



Connect



Be Active



Take Notice



Keep learning



Give

Annual Report of the
Director of Public Health 2011

FEELING WELL IN DUDLEY

Introduction

There has been a great deal of interest recently from politicians, researchers and policy makers in 'well-being'. We all intuitively sense that 'feeling well' is something more than the mere absence of illness.

In this report I explore some of the research into this idea and what we know about the well-being of people in Dudley. The report highlights gaps in our knowledge which we need to remedy. I also explore the ways in which people can improve their personal sense of well-being and what we know about how people in Dudley go about that.

National research has shown that though well-being is more than the absence of illness, 'good health' is seen by many as an important component of their well-being – so the second part of the report looks at what we know about healthy lifestyles in Dudley so that we can support people to stay well. A word of caution, though, in reading this report. In my 2010 report, I demonstrated the stark inequalities in health outcomes within the Borough. Many of these stem from material disadvantage. We cannot assume that individual personal action along the 'ways to well-being' will be enough to reduce these.

There is now much research demonstrating the link between aspects of psychological well-being and the way in which structural material disadvantage translates into poor health. Increasingly, research

is demonstrating a crucial relationship between social position and emotion, cognition and social functioning. So, we need to reduce disparities in income and wealth which are potent signals of social position if we are to improve well-being across the board. We need to match greater efforts to help people develop their psychological assets with actions that tackle the material conditions which undermine emotional resilience (Friedli, 2009).

So, having a well functioning economy and fair distribution of resources of income, wealth and power remain important public health priorities. We need economic growth but we need to consider the type of economy we aim to grow. There is evidence that in developed countries such as the UK, recent years of economic growth have had adverse impacts on social and family structure (Friedli, 2009). We should not pursue economic growth at the expense of social recession. I want us to consider how our policy interventions to promote economic growth can also promote individual and social resilience, mental capacity, and raise our overall levels of well-being in Dudley.



Valerie A Little
Director of Public Health

Authors

Dr Angela Moss, Senior Public Health Intelligence Specialist, NHS Dudley

Bridget Hilton, Senior Public Health Intelligence Analyst, NHS Dudley

Acknowledgements

This report would not have been possible without the support and co-operation from a wide range of people and organisations. Thanks go to:

Age UK, Dudley

Culture and Leisure Services, Dudley MBC

Dosti

Dudley Adult and Community Learning, Dudley MBC

Dudley College of Technology

Dudley CVS

Dudley Healthy Schools Programme, NHS Dudley

Dudley Youth Service, Dudley MBC

Liz O'Mara, University of the Third Age

Public Health Analysts, NHS Dudley

Public Health Community Health Improvement Team, NHS Dudley

Public Health Expert Patient Programme, NHS Dudley

Public Mental Health, NHS Dudley

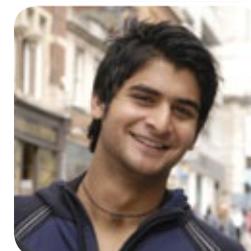
Sport and Physical Activity Team, Dudley MBC

Stourbridge College

Valerie Little, Director of Public Health, NHS Dudley

Contents

Introduction.....	1
Acknowledgements	1
1. Feeling Well	3-12
Connect.....	13-24
Be Active.....	25-41
Take Notice	42-52
Keep Learning.....	53-61
Give	62-71
2. Staying Well.....	72
Healthy Eating.....	73-79
Healthy Weight	80-86
Alcohol	87-95
Smoking.....	96-104
References	105
Appendix 1	106-107



1. Feeling well...

What does feeling well mean?

Well-being has been described as:

Well-being - a positive physical, social and mental state - is an important part of our health. Good well-being does not just mean the absence of mental illness - it brings a wide range of benefits including reduced health risk behaviour (such as smoking), reduced mortality, improved educational outcomes and increased productivity at work.'

'Mental well-being' has also been described as:

'a dynamic state in which the individual is able to develop their potential, work productively and creatively, build strong and positive relationships with others and contribute to their community' (Foresight Mental Capital and Well-being Project, 2008).

In 2010 the Office of National Statistics (ONS), was tasked to prepare a national well-being index. This was completed after lengthy consultation in July 2011. The ONS consultation on National Well-being highlighted that the things that mean the most to the population in terms of well-being are:

- Health
- Good connections with friends and family
- Good connections with a spouse or partner
- Job satisfaction and economic security
- Present and future conditions of the environment (particularly in relation to access to green space)
- Education and training

These and others are demonstrated in Figure 1 below

Commonly used words in the national well-being database

Figure 1



Source: Office for National Statistics 2010

The relative importance of these factors, for well-being vary across the life-course stages.

For young people, the factors important to their well-being are similar but vary in their order of importance (Newton et. al, 2011). Key dimensions of well-being for young people

include the people in their lives (specifically friends and family), how they socialise (i.e. through technology, drinking, sports), the spaces and times in which they socialise (schools, homes, weekends). These are demonstrated by the word cloud in Figure 2.

Figure 2 Commonly used words by young people (aged 16-19)

Figure 2



Source: Newton et al., 2011

For younger children (aged 5 – 11) the most important issue tended to be their parents, including physical contact (cuddles) and time spent together. Food featured prominently (particularly sweets/treats). Friends, toys and play were also important.

For older people, the definition of well-being (Hoban et al., 2011), was similar to that reported for adults, though there was more emphasis surrounding health in terms of being free from pain and particularly having personal choice and a feeling of control (Box 1).

Box 1

Feelings of well-being

- Feeling healthy
- Free from pain
- Able to lead a positive life
- Happiness
- Contentment
- Satisfaction
- Peace of mind
- Comfort
- Enjoyment
- Euphoria
- Self-worth and achievement

Causes of well-being

- Relationships and social contacts
- Getting out
- Interests and activities
- Keeping busy
- Active social life
- Good health (physical and mental) of self and close family
- Positive outlook
- Faith, religion or spirituality
- Personal finances
- Personal choice and control

How do we measure it?

As a result of the consultation on National Well-being, the ONS have added four extra questions to the Integrated Household Survey from April 2011:

1. How satisfied are you with your life nowadays?
2. How happy did you feel yesterday?
3. How anxious did you feel yesterday?
4. To what extent do you feel the things you do in your life are worthwhile?

In addition to this, ONS are proposing to measure another four major areas:

1. **Children's happiness** – likely to include bullying, how powerless children feel, whether they are enjoying life.
2. **Economy and inequality** – Gross Domestic Product (GDP) or Household Actual Final Consumption Expenditure.

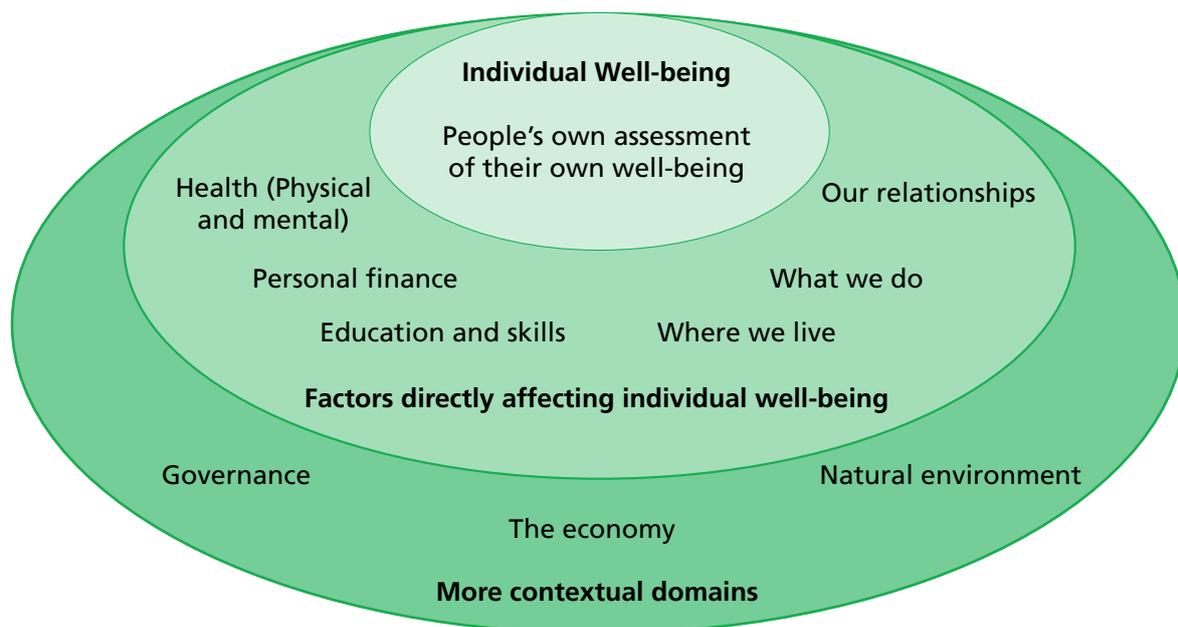
3. Health – Mental well-being scale (Warwick and Edinburgh Mental Wellbeing Scale)

4. Work/life balance – Sport and culture participation, health and happiness implications.

The ONS Measuring National Well-being Programme proposed the following set of domains (figure 3) and headline measures of national well-being (Appendix 1):

Give every child the best start in life

Figure 3



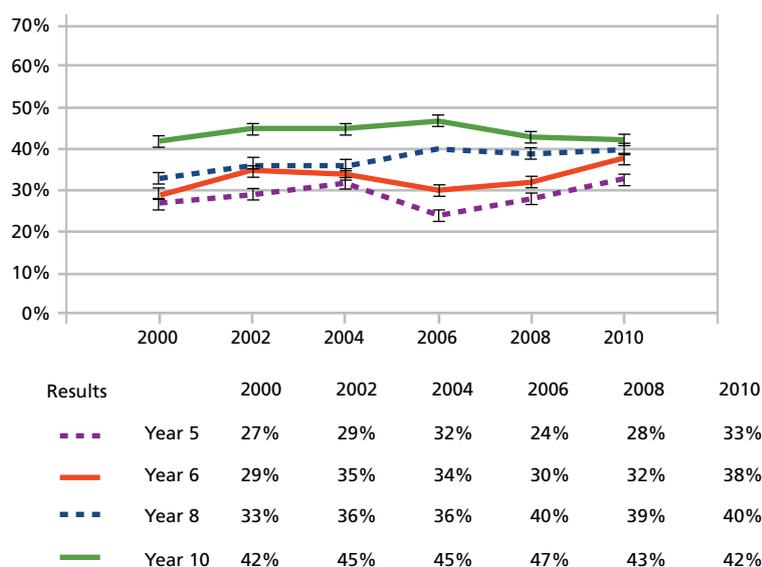
Source: Beaumont, (2011)

Well-being in Dudley: What do we know?

Young People

Percentage of young people scoring in the highest bracket of self-esteem scores (15-18), by calendar year 2000 - 2010. (Results for all respondents.)

Figure 4



Source: SHEU, 2010

Self-esteem in 11 and 13 year olds has increased in recent years with about 2 in 5 children having the highest levels of self-esteem scores. More than 2 in 5, 15 year olds continue to report the highest levels of self-esteem (Dudley Health Behaviour Survey, Figure 4).

Just over half of children in Dudley report good relationships with family and friends, a little more than nationally (58.9%, and 56% respectively; TellUs 4 survey).

Adults:

In 2006/07, Dudley Borough's Community Empowerment Network (Dosti) carried out consultation with residents of the Borough of Dudley on the subject of well-being. The consultation (telephone survey) considered level of satisfaction with 6 key areas of their life:

- Family life
- Life in their community
- Job (if working)
- Health
- Financial situation
- Life as a whole

The results are shown in Table 1. The residents of Dudley have high levels of satisfaction within different areas of their lives and were similar to national figures reported in Appendix 1. Working

status, especially employment emerged as a key factor influencing well-being and happiness. Work was believed to be an enabling factor in making people independent, providing a sense of purpose and it provides a social network. These positive effects of employment on well-being, need to be replicated for those who are not working.

Older people tended to be less satisfied with their health and this directly influenced their well-being. Health, healthcare and the ability to influence one's own health were seen as the most important factor in influencing well-being, along with the well-being of the family. An individual's happiness is strongly influenced by the well-being of their significant others (family and friends).

Level of satisfaction with key indicators of well-being in Dudley

Table 1

Indicator	Respondents very satisfied/satisfied (%)	Gender	Age	Working status	Deprivation
Family Life	95%		>65 less Satisfied	Not working less satisfied	
Life in their Community	90%				Less satisfied in more deprived groups
Job (if working)	88%				
Health	86%		>65 less Satisfied	Not working less satisfied	
Financial situation	84%	Men less satisfied	16-24 less satisfied	Not working less satisfied	
Life as a whole	94%	Men less satisfied		Not working less satisfied	

Source: MEL Research (2007)

"...as long as my family and my son is okay, then I'm happy and that's it."

"I think every day people make decisions against their own happiness in favour of somebody else."

"That sense of doing something that fulfils you and also feels like it's fulfilling for other people and actually rewarding not just yourself but other people..."

"There's an old saying that 'if your happy, I'm happy'."

Source: MEL Research (2007)

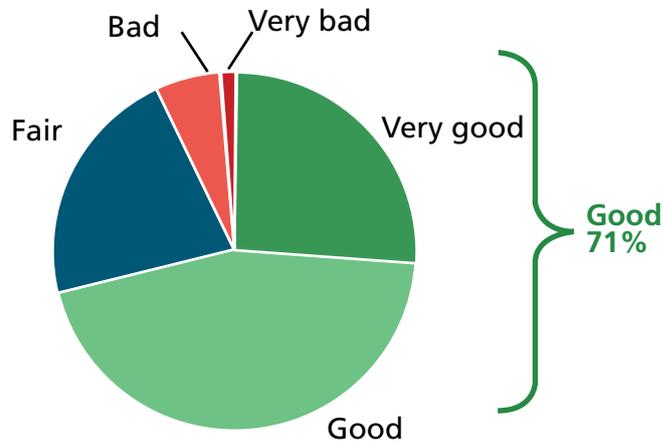
The general health of the adult population is evaluated with the question "How is your health in general?". For Dudley this was last asked and reported for the Place Survey 2008 (Figure 5).

Over 70% recorded their health as very good/good, though this was lower than that reported for England (76%) and Dudley reported that 7% had very bad/bad health (Figure 6).

Self-reported health and well-being Dudley (NI 119)

Figure 5

Q How is your health in general? Would you say it is...

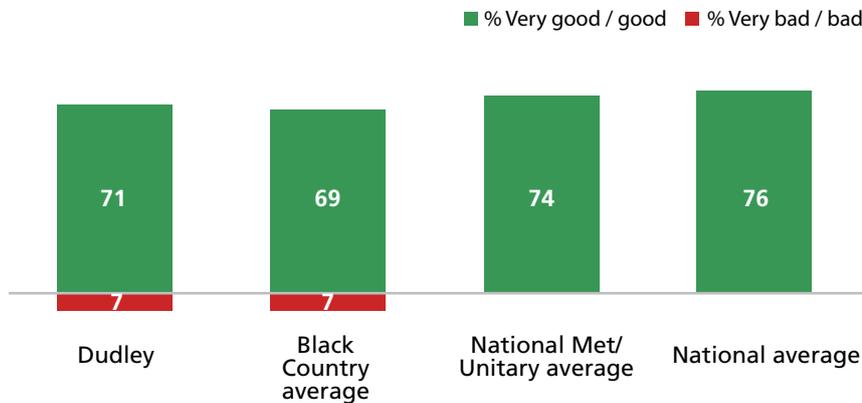


Ipsos MORI Base: All valid responses (990)

Self-reported health and well-being (NI 119) National and Dudley

Figure 6

Q How is your health in general? Would you say it is...



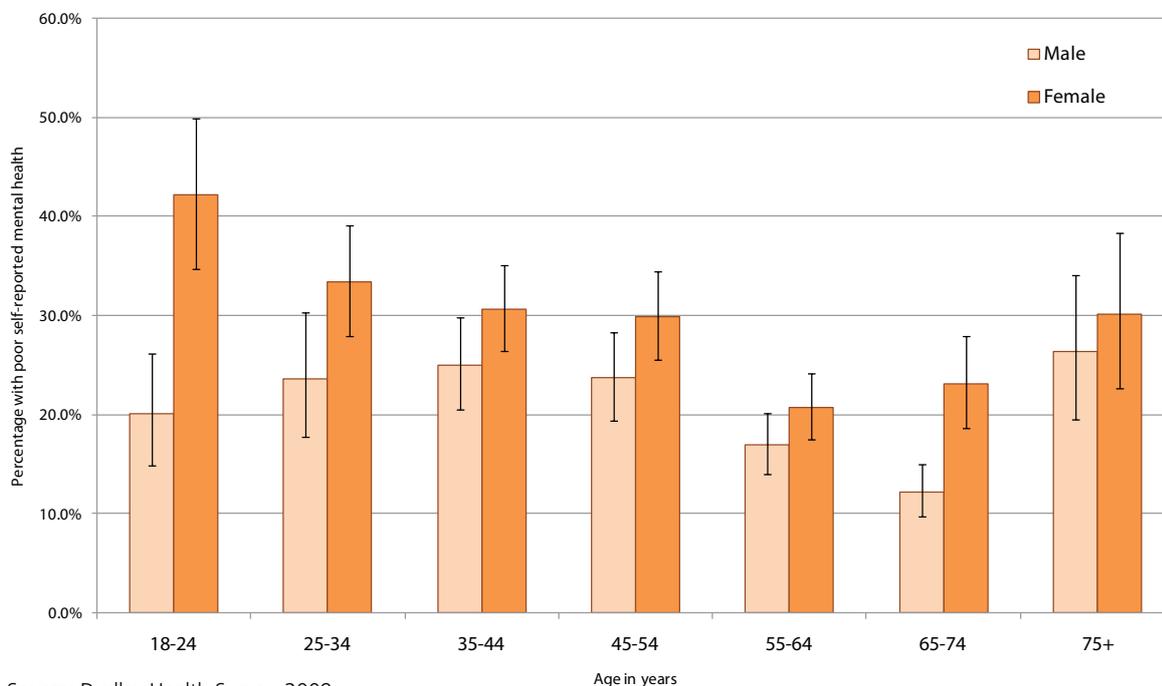
Ipsos MORI Base: All valid responses (820)

In terms of functional health and well-being the SF-12v2 Health survey questions were used (Dudley Health Survey 2004 and 2009). The mental component score (MCS) gives an indication of the mental well-being of the population. The proportion of the sample with poor self-reported mental health is higher for females (Figure 7). For women the proportion with poor self-reported mental health is highest for the 18-24 age band and improves up to the

age of 64, then declines again. There is less of an impact of age on self-reported mental health for men, only improving for the 55-74 age band. The long-term unemployed/never worked had a statistically higher proportion with poor self-reported mental health than those in work. There was also a link to deprivation with those in the most deprived quintile having a higher proportion of people with low self-reported mental health (Figure 8).

Dudley Health Survey 2009: Proportion of respondents with poor self-reported mental health, by age band and sex

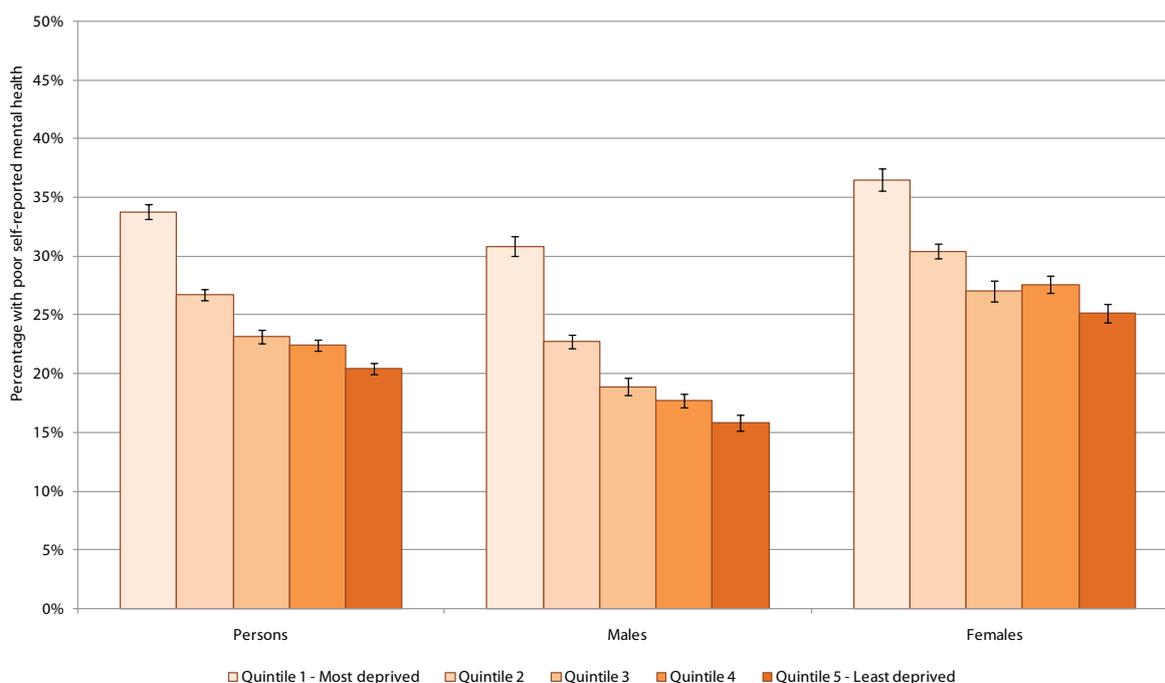
Figure 7



Source: Dudley Health Survey, 2009

Dudley Health Survey 2009: Directly standardised proportion of respondents with poor self-reported mental health, by sex and IMD(2007) quintile

Figure 8



Source: Dudley Health Survey, 2009

Older People:

There have been no specific consultations regarding well-being of older people in Dudley. The work with adults has included older people and highlighted that people aged 65+ were less satisfied with family life and their health, when compared with younger people.

Overall well-being in the people of Dudley is good, but what is recognised is that an individual's well-being is not static, it is transient both day to day and across the life-course. The factors that influence our well-being may be different depending on where we are in our life-course. What is apparent is that we could all benefit from having the tools to support us when these factors come along and affect our well-being.

Actions to improve well-being - National

The Foresight report "Mental Capital and Well-being: Making the most of ourselves in the 21st Century" (2008) analysed the most important drivers of mental capital (cognitive

and emotional resources) and mental well-being (feeling good and functioning well) to develop a long-term vision for maximising them in the UK for the benefits of society and the individual.

It was recognised that mental capital and mental well-being are intimately linked and hence always considered together. The key challenges identified from the evidence were:

- Learning through life
- Mental health
- Well-being and work
- Learning difficulties
- Mental capital through life

The Centre for well-being at the New Economic Foundation (nef) reviewed the actions for enhancing well-being that were identified in the Foresight report and identified five key messages on the evidence around social relationships, physical activity, awareness, learning and giving. These were used to develop the "Five ways to well-being", (Centre for well-being (nef), 2008).

Five Ways to Well-being

Figure 9



Source: nef, 2008

Actions to improve well-being - Local

As part of a wider strategy for marketing mental health and well-being across Dudley Borough the **Public Mental Health Programme** has adapted key health messages '**The Five Ways to Well-being**' for local use. These messages underpin continued Public Health activity to

improve mental health and well-being at a local level and support the current national mental health strategy to raise public awareness of how to improve everyone's mental capital and mental wellbeing through life (Figure 10).

Actions to improve well-being

Figure 10

Connect...

Keep in touch with friends and loved ones and get to know people in your local area.

Be active...

Find something you enjoy such as dancing, walking, gardening or sports to help you to feel and look good.

Take notice...

Take time out from daily routine – go somewhere or do something that makes you feel good.

Keep learning...

Trying new things can be fun and make you feel good as well as increase your confidence.

Give...

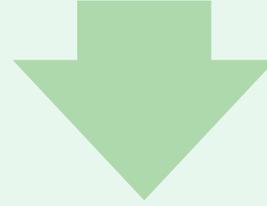
Volunteering to help others around you can be rewarding and make you feel valued.

*Adapted with kind permission from the New Economic Foundation (nef, 2008)

In the following chapters we look at what we know about the attitudes of Dudley people in relation to the 'Five Ways' and the degree to which Dudley people adopt healthy lifestyles.

■ Feeling Well: The five ways to well-being

What information can we glean about Dudley across the five ways to well-being?



Connect...

1. Connect

“Connect with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day”

New Economics Foundation

There is strong evidence that social relationships play an important role in promoting well-being and protecting against mental ill health, in all age groups.

1.1 The current state of play

The degree of social interaction people have with those around them is not easy to measure. Surveys such as the British Household Panel Survey (BHPS) and the Citizenship Survey have included questions which attempt to measure people's degree of 'connectedness' in different ways. For instance, they may be asked how much they feel they belong to their immediate neighbourhood, or whether they ever feel lonely.

Nationally, in 2008/09 two thirds of respondents to the BHPS reported that they were somewhat, mostly or completely satisfied with their social life. The Citizenship survey in 2010/11 reported that 78% of respondents felt strongly that they belonged to their neighbourhoods.

Information from a variety of sources in Dudley is presented in this chapter, which shows that on

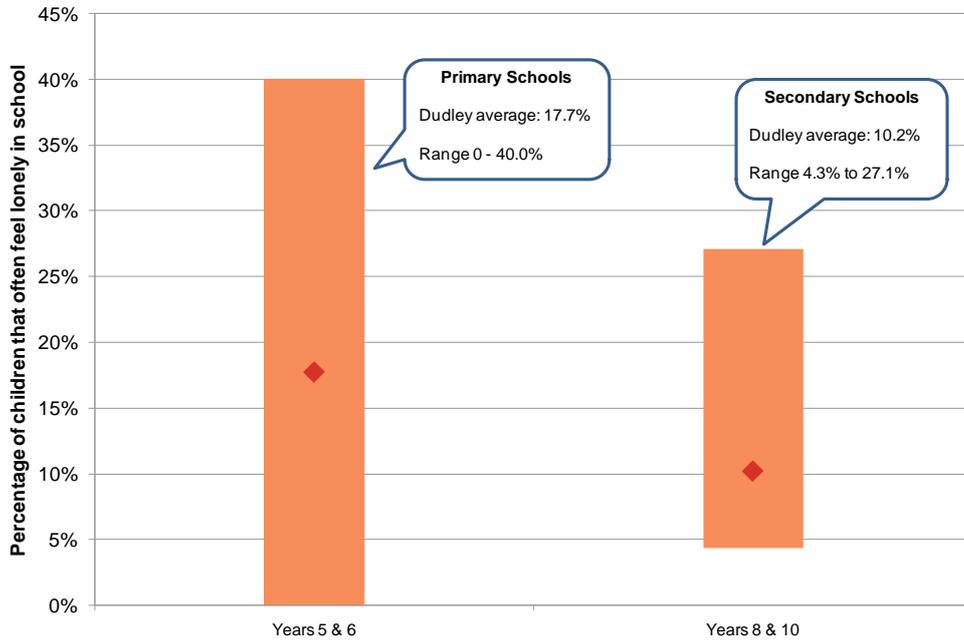
the whole people across all age groups express satisfaction with their levels of social contact, but that there are still areas for improvement.

Children

In 2010, overall, 18% of children in primary school years 5 & 6 (9-11 years old) reported that they often felt lonely in school, with the percentages in individual schools ranging from 0% to 40%. In secondary school years 8 & 10 (12-13 and 14-15 years old), fewer children reported feeling lonely, with an average of 10%, range 4% to 27% (see Figure 1.1). In primary schools there was a clear link with deprivation, where children in the most deprived national quintile were significantly more likely to feel lonely than those in the least deprived. No such relationship was seen in secondary schools.

Figure 1.1

Percentage of children in school years 5 & 6 and 8 & 10 that, often feel lonely in school



Source: Dudley Schools Health-related Behaviour Survey 2010

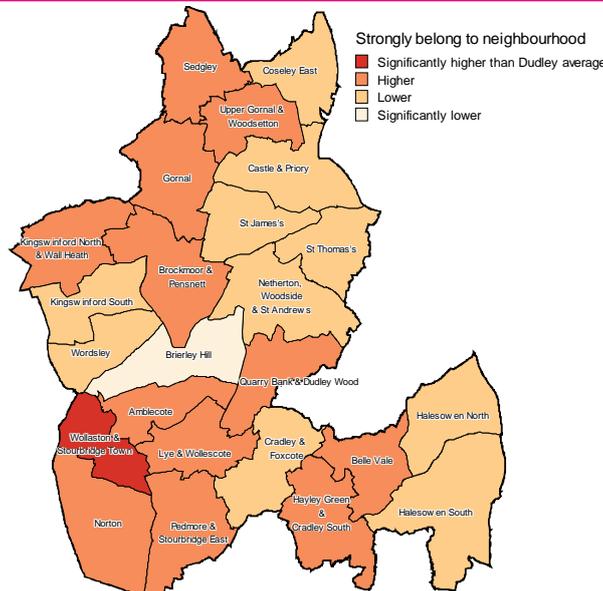
Adults

The Place Survey (2008) asked respondents across all Local Authorities in England how strongly they felt they belonged to their immediate neighbourhood. For Dudley 62% of adults strongly felt that they belonged to their immediate neighbourhood, compared with 77% nationally (IPSOS Mori, 2010). This indicates a

lesser degree of connectedness in Dudley. There was some geographical variation, with Wollaston & Stourbridge Town having the highest level of belonging and Brierley Hill the lowest (Figure 1.2). There was a relationship with deprivation, with levels of belonging being higher in the least deprived areas.

Dudley Place Survey 2008: Proportion of respondents who feel strongly that they belong to their immediate neighbourhood by 2004 electoral ward.

Figure 1.2



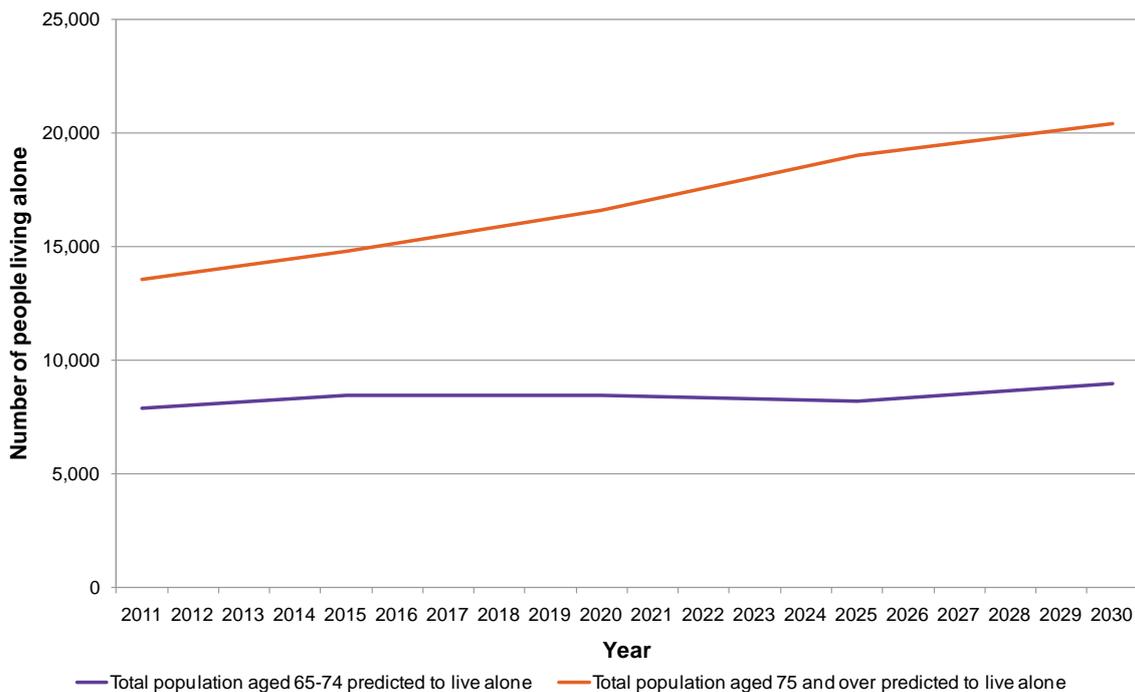
Source: Dudley Place Survey 2008
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Older people

More than 21,000 adults aged 65 and over currently live alone in Dudley and this is projected to rise by 37% by 2030, in line with the predicted population increase. Most of this increase will be in people aged 75+ years (Institute of Public Care, 2011) (Figure 1.3).

Number of older people in Dudley borough predicted to be living alone, 2011 to 2030

Figure 1.3



Source: Projecting Older People Population Information update 6.0, poppi.org.uk

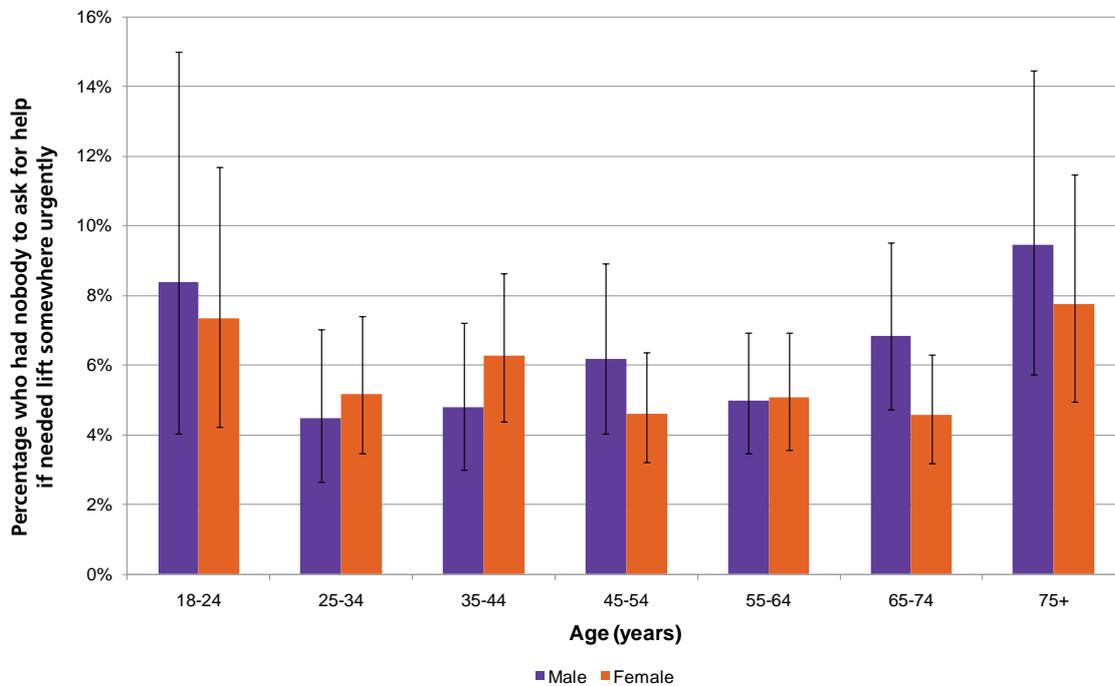
Results from the Dudley Health Survey 2004 show that older people may be more likely than younger adults to have nobody to turn to when in need of help. Among both males and females, those at either end of the age spectrum (i.e. age 18-24 years and 75 years and over) were more likely to have nobody to ask if they needed a lift somewhere urgently, although the difference

was not statistically significant. Those aged 75 years and over were also more likely to have nobody to help if they were ill in bed and needed help at home. In females, in particular, more than 10% of respondents aged 75 years and over had nobody to help, which is significantly higher than the lowest rate of less than 4% in 55-64 year olds (Figure 1.4 and Figure 1.5).

Dudley Health Survey 2004 show that older people may be more likely than younger adults to have nobody to turn to when in need of help.

Dudley Health Survey 2004: Percentage of respondents who had nobody to ask for help if they needed a lift somewhere urgently, by age and sex.

