NHS Rotherham is leading a campaign to encourage people across the borough to choose the right treatment and the best place to go for it in the latest ‘Choose Well’ campaign.

The successful campaign now in its second year, has been relaunched to provide people with the information they need to get the best treatment and reduce pressure on health services this winter. The campaign will be seen locally in GP surgeries, pharmacies and Rotherham Hospital. Patients receiving prescriptions over the coming weeks may also get information leaflets in their prescription bags.

During the winter months A&E and doctors surgeries are much busier and people often turn up at hospital with a wide range of illnesses and injuries, but often the less serious ailments could have been better treated more quickly elsewhere.

The main aim of Choose Well is to make people aware that the NHS offers a number of options which are tailor-made to deal with different ailments. Options include GPs, pharmacies, the Rotherham Walk-in Centre or simply calling NHS Direct. In some cases staying at home and looking after yourself is the best care leaving emergency services for those who need them most.

Dr David Plews, Medical Director at NHS Rotherham and local GP, said: “A&E departments or calling 999 should just be reserved for people who are badly injured or showing symptoms of a critical illness such as chest pain. Choosing Well helps us to help those who need it most and for those with minor ailments, helps them to get the health services they need quicker and easier.”

Look out for the brightly coloured Choose Well leaflets, posters and flyers. Don’t forget, help us to help you and have a happy and healthy winter.
**KEEP WARM THIS WINTER**

Elderly and vulnerable people are being urged to follow some simple advice to help them to stay warm and well this winter.

It is estimated that last winter around 200 deaths in South Yorkshire were caused by the cold weather. The advice to the elderly and vulnerable is that there are things they can do to reduce the risks to their health and agencies and organisations that can support them.

As the winter cold continues to bite, councils, health services and charities are working hard to ensure people who are most at risk get the advice they need to stay safe and warm.

Families, neighbours and friends are being encouraged to help the elderly and vulnerable by ensuring they follow the advice and get help when they need it.

Catherine Homer, Public Health Specialist, said: “Every year we have people who are ill or lose their lives because of the cold weather. The advice may seem very obvious to some but many people still find it difficult to follow or to get the help they are entitled to.

“The message is to keep your home warm, eat regularly and take advantage of the help and support, including benefits and safety checks.”

Support for elderly and vulnerable groups ranges from benefits for those who are struggling to pay heating bills to advice on insulating your home. Many people do not realise that simple measures such as learning how to set the heating, or asking someone to do it for them, can make a real difference.

If you work with the elderly or vulnerable, please ensure you advise them of ways to keep warm and well.

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**Ways to keep warm and well:**

- **Heat your home well.** Setting your heating to 18-21°C (64-70°F). This means you can keep warm while keeping your bills as low as possible.
- **Get financial support.** There are grants, benefits and sources of advice to help you pay your bills, insulate your home and improve your heating.
- **Eat well.** Try to make sure you have a hot meal and drinks regularly throughout the day.
- **Get a flu jab.** If you are over 65, have a long term health condition or you are pregnant you can get a free flu jab from your GP.
- **Look after yourself and others.** Wrap up warm if you have to go outdoors. Make sure elderly neighbours or relatives are safe and well.

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**CHARITY STRIKES GOLD WITH NHS ROTHERHAM**

Generous Oak House staff raised £760 for the Pippa Jones Little Treasure Trust, which provides support to families who have young children with cancer. A coffee morning held in the Knowledge Area in November raised the funds through sale of cakes and coffee, quizzes, a raffle and tombola. A big thanks you to the staff in Strategic Planning who organised the event and to everyone who helped to make it a success.
Early December saw some of the heaviest snow fall in recent years and there were some remarkable stories where staff went above and beyond the call of duty to ensure that patients’ needs were met.

NHS Rotherham and Rotherham Community Health Services wish to pass on their thanks to all staff who made it into work, who tried to make it in to work or who offered help and support from home or in the community.

Examples of some of the amazing stories we have heard include:

**Samantha Markham**, Clinical Support worker, who was on leave but stepped in when a colleague was unable to visit a patient who had fallen and broken his arm. Samantha visited the patient at home and found he had no food in the house other than a few slices of bread. She and her husband went to the shops for him and ensured he had a meal. She then arranged for him to receive a place in an intermediate care bed and went back the next day to help him pack and wait for the ambulance to arrive.

