



A PICTURE OF HEALTH
THE HEART OF MERSEY ANNUAL REPORT 2004/05

WE WENT ON TO THE STREETS OF GREATER MERSEYSIDE TO ASK PEOPLE WHY THEY WANTED TO LOOK AFTER THEIR HEART AND ALSO, WHAT ONE THING WOULD MAKE IT EASIER FOR EVERYONE TO LEAD HEALTHIER LIVES. ON THE FOLLOWING PAGES YOU'LL FIND A SELECTION OF THEIR RESPONSES.

WELCOME TO OUR ANNUAL REPORT 2004/05

An overview by joint chairs, Charlie Barker and Dr. Chris Birt

Heart of Mersey (HoM) has developed at some pace since 2003 and this is largely due to the support of our partners and supporting organisations and the commitment of various individuals, too numerous to mention here – but we're sure you know who you are.

It has been evident for some time that HoM's organisational structure needed to develop quite drastically to enable us to work to our full potential. This need was based on two key objectives: to strengthen our advocacy and to increase our capacity to attract funding at a level required to support our work across Greater Merseyside.

Before any decision was taken we consulted widely with our many partners to establish the best way forward. It was agreed that the most sensible approach was for HoM to apply for charitable status. The preparation for submitting our application was carried out during much of this financial year. The application was eventually submitted in May 2005.

It has been a hectic time for all. By the end of the financial year we had agreed a Memorandum and Articles of Association and had set up a Company Limited by Guarantee. Six trustees were appointed, including the existing chairs of the HoM Management Board (Charlie Barker and Dr. Chris Birt), along with Professor Simon Capewell and Dr. Sandra Davies. We were joined later by Dr. Diana Forrest, a long serving and founder member of the Management Board, and Rob Nolan, an expert in finance. You can find out more about us all in the following pages.

According to the Memorandum and Articles of Association the trustees will be subject to election at HoM's first annual general meeting. Once the charity is established we will be legally responsible to meet HoM's charitable objectives, whilst the Management Board will retain its responsibility for HoM's day-to-day duties and the Programme Team.

Heart of Mersey – the charity

The charitable objectives are to undertake and promote medical and scientific research and education in relation to the prevention of heart disease in, but not limited to, Greater Merseyside and other areas in Northwest England.

The charity has a number of powers, including:

- To promote a healthier environment where premature death and disability from heart disease may be reduced, and health inequalities in different social and other regions may be addressed
- To promote or carry out research
- To provide advice and advocacy services and, subject to charity law, to undertake campaigning and political activities in furtherance of the Objects.

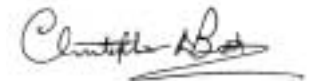
These powers are open to scrutiny by all our partners.

It has been a challenging and exciting year for all concerned with HoM and with our increased profile we suspect that there are very few people in key positions in Greater Merseyside who haven't heard about our work. We plan to evoke even more interest in the months ahead.

Programme Director Robin Ireland will lead you into the body of this report. We hope you find it an interesting and fair reflection of our progress.



Charlie Barker



Dr. Chris Birt



HoM HAS APPOINTED SIX TRUSTEES (IN PREPARATION FOR CHARITABLE STATUS) WHO FIRST MET ON 29TH MARCH, 2005. THEY ARE: CHARLIE BARKER, JOINT CHAIR; DR. CHRIS BIRT, JOINT CHAIR; PROFESSOR SIMON CAPEWELL; DR. SANDRA DAVIES; DR. DIANA FORREST; ROB NOLAN



CHARLIE BARKER
Joint Chair, Heart of Mersey

Charlie Barker, joint chair of HoM, is Director of Social Services at Sefton MBC. He has been in social work since 1971.

Charlie began working life as a television engineer at 15, but switched to a career in social care four years later, moving to Liverpool Children's Department in 1969. He qualified as a Social Worker in 1975 and gained a Masters Degree from Birmingham University in 1997. He has a special interest in services for older people and is a strong advocate for partnership working.

Said Charlie: "I have worked on Merseyside for over seven years and was actively involved in the setting up of the Health Action Zone. From this emerged my commitment to improve the health and well-being of the people of Merseyside. This was defined through the setting up of HoM, which I have no doubt will make practical improvements to helping Merseyside improve its health. I am very pleased to be a part of this process."

Charlie lives in Waterloo although he travels regularly to his birthplace in Scotland to share with other members of his family the care of his mother, Jessie.

His interests include keeping fit through 5-a-side football, and collecting paintings - by Scottish artists in particular.



CHRIS BIRT
Joint Chair, Heart of Mersey

Dr. Chris Birt led the original Health Action Zone visit to Finland, which resulted in the setting up of HoM in 2003. He is one of the Programme's joint chairs and is also chair of HoM's Food Group.

Chris qualified in medicine at King's College, Cambridge. He trained in specialist general medicine in Sheffield before moving into Public Health. For eight years in the 1980s he was Director of Public Health in Sheffield and, after a period in Scotland, was appointed to an academic post at the University of Birmingham. He came to Merseyside (to work for Sefton Health Authority) in 2000.

Chris has been involved in cardiovascular diseases (CVD) epidemiology and prevention for most of his professional life. He set up the first UK project to screen for CVD risk factors in primary care and since 1985 has been involved actively in the World Health Organisation CARDIAC and MONALISA studies, which are concerned with identification of all the dietary determinants of CVD risk factors. He also leads on European public health in Liverpool and Sefton and more recently for the North West Region where he is responsible for the North West Health Brussels Office, which he helped to establish.

