The purpose of this bulletin is to inform people of a number of projects taking place across the district that are trying to address residents’ health.

The Braintree District should be a great place to live healthy lives, we have lots of green open space, we have great sports clubs and volunteers and we have new and innovative leisure centres.

So it is disappointing that 68% of adults in the Braintree District are classified as overweight or obese - 4% higher than the national average. 31% of 10/11 year old children are overweight or obese with only 15% of Braintree District adults doing enough physical activity to benefit their health, we have a ticking time bomb taking place in our district which will overload our local health systems but also will have more wider impacts on our local communities.

Being obese or overweight increases the risk of developing a range of serious ailments and poor health puts pressure on many different public services.

One other area where the Braintree District has an issue is in our over 65’s population where we have a higher than average number of hip fractures.

We have set out to tackle these issues by creating a campaign called Livewell. A vision for improving health and wellbeing across the Braintree District. It identifies five strategic themes and associated priority actions for improving the health and wellbeing of the districts residents, all delivered through an integrated partnership approach.

The five themes are eatwell, bewell, feelwell, staywell and agewell. This strategy will help increase participation in sport and physical activity, which is key to improving health and wellbeing outcomes for our district’s residents. I hope, through this newsletter, to keep you up-to-date on all the various initiatives that are taking place to ensure our residents live well in our district.

Recent Achievements

- Total engagement for the body science exhibition has been over 3000 visits, breaking all museum records.
- The success of the “If i Can You Can” campaign that ran for 6 weeks in January 2016, has shown an increase in visitors to the Livewell website by 35%.
- Over 9,000 runners have participated in park run over the last year.
- Over 750 elderly residents have attended the chair based exercise at Halstead Leisure Centre.
- Over 400 11-16 year olds attend football “mash up” sessions each week in Witham.

Inside this issue:

Livewell Child. ............... 2
Loneliness .................... 2
Fusion Lifestyle ............... 3
Witham Leisure Centre ...... 3
Swimming lessons go from strength to strength ........ 4
Great Notey Park Run .......... 4
Braintree District Walkabout .. 5
Winter Warmth Campaign .... 5
Walking Football ............... 6
Braintree Energy Switch ....... 6
Livewell Child

Braintree District Council are working on a whole-systems obesity pilot in the Braintree area, with support from ECC Public Health, based on the EPODE method, but adapted to suit the locality.

Livewell Child will build on and form a new foundation of partnerships with schools, businesses and organisations within close proximity to schools, working towards shared aims. We will endeavour to ensure that all children live in an environment that enables them to be active, eat a healthy diet, concentrate in school and be happy, providing them with the best start in life.

Next meeting to be held at the end of April. The Project team will look at what the success of the project will look like, how it can be measured and sustainability going forward and assess interventions that can be incorporated in to the schools.

Connect well

Social prescribing is a process to help people make positive changes in their lives and within their communities. By linking people to volunteers, activities, voluntary and community groups and public services, to enable them to manage and improve their own health and wellbeing.

The Braintree District health and Wellbeing Panel are playing an important role in making Social Prescribing a success across Mid Essex. Braintree District Council are an initiator site and Customer Services, Community Transport, Leisure (Fusion Lifestyle) and Environmental Services have all been trained as Social Prescribing Champions.

Connect Well is an easy way to access a wide variety of support and services including:

- Volunteering
- Befriending and social activities
- Support and self-help groups
- Physical activities
- Managing your money
- Community transport

Loneliness

A recent article in the Daily Mail stated that a million older people in Britain say that they are chronically lonely, a figure expected to increase by 600,000 within two decades. Loneliness and social isolation are harmful to our health. Research has shown that loneliness impacts on both our physical and mental health and wellbeing.

As a district we have an increased proportion of residents aged 65 and over and this is estimated to increase substantially over the next 5 – 10 years. We will look to identify and understand the needs of these residents and aim to establish whether loneliness is an issue for the District and work with partners to address this.

Mental Health

Public Health England estimates that the Braintree District has a rate of 150 people per 1000 suffering from some form of neurotic disorder. This equates to just over 1 in 10 residents which is the fifth highest in Essex.

