



Public Health Campaign Bulletin

December 2021

Public Health Resource Centre

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Public Health Resource Centre

resources@warrington.gov.uk

Find attached to this email: Public Health Campaign Calendar 2022

The Public Health Resource Centre has produced the following calendar as an overview of the key public health campaigns and messages this year.



Highlights of this issue

- Turn to Page 4 to see the key messages for looking after our health over the festive period.
- World AIDS Day is Wednesday 1st December. Go to Page 2 to find out about the importance of recognising symptoms and getting tested early.



World AIDS Day Wednesday 1st December

What is World AIDS Day?

World AIDS Day takes place on 1st 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.

Why is World AIDS Day Important?

Over 105,000 people are living with HIV in the UK. Despite the virus only being identified in 1984, more than 35 million people worldwide have died of HIV or AIDS related illnesses, making it one of the most destructive pandemics in history.

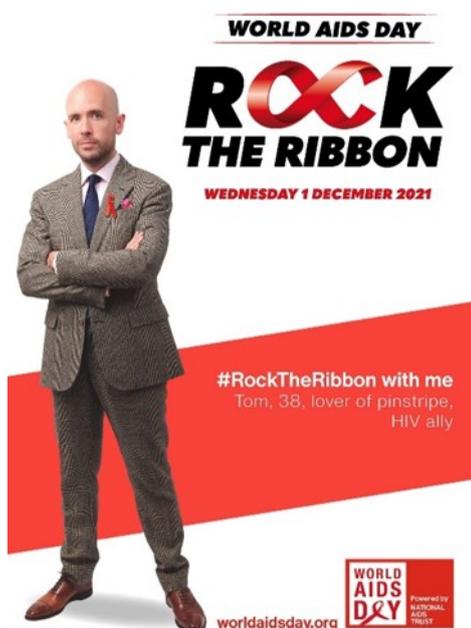
Each year in the UK over 4,000 people are diagnosed with HIV. World AIDS Day is important because it reminds the public and government that HIV has not gone away – there is still a vital need to raise money, increase awareness, fight prejudice and improve education.

ROCK THE RIBBON

**WORLD AIDS DAY
WEDNESDAY 1 DECEMBER 2021**

What can I do on World AIDS Day?

- Buy a red ribbon to raise money for Aids research and show your support for the millions of people living with HIV worldwide.
- Get tested. If you are living with HIV, starting treatment early means you can live a full healthy life. Free and confidential HIV tests are available from NHS sexual health clinics. Go to the bottom of the page to see Warrington's local sexual health service.
- Fundraise on behalf of the National Aids Trust. You can order a free pack of 100 fabric red ribbons and donate the proceeds.



Information about HIV and AIDS

- HIV (human immunodeficiency virus) is a virus that damages the cells in your immune system and weakens your ability to fight everyday infections and disease.
- AIDS (acquired immune deficiency syndrome) is the name used to describe a number of potentially life-threatening infections and illnesses that happen when your immune system has been severely damaged by the HIV virus.
- While AIDS cannot be transmitted from 1 person to another, the HIV virus can.
- There's currently no cure for HIV, but there are very effective drug treatments that enable most people with the virus to live a long and healthy life.
- With an early diagnosis and effective treatments, most people with HIV will not develop any AIDS-related illnesses and will live a near-normal lifespan.

Visit [Home - World AIDS Day](#) to find out more and download free resources.

Visit [Axess Sexual Health Service Finder - Axess Sexual Health](#) to find out more about local HIV testing.

World AIDS Day: HIV Awareness e-learning

Ahead of World AIDS Day the Access Outreach Team have updated the HIV awareness e-learning that is available on the Public Health Training Hub.

This short e-learning session is free to book and is available for you to complete at a time that is convenient for you.

Go to - [HIV Awareness | Warrington Training Hub](#) to book your place, please allow approximately 15-30 minutes to work your way through this session in full. If you have previously completed this e-learning, you are able to log into the training hub and access the new updated slides via your account.

Please show your support and take the time to go through this short awareness training. It is only through raising awareness that we can end HIV stigma.

This short e-learning course aims to:

- Raise a basic awareness of HIV and AIDS
- Reduce stigma related to HIV
- Dispel some of the myths surrounding HIV
- Increase confidence when working with a HIV positive person
- Raise awareness of HIV prevention
- Increase knowledge of testing and availability in your area.