Married to an obstetrician, with six children including a six-month old son, Chris's hobbies include music (especially opera), skiing, mountain walking (mainly in Yorkshire and the Highlands) and exploring foreign cultures, especially in Asia.



Pam Tucker from St. Helens

"I hear so many people of my generation dying of heart attacks – and there's so much I want to do."



SIMON CAPEWELL
Chair of the Research Group

Professor Simon Capewell, chair of the Research Group, actively contributes to coronary heart disease (CHD) policy in the UK and particularly enjoys working locally with HoM. He finds the mix of research, evaluation, advocacy and health promotion both challenging and rewarding.

Simon qualified in Newcastle upon Tyne and went on to work in general medicine - and later Public Health - in Edinburgh, Cardiff, Oxford and Glasgow.

Since becoming chair of Clinical Epidemiology in Liverpool in 1999 his research has focused on CHD. His current research programmes include CHD Epidemiology in Scotland; the evaluation of chest pain observation units for emergency patients with suspected cardiac disease and the management of heart failure.

With others Simon has been developing a computer model called IMPACT to try to explain why recent CHD death rates have halved in the UK and elsewhere, and how much of this fall is due to improvements in diet and smoking as opposed to modern medical treatments.

Simon is married to Ann, a geriatrician. They both enjoy gardening, choral singing and walking.



SANDRA DAVIES
Chair of the Communications Group

Dr. Sandra Davies firmly believes in prevention.

"I was fortunate enough to go to Finland and the CINDI (Countrywide Integrated Non-communicable Diseases Intervention) Winter School in 2004 to further my understanding of prevention programmes. When I returned I felt compelled to get more involved with Heart of Mersey because I saw it as being an important advocate for prevention around key risk factors for coronary heart disease. I was asked to chair the Communications Group and am now honoured to be a trustee," said Sandra.

Employed by Central Liverpool Primary Care Trust as Development Manager/Public Health Specialist for Health Promotion and Primary Prevention, Sandra began her working life with the Milk Marketing Board before deciding to return to her studies. She was accepted as a mature student with Loughborough University (to study human psychology) and later at Manchester University, graduating with a PhD for her studies into the effects of stress on pregnancy.

In 1991 Sandra entered health promotion and was appointed manager of Liverpool Health Promotion Service in 2000. Three years later she moved into Public Health after receiving a Masters degree from Liverpool University.

Married with a teenage son, Sandra is an ardent Liverpool FC and St Helens RLFC supporter. She keeps active through football, cycling and walking and says her greatest achievement was completing Ben Nevis in under six hours - a challenge she aims to repeat one day.



Reece Daw (aged 6) from Parr

"If I don't look after my heart I won't be able to play out or go to school."



DIANA FORREST

Dr. Diana Forrest was on the Board of the Merseyside Health Action Zone when the first group of Merseyside professionals returned from North Karelia, fired up – as a combined force – to reduce heart disease across Merseyside. The idea of HoM took root and Diana did everything she could to persuade people that it was an initiative worth supporting.

Diana accompanied Robin Ireland to Finland in 2003 where she was very inspired by the whole-systems approach to reduce the incidence of heart disease in that country.

Heart disease has nearly always been an area of interest to Diana. She has worked in Public Health for 30 years with experience in Bangladesh, London, Hampshire, the North West Region, Liverpool, St. Helens and Knowsley. She is currently Director of Public Health for Knowsley, which is jointly funded by the local Primary Care Trust and Knowsley MBC.

Said Diana: "I am very encouraged by the way Heart of Mersey is developing. It is becoming a really useful force for making a difference in the areas of smoking and food across Merseyside."

Born in Wiltshire, Diana did her medical training in Bristol. She is married to John, a television producer, and they have two children. Her interests are family life, the needs of developing countries, church activities and creating things out of paper and glue.



ROB NOLAN

Rob Nolan's financial expertise and NHS background made him an obvious choice for the HoM Board.

Married with two sons, Rob was educated at Mosslands, Wallasey Comprehensive and later Birkenhead College where he obtained a BTEC Diploma in Public Administration.

He has been involved in the NHS all his working life, beginning his career at Clatterbridge Hospital in Wirral before moving to the former Mersey Regional Health Authority in Liverpool and later, Sefton Health Authority. He left South Sefton PCT in 2004 to become Head of Financial Management at Mersey Care NHS Trust, based at Ashworth Hospital, Maghull.

Rob's interests include football and climbing – and providing a taxi service for his sons aged 7 and 10.

"I get exercise by doing all my activities: art, aromatherapy and drama at my Day Centre, and shopping with my sister every week."



Jackie Shacklady from Bootle

OVERVIEW

Heart of Mersey has stepped up a gear since the previous report.

Earlier in this document HoM's joint chairs described the organisational developments agreed in this financial year, leading up to our application for charitable status. As Programme Director I have focused on our achievements in developing and delivering the numerous strands of work designed to reduce the incidence of coronary heart disease (CHD) in Greater Merseyside.

We have continued to address the various lifestyle issues that have contributed to the very high levels of CHD across the region. The challenge to change this negative trend has been met directly through a number of pro-active measures and you will read about these briefly here and in more detail later in this report.

Over the last year we have developed extensively our population based approach to CHD prevention and have continued to develop our evidence base to inform both our own and regional policies.

We have consulted regularly with our partners and benefited greatly from the experience and expertise offered by the members of the HoM Management Board. In August 2004 we held an 'AwayDay' for the Board and Programme Team which helped to develop the strategic direction of the intervention.

With the smokefree message spreading like wildfire across Liverpool and other parts of the region, HoM used every opportunity to lobby government to lend weight to this campaign and consulted widely on other crucial issues identified within the Public Health White Paper, Choosing Health.

