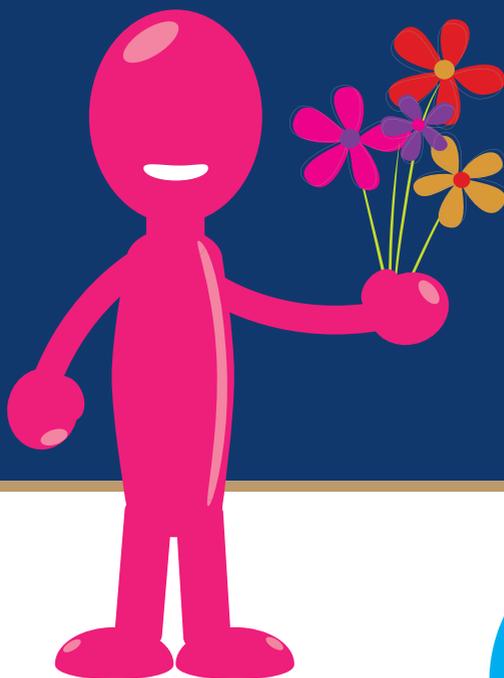




GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd  
Hywel Dda  
Health Board



Find out  
how our  
Ten Pledges  
can help  
you live a  
healthier life

*Sign up  
for a chance to win  
a break at Bluestone  
National Park Resort*

To enter complete the  
application form  
before 1/9/11

**Siarad lechyd**  
**Siarad. Gwranddo. Gwneud.**

**Talking Health**  
**Speak. Listen. Act.**



Calon  
Iechyd Lleol

The Heart of  
Local Health

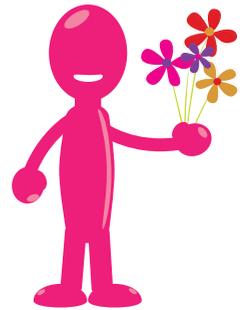
## What is the Health Board?

Hywel Dda Health Board is at the heart of local health. We provide health care services to over 375,000 people across Carmarthenshire, Ceredigion, Pembrokeshire and the surrounding areas.

Our vision is:

**'To ensure that the NHS delivers a world class healthcare system of the highest quality with improved outcomes for the people of Hywel Dda'**

It is important that we listen to, and take action on, the views, opinions and ideas of people in our communities in helping us to improve what we do. Our new involvement scheme – **Siarad Iechyd / Talking Health** – will help you to get involved – see page 5 for more details.



People living in our area have generally healthier lifestyles than is typical across Wales. Yet there are still challenges including obesity, smoking and alcohol consumption.

## Did you know...?

Within Hywel Dda:

- 59% of people are overweight, 22% of whom are obese
- 22% of people smoke - diseases related to smoking are still the top causes of illness and death within our community
- The number of people drinking alcohol above guidelines has risen to 39% and 23% of those binge drink
- Approximately 2,500 people are diagnosed with cancer every year
- We have higher than average death rates from circulatory disease, heart disease and respiratory disease, particularly in Carmarthenshire
- More people may develop long term conditions such as heart disease, stroke, respiratory disease, diabetes, dementia, as our older population is likely to rise from 35,000 (10%) in 2006 to 70,000 (16%) in 2031
- We have higher than average winter deaths across our three counties

We aim to change that with our ten pledges to support local people to lead healthier lives, to enjoy a better quality of life and to live longer.

## Our Ten Pledges to You

### In 3 years' time, we will:

- Help 12,000 people to lose weight
- Help 5,000 people to stop smoking or prevent from starting
- Help prevent or stop 7,500 people drinking to excess
- Increase by 20,000 a year the number of people treated in a community setting that would have previously been treated in hospital



### In 5 years' time, we will:

- Help prevent 200 people a year from developing heart disease
- Ensure, wherever possible, that no-one with a known long term condition is admitted unexpectedly to hospital with that condition
- Reduce the number of people dying from cancer by 100 a year
- Help prevent 125 people a year from suffering a stroke
- Double the number of mothers breastfeeding their babies from birth up to 6 months of age

### In 10 years' time, we will:

- Increase life expectancy by 3 years in the areas with the lowest life expectancy and improve quality of life for all

**...Adding life to years and years to life...**

For further information, visit [www.talkinghealth.wales.nhs.uk](http://www.talkinghealth.wales.nhs.uk)