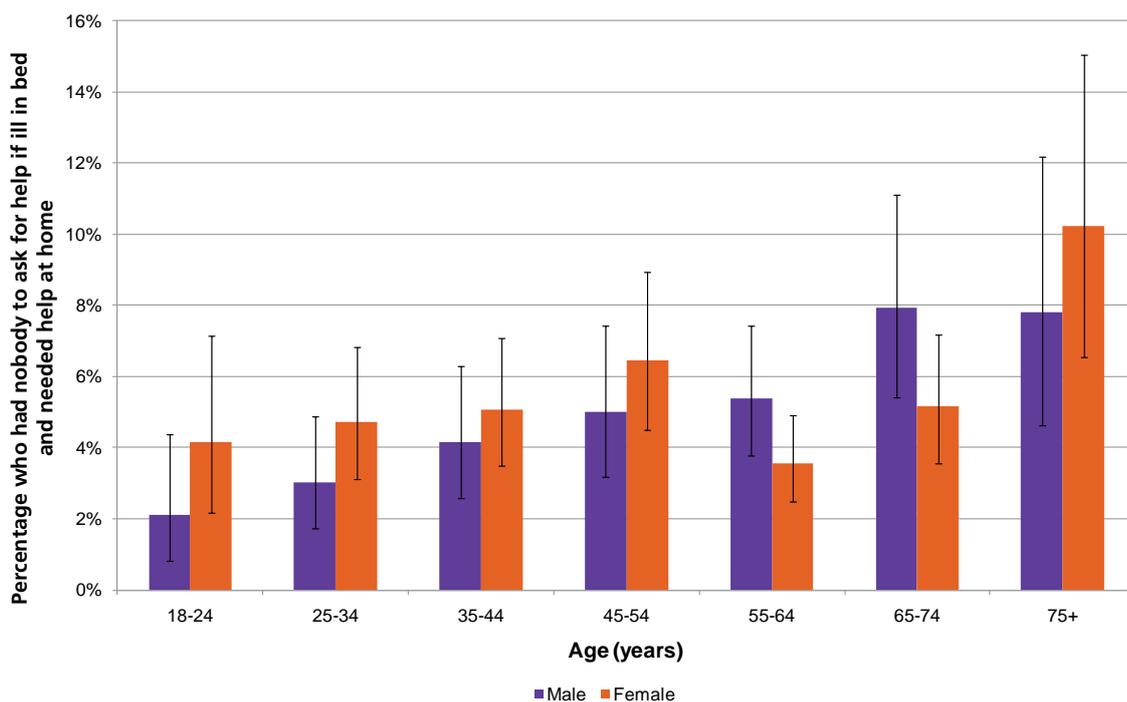
Figure 1.4



Source: Dudley Health Survey 2004

Dudley Health Survey 2004: Percentage of respondents who had nobody to ask for help if they were ill in bed and needed help at home, by age and sex

Figure 1.5



Source: Dudley Health Survey 2004

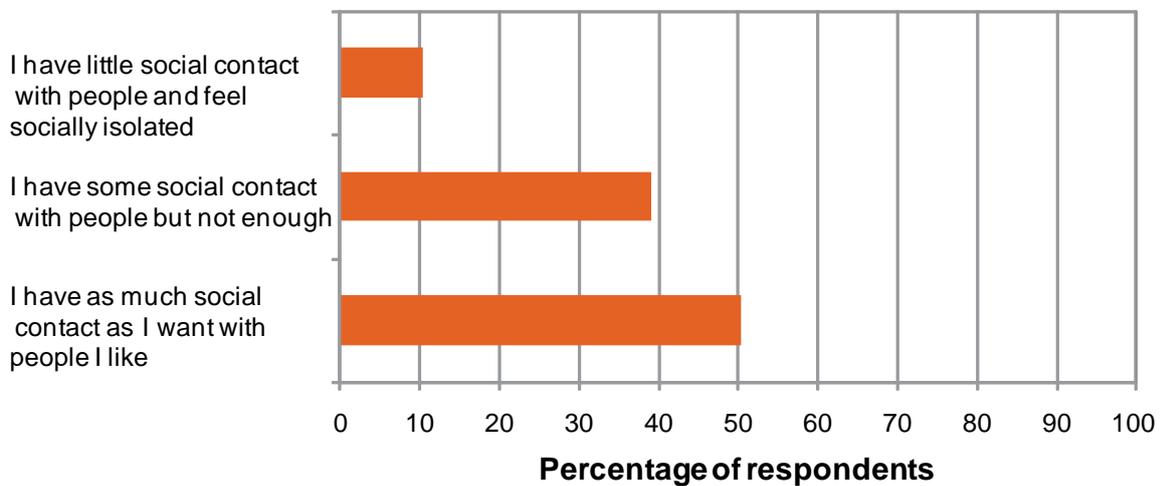
Carers and users of social services

Two other groups for whom social isolation is a possible risk, are carers and those being cared for. The Personal Social Services (PSS) Survey of Carers known to Councils 2009-10 showed that just over half of carers surveyed in Dudley had as much social contact as they wanted with people they liked. At the other end of the scale, 10% had little social contact and felt socially isolated (Figure 1.6).

The same question was asked to users of social services in the PSS Adult Social Services survey 2010-11. In Dudley 44% of users reported having as much social contact as they liked with people they like, and a further 36% had adequate social contact, but only 3.5% reported feeling socially isolated (Figure 1.7).

Carers – degree of social contact, 2009-10

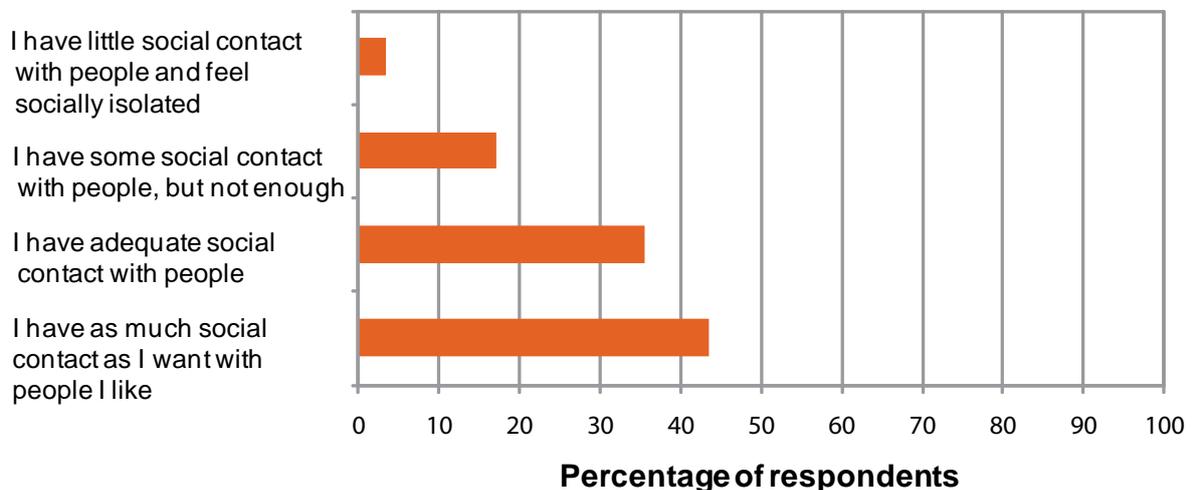
Figure 1.6



Source: Survey of Carers known to Councils, 2009-10

Users of social care – degree of social contact 2010-11

Figure 1.7



Source: Users of Social Care Survey, 2010-11

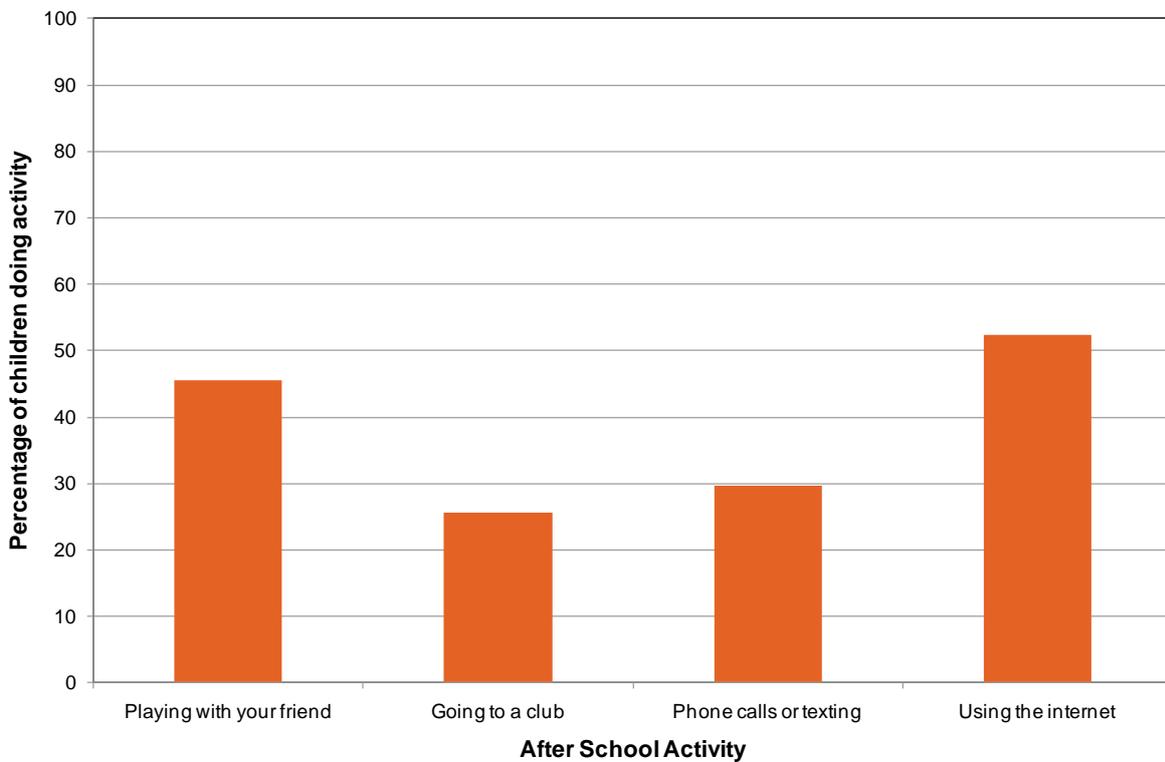
1.2 What people are doing

In the Dudley primary schools behaviour survey (2010), children in school years 5 & 6 were asked to select from a list, which activities they had participated in after school on the previous day. Around 45% of children reported playing with friends, 25% reported going to a club and nearly 30% making phone calls or texting. Over

50% used the internet, which, depending on the activity, may or may not be considered to be social interaction. 15% of children did not take part in any social activities (those listed above plus playing sport) (Figure 1.8). Sport has not been included here, as it is covered in more detail later.

Children in school years 5 & 6 taking part in social activities after school, 2010

Figure 1.8



Source: Dudley schools health-related behaviour survey 2010

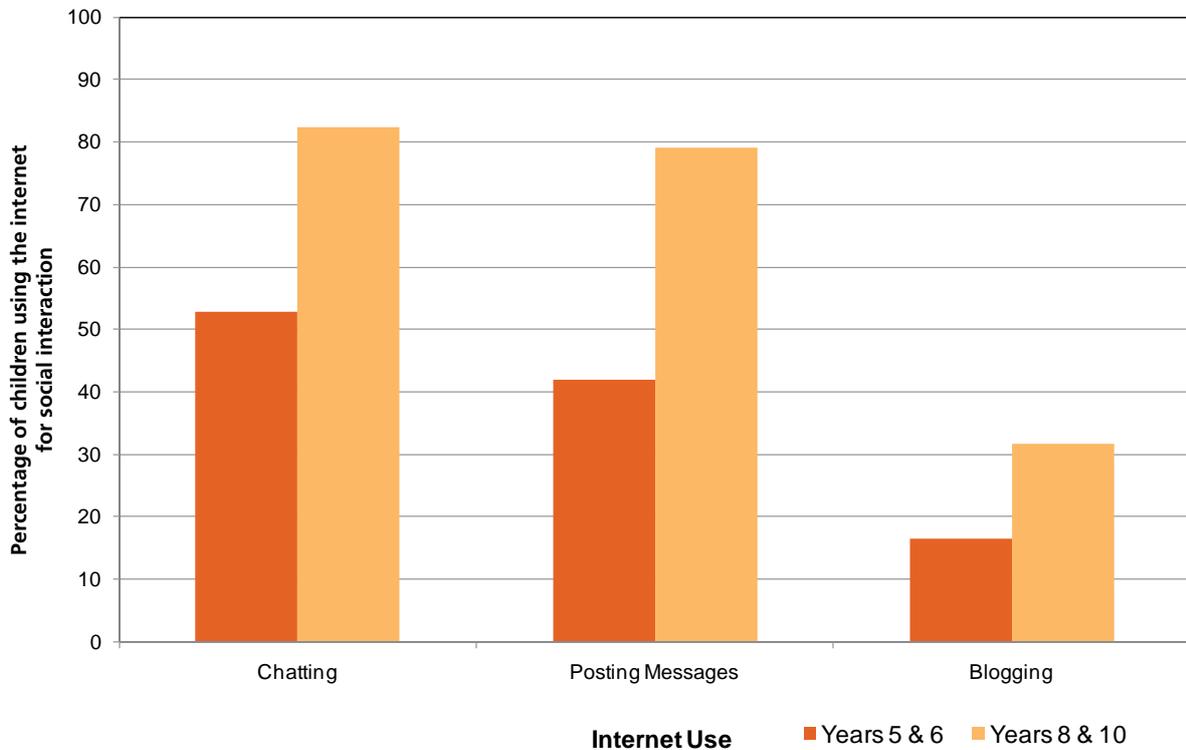
In the Dudley secondary schools behaviour survey (school years 8 & 10), 47% of children reported meeting friends after school on the previous day, a similar result to that in primary schools. 65% of children reported using the phone/texting – of these, half used the phone for an hour or less, but 22% reported using it for more than 4 hours. Similarly, 66% of children reported using the internet, with 33% of these using it for less than an hour and 28% for more than 4 hours. 9% did not take part in any social activities (those listed

above plus playing sport or volunteering). Sport and volunteering are covered in more detail in later chapters.

The same survey questioned children further on their use of the internet. The chart below shows those uses of the internet which could be classed as 'social'. It shows that a higher percentage of children in secondary school use the internet for social interaction than those in primary, with over 80% of internet users using it to chat to others. (Figure 1.9)

Use of the internet for social interaction among primary and secondary school children, 2010

Figure 1.9



Source: Dudley schools health-related behaviour survey 2010

Nationally, Oxford Internet Surveys (OxIS) carry out a 2-yearly survey of internet users aged 14 years and over. Results from this survey shows that in 2011, 96% of people used the internet for email communication, and 60% visit social networking sites (this has increased from 17% in 2007). 46% of people said that the internet had increased the contact they had with friends who live far away.

In Dudley, 62% of addresses have a fixed broadband internet connection. This compares to 69% in England as a whole. Internet access is also available for free through local libraries – in 2010/11 560,000 hours worth of internet time was available, with a take-up of 38%.

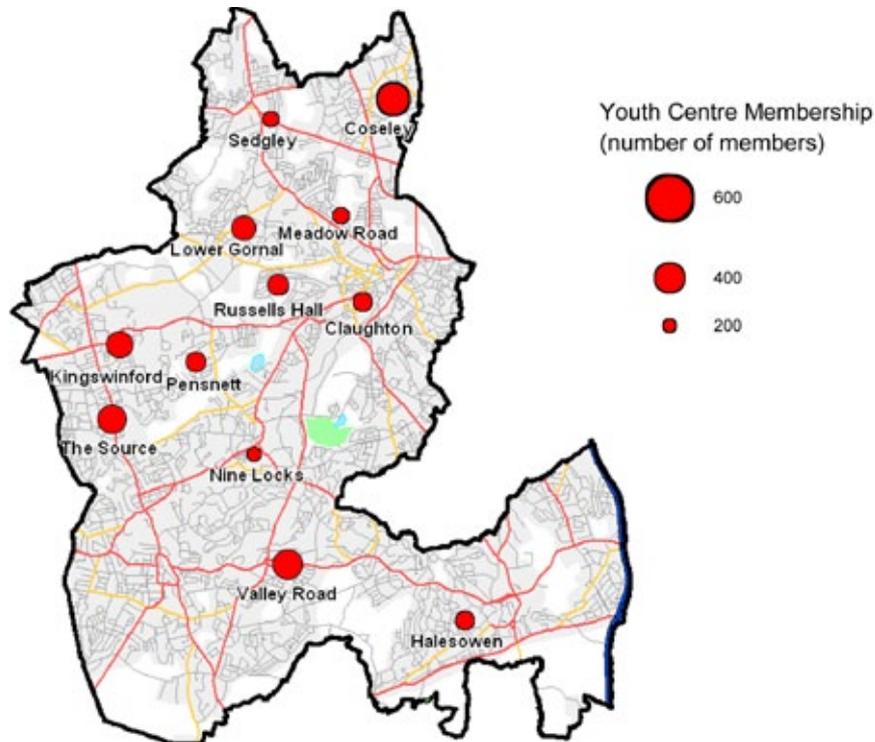
Membership of clubs is a valuable way of

increasing social interaction, and there are a wide range of clubs available in Dudley. The Dudley Youth Survey of 13-19 year olds (2011) revealed that 27% of young people attended a uniformed club, such as scouts or guides, 24% were members of an arts/drama club, and 22% attended their local youth club. Only 6% of respondents did not attend any club.

Figure 1.10 shows the membership of Dudley MBC youth clubs by centre. The centres are spread across the borough, although noticeably there are none within the Stourbridge area. Membership of the centres is mixed, with some attracting a much higher membership than others. Overall, around 15% of 13-19 year olds in Dudley are members of a Dudley MBC youth club.

Membership of Dudley MBC Youth clubs, 2010-11 by centre

Figure 1.10



Source: Dudley Youth Service
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Information on adult attendance at social clubs is limited, but the Dudley results from the Active People Survey show that 21% of respondents are members of a sports club (this includes health and fitness clubs and gyms).

In addition to attendance at clubs, Dudley libraries hold a large range of different activities - over a thousand activities in the 3 months to September 2011, with over 12,000 attendances (Table 1.1). These include reading groups for both adults and teenagers and activities for young children such as 'rattle and rhyme' sessions.

Activities in Dudley libraries, Jul-Sep 2011

Table 1.1

Activity Type	Number of Activities	Number of people attending
Library-based activities	1149	12283
Outreach activities	73	5617
Health-related	17	164
Reading groups	37	
Events 0-12 years	563	12737
Events 13-17 years	21	564
Family events	14	456
Cultural events	1	39
Events delivered by partners	255	1831

Source: Dudley library service

The information gathered suggests on the whole, most people are generally content with the amount of social interaction they have, but more could be done to encourage adults to join social groups and we need to gain a better record of the broad range of these community assets.

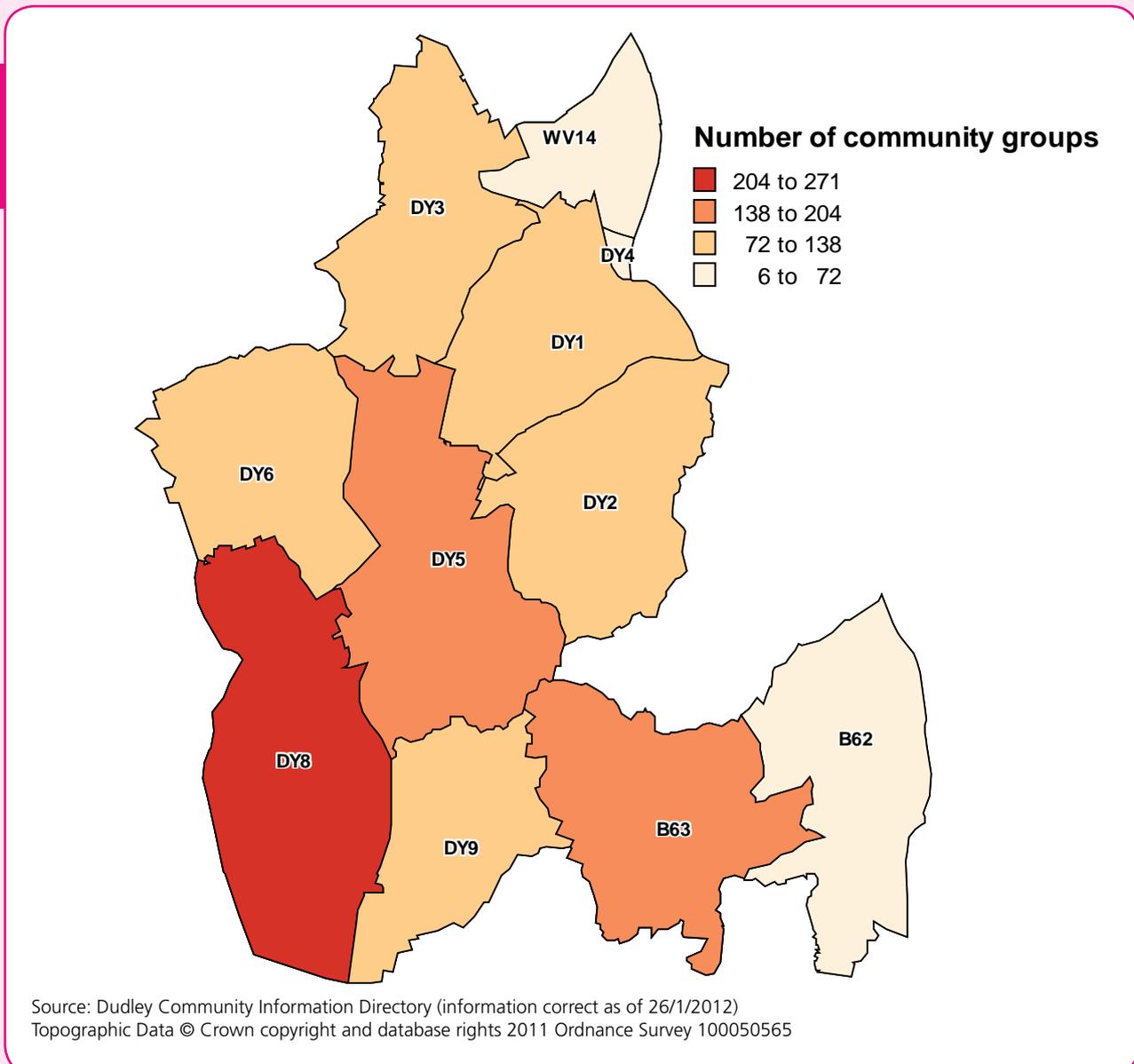
1.3 What else you could do

For those interested in attending social groups, the Dudley Community Information Directory (www.dudleyci.co.uk) is a 'one-stop shop of

everything that's going on in the community, including clubs, events, activities'. It relies on social groups adding their own details to the database, so does not provide a complete picture. Nevertheless, it lists over a thousand different activities across the borough, and can be searched by area and target age group. It shows the greatest concentration of community groups is within the Stourbridge area (DY8) (figure 1.11). In addition, Dudley libraries also hold information on local community groups and activities.

Number of sports and leisure groups in Dudley recorded on the Dudley Community Information Directory

Figure 1.11



Dudley youth service runs a number of youth clubs for young people aged 13-19. Each youth club differs in the number of weekly sessions it runs, as shown in table 1.2.

Dudley Youth Club sessions, 2010/11

Table 1.2

Youth Centre	Number of Sessions per week
Kingswinford Youth Centre	5
Nine Locks Youth Centre	2
Pensnett Youth Centre	2
The Source Youth Centre	4
Cloughton Youth Centre	3
Meadow Rd Youth Centre	4
Russells Hall Youth Centre	5
Coseley Youth Centre	4
Lower Gornal Youth Centre	5
Sedgley Youth Centre	2
Halesowen Youth Centre	5
Valley Rd Youth Centre	4

Source: Dudley Youth Service 2011

Here’s how joining a club or group has helped people in our Borough.

Dudley Healthy Schools Public Health Programme

recognises and actively promotes the ‘Connect’ message to schools as part of the Whole School Approach to emotional health and well-being.

The locally developed Parent Involvement Programme encourages the connection between parents and school at the onset of their child’s education by delivering a yearlong series of craft and activity based lessons based on the SEAL (social and emotional aspects of learning) resources.

What parents say:

“I love coming as it gives me one to one time with my son. We have so much fun, can’t wait until next time.”

“I think that doing an activity with your child is lovely, its quality time.”

“We all worked together, it was great!”

What schools say:

“The family learning activities that took place in reception last academic year were particularly beneficial on many levels...”

“We strongly believe that the level and quality of attention these children received because of the structure of this programme enhanced their experience in our Reception class and strengthened their ability to transition into year 1.”



Source: Dudley Healthy Schools Programme

Age UK Dudley Springboard to Health & Well-being Project.

"Springboard has helped me to get over the death of my husband and meet new people." Dorothy Fanthom.



"I am on my own, no husband or family. I am glad to have the opportunity to meet other people in Merry Hill Activity Centre." Anonymous.



"Company and chat with people makes me feel less isolated and lonely. The Friendship Group is close to get to and I enjoy it very much. I now go out too much and my daughter jokes I don't see her." Jean Gorman.



Age UK Dudley has been a life saver for me. I have done computers classes and exercise classes –something I didn't do when I was young. I have made friends with so many lovely people which is so important when you are older.”
Dorothy Baker.



“I have been unable to work or leave the house much since 1997 due to illness and in October 2008 found myself a single woman again after 40 years of marriage. This all left me feeling lonely, isolated and frustrated but in September 2010 I found out about the classes organized by the Springboard team at Age UK Dudley Merry Hill Activity Centre. I have since completed a photography class, intermediate computer and crafty IT and now attend the watercolour painting and yoga classes. This has given me a huge boost mentally because I now speak to and meet other people a couple of times a week and the classes give me a sense of achievement and also some gentle physical exercise.”
Judith Wilson.



Source: Age UK Dudley

Be active...

2. Be active

“Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and one that suits your level of mobility and fitness”

New Economics Foundation

2.1 The current state of play

There is a growing body of evidence that physical activity has a positive impact on well-being, and exercise does not need to be particularly intense to make you feel good (National Economic Foundation)

Physical activity is relatively easy to measure. Among children, the School Sport Survey (DCSF, 2008) shows that in 2007/08, 89% of pupils in Dudley participated in at least two hours of high quality PE and out of hours school sport in a typical week. This is on a par with the national average of 90%. 25% of pupils participated in one or more community sports, dance or multi-skill clubs with links to the school.

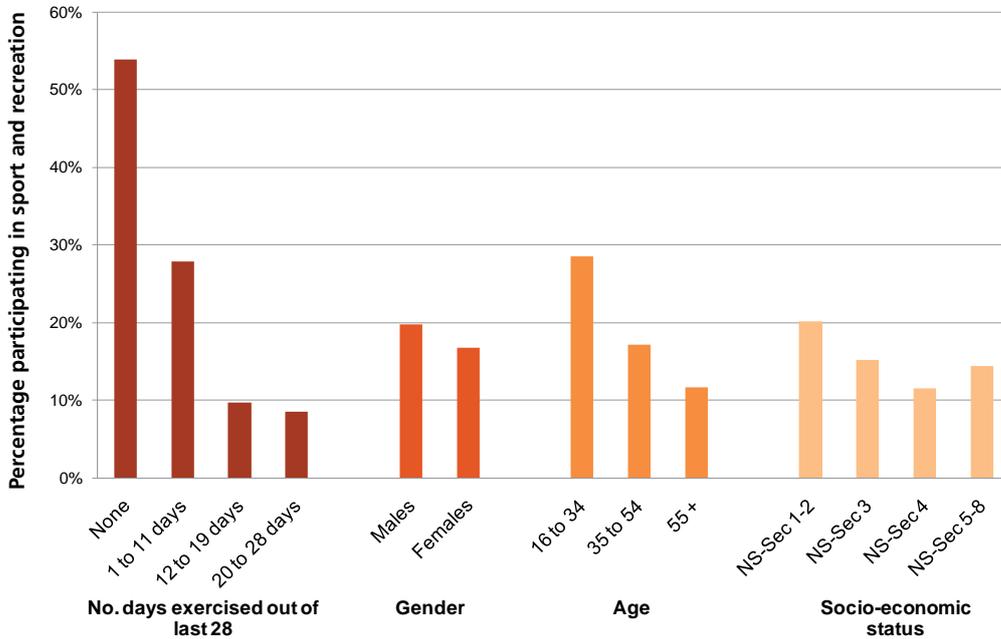
A third (33%) of respondents to the Dudley Youth Survey reported taking part in physical activity outside school hours at least twice a week, and a further third took part weekly.

Among adults (aged 16 and over), the Sports England Active People Survey reveals that only 18% of adults achieved the recommended amount of 30 minutes of sport and/or active recreation 3 times per week (12 sessions in 28 days) and 53% had not done any in the last 28 days. Active recreation is classed as walking or cycling for recreation. Activity levels are highest in the 16-34 year age group, where nearly 30% achieved the recommended level (Figure 2.1) and lowest in the 55 and over age group (9%).

Physical activity has a positive impact on well-being, and exercise does not need to be particularly intense to make you feel good

Figure 2.1

Percentage of Dudley population aged 16 and over who participated in sport and recreation for 12 or more days in last 4 weeks (Oct 2009 – Oct 2011)



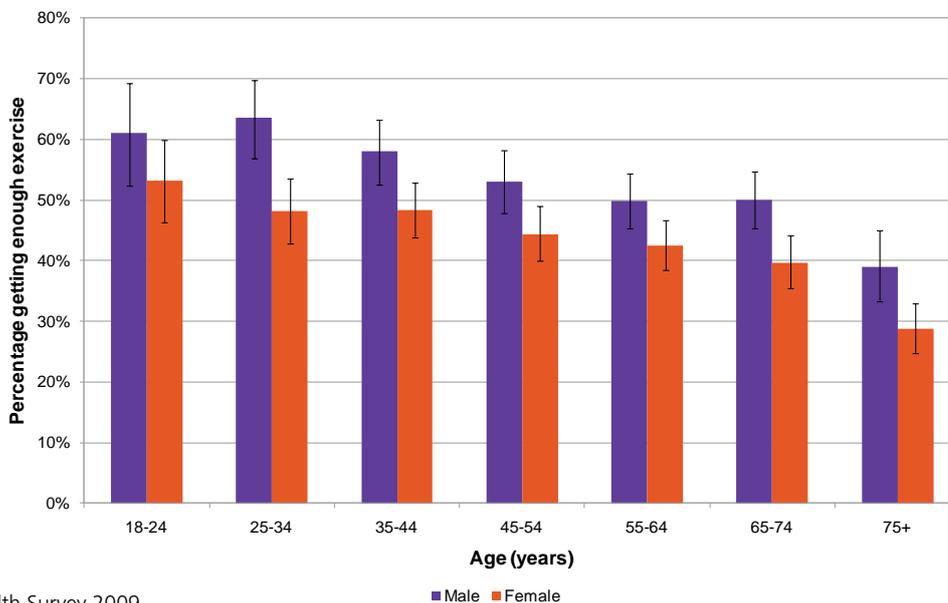
Source: Sports England Active People Survey

The Dudley Health Survey 2009 asked respondents on how many days during the last week they had done 30 minutes of moderate physical activity. Overall, 49% of respondents reported getting enough exercise (at least 3 sessions per week), which is much higher than

the Active People Survey, and may be because it included any physical activity, whether for recreation or otherwise. Among males the proportion was highest in 25-34 year olds, and in females it was highest in 18-24 year olds (Figure 2.2).

Percentage of adults who get enough exercise, by age and sex, 2009

Figure 2.2



Dudley Health Survey 2009

2.2 What people are doing

The Dudley Schools Health Related Behaviour Survey 2010 asked children in school years 5 & 6 (primary school) and years 8 & 10 (secondary school) what activities they took part in outside school hours. Among primary school children the most popular activity for boys was football, with

62% of boys playing football at least weekly. 53% of girls took part in dancing/gymnastics/trampolining (Table 2.1). In secondary school the most popular activity among boys was still football (55%) and among girls it was going for a walk (49%) (Table 2.2).

Years 5 & 6: Percentage of children taking part in activity outside school hours at least weekly

Table 2.1

	Boys		Girls		All Children	
	No.	%	No.	%	No.	%
Running for exercise (in races or tag games)	1824	59.0%	1486	49.4%	3310	53.7%
Keep-fit	1565	50.8%	1314	43.8%	2879	46.8%
Going for walks	1375	44.1%	1462	48.0%	2837	46.5%
Football (soccer)	1929	61.3%	518	17.2%	2447	40.2%
Riding your bike	1393	44.6%	951	31.4%	2344	38.1%
Swimming	1097	35.3%	1161	38.3%	2258	37.2%
Dancing/gymnastics/trampolining	605	19.7%	1605	53.2%	2210	36.3%
Basketball	730	23.7%	408	13.8%	1138	18.7%
Martial arts e.g. judo, karate etc	650	21.1%	346	11.5%	996	16.4%
Cricket / Kwick cricket	702	22.8%	209	7.0%	911	14.9%
Tennis/short tennis	574	18.7%	313	10.5%	887	14.6%
Roller skating	380	12.3%	487	16.1%	867	14.1%
Other physical or sporting activities	425	16.3%	357	13.8%	782	12.9%
Netball / First step netball	265	8.7%	436	14.5%	701	11.5%
Rounders	446	14.5%	239	8.0%	685	11.3%
Hockey	346	11.3%	222	7.4%	568	9.4%
Rugby/mini rugby	461	15.0%	107	3.6%	568	9.4%
Horse riding	124	4.0%	287	9.5%	411	7.9%

Source: Dudley Primary Schools Behaviour Survey 2010

Years 8 and 10: Percentage of children taking part in activity outside school hours at least weekly

Table 2.2

	Boys		Girls		All Children	
	No.	%	No.	%	No.	%
Going for walks	842	28.5%	1363	48.6%	2205	37.9%
Football (soccer)	1618	54.6%	383	13.6%	2001	34.6%
Dancing/gymnastics	281	4.7%	1324	23.6%	1605	27.6%
Riding a bicycle	1198	40.5%	389	13.8%	1587	27.3%
Jogging	904	30.5%	642	22.8%	1546	26.7%
Swimming	633	21.4%	637	22.7%	1270	21.8%
Basketball	607	20.7%	259	9.3%	866	15.0%
5-a-side football	698	23.7%	121	4.3%	819	14.1%
Badminton	461	15.7%	258	9.2%	719	12.5%
Pool/snooker	557	18.9%	141	5.0%	698	12.0%
Weight training	501	17.0%	136	4.9%	637	10.9%
Fitness/Aerobics	267	9.1%	359	12.8%	626	10.8%
Table tennis	405	13.8%	150	5.4%	555	9.7%
Darts	421	14.3%	102	3.6%	523	9.1%
Rugby	458	15.3%	23	0.8%	481	8.4%
Cricket	392	13.2%	83	2.9%	475	8.3%
Tennis	296	10.0%	165	5.9%	461	8.0%
Boxing	320	10.9%	118	4.2%	438	7.6%
Netball	56	1.9%	374	13.3%	430	7.5%
Martial arts e.g. judo, karate	267	9.1%	123	4.4%	390	6.8%
Roller blading/skating	163	5.5%	180	6.4%	343	3.0%
Hockey	163	5.5%	139	4.9%	302	5.2%
Fishing	221	7.5%	48	1.7%	269	4.7%
Cross-country	161	5.4%	98	3.5%	259	4.5%
Horse riding	54	1.8%	200	7.1%	254	4.4%
Golf	211	7.1%	38	1.3%	249	4.3%
Skate-boarding	184	6.2%	65	2.3%	249	4.3%
Ice skating	86	2.9%	159	5.7%	245	4.2%
Rounders	119	4.0%	114	4.1%	233	4.0%
Track/field (e.g. hurdles)	129	4.3%	95	3.4%	224	3.9%
Motorbike scrambling	172	5.8%	39	1.4%	211	3.7%
Other	98	3.3%	89	3.2%	187	3.2%
Squash/racketball	115	3.8%	47	1.7%	162	2.8%
Volleyball	87	2.9%	54	1.9%	141	2.5%
Club cycling	88	2.9%	34	1.2%	122	2.1%
Hiking/orienteering	78	2.6%	43	1.5%	121	2.1%
Rowing	74	2.5%	32	1.1%	106	1.8%
American football	82	2.7%	16	0.6%	98	1.7%
Canoeing	53	1.8%	32	1.1%	85	1.5%
Sailing	46	1.5%	18	0.6%	64	1.1%

Source: Dudley Secondary Schools Behaviour Survey 2010

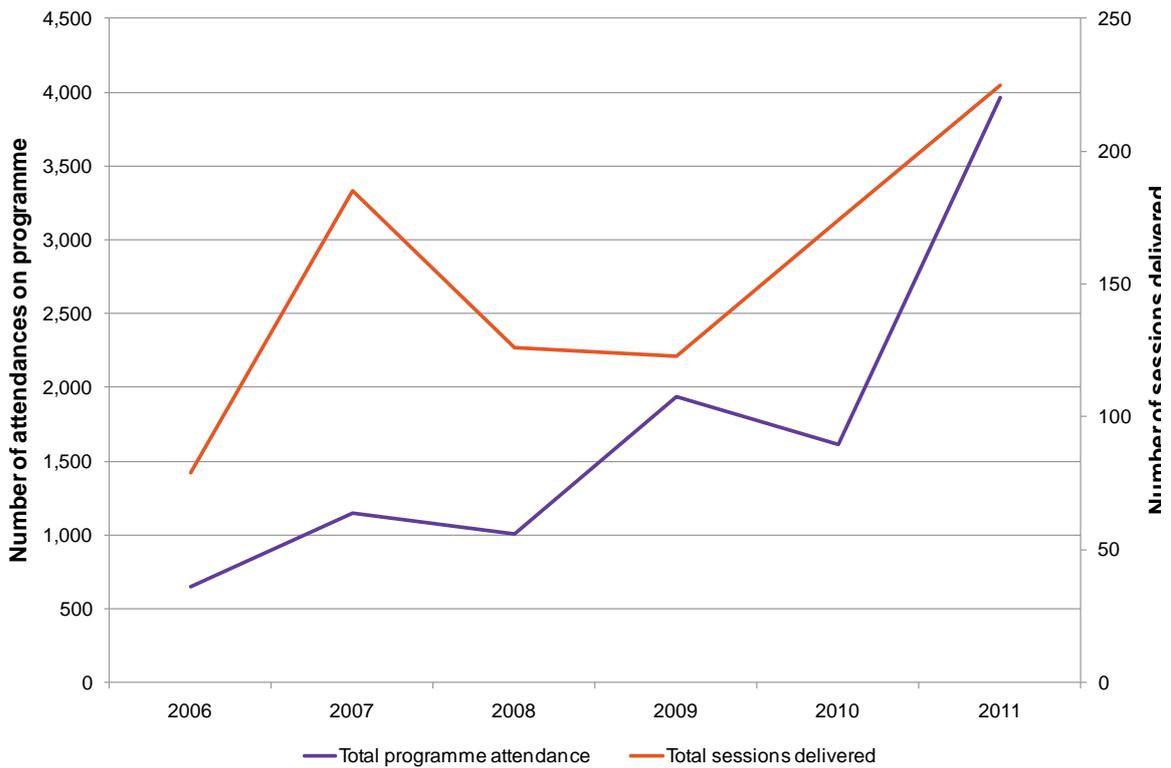
Park activities

Dudley PCT and Dudley MBC have worked together for a number of years to deliver a programme of summer activities for children. The programme has varied from year to year in

the type and number of activities delivered and the location. Both the number of activities run and the total attendance have increased since the programme began in 2006 (Figure 2.3).

