



# Public Health Campaign Bulletin

Date: June 2022

Public Health Resource

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*Public Health Resource Centre*

*resources@warrington.gov.uk*

**Extra Topic**—Men's Health Week: 13th-19th of June.

This years topic is 'Time for your MOT'. Visit the [Men's Health Forum](#) for a range of information and tips leading up to Men's Health Week.

There is also a range of useful resources available on the [Happy? Ok? Sad? website](#).

## Highlights of this issue

[Page 13:](#) Have your say on how you feel about cancer services at an upcoming event in Warrington Market.



# Child Safety Week - 6th-12th June



# WARRINGTON

Borough Council



Child Safety Week is an annual community education campaign run by the Child Accident Prevention Trust (CAPT), acting as a catalyst for thousands of safety conversations and activities UK-wide.

Accidents are one of the biggest killers of children in the UK, and the poorest children are at greatest risk. Every week, healthy children are killed, disabled or disfigured in **accidents that are completely preventable**.

### What's the problem?



<b>1 in 9</b> emergency hospital admissions for Scottish children* are due to an accident <small>*Children under 15, Public Health Scotland</small>	Accidents are one of the biggest killers of children in England and Wales, second only to cancer <small>ONS mortality statistics</small>	<b>1 child</b> under 5 dies every week* in England from an accident at home <small>*Average of 15 under 5s a year, Public Health England</small>
<b>1 Scottish child</b> died a month* because of an accident in 2019 <small>*112 deaths of children under 15, Public Health Scotland</small>	<b>2,300 children</b> under 16 are killed or seriously injured on our roads every year <small>Department for Transport</small>	<b>40,000 children*</b> are admitted to hospital per year as an emergency after an accident at home <small>*Figures for England for under 16s, Public Health England</small>

CAPT help families build confidence and skills in managing the real risks to children's safety. They want all children to have the freedom to grow and learn, safe from serious harm. That's why the theme for Child Safety Week 2022 is 'Safety in mind'. CAPT want to make sure busy families have the 'Safety in mind' that really matters, especially when under pressure.

### Resources:

It's not always obvious what's dangerous and children can sometimes catch us off-guard. Therefore, the Child Accident Prevention Trust have created resources that provides top tips, advice and information to support and help families to keep safe.

#### Parent's pack:

[This booklet](#) provides useful safety tips for parents on the main accident risks to children.



#### Session Plans:

These [session plans](#) are an excellent way to stimulate discussion and safety facts with parents. They include prompt cards illustrating eight common safety scenarios.



[Children's Burns Trust](#) is supporting Child Safety Week, working alongside CAPT to raise awareness of the number of children that are seriously burned and scalded each year.



#### Remember...

**Children can often reach further than their parents expect, so make sure 'out of reach' really is a safe place.**

#### Learning Zone:

The [learning zone](#) provides a number of resources and activities to help teach children about fire safety and burn prevention. Activities and resources are designed for children in early years up to key stage 4.



LEARNING ZONE



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# Healthy Eating Week - 13th - 17th of June



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[The British Nutrition Foundation \(BNF\)](#) will be providing free information, activity ideas and resources to help everyone on their journey to having a healthier and more sustainable diet. Why not [find out more](#), or [register](#) for all the latest updates, now?



[What's it all about?](#)

[Register for 2022](#)

[Official Supporters](#)

[Promotional Flyer](#)



Our big message for the Week this year is, *Eat well for you and the planet!* Each day of the Week will have a different theme:

- Monday: Focus on fibre - for meals and snacks
- Tuesday: Get at least 5 A DAY - put plenty on your plate
- Wednesday: Vary your protein - be more creative
- Thursday: Stay hydrated - fill up from the tap
- Friday: Reduce food waste - know your portions



## Want to get involved?

Simply [complete the registration form](#) and you will receive email updates and links to resources (as they become available), to help you plan your Week.

In 2021, there were over 6400 registrations for the Week, representing over 1.5 million participants! [Register now](#) and join us for this year's Week!