## How you can help yourself...

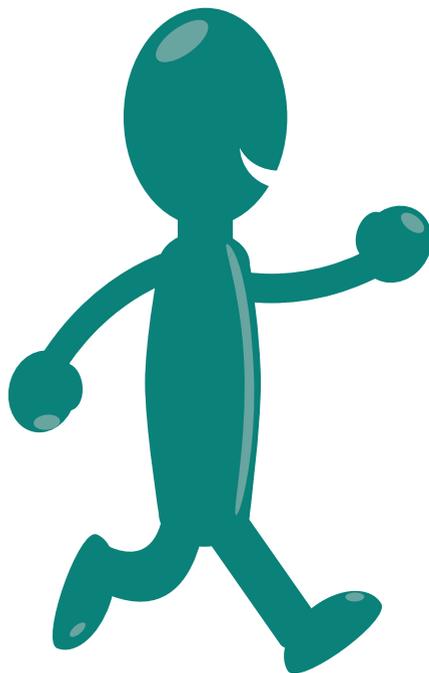
As well as pledging to help people, we need local people to take greater responsibility for their own health and wellbeing. We would like you to look after your own health and help yourself to live a healthier, longer life. Top tips include:

- ✓ **Stopping smoking**
- ✓ **Eating healthily**
- ✓ **Drinking responsibly**
- ✓ **Managing your weight**
- ✓ **Getting active**
- ✓ **Keeping a healthy mind**
- ✓ **Looking after your sexual health**

**Becoming an Expert Patient** - To join the Expert Patient Programme to help you manage a long term condition, such as asthma or diabetes, contact:  
**01554 779507**

For information about who to contact for advice or support on any of these health topics, telephone NHS Direct on 0845 4647 or visit the website at [www.nhsdirect.wales.nhs.uk](http://www.nhsdirect.wales.nhs.uk)

**Other useful information can be found at:**  
[www.healthchallengecarmarthenshire.org.uk](http://www.healthchallengecarmarthenshire.org.uk)  
[www.ceredigion.gov.uk](http://www.ceredigion.gov.uk)  
[www.healthchallengepembrokeshire.co.uk](http://www.healthchallengepembrokeshire.co.uk)



## How can I 'Get Involved'?

### What is Siarad Iechyd / Talking Health?

Hywel Dda Health Board is committed to developing and delivering high quality health services to meet the needs of our local people.

To do this, it is important that we listen to and take action on your views. The views, opinions and ideas of local people are essential in helping us to improve what we do.



Siarad Iechyd / Talking Health is about you having a say in how local health services are planned, developed and delivered. We will develop a shared understanding of the needs of our diverse population, provide more accessible services and improve health and well being.

### Who can 'Get Involved'?

You can 'Get Involved' if any of the following apply to you:

- You are interested in services provided by Hywel Dda Health Board
- You use the services of Hywel Dda Health Board
- You are a carer of a person who uses the services of Hywel Dda Health Board
- You are a member of staff
- You are a representative of a group or an organisation interested in Hywel Dda Health Board services

### Why should I 'Get Involved'?

Siarad Iechyd / Talking Health provides local people with the opportunity to find out more about Health Board services. We value your views and want you to get involved.

Being part of Siarad Iechyd / Talking Health means you will receive:

- Opportunities to have your say, help Hywel Dda Health Board plan, develop, review and redesign new and existing services
- Information about Hywel Dda Health Board services 'hot off the press'
- Regular updates with the Siarad Iechyd / Talking Health Newsletter
- Invitations to events
- Access to special offers and discounts

## What would I have to do?

As well as receiving information, there are many other ways you can 'Get Involved' and 'Have Your Say', as follows:

### Questionnaires / Surveys

You can help us gather views on services or new ideas by completing questionnaires or surveys on health matters that interest you. You can complete these at home at your convenience.

### Comment on Engagement and Consultations

We are committed to finding out the views of our local people and involving them at an early stage whenever we are reviewing our services. You may be invited to take part in events where you are asked to share your views or you could comment on matters at home at your convenience.

### Readers' Panel

You can help us make sure information we provide, such as leaflets, are clear, user friendly and easy to understand for patients and the public.

### Interest Groups

Becoming a member of our interest groups means you can receive up-to-date information and news about areas of health services that interest you. You may be invited to attend meetings or take part in events to share your views.

### Volunteering

Hywel Dda Health Board runs a 'Volunteering for Health' project to develop volunteering services within our health community. The aim is to improve

the way current health services are delivered for the benefit of local people through action by local people. Our volunteers are recognised as a valuable resource and play an important role in the delivery of services within the NHS.

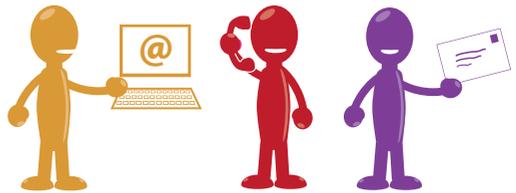
## Will my views make a difference?

We want your views to help shape the planning, review and delivery of future health services. Your anonymised comments will be put together with all the other feedback gathered during engagement processes. These will be shared as part of the service planning and decision making process.

We may not be able to do what you ask of us, but when the engagement process is completed, a report will be available to everyone who has given their views to let them know what we plan to do and why we have reached these decisions.

