

# Public Health

Desk Calendar 2006

Brent   
Teaching Primary Care Trust



# Introduction to the Directorate

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- Our aim is to improve the health of all in Brent and to improve the health of the poorest fastest
- To do this we need to understand the landscape of health and illness in Brent and relate this to the needs and wishes of our population
- We are working to place public health at the heart of our local NHS organisations
- We aim to achieve a better balance between preventative and treatment services
- We aim to increase meaningful access to health and health services, particularly for our deprived populations
- We will use an evidence-based approach to support the planning and provision of our health services



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Director of Public Health

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# January 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2 A Arthritis Research Week Jan 2-6	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31 B Bug Busting Day Jan 31					

A. Arthritis Research Week: Jan 2-6

B. Bug Busting Day: Jan 31



# How many people live in Brent?

- The true size of Brent's population is not known because part of the population is transient and never recorded.
- Population projections for 2005 vary from 279,000 (Greater London Assembly) to 261,600 people (Office of National Statistics). By 2008 the GLA and ONS figures are about 286,000 and 256,000 respectively.
- These figures are different because they have been calculated in different ways. ONS mainly uses national migration estimates in addition to births and deaths, whereas the GLA also takes into account changes in the local housing stock.
- The list of patients registered with general practices in Brent (340,000 patients in 2005) is useful for many purposes but it is not a population estimate.
- It is important to know and project the true population size in order to plan services that will be adequate for the community they serve.



# February 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 A Raynaud's & Scleroderma Awareness Month Feb 1-28	2	3	4	5
6	7	8	9	10	11	12 B Contraceptive Awareness Week Feb 12-19
13	14 C National Impotence Day Feb 14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

A. Raynaud's & Scleroderma Awareness Month: Feb 1-28

B. Contraceptive Awareness Week: Feb 12-19

C. National Impotence Day: Feb 14



# MMR

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- The tPCT ran a “catch up” campaign over the Winter of 2005 to encourage more primary school children to have the MMR vaccine. Question & Answer sessions were held for parents, staff and pupils. Vaccination rates rose by approximately 10%.
- Vaccination rates vary widely by locality. Multidisciplinary teams working in each locality are producing action plans to target susceptible children. 95% uptake of MMR vaccine is needed to prevent measles outbreaks occurring.
- Measles, mumps and rubella remain serious threats to health for the people of Brent. There were several mumps cases among young adults in Brent during 2005.



# March 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 A Marie Curie Daffodil Campaign Mar 1-31	2	3	4	5
6	7	8 B No Smoking Day Mar 8	9	10	11	12
13	14	15	16	17	18	19
20 C Prostate Cancer Awareness Week Mar 20-24	21	22	23	24	25	26
27	28	29	30	31		

- A. Marie Curie Daffodil Campaign: Mar 1-31
- B. No Smoking Day: Mar 8
- C. Prostate Cancer Awareness Week: Mar 20-24



# Smoking Cessation

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- Smoking is a major risk factor for both cancer and heart disease, the two conditions that cause the most deaths in Brent each year.
- Approximately a third of all cancer deaths are due to smoking. Cigarette smoking is an important cause of cancers of the lung, larynx (voice box), pharynx (throat), oesophagus, bladder, kidney and pancreas.
- Each year, tobacco smoking accounts for more than 30,000 deaths from cardiovascular disease.
- A smoker has two to three times the risk of having a heart attack than a non-smoker. After 10 to 15 years, a previous smoker's risk of premature death approaches that of a person who has never smoked.
- Local estimates suggest that 26% of the over 16 adult population in Brent smoke. A 2002 study suggests that up to 45,000 smokers (approximately half of all Brent smokers) would be interested in giving up.
- Brent PCT runs a smoking cessation service which offers free support, free information and free nicotine replacement therapy (conditions apply). Call 020 8965 2244 for more information.



April  
2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

A  
Parkinson's  
Awareness  
Week  
Apr 23-29

A. Parkinson's Awareness Week: Apr 23-29



# Tackling Teenage Pregnancy in Brent tPCT

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- The government has set a target to halve teenage conception rates by 2010.
- Although teenage pregnancy rates have been falling in England as a whole, they have increased by 17% since 1998 in Brent.
- Brent tPCT and Brent Council have jointly devised a teenage pregnancy strategy to tackle this issue.
- This strategy aims to:
  - Emphasise prevention messages through the use of media campaigns
  - Improve access to contraceptive services
  - Support teenage mothers.
- Brent tPCT is supporting the development of two celebrity endorsed magazines, one for boys and one for girls. These magazines will promote sexual health wellbeing, local contraceptive services and highlight the realities of teenage parenthood. The magazine is accompanied by a pamphlet for parents, explaining what sexual health risks their children can be exposed to and how parents can use the magazine to help them talk to their children about sex.