Number of Summer Activities run in Dudley Parks 2006-2011, and total attendance at activities

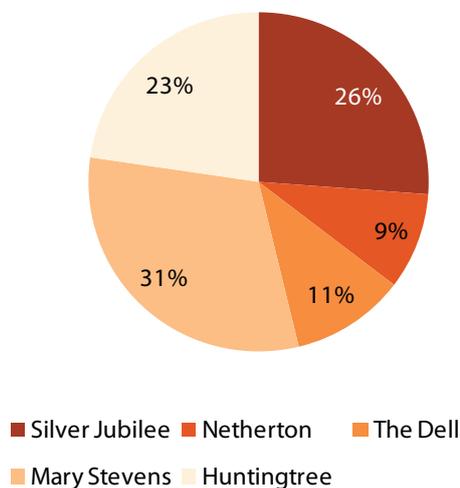
Figure 2.3



Source: Dudley Public Health Physical Activity Team

Summer Activity programme attendances 2011 at healthy hubs

Figure 2.4



Source: Dudley Public Health Physical Activity Team

In the last 2 years this programme has been delivered through the Healthy Towns initiative, focussed on the 5 healthy hubs. Over 30% of attendances are at Mary Stevens Park, while Netherton Park had the fewest attendances (Figure 2.4).

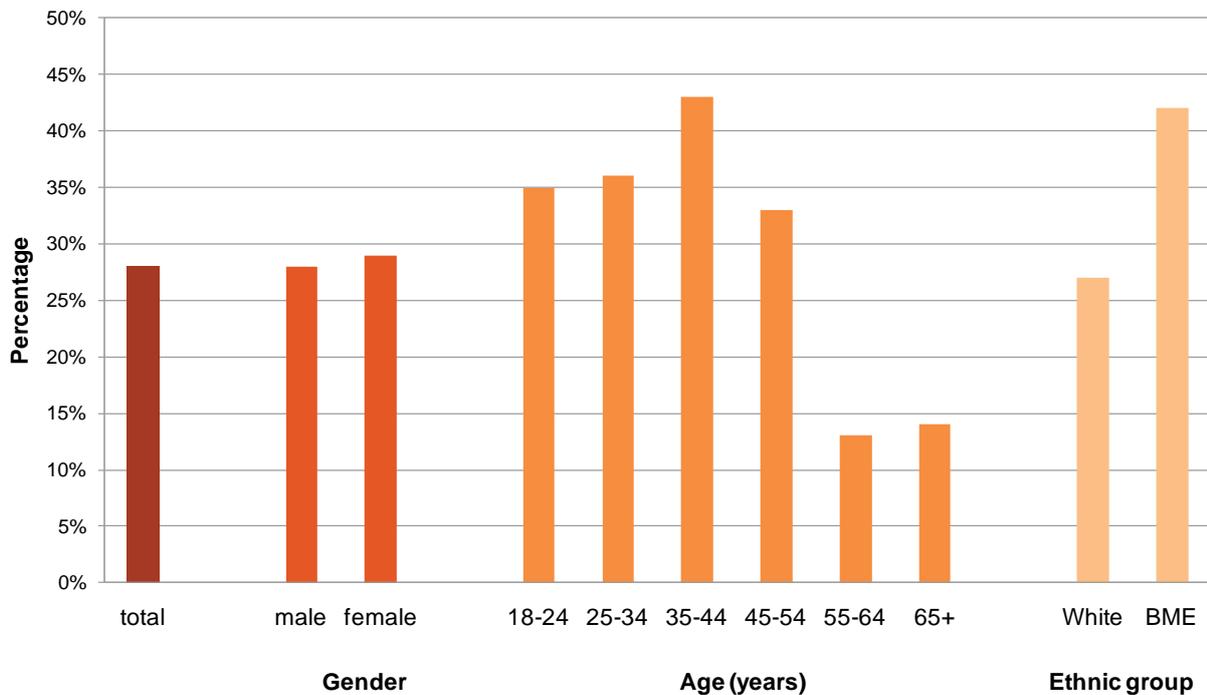
The Healthy Towns initiative delivers a range of activities at the 5 healthy hubs. The majority of activities are delivered by the park rangers, who deliver around 15-20 sessions per week. These include sports coaching, gym, walking and after schools clubs. Other activities are delivered through partner organisations. For instance, Dudley Public Health deliver sessions such as Get Cooking, Smoking Cessation and Fit Blokes while Dudley MBC deliver adult education, youth services and sports development. Other organisations using the hubs include Age UK Dudley and Friends of Parks groups. Total attendance at Hub activities from September 2010 to September 2011 was 24,653.

Use of sports and leisure facilities

Dudley MBC runs three leisure centres in the Borough, in Dudley, Stourbridge and Halesowen, providing a range of sport and leisure facilities. These include swimming, fitness classes, gym and squash courts. There is also an outdoor sports facility at the Dell Stadium. According to the Dudley Place Survey 2008, around 28% of people use council sport and leisure facilities at least once a month (Figure 2.5). The rate is highest in 35-44 year olds, with 43% having used facilities in the last month. On average, 32% of working age adults have used facilities in the last month compared to just 13% of over 65 year olds (Figure 2.6).

Percentage of adults using Dudley MBC sports/leisure facilities at least once a month, by age, sex and ethnic group

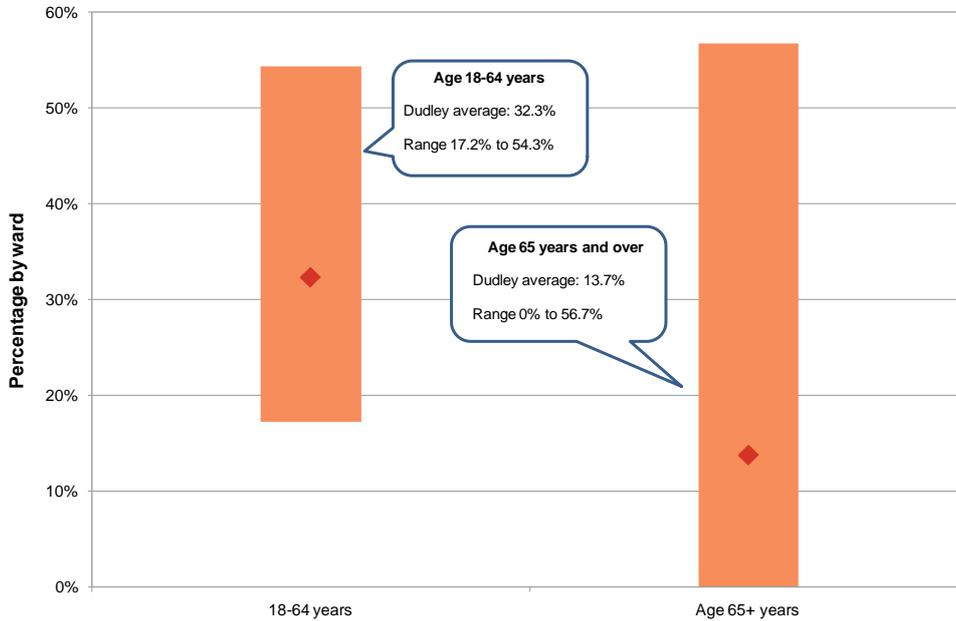
Figure 2.5



Source: Dudley Place Survey 2008

Figure 2.6

Percentage of adults using Dudley MBC sports/leisure facilities at least once a month by age and the range for 2004 electoral ward



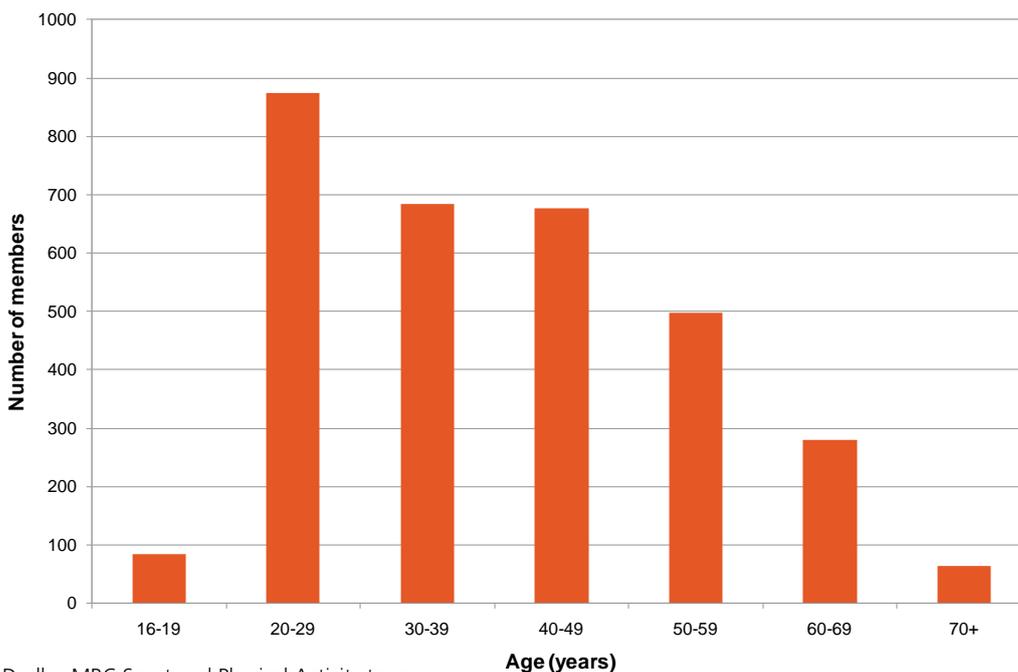
Source: Dudley Place Survey 2008

Figure 2.7 shows the number of people that have taken out direct debit membership of Dudley leisure centres by age group. Membership is open to anyone aged 16 and over, whether

they are resident in Dudley or not. As the figure shows, the number of members is highest in the 20-29 year age group, falling with increasing age.

Number of members of Dudley MBC leisure centres by age group, as at 7 Dec 2011

Figure 2.7

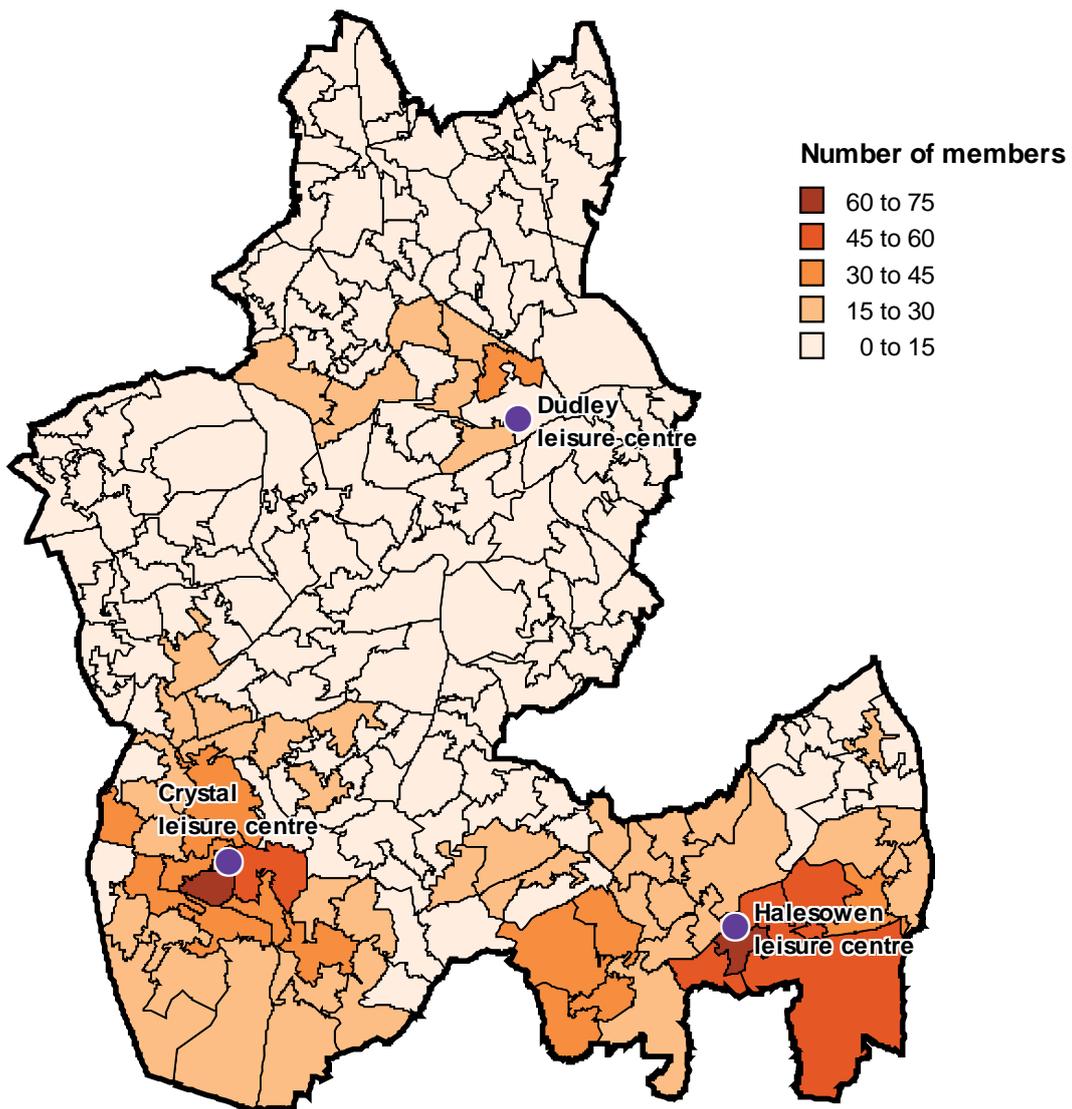


Source: Dudley MBC Sport and Physical Activity team

Looking at the geographical spread (Figure 2.8), membership tends to be concentrated in a small area around each leisure centre (in particular around the Crystal and Halesowen leisure centres) which may suggest a reluctance to travel very far to leisure facilities (which may be a reflection of a preference for 'pay as you go' rather than the financial commitment of a direct debit). There are fewer members in the centre or the north of the borough. However, 16% of members are from outside the borough.

Membership of Dudley Borough leisure centres, as at 7 Dec 2011, by LSOA

Figure 2.8



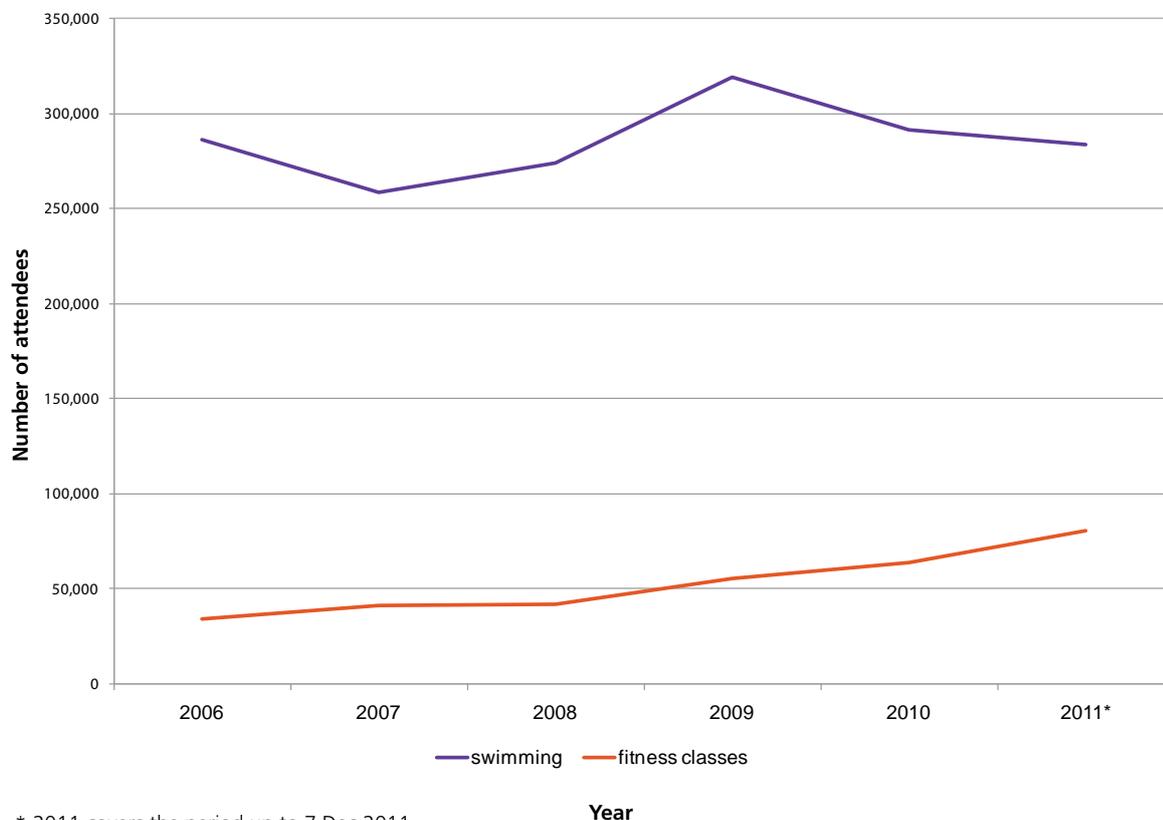
Source: Dudley MBC Sport and Physical Activity team
 Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

There are over 280,000 casual swimming attendances per year in Dudley, which is similar to attendances in 2006. Fitness class attendances

have more than doubled over the past 5 years, with over 80,000 attendances in 2011 compared to 34,000 in 2006 (Figure 2.9)

Figure 2.9

Number of attendees at Dudley MBC Leisure Centre swimming and fitness classes, 2006-2011



* 2011 covers the period up to 7 Dec 2011.
Source: Dudley MBC Sport and Physical Activity team

Also at leisure centres, Dudley Public Health has worked in conjunction with Dudley MBC to provide interactive activity equipment (dance mats and Trixster bikes) to leisure centres. In total, in 2010/11 there were 7,660 attendances at leisure centres to use this equipment (Dudley Public Health, 2011).

Exercise referral programme

The exercise referral programme is run by Dudley Public Health in partnership with primary care,

Dudley MBC and Action Heart. Three referral options are available to patients. Patients may be referred to one of the borough's leisure centres for a 12 week exercise programme (or to Action Heart if they are deemed at 'high risk' of cardiac problems). Alternatively they may receive a 50% subsidy at leisure centres for a period of 3 months, or they may be referred for 'green exercise', which involves signposting to a suitable outdoor activity. Table 2.3 shows the number of referrals made in 2010/11.

Dudley Public Health has worked in conjunction with Dudley MBC to provide interactive activity equipment to leisure centres.

Exercise referrals made through the Dudley exercise referral programme, 2010/11

Table 2.3

Programme	Number of referrals
Exercise referral programme	
Action Heart	443
Dudley Leisure Centre	116
Crystal Leisure Centre	71
Halesowen Leisure Centre	84
Discount Leisure Scheme:	
Number of patients registered	227
Number of attendances	2162
Green exercise	
Number of referrals	57

Source: Dudley Public Health Physical Activity Team

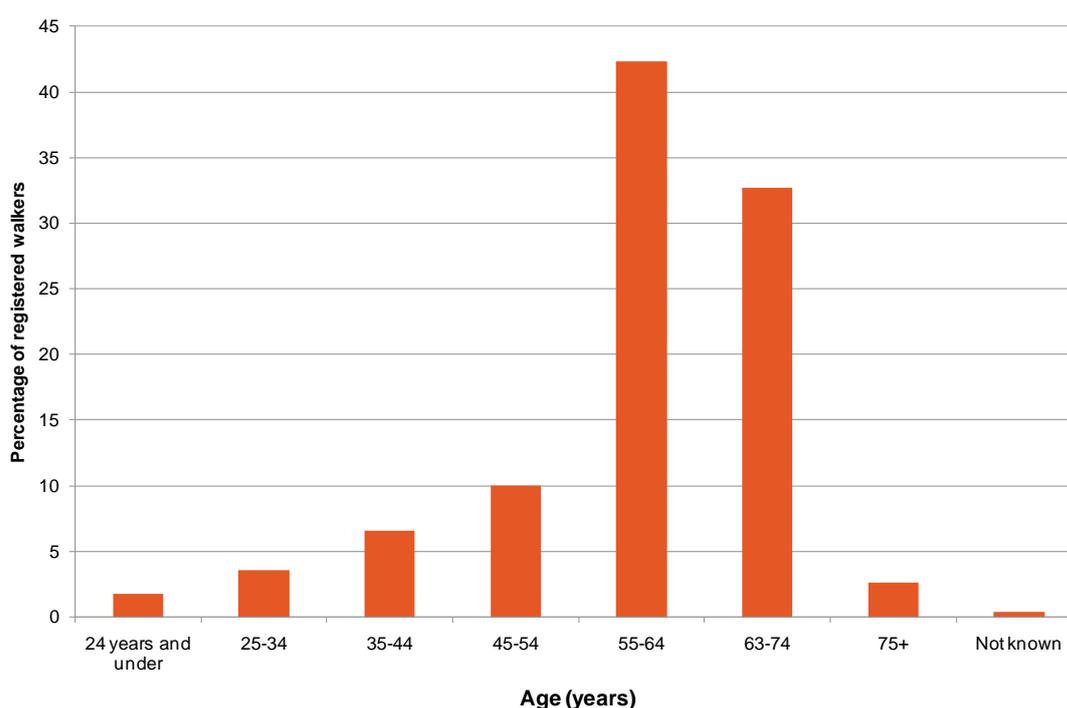
Walking initiatives

Dudley Public Health physical activity team, in partnership with Dudley MBC, delivers a programme of regular health walks through the Walk Fit programme. The walks are led either by trained volunteers or members of staff. The walks are designed to cater for different abilities and fitness levels. During 2010/11 19 regular

walks were delivered, 17 of them weekly, 1 fortnightly and 1 monthly. 471 walkers were registered with the programme, and in total 8,441 walk hours were undertaken. 73% of registered walkers were female, and 75% were aged between 55 and 74 years (Figure 2.10).

Walkers registered on the Dudley Walk Fit scheme, December 2011 by age group

Figure 2.10



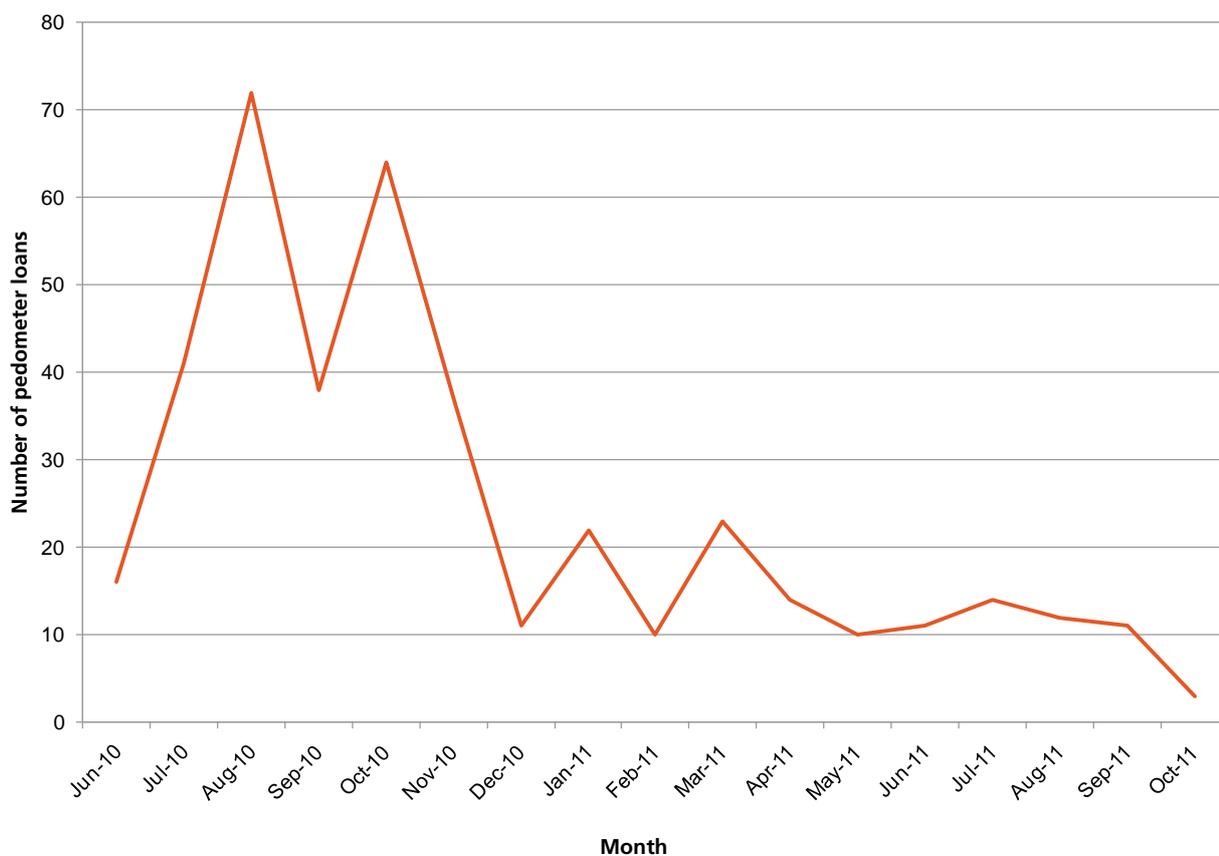
Source: Dudley Public Health Physical Activity Team

The 'Take a book for a walk project' is a joint project between Dudley Public Health physical activity team and Dudley MBC library service, in which pedometers were provided to the libraries to be loaned to the public. There were 409

pedometer loans from Dudley libraries between June 2010 and October 2011. During this period the number of loans per month peaked in August 2010 before levelling off in 2011 (Figure 2.11).

Number of pedometer loans from Dudley libraries Jun 2010 – Oct 2011

Figure 2.11



Source: Dudley MBC library service

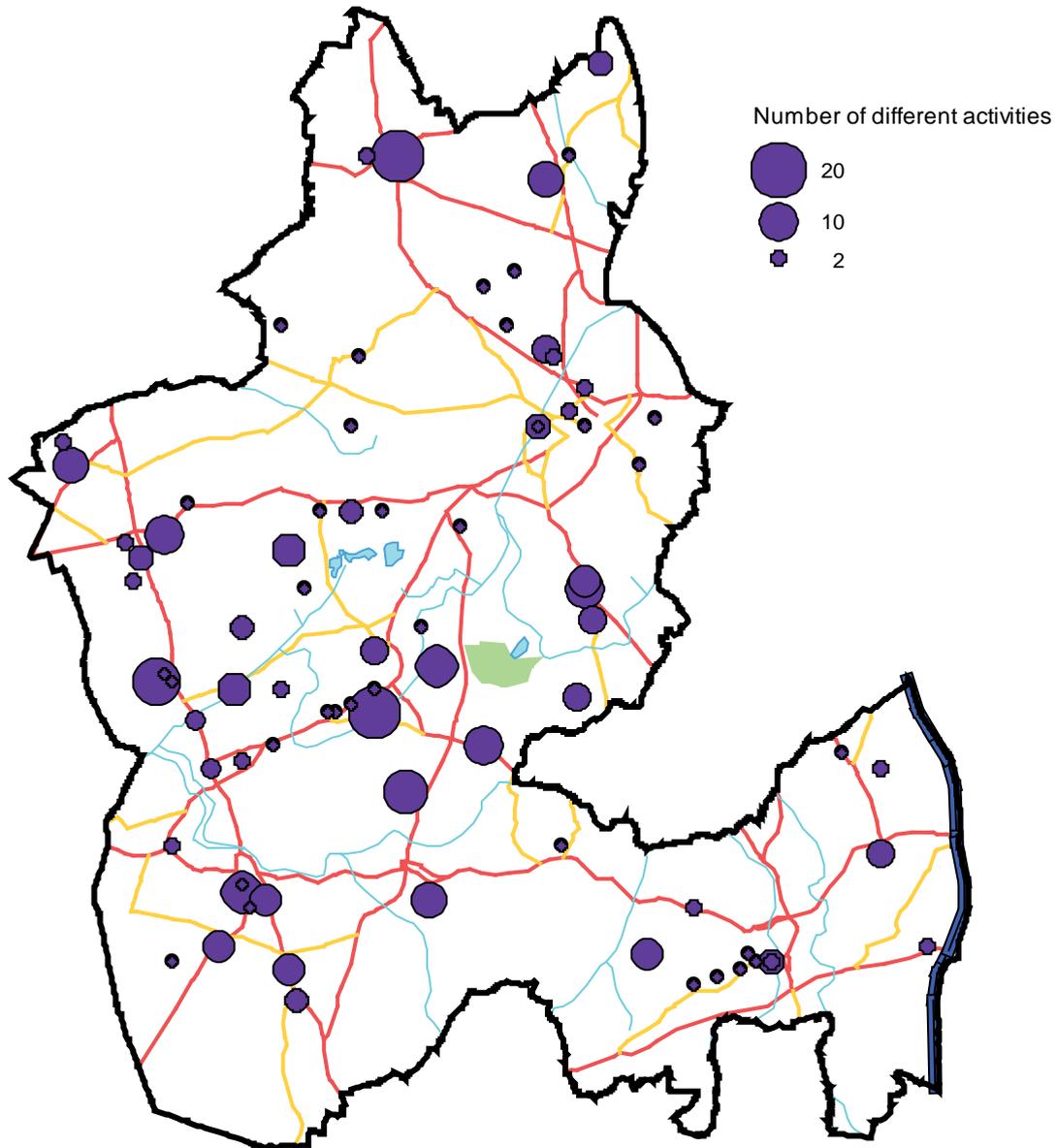
Leap over 50 project

Leap over 50 (previously Leap over 60) is a joint project between Age UK Dudley, Dudley PCT and Dudley MBC, to create more exercise and activity opportunities for older people within their communities. In 2010/11 the project delivered 1905 sessions, with a total of 25,488 attendances. Age UK Dudley publishes a series of

Activity Sheets (available at www.ageuk.org.uk/dudley) listing Leap over 50 sessions and other local opportunities suitable for older people. This includes a range of activities including exercise classes, learning opportunities, crafts and hobbies and social groups. As Figure 2.12 shows, these activities are spread throughout the borough.

Number of activities for older people listed by Age UK Dudley Jan 2012

Figure 2.12



Source: Age UK Dudley
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Tandrusti Health Education Project

The Tandrusti programme is a health education project for black and minority ethnic (BME) groups in Dudley, delivered by the Workers Educational Association (WEA) and steered by Dudley Public Health and Dudley MBC. It provides community-based activity sessions, wider health awareness sessions and a community gym service.

In 2010-11 the activity and health awareness sessions delivered a total of 18,946 hours to 840 learners (an average of 22 hours per learner) and the community gym delivered 11,526 hours to 481 learners (24 hours per learner).

2.3 What else you could do

There are many ways to Be Active and this section covers some case studies which might inspire you.

Dudley Healthy Schools Public Health Programme recognises and actively promotes this message to schools as part of the Whole School Approach to emotional health and well-being.

An intervention commissioned from Sycamore Adventure "Be Active and Connect" blends free play with "Team Toolkit" activities. The "Team Toolkit" is a resource designed to develop core elements including trust, co-operation, teamwork, decision making, leadership, respect, confidence, communication, creative thinking and problem solving skills.

What schools said:

"All of the children took part enthusiastically in every activity."

"The children thoroughly enjoyed every aspect of the centre and took part in every activity."

"For children to comment 'It's brilliant here!' and to take time to say which things they loved doing most, says it all."



Source: Dudley Healthy Schools Programme

For children to comment 'It's brilliant here!' and to take time to say which things they loved doing most, says it all.

Age UK Dudley Springboard to Health & Well-being Project.

"The physical exercises are excellent for loosening up, and the communal atmosphere is so cheerful and helpful." Doris Plumb.

"The class gives me stability movements, lowers my BP and protects me from falling, and I meet friends." Josie Anisiobi, Exercise client.



"The exercises have improved my mobility and general physical / mental abilities. Socializing with others has also been beneficial. Our instructor (Tina) is excellent." John Knott.

"An excellent project. Extremely important for improving lives for older people." Beryl Nock, Line Dancing client.



"Our instructor, Tina, delivers the exercise class so that the whole class really enjoy the routines. We have fun whilst benefiting from the exercises. The exercise class is really good as it enables people with all levels of ability to join in the exercises." Patricia Sherwood, Exercise client.

Case Study - Walter Tillotson, Dudley Greenagers - September 2010

What is it?

Dudley Greenagers is a project offering the opportunity for older people to garden together to grow produce on a small plot. It is funded by the Big Lottery through Age UK Dudley's fit as a fiddle programme and by Dudley Public Health.

The project helps increase the well-being of older people by encouraging more physical activity and healthy eating. This is an opportunity to work with a variety of people of varying ages.

Benefits of involvement are:

- Provide mental as well as physical well-being
- Sense of achievement and satisfaction
- Opportunity to build friendships and strengthen communities
- Eat the healthy fruits of participant's labour
- Meeting people of different ages and backgrounds



How did I start?

I was born in November 1936, married with 3 adult children and 5 grand children. I have a lifelong interest in ferrous metallurgy and steelmaking. I last worked as Managing Director of F H Lloyd & Co until it closed in 1990 and fully retired by 2002.

I tried to get an allotment plot in June 2009 by contacting the letting agent on every allotment association in the borough and was met by incredibly long waiting lists. I put my name on every list that was not closed. In January 2010, I met John Fox, Dudley Greenagers Co-ordinator, whilst visiting an allotment near where I lived. Although there was no space there, John advised me there was a small plot at Amblecote allotment where Dudley Greenagers project have some plots. I really could not believe that there would be no rent and even tools and manure etc, were provided.

What do I do

Walter's own ambitions were to generate the maximum useful vegetable product that he could from the land available and to manage it to complement his home garden. He expected to spend about 2 x 4-hour sessions per week but his diary shows that more frequent, shorter working efforts has been easier.

Socialising: There is a fair amount of what years ago would be "malingering" but now gets called social interaction or gossip. Older people need good introductions and there are now working relationships developing on our patch. The wider allotment population is very agreeable and I feel able to join in helping the committee of Amblecote Allotments in "pulling off" the allotment events. It has been a pleasure to turn pieces (goblets and a bowl) as raffle prizes and take pictures of the events as they occur. They have been e-mailed to the magazine editor and will be used in the allotment magazine.

Other allotment holders share surplus and there is a welcome aversion to the use of chemicals. The prospect of new potatoes easily scraped and boiled was a great driving force and the entire family has enjoyed this having all visited the plot. I have made many mistakes during the year and am now at least part way up a very steep learning curve including use of the Internet and taking advice from other gardeners.

What do I get out of it?

It is highly unlikely that I would ever get a plot by the normal route and this project has found me one, albeit small.

Health-wise, it is a fact that during the growing season I lost 10lbs in weight.

I grew 175 lbs of potatoes and 40 lbs of onions

It has been very enjoyable, setting targets for outputs and actually meeting them (old habits die hard). Improved husbandry will bring better harvests next year.

I feel very grateful for this opportunity. Without doubt it has given me another dimension, something into which teeth can be well sunk. I can only say thank you.

Even better, a further piece of ground has become available due to a further housekeeping efforts on our behalf which will ease my crop rotation problems and widen the product range. Thank you so much for the opportunity.

Case Study – A Lady Cyclist – Get Cycling for 50 Plus – 31-10-11

1. Our Get Cycling for 50 Plus group met you along the canal towpath during one of our rides and you joined in following our invitation. Can you remember how you felt about joining in at that time?

I felt very apprehensive at first but everyone was very friendly and welcoming and so I really enjoyed completing the rest of the ride with the group and was keen to meet up with you all again for further rides.

2. Before you came across us you tended to ride alone on canal towpaths, how easy did you find it to ride within a group on the towpath?

I found it quite hard at first but with every ride it became easier.

3. How did you feel about the pace the group rode at?

I felt that the pace was right for the group as it meant that we were all able to stay together.

4. Were the refreshment stops as important to the enjoyment of the ride as the actual cycling?

They weren't as important to me as the cycling but I did enjoy them as they provided an opportunity to get to know more of the group.

5. Did riding with Get cycling for 50 Plus widen your choice of cycling routes within Dudley Borough?

Yes - before I joined I had never cycled to or around places such as Netherton, Fens Pool and Mushroom Green.

6. Did riding roads and lanes with the group help build your confidence riding in traffic?

It helped to some extent but most of the riding I did with the group was off road.

7. As you have progressed, joined Stourbug and achieved a ride of 60 miles this year please comment on the benefits you gained from our rides.

- I became fitter
- I got experience of riding in a group – which was great fun
- I got a lot of help and advice about cycling from members of the group and the group leaders.
- I learnt that with the right clothes you can cycle in bad weather!
- I learnt a lot more about the local area, its history, its cycle routes and its cafes.

8. Any other comments

I hope the 50+ cycling group continues to inspire people to get out and about by bike!

October 2011



Healthy Hubs



"I think the outdoor gym is absolutely great for me as a parent who hasn't got time to go to a gym." Testimonial from local resident

"I feel more healthy and fit. I get out more since coming to the gym, I've lost over 4 stone which if the gym wasn't here I would not have lost it. I have now become a health freak." Outdoor Gym User: Silver Jubilee Park



"I feel fitter since using the outdoor gym. I bring my children to the park more often and try to think of other outdoor activities we can do." Outdoor Gym User: Huntingtree Park

"We all use the equipment daily or twice daily and cycle to the area and then because we feel more active we then cycle for at least half an hour afterwards." Outdoor Gym User: Dell & Fens Pool



"I have often wished to use gym equipment but the cost of a gym put me off. I like using it in the open air and without needing to wear special clothes or attend at special times." Outdoor Gym User: Mary Stevens Park

Take notice...