The first speaker was Dr Caroline Dollery, chair of Mid-Essex CCG. Her presentation was followed by speakers from NEPT. A short animation from the King’s Funds highlighted the importance of providing timely, co-ordinated services to those experiencing mental health issues. Workshops then followed on key issues for mental health services.

The event was attended by just under 100 people.

A report on the issues raised at the Forum is being written which will be shared to help support future funding bids and inform local priorities.

Fusion Lifestyle

The Leisure contract with Fusion Lifestyle completed its 3rd year and continues to perform well, Fusion report that there has been a significant increase in membership across all sites. Participation rates in activity have increased by 8.5% compared to last year. Fusion have a great record in Health & Safety with 134 accidents reported and only 1 RIDDOR reportable. Sports and community development and promotion has been a big priority with a facility based Facebook reach of circa 32,000. There has been a big drive on Swim School with over 3500 children learning to swim every week at our three pools.

Many other great initiatives have been launched including seated exercise classes for the frail and elderly at all sites, Walking football at Halstead and the Energiser project, which supports people with low confidence and self-esteem back into work.

Witham Leisure Centre

Participation at Witham Leisure Centre has gone up by 10% and the centre enjoys anywhere between 30,000-35,000 visitors per month. The extensive group exercise timetable has driven the majority of the increase, but many people are now using the new gym and swimming facilities. Since moving across to the new site a new agreement has been set up with Mallings Academy to allow public access to use their sports hall and tennis courts. This allows more residents access to a greater number of activities in Witham.

“Participation has increased by approx. 10% now having up to 35,000 visits per month.”
Swimming lessons go from strength to strength

Fusion now report that over 3500 children attend a swimming lesson every week across the district’s three pools. Swim School which operate for 48 weeks of the year has seen significant rises year on year of young people from 6 months - 14 years learning to swim. Many of these young people then either move to our local swim clubs or move into rookie lifeguard courses at the centres.

The Learn 2 Swim programme has been hugely successful and now in the Braintree District users can view their children's progress via a home portal. This allows parents to see when their children are due to be moved up to the next stage of the programme, and shows the reasons behind their current progress. All teachers have a tablet on poolside to monitor progress and attendance.

Braintree Easy Riders

The Braintree Easy Riders just love to see more people cycling. With Mick Palmer finding fresh cycle routes, it’s never going to get boring, seeing all the stunning views of the local countryside. The group is open to all abilities and ages, starting gentle and then encouraging a little more, when people are ready.

It is a Cycling UK affiliated group that is very welcoming and encourages new riders in an exciting and safe environment. These rides will help explore the quiet lanes that The Tour de France used, creating great experiences as well as having fun, while being active.

Great Notley Park Run

Great Notley Park Run is a very successful open run that everyone and anyone can take part in on Saturday morning. Whether you want to take part as a group or individually, there is an opportunity for you.

A Junior park run also takes place for younger runners on a Sunday morning and attracts runners as young as 4 years old!

The Great Notley Parkrun is very popular, the distance for this course is 5000m (5km) long for adults and (2000m)2km for the Junior run and is set on a mixture of trail paths and grass. We are pleased to announce that in February 2016 we hit the 10,000 run mark at Great Notley park run and it continues to grow still.

Braintree District Walkabout Group

This is a volunteer led health walk scheme, run by residents, working in partnership with Walking for Health, Provide and Active Braintree District Network, part funded by Braintree District Health and Wellbeing Panel. All walks are run by trained Volunteer Walk Leaders and are open to all ages and abilities.

“Why not come along and meet the volunteers, and join us for a short health walk. Our aim is to encourage residents to join us as a meet new friends whilst getting fit and walking through the lovely countryside Braintree District has to offer.”

Winter Warmth Campaign

As part of the Livewell campaign officers put together a Winter Warmth project. Offering older residents a full package of support and assistance, not only to help alleviate fuel poverty but also improve their health and wellbeing and live independently in their own homes. This project crosses several of the Council’s agendas and areas of work.

The scheme introduces a handyman service, provided by Aran Services, to install free draught proofing to those residents who are vulnerable or in receipt of certain benefits. All residents will also be eligible for free or discounted loft and/or cavity wall insulation. The handyman service will also enquire about the condition of the boiler in the property, funding is available to contribute to the replacement of old or broken boilers.