By helping to address the Choosing Health priorities we attracted funding from a number of key partners, namely 10 primary care trusts, six local authorities and local health partnerships.

HoM has continued to add value to the already excellent work achieved at local level to reduce social inequalities – the very inequalities that have led to unhealthy lifestyles in environments that discourage rather than support healthy living.

One of our key strengths lies in evaluating the programme interventions we undertake and this research will help to develop the evidence we need to take HoM's vital work forward.

We have maintained our close links with North Karelia and Finland who provided much of the inspiration behind the HoM intervention. Similarly, we have continued to be an active member of the World Health Organisation's CINDI (Countrywide Integrated Non-communicable Diseases Intervention) network.



ROBIN IRELAND
Programme Director

Heart of Mersey: Evidence into Policy into Practice



This report goes on to feature a number of successful interventions undertaken during the year under review. In the meantime here's a 'snapshot' selection of some of our many enterprising initiatives.

- The second Big Heart Festival attracted a huge following at Aintree Racecourse during British Heart Week in June. Several thousand visitors were given an insight into various aspects of a healthy lifestyle, with the focus being on how to achieve and maintain a healthy heart
- In October we launched the Greater Merseyside Food Charter in the city centre Marriott Hotel
- Other highlights included the Smoke Free Coalition of PCT chief executives and chairs (and some acute trusts), plus all the local authority chief executives and council leaders. We called upon the former Health Secretary John Reid to provide smokefree legislation. Work in this area progresses and HoM wholeheartedly supports SmokeFree Liverpool's local Act of Parliament for enclosed smokefree places
- In January we launched our Food and Health Strategy for Greater Merseyside at Everton Football Club. This strategy will help to inform our key message that improving diet will have the single most significant impact on reducing CHD across this region.

Increasing Capacity

Over the course of the 2004/05 financial year it was clear that in order to deliver on HoM's objective of reducing the gap between CHD mortality in Greater Merseyside and the rest of England it was necessary to increase the organisation's capacity.

We were therefore delighted to recruit two Programme Managers during the year. They are Pippa Sargent, Smoke Free Programme Manager (August 2004) and Emma Heesom, Communications Programme Manager (January 2005). They work closely with fellow team member Modi Mwatsama, Food and Health Programme Manager, who was appointed in February 2004.

We also advertised for a Research Programme Manager (in conjunction with the University of Liverpool) at the end of the financial year and this position has been filled by Dr. Ffion Lloyd-Williams.

Heather Wright, Food and Health Officer, remains an active member of the team following her appointment in January 2004.

Mike Parker joined us part-time as Funding Manager (on secondment from South Sefton PCT) and Lynda Barlow became the latest addition to the administration team in September 2004, joining Angela Cockburn who has been with HoM since June 2003.

Continuous Professional Development

HoM is committed to this initiative, which enables staff to develop their skills with the appropriate support. Pippa and Modi attended the CINDI Winter School and North Karelia International Visitors' Programme earlier this year. Robin and Pippa have been supported in their Masters of Public Health courses at the University of Liverpool and Liverpool John Moores University and Modi joined the Merseyside Common Purpose Matrix Programme in February 2005.

"Even when there is fruit in vending machines,



Erin Knight (left) and friend
from Huyton

it's much more expensive than sweets and crisps."

FOOD AND HEALTH

In Greater Merseyside poor diet remains at the heart of the CHD problem.

Unhealthy food is responsible for around 50% of all deaths attributable to CHD and is a significant factor in the high levels of cancer and in the increasing number of people being treated for diabetes and obesity.

Over 1.2 million people in Greater Merseyside are eating too much saturated fat but are failing to eat the recommended 5 portions of fruit and vegetables a day and more than 800,000 Merseysiders are now overweight or obese.

The key messages around CHD are:

- It is the biggest killer in Merseyside – CHD rates in Greater Merseyside are 30% higher among women and 20% higher among men than the rest of England
- It is largely preventable. Diet, in particular saturated fat which leads to high levels of cholesterol in the blood, is the biggest single risk factor, a fact not widely known
- We need to engage stakeholders to reduce the amount of saturated fat they're serving up to people in this region.
- Stakeholders also need to help people increase their consumption of fruit and vegetables, fish, nuts, grains and pulses.

In July 2004 HoM hosted a one-day Food and Health stakeholder event in the University of Liverpool. The day produced three main priorities for action:

- The need for the public sector to put its own house in order in terms of canteens, food policies and procurement
- The need to improve food and nutrition in Greater Merseyside schools (particularly school meals)
- A role for HoM in engaging the public in food and nutrition campaigns.

Around 70 stakeholders attended. As well as sharing good practice participants were encouraged to feed into the forthcoming Greater Merseyside Food and Health Strategy, aimed at co-ordinating better access to healthy food. Workshops sharing good practice highlighted the benefits of local projects such as a Farmers' Market in Southport and a free swim and fruit initiative in St. Helens.



The earlier children embark on a healthy diet the better. To encourage children and young people across Merseyside to think about this, HoM supported a healthy lunchbox competition organised by Liverpool John Moores University in June last year. The competition, which was sponsored by Warburtons, invited children to create a healthy addition to their lunchbox with a mountain bike as a prize to tempt them. The winning entry was a colourful triple-decker

sandwich featuring a mouth-watering combination of salmon, cucumber and tomato – aptly named Traffic Lights.

In October Warburtons also teamed up with HoM to pilot free swimming sessions for children during half term. The launch was attended by Olympic medallist Steve Parry (pictured below).

As part of our advocacy work during 2004/5, HoM completed a number of consultation responses.