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# Diabetes Awareness Week - 13th -19th of June



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The theme this #DiabetesWeek is to appreciate and celebrate each and every person who is doing their best to manage having diabetes. [Diabetes UK](#) have a range of useful [resources](#) and [information](#) located on their [website](#) which can help you get involved this year.

## INFORMATION FOR YOU



By clicking on the 'Information for You' box above, you can access a wide range of materials that includes information books on managing diabetes to delicious recipes for every occasion. Diabetes UK also produces a range of free booklets for people with diabetes, their carers and healthcare professionals. Order now to help raise vital funds.

## Diabetes Risk Factors

↑40

Your risk increases with age. You're more at risk if you're white and over 40 or over 25 if you're African-Caribbean, Black African, or South Asian.



You're more at risk of type 2 diabetes if you're carrying extra weight, especially if this weight is around your middle.

**Diabetes UK**  
KNOW DIABETES. FIGHT DIABETES.



You're more at risk if you've ever had high blood pressure.

## Find out your risk

You can find out your risk with our [Know Your Risk tool](#) or you may be eligible for a free [NHS Health Check](#), so you can do something about it.



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# Cervical Screening Awareness Week– 20th-26th June



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**During Cervical Screening Awareness Week 2022, it's time to talk about how to make the test better.**

Save the date and join Jo's Cervical Cancer Trust to raise awareness of cervical screening (smear tests). During this week, Jo's Cervical Cancer Trust will be talking about some of the reasons the test can be hard. It's not all about embarrassment and they will be sharing tips, experiences and working with experts to help those who find cervical screening difficult.

## What is cervical screening and why is it important?

**Cervical screening is one of the best ways to protect yourself from cervical cancer.**

Cervical screening (smear test) is a free health test available on the NHS as part of the national cervical screening programme. It helps prevent cervical cancer by checking for a virus called high-risk HPV and cervical cell changes. It is not a test for cancer.

**All women and people with a cervix aged 25 to 64 should be invited by letter.** During the screening appointment, a small sample of cells will be taken from your cervix.

The [NHS website](#) provides more information regarding cervical screening and why it is important.



## Cervical screening tips:

Everyone has a different experience of cervical screening. If you are looking for ways to make cervical screening (a smear test) better for you, Jo's Cervical Cancer Trust have provided [top tips](#) you can try.



## Resources:

A range of [resources](#) are available to download from Jo's Cervical Cancer Trust including a [mini fact sheet about cervical screening](#)



## HPV Vaccine...

- The HPV vaccine helps protect against cancer caused by HPV including cervical cancer.
- It is offered to girls and boys in schools between the ages of 12 and 13.
- The HPV vaccine does not protect you against all types of HPV. However, it is important to get vaccinated as this will offer some protection.



**Cervical screening is an important test even if you have had the HPV vaccine!**



## Get Involved...

Make your steps count...[Join Steps for Jo's](#) this June! Walk, jog or run 220,000 steps for the 220,000 women and people with a cervix diagnosed with cervical cell changes every year.



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# World Blood Donor Day - 14th June



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[World Blood Donor Day](#) takes place on 14 June each year. The aim is to raise global awareness of the need for safe blood and blood products for transfusion and of the critical contribution voluntary, unpaid blood donors make to national health systems.

Safe blood and blood products and their transfusion are a critical aspect of care and public health. They save millions of lives and improve the health and quality of life of many patients every day. The need for blood is universal, but access to blood for all those who need it is not.

## Why Give Blood?

Giving blood saves lives. The blood you give is a lifeline in an emergency and for people who need long-term treatments.

New blood donors from all backgrounds are needed to ensure there is the right blood available for patients who need it.



## The NHS need:

- Nearly 400 new donors a day to meet demand.
- Around 135,000 new donors a year to replace those who can no longer donate
- 40,000 more black donors to meet growing demand for better-matched blood
- 30,000 new donors with priority blood types such as O negative every year
- More young people to start giving blood so we can make sure we have enough blood in the future



## Become a blood donor:

Locally, you could join thousands of amazing blood donors in Liverpool saving lives every day.

