.lifetimegateway.org.uk/, writing to us at: LifeTime Freepost WA1235, The Gateway, 89 Sankey Street, Warrington, WA1 1SR or calling on 01925 246824. Alternatively, if you are in the town centre, you could pop in to the LifeTime centre.
Two inspiring examples!

We hope that you have enjoyed reading this report, and it helps you to recognise whether you need to make changes in your own life and help other people to make changes in theirs. The final word goes on a couple of inspirational stories, which we hope helps you realise that healthy, active living is something that everyone can achieve.

Cat caught the exercise bug and lost 4 stone to boot!

Cat, age 34, works as part of the neighbourhood’s team as a health inequalities project worker. After joining the team in 2012, Cat became more aware of the benefits exercise and a balanced diet can bring, and she also started to think that she had better start to practice what she preached!

Cat began by using different exercise classes at the LiveWire leisure facilities, this started as two classes a week which then increased to three and then four. She tried everything from body combat to circuit classes to aerobics. Cat also attended the LiveWire healthy weight drop-in to get weighed regularly and to get advice from the team on changes she could make to her diet and simple swaps she could make. On nights she couldn’t get out to the gym, Cat started to run around the block, enjoying it so much that she then joined a beginners’ running club called Warrington Plodders. After six months she completed a 10k race, and one month later she completed a half marathon.

Cat has also trained as both a walk and run leader and is hoping to share her knowledge and experience to motivate people in the community to go from couch to walking to jogging then running! Due to these lifestyle changes, Cat is now healthier, happier and has lost four and a half stone to boot!
Living long and well in Culcheth – Alec and Margaret

Margaret and Alec Murphy are an example to us all. They are both over 80 years old and have lived in Culcheth for the past 55 years. The Murphys have had, and continue to have, a good life; full of activity, a healthy diet and a full family life with seven children and 18 grandchildren, plus nine great-grandchildren. The Murphys’ outlook on life is that it is for living. Even though Margaret was diagnosed with arthritis over 40 years ago and has had a hip replaced, and Alex has some digestive problems, the couple remain focussed on keeping a healthy lifestyle every day and that means regular activity (either walking or cycling) seeing people in their community (going to the library or to the café down the road) and eating a good balanced diet containing lots of vegetables, fibre, fish and fruit. All their lives, the Murphys believed that maintaining their health was very important and this meant they didn’t eat foods which contained lots of fat, salt and sugar, they cooked from fresh, they drank little alcohol and they kept themselves moving and active. This approach is now paying off, because they are both amazingly fit, well and happy with life. In recent years, they have taken regular walking holidays in the Slovenian mountains, carried out walking and cycling events in aid of charities and they generally believe life is for living today and tomorrow.
Warrington at a glance

Maps, tables and charts to help make sense of all the stats!

The map below and table on the following page will hopefully help illustrate how the areas of deprivation are geographically spread across Warrington. The charts on the next pages help to illustrate other key information about health and wellbeing in Warrington. If you would like any further information you can contact the public health research and intelligence team on 01925 443060.
There are 127 local areas in Warrington. These are called lower super output areas (LSOAs). These small areas ‘nest’ within Warrington wards. There are over 32,000 LSOAs in England. All LSOAs are ranked nationally according to how disadvantaged or deprived they are. Dividing all LSOAs into five groupings (quintiles) enables us to look at how many Warrington LSOAs are in the most deprived quintile, least deprived etc. The table below shows this breakdown by Warrington ward.

<table>
<thead>
<tr>
<th>Ward</th>
<th>Deprivation Quintile 1</th>
<th>Deprivation Quintile 2</th>
<th>Deprivation Quintile 3</th>
<th>Deprivation Quintile 4</th>
<th>Deprivation Quintile 5</th>
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<tr>
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<td>1</td>
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<td><strong>21</strong></td>
<td><strong>16</strong></td>
<td><strong>29</strong></td>
<td><strong>39</strong></td>
<td><strong>127</strong></td>
</tr>
</tbody>
</table>
If Warrington were a village of 100 people...

**THE PEOPLE**
- People aged 20-64: 60
- People aged 65-84: 14
- People aged 85 and over: 2
- People diagnosed with cancer: 4
- People diagnosed with coronary heart disease: 1
- People diagnosed with severe mental health problems: 1
- People diagnosed with diabetes: 6
- People diagnosed with dementia: 1
- Spent on each person’s healthcare: £1,174
- Live in areas described as ‘most deprived 10%’: 18
- Children aged under 5: 6
- Children and young people aged 5-19: 9
- Births: 2
- Deaths: 1
- People diagnosed with high blood pressure: 13
If Warrington were a village of 100 people...