3. Take notice

“Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you”

New Economics Foundation

3.1 The current state of play

Across the borough, there are a large number of parks and open spaces. Dudley Council’s Parks and Green Space Strategy (2009) identified 872 individual green space sites, of which 490 have unrestricted public access. Overall, in Dudley

there are 4.51 hectares (Ha) of unrestricted public access green space per 1000 head of population, half of which is natural and semi-natural green space (Table 3.1)

Unrestricted public access green space in Dudley borough, 2009

Table 3.1

Green Space Type	Unrestricted public access green space in hectares (Ha)	Unrestricted public access green space (Ha) per 1,000 head of population
Allotments*	0	0
Amenity green space	247.62	0.81
Cemeteries, disused churchyards and other burial grounds	63.92	0.21
Provision for young people	0.84	0.0027
Green Corridors	46.43	0.15
Grazing land*	0	0
Natural and semi-natural green space	691.60	2.27
Outdoor sports	106.61	0.35
Parks and gardens	219.14	0.72
Total	1,376.16	4.51

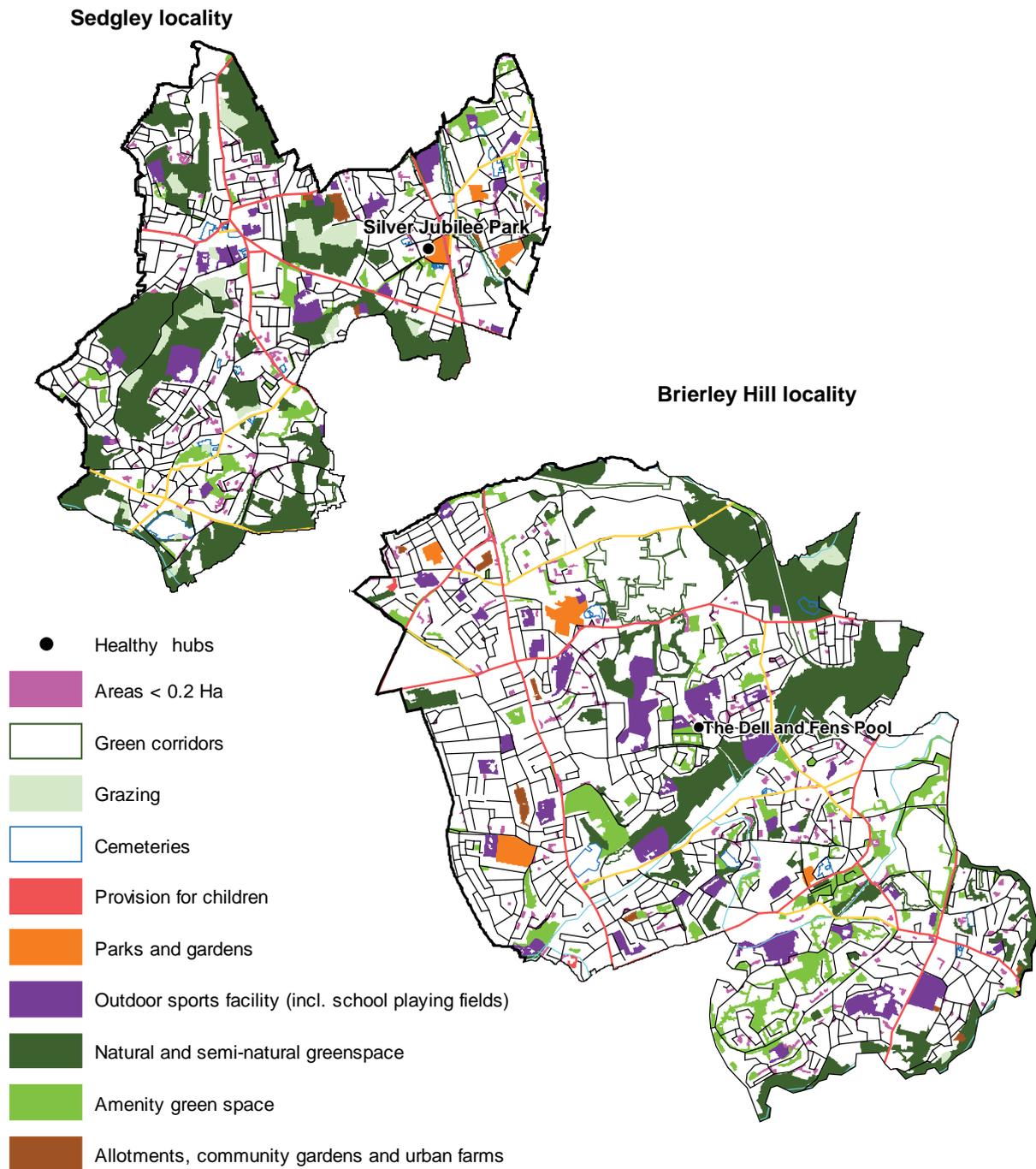
*allotments and grazing land do not have unrestricted public access

Source: Dudley MBC Parks and Green Space Strategy, 2009

The following maps show the provision of green space across the 5 borough localities. The locations of the healthy hubs have been marked on the maps.

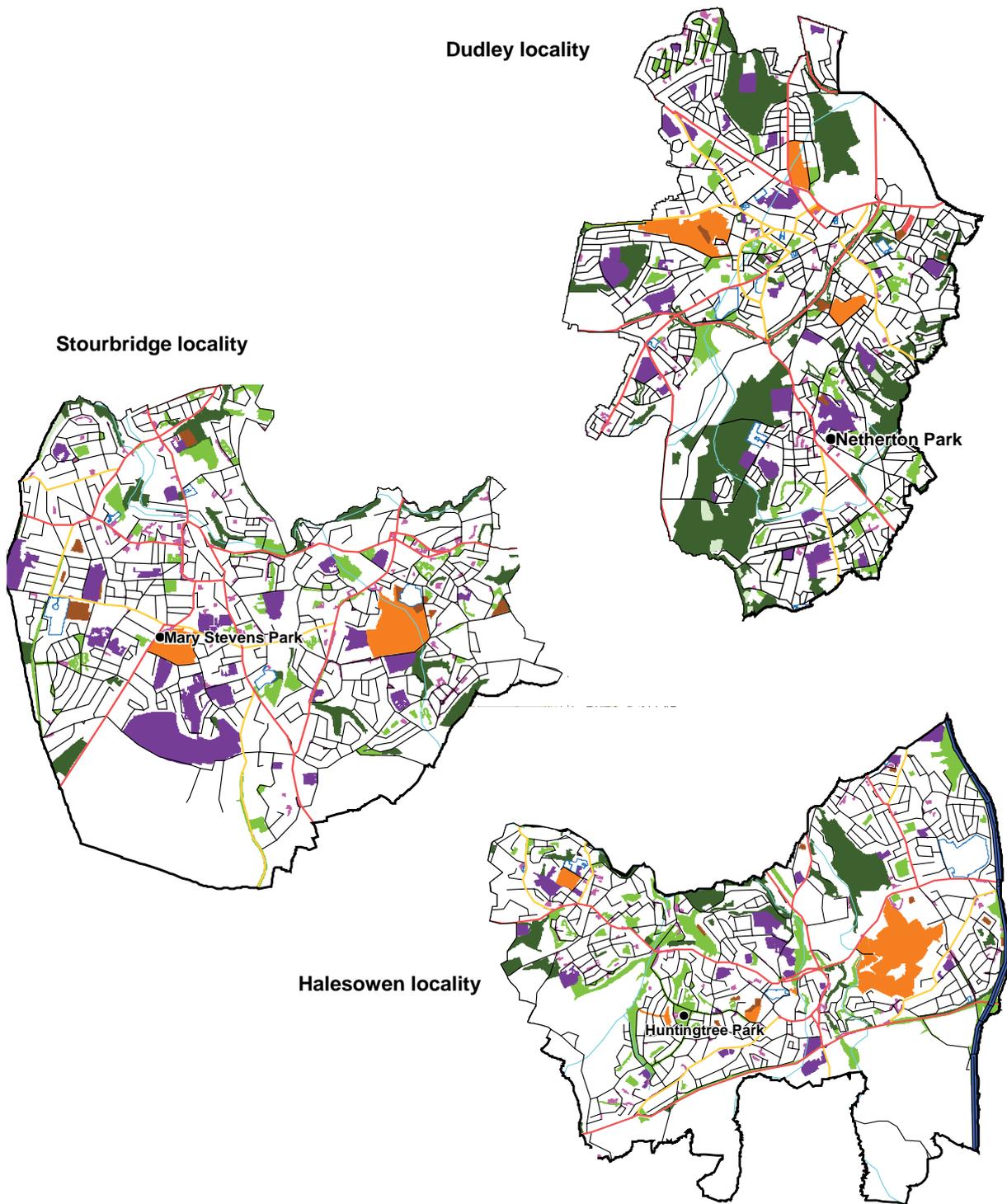
Availability of green space within Dudley borough, by locality

Figure 3.1



Source: Dudley MBC
 Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Figure 3.1



Source: Dudley MBC
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

3.2 What people are doing

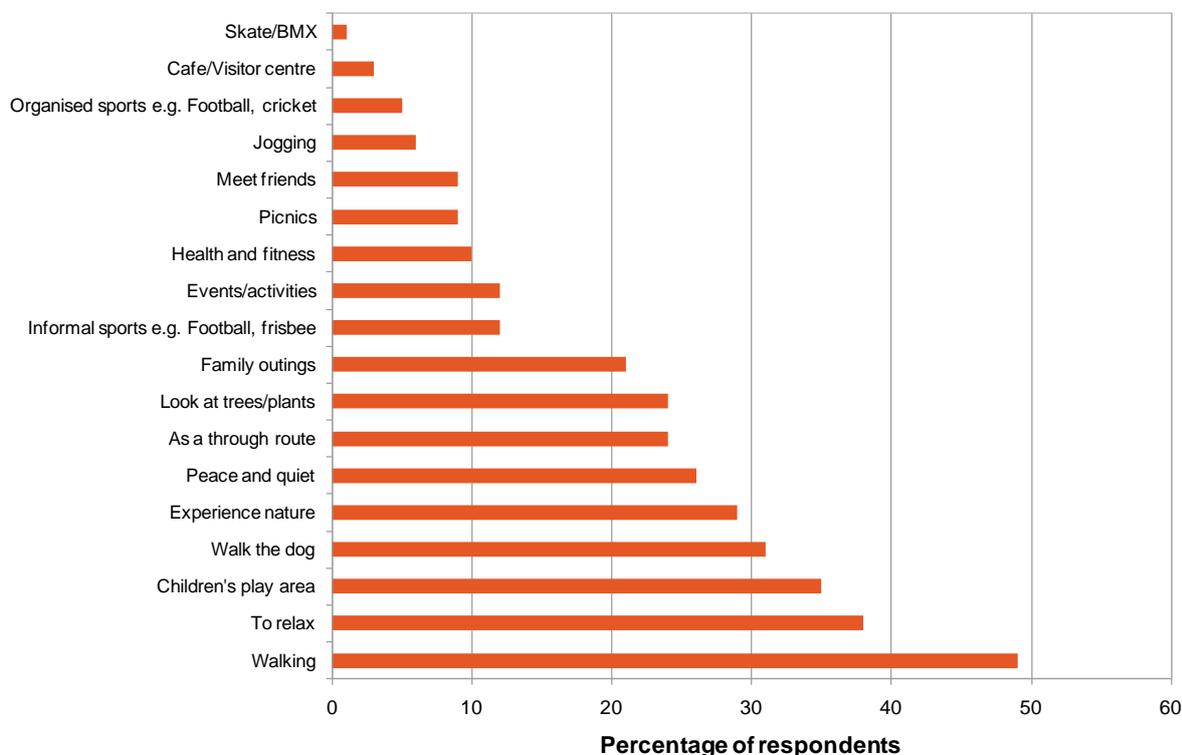
Use of parks and green spaces

In June 2008 Dudley MBC carried out a survey of householders as part of their parks and green space strategy. 58% of respondents reported visiting parks and green spaces within the

borough at least once a week, and 76% at least once a month. The main reason given was for walking (almost 50% of respondents). A number of reasons were given which could be considered to be evidence of 'taking notice' such as experiencing nature (29%), and relaxing (38%).

Reasons for visiting Dudley borough parks and green spaces, June 2008

Figure 3.3



Source: Dudley Council Parks and Green Space Strategy 2009

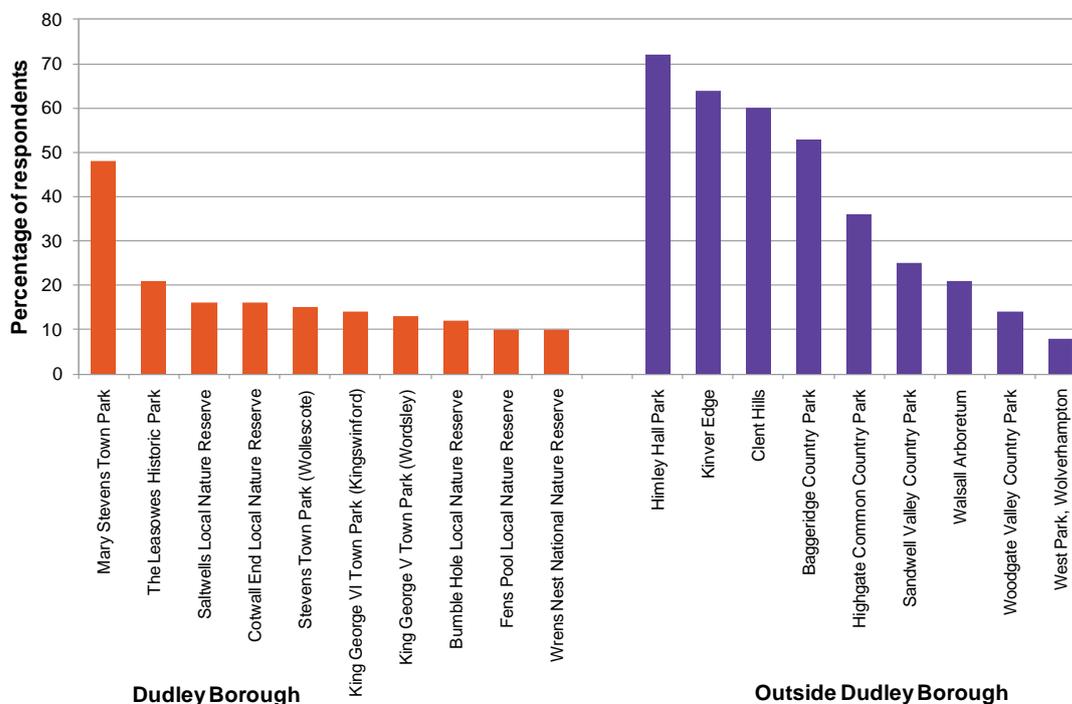
Parks and green spaces outside the borough were visited less frequently, with 22% visiting once a week or more and 49% visiting no more than a couple of times a year.

Mary Stevens park was the most visited of the

Dudley borough parks, with 48% of respondents having visited it within the past 12 months. Outside the borough. Himley Hall Park was the most visited, with 72% having visited within the past year (Figure 3.4)

Figure 3.4

Parks most visited by Dudley borough residents in the past year (both inside and outside the borough), June 2008



Source: Dudley Council Parks and Green Space Strategy 2009

The Dudley Place Survey 2008 also asked respondents how frequently they visited parks and open spaces. 39% reported visiting at least once a week, and 58% at least once a month. This is a lower percentage than the parks and green spaces survey, and may be due to differing demographic characteristics of the respondents in both surveys.

Museums and art galleries

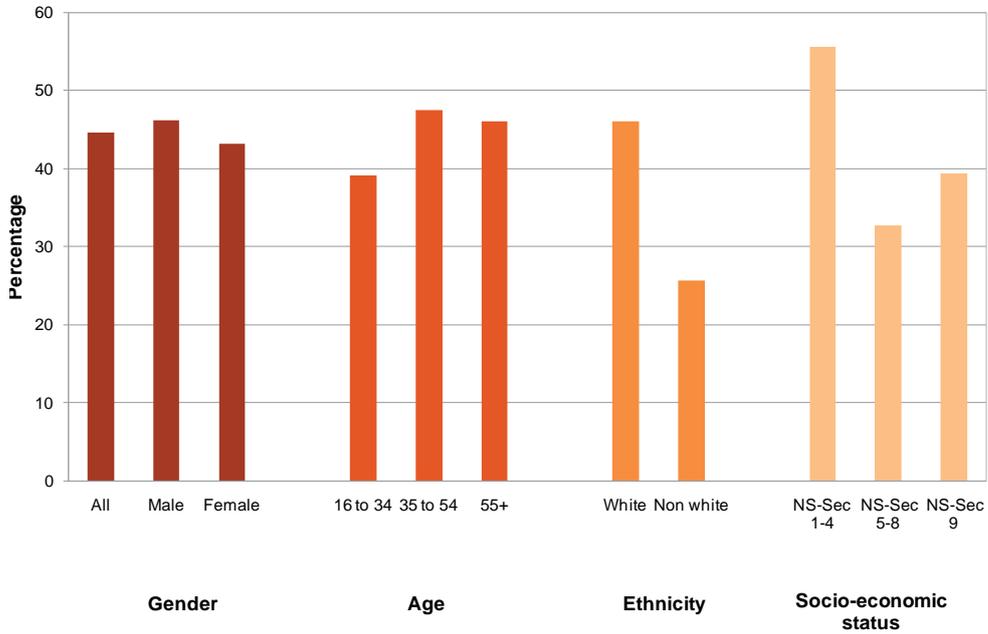
Another form of taking notice in your

surroundings is through visits to museums and art galleries. The Active People Survey asked respondents whether they had visited a museum or art gallery within the past year. Within Dudley, 45% of respondents had been to a museum or art gallery. The percentage who had attended was twenty percentage points lower in ethnic minority groups than white (26% vs 46%) and highest in socio-economic groups 1-4 (managerial, professional and intermediate occupations and small employers) (Figure 3.5)

“Within Dudley, 45% of respondents had been to a museum or art gallery.”

Figure 3.5

Dudley residents aged 16 years and over who attended a museum or art gallery within the past year, Oct 2009-Oct 2010 by sex, age, ethnicity and socio-economic status.



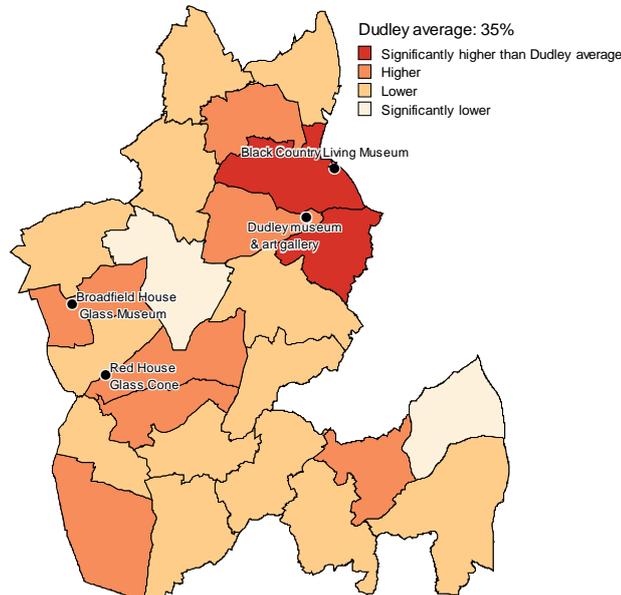
Source: Sport England Active People Survey 4, Oct 2009-Oct 2010

Geographically, the areas with the highest proportion of residents who have visited a museum or gallery in the last year are Castle and Priory and St. Thomas wards. Despite being some of the most deprived parts of the borough,

they are both close to the Black Country Living Museum and Dudley Museum and Art Gallery (Figure 3.6) and local people make use of these assets.

Percentage of population who have visited a museum or art gallery in the last year, by 2004 electoral ward (2008)

Figure 3.6



Source: Dudley Place Survey 2008
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

3.3 What else you could do

The Public Mental Health Team suggest that to Take Notice is to 'Take time out from daily routine – go somewhere or do something that makes you feel good'. This could be going for a walk at lunchtime, phoning a friend, enjoying the sunshine, chatting with a neighbour, watching your children at play or asleep, taking notice of what you eat, how you are feeling etc. It is good to take notice of the positive things in life. It may help to keep a gratitude diary – spending 5 minutes a day to list a few things or people in

your life to be grateful for. This may not be easy at first, but given time it may help with taking notice and mindfulness.

Dudley Carer's Writing Group

This group received a small grant fund from Public Mental Health, which allowed the group to publish 'Smiling is Allowed' a Carers anthology. Below are comments from the contributors.

"I didn't join the Writing Group until early last year, but it is the perfect platform for Carer's and as a result, we have all become good friends and enjoy each others company on other occasions too. I like to think that other Carer's reading the Anthology will feel inspired to pick up a pen and air their views on issues they feel strong about [or maybe a fictional story]. If not, maybe they'd like to think about it a little longer and just join us for a very pleasant day and a change from the normal routine." JT



"My first encounter with writing was to respond to the article encouraging carers to attend a taster session. From the first moment I was hooked, exceptionally nervous and over wrought with feelings of inadequacy and brainless. As the year rolled on I settled in to our writing group, sharing many happy and sad experiences. It became a very relaxing and enjoyable way to spend those stolen moments, away from my caring role."

JM



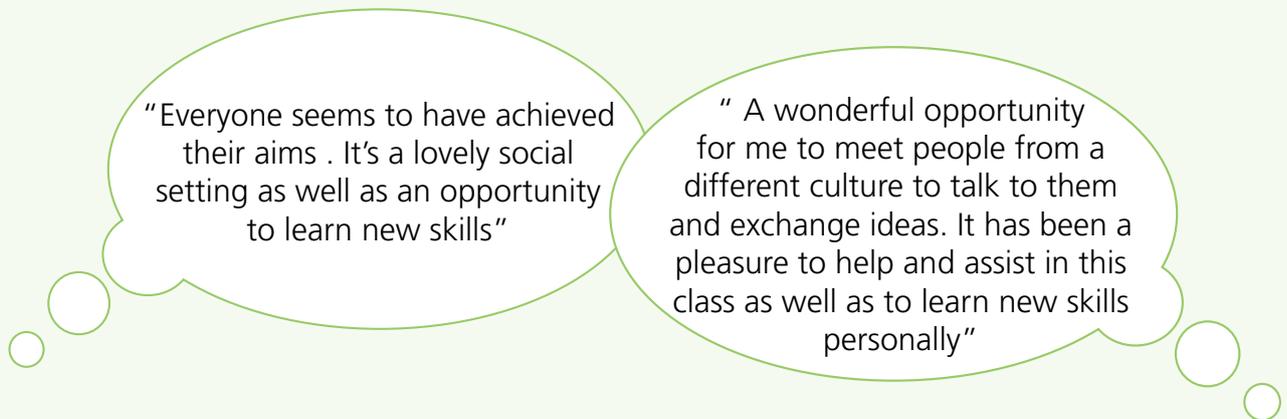
"I had never done any creative writing before joining the writers group. Having a piece published gave me great pride. Other entries were so inspirational, and it is good to know that when caring gets you down that others are coping too." JG



"I was thrilled and so were my wife and mother (for whom I care), to see my work in print Also by putting down ones thoughts and experiences and publishing them it tells you that it is OK to admit the feelings you have, admit that sometimes your role makes you sad as well as happy, depressed as well as fulfilled. It also helps you to remember that occasional feelings of hopelessness and helplessness are, or can be temporary. That is often a great help as sometimes you start to believe that your current situation will last forever."



Quotes from Creative Arts and Crafts Therapy Project for Asian Women



Quotes from Reach your potential project for young people



Source: Dudley Public Mental Health Small Grant Fund

Road to Relaxation Resource

Dudley Public Mental Health developed the resource 'Road to Relaxation' available in both English and Punjabi. It introduces two types of relaxation. Firstly it teaches you a Tense and Release method. Secondly it teaches you how

to Relax Your Mind and includes a technique for Calming Your Breathing (NHS Dudley - Emotional Health and Well-being). Below are some of the comments from users of this resource.

"The exercise was so relaxing I went to sleep; I felt so much better."

"Never used relaxation techniques before and am really surprised that they work."

"Good. Helped quite a lot."

"It was sent at a time when I was very stressed due to my workload and I have used it ever since."

"It gives you a sense of light at the end of the tunnel."

"Helps take my mind off things in the middle of the night, helping me sleep."

"When I play the relaxation CD or tapes I find they help me to relax very much and I enjoy them."

"Always feel much more relaxed and calm after – love to imagine the garden."

"The tense and release has been very helpful to me."

"I can read it when I want to."

"(I liked) the peaceful effect of the relaxing the mind."

"I have recommended the CD to friends who I feel would benefit."

"(The booklet and CD) are very useful and excellent tools to aid relieve stress."

"Simple to read, does not take much effort."

"It relaxed me at night."

"The exercises were very helpful and the relaxation was very calming."

"The overall calming effect and feeling of well-being (from the CD)."

"I like the motto: 'It's good to be you'. I carry the card with me to remind me."

"Booklet easy to read, clear and precise."

"I don't just like one part of the booklet. I like all of it."

"Explains signs and symptoms very well."

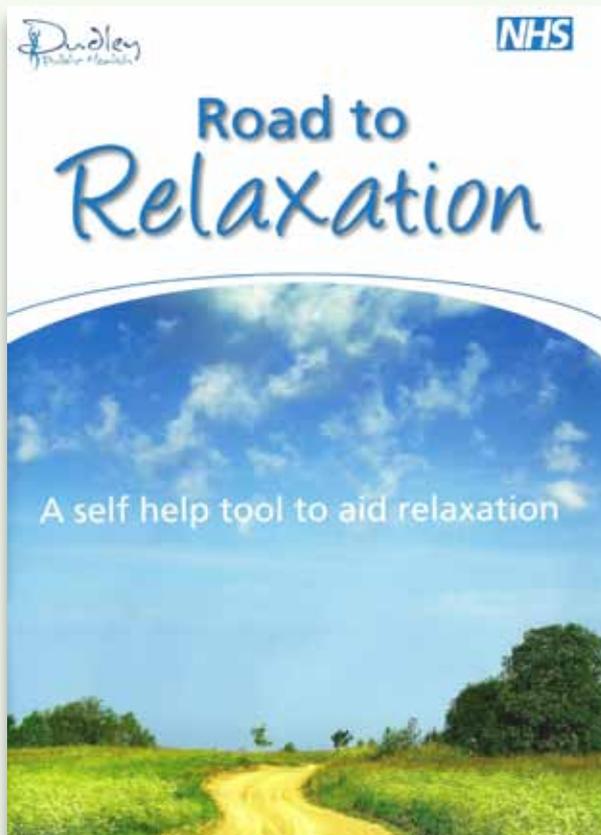
"Well worth the cost of the phone call."

"Easy to read. Short and to the point. Not too much jargon."

"Nice tool for people who get stressed and need a release."

"The voice is good – just the right tone and appreciated the muscle relaxing."

"Very handy guide even for those who don't recognise stress."



Keep learning...

4. Keep learning

“Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.”

New Economics Foundation

4.1 The current state of play

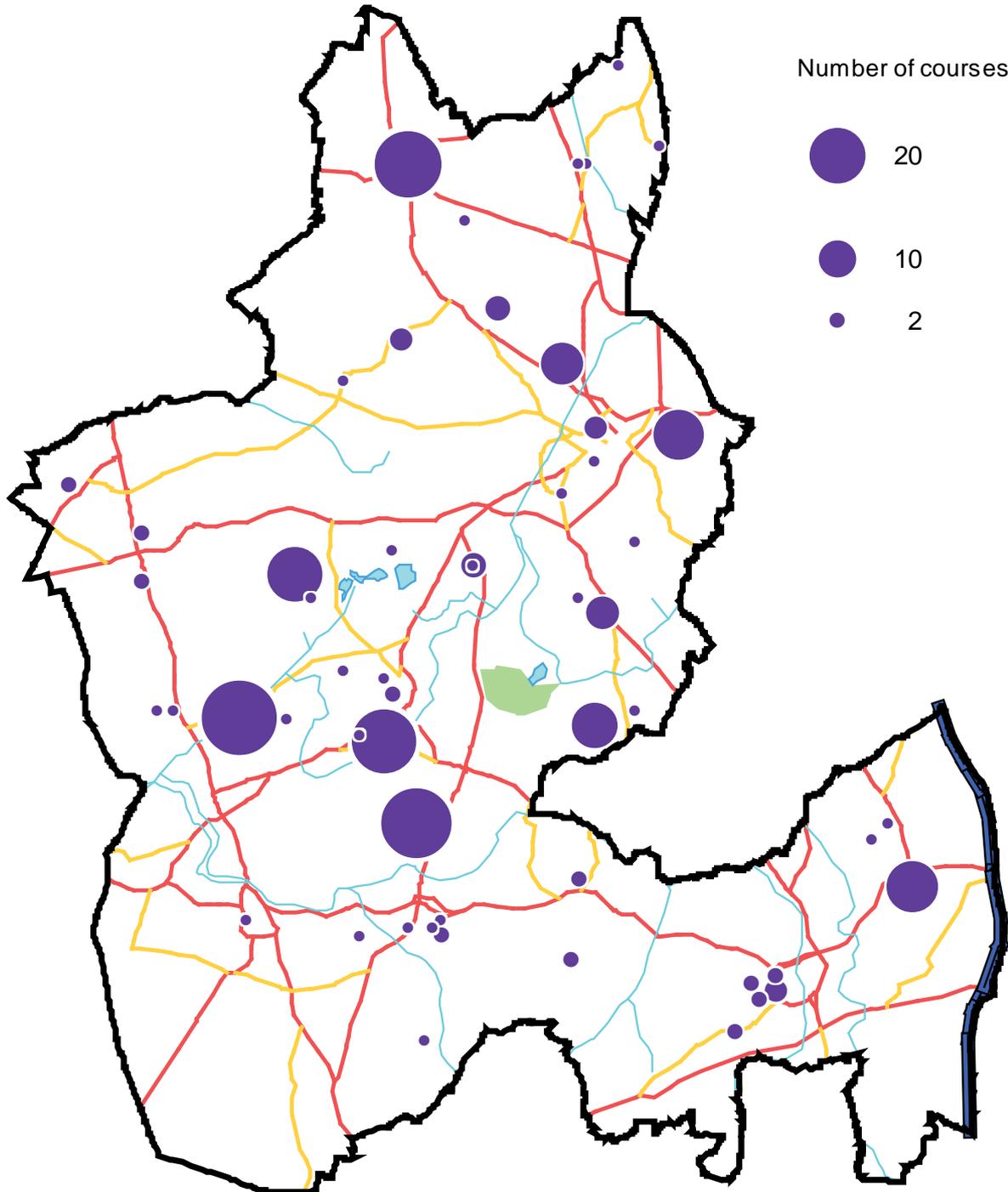
There are many opportunities for learning post-19 years in Dudley. Dudley MBC Adult and Community Learning Team provide a variety of learning opportunities for adults, including personal, community development, health and fitness, skills for life and work (Dudley MBC Adult & Community Learning, 2011). These are held at various locations across the borough (Figure 4.1).

Additionally Halesowen, Dudley and Stourbridge colleges all run a range of part-time courses suitable for adult learners. The University of the Third Age (U3A) runs a range of courses for older people through three groups in Kingswinford, Stourbridge and Halesowen.

“Dudley MBC Adult and Community Learning Team provide a variety of learning opportunities for adults, including personal, community development, health and fitness, skills for life and work”

Location of adult education classes in Dudley borough, Feb 2012

Figure 4.1



Source: Dudley MBC Adult and Community learning online database
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

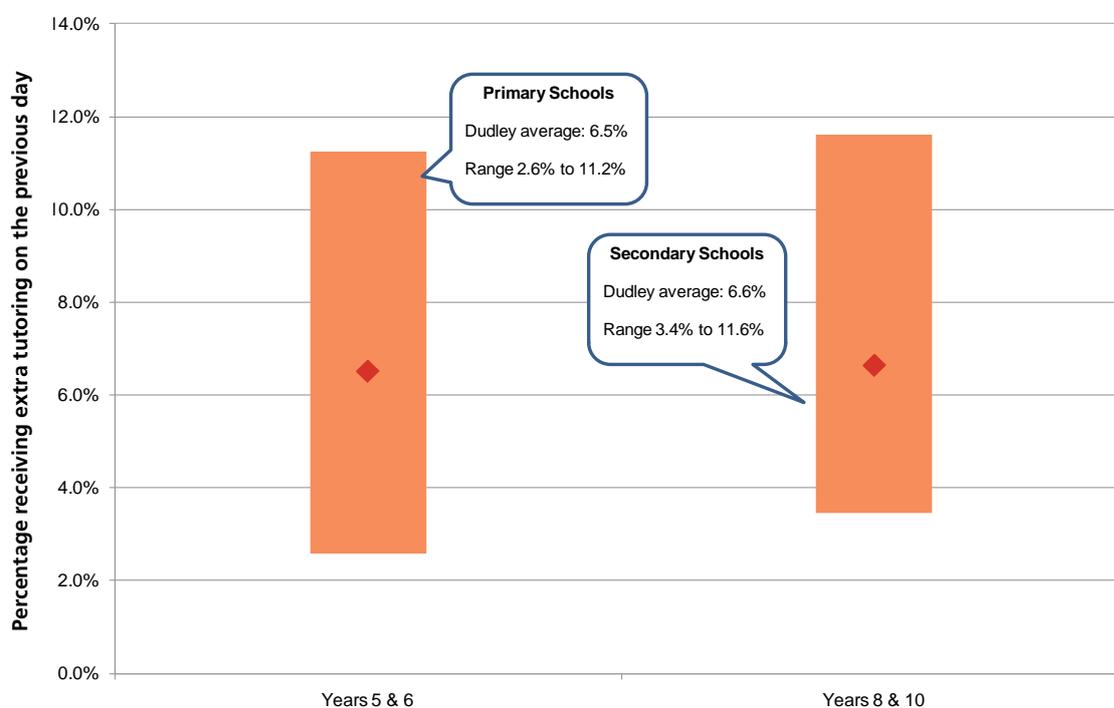
3.2 What people are doing

Children – extra-curricular learning

The Dudley Schools Health Related Behaviour Survey 2010 asked whether children had spent any time on the previous day having extra lessons/tutoring. Very similar results were seen in primary school (years 5 & 6) and secondary

school (years 8 & 10) with 6.5% of primary school children and 6.6% of secondary school children receiving extra tuition. The chart below shows the variation in results by 2011 census ward. The range of results was again very similar in primary and secondary schools.

Percentage of children who reported having extra lessons/tutoring on the previous day, and range by 2011 Census ward.



Source: Dudley schools health related behaviour survey 2010

In the same survey, children were also asked about playing musical instruments. Primary school children were asked whether they had received music tuition outside school hours the previous

day, to which 12% said yes. Secondary school children were asked a slightly different question – whether they had played a musical instrument the previous day – to which 18% said yes.

Adult and community learning

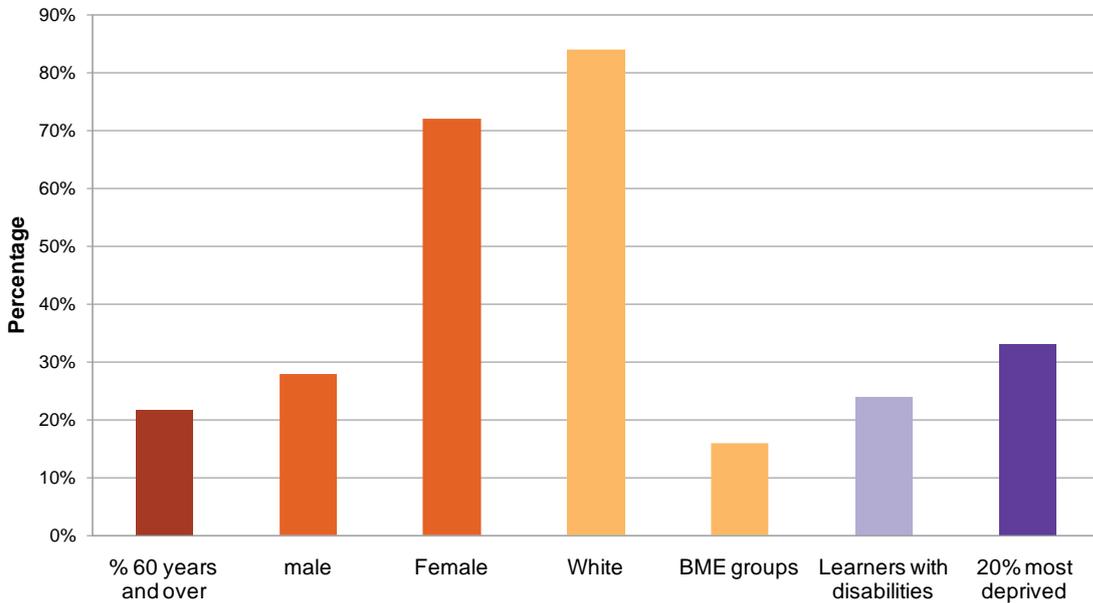
Dudley MBC adult and community learning delivered courses to 6,644 individuals aged 19 years or over in 2010/11, of which 1,443 (22%) were aged 60 years or over. Within the Dudley population as a whole 32% are aged 60 years or over, suggesting that the older age group are less

likely to take up adult education opportunities. There was also a larger take-up of courses among women than men (72% of learners were women). Ethnic minority groups made up 16% of all learners, while they comprise less than 10% of the Dudley population (Figure 4.3)

Figure 4.2

Adults aged 19 years and over attending Dudley MBC adult and community education classes, 2010/11

Figure 4.3



Source : Dudley MBC Adult and Community Learning Team

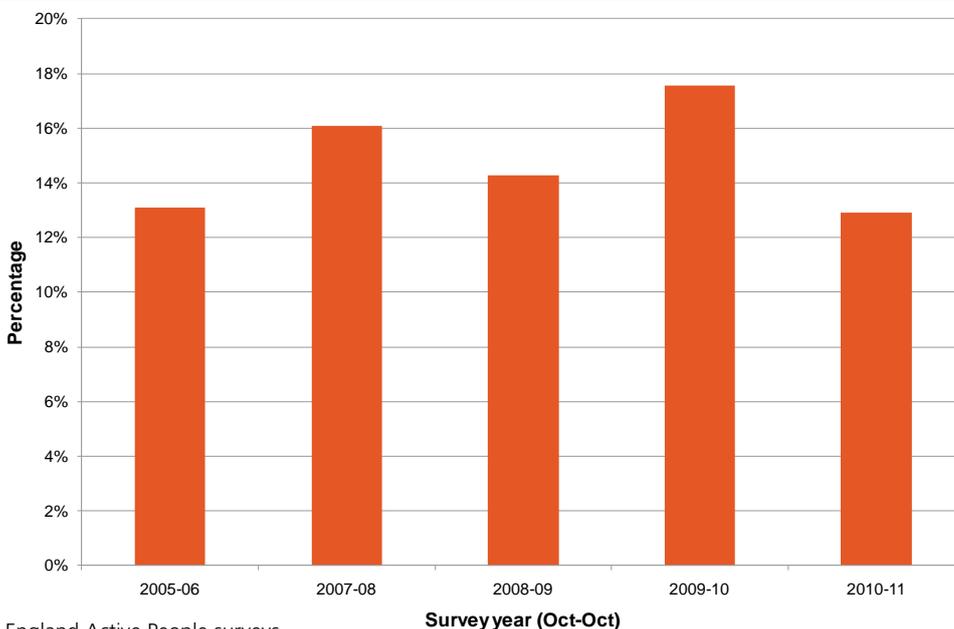
Sports tuition

Ongoing learning need not be classroom based, and many adults continue learning through sports tuition. Sport England report that in 2010/11 16% of respondents to their annual Active People Survey stated that they had received instruction from an instructor or coach

to improve their performance in any sport or recreational activity in the past 12 months. In Dudley, the figure was lower at around 13%, although looking at the last few years there has been a degree of fluctuation in Dudley's figures (Figure 4.4).