# May 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2 A World Asthma Day May 2	3	4	5	6	7
8	9	10	11	12	13	14 B National Breastfeeding Awareness Week May 14-20
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 C World No Tobacco Day May 31				

A. World Asthma Day: May 2

B. National Breastfeeding Awareness Week: May 14-20

C. World No Tobacco Day: May 31



# Cervical and Breast Cancer Screening

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- Breast and cervical cancer are two important cancers that affect women.
- Breast and cervical screening programmes reduce the number of women who die from these two types of cancer.
- All women between the ages of 50 and 70 are entitled to free breast screening, and all women between the ages of 25 and 64 are entitled to free cervical screening.
- The proportions of eligible women who come forward for breast and cervical screening in Brent are slightly lower than for London as a whole, and fall short of the national targets.
- We are working with our partners in the rest of the health service and across the community to raise awareness of these NHS screening programmes and to encourage Brent women to attend for screening.
- We are also working with local screening services and with primary care teams to improve the accessibility of breast and cervical screening, so that more women find it easier to come forward for screening.
- To help you or someone you know make an informed choice about breast and cervical screening, you can obtain further information from your primary care team or NHS Direct (0845 4647).



# June 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7	8	9	10	11 A Diabetes Week Jun 11-17
12	13	14	15 B Bug Busting Day Jun 15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

A. Diabetes Week: Jun 11-17

B. Bug Busting Day: Jun 15



# Tuberculosis

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- In 2002, 44% of all cases of TB notified in England, Wales and Northern Ireland occurred in London (40/100,000). The rate of TB notifications in Brent was more than double the London rate at 82.4 per 100,000 population.
- To help tackle TB in Brent, the Health Action Zone is funding a set of inter-linked projects under four themes:
  - **Raising awareness of TB in 'at risk' communities** through poster and local radio campaigns
  - **Public and community workshops** led by community tutors
  - **A patient helpline** that offers support and captures information to improve services
  - A **research project** looking at perceptions and knowledge of TB, and the associated stigma attached to TB in hard-to-reach groups.
- These projects are being delivered by community organisations with support from health professionals, TB experts, the Local Authority and the local health protection team.



# July 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3 A Twins, Triplets and more Week Jul 3-7	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

A. Twins, Triplets and more Week: Jul 3-7



# Cancers

- Around 1 in 3 people will be diagnosed with cancer in their lifetime.
- Cancer is largely a disease of older age. Nearly two thirds of all cancers occur in people aged 65 years and over.
- The three most common cancers amongst men in Brent are prostate cancer, lung cancer and colorectal cancer.
- The three most common cancers amongst women in Brent are breast cancer, colorectal cancer and lung cancer.
- Between 1993 and 2000, 1945 men and 1801 women died from all types of cancer in Brent. Deaths from cancer accounted for 24% of all deaths in both men and women during that time period.
- The standardised mortality ratios for all cancers in men and in women in Brent are significantly lower than for England as a whole.
- Two important risk factors for cancer are smoking and diet, each of which are thought to account for around one third of all cancers. Other risk factors include obesity, physical inactivity, alcohol, and excessive sunlight.
- Eating a healthy diet, which includes plenty of fresh fruit and vegetables, and not smoking are two important steps you can take to reduce your risk of cancer.



# August 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4	5	6 A Sexual Health Awareness Week Aug 6-12
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

A. Sexual Health Awareness Week: Aug 6-12



# Partnership working

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- Partnership working is a fundamental principle of the Brent Health Action Zone (HAZ).
- HAZ priority areas for 2004-2006 are TB, cancer and diabetes. To take forward partnership working in each priority area, a steering group has been established which brings together people from a wide range of organisations and sectors.
- Partnership working is essential to tackling health inequalities. To deliver change we need to appreciate the distinct characteristics of each of our partners, and value the different perspectives, skills, expertise and organisational cultures that each partner brings to the table.
- The next significant opportunity for partnership working in Brent will be the development of a local Area Agreement (LAA) with the Brent local strategic partnership (known as 'Partners for Brent'). The LAA will provide a vehicle for bringing together all local sectors, agencies and partners, deciding on local priorities targeting inequalities and areas of long term need through pooled resources and action.
- Under the LAA we can enlist the support of other partners to help take forward the public health agenda in Brent. Such partnerships can help to promote primary prevention programmes like cancer screening, immunisation, and smoking cessation, as well as developing work to tackle health inequalities and the primary prevention agenda.