**Tracy Moore**, Health Promotion Specialist walked from Kiveton to Anston to help out at the rest centre for the lorry drivers stranded on the A57.

**Lucy Wheater**, Physiotherapist carried her bike to the main road in Crookes, Sheffield and then cycled an 18-mile round trip, via Meadowhall to the Rotherham Community Health Centre to get into work. A colleague of hers also cycled in from Mosborough. Unfortunately the physiotherapy clinics were cancelled but they spent the day contacting patients and rebooking appointments.

**Jayne Allen**, Specialist Nurse from the Primary Ear Care Centre, was stuck in a snow drift for three and a half hours whilst visiting patients. She was joined by the police who tried to set her free before getting stuck themselves. A path was eventually made by a JCB and after having a quick cup of coffee to warm herself up Jayne was able to continue on her way visiting housebound patients.

Clinical Manager Linda Mills said: “We were constantly in touch with Jayne throughout her ordeal and although this was not an ideal situation by any means it does demonstrate the dedication of all the primary ear care nurses and community nurses who have continued to work where at all possible during the bad weather.”

The GPs at Kiveton Park Primary Care Centre wish to thank all their staff for the hard work and dedication that enables Kiveton and Harthill to open every day during the bad weather. Members of staff walked miles in dreadful conditions to get in, arrived early, cleared snow, stayed late, did other people’s jobs, worked together and planned ahead brilliantly. Many patients expressed their gratitude and surprise that we were able to provide such a good service too.

Staff at STEPS also asked thanks to be given to **Ian Atkinson**, Children & Young Peoples Service Manager. Ian arrived at Kimberworth Place every day before 8am and spent much of his time making the access safe for the movers and the very few members of staff getting into work.

And it wasn’t just staff, **Kath Henderson’s** (Managing Director of RCHS) husband, John was out and about driving the Anston district nurses to and from work and **Julie O Neill’s** (Health Promotion Office Manager) husband **Mark** picked up and returned an overnight carer for a family with a terminally ill child that is on ventilation.

The Mountain Rescue Team even joined in helping district nurses in Kiveton to get to patients.

**Andy Buck**, Chief Executive, said: “We witnessed amazing dedication last week from many people. My first example was when I arrived at Oak House at 7.30am on Wednesday morning to find one of our cleaners waiting patiently to get into work - she was covered in snow and very cold - but here nonetheless.”

“Thank you to everyone for all of your efforts to ensure that services were able to continue and that patients in Rotherham were looked after.”

Jane Allen was stuck in a snow drift for over three hours until a JCB arrived to dig her out.
Maltby Fire Station hosted a cook off between local fire service watches pitting them against each other to make home-made healthy winter warmers from scratch.

The dishes were judged by The Earl of Scarborough and Alan Tolhurst, NHS Rotherham Chairman, with bonus points been awarded for using fresh, 5-A-Day portions and low fat ingredients.

Magna’s own Executive Chef, Stephen Harrison was on hand to oversee the cook off and provide handy tips and Maltby residents turned out to taste the food and pick up cooking tips.

The cooking competition is part of the “Maltby Masterchef” initiative run by NHS Rotherham, and aims to encourage families to make healthier food choices by providing the knowledge and skills to make food that is tasty, healthy and easy to make. The idea is to show that even unhealthy dishes can be turned into quick and simple healthy meals for the family by making it at home and choosing the right ingredients.

For more information please visit: www.rotherham.nhs.uk/cookit

SMOKEFREE CLASS

The percentage of pupils in Rotherham who smoke regularly halved among those who took part in last year’s Smokefree Class Competition. Questionnaires completed before and after the 12-week programme showed the percentage of pupils smoking every week dropped from 3.9% to 1.5% at the end of the competition.

This is the second year that NHS Rotherham and Rotherham Council’s Healthy Schools team has run the competition and thirteen secondary schools across the borough took part. Aimed mainly at Year 7 and Year 8 pupils, the competition promotes the benefits of being a non-smoker, rather than the dangers of smoking. It encourages pupils to remain non-smokers and discourages those who may have tried smoking from becoming long-term smokers through open and honest discussion of smoking-related issues.

