

Public Health Campaign Bulletin

November 2021

Public Health Resource Centre

Public Health Campaigns this November

- Disability History Month 18th November – 18th December
- Winter Wellness and Keeping well at home/flu vaccinations
- Mouth Cancer Action Month
- Movember
- National Stress Awareness Day – 3rd November
- National Self-Care Week 15th-21st November
- Trans Awareness Week 13th-19th November
- Alcohol Awareness Week 15th-21st November
- International Men's Day Friday 19th November
- Sugar Awareness Week 8th-14th November

resources@warrington.gov.uk



Highlights in this Issue

- We have a special feature from Warrington Disability Partnership, with information about Disability History Month and the support they offer. Turn to page 2 to find out more!
- We have a comprehensive guide on the key actions to take to ensure that you stay well in your home this winter.
- Alcohol Awareness Week is coming up on 15th-21st November, and it's a great opportunity to take control of alcohol consumption using the local 'LowerMyDrinking' App.

Disability History Month 18th November-18th December

Disability Heritage

Since the launch of the NHS in 1948, improvements in surgical, medical, rehabilitation and medicine interventions have helped to increase the life expectancies for many disabled people. More recently, technological advances have helped to greatly improve mobility and independent living.

The introduction of various legislative frameworks such as the Disability Discrimination Act in 1995 has helped to improved accessibility to buildings, transport, housing and employment. The Community Care (Direct Payments) Act 1996 instructed local authorities to provide direct payments to disabled people to allow them to commission their own services. The Health Act 2009 introduced personal health budgets, which extended disabled people's choice and control over their supported services.

The depiction of disability in the media plays a major role in moulding the public perception of disability. Perceptions portrayed in the media directly influence the way disabled people are treated in society. The exposure of disability through TV and media coverage of the Paralympics and heightened public awareness of prominent disabled people including Professor Steven Hawkins, Dame Tani Grey-Thompson and Adam Hills has helped challenge views and perceptions of disabled people.

During the past few years WDP has been developing the foundations of a Disability Heritage project initially with a Disability Timeline that is located in their Centre for Independent Living. More recently WDP has acquired several mobility aids including a 1918 invalid trike, a 1940's wicker wheelchair and a 1970's Invacar AC 70 three wheeled car. The mobility aids are displayed at local events including Classic Car Shows where they help stimulate discussion about the past, present and future of mobility and independent living.



During the past 30 years, Warrington Disability Partnership (WDP), a local user led charity has played a part in the development of change with its annual Disability Awareness Day widely acknowledged as the world's largest voluntary led pan disability event which has been emulated in 12 countries.

Disability History Month cont.



Some of the items used by disabled people in the past

Public interest in the preservation of history and heritage has increased during the past decades, with the development of Museums and Heritage projects dedicated to specific topical subjects such as slavery, black history, etc. Museums and Heritage projects are seen as central spaces of mutual understanding, learning and community cohesion where cultural identity can be developed.

WDP is planning to organise a Disability Heritage exhibition in the town centre in 2022. The exhibition will include the lived experiences of disabled people, equipment and an area dedicated to mental health focussing on Winwick Hospital, once seen as the largest mental health facility in Europe. WDP are considering the development of a bricks and mortar National Disability Museum as part of their Centre for Independent Living and assistive technology Smart Flat.

The Disability History Month is an annual national campaign first launched in 2010. Each year it has a main theme or joint themes. This year's joint themes are Hidden Disabilities and Relationships and Sex. The Disability History Month runs from the 18th November till the 18th December.

For more details, contact: [Dave Thompson at davethompson@disabilitypartnership.org.uk](mailto:davethompson@disabilitypartnership.org.uk)

Purple Tuesday 2nd November

The Town Hall will be lit up on 2 November in recognition of Purple Tuesday—the annual event raising awareness of the importance of improving the customer experience for people with disabilities. You can find out more about purple Tuesday by visiting their website via: [Purple Tuesday – Changing the customer experience for disabled people](#)

The Public Health Resource Centre would like to thank Dave Thompson MBE and Derek Jones from Warrington Disability Partnership for the text and images included on these two pages. Visit [Disability information and support from Warrington Disability Partnership](#) to find out more about the amazing work WDP do locally and nationally.