In our submission to the government's Food and Health Action Plan we highlighted the need for the Department of Health to develop a comprehensive, multi-sector long-term strategy for food and health with short, medium and long-term goals.

We identified a number of key actions for this strategy, which could halve heart disease deaths in Britain. They included:

- Salt and fat reduction, especially saturated fats, for example through taxation of these in foods
- Clearer, simpler labelling to highlight the fat and salt contents of all foods
- Lessons in nutrition, food and food preparation to be included in the National Curriculum
- The provision of healthy school dinners and the replacing of unhealthy tuck shop and vending machine products with subsidised healthy options
- The need for all catering contracts for the public sector (including schools, leisure services and hospitals) to incorporate health objectives that would ensure healthier options are available at all times.



HoM also gave a detailed response to the Food Standard Agency's review on the effects of food promotion on children. We believe that the food manufacturing and retail industry greatly influence factors affecting children's diet – and therefore their health. Given that children's obesity levels are rising at an alarming rate, HoM recommended a total ban on the advertising and promotion to children of foods high in fat, salt and sugar.

Presentations on HoM and the key messages around CHD prevention were delivered to a number of stakeholders, including cardiac nurses, the Local Authority Care Caterers Association, PCT boards, Local Strategic Partnerships and other audiences across Greater Merseyside.

To make any headway with improving people's diet we recognise the important role that the food service industry plays in influencing what people eat. Thus, in October, The Greater Merseyside Food Charter was launched in a blaze of publicity. It was a significant step towards meeting HoM's aim of ensuring that healthy food is available, accessible and affordable for everyone. The charter will work with food service providers to help them make the small changes that are needed to achieve this. You can read the full report on page 11.

The Greater Merseyside Food and Health Strategy

Coronary heart disease death rates could be halved if diets were improved.

That was one of the key messages from one of HoM's trustees, Professor Simon Capewell at the January launch of the Greater Merseyside Food and Health Strategy.

The strategy's 10-point plan aims to improve this unhealthy picture through measures that will reduce people's salt, fat and sugar intake, decrease their cholesterol levels and increase their consumption of fruit and vegetables, fish, vegetable oils, grains and pulses.

Developed in partnership with a host of organisations it aims to tackle food-related issues on a large scale. It will build on and add value to the excellent work already taking place across Merseyside but has a particular focus on working with the food industry to lower the levels of fat, salt and sugar in the products sold in Merseyside.



The strategy calls for close working with the manufacturing and processing industry to develop healthier options to popular foods and for local food establishments to offer healthier food choices in line with the Food Charter.

It also urges reform of the Common Agricultural Policy (CAP) to favour plant rather than animal based production and seeks support for local food producers to grow more fruit, vegetables, grains and cereals.

The strategy was launched at Everton Football Club where HoM has been advising on food provision. The club is keen to provide healthier options and has introduced no-smoking areas. It also kicked the season off with a feature on HoM and a healthy eating message in the club programme.

The strategy is being disseminated widely to partners including those in industry and agriculture.

For too long now burgers and chips have dominated the fast-food menus but as 2008 edges closer there is a growing acceptance that fatty foods like these do little to enhance the image of Liverpool as the European Capital of Culture or the health of the local population. During 2004 HoM teamed up with one of the largest mobile caterers in Merseyside to find a way to improve the range and quality of food at events. It has been agreed to trial healthier meal deals and to identify mobile caterers who are able to supply healthy, affordable food at forthcoming events on Merseyside.

HoM also co-funded a piece of qualitative research into lay perceptions of eating and food. The study by Andrea Litva at the University of Liverpool used focus groups to uncover some interesting facts. For example older people (55 +) preferred a more traditional 'meat and two veg' diet and distrusted processed foods, although they didn't appreciate the link between food and health.



"I get pleasure from cooking food I know is healthy."

Younger people (under 55), particularly those with families, felt that what they ate influenced their health and well-being. Household and children's food habits were influenced by children's learning and experiences in school, and price influenced purchasing patterns. Although they knew that snacks (high in salt /sugar) were not good for their children, this age group felt guilty about denying them these 'treats' and bought them anyway. The working mothers also said they relied on processed foods and ready meals but often felt guilty about not cooking for the family.

The findings informed the messages given in HoM's awareness campaigns, including the eye-catching 'crisp message' carried on the region's buses (June 2004). The line that accompanied the image of a woman cramming crisps into her mouth was simple: 'Digest this. Because of heart disease, Merseysiders die 10 years younger. Cut the fat.' You can view this on page 14.

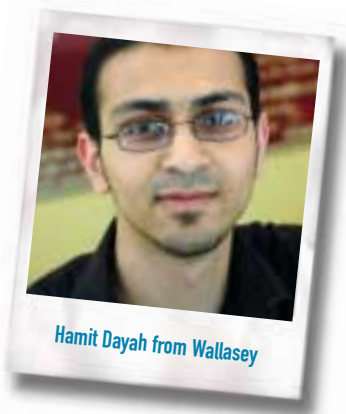
The Greater Merseyside Food Charter has made considerable progress since its inception.

It was launched on October 25th, 2004 with a pledge to increase access to nutritious, affordable and safe food – and reward food establishments who genuinely support this process.

Since four out of five cases of CHD can be prevented by a simple change in lifestyle – particularly by changing what we eat – the charter recognises the important contributions that pubs, cafés, restaurants and school and workplace canteens can make to diet and health.

To be considered for the seal of approval they must comply with a set of guidelines devised by HoM and Liverpool John Moores University. Once approved they enjoy free promotional material, information on training, support with menu and product development and a healthy endorsement from HoM.