Pupils complete confidential questionnaires before and after the competition that ask about their smoking behaviour and knowledge of smoking issues. The results show that only a very small number of pupils smoke regularly, with 98.5% being non-smokers at the end of the competition. However, this does not match the pupil’s perception of smoking behaviour; less than 15% of them thought that over 80% of pupils were non-smokers.

Popular challenges in the competition include designing logos for the Rotherham Titans polo shirts and for their school sports kit, with a smokefree theme. Rebecca Staniforth from Wales High School won the Titans logo competition with ‘Don’t give smoking a try’ and Wingfield, Maltby, Swinton, Rawmarsh and Clifton schools won the competition for sports kit logos.

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**INDOOR CRICKET LEAGUE**

**STUMPS OUT SMOKING**

*NHS Rotherham and the Rotherham Indoor Cricket League have come together to promote the benefits of being Smokefree.*

The league will compete in Smokefree Rotherham-branded kit and give out information about the risks of smoking and how to get help to quit. During last year's competition the organisers were concerned at how many players were taking cigarette breaks and committed to raising awareness of the need to quit during the 2010/11 season.

*This is the Indoor Cricket League’s second season, with eight teams competing in an 18-week round-robin style tournament. Each team has six players aged between 16 and 30 years; nationally this age group has the highest smoking rates and yet the health benefits of quitting are at their highest. At matches players and supporters will be able to access information about the risks of smoking and where they can go for NHS support to quit. The league organisers have also invited Rotherham NHS Stop Smoking Service to talk about their service between matches.*

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**A LICENCE TO THRILL**

*Despite the snow, revellers took part in a casino event at a Rotherham nightclub to raise awareness of the importance of practicing safe sex.*

‘A Licence To Thrill’ was hosted by Talking Choices in POP nightclub, to celebrate the end of Rotherham’s second annual Sexual Health Week in partnership with NHS Rotherham and Terrence Higgins Trust.

The event involved clubbers taking part in a sexual health casino themed activity, where they used condoms instead of chips in the aim of raising their awareness of sexually transmitted infections (STIs) and the importance of practicing safe sex.

The sexual health casino follows one that took place previously in Middlesbrough as part of Channel 4’s Embarrassing Bodies programme, and will use the same company ‘Corporate Casino’s’ to deal on the night.

Talking Choices worked in partnership with Thomas Rotherham College to provide students under the age of 18 with the chance to take part in this event by running an alcohol free session in the afternoon prior to the evening event for the over 18s.

Terrence Higgins Trust carried out Chlamydia screening throughout the event and the event was filmed to produce a DVD which will act as a teaching resource to be left as a legacy after the project ends in March.

*Rotherham United players added their support to Sexual Health week on the Monday by encouraging members of the public to take shots against them in goal posts set up in the town centre to mark Chlamydia Monday.*

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Sophie Gray, Teenage Pregnancy & Sexual Health Support Worker promotes Sexual Health Week alongside the Rotherham United Football Club mascot and Matthew Flory, Sexual Health Liaison Officer, Thomas Rotherham College.
A Rotherham project which trains volunteers to provide long-term support to stroke survivors with communication problems has celebrated its first year anniversary and picked up a Community Achievement Award at the same time.

Communication Partners has recruited and trained 25 local volunteers to use symbols, images, gestures and text to hold supported conversations with over 35 stroke survivors with aphasia (a communication disorder which can affect how someone speaks, reads, writes and understands). The stroke survivor is also visited by a co-ordinator from The Stroke Association, who sets personalised goals including learning new skills and even getting back to work.

Communication Partners is a three year pilot project, funded until July 2012 by the North Trent Stroke Strategy Project and run by Rotherham Community Health Services and Rotherham NHS Foundation Trust.

Gemma Morgan, Speech and Language Therapist for Rotherham says: “We are so pleased at what the stroke survivors, volunteers and staff have achieved. Not only have we been able to help stroke survivors improve their communication, they are meeting new people, taking up new activities, becoming more sociable and increasing their confidence as a result.