Active People Survey: Percentage of people receiving sports tuition in the past 12 months, Oct 2005 – Oct 2011

Figure 4.4



Source: Sport England Active People surveys

Further education

Figures from Stourbridge college show that there were 3,905 learners aged 19 and over on part-time courses in 2010/11. The percentage of learners that are aged 19 and over has fallen since 2009/10; this is due to a sharp increase in

the number of 16-18 year olds taking part-time courses. Unlike the adult education courses, which were taken up mainly by women, men made up 67% of learners on part-time courses at Stourbridge College (Table 4.1).

Learners taking part-time courses at Stourbridge College, 2009/10 to 2011/12

Table 4.1

Age Band	2009/10		2010/11		2011/12*	
	Male	Female	Male	Female	Male	Female
16-18	305	160	800	339	618	223
19+	2720	1645	2563	1342	1082	590
% aged 19+	90.4%		77.4%		66.5%	
Number of part-time courses	411		356		247	

Source: Stourbridge College 2012

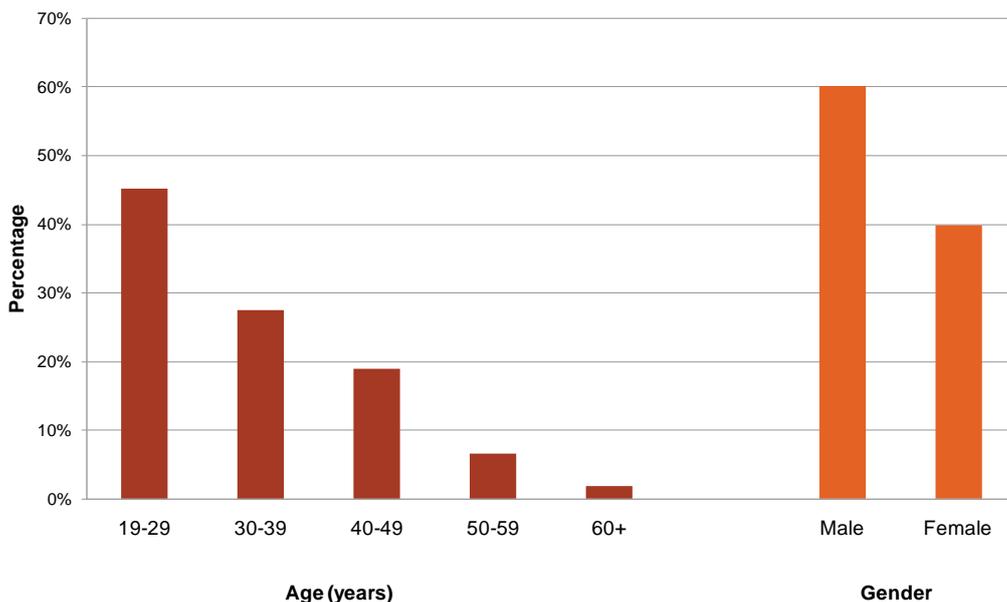
* not year-end numbers, data as at 04/01/2012

In the first term of 2011/12, Dudley College had 1,585 learners on part-time courses. Like Stourbridge, there were more men than women, with 60% of learners being male. The number of

learners fell with increasing age, with over 72% of learners aged between 19 and 40. In total, the college are offering 475 part-time courses this academic year (Figure 4.5).

Part-time learners at Dudley College, Sept-Dec 2012

Figure 4.5



Source: Dudley College, 2012

Universities of the third age (U3A)

According to their website, U3A are “self-help, self-managed lifelong learning co-operatives for older people no longer in full time work, providing opportunities for their members to share learning experiences in a wide range of interest groups and to pursue learning not for qualifications, but for fun” (www.u3a.org.uk).

The three U3As in Dudley borough have around 570 members between them, and run 74 special interest groups. The groups cover a wide range of interests, from active interests such as walking and golf to creative groups (e.g. patchwork, art, lace-making) and more academic subjects (History, French, Latin).

Membership of University of the Third Age groups in Dudley, December 2011

U3A	Members (approx)	Groups
Halesowen	170	19
Kingswinford	140	30
Stourbridge	260	25

Source: University of the Third Age – Stourbridge, Kingswinford, Halesowen

Table 4.2

“The three U3As in Dudley borough have around 570 members between them, and run 74 special interest groups.”

4.3 What else could you do

There are many ways to Keep Learning and this section gives you some ideas.

Age UK Dudley Springboard to Health & Well-being Project.

"The information supplied verbally, practically and written notes were excellent. All delivered in a very friendly way and no one was allowed to feel inadequate or inferior. I now understand how my camera works and what functions it has. I now take better pictures." Pauline Paddock, Digital Photography.



"I enjoy the group as it is not too serious and everyone has made me feel welcome. Our teacher is patient with newcomers and makes learning fun." Anonymous.



"Have found course really helpful and it has given me a lot more confidence on computer." Joan Lester, IT client.



"Both Sue and Jim delivered skills with understanding for individual needs - ensuring all of us were happy with the pace and brought humour and gave self-confidence to us all. Just to say thank you for this course. It has been a social event to look forward to as well as a learning course." Brenda Guest, IT client.



It comprises a wide ranging list of activities ranging from courses on computers, photography and art, through researching family history and languages, to friendship clubs, exercise classes and various types of dance classes.

The main courses are once a week for 8 to 10 weeks at around 2 hours a week and priced for the course. Others are on a weekly basis as drop in sessions priced each visit. The aim of these activities is to engage the brains of us older people and to get us out of our homes into a friendly environment where we can meet people and exchange views, gossip and generally socialise. At the same time they are teaching that you are never too old to learn and that there are plenty of opportunities to widen both our knowledge and social circle.

I am a 69 years old fellow, living alone and was stuck in a rut. I found Age UK Dudley on the Internet and contacted them for help. The Staff were fantastic and arranged for me to meet them at one of their local centres. I was welcomed and reassured that I was one of many elderly folk who they aimed to help with "Springboard".

From being trapped at home, I now get out at least 2 days a week and have found new skills that I never knew I had.

Springboard to Health & Well-being Project - Age UK Dudley

This is all due to the efforts of Jenny, Sandy, Fran and their volunteers at Age UK Dudley Springboard who are helping us older folks to get out and about, stretch our minds, keep active and take our place in the modern world rather than fading away, old and lonely in our homes. They have all become good friends and I am so happy to be part of their "Family". I commend them, and this Project.

Geoff Paddock

I visit a Gentleman's club and play cards, occasional table tennis and get a cup of tea and a pleasant chat with the other folk there. I have renewed my interest in photography becoming very keen and have joined two art classes , having never painted before but finding to my surprise that I am quite good at it. As the courses have progressed as beginners classes, they have –by popular request –been supplemented by more advanced classes in order to keep the interest and knowledge growing.

What do others do

In courses that I have seen in passing there are people all 50 plus who are learning to use computers to keep in touch with the modern world. Though unable to take part personally I have watched classes learning to exercise and to dance.

Elderly men and women are happily writing emails and filing them on their laptops, and I can only assume that the courses I have not engaged in are having similar success.

Over the course of the last twelve months Springboard has changed my life –and undoubtedly that of others that I meet on a weekly basis. I now find that I am happier to leave my home and get out into the world. It is a slow process but at least it is moving in the right direction.

I have met many folks of all types and we seem to be almost a family and I am now on my 3rd Course. The remarkable thing is that I would never have believed 12 months ago that I would ever be involved in this sort of thing let alone enjoying it and really looking forward to it each week. I see the same attitude in others alongside me.

I, and others in the photo group, have moved on from being raw amateurs to being a confident bunch who understand our equipment, use our cameras for more than snapshots and are happy using computers to improve our shots. We have regular "projects" which stretch our skills, minds and imagination. We have progressed through Beginners to Advanced to More Advanced to almost a Photo Club! In Art we have started on water colours and some have now progressed to Acrylics, We have had work exhibited in a local Art week in Stourbridge and many have pictures on our walls at home and families

Adult & Community Learning: Ros Partridge

A is an adult with learning disabilities whose poor experiences at school hampered her development. After leaving school, she developed severe depression and a deep distrust of others. With the support of a health professional she began learning at a drop-in arts project. Learning through art gave her a sense of achievement she had never experienced before. She became a regular independent learner progressing on to achieve English and Maths qualifications. She said "I feel much better and confident in myself. I would now like to work with people in the same position as me."

B had led an active life until an accident left him with severe physical disabilities. He subsequently found it difficult to be independent and often felt isolated and frustrated because of this. He was persuaded to join an art class at a local library by his wife and he has not looked back since. He said, "I was very reluctant to join but very glad I did and actually really miss it when the class is not on. The people are a great crowd whom I share many interests with. I love painting at home and practise many nights. This course has transformed many hours I used to spend just sitting watching television."

C worked throughout his life as a lorry driver having left school with no qualifications. His memories of his past experience of education had become a lifelong barrier to learning for him. He recently joined family maths and English classes to support his grandson with homework. He has made excellent progress and has recently gained a Level 2 in Maths and English and registered as a Dudley Community Learning Champion. He said he now feels optimistic about retirement and would like to continue onto an A Level programme and consider teaching in the future.

University of the Third Age

Upon retirement, one wonders what the next stage might be. The experience can be one of a mini bereavement, involving the loss of friends and colleagues, the loss of status and routine of going to work, less money, the absence of workplace banter, no longer having a defined place in society and a fixed routine. So it becomes important to be positive and find ways of replacing those losses with new ventures or to seize the opportunity to use more of the extra time available on things neglected due to being at work. It is an ideal chance to take advantage of learning and renewing a sense of purpose.

The University of the Third Age (U3A) was established in the 1980s. Its philosophy is that one should take advantage of the skills that retired people still have. These can be used whilst providing the opportunity to make friends with similar interests, to learn new skills, to seek and share knowledge, to establish a routine and to encourage self worth.

Stourbridge U3A is relatively new, being established two years ago after the original Chair put an advertisement in the local newspaper. Expecting a small response at first, he was surprised and delighted with the initial interest and the first general meeting realised about 250 people. The next challenge was to find volunteers to lead groups. They could be on any subject with

any number of people. Groups can meet in the leader's home or in a community venue, depending on the size of the group. I volunteered to facilitate the Gardening Group which now has 25 regular members. I also attend Music Appreciation and Botany. All the groups I attend encourage new learning as it is usual to prepare information to share with other members, and gardening regularly provides an opportunity to learn as well as being an antidote to strains and stresses. It is beneficial to health and can satisfy a creative urge and provides a great sense of achievement which is good for one's mental health. My husband facilitates English Language and Literature and attends History, Geography and Latin groups.

Fortunately, within the organisation, the skills were available to set up a website which describes the range of groups available, where and when they are held and who to contact. There are 27 groups in the Stourbridge U3A, 24 in Kingswinford and 17 in Halesowen. There are also groups in surrounding boroughs, such as Wolverhampton, Sandwell as well as Kidderminster, Hagley and Birmingham. Becoming retired does not mean that one ceases to learn. Retirement provides new opportunities and challenges.

Liz O'Mara – Member of Stourbridge U3A

5. Give

“Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.”

New Economics Foundation

5.1 The current state of play

Charity shops are present in increasing numbers in most high streets. They provide opportunities for people to improve their well-being, through volunteering their time, donating or buying goods.

The National Survey of Charities and Social Enterprises (NSCSE) was carried out in 2010 and 2008 (when it was known as the National Survey of Third Sector Organisations). It gathers the views of the leaders of charities, social enterprises and voluntary organisations in England, on such issues as funding and income

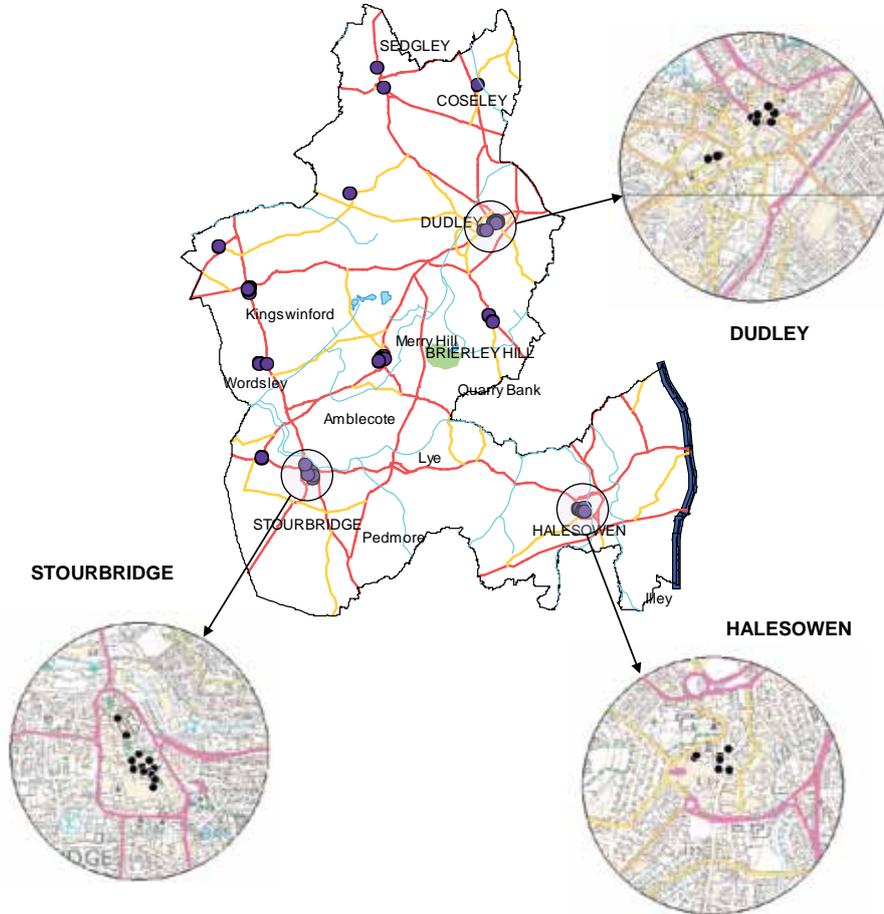
and relationships with local statutory bodies. In 2008 half of Dudley charities surveyed stated that they had sufficient volunteers to meet their main objectives. This figure had fallen slightly in 2010, to 46%, but the difference was not statistically significant (Figure 5.2)

Figure 5.1 shows the locations of charity shops in Dudley. This information was taken from charities own websites and from yell.com, and may not be a complete list. Nevertheless, it shows the presence of a number of charity shops, mainly situated in town centres.

Charity shops provide opportunities for people to improve their well-being, through volunteering their time, donating or buying goods.

Location of charity shops in Dudley borough, Jan 2012

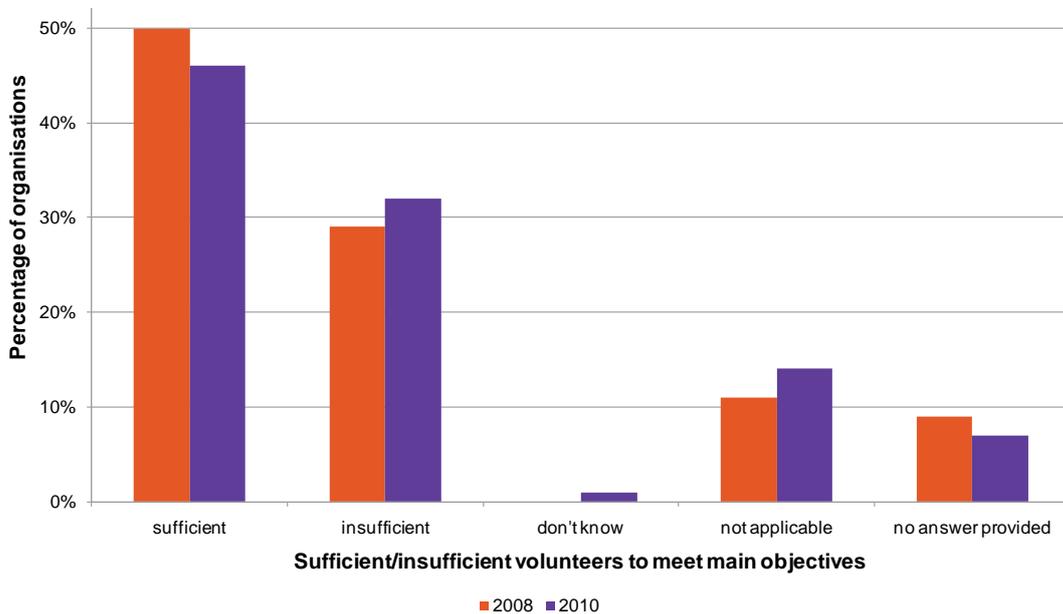
Figure 5.1



Source: Yell.com
 Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Percentage of charities and social enterprises that have sufficient volunteers to meet their main objectives, Dudley 2008 and 2010

Figure 5.2



Source: National Survey of Charities and Social Enterprises

Dudley Council for Voluntary Service (DCVS)

Dudley CVS is an independent umbrella organisation that supports voluntary and community activity, part of a national network of Councils for Voluntary Service. It has a diverse range of affiliated voluntary and community groups (around 350 groups in 2010/11), ranging from national charities with local branches to smaller support groups (Dudley Council for Voluntary Services, 2011). These groups cover numerous interest areas, from Scout and Guide groups to ethnic minority groups to over 60s clubs. In 2010/11 they received 150 enquiries about volunteering and interviewed 520 people who wished to volunteer. The number of volunteering opportunities varies, but as

of November 2011 there were 270 current volunteer opportunities.

A number of organisations across the borough rely on volunteers to enhance the range of services they can provide. Dudley library service use volunteers to help with computers sessions and reading groups. Dudley Group Foundation Trust use volunteers for a number of activities within the hospital such as administrative work on the wards, mealtime assistants and escorting people around the hospital. Dudley Youth Service use volunteers for various activities, including running the borough's youth clubs.

5.2 What people are doing

Young people

In the Dudley schools health-related behaviour survey 2010, 9% of secondary school children in years 8 and 10 (aged 12-13 and 14-15 years) reported spending time the previous day helping or volunteering.

The Dudley Youth Survey of 13-19 year olds in 2011 found that 26% of respondents took part

in voluntary activities. Of those who volunteered, the majority (79%) volunteered for 1-5 hours per week. 14% volunteered because it made them feel confident and was good for their self-esteem. The most popular area where young people would be interested in volunteering was in retail, with sport a close second (24% and 22% respectively) (Table 5.1).

The types of volunteering activity that are interesting to young people (aged 13-19), 2011

Activity	%
Shops/Retail	23.8%
Sport	22.4%
Scouts/Guides/Cadets	14.3%
Care/Hospital	9.8%
Environmental/Outdoors	8.6%
Communities	7.7%
IT Administration	5.9%
Charity Shops	5.6%
Other	2.0%

Source: Dudley Youth Survey 2011

Table 5.1

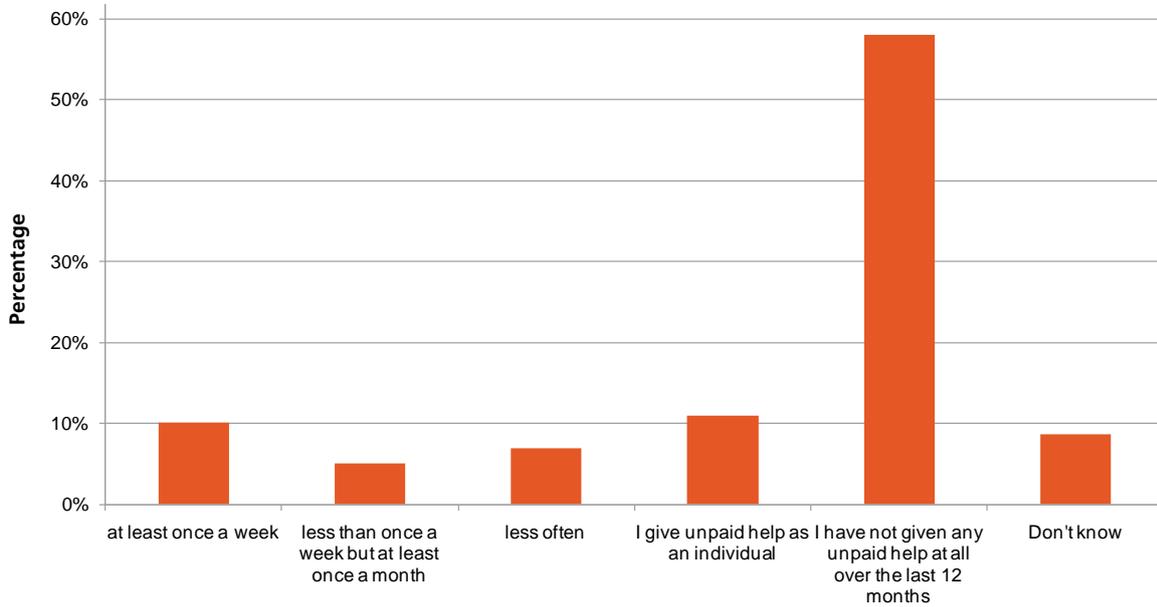
Adults

According to the Dudley Place Survey 2008, a third of adults (33%) provided unpaid help

in some form in the past year. 1 in 10 adults provided unpaid help at least once a week (Figure 5.3).

Figure 5.3

Percentage of adults who provided unpaid help to clubs, groups or organisations in the past year, 2008



Frequency of unpaid help to clubs, groups and organisations

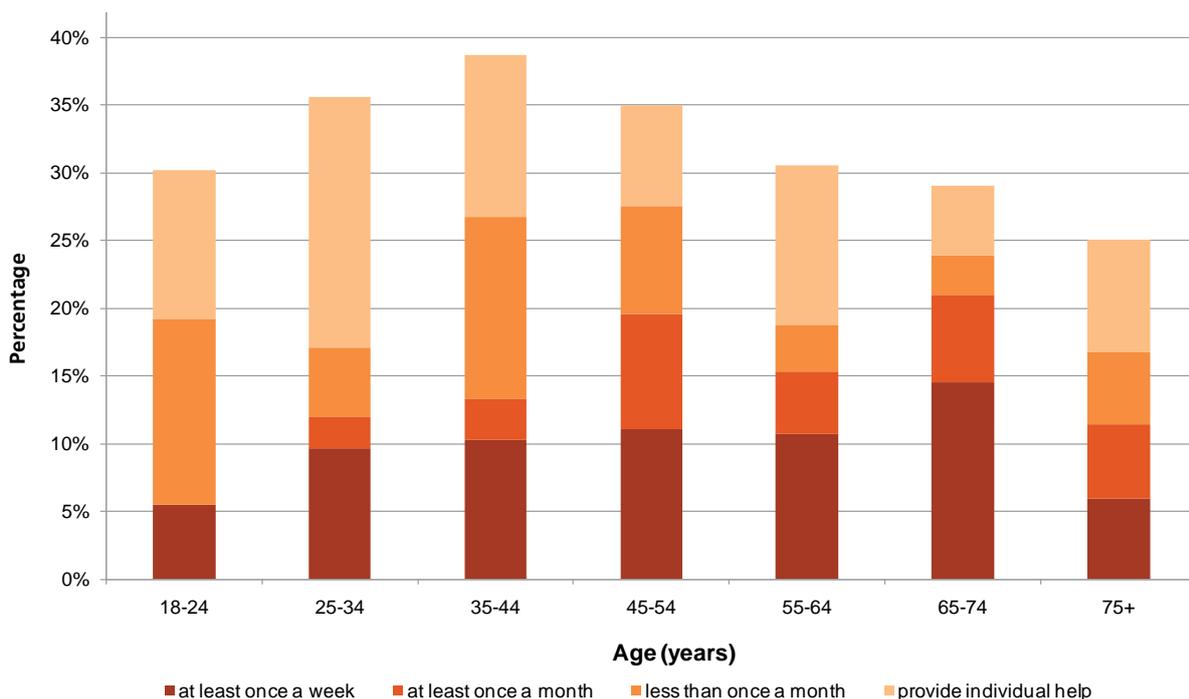
Source: Dudley Place Survey 2008

As Figure 5.4 shows, the pattern of volunteering differs according to age group. The overall percentage volunteering was highest in 35-44 year olds, with nearly 40% giving some unpaid

help within the past year. However, 65-74 year olds volunteered most frequently with nearly 15% volunteering at least once a week.

Percentage of adults who provided unpaid help to clubs, groups or organisations within the past year, by age group, 2008

Figure 5.4



Source: Dudley Place Survey 2008

Dudley Public Health

In common with many other public services, Dudley Public Health relies on volunteers to enhance the services it provides in a number of areas.

Following an expression of interest, potential volunteers provide references and go through a process of induction and CRB checking before being issued with a volunteer ID. In 2011/12, 12 volunteers completed this process (Table 5.2).

Dudley Public Health expressions of interest in volunteering, 2010/11 to 2011/12

Table 5.2

Year	Expression of Interest	Volunteer ID issued
2010 / 11	37	21
2011 / 12*	34	12
* Partial year to 5 March 2012		
Source: Dudley Public Health Community Health Improvement Team		

As of 5 March 2012 there were 87 active volunteers working in public health, in a range of areas. Table 5.3 shows the number of current volunteers and the total number of hours they

have given to date. Some of the volunteers have been with the department for a number of years, and have given over 100 hours in that time.

Currently active volunteers within Dudley Public Health as at 5 March 2012

Table 5.3

Public health programme area	Number of current volunteers	Volunteering hours completed
Alcohol	1	40
Diabetes	2	53
Expert patient programme	30	1939
Healthy eating	15	395
MEND children's physical activity programme	3	90
Physical activity	7	461
Public health (generic volunteers)	8	295
Stop smoking	11	714
Weight Management	10	466
Source: Dudley Public Health Community Health Improvement Team		

5.3 What else could you do

Public Health Volunteer

Anthony Harbach

Physical Activity and Alcohol Volunteer

"I have been volunteering with Public Health since March 2011 working mainly with the Physical Activity Team. Prior to this I became an active volunteer with Aquarius an organisation that provides support for individuals with addictive behaviours linked to alcohol, drugs and gambling.

During the summer of 2010 I attended the weekly 'Health Walk' at Himley Park. I found the walk to be very enjoyable and rewarding. In addition the group that I joined for the walk were friendly and really welcoming. Having enjoyed the experience so much, I felt it would be a great activity for the clients at Aquarius to participate in. I decided to share my thoughts about the walk by writing an article for the 'Changing Times' magazine, my ultimate aim being to encourage readers to try one of the 'Healthy Walk' experiences!

My increasing interest in supporting people experiencing addiction problems led to me working on a voluntary basis for Public Health. In April I completed the 'Walk Leader' training course. This involved half a day's induction, outlining how to plan, deliver and evaluate an effective walk. As a consequence of completing the training I have successfully led several of my own 'Health Walks' specifically aimed at clients of Aquarius. I currently have a regular walking group that meet every fortnight.

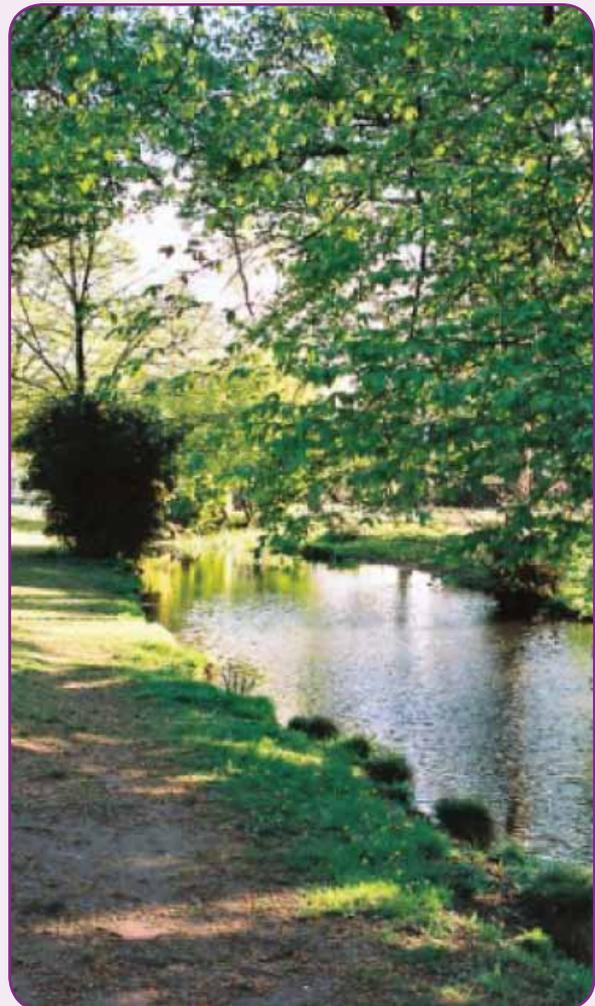
The 'Healthy Walks' are approximately one and half hours long visiting rural areas of beauty within the local borough. Ensuring that we walk in a different area each week maintains interest, enthusiasm and attendance of the group.

I have derived dual pleasure from this experience; I enjoy walking as a way of relaxing but most importantly I have found it rewarding to see others benefiting from the walks in so many ways. A 'Health walk' can open up a whole new world of opportunity to find new friends and, for those recovering from or battling some form of

addiction, a solution to the sense of isolation and loneliness that so often occurs with it.

The physical health benefits from walking are well known. Our walks take us through lovely scenery and provide us with pleasant company. We are not totally exhausted afterwards but we know we will sleep well that night! It doesn't cost any money, just a little time."

- Aquarius offers help and advice for anyone experiencing a problem with alcohol, drugs or gambling. This could be for themselves, a family member or someone they know. Their telephone number is 01384 261267.



Mary Spiers
Public Health Volunteer and
Healthy Towns Park Ranger

"I began volunteering in 2009 to gain some valuable work experience. I had been unemployed for four years and realised that it was a good way to learn new skills, gain experience and meet people, in the hope that it would help me to get a job.

I took every opportunity going and volunteered for around seven hours a week. During this time I gained experience with several different areas in Public Health, giving me a good insight into Public Health generally, and a variety of different skills, knowledge and experience of helping to improve the health and well-being of people in Dudley.

I helped support people to give up smoking at a local weekly stop smoking support group. I also supported the MEND (Mind, Exercise, Nutrition, Do It) programme with the Weight Management Team, working with families to help them to eat healthily and become more active, and I volunteered with the Physical Activity Team supporting Green Fit and running sessions in a local park.

I really enjoyed volunteering particularly meeting so many different people and, as I gained in confidence, I began to feel able to do more. The staff were really supportive and helped me to build up my confidence gradually.

I have now trained as a sessional worker for the Dudley Stop Smoking Service which enables me to run sessions with the support of other volunteers and I enjoy passing on my experience and helping them.

I get a real buzz and sense of achievement from supporting others to give up smoking and helping people to become more active through the running sessions in the parks. Seeing two 65 year olds who had never run before join the sessions and complete a three mile run without stopping was fantastic!

I also loved working on the MEND programme and seeing how much the kids benefitted from the sessions.

For anyone thinking about volunteering I would say definitely do it but make sure you find something that you are interested in and really enjoy. The people I helped to support seemed to really value the fact that I was offering my support and a friendly face for free.

I am now a Park Ranger for one of the Healthy Towns Hubs and I know I wouldn't have got my current job without the voluntary experience I gained through the Dudley Public Health Volunteer Programme. It gave me the opportunity to gain loads of experience and a job I love."



Mary Spiers

I get a real buzz and sense of achievement from supporting others to give up smoking and helping people to become more active through the running sessions in the parks.

Case Study - Give

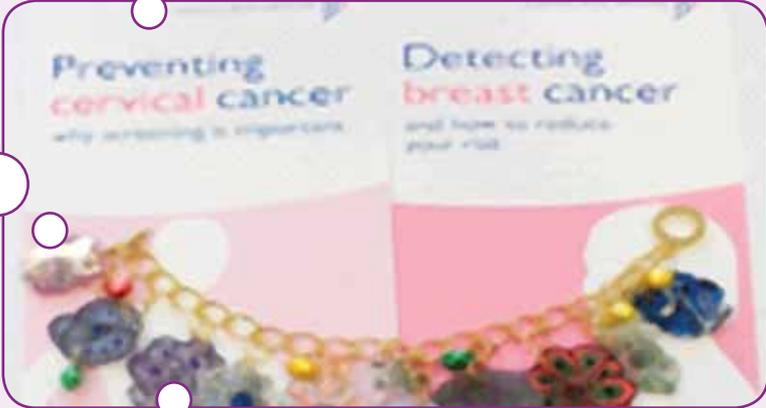
The Public Health Community Health Champions programme supports local people to share key messages about health and well-being with their friends, families and wider communities. Community Health Champions are recruited through community engagement projects such as 'Life is Precious' – a cancer awareness arts and health project. In this case all of the participants were drawn from communities who understand Urdu, Punjabi or Arabic, in order to provide accessible and culturally sensitive information to those communities. Evaluation of the initial

project identified a substantial increase in awareness of the signs and symptoms of cancer and the national screening programmes. In addition, the pre and post mental well-being survey (SWEMWBS) showed that there was an increase in the cumulative well-being scores after the workshops, based on the feelings and thoughts that best described participants' experiences over the previous two weeks. The project engaged 106 participants, of which 54 have continued to give their time as 'Community Health Champions'.



"We have gained a lot from this project – we have been assured in what we can do – and if we can do this we can be confident in life to go out and try new things."

"We will now take this cancer message seriously whereas before we didn't"



"We will tell other women to check themselves in general, look for changes and go and get them checked"

Source: Dudley Public Health

Age UK Dudley Volunteers

"They all seem to enjoy it and produce good work considering that they are starting from scratch mostly, nice to be able to help with queries and problems." Alan Westley, Art Tutor.

"I've always liked helping people so when I retired it took a lot out of life, like solving problems and queries. Volunteering gives you a boost being able to do something for others." David John, Photography Tutor.

"Nice to feel you're making a difference." Scott Fellows, Men's Morning Helper.

"Being given the chance to take my certificate in Food Hygiene to which I am grateful. I find it very rewarding to help others, sometimes a nice cup of tea and a chat helps people get problems sorted out." Rita Dunn, Friendship Group Helper.

"Volunteering makes me feel good about myself; my reward is by helping others. Best job ever had –most rewarding" June Hill, Nintendo Wii Instructor.

Source: Age UK Dudley

Expert Patient Programme Volunteers

Emily

Hi there! My name is Emily and I'm 25 years old. In February 2009 I was diagnosed with Crohn's disease which led to depression and joint troubles. My GP recommended I went on the Expert Patient Programme to deal with my illnesses. By May 2009, I had signed up to the course and it was the best thing I could have done. It helped me come to terms with my illnesses, manage my pain efficiently, helped me plan for the future, and introduced me to others with long-term health conditions. Following the course I decided I wanted to become a tutor – I wanted to help others like I had been helped. In September 2010, I became an EPP tutor and I am looking forward to completing many courses in the future.

I'm a busy bee - I'm a full time university student at Worcester University studying English Language and Film Studies, and have a part time job at a local retail outlet. I am also a book reviewer for a UK-based charity for Crohn's disease - Crohn's and Colitis UK. In what spare time I have I like to spend time with my partner, read, play computer games and go to the cinema with my friends.



I completed my EPP tutor training in February 2008. I have fibromyalgia as well as a number of other conditions that severely limit my ability to live what could be considered a 'normal' life and can be quite isolating.

Becoming a tutor for EPP changed the way I think about myself. It gave me back a great deal of confidence and a sense of self-worth, helping me to see the positives that have come along with the change in my life-style.

I absolutely love tutoring courses as I get to see the difference that EPP can make to people's lives. It is fantastic to see the difference in people at the start of week 1 and the end of week 6. You get to see people's confidence grow as they take back control of their lives and conditions.

I am currently in the process of becoming an assessor, as I think it's important to support tutors and help them to feel confident in delivering the course. I also think that Dudley EPP team have built up a deserved good reputation and want to see that continue.

As well as volunteering as an EPP tutor I am also in the process of doing a degree through Open University, which is very supportive of disabled students.



Becky

Rob

As a volunteer tutor with Expert Patient Programme since 2006 I have delivered numerous courses and helped fellow co-tutors attain accreditation. I am currently undergoing training to become an assessor. My long term health conditions include Coronary Heart Disease and Type 2 Diabetes.

I am so grateful for the re-habilitation provided by Action Heart I became one of the "supporting army" of volunteers. My main claim to fame within Action Heart was the writing of a booklet entitled "Take Heart", a compilation of heart patient experiences.

Other voluntary interests include being a member of the Coronary Heart Disease Local Implementation Team (CHD LIT) and I am an ad-hoc member of the Black Country Cardiovascular Network. It is through the latter that I co wrote "Stroke, A New Beginning", a booklet of stroke patient experiences. I am also an observer with the Institute of Advanced Motorists. Along with my wife Doreen (also an EPP tutor) and with camera in hand, I enjoy travel with and without the caravan.