How to book a place on our Training Courses.

You can book on to [HIV Awareness](#) through the online booking system. If you are a teacher or work in a school please book by asking your school's office staff to book you a place, all school admin/business managers are registered to book staff to attend training via our training hub.

For all other organisations if it's your first time visiting the site, you'll need to register before you can book on.

If you work for WBC, or another large organisation that will already have people signed up to our training site:

Then please sign up via: <https://www.myschoolservices.co.uk/Enquiry/SignUp>

If you work for another organisation that will not have used our training site before:

Then please sign up via: <https://secure2.sla-online.co.uk/v3/User/SignUp?pguid=BF8762B4-B3E9-4CCB-BE4A-22399BB7FEC4>

If you've booked on to a training session through this system before then you'll already be registered and once you've logged into your account on the Public Health Training website: www.warringtontraininghub.uk/publichealthtraining you'll be able to book on to the [HIV Awareness](#) session.

Keeping Healthy During the Festive Period

Follow our helpful guide below to ensure you have a fun and healthy Christmas!

1. Find different ways of socialising

Often times socialising during the festive period can involve lots of food and alcohol. Try going for a walk with friends and family, giving you time together whilst getting some exercise.



2. Be drink aware

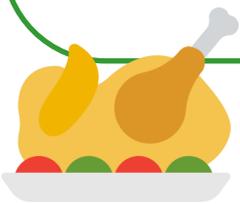
Stay within the guidelines of not drinking more than 14 units of alcohol per week. Use the [LowerMyDrinking app](#) to prevent over consumption, and opt for non-alcoholic alternatives where possible.



3. Eat well

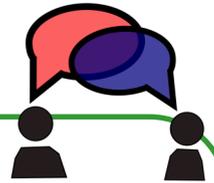
With all the tasty food on offer around Christmas, it can be easy to over-indulge. But not all Christmas food is unhealthy. In particular, turkey is a fairly lean meat and has high levels of protein. Vegetables are always a good way to get some nutrition in as well!

Try and start every day with a good healthy breakfast, as this will prevent you from feeling hungry and snacking later in the day.



4. Reach out to others

Christmas is a great time to connect with others and get involved in the community to prevent isolation. You can attend an afternoon tea at Fearnhead Cross Community Centre. The events are £3.50 per person, please book ahead by contacting the Neighbourhoods Team on 01925 818017



5. Stay hydrated

If you are consuming more alcohol than normal over the festive period, staying hydrated is especially important. It can be harder to remember to drink water in the colder weather too, but aim for eight glasses per day to keep your body hydrated.



1 in 5 winter deaths are exacerbated by living in a cold home. Look after yourself this winter to prevent ill health by...



1. Ensuring you adequately heat your home by checking you are accessing all available financial support to help with paying bills as well as being energy efficient.

- Information on help with heating and housing for those on low income can be found on the [gov.uk website](https://www.gov.uk). The [Warrington CAB](#) can provide support with accessing benefits Tel: 0300 330 9091.



- WHIA offers practical advice around keep warm including funding for some clients. If you need a new boiler or need safety checks on your appliances we can help to get the right contractors and may have funding available. Tel: 01925 246812
- Uswitch can provide free and impartial information - energy, broadband, mobile comparison and switching support. Freephone telephone number: 0800 688 8395
- If your home has an EPC D or lower and a household income less than £30,000 you may be able to access a Green Homes Grant to improve the energy efficiency of your home. Visit www.warrington.gov.uk/green-homes-grant to find out more and/or register an interest.
- For owner-occupiers, means tested loans and grants are available to make your property warm, contact privatesector@warrington.gov.uk or Tel: 01925-248482 to find out more.
- For rented properties (private and social housing) all houses should have an energy efficiency rating of A to E. However, if you are concerned that you living in cold home which is impacting on your health please contact privatesector@warrington.gov.uk or Tel: 01925-248482 for further investigations.
- Many householders in older properties and those on benefits or low incomes may qualify for extra financial assistance. To see if you're eligible call the Energy Saving Advice Service on 0300 123 1234 or visit www.gov.uk/green-deal-energy-saving-measures
- The [energy saving trust](#) provides energy saving tips such as switching to LEDs.

2. Ensuring you engage in daytime activities and stay connected to people and your local community, as living in a cold home can lead to social isolation.