“Many of the volunteers hadn’t had first hand experience of dealing with stroke survivors, so it’s really encouraging that they are giving their time up and learning about such an important condition.”

In a recent study of the first year project findings, all of the stroke survivors showed significant improvements in mood, feeling more understood, calm, intelligent and optimistic; one person even doubled their mood score.

The Communications Partners Team pick up their Community Achievement Award.
RONA TOPS THE FUNDRAISING CHARTS

Smoking Cessation Specialist, Rona Pemberton recently received an award for the individual who raised the most sponsorship for charity when she took part in last year’s Sheffield Half Marathon.

Rona raised £3,000 for Bluebell Wood Children’s Hospice in memory of her son, son Sam, who was one of the first children to stay at Bluebell Wood. Sam was born with an extremely rare genetic condition called “I Cell”, which mean he retained a lot of used cells the rest of us continually get rid of. These cluttered his body, affecting all his major organs and his ability to breathe and eat and he needed constant medical supervision. Unfortunately Sam passed away in December 2009, aged 2.

Rona said: “Whilst Sam’s life was tragically short it overflowed with quality and our family have many beautiful memories of our time together.

“I signed up for the half marathon weeks after Sam’s death. I am not sporty and being house bound for two years, whilst caring for Sam, meant that this was a complete shock to my system. When I began training I struggled to run one mile and I was sure I had taken on too much! But every step I ran was in memory of my strong and beautiful boy. Knowing that I could give something back to Bluebell Wood is so important for all my family, as without their support and expertise our lives would have been so much harder.”

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RONERHAM TITANS TACKLE HEALTHY COOKING

NHS Rotherham came up with its own version of ‘kitchen nightmares’.as Rotherham Titans players Cliffie Hodgson and James Sandford made their acting and cookery debut by starring in a new video which features them being taught to cook tasty food with healthy ingredients under the watchful eye of Magna’s Executive Chef Stephen Harrison.

The cookery class video, which is now available on the Titan’s and NHS Rotherham’s website shows fans that even beginners with little or no cookery skills can ‘convert’ basic ingredients into tasty and healthy meals.

Executive Chef Stephen Harrison explained: “I honestly thought it would be really tough teaching rugby players to cook great food who by their own admission were pretty hopeless, so I was really surprised how quickly they managed to pick up key skills and produce such good results. This goes to show anyone can cook if they put their mind to it”.

Cliffie, the trainee chef for the day added: “We both have big appetites and are used to eating large quantities but Stephen helped us create dishes which were really filling but also really healthy. We enjoyed cooking from scratch and it felt really satisfying when our team mates complimented us on how great the food really tasted”.

The recipes and the video, along with healthy eating tips are available at www.triesnotpies.com
Try your luck with this post festive quiz.
The winner will receive a £10 Boots voucher.

Q1. Who was the first British monarch to broadcast a Christmas message to the nation?

Q2. Who banned Christmas in England between 1647 and 1660?

Q3. Which US state in 1907 was the last to declare Christmas a legal holiday?

Q4. Presepe in Italy refers to what Christmas tradition?

Q5. Which of the Wise Men was said to have brought the gift of gold for the baby Jesus?

Q6. Traditional in Germany at Christmas, what sort of food is stollen?

Q7. How many gifts are given in total in the song The Twelve Days of Christmas?

Q8. Christmas Island in the Indian Ocean is a territory of which country?

Q9. John Callcott Horsley designed what first commercial Christmas item in 1843?

Q10. Yorkshireman William Strickland is believed to have brought the first what to Britain from North America in 1526?

DONATIONS TO COMMUNITY HEALTH TEAM
The Maltby Community Health Team has recently received three donations in recognition of the good work they carry out.

A fundraising night held at Maltby Catholic Club raised £1,750, a donation of £198.12 was made in the memory of Philip Astbury and a further £300 in memory of Terry Wilde.

The money has been used to purchase equipment including a syringe driver and 16 jackets for the district nursing team.

If you have any items for future issues of either NewsRound, Team Brief, HealthWorks or NewsFlash contact Fiona Topliss, Head of Communications on ext 8989 or follow this link to fill in the online submission form.

You can also link to this and other issues of HealthWorks below:
http://www.rotherham.nhs.uk/COLONY