Winter Wellness 2021

As winter and the colder months of the year approach, we're reminding everyone of the importance of keeping well at home. This includes ensuring homes are well-heated and insulated, encouraging those who are eligible to get flu and Covid-19 booster vaccines and taking Vitamin D during the winter months with limited sunlight.

Flu Vaccinations

Anyone can catch flu. Flu is caused by a bug called a virus. Flu is not like a cold, it can make you feel ill. If someone is very ill with the flu they might even have to go to hospital. Having the flu vaccine can help stop you from catching the flu and passing it onto other people. The vaccine is free for people who:

- Are 50 and over (including those who'll be 50 by 21st March 2022)
- Have certain health conditions
- Are pregnant
- Are in long-stay residential care
- Receive a carer's allowance, or are the main carer for an older or disabled person who may be at risk if you get sick
- Live with someone who is more likely to get infections
- Frontline health or social care workers



Do not let anything stop you from getting your flu vaccination. The flu vaccine is quick and easy. **Contact your doctor or pharmacist today.**

Covid-19 Boosters

Booster vaccines will be available on the NHS for people most at risk from Covid-19 who have had a 2nd dose of a vaccine at least 6 months ago. This includes:

- People aged 50 and over
- People who work in care homes
- Frontline health and social care workers
- People aged 16 and over with a health condition that puts them at high risk of getting seriously ill from COVID-19
- People aged 16 and over who are the main carer for someone at high risk from COVID-19
- People aged 16 and over who live with someone who is more likely to get infections

People who are pregnant and in one of those eligible groups can also get a booster dose.

The Public Health England Winter Vaccinations marketing campaign toolkit has been released. Please visit: [Winter Vaccinations Public Facing Campaign | Campaign Resource Centre \(phe.gov.uk\)](#) to download.

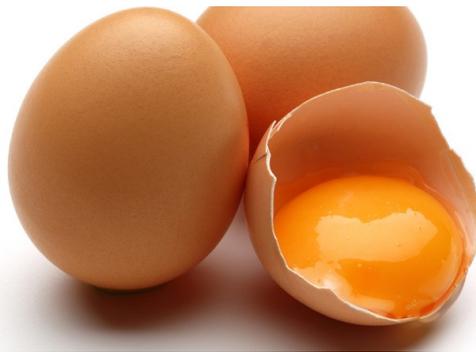
Winter Wellness 2021 cont.

Vitamin D

The winter (October to early March) sunlight in the UK doesn't contain enough UVB radiation for our skin to be able to make Vitamin D. During these months, we rely on getting our Vitamin D from food sources and supplements.

Vitamin D rich foods include:

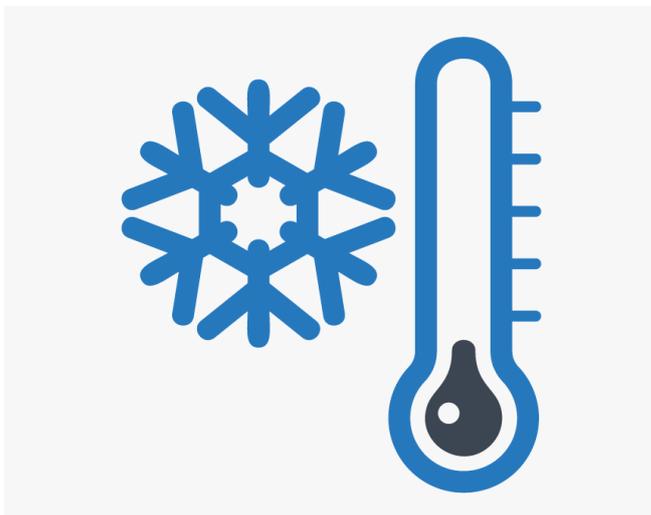
- Oily fish
- Red meat
- Liver
- Egg yolks
- Fortified foods (foods with nutrients added) e.g. skimmed milk, bread or yoghurt



Using sunbeds isn't a recommended way of making Vitamin D

If you don't get much exposure to the sun during the winter because you are housebound, in a care home, or usually wear clothes that cover up most of their skin when outdoors, the Department of Health recommends that these peoples should take daily vitamin D supplements to make sure they get enough.

For the rest of the population, everyone over the age of five years is advised to consider taking a daily supplement containing 10 micrograms of vitamin D.



Living Well at Home

One in five winter deaths are exacerbated by cold homes and living in a cold home can increase your risk of Covid-19.