Find out more information about [giving blood](#) for the first time and how to register.



Give one hour to donate one unit to save three lives.

Make a date to donate at;  
Liverpool Blood Donor Centre  
Dale Street, L2 2BS.

O positive, O negative & B positive donors needed now

Book an appointment or register at [www.blood.co.uk](http://www.blood.co.uk)  
or call 0300 123 23 23

Join us at [blood.co.uk](http://blood.co.uk)



# Clean Air Day—16th June



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## Let's protect our health from air pollution!



[Clean Air Day](#) is the UK's largest air pollution campaign, engaging thousands of people at hundreds of events, and reaching millions more through the media. [Global Action Plan](#) lead the 'Clean Air Day' campaign which aims to bring together communities, businesses, schools and the health sector to:



Improve public understanding of air pollution



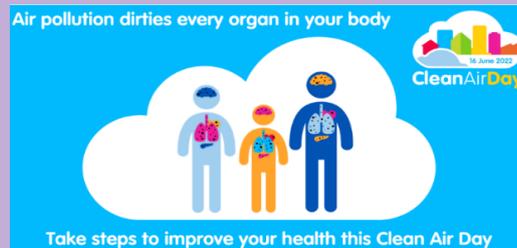
Build awareness of how air pollution affects our health



Explain the easy actions we can all do to tackle air pollution, helping to protect the environment and our health.

## Air Pollution dirties every organ in your body...

This year, the theme of clean air day is “**Air Pollution dirties every organ in your body, take steps to improve your health this clean air day**”. Air pollution can harm every organ in the body and shorten lives, contribute towards chronic illness and put people more at risk of Covid-19.



## Health Risks of Air Pollution:

Poor air quality is the largest environmental risk to public health in the UK and each year, air pollution causes up to 36,000 deaths in the UK.

Long-term exposure to air pollution can cause chronic conditions such as cardiovascular disease and respiratory diseases as well as lung cancer, leading to reduced life expectancy.



Clean air is essential for our health, and the co-benefits of clean air measures are also good for our wellbeing as well as being good for the planet.



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## Get involved...

There are a variety of ways you could get involved this Clean Air Day:

- Walk or cycle those short distance trips and leave the car at home, where you can. Not only does this save money but also improves your general health.

### Cycling Routes in Warrington



### Walking Routes in Warrington



- Ask local and national decision makers for a change in your local community that would make it easier for you to walk more, leave the car at home and breathe clean air.
- Use [Public Transport](#) instead of the car
- Consider [car sharing](#) to work to reduce costs
- Plant a tree within your local area. Trees and vegetation can absorb pollution plus they improve general health and wellbeing.

## Plant a tree for the Queen's Jubilee...

The Queen's Green Canopy is a unique tree planting initiative created to mark Her Majesty's Platinum Jubilee in 2022 which invites people across the UK to "Plant a Tree for the Queen's Jubilee"

**Plan** – Learn about tree planting season, where to plant and how to secure a tree.

**Plant** – Discover tree planting best practice and how to plant your own.

**Protect** – Learn how you can give your tree the best chance to flourish.



## Resources:

The 2022 resources enable individuals, schools, businesses, health organisations, community groups and local authorities to demonstrate support for action on air pollution. The resources include "how to" guides for organising Clean Air Day events or play streets, posters and leaflets to use at your workplace or organisation, template letters to send to your local councillors to ask for changes in your community, and many more.



In line with these asks, new resources include a [walking for clean air toolkit](#) comprised of a [Clean Air Day walking playlist](#), tips and additional resources to help you get walking and new social media graphics.



## National School Sports Week - 20th-26th of June



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The [Youth Sport Trust](#) is asking teachers, parents, and organisations across the UK to help every child find a place to belong on National School Sports Week this summer.

### Pledge your support

Click below to register and join us in our mission to guarantee there is a role for every young person in a school sports day this summer.

**[REGISTER](#)**



Why not support the Youth Sport Trust by [fundraising](#), [donating](#), or using their [resources](#) which can help each child feel included in this year's sports week.