**Their Lifestyles**

- **People who smoke**: 13
- **People who are registered with a dentist**: 84
- **People who are overweight or obese**: 55
- **People who feel lonely a lot of the time**: 8
- **People who have a long standing illness or disability**: 33
- **People who have low emotional wellbeing**: 24
- **People who drink alcohol**: 86
- **People who drink alcohol to unsafe levels**: 18
- **People who do the recommended level of physical activity**: 76

People who smoke

People who are registered with a dentist

People who are overweight or obese

People who feel lonely a lot of the time

People who have a long standing illness or disability

People who have low emotional wellbeing

People who drink alcohol

People who drink alcohol to unsafe levels

People who do the recommended level of physical activity
Main causes of death in Warrington

In 2012 there were 1,817 deaths in Warrington. The main causes of death were due to heart diseases and stroke (28.5% of all deaths), followed by cancer (27.6%). Lung cancer accounted for 25% of all cancer deaths.
End Notes

Contributors

Sara Aubrey - public health analyst, WBC
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Anne Marie Carr – health improvement specialist, WBC
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Kathryn Ragan - public health information support
Cat Taylor
Martyn Waterson – business and commissioning officer, WBC
James Woolgar – health improvement specialist, WBC
Lindy Young – commissioning manager for C&YP Services, Warrington CCG
Further sources of information

Action on Smoking and Health: Smoking Statistics, Illness and Death. ASH, April 2013
Census 2011: Self-Reported Health
Department for Education: Statistical Release; Early Years Foundation Stage Profile Results In England, 2011/12
Department for Communities and Local Government: English indices of deprivation 2010
Health and Social Care Information Centre: Cancer Incidence Statistics 2009-2010
Health and Social Care Information Centre: QoF Disease Prevalence, 2011/12
Journal of Epidemiology and Community Health, 1999: Educational attainment, deprivation-affluence and self-reported health in Britain: a cross sectional study
North West Public Health Observatory: Alcohol Attributable Fractions for England, 2006
Public Health England, National Obesity Observatory: Health Risks of Adult Obesity
Public Health England, National Obesity Observatory: Health Risks of Childhood Obesity
Public Health England, Child and Maternity Health Intelligence Network: Child Health Profile 2013:Percentage of children (5-18 years) participating in at least 3 hours per week of PE and sport at school, 2009/10
Public Health England: Diabetes Prevalence Model for Local Authorities and CCGs, 2012
Warwick-Edinburgh Mental Well-being Scale. NHS Health Scotland, University of Warwick and University of Edinburgh, 2006, all rights reserved

Contact details for key local services mentioned in this report

Access social care team
Website: www.mylifemyway.co.uk
Call:01925 444 239
Email: asc@warrington.gov.uk

Age UK
Website: http://www.ageuk.org.uk/midmersey/
Call: 01925 244 645
Email: enquiries@aukmm.org.uk

The Big Switch
Website: http://www.warrington.gov.uk/thebigswitch
Call:- 01925 442 919
Change 4 Life website
http://www.nhs.uk/change4life/Pages/change-for-life.aspx

Citizens Advice Bureau
Website: http://www.citizensadvice.org.uk/
Birchwood Call: 01925 824952
Lymm Call: 01925 753 247
Warrington Call: 01925 246 994

Community connectors
Website: www.warrington.gov.uk/info/200724/stronger_together/1330/community_connectors
Call: 01925 442 394
Email: communityconnector@warrington.gov.uk

Contact Warrington (WBC’s contact centre)
Website: www.warrington.gov.uk
Call: 01925 443 322
Email: contact@warrington.gov.uk

Credit unions
Website: www.warringtoncreditunions.co.uk

Crisis loans
Website: http://www.warrington.gov.uk/localsupportscheme
Call: 01925 443 210

Debt and money advice
Website: http://www.warrington.gov.uk/info/200753/debt_and_money_advice

Department of Work and Pensions – short-term benefit advances and budgeting loans
Website: https://www.gov.uk/budgeting-loans
Call: 0845 608 8526

Footsteps
Website: http://www.footstepsforfamilies.org/
Call: 01925 24452
Email: info@footstepsforfamilies.org

Happy Ok Sad
Website: http://www.happyoksad.org.uk

Lifetime Gateway,
Website: http://www.lifetimegateway.org.uk
Call: 01925 246 824.
Livewire Leisure, Lifestyles and Libraries
Website: www.livewirewarrington.co.uk
Call: 01925 572504
Email (Leisure): leisure@livewirewarrington.org
Email (Lifestyles): lifestyles@livewirewarrington.org
Email (Libraries): library@livewirewarrington.org

Neighbourhood teams (including Wardens)
Website: http://www.warrington.gov.uk/info/200724/stronger_together
East Warrington Call: 01925 813 939 or Email: dwhite@warrington.gov.uk
West Warrington Call: 01925 638 836 or Email: rwhitworth@warrington.gov.uk
South Warrington Call: 01925572 072 or Email: bparratt@warrington.gov.uk
Central Warrington Call: 01925 241 360 or Email: cskinkis@warrington.gov.uk

Pathways to Recovery (CRI)
Website: http://cri.org.uk/sms_warrington
Call: 01925 415 176
Out of hours helpline – Call: 07919 558644
Email: carl.roberts@cri.org.uk

Public health resource library
Website: http://www.warringtonresources.org.uk/index.asp
Call: 01925 443 194
Email: lcrean@warrington.gov.uk

Read to relax
Website: http://www.livewirewarrington.co.uk/library/reading-groups/read-to-relax
Lymm group – Call: 01925 754 367
Orford group – Call: 01925 572 504

Time banking
Website: http://www.warringtonva.org.uk/volunteering/timebank
Call: 01925 246882
Email: Philip@warringtonva.org.uk

Warrington Home Improvement Agency
Website: www.whia.org.uk
Call: 01925 246812
Email: whia@wha.org.uk

Wellbeing service
Website: www.turnoveranewleaf.nhs.uk
Call: 01925 444279

YMCA
Website: http://www.ymca.org.uk/find/ymcas/warrington-ymca.html
Call: 01925 632 771