- Ensure you adequately heat and ventilate your home
- Ensure you are paying competitive market rates for your energy
- Living in a cold home can lead to social isolation, be sure to engage in daytime activities and stay connected to people and your local community
- Spend less time sitting still for long periods. Short and regular episodes of movement, physical activity or chair based exercises can get your circulation moving throughout the day



Mouth Cancer Action Month November 2021

Oral Health Foundation

Mouth Cancer Action Month begins next week and we would like your help to address and tackle the growing number of cases of mouth cancer in the United Kingdom.

The aim of the campaign is to get more mouth cancers diagnosed at an early stage by raising awareness of the disease.

We want to encourage everybody to be more vigilant about changes in their mouth, and act immediately if anything is noticed that is out of the ordinary.

We also want people to be aware of the things that put them at greater risk of mouth cancer.

To help support you during Mouth Cancer Action Month, there is a [digital toolkit with lots of freely downloadable resources](#) to share on your website, via newsletters and email, and on social media. See some of the posters available for free download below!

BE MOUTH AWARE
LOOK OUT FOR THE SIGNS & SYMPTOMS OF MOUTH CANCER

As **mouth cancer** can strike in a number of places, including the lips, tongue, gums and cheeks, it's extremely important that we all know what to look out for.

Ulcers which do not heal within three weeks

Red & white patches in the mouth

Lumps or swellings in the mouth or head & neck area

If in doubt, get checked out

Early detection is crucial. If any of these signs are noticed, please tell your doctor or dentist immediately.

#MouthCancerAction

Mouth cancer can affect anybody and it's important that we all know what to look out for. If you notice any changes in your mouth please speak to a dentist or doctor immediately.

www.mouthcancer.org

Registered charity no. 26398

BE MOUTH AWARE
MOUTH CANCER RISK FACTORS

Tobacco

Alcohol

Diet

HPV (The Human Papillomavirus)

Chewing or smokeless tobacco

Environment

Although mouth cancer can affect anybody, around 91% of all diagnoses are linked to lifestyle. This means that by amending our lifestyle choices, we can help cut the chances of developing mouth cancer.

#MouthCancerAction

www.mouthcancer.org

Registered charity no. 26398

Movember

The national Movember aims to raise awareness for men's health problems, including suicide, prostate cancer and testicular cancer. Visit [Movember](#) to find out how you can get involved.

Who can get involved?



Sports Teams

Whether you're fundraising on match day, or taking on a month-long challenge, at a football club or a running club, we welcome Mo Bros and Mo Sisters getting active for men's health.

Schools

Bring your school community together by getting students and teachers supporting the Mo. Teacher moustache sweepstakes, physical challenges, quizzes, bake sales, inter-class competitions. The more creative the better. [Find out more and check out our free schools resources.](#)

Universities

Want to make an impression at your uni? Join our awesome community of 20,000 students who fly the mo flag on their campus. Start a team with your sports club, society, halls of residence or class. Use your university's challenge page to get some friendly competition going on the live leaderboard. You'll be starting vital health conversations, making new friends and having a positive impact. [Find out more about how your university can get involved.](#)

Workplaces

Is your workplace passionate about health and wellbeing? Join our amazing network of 145 companies who form The Movember Business Club (MBC). The MBC is an employee engagement and fundraising program designed to bring fun, unity and men's health awareness to your workplace. As part of the club, we will support you to bring teams together as you link up with other companies across the UK and Europe to raise vital funds and awareness for men's health. If you think your company has what it takes then please contact businessmos@movember.com to find out more.

Emergency Services and NHS

Part of the police, fire, ambulance or the NHS? Love a competition? Look no further. Bring your colleagues together by joining the leaderboard challenge, then let the games begin. Who can grow the best (or worst) Mo and take home the glory? Or walk, run, cycle you or your team throughout the month, your challenge your rules. Have some fun all whilst raising vital funds and awareness for men's health.

Friends and Family

This option is for you if you're going it alone or are holding an event with your mates. The options are unlimited; grow a Mo, host a roast, or challenge yourself to climb a mountain. We're not fussy.

Four Ways to Fundraise

Grow Try the Trucker. Rock a Regent. Cultivate a Connoisseur. More than just follicles on your face, your moustache is a ribbon. With it, you have the ability to remind people of the importance of men's health, and urge them to take action with a donation.

Move How you run or walk is up to you. Take it fast, take it slow. Push your limits outside (or push 'go' on the treadmill). 60km over the month for the 60 men we lose to suicide each hour, every hour.