Included in this [resource link](#) there are a range of ideas and ways to increase both childhood physical and mental health.

School sport should be an important part of every child's education and development – every child should feel they have a place to belong.

But for too many children this isn't happening. They are left feeling alienated by sport, that it isn't for them and they don't have a place within it.

After the huge disruption of the past two years, the inequalities in young people's health and activity levels have got worse.

There is so much that all young people can gain from school sport – connecting with others, developing important life skills and improving both their physical and mental health.



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# Breastfeeding Celebration Week - 27th of June—3rd of July



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This year National Breastfeeding Week will run from 27 June – 3 July and we'd love it if you'd support us in making it a success. The theme for the week is '**Everyone has a part to play in helping mums to breastfeed**'. The key focus will be the difference that can be made if everyone supports breastfeeding e.g. partners, the wider family, community, health and education services and workplaces.

start  
4 life



Here to answer your  
breastfeeding questions, 24/7

Search Start4Life to see all the support available.

**NHS**

We know breastfeeding delivers health, nutritional and emotional benefits to both the child and mother. [The World Health Organisation](#) (WHO) recognises that breastfeeding is a natural process, however it is not always easy and the support to new mothers; family and friends can make a huge difference. We hope Breastfeeding celebration week provides an opportunity for mothers, partners, families and healthcare professionals to come together to share what works to support breastfeeding.

For information on the benefits of breastfeeding for both the mother and child can be found on the [NHS website](#). You can also sign up for the [Start4Life's Weekly emails](#) for expert advice.



To help you to support and get involved in the campaign Better Health Start for Life will be providing a social media toolkit on the [Campaign Resource Centre](#).

There are also a range of downloadable and orderable resources available now to support breastfeeding mothers that you can access from the [Campaign Resource Centre](#), including leaflets, posters and digital banners.

If you would like to order physical copies of the [Off to the Best Start](#) campaign resource, you can email the Public Health Team Resource centre here [resources@warrington.gov.uk](mailto:resources@warrington.gov.uk)



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# The NHS Better Health Campaign



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The COVID-19 pandemic has caused a lot of us to re think our priorities and look at our own health and wellbeing needs through a different lens. If you have decided now is the time to do something differently, the [Better Health](#) pages on the NHS website are there to help you. If you're not sure now is the time, maybe they can provide some inspiration for you and the family.

**Better Health** Let's do this

## Quit Smoking Start Saving

Join the thousands of people who are quitting smoking.

Download the free NHS Quit Smoking app to get started.

GET IT ON Google Play | Download on the App Store

**NHS**

Progress Savings

If you stop smoking today you could save around

£128

For a pack of 20 you pay

£11.99

Per cigarette, you'd pay

£0.60

For 10 of tobacco

£15

£0.50

**Food scanner** NHS Food Scanner app

Start finding healthier swaps today!

Download on the App Store | GET IT ON Google Play

**Couch to 5K** Couch to 5K app

A running app for absolute beginners.

Download on the App Store | GET IT ON Google Play

**Drink free days** Drink Free Days app

For the days you do not want to drink alcohol.

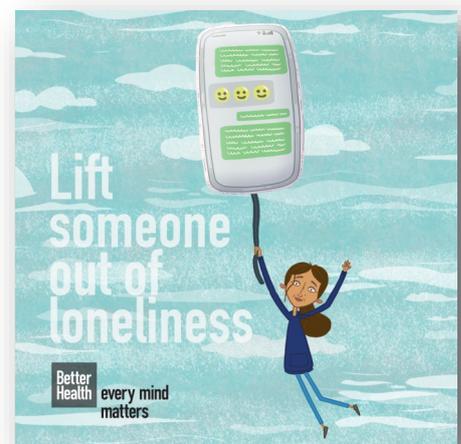
Download on the App Store | GET IT ON Google Play

[Download or order resources](#), such as leaflets, posters, guides and resource packs for all campaigns. You don't have to sign in or register to access or download coronavirus resources. Go to the [coronavirus resources](#) now. However, if you want updates on coronavirus or any other campaigns you must register.