"I would love to see more than just the odd place to buy affordable healthy food"



Hamit Dayah from Wallasey



The charter's objectives include:

- Increasing the range and variety of healthy options and foods available for sale to the people of Greater Merseyside
- Recognising the achievements and contributions of the food service sector to improving the health of Greater Merseyside
- Encouraging and supporting the development of healthier options by providing guidance and advice
- Helping HoM and its partners to motivate, inform and support people to adopt healthier lifestyles
- Establishing networks and links with different food service providers and provide opportunities to share good practice.

One month prior to the launch, a Charter Seminar was held for representatives from Environmental Health, 5 A Day healthy eating, Trading Standards and Health Promotion. Each of the HoM geographical areas was represented to discuss targets for the charter and how the initiative would be delivered and monitored.

The Greater Merseyside Food Charter was officially launched in The Marriott Hotel, Liverpool City Centre. Among the guests were Councillor Mike Storey, CBE, Leader of Liverpool City Council and representatives from statutory and voluntary bodies as well as potential charter signatories.

By the beginning of 2005 the criteria had been finalised and meetings were held in each local authority area to determine priorities and establish delivery plans for each locality.

In March 2005 the charter welcomed its first signatories. They included The Green Fish Café in Liverpool City Centre (pictured), the Feelgood Factory in Netherton, Tranmere Community Café, Halton General Hospital and two schools in St. Helens (see photo top right). Each received a certificate and an official member's pack and many of them featured in the local press, helping to raise the scheme's awareness.



On-going work with food establishments across the region continues to bear fruit and there are now plans to extend the charter criteria to accommodate nurseries – on the basis that the earlier healthy eating patterns are established, the better.

SMOKE FREE



Smoking remains the single largest preventable cause of death and disability in the UK, causing more than 120,000 deaths each year. It is an issue that affects everyone – not just the UK's 12 million smokers but also the millions of others exposed to secondhand smoke.

In August 2004 Pippa Sargent (pictured left) was appointed HoM Smoke Free Programme Manager to take forward a number of tobacco control initiatives and to support existing good practice across Greater Merseyside.

The HoM Smoke Free Programme was launched at the Smoke Free Cities Conference in October and was followed almost immediately by the high profile joining of forces by leaders and senior representatives from the region's Local Authorities and NHS, who used their considerable might to lobby government for smokefree workplaces. This 'Greater Merseyside Smoke Free Coalition' of leaders and chief executives and chairs (representing Greater Merseyside's six local councils, 10 primary care trusts and three NHS hospital trusts) reflected the strength of feeling for the need to protect people from the effects of secondhand smoke.

Their petition was also used to support Liverpool City Council's Private Bill which had its first reading in the House of Lords on January 24th, 2005. The Bill would prohibit smoking in restaurants, pubs, shops, offices and other enclosed workplaces. If the Bill progresses it could be law by 2006 unless the government alters its perspective and introduces comprehensive smokefree legislation for all workplaces.

In the Public Health White Paper, Choosing Health, certain exemptions were proposed that allow smoking to continue in 'wet pubs' (those that don't serve food) and private members' clubs. The general view in Merseyside, which is supported by a strong evidence base, is that the proposals do not go far enough and only serve to enhance health inequalities since many pubs in the most deprived areas would be exempt from restrictions under these proposals.



Key decision makers at the HoM Smoke Free Breakfast meeting in October 2004

The Smoke Free Programme supported Local Authorities in Merseyside to consider their own local legislative approaches. This sent a clear message to the government about how seriously the people of Greater Merseyside regard health equality.

New evidence that secondhand smoke kills has been published over the past six months, including the government's own SCOTH report which reported a causal link between secondhand smoke and CHD (in the region of 25%). It is estimated that every working day in the UK at least 2 people die from secondhand smoke. These deaths, just as those from smoking, are preventable and HoM believes that all workers – irrespective of the job they perform – have the right to breathe clean air.

Leaders from Local Authorities in Merseyside signed up to support the case for local and national legislation for smokefree status for all workplaces and work on this will continue throughout 2005.

Supporting partners' efforts to bring about a Smoke Free NHS – starting with hospital trusts – was the next step. In February 2005 Pippa launched a strategic Smoke Free NHS Healthcare Premises Forum to review the progress made in this area. This continues to provide a platform for sharing good practice and policies.

The forum comprises staff nominated from hospital and primary care trusts. The partnership meets regularly to debate current issues collectively and take forward work that benefits from joint collaboration. Colleagues in other areas of the country have expressed interest in this model.

“Stop smoking in public places.”



Alma Brown from Huyton.

PHYSICAL ACTIVITY



The banner spells it out at Aintree. Jim Birrell, Chief Executive of Aintree Hospitals NHS Trust and two members of staff declare their hospital a smokefree zone.

On March 9th, National No Smoking Day, Merseyside announced a major step forward in reducing exposure to secondhand smoke by declaring that the NHS hospital trusts in Greater Merseyside would become smokefree – well before the government’s proposed deadline of December 2006.

All Merseyside hospitals agreed to take action, including the removal of outdoor smoking shelters from sites and support for staff through local smoking cessation services. Hospitals in Liverpool, Sefton and Knowsley announced their intention to go completely smokefree (including their grounds) by the end of 2005.

To support their efforts and to help explain the benefits to staff, patients and visitors, HoM co-ordinated the production of generic literature and supplies of novel, sugar-free mints, which enabled staff to broach the subject with smokers in a non-confrontational way during the early stages of smokefree enforcement. The mints have gone down a treat and colleagues around the country are considering similar incentives.