# September 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21 A World Alzheimer's Day Sep 21	22	23	24
25	26	27	28	29	30	

A. World Alzheimer's Day: Sep 21



# Low birthweight babies

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- A low birthweight baby is defined as a baby weighing less than 2500g.
- The average birthweight in England is 3400g.
- Between 2001-2003, 7.9% of all live births in Brent had a birthweight below 2500g.
- The corresponding London and England figures were 6.6% and 6.2% respectively.
- Low birthweight babies are at risk of a range of health problems in the newborn period which can be fatal for very small babies.
- There are many causes of low birthweight including maternal illness, foetal genetic abnormalities and multiple births. Good maternal nutrition and antenatal care can help prevent this.
- How to reduce low birthweight:
  - Do not smoke in pregnancy
  - Eat a healthy diet with adequate calories
  - Try not to drink any alcohol in pregnancy
  - Take folic acid supplements before and during pregnancy
  - Attend regular antenatal care.



# October 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1 A Breast Cancer Awareness Month Oct 1-31
2	3	4	5	6	7	8
9	10 B World Mental Health Day Oct 10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31 C Bug Busting Day Oct 31					

A. Breast Cancer Awareness Month: Oct 1-31

B. World Mental Health Day: Oct 10

C. Bug Busting Day: Oct 31



# MRSA

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- National estimates suggest that there are at least 300,000 cases of health care acquired infection annually, causing around 5,000 deaths and costing the NHS as much as £1 billion.
- Of particular concern is the increasing prevalence of MRSA (methicillin-resistant *Staphylococcus aureus*). Until the early 1990s MRSA accounted for less than 5% of all *Staph aureus* blood culture isolates in the UK. This figure has now risen to approximately 40% and is amongst the highest in Europe.
- Brent tPCT is working closely with our hospital colleagues, the Health Protection Agency and Harrow PCT to develop a cohesive and coordinated strategy for the management and prevention of MRSA.
- A comprehensive surveillance programme for MRSA and other antibiotic resistant organisms will soon be underway within all tPCT bedded services. This will allow the tPCT to minimize the clinical impact of these organisms through early identification, treatment and targeted infection control measures.
- Good hygiene, especially hand washing, is very important in tackling MRSA. The tPCT conducted a borough wide hand hygiene campaign earlier this year and the Infection Control Team is working closely with the shared facilities service to review the PCT's environmental cleaning policy in line with recent national guidance.



# November 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13 A Indoor Allergy Week Nov 13-17	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

A. Indoor Allergy Week: Nov 13-17



# Choosing Health

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- In 2004 the government released the Public Health White Paper *Choosing Health* detailing how it would improve health through tackling the major determinants of illness and disease.
- A local Choosing Health strategy is being developed by Brent tPCT in partnership with Brent Council. This strategy will be incorporated into Brent Council's Community Plan and will be the long-term vision for health improvement in the borough.
- The strategy will build on much of the successful work that already exists in Brent, including the smoking cessation programme and the 5-a-day scheme. New initiatives aimed at helping Brent residents live healthy lives will also be developed. These will be as diverse as improving housing, encouraging physical exercise, healthy eating and promoting sexual health well being.
- An exciting development will be the creation of health trainers who will be able to give tailor-made advice to individuals, helping them to stay healthy and to reduce their risk of future illness.



# December 2006

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 A World AIDS Day Dec 1	2	3 B International Day of Disabled Persons Dec 3
4	5	6	7	8	9	10 C Human Rights Day Dec 10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

A. World AIDS Day: Dec 1

B. International Day of Disabled Persons: Dec 3

C. Human Rights Day: Dec 10



# Healthy Schools

- A healthy school promotes the health and well-being of its pupils and staff through delivering a well planned, taught curriculum in a physical and emotional environment that promotes learning and healthy lifestyle choices.
- The aims of the National Healthy Schools Programme (HSP) are to support children and young people in developing healthy behaviours, to raise pupil achievement, to reduce health inequalities and to promote social inclusion.
- Evidence demonstrates that pupils who are healthy achieve well at school:
- Schools which use a whole school approach to the Healthy Schools Programme can bring about sustained school improvement and achieve wide-ranging benefits for pupils, parents and staff. Evidence demonstrates that:
  - Schools with healthy school status have better results for all Key Stage 1 assessments and Key Stage 2 Science compared with other schools.
  - Schools involved in the HSP are more inclusive.
  - Pupils in healthy schools report a range of positive behaviours ranging from diminished fear of bullying to reduced likelihood of using illegal drugs
  - Personal Social and Health Education provision is enhanced.
  - There is more effective liaison between home and school, and school and external support agencies.