[Click here](#) to access a range of resources, apps, suggestions, and information to encourage an overall healthy lifestyle.

## Take care of your mind

Looking after your mind is just as important as looking after your body, but it can be easily overlooked. Every [Mind Matters](#) has lots of expert advice and practical tips to help you stay on top of your mental wellbeing.



**Better Health** Let's do this

## Find healthier swaps with Food Scanner

Download the free **NHS Food Scanner App** and scan, swipe, swap healthier choices for your family.

**NHS**

## Scam Awareness



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Age UK are warning about Subscription Traps and how to avoid becoming a victim of them.



**Subscription traps** happen when you sign up for free or low-cost trials of products, only to find that you have been unwittingly locked into costly repeat payments. This can start off as an offer through the post, on the phone, in an email or online.

**Sometimes the fraudsters pose as well-known legitimate companies.** With the cost of living rising, we're all after a bargain. So, we can all be vulnerable to a subscription trap.

Whilst subscriptions are good for many, they can be difficult to stop when you no longer want them. Also, you may have bought a product or service and, unwittingly, been signed up to a monthly subscription you never wanted.



Here are some simple steps to take, to help you avoid and stop subscription traps:



**Spot** a subscription trap by being cautious with offers which sound too good to be true, like a free or discounted trial or postage and packing fees only.

Read the terms & conditions carefully before entering into any agreement or making a purchase, however long this takes, if it's by phone, email, text message or text chat. Make sure the terms & conditions acceptance box has not been pre-ticked. Save a copy of terms and conditions.

If you sign up for a free trial that gives you a limited timescale to cancel the agreement, make sure you do so before the due date if you want to cancel it.



**Check** your bank statement regularly so that you can spot any unexpected payments and take action to stop them.



**Stop** future payments. Contact your bank to stop a subscription trap. You don't need to get permission from the company who set up the subscription, and this will cancel the subscription immediately.



**Request** a refund of previous payments from the company who set up the subscription, if the charges weren't explained when you bought the goods or service. But, be aware that without a copy of the terms and conditions, your claim may fail. For more help with this, contact Citizen Advice Customer Service on 0808 223 1133 or [online](#). Alternatively, talk to your bank about a refund of previous payments that you didn't agree to.



**Report it** to Action Fraud by calling 0300 123 20 40 or by visiting [www.actionfraud.police.uk](http://www.actionfraud.police.uk).

Don't be embarrassed about what you've signed up for. Bank staff and Action Fraud have seen it all - from herbal Viagra to slimming pills, cannabidiol (CBD) to anti-ageing products. The important thing is to get the payments stopped and report it to save others.



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Cheshire &  
Merseyside  
Cancer Alliance

[Cheshire and Merseyside Cancer Alliance](#) is planning to commit to a 5 year programme of funding for a new whole system strategic overweight and obesity project. Obesity is already the second largest modifiable risk factor for cancer and is of increasing concern in the UK where the obesity rate is one of the highest in Europe.

## What is the Project?

The project seeks to act as a 'hub' of connectivity, bringing together other system leaders and stakeholders, including other Whole System Approach programmes, to increase the overall volume and reach of initiatives designed to improve rates of overweight and obesity.

This project also seeks to contribute to addressing the long-term wider determinants of health as they relate to overweight and obesity, which will be further determined in the development of a year 2 to year 5 plan.



Cheshire and Merseyside Cancer Alliance will be in Warrington Market on the 28<sup>th</sup> June where you can discuss cancer services within Warrington.

Cheshire &  
Merseyside  
Cancer Alliance

@CMCaAlliance  
Cheshire and Merseyside Cancer Alliance  
07554942797

# How are you feeling about cancer services?

We're here  
to listen

## Come and talk to us

Warrington Market  
Tuesday 28<sup>th</sup> June 2022  
9am to 5pm

#CMCARoadshow

NHS MACMILLAN  
CANCER SUPPORT

