



Health Challenge Pembrokeshire Partners' Newsletter

July 2008

Pembrokeshire

Health
Challenge
Wales



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Sir Benfro

Available to staff throughout partner organisations, this newsletter will keep you up-to-date with progress on the development and delivery of the Health Challenge Pembrokeshire Strategy (Health, Social Care and Well-being).

Cllr Sian James, Cabinet Member for Health & Well-being and the Voluntary Sector

"I am delighted to be back, for a second term, as the Cabinet Member for Health & Well-being. My portfolio has also been extended to include the Voluntary Sector, which reflects the important links between these two areas.

It has been a busy time for me already, with the launch of the second Health Challenge Pembrokeshire strategy on 4th June. Representatives from all the partner organisations joined me for a photo near the footbridge outside County Hall – a beautiful, if rather windy, day.

The new strategy will guide joint working for the next three years. The focus it provides on supporting people and on delivering quality services in partnership is particularly important during this time of restructuring in the health sector.

It has been drawn up following detailed research on current levels of health and well-being in the County, and widespread consultation with organisations and member of the public.

I'd like to say a big thank you to all of those who worked hard to pull it all together.

Under the first strategy we certainly saw a growth in people's awareness about the effects lifestyle choices have on their health and well-being, as well as some real progress on joint projects.

Staff from partner organisations are now busy drawing up action plans, for the second strategy, to address the priority areas that have been identified.

I am also delighted that the Health Challenge Pembrokeshire Family Challenge has been awarded Big Lottery Funding, which will enable the successful pilot scheme to be rolled-out across the county from early next year (see p. 3).

In addition, Health Challenge Pembrokeshire has been able to support a further round of projects from partner organisations, which contribute towards the delivery of the strategy (see p. 4).

I look forward to working with many of you on the delivery of these initiatives".



Further information on what was achieved as part of the first strategy and a full copy of the current strategy and draft action plans can be found on www.healthchallengepembrokeshire.co.uk

Alternatively, please contact Pam Owen, Health & Well-being Manager on 01437 776612 or pam.owen@pembrokeshire.gov.uk



Health Challenge Pembrokeshire Strategy

2008 – 2011

The priorities are:

Services delivery in partnership

- Making sure everybody has an acceptable home to live in
- More focus on identifying risk factors for illness at an early stage
- Providing support and services for people who have long-term conditions
- Providing support services to enable people to live independently in their own homes
- Improving services to support mental health and well-being



Supporting people to be as healthy as possible

- Reducing smoking
- Promoting responsible drinking of alcohol
- Promoting healthy eating
- Encouraging people to take more exercise



Family Challenge Secures Big Lottery Funding



A bid to roll-out the Health Challenge Pembrokeshire Family Challenge project has been successful in securing funding from the Big Lottery.

The project is based on a successful pilot, which took place last year. Ten families took part in a programme to address their nutritional and physical needs. All the families that took part reported an increased feeling of well-being, as well as achieving some tangible improvements in their health.

Money from the Big Lottery Way of Life fund will enable the project to be rolled out across the county next year.

Families, with children up to the age of 12, will be able to receive support from a personal lifestyle coach, who will look at their current lifestyles and help them make improvements.



For further information contact Sarah Edwards, Health Challenge Pembrokeshire Project Manager, on 01437 775113 or sarah.edwards2@pembrokeshire.gov.uk

The scheme is expected to be launched early next year. Updates on progress will be available on www.healthchallengepembrokeshire.co.uk

One Stop Information Service for Health, Social Care and Well-being

From April 2008, the Living in Pembrokeshire information service became available. The aim is to provide a single point of contact where people can get all the information they need on local health, social care and well-being services.

The service was developed following consultation that suggested people were often unaware of the range of public health, social care and well-being services available and of how to access them.

The service is available on the web www.livinginpembrokeshire.co.uk, in Pembrokeshire County Council customer service centres and via 01437 775 775 - with calls going into the Council's customer contact centre.

A campaign in the local media has already generated calls from many vulnerable people and the website is being well used.

Information on the website is arranged by life events,

Health Challenge Pembrokeshire

Living in Pembrokeshire

Ever unsure about where to go for information on health, social care and well-being services in Pembrokeshire?

Living in Pembrokeshire is a one-stop-shop information service, aiming to provide answers to your health and well-being questions.

See: www.livinginpembrokeshire.co.uk

Phone: 01437 775 775

Visit: Pembrokeshire County Council Customer Service Centres in Fishguard, Haverfordwest, Milford Haven, Pembroke Dock or Neyland

Part of Health Challenge Pembrokeshire
www.healthchallengepembrokeshire.co.uk

Living in Pembrokeshire is brought to you jointly by Pembrokeshire County Council, Pembrokeshire Local Health Board, Pembrokeshire & Derwent NHS Trust, the National Public Health Service and Pembrokeshire Association of Voluntary Services.

www.livinginpembrokeshire.co.uk

including pregnancy and early years; education and employment; relationships; living safely and older years.

If you have information you think could usefully be included on the site, please contact Pam Owen, Health & Well-being Manager on 01437 776612 or pam.owen@pembrokeshire.gov.uk

Health Challenge Pembrokeshire supports innovative projects



Health Challenge Pembrokeshire has, once again, been able to fund a range of partner projects, which contribute towards the delivery of the Strategy. There will be an opportunity to submit further projects this autumn. For further information contact Sarah Edwards, Health Challenge Project Manager, on 01437 775113 or sarah.edwards2@pembrokeshire.gov.uk

Primary care counselling service in Pembroke and Pembroke Dock

This pilot project provides a counselling service aimed at people experiencing mental or emotional distress. Clients can either refer themselves or be referred by their GP.

Contact Sue Owen 07815 446419 or Noleen Evans on 07912 012235

Accessibility planning for health and well-being

Pembrokeshire County Council's transportation department will be using new software to map out existing health services, and highlight transport barriers people may face in accessing these.

Contact Ceri Rees, Pembrokeshire County Council, on 01437 776289

Healthy pre-school project

This project will focus on improving nutrition, oral health and fitness among pre-school children.

Contact Lynne Perry, National Public Health Service, on 01437 771232

Food and Healthy Lifestyle Promoter

The project builds on the successful work undertaken in developing the school meals service in Pembrokeshire primary schools and aims to extend this to secondary schools.

Contact Sarah D'Ivry, Pembrokeshire County Council, on 01437 775794

Oral health and nutrition project

Developing and delivering a wide range of oral health promotion initiatives, with the aim of reducing incidents of oral disease and dental trauma.

Contact Sam Threlfall, Pembrokeshire Local Health Board, on 01437 771268

Data analysis project

This project will help partners to gain a better understanding of health needs in the County.

Contact Pam Owen, Pembrokeshire County Council, on 01437 776612

Making the Connections

This project will fund research into the possibility of developing access to services via new technology, such as text messaging and digital TV.

Contact Jina Hawkes, Pembrokeshire Local Health Board, on 01437 771283