The Smoke Free Programme supports the co-ordination of the Cheshire and Merseyside Tobacco Alliance, a strategic forum across the Strategic Health Authority area. This supports staff ‘on the ground’ who are involved in implementing smokefree and tobacco control initiatives.

The immediate priority is to highlight the facts about secondhand smoke to the residents and businesses in Greater Merseyside. The message to them is clear – secondhand smoke is unacceptable and future campaigns will leave them in no doubt as to why.



“I want to tour with my band, Boa, so I need to be in good shape.”



Neil Jones from Anfield

COMMUNICATIONS

Communications within HoM is multi-faceted and spans the whole PR and Marketing remit. Our principal aim has been to engage key decision makers and strive to influence change at a strategic level.

HoM's profile was raised substantially over the last twelve months, with coverage secured in an ever-increasing number of publications and mentions on local radio and television across the region. There were many excellent opportunities for HoM to promote the healthy food message and smokefree environments. The Smoke Free and Food Programmes also received coverage in national trade and health publications.

With a full-time Communications Manager, Emma Heesom, joining the team in January 2005, HoM was able to spend time cultivating relationships with the media and developing a cohesive Communications Strategy. With HoM moving towards charitable status we have also reviewed all communications outputs such as the website and Heart Lines newsletter.

Here are a few of the highlights from 2004/05:

In March 2004 Dr. Sandra Davies from Liverpool Health Promotion Services became the new chair of the HoM Communications Group.

HoM launched a number of promotions between January and March leading to the highest use of its 'phonenumber and website since their launch in June 2003.

In June 2004 eye-catching bus advertising focused the public's attention on the effects of poor diet.

The second Big Heart Festival took place at Aintree Racecourse on Sunday, 13th June. It was well attended and offered a wide range of exercise classes, a fun run, expert advice and information.

Also during that month the second edition of our newsletter, Heart Lines, was published and the Communications Group prepared a Communications Strategy for HoM, which would include advocacy as a key element.

In September 2004 HoM teamed up with Liverpool John Moores University to prepare the Greater Merseyside Food Charter (A La Charter). A Food Charter 'development workshop' paved the way for this on 16th September.

The charter was launched at the Liverpool Food and Drink Festival on 25th October. Media coverage included a feature in the Liverpool Daily Post and a valuable slot on Radio Merseyside's health and lifestyles programme.



With so many requests for HoM to support local events we commissioned health event specialists Squash Nutrition to deliver up to 20 activities across Merseyside on our behalf – at events as diverse as the Knowsley Flower Show, the Alchemy Centre in Southport and the exotically named Parr-di-Gras in St Helens.

In October 2004 HoM's first Annual Report was launched at an open meeting at Blackburne House in Liverpool. Over 50 people attended and heard presentations by Management Board members, Professor Simon Capewell and Marie Armitage.

The third edition of Heart Lines was also published in October.

Squash Nutrition continued to deliver innovative, awareness-raising activities across Merseyside on behalf of HoM. In October these included a celebration of British apples in Liverpool's St. John's Shopping Centre and 'Get Over It', an activity game featuring giant cans of fizzy drinks and supersize burgers at the May Logan Centre in Bootle.



Erin Fallon (aged 4), from Widnes, with mum Josephine

"I like running around my garden and munching on carrots."

On October 4th, 2004 a Greater Merseyside Smoke Free breakfast meeting was held prior to the Smoke Free Cities Conference in the city centre. This formed the basis for both a resolution from the group and a petition to government in support of the Liverpool Local Bill. It was also an opportunity to request National Smoke Free legislation 'before the ink is dry' on the Choosing Health White Paper.

In January 2005 HoM's Food and Health Programme Manager, Modi Mwatsama, progressed our Food and Health Strategy in readiness for its launch on 21st January in Everton Football Club (see photo right). The strategy complements local food strategies by focusing on issues that benefit from a regional approach. It will also support the healthy school agenda by developing nutritional criteria and guidance on school food procurement.

In the build-up to Valentine's Day in February HoM contracted Squash Nutrition to promote heart health messages to local partners and the media (see picture bottom right).

On March 9th Mersey-wide media work to support the Smoke Free announcements received coverage in the Echo, Post and on BBC Radio Merseyside, where cardiologist Dr. Stephen Saltissi used the opportunity to promote both the work being carried out Mersey-wide and the link between smoking and CHD.

HoM received more media coverage during the preceding three months than at any time since its launch in June 2003. In addition to receiving extensive radio coverage locally, the Food and Health Strategy was featured in the Liverpool Echo, the Liverpool Daily Post and within the Everton FC programme. HoM's National No Smoking Day messages grabbed the headlines too, receiving mentions on local television and radio as well as appearing in the two regional newspapers.

HoM was also featured in a Daily Post article on healthier lifestyles and Programme Director Robin Ireland's devotion to cycling earned him a generous editorial in the Liverpool Echo. Robin was also interviewed on BBC Radio Merseyside about Jamie Oliver and his celebrated school dinners campaign.

When the Sudan 1 (illegal red dye) story hit the headlines HoM took the opportunity to comment on the biggest on-going threat to public health – poor diet. A press release urged people to put food-related health risks into perspective.

HoM also featured in health and trade press, including Public Health News and The Grocer, and has appeared in numerous PCT and council publications.