I have been an Expert Patient Programme tutor since 2007. My long term conditions are osteoporosis, osteoarthritis and I suffer pain in my hip, back, neck and shoulders.

I am also involved as a volunteer with Action Heart and as a member of the Patient and Family Support Services team co-ordinating patient visits with other volunteers onto Post Coronary Care Unit for one hour each week.

By the way I also work out at the Action Heart gym which helps to ease my long term condition. Regular swimming also helps.

Rob Stokes (also a tutor) is my husband and we have 2 grown up daughters. In my retirement I enjoy travel both with and without our touring caravan.



Doreen

Section 2

Feeling Well: The five ways to well-being

To stay healthy we need to lead healthy lifestyles – to what extent are people leading healthy lifestyles in Dudley?



Healthy Eating...

1. Healthy Eating

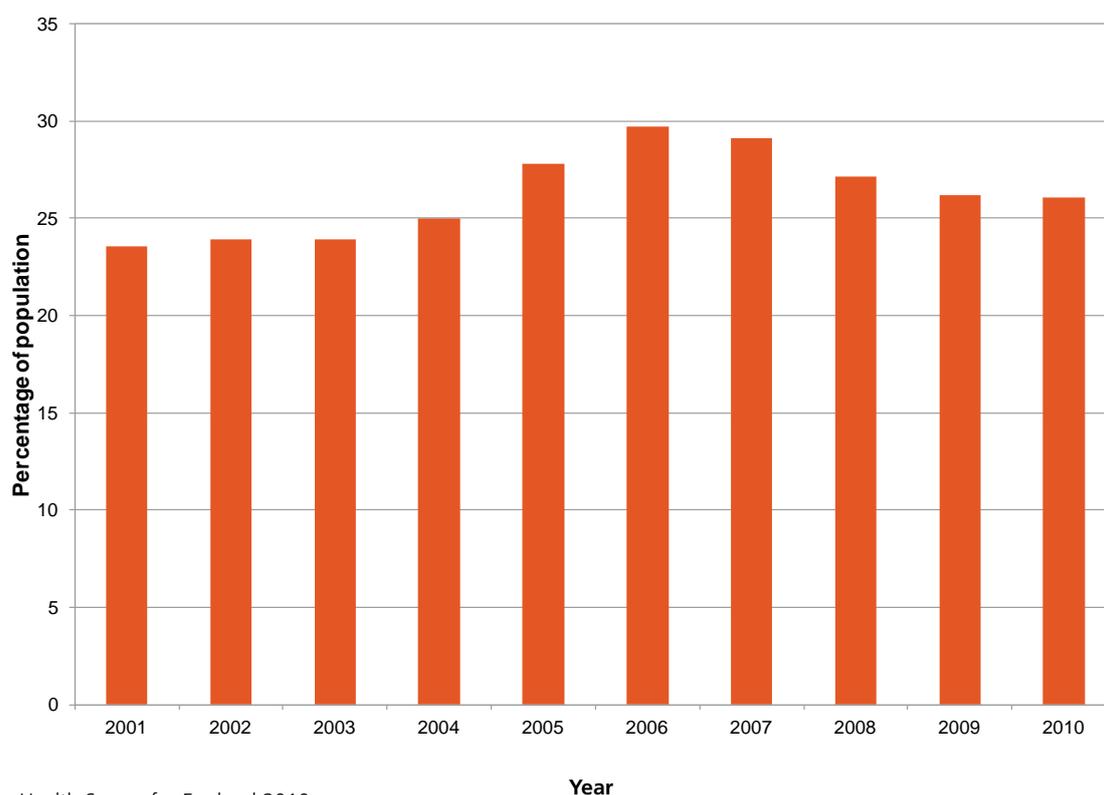
It has long been known that diet and nutrition play an important role in people's health. In 1994, the Department of Health, launched the '5 a day' campaign, to encourage people to eat at least 5 portions of fruit and vegetables per day. It is based on advice from the World Health Organisation, which recommends eating at least 400g of fruit and vegetables per day to lower the risk of serious health problems (NHS Choices, 2011)

1.1 Adults

Across England as a whole, 26% of adults ate 5 portions or more of fruit and vegetables in 2010. This has increased slightly since 2001, when the figure was 24%, but has been falling since the high of 29% in 2006 (Figure 1.1)

Health Survey for England: Percentage of population aged 16 years and over in England who eat at least 5 portions of fruit and vegetables per day, 2001-2010

Figure 1.1



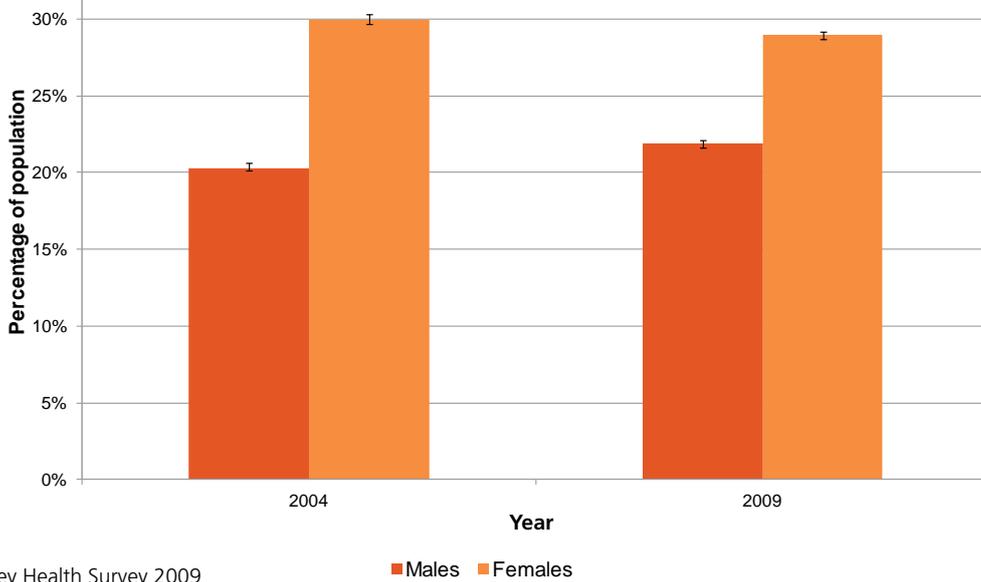
Source: Health Survey for England 2010

In Dudley in 2009, 25.6% of respondents reported eating 5 portions of fruit and vegetables, similar to the England average. This has not changed significantly from 2004,

when the figure was 25.4%. There is significant variation in Dudley between men and women, with 22% of males and 29% of females eating 5 a day in 2009 (Figure 1.2)

Figure 1.2

Adults aged 19 years and over attending Dudley MBC adult and community education classes, 2010/11



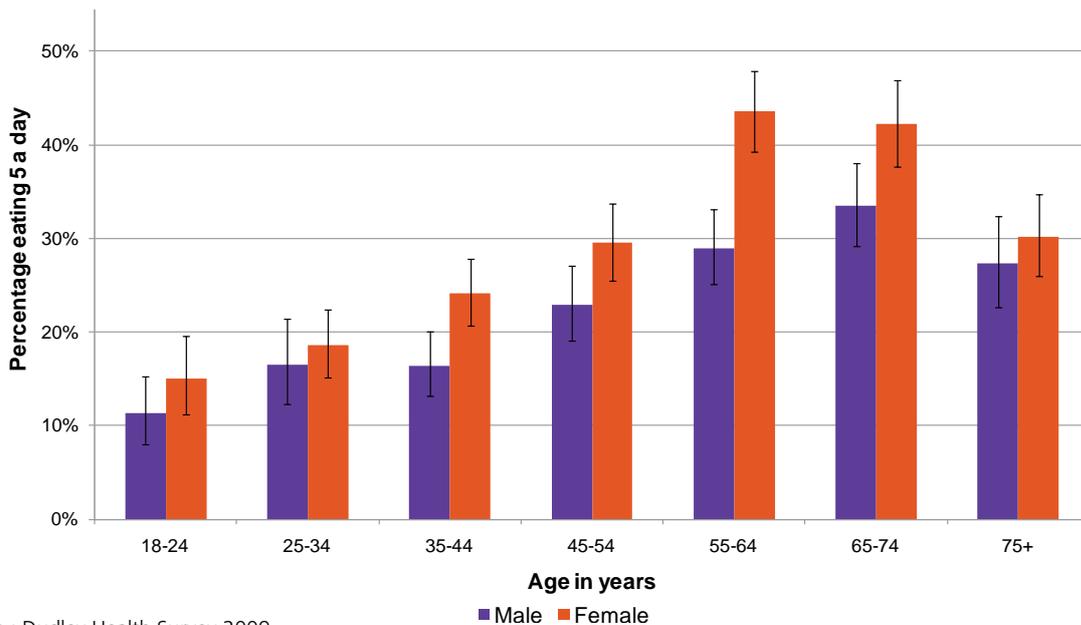
Source : Dudley Health Survey 2009

Looking at 5 a day by age, a definite pattern emerges with fewer 18-24 year olds of both sexes eating 5 a day than any other age group. The percentage of people eating 5 a day

increases with increasing age, peaking in females at age 55-64 and in males at age 65-74 before starting to decrease (figure 1.3).

Dudley Health Survey: Proportion of respondents who eat at least 5 portions of fruit and vegetables per day, by gender and age group, 2009

Figure 1.3



Source : Dudley Health Survey 2009

Significantly more white than BME respondents reported eating 5 a day (table 1.1), and analysis by IMD national quintile shows a link with

deprivation, with significantly fewer people eating 5 a day in the most deprived national quintile compared to the least deprived (figure 1.4).

Dudley Health Survey: Age-standardised proportion of respondents who eat at least 5 portions of fruit and vegetables per day by ethnic group, 2009

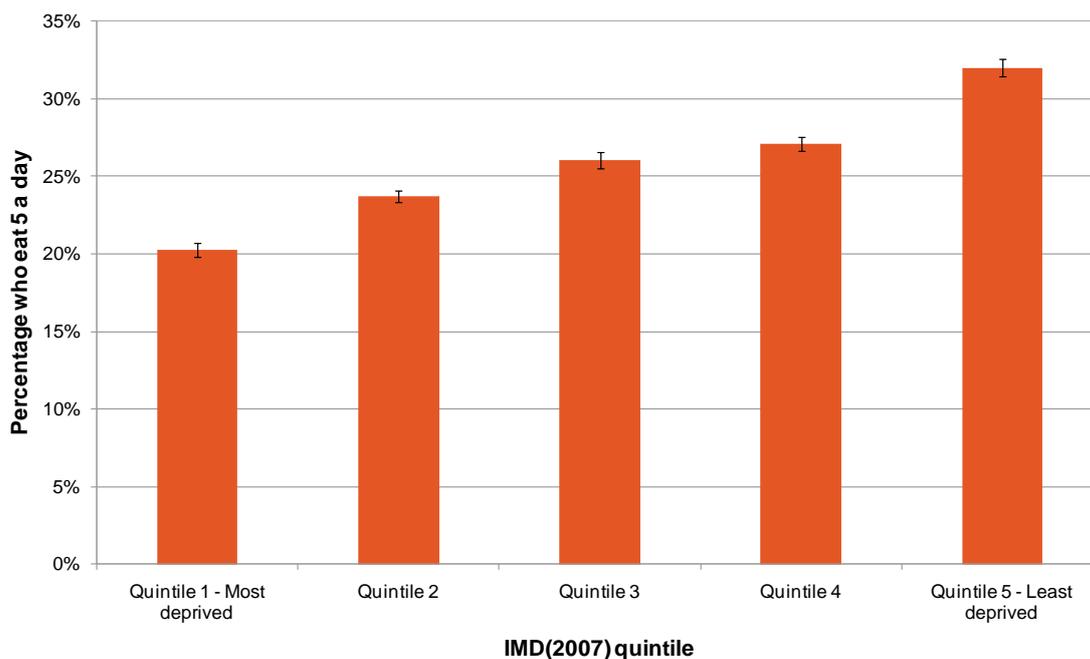
Table 1.1

	Eat at least 5 fruit and vegetables per day		
	%	95% confidence interval	
		lower	upper
White	28.5	25.6	26.0
BME	19.6	18.5	20.9

Source: Dudley Health Survey 2009

Dudley Health Survey: Age-standardised proportion of respondents who eat at least 5 portions of fruit and vegetables per day by national Index of Multiple Deprivation quintile, 2009

Figure 1.4

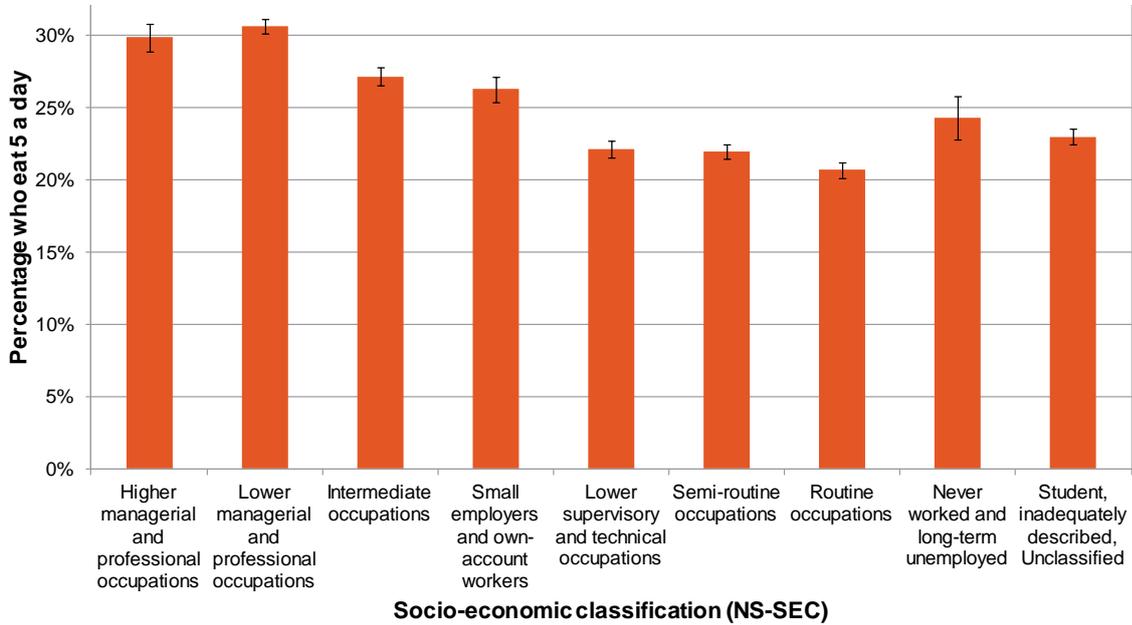


Source: Dudley Health Survey 2009

Workers in routine occupations are least likely to eat 5 a day, while those in higher and lower managerial and professional occupations are most likely to eat 5 a day (Figure 1.5).

Figure 1.5

Dudley Health Survey: Age-standardised proportion of respondents who eat at least 5 portions of fruit and vegetables per day by national socio-economic classification (NS-SEC), 2009



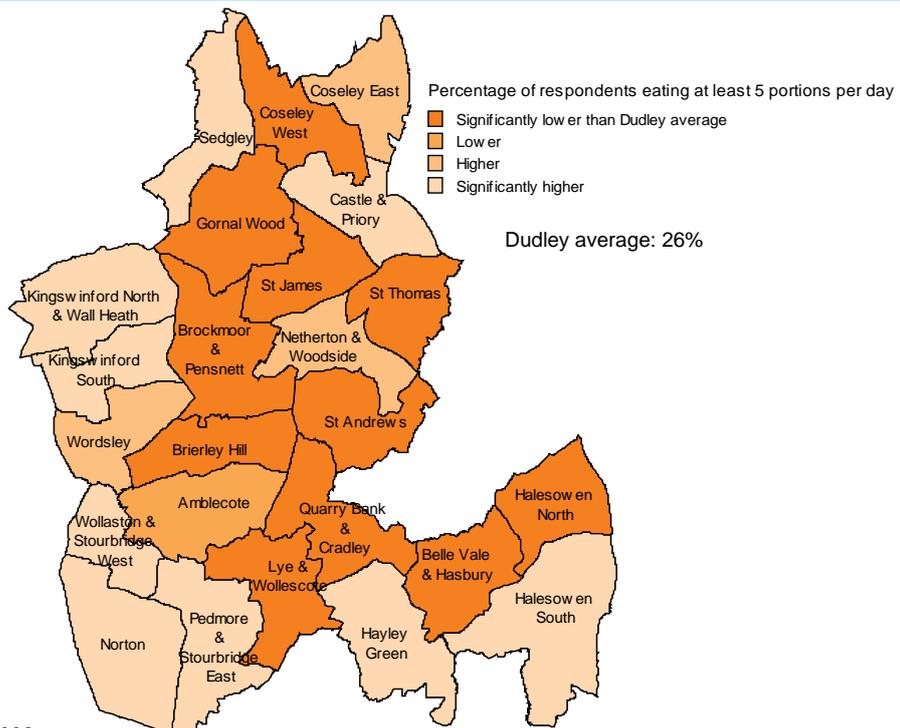
Source : Dudley Health Survey 2009

Geographical analysis of results from the Dudley Health Survey 2009 reveals that on the whole, areas in the west and south of the borough

generally have a significantly higher proportion of adults eating at least 5 portions per day compared to the east and north (figure 1.6).

Dudley Health Survey: Age standardised proportion of respondents eating at least 5 fruit and vegetables per day by 2001 census ward, 2009

Figure 1.6



Source: Dudley Health Survey 2009

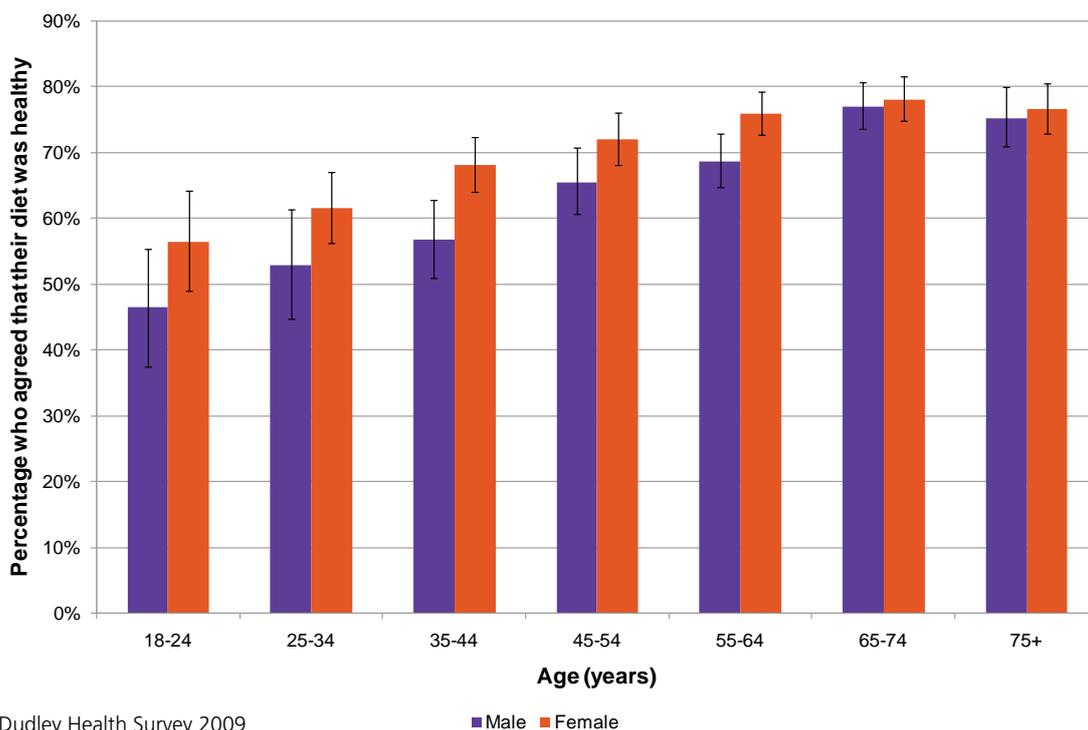
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

In 2009 respondents to the Dudley Health Survey were asked whether they agreed that they had a healthy diet overall. In all age groups, women were more likely than men to agree, although in most cases this was not a significant difference. The percentage of people who agreed with the

statement increased with age, with people aged 45 years and over significantly more likely than those aged 18-24 years to agree that their diet was healthy (Figure 1.7). So while 66% of people think that their diet is healthy, only 25% of people actually eat 5 a day.

Dudley Health Survey: Percentage of respondents who agreed that their diet was healthy, by age and sex, 2009

Figure 1.7



Source: Dudley Health Survey 2009

When asked why they did not eat 5 portions of fruit and vegetables daily, more than half of respondents (53%) said it was because they just

didn't think about it. A further 12% said it was because they couldn't afford them (table 1.2)

Dudley Health Survey: Reasons given for not eating 5 portions of fruit and vegetables, 2009

Table 1.2

	%	95%ll	95%ul
Just don't think about it	52.7%	51.0%	54.4%
Can't afford more fruit and vegetables	11.6%	10.5%	12.7%
Other	11.0%	10.0%	11.9%
Don't want to	9.8%	8.9%	10.8%
The time it takes to prepare fruit and vegetables	7.3%	6.3%	8.3%
Don't like fruit and vegetables	5.3%	4.5%	6.3%
Can't get the fruit and vegetables I want at my local shop	1.5%	1.2%	1.9%
Don't have the facilities to prepare vegetables	0.8%	0.5%	1.3%

Source: Dudley Health Survey 2009

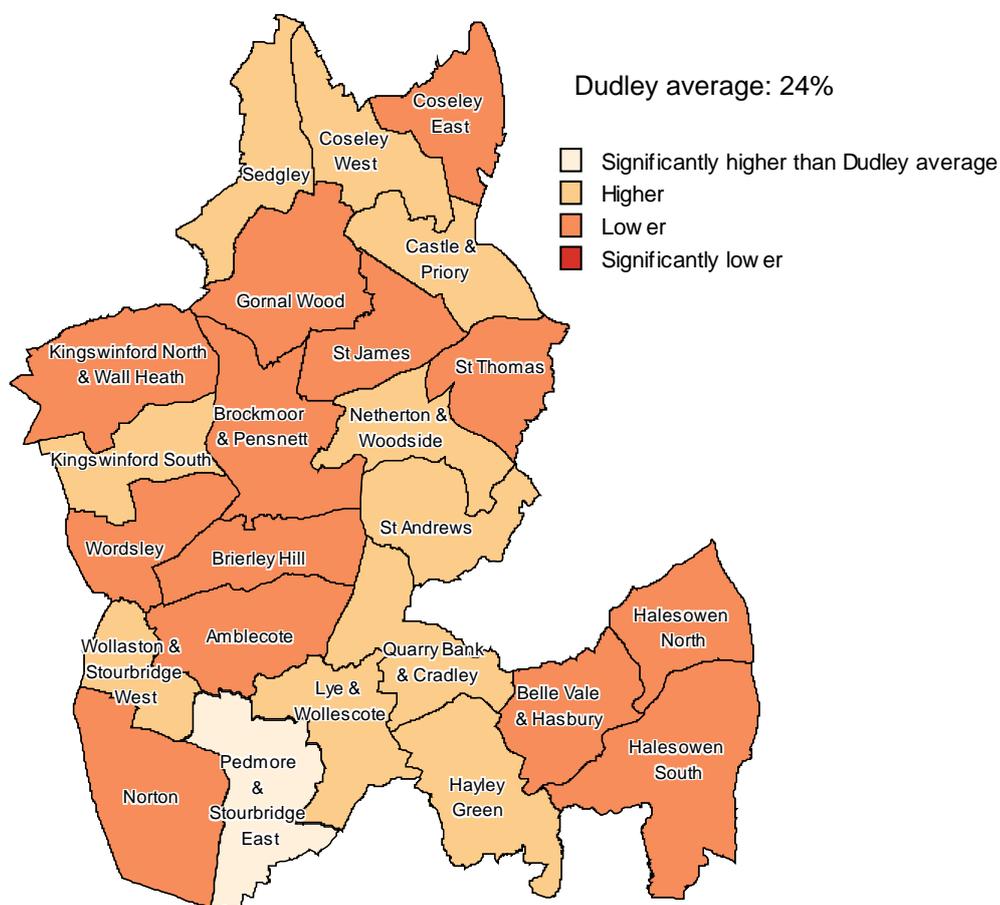
1.2 Children

The Dudley schools health-related behaviour survey asked children in school years 5 and 6 (primary school) and years 8 and 10 (secondary schools) how many portions of fruit and vegetables they eat per day.

On average, 24% of primary school children reported eating at least 5 portions per day, but the percentage in secondary schools was lower, at 16% (Figures 1.8 and 1.9).

Percentage of children in school years 5 and 6 that eat at least 5 portions of fruit and vegetables per day, 2010 by 2001 census ward. Children registered with a Dudley school and resident in Dudley

Figure 1.8

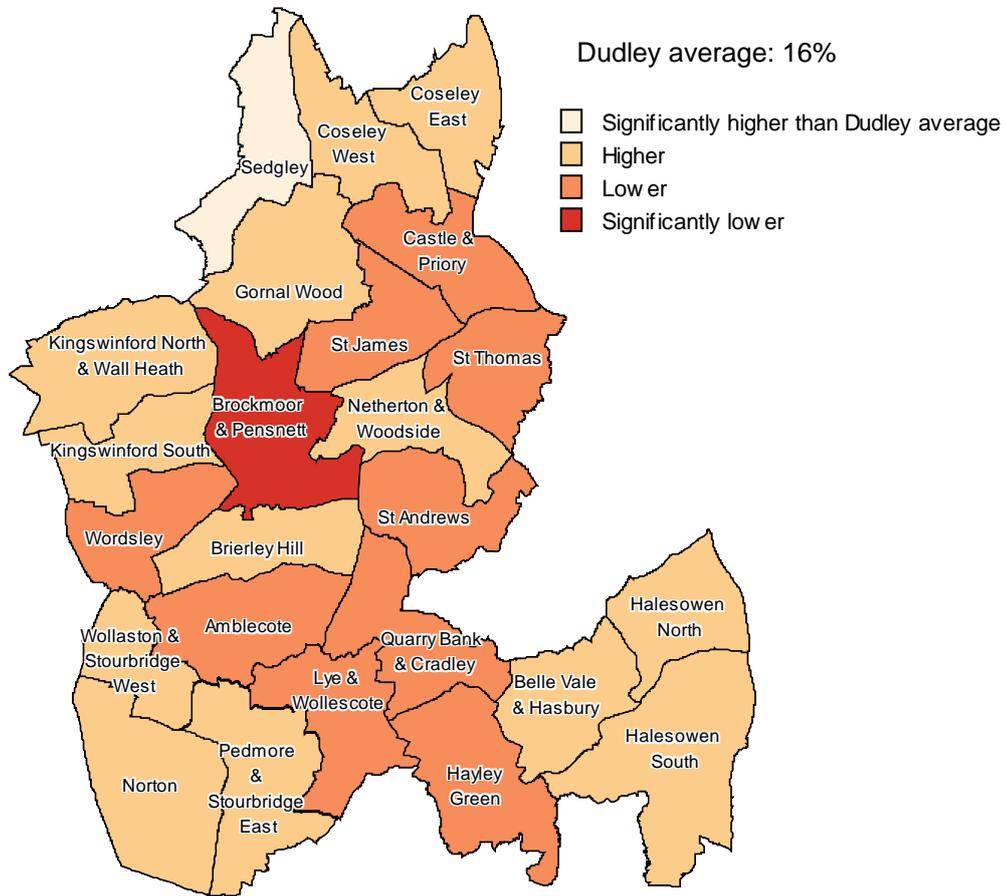


Source: Dudley schools health related behaviour survey, 2010
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

On average, 24% of primary school children reported eating at least 5 portions per day

Percentage of children in school years 8 and 10 that eat at least 5 portions of fruit and vegetables per day, 2010 by 2001 census ward. Children registered with a Dudley school and resident in Dudley

Figure 1.9



Source: Dudley schools health related behaviour survey, 2010
 Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Healthy Weight...

2. Healthy Weight

Unhealthy weight is an increasing problem in the UK. Obesity can severely affect people's health, increasing the risk of a range of illnesses including type 2 diabetes and cardiovascular disease.

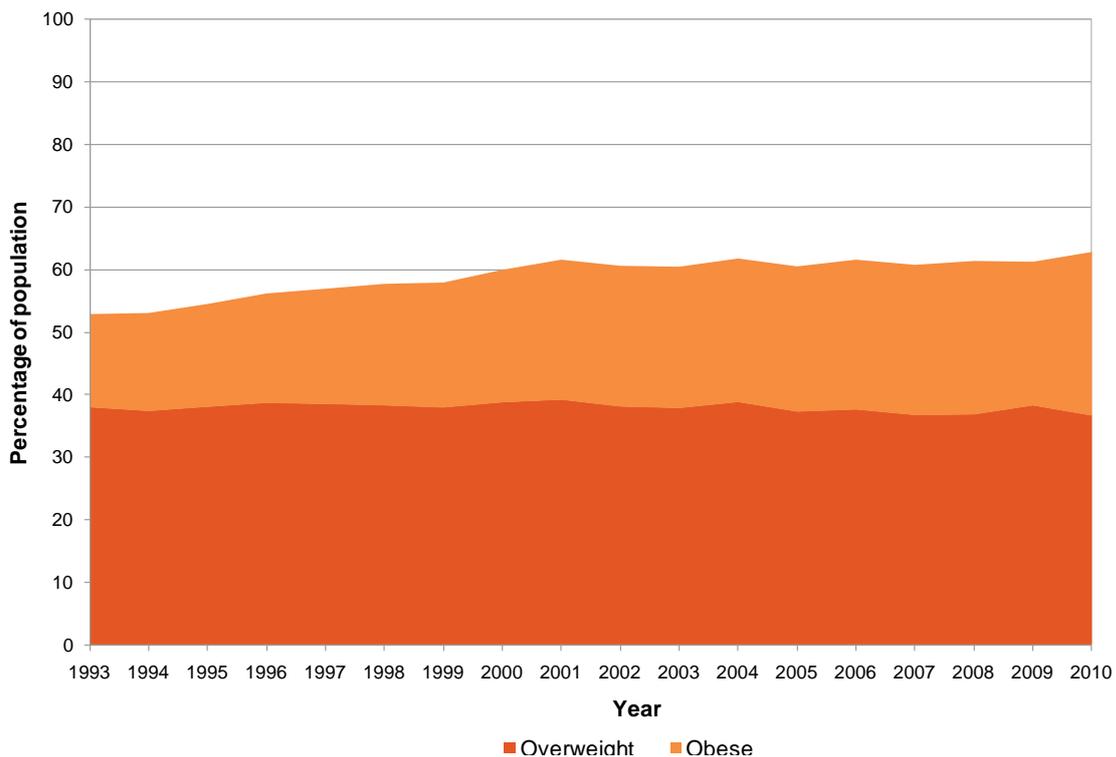
Dudley's obesity strategy, which is currently being updated, includes a range of initiatives designed to promote physical activity and healthy eating. These include exercise referrals and referral to weight management programmes such as Weight Watchers and Slimming World.

2.1 Adults

Obesity in adults is defined by the Health Survey for England as a body mass index (BMI) greater than 30, and overweight as a BMI greater than 25 but not more than 30. In England as a whole, obesity among adults has been rising steadily for a number of years, from 15% in 1993 to 26% in 2010, while the proportion of the population that are overweight but not obese (BMI >25 to 30) has remained relatively constant at between 36 and 39% (Figure 2.1). Overall, 63% of the population were overweight or obese in 2010.

Health Survey for England: Percentage of population aged 16years and over in England who are overweight (BMI >25-30) or obese (BMI>30), 1993-2010

Figure 2.1



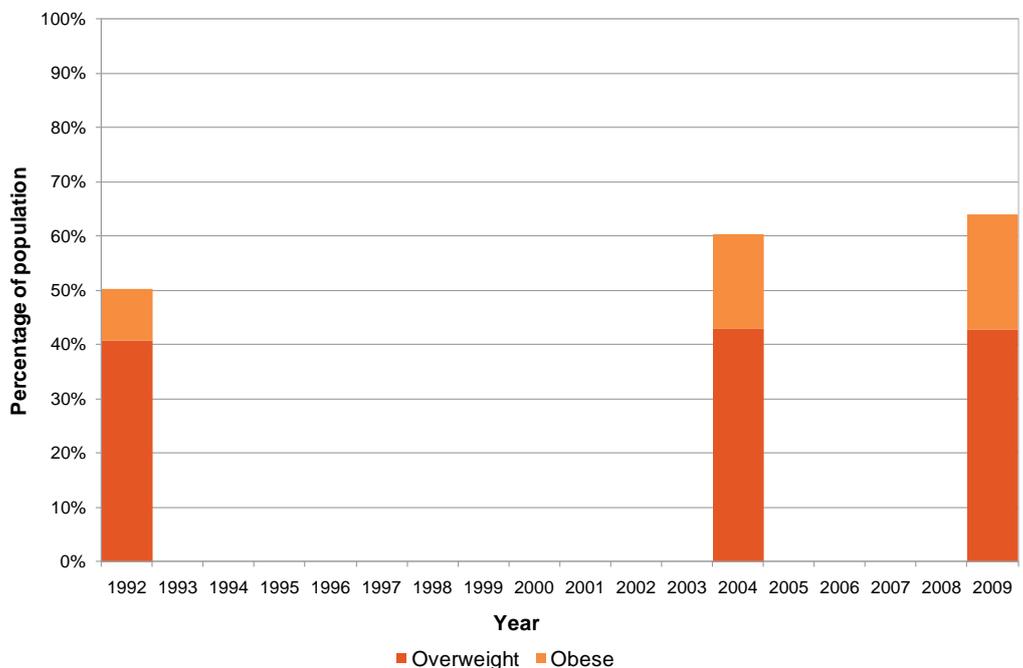
Source: Health Survey for England 2010

In Dudley, figures from the Dudley Health Survey (carried out in 1992, 2004 and 2009) show a similar picture to England. The percentage of

the population that are overweight or obese has risen from 50% in 1992 to 64% in 2009 (Figure 2.2)

Figure 2.2

Dudley Health Survey: Age-standardised proportion of respondents (aged 18 years and over) who are overweight (BMI >25-30) or obese (BMI>30), 1992, 2004 and 2009



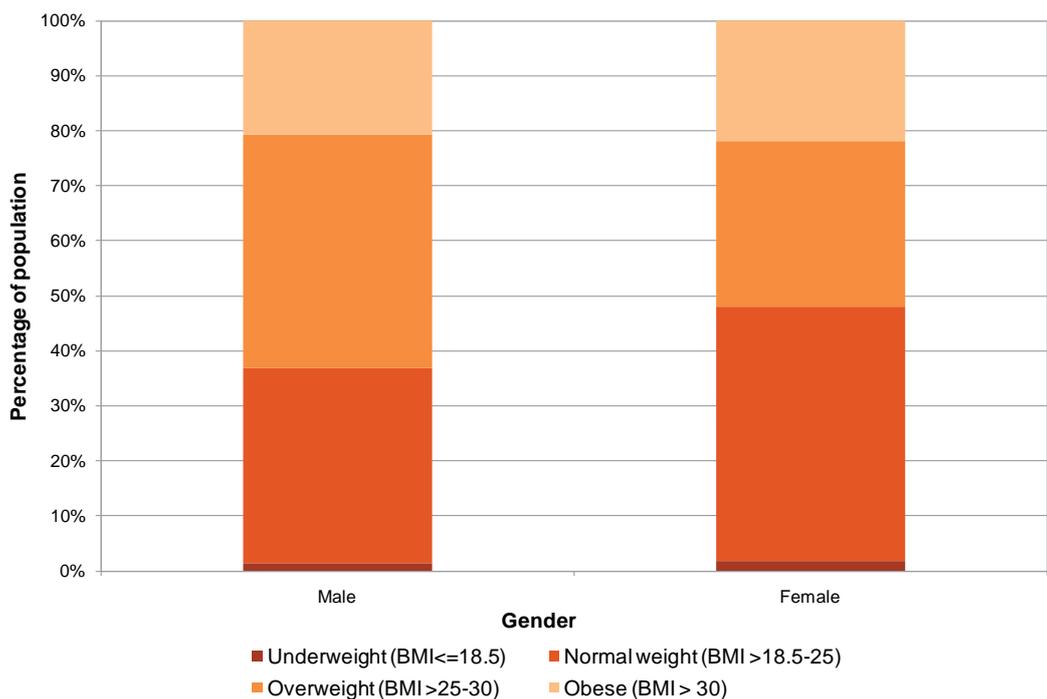
Source: Dudley Health Surveys 1992, 2004 and 2009

Analysis by gender shows that the proportion of the population that is obese is similar in men and women, at around 21%. However,

the proportion of the population that is either overweight or obese is higher in men (63%) than women (52%)(Figure 2.3).

