

Your regular health champions email bulletin.

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## **E-bulletin - Winter 2018**

Welcome to your quarterly health champions e-bulletin!

### **Featured in this issue:**

- Breastfeeding Buddy scheme
- Making Every Contact Count case study
- Change4Life healthy snacks campaign
- Cervical cancer screening campaign
- Protecting the public against scams
- Resources to support healthy conversations

**Want to share an item for a future bulletin? [Click here to email us.](#)**



## Welcome to our new volunteer Breastfeeding Buddies

In December, 12 new Volunteer Breastfeeding Buddies completed their Buddy training. The Buddies are local mums with experience of breastfeeding who have been trained to give support and confidence to new mums who want to breastfeed.

The Buddy scheme in Dudley is invaluable. It offers mums a place to go where breastfeeding support is offered by mums to mums. It empowers them to feel that they are not the only one that may want to find out more information around breastfeeding, or need support and encouragement sometimes. Mums say that visiting a group run by buddies has made the difference between them stopping breastfeeding before they wanted to and keeping going for as long as they want.

You can signpost Dudley mums to the Buddies and local groups via their Facebook page [www.facebook.com/dudleybreastfeeding/](http://www.facebook.com/dudleybreastfeeding/)

Mums can also call the **Buddy Service Helpline** on **01384 814545**

Mums who are interesting in becoming a Breastfeeding Buddy can find out more by emailing [publichealthvolunteers@dudley.gov.uk](mailto:publichealthvolunteers@dudley.gov.uk)

## Living Well, Feeling Safe is Making Every Contact Count

*Submitted by Katie Briley, MECC champion and Living Well, Feeling Safe Assessment Officer*

Living Well, Feeling Safe hosted an event in Pedmore, Stourbridge in 2012. Contact was received and a self referral was made for an assessment 5 years later in 2017, by a resident who had kept the information she had received from the event.

Mrs B said she did not feel as though she needed the service in 2012 but she held onto the information as she knew there would come a time where she would benefit from it.

An assessment was carried out and it came apparent that Mrs B would benefit from a lot of the services available to maintain her independence and to ensure she is safe and healthy. The assessor identified a need for a grab rail to be fitted by the back door as there was one step and Mrs B was struggling to access the property without holding onto the door frame.

Mrs B was also worried about falling in the property; she had fallen in the garden before whilst gardening and lay there for a while before being able to get up. A pendant alarm was installed to give Mrs B peace of mind and to allow her to carry on doing her hobby without worrying that nobody would find her if she fell. Due to the pendant alarm being fitted, a key safe was also installed to allow emergency services to gain access to the property in an emergency.

The Living Well, Feeling Safe Technician installed the pendant, key safe and grab rail in one visit to prevent three different services visiting at different times which created a very holistic, efficient approach.

Mrs B said the assessment has had a positive impact on her health and wellbeing as she feels it has maintained her independence.



## Change4Life healthy snacking campaign

In January, Change4Life launched a new campaign to help parents reduce children's sugar intake and support families to choose healthier snacks.

The campaign will help parents take action by introducing a new simple tip - **'Look for 100 calorie snacks, two a day max'**.

Parents can receive **money-off vouchers for healthier snacks** and helpful tips and ideas by signing up via this link [po.st/C4LS\\_Dudley](https://po.st/C4LS_Dudley)

Families can also download the updated Change4Life Food Scanner app which brings labels to life and shows you what's inside popular food and drinks. Available on the App Store and Google Play.

The Change4Life website also has some great ideas and resources to help you support families to make healthier choices. Visit <http://www.nhs.uk/change4life>



### Do you work with women aged 25-29?

In Dudley we talked to a group of local women to find out what would encourage them to attend screening and worked with them to develop our local **Beautiful on the outside and inside campaign** which is aimed at women

aged 25-29.

The campaign will be running across the borough in March 2018, to promote the importance of cervical screening and motivate women to attend when invited. Campaign messages will feature on local radio stations, buses and social media.

**You can help support the campaign by encouraging women to attend their smear test when invited.**

More information about cervical screening can be found at [www.morethanskindeep.org.uk](http://www.morethanskindeep.org.uk)

A factsheet on all NHS cancer screening programmes can be found at [www.dudleyhealthchampions.co.uk](http://www.dudleyhealthchampions.co.uk)

## Protecting the public against scams

Scams affect the lives of millions of people across the UK. **People who are scammed often experience loneliness, shame and social isolation.**

Dudley Trading Standards team work in conjunction with the National Trading Standards Scams team to:

- Identify victims of scams
- Intervene and protect victims from further victimisation
- Investigate criminal activity
- Inform local authorities and agencies on how to work with and support scam victims
- Influence people at local, regional and national levels to **take a stand against scams**

## How can I help?

The Dudley team have prepared a short factsheet on Scams to help you **raise awareness of scams and to support someone** if you think they may be the victim of a scam.

Visit [www.dudleyhealthchampions.co.uk/resources](http://www.dudleyhealthchampions.co.uk/resources) to download the factsheet.

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## Resource Section - for local service information and links to download national campaign materials

The **Mental Health & Wellbeing** and **Healthy Ageing** Making Every Contact Count factsheets have recently been updated. All the factsheets can be accessed via:

- [www.dudleyhealthchampions.co.uk/resources](http://www.dudleyhealthchampions.co.uk/resources)

The Alzheimer's Society, in partnership with Dudley Council runs **Dementia Cafes** for people living with dementia and their carers. For more details, including dates, times and locations please visit:

- [www.dudleyhealthchampions.co.uk/resources](http://www.dudleyhealthchampions.co.uk/resources)

For local service information please visit:

- **Let's Get Healthy Dudley:** [www.lets-get.com](http://www.lets-get.com)
- **iZone:** [www.izone.org.uk](http://www.izone.org.uk)

Current national campaigns include:

- **Change4Life healthy snack campaign**
- **Stay Well This Winter**

Visit the resource centre to download free national campaign resources:  
<https://campaignresources.phe.gov.uk/resources/>

**We'd really like to know what you think of this e-bulletin. Please share any thoughts with us [publichealthvolunteers@dudley.gov.uk](mailto:publichealthvolunteers@dudley.gov.uk)**



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