THE YEAR AHEAD HoM WILL CONTINUE TO ENGAGE PARTNERS AND KEY DECISION MAKERS AT A STRATEGIC LEVEL, STRIVING TOWARDS A SMOKE FREE MERSEYSIDE AND IMPROVING HEALTHY FOOD CHOICE AND ACCESS FOR ALL. ANOTHER LAYER OF COMMUNICATIONS WILL EMERGE DURING 2005/06 AND THIS WILL SEE HoM DEVELOPING A COMMUNICATIONS STRATEGY FOR PUBLIC ENGAGEMENT, WITH SOCIAL MARKETING (THE APPLICATION OF MARKETING TO THE SOLUTION OF SOCIAL AND HEALTH PROBLEMS) AND COMMUNITY INVOLVEMENT BEING KEY ELEMENTS OF THIS.

RESEARCH & EVALUATION

High quality evaluation and innovative research are crucial to the HoM CHD Prevention Programme. Work in these areas progressed well during the year.

The Research Programme is co-ordinated and supported by a multi-disciplinary Research Group which has been meeting regularly since 2003. Professor Simon Capewell, who is chair of the group, has spoken at a variety of national and local meetings presenting a strong case for greater investment in primary prevention, based on the argument that sufficient evidence is available already.

A leading authority in this area, Professor Capewell is co-author of 'Relative contributions of changes in risk factors and treatment to the reduction in coronary heart disease mortality', a briefing paper produced by the Health Development Agency.

In September 2004 the Research Group recommended that a HoM Research Programme Manager / Research Fellow post be created in partnership with the University of Liverpool. Short-listed applicants were interviewed in March 2005. The successful candidate, Dr. Ffion Lloyd-Williams, a very experienced and able researcher, took up her position in May.

In her challenging new role Ffion will help us to advance the HoM Research Strategy and in particular enable:

- The development and funding of groundbreaking research
- Analysis of baseline information from surveys and focus groups
- Identification of evidence to support and evaluate Heart of Mersey interventions.

The findings from our current and future research and evaluation projects will greatly assist our Programme Managers in influencing local and national policy and practice on healthy diet and tobacco control.

HoM has already commissioned a variety of quantitative and qualitative research projects to provide baseline data for our interventions. This work includes collating the lifestyle surveys carried out in all local PCTs (Liverpool and Sefton, North Cheshire, St Helens and Knowsley, and Wirral), which resulted in 'The Greater Merseyside Lifestyles Study' published in April 2004; public opinion surveys and focus groups examining dietary decisions in deprived communities.

HoM also commissioned a 'Merseyside Boost' for the Health Survey for England. This involved collecting data from a random sample of 1,000 Greater Merseyside people, based on interviews, physical examinations and blood samples. The findings will provide valuable information to inform our central aim of reducing CHD morbidity and mortality. The final report will be available later this year.

Copies of completed reports and other research information are available from www.heartofmersey.org.uk



“All sports facilities should be free to children, along with more explanation about the importance of being healthy.”

FINANCE HoM carried over monies from 2003/04 to fund data collection within The Health Survey for Greater Merseyside (HSfGM), the results of which will be reported later this year. Once again HoM is indebted to the 10 primary care trusts and health partnerships in Greater Merseyside and to the six local authorities within the region for their continued support. We gratefully acknowledge the assistance provided by all our partners, both financially and in kind. HoM is developing relationships with a number of other partners. For example, during this financial year, a service level agreement was drawn up with the Government Office for the North West to support HoM's Smoke Free work. Additional funding was secured from commercial sponsors for key projects such as the Big Heart Festival, which is organised in partnership with The Cardiothoracic Centre's Merseybeat Appeal. During the year under review HoM sponsors included Bristol Myers Squibb, The Cheshire and Merseyside Cardiac Network, Peacocks, Pfizer, Sanofi Aventis, Total Fitness and Warburtons.

HEART OF MERSEY ANNUAL REPORT 2004/05

EXPENDITURE	COST (£)
CORPORATE	
Staffing	
Travel	
Adverts for Communications Manager and Smoke Free Manager	
Conferences/Seminars	
CPD (Away Day Management Board and Team)	13,859.40
OFFICE RUNNING COSTS	
IT and Telephones	
Furniture	
Printing, Publications	
Office Supplies	
Other Running Costs	15,459.07
COMMUNICATIONS	
Advertising	
Literature	
Sign at Goodison Park	46,678.10
EVENTS	
Squash Programme of Events	
Big Heart Festival	
Valentine's Day Events	
Heart of Mersey Open Meeting	
Stall at Merseyside Youth Games	
Stall at 'Liverpool on the Move' Event	

OTHER COMMUNICATIONS SERVICES	
Website	21,570.45
Phoneline	
PR Services	
PROMOTIONS	
Bus Promotion	28,723.85
Stress Heart Person (Promotional Items)	
Promotion to GP Practices	
Photography	
RESEARCH	
Health Survey for Greater Merseyside	126,504.00
Greater Merseyside Lifestyle Study (Printing Costs)	
Liverpool John Moores University - Study into Deep Fat Frying Oils	
FOOD AND SMOKE FREE	
Food and Health Strategy for Greater Merseyside (Printing Costs and Launch)	14,278.54
Food and Health Stakeholder Event	
Greater Merseyside Food Charter	
Greater Merseyside Smoke Free NHS Healthcare Premises Forum	
TOTAL EXPENDITURE	483,392.29
INCOME	
Carried over from 2003/04	130,462.94
Greater Merseyside PCTs/Health Partnerships	380,000.00
Greater Merseyside Local Authorities (six)	30,000.00
Government Office North West (Smoke Free Post)	29,000.00
Central Liverpool PCT Re: Fat Research Proposal	10,000.00
Knowsley MBC	9,900.00
QMW Public Policy Seminars Limited	165.40
GRAND TOTAL INCOME	589,528.34
Balance to be carried over into 2005/06	106,136.05