Dudley Health Survey: Age-standardised breakdown of BMI by gender, 2009

Figure 2.3



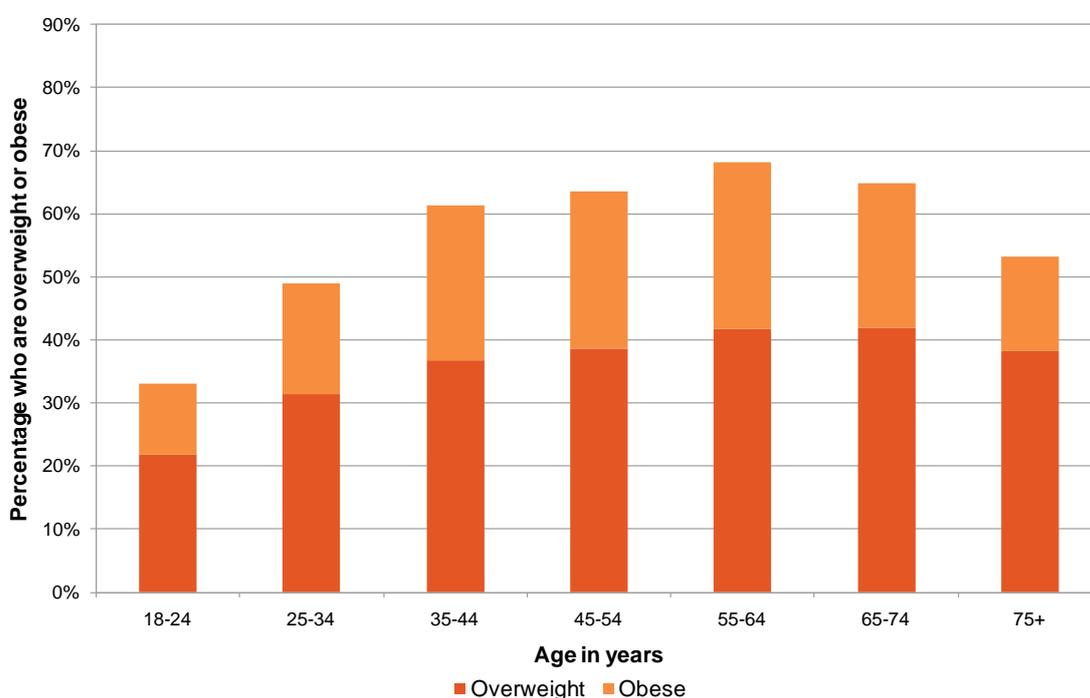
Source: Dudley Health Survey 2009

Looking at obesity and overweight by age, the lowest rate is in 18-24 year olds, with 33% either overweight or obese. The percentage increases with increasing age, peaking at age 55-64 years with 68% overweight or obese by this age. After age 64 the percentage starts to fall, with around 53% of people aged 75 years and overweight or obese. (Figure 2.4).

Ethnicity appears to play a role in obesity, with a significantly higher percentage of white respondents being obese than those in black and minority ethnic (BME) groups. However, there is no significant difference in the two groups between those who are overweight or obese (Table 2.1).

Dudley Health Survey: Proportion of respondents who are overweight (BMI >25-30) or obese (BMI>30) by age group, 2009

Figure 2.4



Source: Dudley Health Survey 2009

Dudley Health Survey: Age-standardised proportion of respondents who are overweight (BMI >25-30) or obese (BMI>30) by ethnic group, 2009

Table 2.1

	Overweight or obese (BMI>25)			Obese (BMI>30)		
	%	95% confidence interval		%	95% confidence interval	
		lower	upper		lower	upper
White	57.5%	57.1%	57.8%	36.4%	36.1%	36.6%
BME	56.4%	54.4%	58.5%	33.8%	32.2%	35.4%

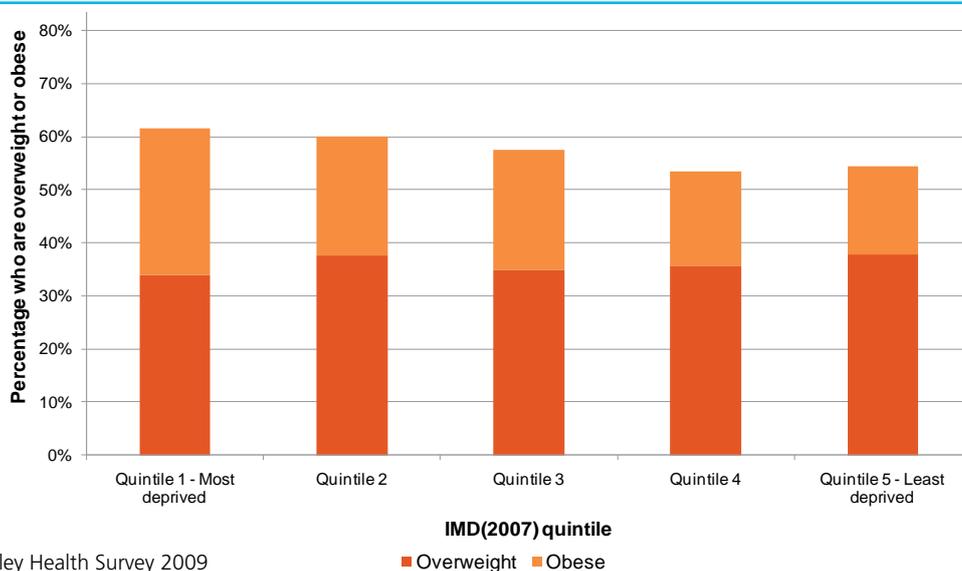
Source: Dudley Health Survey 2009

While the percentage of the population that are overweight varies little by Index of Multiple Deprivation, there is significant variation in the obese population. Adults living in the most deprived national quintile are significantly more likely to be obese than those in the least deprived (Figure 2.5).

Obesity also varies by socio-economic classification (Figure 2.6). Those in higher managerial and professional occupations are the least likely to be overweight or obese, while small employers and own account workers are the most likely. Looking at obesity alone, the percentage is highest in those who have never worked and the long term unemployed.

Dudley Health Survey: Age-standardised proportion of respondents who are overweight (BMI >25-30) or obese (BMI>30) by national Index of Multiple Deprivation (2007) quintile, 2009

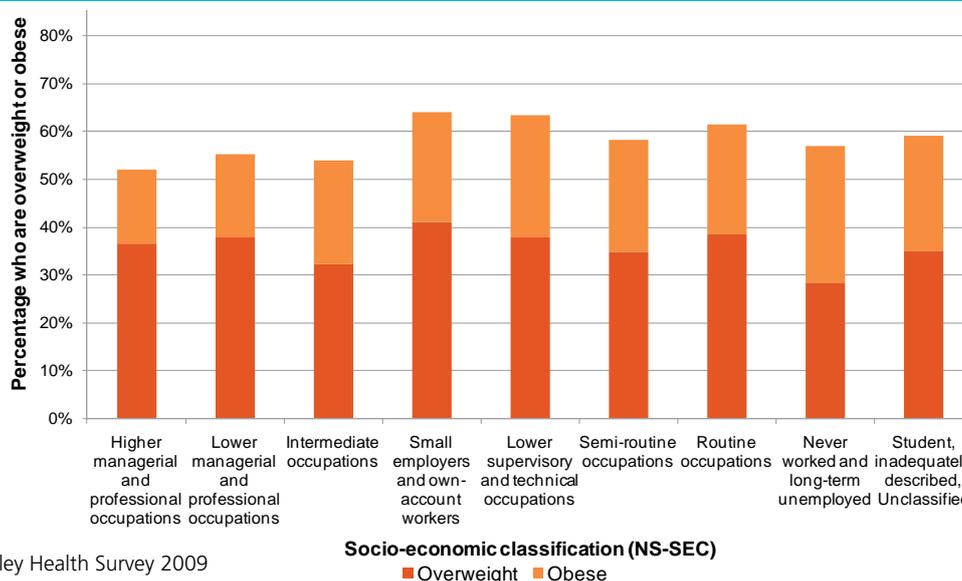
Figure 2.5



Source: Dudley Health Survey 2009

Dudley Health Survey: Age-standardised proportion of respondents who are overweight (BMI >25-30) or obese (BMI>30) by national socio-economic classification (NS-SEC), 2009

Figure 2.6



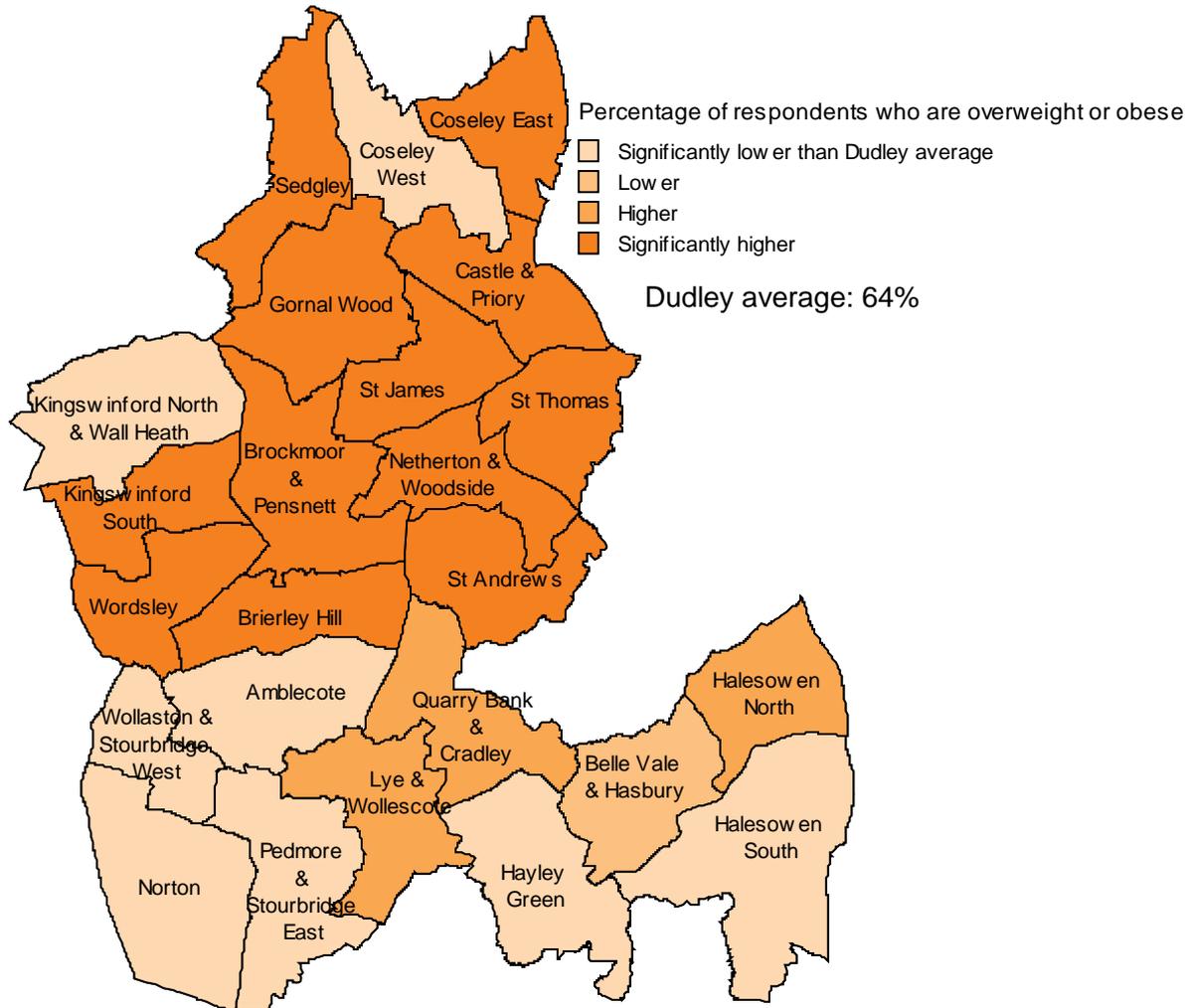
Source: Dudley Health Survey 2009

Geographical analysis of obesity shows that the proportion of people who are overweight or obese is generally highest towards the centre

and north of the borough, while those areas in the south have a significantly lower proportion (figure 2.7).

Dudley Health Survey: Age-standardised proportion of respondents who are overweight or obese by 2001 census ward, 2009

Figure 2.7



Source: Dudley Health Survey 2009
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

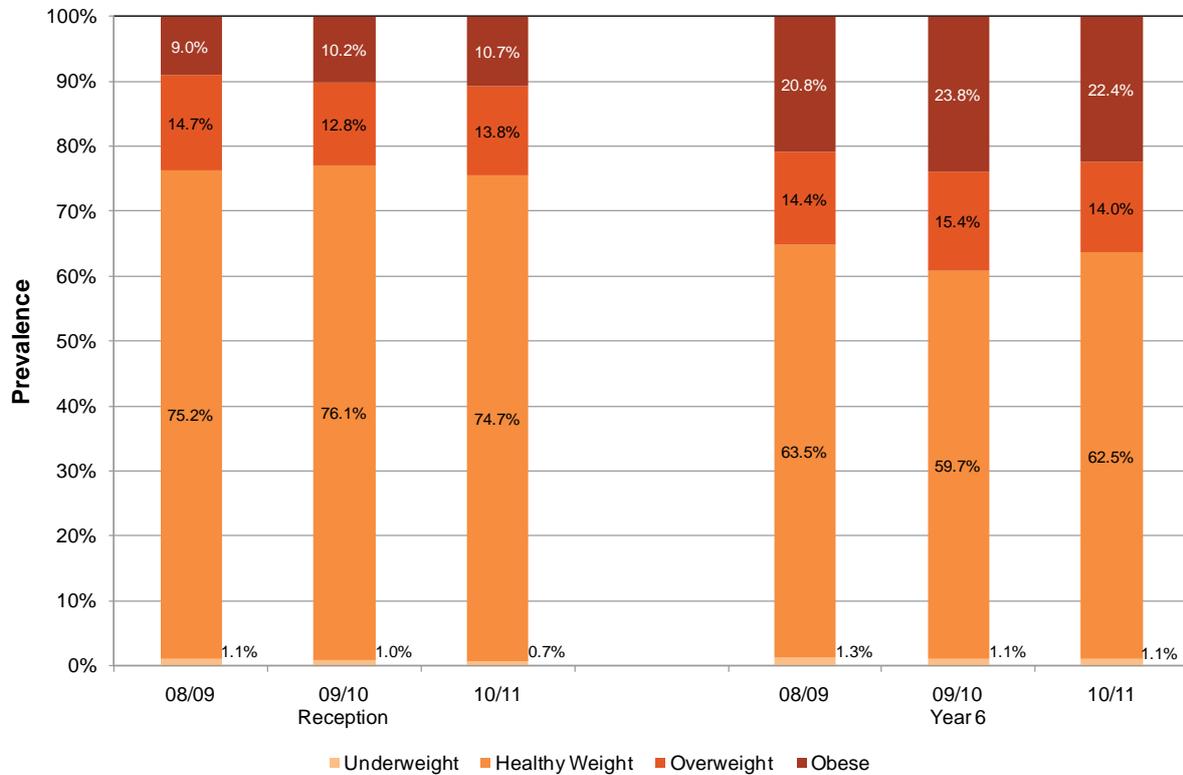
2.2 Children

The National Child Measurement Programme aims to measure the weight and BMI of all children in primary school reception class and year 6 on an annual basis.

Results for the last 3 years in Dudley schools show very little change. In reception year around 25% of children are overweight or obese in 2010/11. In school year 6 the figure is higher, at 36% (Figure 2.8).

Prevalence of underweight, healthy weight, overweight and obese children in Dudley Schools by NCMP year, 2008/09 to 2010/11

Figure 2.8



Source: National Child Measurement Programme

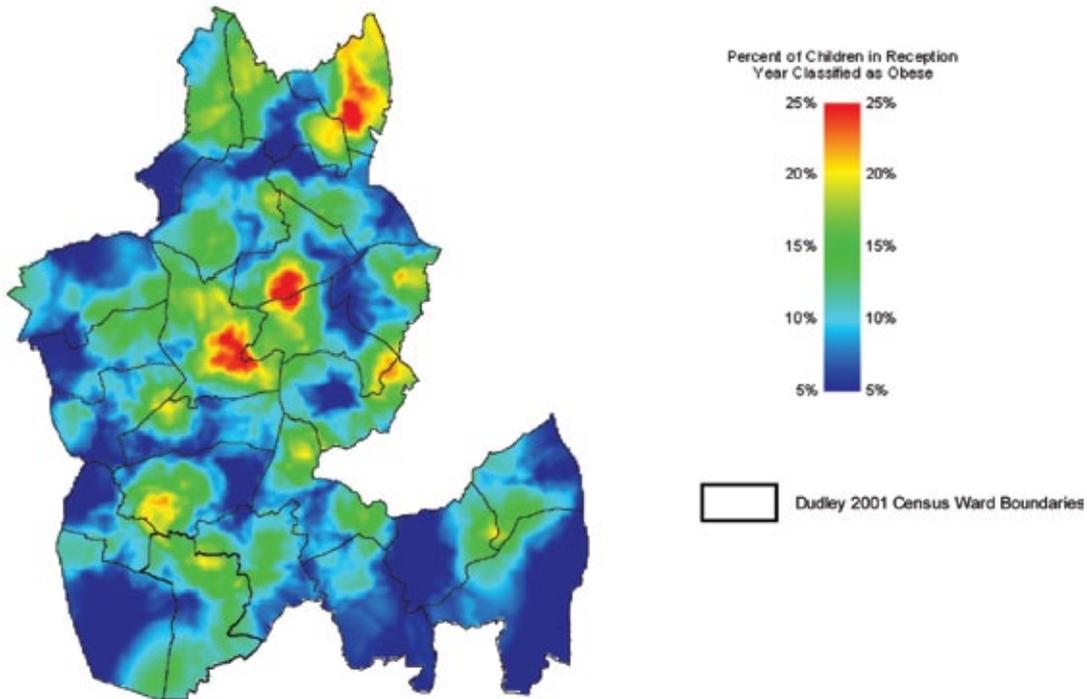
Figures 2.9 and 2.10 are surface maps showing the distribution of child obesity across the Borough. In reception year there are a few 'hotspots' with higher obesity rates, mainly in

areas around Pensnett, Netherton and Coseley. In year 6 obesity is more widespread, with areas to the south and west of the borough generally having lower rates than elsewhere.

Of children in reception year around 25% of children are overweight or obese in 2010/11. In school year 6 the figure is higher, at 36%

Figure 2.9

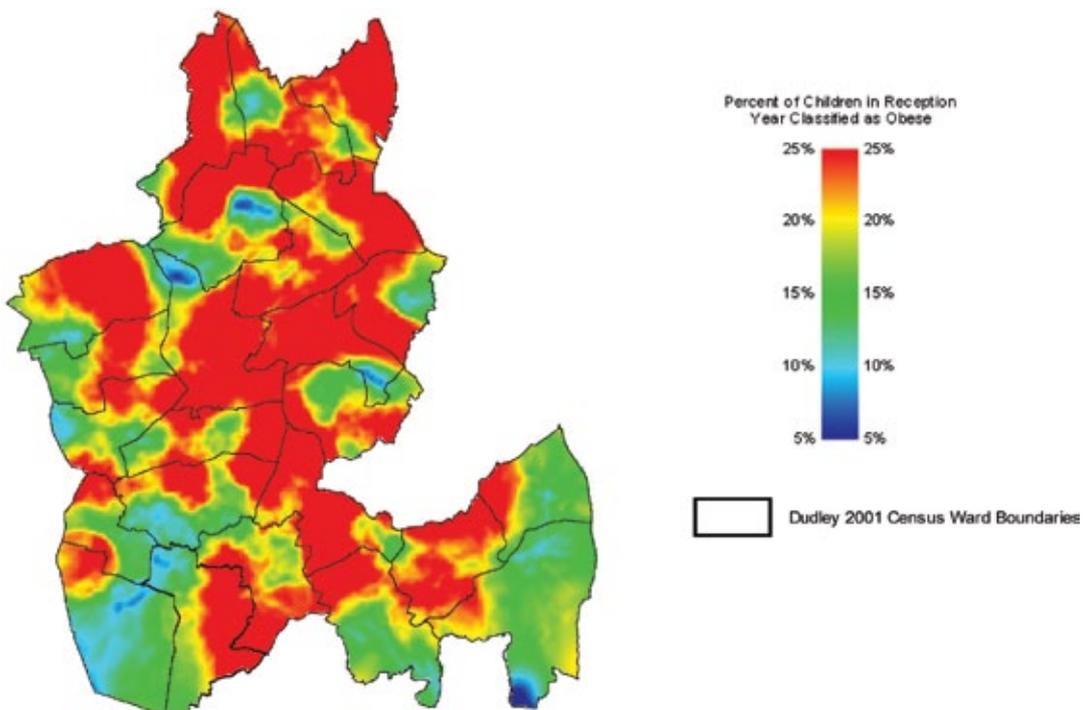
Proportion of children in Reception year in Dudley schools classified as obese, by 2001 Census Ward, Dudley 2010/11



Source: National Child Measurement Programme
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Figure 2.10

Proportion of children in Year 6 in Dudley schools classified as obese, by 2001 Census Ward, Dudley 2010/11



Source: National Child Measurement Programme
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Alcohol...

3. Alcohol

Regularly drinking large amounts of alcohol significantly increases the risk of ill health. The recommendation from the Chief Medical Officer

is that women should not regularly drink more than 2-3 units of alcohol per day and men more than 3-4 units per day (Department of Health).

How many units in a drink?

1 =	 A small bottle (275ml) of lower strength (4%) alcopop	 A half pint of lower strength (4%) lager, beer or cider	 A single measure of spirit (40%)	
2 =	 A standard glass (175ml) of lower strength (12%) wine or champagne	 A pint of lower strength (4%) lager, beer or cider	 A 440ml can of medium strength (4.5%) lager, beer or cider	 A double measure of spirit (40%)
3 =	 A pint of medium strength (5%) lager, beer or cider	 A large glass (250ml) of low strength (12%) lager, beer or cider	 A large bottle (750ml) of lower strength (4%) alcopop	
4 =	 A large bottle (750ml) of higher strength (5.5%) alcopop	 A 500ml can of high strength (7.5%) lager, beer or cider		

Source: www.drinkingandyou.com

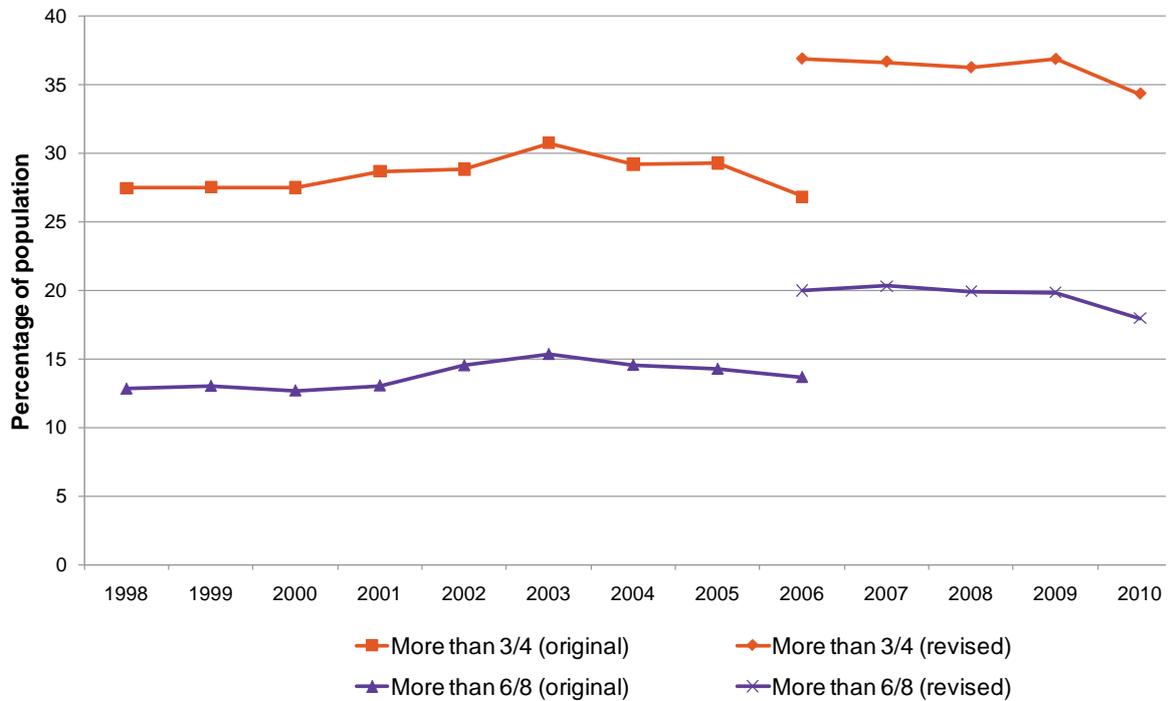
3.1 Adults

Across England as a whole, in 2010 34% of adults aged 16 years or more drank more than 3 units (females) or 4 units (males) of alcohol and 18% drank more than 6 units (females) and

8 units (males) on their heaviest drinking day in the past week. The percentage has been falling slowly since 2003 (Figure 3.1).

Figure 3.1

Health Survey for England: Percentage of population aged 16 years and over in England who drink more than 3/4 or more than 6/8 units of alcohol on their heaviest drinking day, 1998-2010*



Note: In 2006, the method of calculating units was reviewed, and the conversion to unit equivalents for wine, strong beers and lagers and alcopops have been revised.

Source: Health Survey for England 2010

* For men, the limits used are 4 and 8 units per day. For women, the limits used are 3 and 6 units per day.

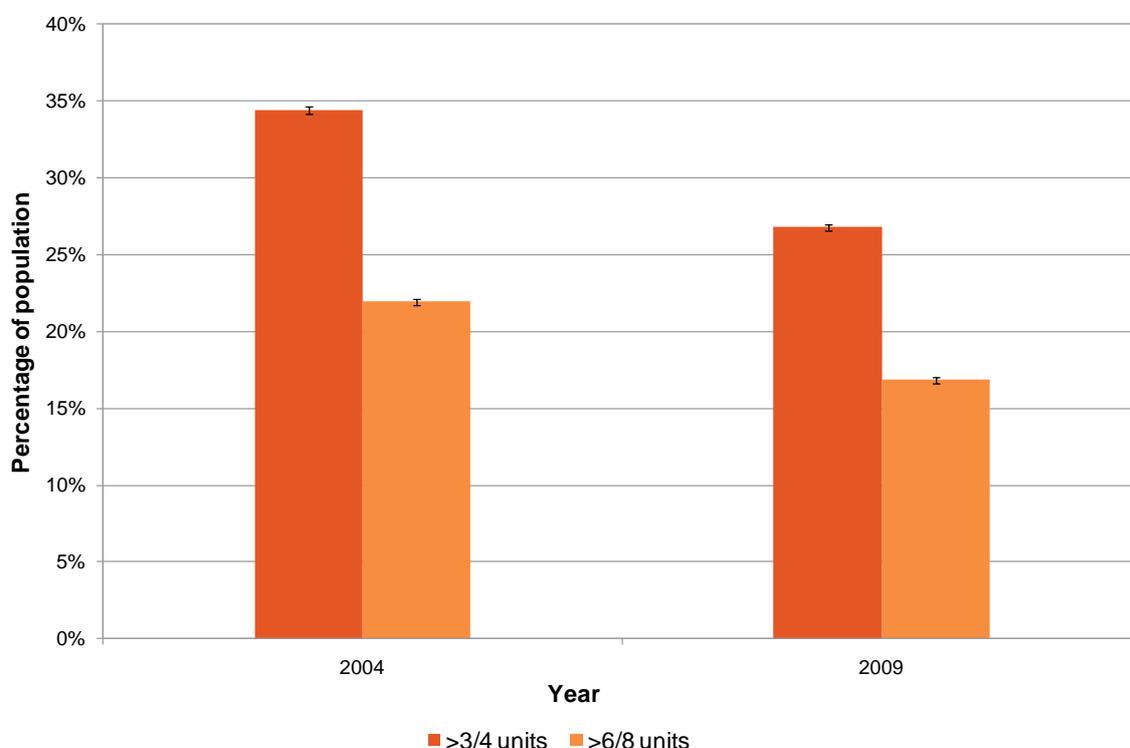
In Dudley in 2009, 27% of respondents reported drinking more than 3/4 units on their heaviest drinking day in the past week, and 17% reported drinking more than 6/8 units. 2009 figures are not directly comparable with England figures,

as the method of calculating units is not the same. As figure 3.2 shows, the percentage has fallen significantly since 2004, but still well over a quarter of adults are drinking very much more than is good for their health.

There is significant variation in Dudley between men and women, with 37% of men and 17% of women drinking more than 3/4 units in 2009.

Figure 3.2

Dudley Health Survey: Age-standardised proportion of respondents (aged 18 years and over) who drink more than 3/4 or more than 6/8 units of alcohol on their heaviest drinking day, 2004 and 2009



Source: Dudley Health Survey, 2004 and 2009

There is significant variation in Dudley between men and women, with 37% of men and 17% of women drinking more than 3/4 units in 2009. The difference is even more pronounced among

those drinking 6/8 units, with 8% of women and 26% of men drinking more than this amount (Table 3.1).

Dudley Health Survey: Age-standardised proportion of respondents (aged 18 years and over) who drink more than 3/4 or more than 6/8 units of alcohol on their heaviest drinking day, 2004 and 2009

Table 3.1

	Males			Females		
	%	95% confidence interval		%	95% confidence interval	
		lower	upper		lower	upper
More than 3/4 units	37.7%	37.4%	38.1%	16.6%	16.4%	16.9%
More than 6/8 units	26.3%	26.0%	26.6%	8.0%	7.8%	8.2%

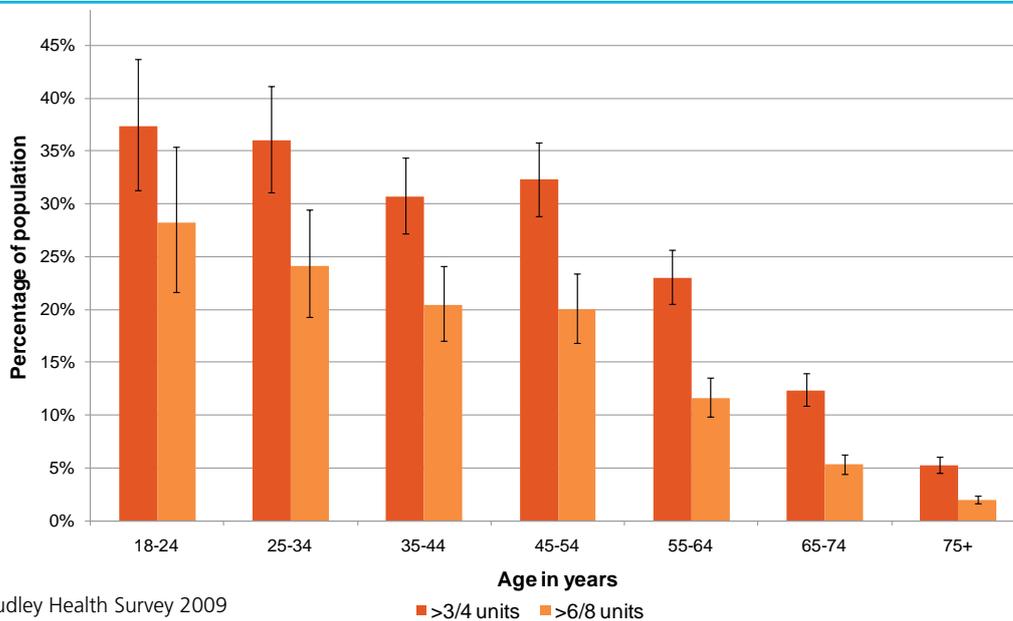
Source: Dudley Health Survey 2009

Looking at alcohol consumption by age, a definite pattern emerges, with significantly fewer people aged 55 and over drinking heavily than

under 55s. Only 5% of people aged 75 years and over drink more than 3/4 units compared to 37% of 18-24 year olds (Figure 3.3).

Dudley Health Survey: Proportion of respondents (aged 18 years and over) who drink more than 3/4 or more than 6/8 units of alcohol on their heaviest drinking day, by age group, 2009

Figure 3.3



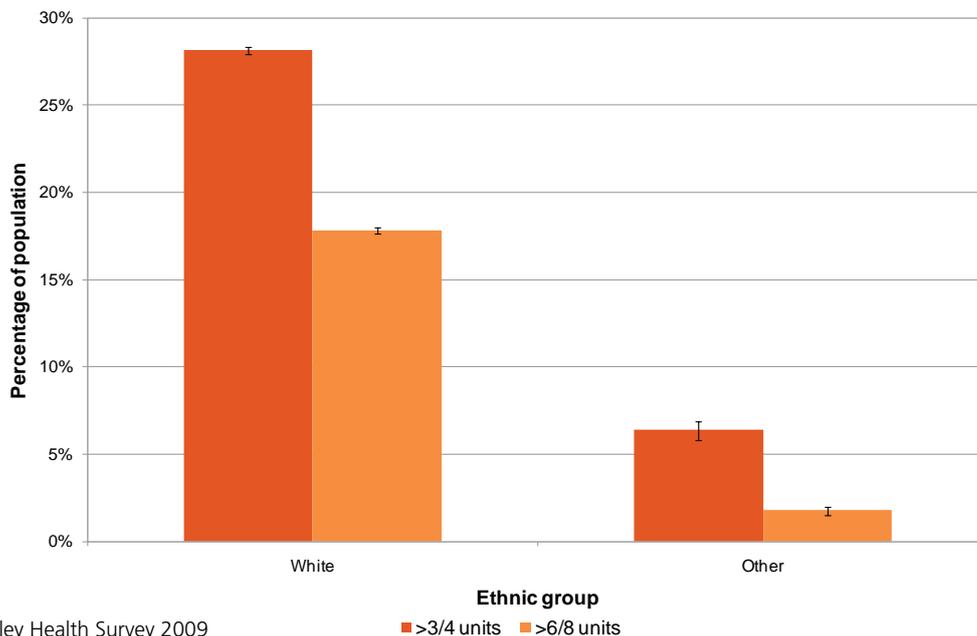
Source: Dudley Health Survey 2009

Significantly more white than BME respondents reported drinking heavily (Figure 3.4), with 6% of ethnic minority respondents drinking more than 3/4 units compared to 28% of white respondents. Analysis by IMD national quintile shows little evidence of a link with deprivation,

although significantly fewer people in the most deprived national quintile drink 3/4 units compared to other quintiles. This comparison does not hold for those drinking 6/8 units (Figure 3.5).

Dudley Health Survey: Age-standardised proportion of respondents who drink more than 3/4 or more than 6/8 units of alcohol on their heaviest drinking day by ethnic group, 2009

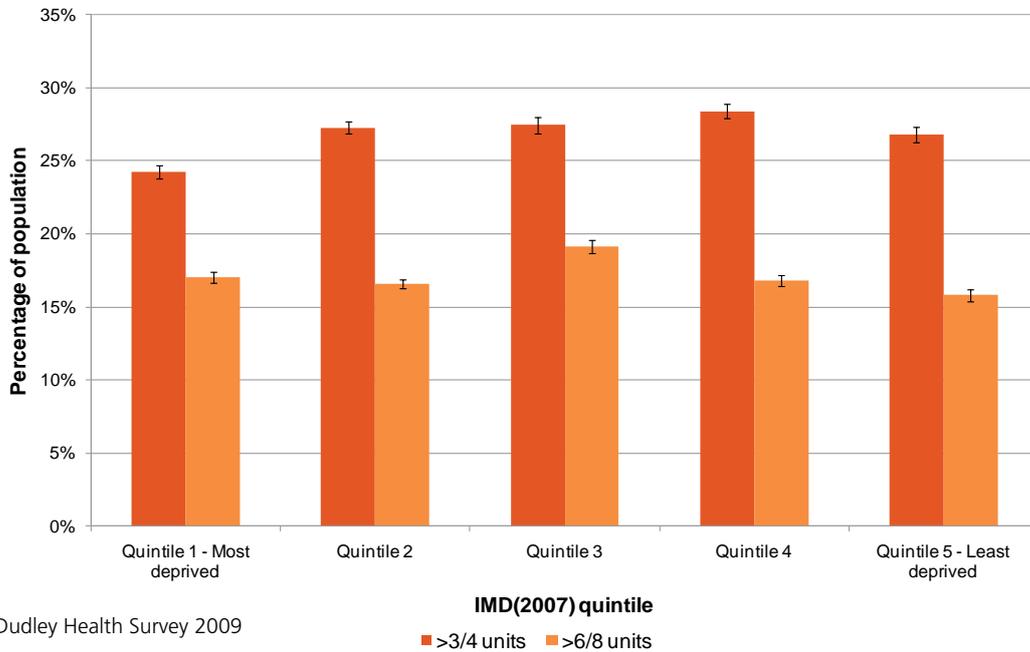
Figure 3.4



Source: Dudley Health Survey 2009

Figure 3.5

Dudley Health Survey: Age-standardised proportion of respondents who drink more than 3/4 or more than 6/8 units of alcohol on their heaviest drinking day by national Index of Multiple Deprivation quintile, 2009



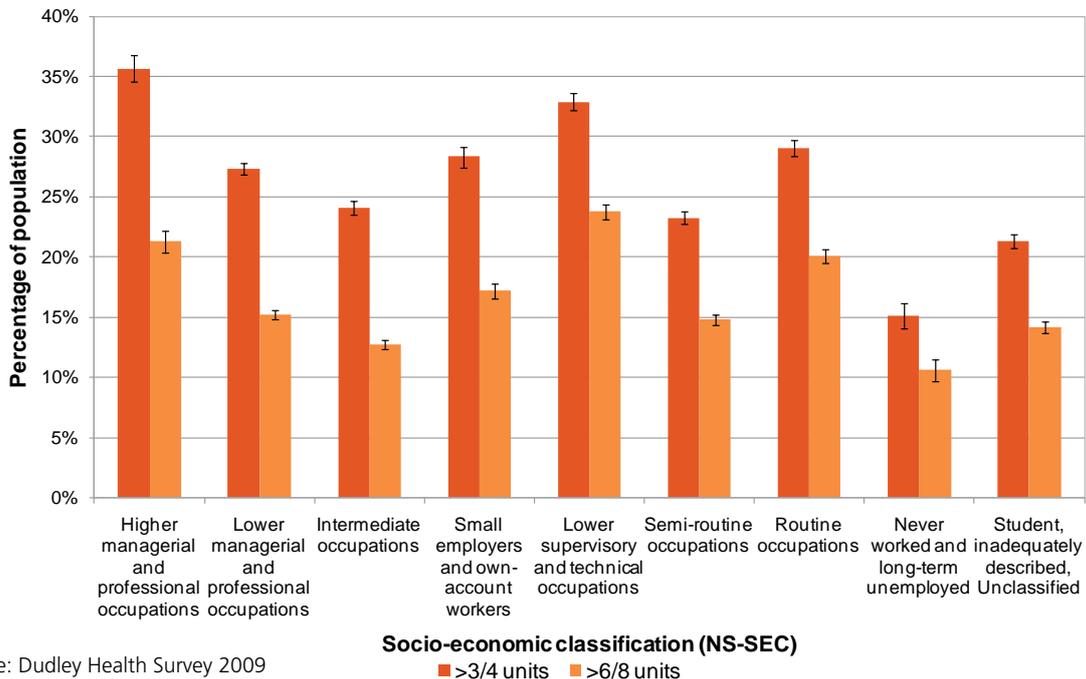
Source: Dudley Health Survey 2009

Analysis by national socio-economic classification shows that people who have never worked or are long-term unemployed are least likely to drink more than 3/4 or more than 6/8 units. Those in higher managerial and professional

occupations are most likely to drink more than 3/4 units, while those in lower supervisory and technical occupations are most likely to drink 6/8 units in their heaviest drinking session (Figure 3.6)

Dudley Health Survey: Age-standardised proportion of respondents who drink more than 3/4 or more than 6/8 units of alcohol on their heaviest drinking day by national socio-economic classification (NS-SEC), 2009

Figure 3.6



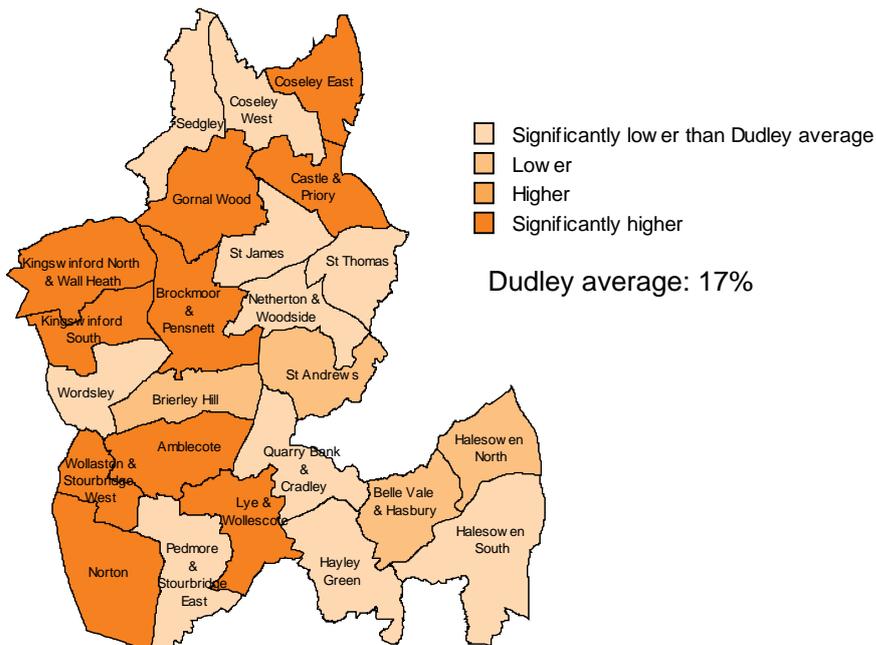
Source: Dudley Health Survey 2009

Geographical analysis of results from the Dudley Health Survey 2009 reveals a very mixed picture. Five wards have significantly high rates of people drinking both more than 3/4 and more than

6/8 units. These are Coseley East, Castle and Priory, Gornal Wood, Norton and Wollaston and Stourbridge West – a mixture of deprived and affluent wards (Figures 3.7 and 3.8).