## How do I 'Get Involved'?

If you have any questions or you would like to get involved with Siarad Iechyd / Talking Health, please contact us:



**Email:** [siaradiechyd@wales.nhs.uk](mailto:siaradiechyd@wales.nhs.uk)  
[talkinghealth@wales.nhs.uk](mailto:talkinghealth@wales.nhs.uk)

**Website:** [www.siaradiechyd.wales.nhs.uk](http://www.siaradiechyd.wales.nhs.uk)  
[www.talkinghealth.wales.nhs.uk](http://www.talkinghealth.wales.nhs.uk)

**Telephone:** 01554 779 510

**Write to us:** FREEPOST HYWEL DDA HEALTH BOARD

## How will you know we've succeeded in delivering our vision?

We will measure the public's views on whether we are succeeding in delivering our vision using a set of ten Touchstone Tests.

These Touchstone Tests will guide all of the Health Board's work and will be the tests through which the public will be able to hold us to account.

### Ten Touchstone Tests

1. I will be more involved in decisions made by the NHS
2. I will be receiving better customer care and an improved patient experience
3. I will be receiving higher quality clinical care
4. I will be living a healthier lifestyle
5. My family will have a better opportunity to live a longer and healthier life
6. I will be receiving more personalised care
7. I will be receiving more integrated seamless care when I need to get help from more than one organisation
8. I will be able to receive more of my care closer to my home
9. I will be receiving the best technologies as part of my care
10. My NHS will be maintaining a sustainable financial position

This publication is available in alternative formats, such as large print, audio, Braille, upon request – please see contact details on page 7.

# Siarad Iechyd / Talking Health Application Form

Your details will be used by Hywel Dda Health Board solely for the purpose of direct communications with you and treated in the strictest confidence. The information you provide will be used to help us to ensure that opportunities to get involved in activities such as Surveys or Interest Groups will be as relevant as possible to you. Any feedback you might provide will be kept anonymous and your personal details will be held securely by the Health Board in accordance with the Data Protection Act 1998.

Please answer all questions marked with an asterisk (\*). Other questions are optional, but the more information you can give us the better.

1. Title: ..... 2. Name\*: .....

3. Address\*: .....

.....

4. Postcode\*: .....

5. Telephone number(s): .....

6. E-mail address: .....

7. Are you 'Getting Involved' as\*:

An individual       A member of staff

A representative of a group or organisation (*please specify below*):

Name of group/organisation.....

8. Please send information by\*:

Post     E-mail     Other (please specify) .....

# Your Interests

Please tick the boxes next to the issues that interest you. You can tick as many as you like.

## 9. I am interested in:

- Healthy living (including smoking cessation, obesity, drug or alcohol misuse, sexual health, physical activity)
- Stroke
- Community services
- Cancer
- Long term conditions
- Coronary heart disease
- Planned care/treatment
- Emergency/urgent care
- Respiratory diseases (eg asthma, COPD)
- Diabetes
- Maternity and newborn care
- Carers' health
- Children's health
- Mental Health
- Learning Disabilities
- Older people's health
- General practice / primary care
- Dental health
- Optometry/Ophthalmology
- Pharmacy and prescribing
- End of life care
- Patient / user transport
- Physical and sensory disabilities
- Men's health
- Women's health

If you have any specific or other interests not listed above please note them here:

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.....

# Your involvement in Siarad Iechyd / Talking Health

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**10. I would like to** (tick all that apply):

- Receive information (e.g. newsletters, information bulletins)
- Take part in questionnaires / surveys
- Comment on local and national consultations
- Become a member of the Readers' Panel
- Attend Interest Groups on specific areas that interest me
- Take part in the Health Board's 'Volunteering for Health' project

Please note: You have the option to change how involved you want to be at any time.

## Your Skills

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**11. If you have any particular skills or a professional background that you feel may contribute to the work of the Health Board, please tell us about this in the space below.**

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## About You

We would be grateful if you would provide the information below, however, you are under no obligation to provide the information requested. Any information provided will be treated in the strictest confidence.

**12. Year of birth:** .....

**13. Gender:**  Male  Female  Transgender  Prefer not to say

**14. Are you a Welsh speaker:**  Yes  No

**15. Do you regard yourself as having a health problem or disability which limits your day-to-day activities which has lasted, or is expected to last 12 months or longer?**

Yes  No  Prefer not to say

**16. Do you look after, or help or support to a friend or a relative because of long term ill health or problems related to old age?**

Yes  No  Prefer not to say

**17. Your Religion/Belief System:** .....

Prefer not to say

**18. Please indicate your ethnic origin:** *(use the additional space if required)*

White .....

Mixed/ Multiple Ethnic groups .....

Asian / Asian British .....

Black / African / Caribbean / Black British .....

Other ethnic group .....

Prefer not to say .....

**Thank you for completing this form.  
Your contribution will help us to improve services.**

Please return using the envelope or send to: FREEPOST HYWEL DDA HEALTH BOARD