- LifeTime offer a range of activities for adults in later life. Tel: 01925 246824 or email mail@lifetimegateway.org.uk
- The good neighbour project offers support to reduce social isolation and opportunities to get involved in volunteering Tel: 01925 246880 to find out more.



3. Practising self-care and looking after yourself



- Keep moving and 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. Join the Lifestyles Active at home facebook group [Lifestyles Active at Home | Facebook](#). Watch the make movement your mission videos for those who are less mobile [Later Life Training - YouTube](#). Join a local health walk Tel: 0300 003 0818 to find out more.
- Make sure your vaccinations are up to date including Flu and COVID booster.

Decembeard! Bowel Cancer UK

Join Bowel Cancer UK this December and grow a beard to raise awareness of the symptoms of bowel cancer.

Taking part is simple: ditch your razor, let your beard grow throughout December and raise money to support Bowel Cancer UK's 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.



To find out more about the symptoms of bowel cancer, or for bowel cancer support, visit the following links:

- [About bowel cancer | Bowel Cancer UK](#)
- [Bowel cancer - NHS \(www.nhs.uk\)](http://www.nhs.uk)



About bowel cancer

Bowel cancer is also called colorectal cancer. It affects the large bowel, which is made up of the colon and rectum.

The cells in your body normally divide and grow in a controlled way. When cancer develops, the cells change and can grow in an uncontrolled way.

Most bowel cancers develop from pre-cancerous growths, called polyps. But not all polyps develop into cancer. If your doctor finds any polyps, he or she can remove them to prevent them becoming cancerous.

Cancer cells may stay in the bowel or they might [spread to other parts of the body](#), like the liver or lungs.

Bowel cancer is treatable and curable especially if diagnosed early. Nearly everyone survives bowel cancer if diagnosed at the earliest stage. However this drops significantly as the disease develops. Early diagnosis really does save lives

More than 16,000 people die from bowel cancer in the UK every year. It is the second biggest cancer killer in the UK. But the number of people dying of bowel cancer has been falling since the 1970s. This may be due to earlier diagnosis and better treatment.

Purple Light Up Day

#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, as a nod to the UN International Day of Persons with Disabilities (IDPD) held annually on 3rd December.

Since 2017, #PurpleLightUp has been driving momentum for disability inclusion across hundreds of organisations, reaching thousands of employees in different ways. This includes lighting up iconic buildings purple, holding events, developing workplace policies for disabled employees and sparking conversations about disability inclusion worldwide.

In 2021, we're encouraging global Leader to Leader Conversations between disability Employee Resource Group/ Network Leaders and Chief Officers. Joining the 'Leader to Leader' conversation provides organisations from across the public, private and Non-governmental Organisation sectors with the perfect platform to celebrate the economic contribution of employees with disabilities and shine a light on the work of those who are making the most extraordinary contribution to cultural change: the disability ERG/Network leaders.

#PurpleLightUp offers the chance for:

- **Employers** to showcase the economic contribution of disabled employees to economies across the world and their dedication to driving the disability inclusion agenda.
- **Network / employee resource group leaders** to demonstrate the return on employer investment into well-resourced, well-led networks; sharing their organisation's strategic plans for the year ahead or celebrating their successes over the past year.
- **Allies and Champions** from every continent to share how they will contribute to the build of a better working world.

Find out more about how to get involved here: [Purple Light Up \(purplelightup.org\)](https://purplelightup.org), with a resource that includes graphics, zoom backgrounds and a video template for you to use.



NHS 111: Help Us, Help You



**Just think 111
online first**
When you think you need A&E,
go to 111.NHS.UK

111



The next phase of this year's 'Help Us, Help You' campaign focuses on the NHS 111 service. The aim of the campaign is to encourage people to use NHS 111 online first when they have an urgent but not life-threatening medical need, rather than going straight to A&E/Emergency Departments.

The campaign will also seek to increase awareness that NHS 111 online makes it easier for patients to get the treatment they need in the right place. NHS 111 online can also direct patients to urgent treatment centres, GPs, pharmacies and emergency dental services and, if needed, arrange a call from a healthcare professional.

The target audience for this campaign is all adults with a focus on young people (20-29) and parents of children aged 5-12 years. The campaign will run from 1st November 2021 until the end of March 2022.



Marketing materials are available to download from the [Campaign Resource Centre](#) now!