When a resident makes an enquiry, further details can be taken with regards any additional services that may be available, i.e. ease of accessing all the facilities around the home etc. When the handyman installation takes place, the installer will have a checklist of other areas around the home to ensure that a full package of measures can be offered, i.e. provision of grab rails or smoke alarms, insulating the loft/ walls, replacing the boiler, installing a graded floor shower, installing a cold alarm in addition to the care call system etc.

Provide and Care Call offer a home support alarm system that includes an emergency button, fall alarm and a cold alarm.

This alarm is currently funded by Provide and ECC and will be promoted as part of the Winter Warmth Campaign. Its key purpose is to raise awareness of cold and will be targeted at vulnerable households where there is a risk of hypothermia and health related issues from a cold home.

If you are aware of any residents who could benefit from these measures, further advice and support is available from the Sustainability Team on 01376 552525 or email energyadvice@braintree.gov.uk
Walking Football

Walking Football is a slow paced version of the beautiful game. Great for those who think their footballing days are over, or would prefer the game less intense. There is no age limit and no running!

To date the sessions at Halstead Leisure Centre attracts an average of 20 participants per session and in January 2016 the session was expanded to 2 hours to accommodate more people. The sessions take place every Thursday evening and Saturday morning and are looking to expand further within the District because of the high demand. In November 2015 the group entered their first Walking Football league and Fusion hosted the Braintree round at Braintree Sport and Health Club which attracted over 100 players from across the county. It encourages staying active by adapting a loved sport that many play or played.

Body Science Exhibition

Total engagement for the body science exhibition has been over 3000 visits, breaking all museum records

For the first time Braintree District Museum held a fully interactive science-centre exhibition exploring the wonders of the human senses and body in partnership with Braintree District Council’s Livewell Campaign and Essex County Council Public Health. Featuring a range of activities, from reaction testers and delay phones to activities that explore sight and touch, visitors were able to discover more about how our senses work and just how clever the human body is! Informative displays demonstrated how our lifestyles, such as our diet and physical activity levels, and even the temperature of our homes, can affect our health and wellbeing. The exhibition was suitable for all ages and was very family friendly.

Braintree Energy Switch

The total number of people that have registered for the Braintree Essex Energy Switch in October was 1357 with 774 switching. In the February auction, 779 registered and 417 switched to a better tariff. This is an amazing response considering the size of our district and in fact our scheme has had the 2nd highest response in the whole of the UK.

We have had a large number of phone enquiries from the elderly, many having been on the same tariff for years, these were exactly the target audience we wanted to reach as they are likely to see the greatest savings by switching.

Essex Energy Switch

Walking Football is a slow paced version of the beautiful game. Great for those who think their footballing days are over, or would prefer the game less intense. There is no age limit and no running!

To date the sessions at Halstead Leisure Centre attracts an average of 20 participants per session and in January 2016 the session was expanded to 2 hours to accommodate more people. The sessions take place every Thursday evening and Saturday morning and are looking to expand further within the District because of the high demand. In November 2015 the group entered their first Walking Football league and Fusion hosted the Braintree round at Braintree Sport and Health Club which attracted over 100 players from across the county. It encourages staying active by adapting a loved sport that many play or played.

Body Science Exhibition

Total engagement for the body science exhibition has been over 3000 visits, breaking all museum records

For the first time Braintree District Museum held a fully interactive science-centre exhibition exploring the wonders of the human senses and body in partnership with Braintree District Council’s Livewell Campaign and Essex County Council Public Health. Featuring a range of activities, from reaction testers and delay phones to activities that explore sight and touch, visitors were able to discover more about how our senses work and just how clever the human body is! Informative displays demonstrated how our lifestyles, such as our diet and physical activity levels, and even the temperature of our homes, can affect our health and wellbeing. The exhibition was suitable for all ages and was very family friendly.

Braintree Energy Switch

The total number of people that have registered for the Braintree Essex Energy Switch in October was 1357 with 774 switching. In the February auction, 779 registered and 417 switched to a better tariff. This is an amazing response considering the size of our district and in fact our scheme has had the 2nd highest response in the whole of the UK.