Membership of Heart of Mersey Management Board

Marie Armitage, Director of Public Health, Bebington & West Wirral PCT (former MHAZ), April 2004 –

Charlie Barker, Director of Social Services, Sefton Borough Council; joint chair of Management Board and chair of Finance Group, May 2002 –

Jean Benfield, Chief Executive, Wirral CVS, April 2004 –

Rob Beresford, chair, Greater Merseyside Public Protection Officers Group, March 2005 –

Dr. Chris Birt, Consultant in Public Health Medicine, Sefton Primary Care Trusts; joint chair of Management Board and chair of Food Group, May 2002 –

Doug Broadbent, British Cardiac Patients Association, April 2004 –

Professor Simon Capewell, Professor of Clinical Epidemiology, University of Liverpool – academic organisations and chair of Research Group (from Jan 2004), May 2002 –

Dr. Sandra Davies, Development Manager for the Liverpool Health Equity Action Team and chair of Heart of Mersey Communications Group, April 2004 –

Dr. Diana Forrest, Director of Public Health, Knowsley PCT- Merseyside Directors of Public Health, May 2002 –

Joanne Forrest, Chief Executive, North Liverpool PCT – Chief Executive of Merseyside Primary Care Trusts, Jan 2003 –

Sue Forster, Assistant Director of Public Health, St Helens PCT – Cheshire & Merseyside Tobacco Alliance, March 2004 –

Stephen Maddox, Chief Executive, Metropolitan Borough of Wirral, May 2002 –

Sharon McAteer, Health Promotion Manager, Halton PCT – Cheshire & Merseyside Health Promotion Managers, April 2004 –

Karen Rees, Cheshire & Merseyside Cardiac Advisory Board, July 2004 – March 2005

Neil Turner, chair, Greater Merseyside Public Protection Officers Group, January 2005 – March 2005

Membership of Heart of Mersey Communications Group

Debbie Bishop, Healthy Living Programme Manager, St. Helens Health Partnership

Jean Benfield, Chief Executive, Wirral CVS

Mark Brandreth, Assistant Chief Executive, Central Liverpool PCT

Doug Broadbent, British Cardiac Patients Association

Chair, Dr. Sandra Davies, Development Manager for the Health Equity Action Team Member since Oct 03, Chair from April 2004 –

Richard Glendinning, Director of Social Research, NOP

Kate Hutton, Health Promotion Specialist, Sefton Primary Care Trusts

Liz Knight, Senior Account Manager, Kenyon Fraser

Ben O'Brien, Head of Communications, Knowsley PCT

Carolyn Starr, General Manager, Netherton Feelgood Factory

Membership of Heart of Mersey Finance Group

Chair, Charlie Barker, Director of Social Services, Sefton Borough Council

Mark Boardman, Senior Accountant, Commissioning, Planning and HAZ, Central Liverpool PCT

Carol Kirkham, Fundraising Manager, The Merseybeat Appeal

Rob Nolan, Head of Financial Management, Mersey Care NHS Trust

Mike Parker, Funding & Events Manager, South Sefton PCT

Julie Tierney, Health Promotion Strategy Manager, Knowsley PCT

Steve Wilson, Management Accountant, South Sefton PCT

Sam Robson, Financial Controller, South Sefton PCT

"I want to get better at sports because I'm not very sporty."



Membership of Heart of Mersey Food Group

Nicky Assan, Environmental Health, Liverpool City Council

Chair, Dr. Chris Birt, Consultant in Public Health Medicine, Sefton Primary Care Trusts

Sylvia Cheater, Oral Health Promotion Manager, Wirral PCTs

Stuart Dodd, 5 A Day Co-ordinator, St. Helens PCT

Jo Ives, Manager Food and Leisure Forum, Liverpool John Moores University

Shirley Judd, Head of Nutrition and Dietetics, Central Liverpool PCT

Mary Farrell, Manager, Knowsley Health Partnership

Alison Nelson, 5 A Day Regional Co-ordinator

Christine Owen, Public Health Programmes Manager, Cheshire & Merseyside Strategic Health Authority

Shirley Shinkfield, Community Health Development Leader, Knowsley

Sally Starkey, Health Improvement Manager, North Liverpool PCT

Membership of Heart of Mersey Research Group

Dr. Chris Birt, Consultant in Public Health Medicine, Sefton Primary Care Trusts

Chair, Professor Simon Capewell, Professor of Clinical Epidemiology, University of Liverpool

Roger Harrison, Public Health Research Scientist, Bolton PCT

Dr. Brian Johnson, Dietician, South Liverpool PCT

Dr. Jude Robinson, Deputy Director of the Health & Community Care Research Unit, University of Liverpool

Dr. Daniel Seddon, Director of Public Health, Halton

Dr. Francine Watkins, MPH Course Co-ordinator, University of Liverpool

Membership of Heart of Mersey Leads Group

Clare Appleton, Programme Manager, St Helens Health Partnership – St Helens

KoonLan Chan, Project Manager NSFs CHD & Diabetes – Sefton

Dr. Dympna Edwards, Director of Public Health, North Liverpool PCT – Liverpool

Liz Gaulton, Assistant Director of Public Health, Knowsley PCT – Knowsley

Group Facilitator, Robin Ireland, Heart of Mersey Programme Director

Caroline Jones, Senior Health Improvement Advisor, Birkenhead & Wallasey PCT – Wirral

Sharon McAteer, Health Promotion Manager, Halton PCT – Halton



**"Encourage more people to get involved in group activities.
I did the Liverpool to Chester Bike Ride and the atmosphere was brilliant."**



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