Host Host in-person or online. Think big. Think small. Think delicious, competitive or creative. It's all about bringing people together to have fun while doin' good.

Mo Your Own Way A choose-your-own-adventure challenge, epic in scope and scale. You need imagination, determination and fire in your belly. It's an open-ended invitation to test your limits in the name of men's health. And have a ton of fun while you're getting it done. Whether it's a test of physical endurance or a not-so-sweaty pledge to kick a bad habit – it's whatever Mo Your Own Way means to you.



National Stress Awareness Day

On 3rd November, Rethink Mental Illness runs Stress Awareness Day to help individuals get in touch with their personal stress levels. Visit [Stress Awareness Day \(rethink.org\)](https://www.rethink.org/stress-awareness-day) to find out more.

Millions around the UK experience [stress](#) and it is damaging to our health and wellbeing. For example, at some point in the last year, 74% of us have felt so stressed that we have felt unable to cope (*Mental Health Foundation*).

Stress is the feeling of being under too much mental or emotional pressure. When you are stressed, your body releases stress hormones such as adrenaline and cortisol.

Stress is your body's reaction to help you deal with pressure or threats. This is sometimes called a "fight or flight" response. Your stress hormone levels usually return to normal once the pressure or threat has passed.

A small amount of stress can be useful. It can motivate you to take action and get tasks completed. It can also make you feel alive and excited. But too much stress can cause negative effects such as a change in your mood, your body and relationship issues.

National Self-Care Week

Self Care Week is an annual UK-wide national awareness week that focuses on embedding support for self care across communities, families and generations. Practise Self Care for Life is the theme for 2021.

National, regional, local and community organisations passionate about empowering people to better look after their own physical health and mental wellbeing get involved in Self Care Week

A range of health messages can be communicated during Self Care Week including:

- taking vitamin D supplements, particularly important for those shielding and unable to go outside
- good nutrition and regular exercise to support general wellbeing and help maximize people's immunity
- increasing health awareness levels in the community and in schools
- supporting mental wellness by keeping connected, ensuring a sense of perspective, and taking further steps to maintain health

The Week can also be used to reinforce messages around Covid-19. Encouraging people to continue to social distance, wear masks, wash hands to protect themselves and others in the community against the virus.

Local Support

For local resources and help with stress, visit [Happy OK Sad \(warrington.gov.uk\)](https://www.warrington.gov.uk) and navigate to adults, and 'looking after our mental wellbeing'. Click on 'self-care menu' to open up a pdf. The Self-Care menu has been produced by public health for local healthcare workers to support individuals (and themselves) to improve their self-care through simple and quick activities such as a walk or learning a new skill. The menu has links and phone numbers for local services which can support people to do these simple activities. **This local resource helps people to manage their stress, relax and unwind.**

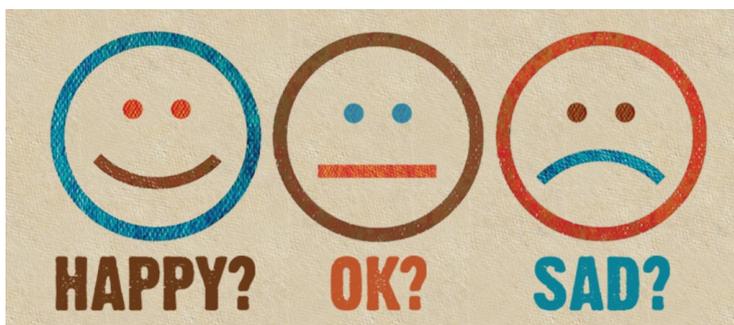
The graphic is a yellow 'Self-Care Menu' with a 'Better Health Let's do this' logo at the bottom left. It includes a tip: 'To prevent yourself at the end of today by taking off your workwear from your mind'. The menu is divided into sections: 'starters' (Step 1: Breathe - Take 2 minutes in a room of your choice to just sit and breathe. This will help you prepare for the day ahead and begin the day feeling calm. Step 2: Organise - Write down two things from the menu below that you would like to achieve by the end of today (i.e. go for a 20 minute walk, and cook a new recipe tonight).), 'health & creativity all day breakfast' (Exercise: Your iFitWire - YouTube (30 mins), Go for a walk outdoors: Walking | warrington.gov.uk (30 mins), Explore a hobby: How to find a new hobby - Future Learn (30 mins), Cook a new recipe: Eat well - NHS (www.nhs.uk) (30 mins)), 'slice of relaxation' (Read a book: Read to Relax Group | warrington.gov.uk (15 mins), Stretch: Yoga video - NHS (www.nhs.uk) (15 mins), Meditate: Mindfulness Meditation | YouTube (10 mins), Listen to one of your favourite songs: (5 mins)), and 'takeaway resources' (5 Ways to Wellbeing: 5 steps to mental wellbeing - NHS (www.nhs.uk), NHS Mental Health Self Help Leaflets: self-help leaflets: NHS Foundation Trust, NHS Better Health: Better Health - NHS (www.nhs.uk), Happy OK Sad: Happy OK Sad (warrington.gov.uk), Over 50's Lifetime: Happy OK Sad (warrington.gov.uk)). A sticky note on the right says 'Self-care To Do: Meditate, Go for a walk, Meet friend'.