Buying toys safely online

The Child Accident Prevention Trust (CAPT) has issued a warning on the rise in sales of unsafe toys being sold online. They have issued the following advice via their website:

Dodgy dealer or safe seller?

We tend to think: if we can buy it, it must be safe.



This is generally true for toys you buy from:

- high street chains, including their online stores
- the websites of big-name toy brands.

It gets more complicated when you buy from an online platform. Even if you type in the brand name of the toy you want, you'll be presented with lots of options, including cheaper copycats.

Remember, when you buy from an online platform:

- not everything they sell is supplied by them
- they don't have to check that toys from other sellers are safe.

So, if it's not a brand name you know, that awesome toy you bagged at a bargain price could be coming from a dodgy dealer anywhere in the world. And it could be dangerous for your child.

Most dangerous toys

- Toys with accessible [button batteries](#) that can burn through your child's food pipe.
- Super [strong magnets](#) that can rip through your child's belly.
- Toys with long cords that can strangle your child.
- Cheap electrical toys with chargers that can catch fire or wires that can electrocute your child.

For more advice, visit the CAPT website here: [Toys online – nasty or nice? | Child Accident Prevention Trust \(capt.org.uk\)](#)

'Stop Covid-19 hanging around'

A new public health behaviours campaign 'Stop COVID-19 hanging around' has launched demonstrating the importance of simple actions, and how they reduce the risks of catching COVID-19 this winter; such as ventilation, face coverings and testing.



The following assets are available on the Campaign Resource Centre and more will be available soon:

- [Digital Out of Home](#)
- [Social Animations](#)
- [Radio Advertisements](#)
- [PR Video and cut downs](#)

Please note these assets are cleared for use in England only.

Campaigns Coming Up in January

Dry January / Love your Liver Month

Get ahead of your health for the New Year and sign up to Alcohol Change UK's Dry January now! People who take on the official Dry January with Alcohol Change UK are twice as likely to have a totally alcohol-free month, and to get amazing long-term benefits.

- **Download the free Try Dry app.** It's your booze-free buddy for Dry January and beyond, helping you keep track of your units, calories and money saved and letting you earn badges along the way. Plus you can use it to track your drinking and set personalised goals all year round.

- **Sign up for free coaching emails.** We'll offer you daily tips, stories and much more to help you get the most out of your Dry January. You can sign up for these via the app, or for just emails, here: [Sign up for the official Dry January | Alcohol Change UK.](#)



Visit [Alcohol harms. Time for change. | Alcohol Change UK](#) to find out more.

Cervical Cancer Prevention Week 17th-23rd January 2022

During Cervical Cancer Prevention Week we want as many people as possible to know how they can reduce their risk of the disease and to educate others.

The pandemic means there are additional challenges to attending screening and accessing the HPV (Human PapillomaVirus) vaccine, many people are unsure about whether they should access the NHS. Visit [Cervical Cancer Prevention Week | Jo's Cervical Cancer Trust \(jostrust.org.uk\)](#) to find out more.

STIQ Awareness Day

STIQ Day aims to get people thinking about their sexual health and encourage more people to get regular sexual health checks. No one likes to think they've caught a sexually transmitted infection (STI) but without a test you can't be sure.



STIQ Day takes place in January. If your festive season included unprotected sex then you should be thinking about getting tested now.

Getting a sexual health check is easy and shouldn't be embarrassing or shameful; sex is a normal part of adult life so sexual health checks should be to. It's a quick, simple process that not only puts your mind at rest but could protect your fertility or even save your life – or that of your partner.



To find out more about local STI services visit [AXESS Sexual Health Warrington - Axxess Sexual Health.](#)

Campaigns Coming Up in January cont.

Brew Monday/Blue Monday 17th January

Samaritans Brew Monday will kick off on the third Monday in January, which is usually known as 'Blue Monday'. They'll be turning this day on its head and into something positive by encouraging people to get together over a warming virtual cuppa.

Reach out to a friend, family member or colleague for a virtual cuppa and a chat. It doesn't have to be a Monday or a cup of tea, just taking time to really listen to another person could help them work through what's on their mind.

Because now more than ever, sharing a cuppa is more than a drink – it's about reaching out, checking in and staying connected.

If you need more mental health support, visit [Happy OK Sad \(warrington.gov.uk\)](https://www.warrington.gov.uk/happy-ok-sad) for an overview of local and national services. In a crisis, click 'I need urgent help' or dial 999.



Thank you for reading!

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