We have had a large number of phone enquiries from the elderly, many having been on the same tariff for years, these were exactly the target audience we wanted to reach as they are likely to see the greatest savings by switching.

Essex Energy Switch

Walking Football is a slow paced version of the beautiful game. Great for those who think their footballing days are over, or would prefer the game less intense. There is no age limit and no running!

To date the sessions at Halstead Leisure Centre attracts an average of 20 participants per session and in January 2016 the session was expanded to 2 hours to accommodate more people. The sessions take place every Thursday evening and Saturday morning and are looking to expand further within the District because of the high demand. In November 2015 the group entered their first Walking Football league and Fusion hosted the Braintree round at Braintree Sport and Health Club which attracted over 100 players from across the county. It encourages staying active by adapting a loved sport that many play or played.

Body Science Exhibition

Total engagement for the body science exhibition has been over 3000 visits, breaking all museum records

For the first time Braintree District Museum held a fully interactive science-centre exhibition exploring the wonders of the human senses and body in partnership with Braintree District Council’s Livewell Campaign and Essex County Council Public Health. Featuring a range of activities, from reaction testers and delay phones to activities that explore sight and touch, visitors were able to discover more about how our senses work and just how clever the human body is! Informative displays demonstrated how our lifestyles, such as our diet and physical activity levels, and even the temperature of our homes, can affect our health and wellbeing. The exhibition was suitable for all ages and was very family friendly.

Braintree Energy Switch

The total number of people that have registered for the Braintree Essex Energy Switch in October was 1357 with 774 switching. In the February auction, 779 registered and 417 switched to a better tariff. This is an amazing response considering the size of our district and in fact our scheme has had the 2nd highest response in the whole of the UK.

We have had a large number of phone enquiries from the elderly, many having been on the same tariff for years, these were exactly the target audience we wanted to reach as they are likely to see the greatest savings by switching.

Essex Energy Switch

Walking Football is a slow paced version of the beautiful game. Great for those who think theirfootballing days are over, or would prefer the game less intense. There is no age limit and no running!

To date the sessions at Halstead Leisure Centre attracts an average of 20 participants per session and in January 2016 the session was expanded to 2 hours to accommodate more people. The sessions take place every Thursday evening and Saturday morning and are looking to expand further within the District because of the high demand. In November 2015 the group entered their first Walking Football league and Fusion hosted the Braintree round at Braintree Sport and Health Club which attracted over 100 players from across the county. It encourages staying active by adapting a loved sport that many play or played.

Body Science Exhibition

Total engagement for the body science exhibition has been over 3000 visits, breaking all museum records

For the first time Braintree District Museum held a fully interactive science-centre exhibition exploring the wonders of the human senses and body in partnership with Braintree District Council’s Livewell Campaign and Essex County Council Public Health. Featuring a range of activities, from reaction testers and delay phones to activities that explore sight and touch, visitors were able to discover more about how our senses work and just how clever the human body is! Informative displays demonstrated how our lifestyles, such as our diet and physical activity levels, and even the temperature of our homes, can affect our health and wellbeing. The exhibition was suitable for all ages and was very family friendly.

Braintree Energy Switch

The total number of people that have registered for the Braintree Essex Energy Switch in October was 1357 with 774 switching. In the February auction, 779 registered and 417 switched to a better tariff. This is an amazing response considering the size of our district and in fact our scheme has had the 2nd highest response in the whole of the UK.

We have had a large number of phone enquiries from the elderly, many having been on the same tariff for years, these were exactly the target audience we wanted to reach as they are likely to see the greatest savings by switching.
World Health Organisation states ...

“Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity”

30 minutes of sport or physical activity
5 times a week - make it your target

The future is all about partnerships

“The Braintree Health and Wellbeing Panel working together with partners is achieving results”

Joanne Beavis

Braintree District Council
Causeway house, Braintree, Essex CM7 9HB

John Krischock
Health & Wellbeing Programme Manager
Phone: 01376 552525 ext: 2254
E-mail: johkr@braintree.gov.uk

www.livewellcampaign.co.uk