

COMMUNITY PARTNERSHIP FORUM

Thursday, 3 July 2014

Attendance

Name	Organisation/role
Peter Haley (Chair)	PPI GB member, Winsor Ascot & Maidenhead CCG
Ramesh Kukar	Slough CVS
Ally Green	Head of Strategic Communications and Engagement, East Berkshire CCGs
Mike Connolly	PPI GB member, Slough CCG
Andrea McCombie-Parker	Healthwatch Bracknell Forest
Pip Collings	Public Health, Slough Borough Council
Brian Huggett	Healthwatch WAM
Janet Dean	Bracknell Forest Voluntary Action
Karen Maskell	PPI GB member Bracknell and Ascot CCG
Dr Jim O'Donnell	Clinical Chair Slough CCG
David Mihell	Governor Royal Berkshire Hospital Foundation Trust
Madeline Diver	Bracknell Forest Voluntary Action
Dr Peter Roberts	GP member of Windsor, Ascot and Maidenhead Governing Body
Cllr Lynda Yong	Royal Borough of Windsor and Maidenhead
Robert Cooper	PPI GB member Windsor, Ascot and Maidenhead CCG
Rutuja Kulkarni	Head of Public Health, Royal Borough of Windsor and Maidenhead
Members of the public	
Sonya Lippold	Health Advisory Group
Peter Squires	Health Advisory Group
Susie Stanford	
Apologies	
Carol Brooker	Health Advisory Group
Dr Adrian Hayter	Clinical Chair, WAM CCG
Cllr Tony Virgo	Bracknell Forest Borough Council
Carrol Crowe	Interim Director of Strategy and Development, East Berkshire CCGs
Val Pearce	Governor Heatherwood and Wexham Park Foundation Trust
Dr William Tong	Clinical Chair Bracknell and Ascot CCG
Cllr Sayonara Luxton	Royal Borough of Windsor and Maidenhead
Mark Sanders	Healthwatch Bracknell Forest
Pat Rodgers	Governor Berkshire Healthcare Foundation Trust
Lisa McNally	Public Health, Bracknell Forest Council
Mary Purnell	Bracknell and Ascot CCG

Conflict of interests

There was no declaration of a conflict of interest.

Notes of meeting on 15 May 2014

The notes of the meeting were agreed.

Matters Arising

Mark Sanders, Healthwatch Bracknell Forest is coordinating questions about the acquisition discussion at the last meeting. He will share these with members in due course and these will be posted on the websites with CPF papers.

Obesity and Alcohol: Public Health Issues for East Berkshire

Presentations were given by Pip Collings and Rutuja Kulkarni,. The slides are available on the CCG websites with papers for the CPF meetings.

The main focus of the presentations and discussion was healthy eating and exercise initiatives and obesity. A wide range of initiatives are taking place across communities, in schools and many other settings.

Initiatives aimed a children are focused on preventing ill health by encouraging children to have the best nutrition and to prevent obesity.

For early years the initiatives concentrates on encouraging breast feeding and providing advice and support on weaning. Fussy eating among children is a common concern of parents.

Activities for school-aged children are often practical-based to engage children in understanding the components of a healthy diet and making healthy choices and in preparing healthy snacks and meals. Parents are also encouraged to participate in some activities although it was reported that uptake was often disappointing.

Food awareness week is a beacon programme across east Berkshire. This helps to reinforce consistent messages about healthy eating to avoid confusion:

- '5 a day' message about portions of fruit and vegetables,
- The 'eat well' plate provides a visual presentation of the different food groups that make up a healthy diet and their relative contributions (larger proportion for fruit and vegetables compared to sugar and fat).
- Take physical activity every day.

Mission healthy eating is a rigorous programme looking at the whole environment including lunch boxes. The team goes into the participating school once a week, working with each class. Children are encouraged and rewarded for choosing healthy foods.

For all younger children, the use of music has been successful in helping reinforce

healthy messages.

The effectiveness of activities has been measured over time and it has been possible to track improvements in knowledge, understanding and in healthy choices being made by children. One exception was a school with a high turnover of children meaning that it was not necessarily the same children being tracked for the duration of the programme.

For adults whose BMI is over 25, a referral to slimming world is available from their GP. The evidence suggests that people are more likely to lose weight at Slimming World if they have had a health check first and this should be encouraged. In fact, health checks are popular and can help to motivate adults who can see the impact and discuss the personal risks related to their lifestyle choices.

For adults whose BMI is 30+, the initiative 'weight off your mind' is available. It provides information about trigger foods, eating out, etc. It is run across the whole of Berkshire and people are referred by their GP.

For adults whose BMI is 40+ and so would be classified as morbidly obese, Berkshire weightless programme is offered and provides support from psychologists and dieticians and could lead to surgery.

Alongside encouraging healthy eating, there are a wide range of initiatives to encourage physical activity to prevent and treat obesity.

Initiatives are targeted and varied. Sports-based activities are likely to engage children who are already physically active and are important to encourage them to continue to be active. Children who already have a weight problem may be reluctant to engage in organised sport and may need encouragement to participate in activities such as the 'walk and talk' sessions that could progress to sports-based activities when confidence and fitness improved.

Some initiatives are being led by other organisations such as the 'Fire Fit' programme which is delivered by the Berkshire Fire Service. Children and their family are referred to this programme which engages them in activities related to fire-fighting which is fun as well as being physically challenging.

School travel plans try and encourage children to walk or cycle to school.

Discussion following the presentations included the following:

- Welcomed the presentations and the opportunity to hear about the breadth of activities and initiatives being implemented.
- Recognising the importance of consistent messages and the potential for confusion.
- How children entitled to free school meals may not take advantage of them if concerned they are singled out.
- General disappointment about the continued wide availability of unhealthy food near to schools and discussion about whether unhealthy choices should be available at all within the school.

- Using the many and varied opportunities to offer health checks such as during Carers Week.
- General interest in some of the key facts shared about particular foods and drinks and the advice for all.
- Recognition of the particular challenges relating to teenagers and healthy eating.
- Recognition of the challenge for all organisations and how each could set an example in encouraging and supporting employees.
- Interest in the data about GPs referral rates to Slimming World. It was agreed that this data would be requested.

Action: RK

Urgent Care Centre update

New signage is expected to be installed by highways directing traffic in the local vicinity but the signage expected on the outer perimeter of the new site is still to be delivered and old signs for the MIU in Heatherwood Hospital have not yet been removed.

It was also reported that the temperature in the atrium waiting area has been unacceptably high drawing complaints from patients and staff.

It was agreed that One Medicare would be invited to the next meeting to provide an update on the service, including the activity, signage and environment.

Action AG

Open Forum

- A request was made for feedback following the CAMHS review of Tier 4 services.

Action AG

- The Retirement Fair is taking place at Royal Ascot on 20 August and is open to the public. All welcome.
- Frimley Park Hospital Foundation Trust have a meeting with their membership taking place in the Bracknell area on 15 July. Information to be circulated to CPF members.

Action AG

Any other business

There were no items of other business.

Date and time of next meeting: 20 August 2014, 6.30pm – 8.30pm at Coptorpe Hotel, Slough