TRANS AWARENESS WEEK

NOVEMBER 13 - 19

The Gay and Lesbian Alliance Against Defamation (GLAAD) Transgender Awareness Week is 13th-19th November. Transgender Awareness Week is a week when transgender people and their allies take action to bring attention to the community by educating the public about who transgender people are, sharing stories and experiences, and advancing

support around the issues of prejudice, discrimination, and violence that affect the transgender community. Visit [Transgender Awareness Week | GLAAD](#) to find out more and access the free resources provided by GLAAD.



Being LGBTQ+ doesn't itself cause mental health problems, but LGBTQ+ people's experience of issues such as isolation, rejection, harassment, discrimination and hate crime, can increase the risk of certain mental health problems. According to Stonewall (2012), research has shown that LGBTQ+ people are significantly more likely than heterosexual people to experience anxiety and depression; to self-harm; and to take their own lives. Visit [Happy OK Sad \(warrington.gov.uk\)](#) and click on the drop-down heading titled 'Organisations which support LGBTQ+ people' to find a comprehensive list of links to organisations supporting members of the LGBTQ+ community.



Warrington's Public Health Gender Identity

Briefing for Professionals run by local sexual health service, Axess, is a useful training course to help professionals who would like to raise their awareness of trans identity and gender diversity. The next available training date is 9th November 13.00-14.45. Visit [Transgender and gender identity professional briefing for Professionals | Warrington Training Hub](#) to book on.

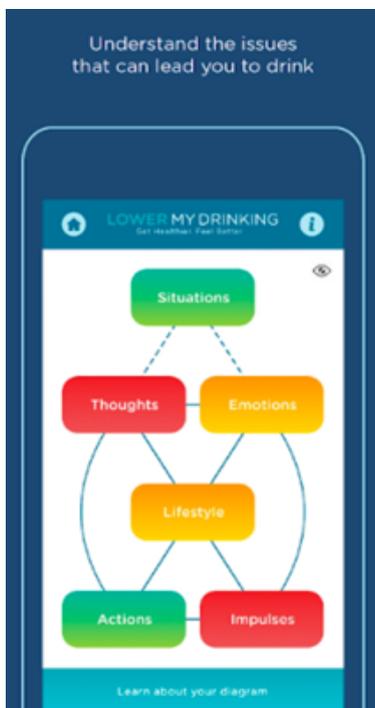
Alcohol Awareness Week

Alcohol Change UK's Alcohol Awareness Week 2021 takes place from the 15th-21st November and has the theme 'Alcohol and Relationships'.

Alcohol and relationships are closely linked. Many of us associate alcohol and socialising, and alcohol can become a big part of our connections and interactions with those around us. But when our own or a loved one's drinking starts to negatively affect our relationships, or stands in the way of us taking action on our own drinking, it can have a huge impact on our lives.

On top of this, research shows that many of us have found ourselves drinking more to deal with feelings of loneliness and isolation during the pandemic. As we leave lockdown and return to normal life there will be new pressures too – pressures to drink, 'sober shaming', and pressures we put on ourselves to get back to 'normal' socialising.

A useful resource to help monitor alcohol intake is the Lower My Drinking App developed on behalf of Champs Public Health Collaborative for use in the Cheshire and Merseyside.



The app is an effective tool that helps individuals to set and achieve a drinking reduction goal. It allows people to track progress, identify their motivation for reducing their drinking as well as highlighting issues that could potentially cause someone to drink more than is healthy for them and gives a set of proven skills that can be used to address these.

As well as this, the platform gives feedback and guidance to the user, explaining side effects and the potential benefits of cutting down, including psychological, social, financial and physical. The app helps users create a plan for the future with practical ideas including 'drink-free' days.

Visit [Lower My Drinking – Apps on Google Play](#) to download on android or [Lower My Drinking on the App Store \(apple.com\)](#) to download on IOS. To utilise the campaign toolkit developed by Champs visit: [Lower My Drinking | Trello](#)

Visit [Alcohol Awareness Week | Alcohol Change UK](#) to register to receive free resources and updates in the lead up to Alcohol Awareness Week from Alcohol Change UK.

There is public health online e-learning available for healthcare professionals interested in expanding their understanding of the effects of alcohol on health. Visit [All Our Health - Alcohol | Warrington Training Hub](#) to find out more!

INTERNATIONAL MENS DAY

November 19

**BETTER HEALTH
FOR MEN & BOYS**



On November 19th, International Men's Day celebrates worldwide the positive value men bring to the world, their families and communities. It aims to highlight positive role models and raise awareness of men's well-being.

One of the six pillars of International Men's Day is to improve gender relations and promote gender equality not only for men but for women too. In this light, the theme for 2021 is "Better relations between men and women". Visit [International Men's Day – Men Leading by Example \(internationalmensday.com\)](https://internationalmensday.com) to find out more.

In Warrington, the In Your Corner campaign aims to raise awareness of men's mental health. This campaign encourages men to speak out and be there for each other when dealing with their mental health. Visit [Happy OK Sad \(warrington.gov.uk\)](https://warrington.gov.uk) to find out more information about the In Your Corner Campaign and how to access support for men in Warrington.

Sugar Awareness Week 2021

Action on Sugar are encouraging people to get involved with Sugar Awareness Week, 8th-14th November. This is a timely opportunity to celebrate successes and discuss what next for sugar reduction in the UK, as the Public Health England sugar reduction programme is scheduled to be coming to an end. This year's theme is focussing on snacks and how they contribute to daily sugar intake. From a young age, children are getting used to the sweet taste of snack foods which influence their health in the future. We are all bombarded with sugary snack foods wherever we go, often with misleading claims on the packaging. We believe the food and drink industry should be doing more to reduce sugar and to provide healthier options. Visit [Sugar Awareness Week 2021 - Action on Sugar](https://www.actiononsugar.org) to find out more!

Change4Life says:

'When it comes to cutting down on sugar, even just 1 or 2 everyday swaps can really make a difference to how much sugar your child is eating.

Making a cereal swap at breakfast, popping a lower-sugar yoghurt in their lunchbox, or switching to a slice of malt loaf or a scotch pancake as an after-school snack are just a few of the easy ways to help make a day healthier.'



For more information and resources around supporting children and parents to make healthy swaps, visit: [Sugar Swaps for Kids](https://www.actiononsugar.org) | [Make a Swap](https://www.actiononsugar.org) | [Change4Life \(www.nhs.uk\)](https://www.actiononsugar.org)

Coming up in December

- World AIDS Day takes place on 1 December each year. It's an opportunity for people worldwide to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness. Founded in 1988, World AIDS Day was the first ever global health day. Visit [About - World AIDS Day](#) to find out more.

**ROCK
THE RIBBON**
WORLD AIDS DAY
WEDNESDAY 1 DECEMBER 2021

- Decembeard—Bowel cancer UK. Join us this December and



grow a beard to help us stop people dying of bowel cancer. Taking part is simple: ditch your razor, let your beard grow throughout December and raise money to support our lifesaving work. Already bearded? No problem. Dye, ditch or decorate your beard and join the campaign. By taking part, you'll help us to save lives and improve the quality of life of all those affected by bowel cancer. Visit [Decembeard | Bowel Cancer UK](#) to find out

more.

- #PurpleLightUp is a global movement that celebrates and draws attention to the economic contribution of the 386 million disabled employees around the world. PurpleSpace leads this movement, our mark of respect to the UN International Day of Persons with Disabilities (IDPD) held annually on 3rd December. Visit [Purple Light Up \(purplespace.org\)](#) to find out more

Thank you for reading!

For more information about any of the campaigns included in this issue, please email resources@warrington.gov.uk