Dudley Health Survey: Age-standardised proportion of respondents who drank more than 6/8 units on their heaviest drinking day, 2009

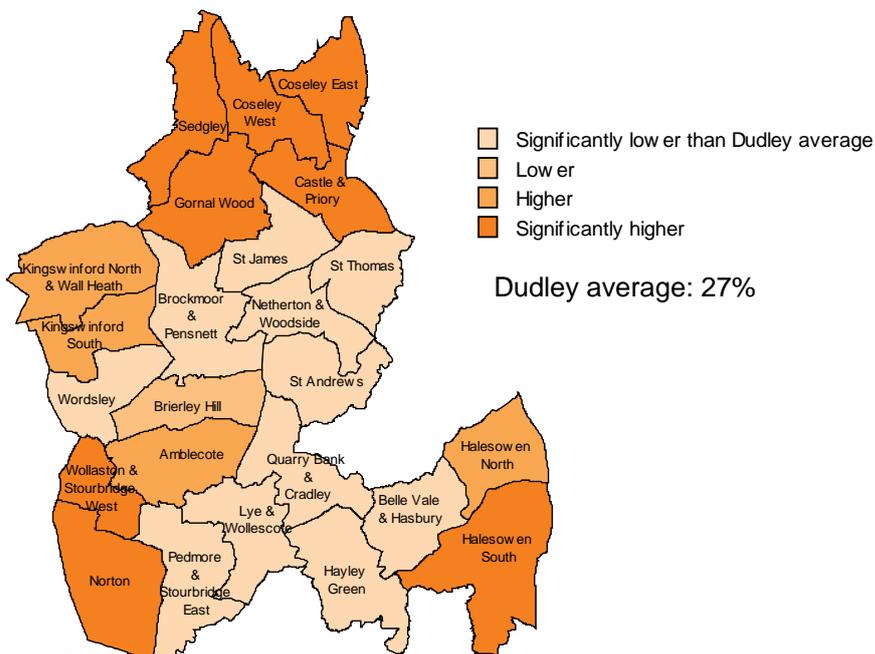
Figure 3.7



Source: Dudley Health Survey 2009
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Dudley Health Survey: Age-standardised proportion of respondents who drank more than 3/4 units on their heaviest drinking day, 2009

Figure 3.8



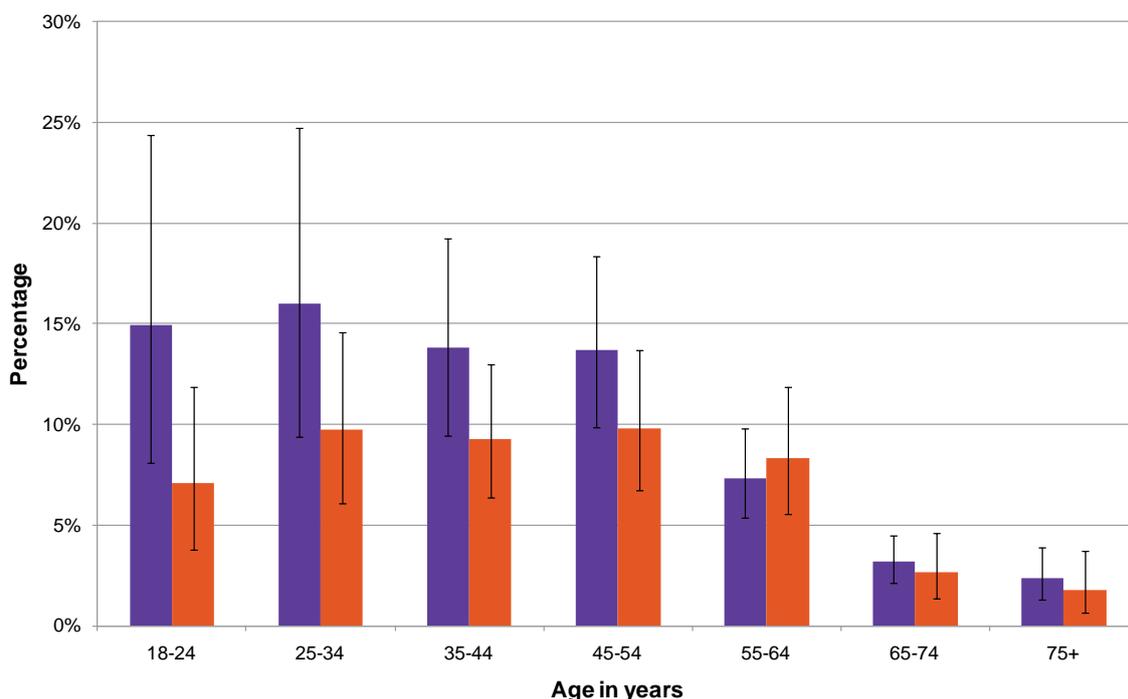
Source: Dudley Health Survey 2009
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

In 2009 respondents to the Dudley Health Survey were asked whether they thought that their level of drinking was harmful to their health. Overall, 10% of respondents thought that their level of drinking was harmful. Men were significantly more likely to think their drinking was harmful

than women (12% versus 8%). People aged 65 and over were significantly less likely to think their drinking was harmful than those aged under 65 (Figure 3.9). So more people report harmful levels of consumption than believe that their drinking is harmful.

Dudley Health Survey: Percentage of respondents who thought their level of drinking was harmful to their health, by age and sex, 2009

Figure 3.9



Source: Dudley Health Survey 2009

Survey participants were given the following 6 statements which indicate potential problems with drinking, and asked to tick those which applied to them:

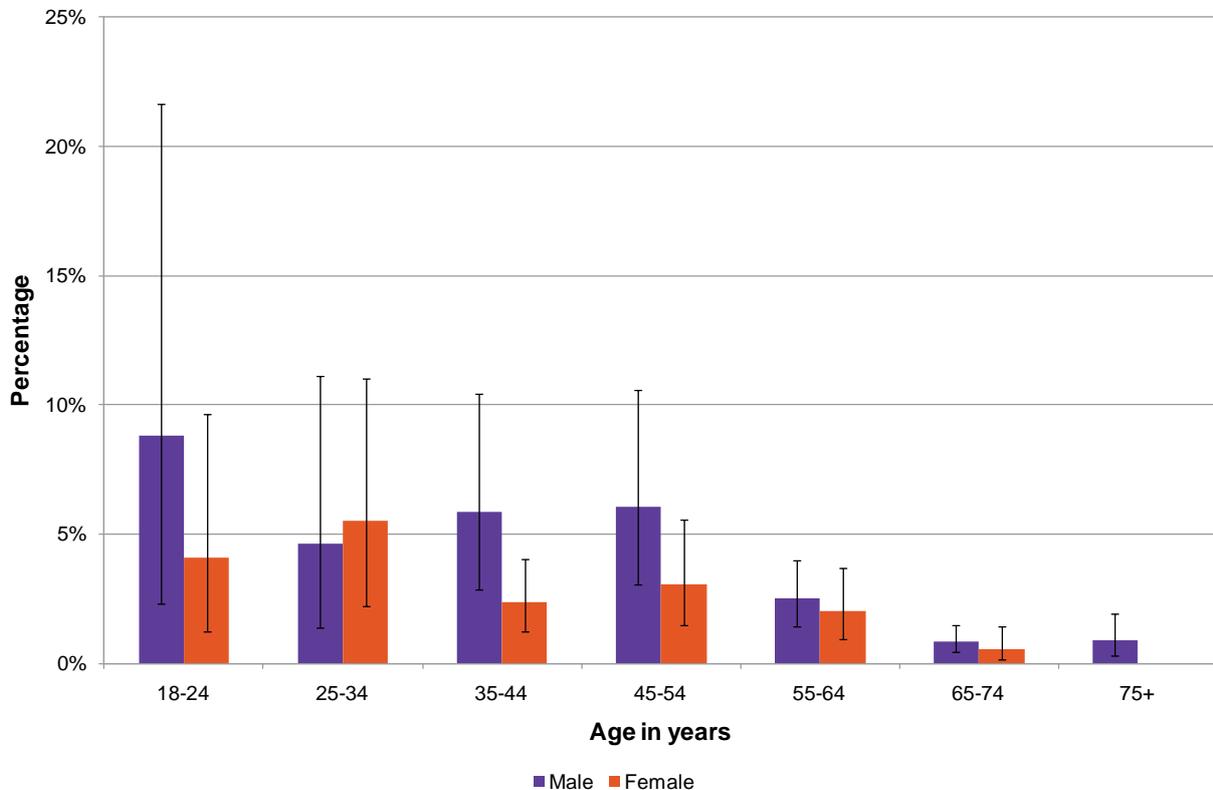
- I have felt that I ought to cut down on my drinking;
- People have annoyed me by criticising my drinking;
- I have felt ashamed or guilty about my drinking;
- I have found that my hands were shaking in the morning after drinking the previous night;

- There have been times when I have felt that I was unable to stop drinking;
- I have had a drink first thing in the morning to steady my nerves or get rid of a hangover.

Overall, 4% of respondents agreed with 2 or more of the statements. Men were slightly more likely than women to agree with 2 or more statements (4.7% versus 2.9%) but the difference was not significant. Analysis by age shows the proportion falling from age 55 years and over in both sexes (figure 3.10)

Dudley Health Survey: Percentage of respondents who ticked at least 2 'problem drinking' statements, by age and sex, 2009

Figure 3.10



Source: Dudley Health Survey 2009

3.2 Children

The Dudley schools health-related behaviour survey asked children in school years 5 and 6 (primary school) whether they had had a drink of alcohol in the past week. Years 8 and 10 (secondary school) were asked how frequently they drank alcohol.

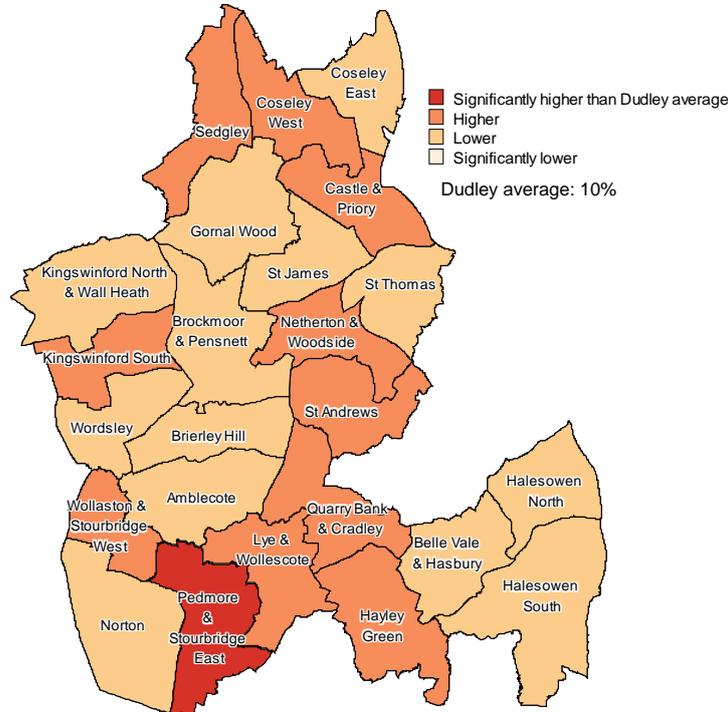
10% of primary school children reported having drunk alcohol in the past week, and

20% of secondary school children reported that they drank alcohol at least once per week. Geographical analysis shows that primary school children in Pedmore and Stourbridge East were significantly more likely than average to have drunk alcohol in the past week (Figure 3.11), while among secondary school children, those in Sedgley were significantly more likely to drink at least once a week, and those in Brockmoor and Pensnett were significantly less likely (Figure 3.12).

10% of primary school children reported having drunk alcohol in the past week, and 20% of secondary school children reported that they drank alcohol at least once per week.

**Percentage of children in school years 5 and 6 that had drunk alcohol in the past week.
Children registered with a Dudley school and resident in Dudley, 2010**

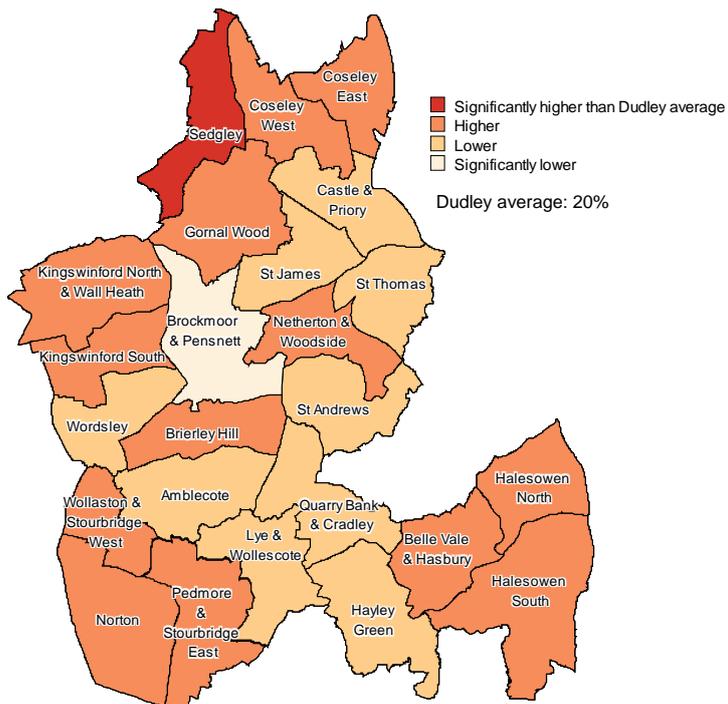
Figure 3.11



Source: Dudley Schools Health-related Behaviour Survey, 2010
 Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

**Percentage of children in school years 8 and 10 that drink alcohol at least once a week.
Children registered with a Dudley school and resident in Dudley, 2010**

Figure 3.12



Source: Dudley Schools Health-related Behaviour Survey, 2010
 Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Smoking...

4. Smoking

Smoking is the biggest preventable cause of death in England, accounting for more than 80,000 premature deaths each year. Tobacco use is one of the most significant causes of health inequalities and one of our most significant public health challenges (Department of Health).

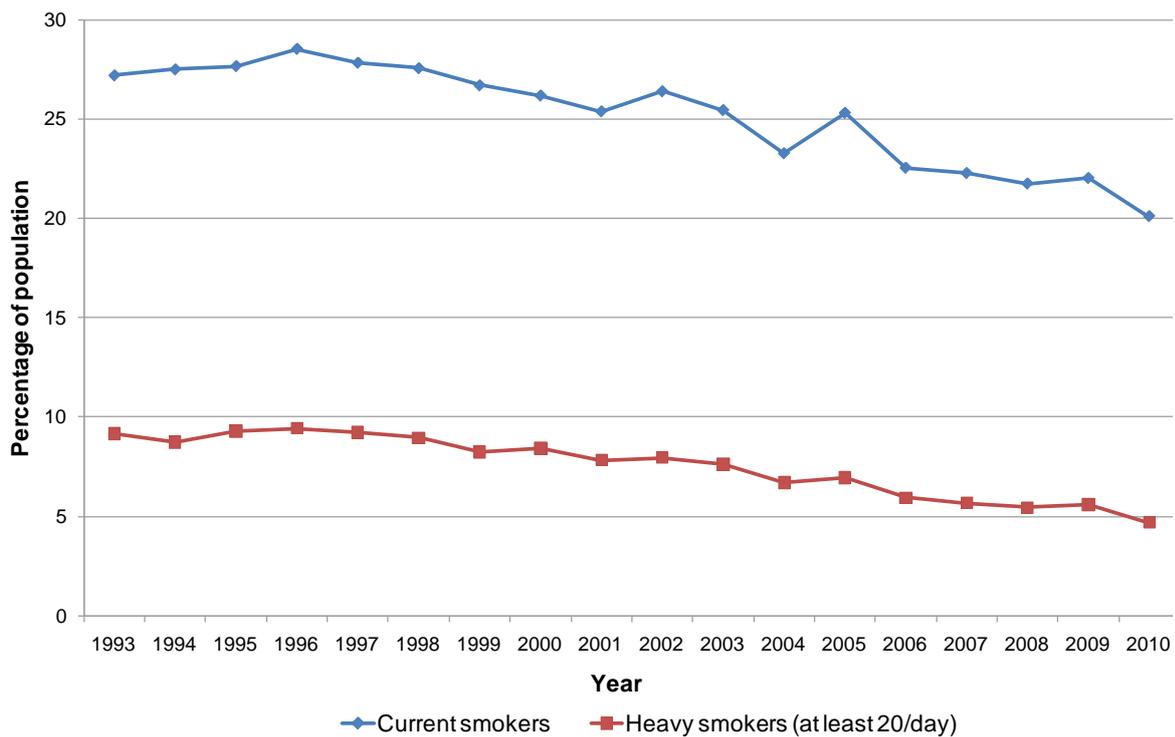
In Dudley, the Stop Smoking Service offer a variety of support services to people wanting to quit smoking, from advice to access to treatments. The introduction of legislation to make public places smoke free in July 2007 has undoubtedly had an impact on smoking

related disease nationally (Sims et al., 2009) and may have supported the reduction in smoking prevalence.

4.1 Adults

Across England as a whole, in 2010 20% of adults aged 16 years or more were current smokers. 5% of adults smoked at least 20 cigarettes per day. The rate has been falling steadily since 1993, when 27% of the population were smokers, and 9% were heavy smokers (Figure 4.1).

Health Survey for England: Percentage of population aged 16 years and over in England who are current and/or heavy smokers, 1993-2010



Source: Health Survey for England 2010

Note: Data up to 2002 are unweighted; from 2003 onwards data have been weighted for non-response

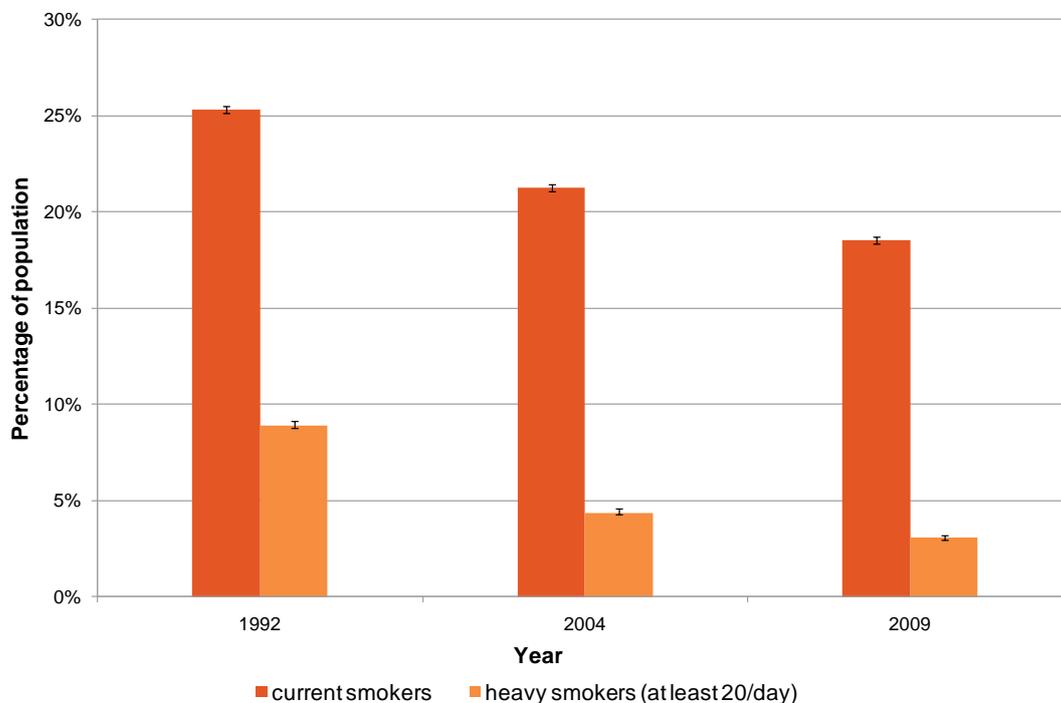
In Dudley there has been a similar reduction in smoking. As figure 4.2 shows, the percentage of the population that are smokers has fallen

significantly since 1992, from 25% to less than 19%. Similarly, the percentage of heavy smokers has fallen by two thirds, from 9% to 3%.

Figure 4.1

Dudley Health Survey: Age-standardised proportion of respondents (aged 18 years and over) who are current and/or heavy smokers, 1992, 2004 and 2009

Figure 4.2



Source: Dudley Health Survey, 2004 and 2009

There is significant variation in Dudley between men and women, with 21% of males and 16% of females currently smokers. There is also a

significant difference among heavy smokers, with 2% of women and 4% of men smoking at least 20 cigarettes per day (Table 4.1).

Dudley Health Survey: Age-standardised proportion of respondents (aged 18 years and over) who are current and/or heavy smokers, by gender, 2009

Table 4.1

	Males			Females		
	%	95% confidence interval		%	95% confidence interval	
		lower	upper		lower	upper
Current smokers	20.9%	20.7%	21.2%	16.3%	16.1%	16.5%
Heavy smokers	3.9%	3.8%	4.0%	2.3%	2.2%	2.4%

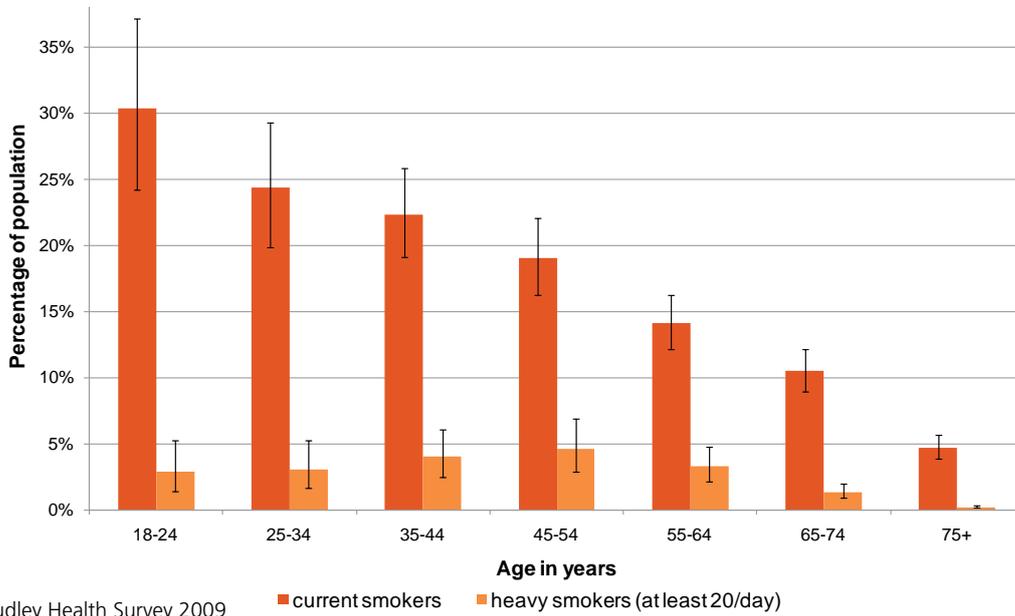
Source: Dudley Health Survey 2009

Looking at smoking by age, a definite pattern emerges, with the percentage of the population that smoke being highest in 18-24 year olds (30%), declining with increasing age to less than 5% in the 75 years and over age group . The

percentage of the population that smoke heavily increases slightly (but not significantly) with age, peaking in the age 45-54 year group before declining (Figure 4.3).

Dudley Health Survey: Proportion of respondents (aged 18 years and over) who are current and/or heavy smokers, by age group, 2009

Figure 4.3

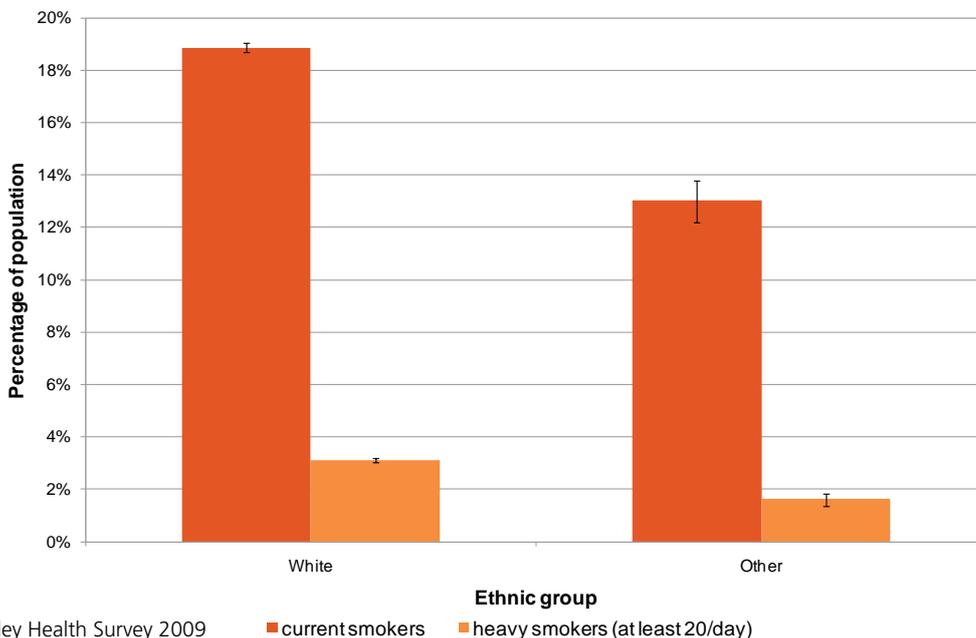


Significantly more white than BME respondents are smokers (Figure 4.4), with 13% of ethnic minority respondents smoking compared to 19% of white respondents. White respondents are also more likely to be heavy smokers than minority ethnic groups. Analysis by IMD national

quintile shows clear evidence of a link with deprivation, with more than twice as many people in the most deprived national quintile smoking compared to the least deprived quintile. This comparison also holds for those smoking heavily (figure 4.5).

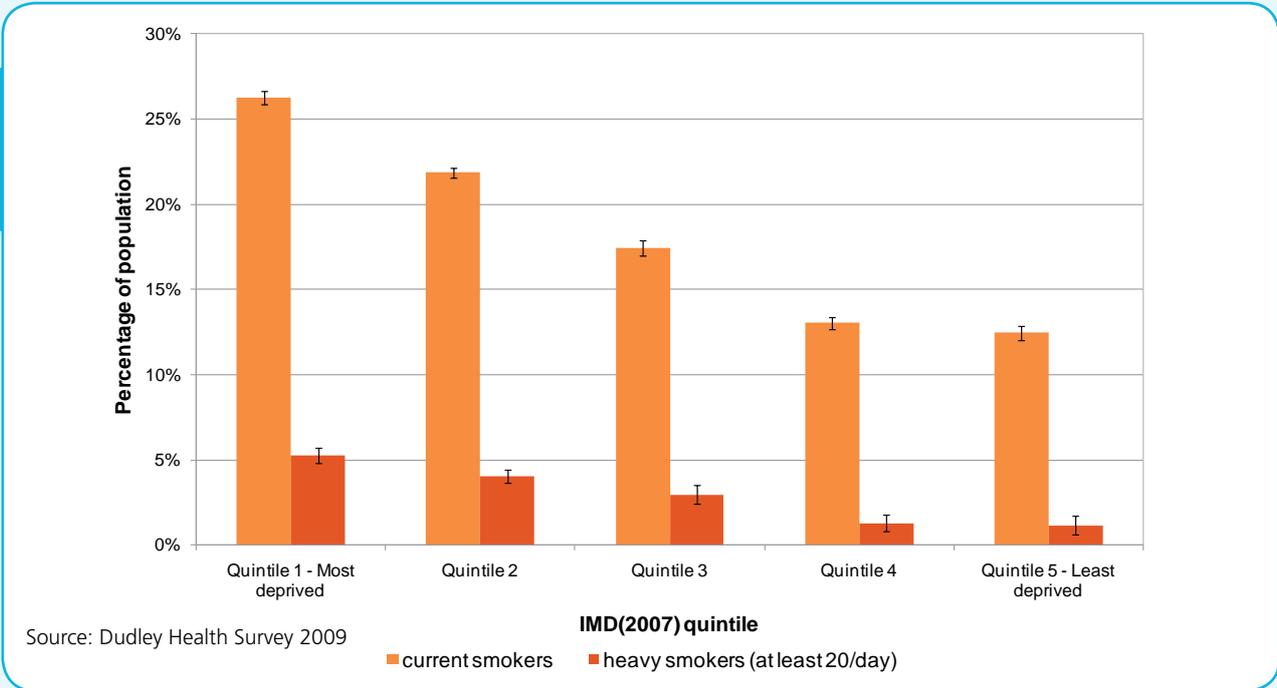
Dudley Health Survey: Age-standardised proportion of respondents who are current and/or heavy smokers by ethnic group, 2009

Figure 4.4



Dudley Health Survey: Age-standardised proportion of respondents who are current and/or heavy smokers by national Index of Multiple Deprivation quintile, 2009

Figure 4.5

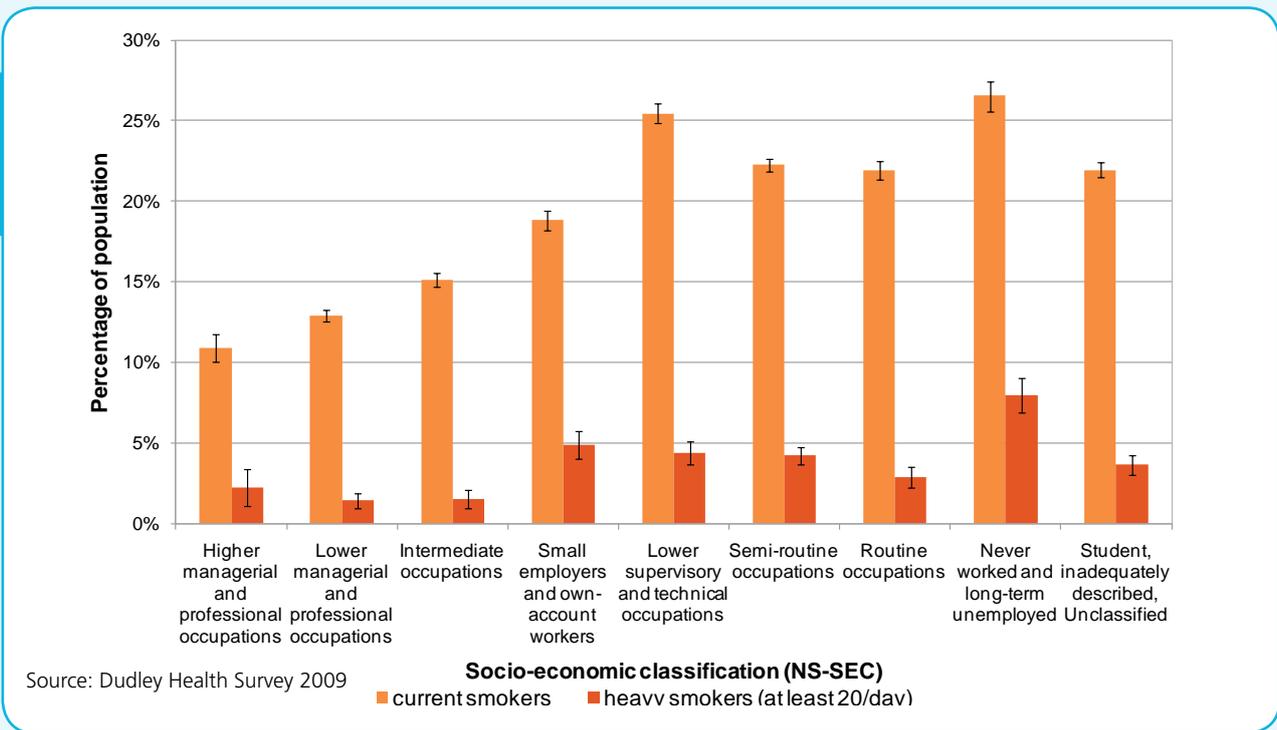


Analysis by national socio-economic classification shows that people who have never worked or are long-term unemployed are significantly more likely to be smokers than all other groups except

lower supervisory and technical occupations. Those in higher managerial and professional occupations are least likely to smoke (Figure 4.6).

Dudley Health Survey: Age-standardised proportion of respondents who are current and/or heavy smokers by national socio-economic classification (NS-SEC), 2009

Figure 4.6

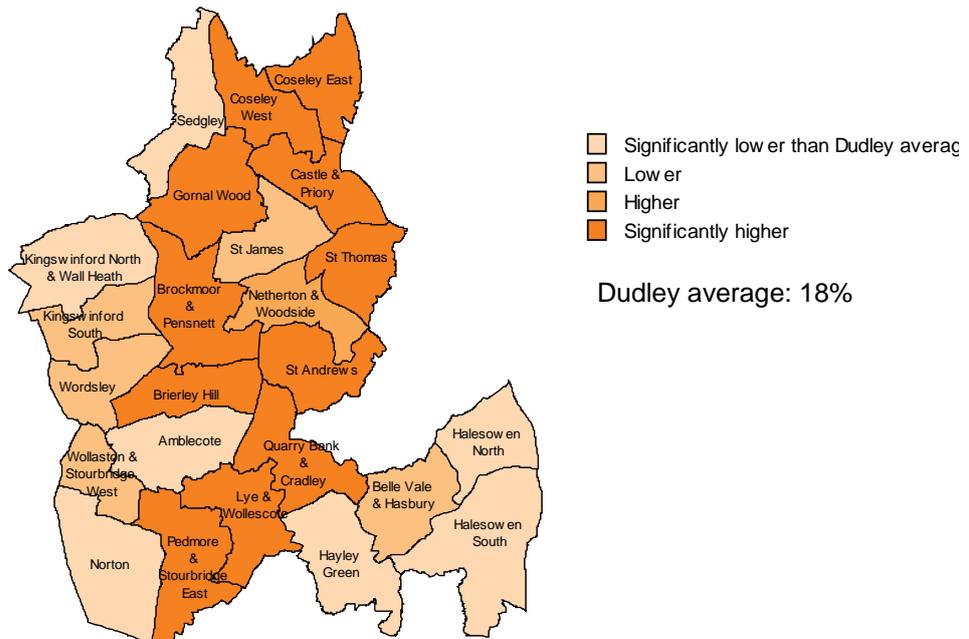


Geographical analysis of results from the Dudley Health Survey 2009 reveals a fairly mixed picture. Generally, wards to the west and south-east of

the borough have lower than average smoking rates, while those towards the centre tend to have higher rates (Figures 4.7 and 4.8).

Dudley Health Survey: Age-standardised proportion of respondents who are current smokers, 2009

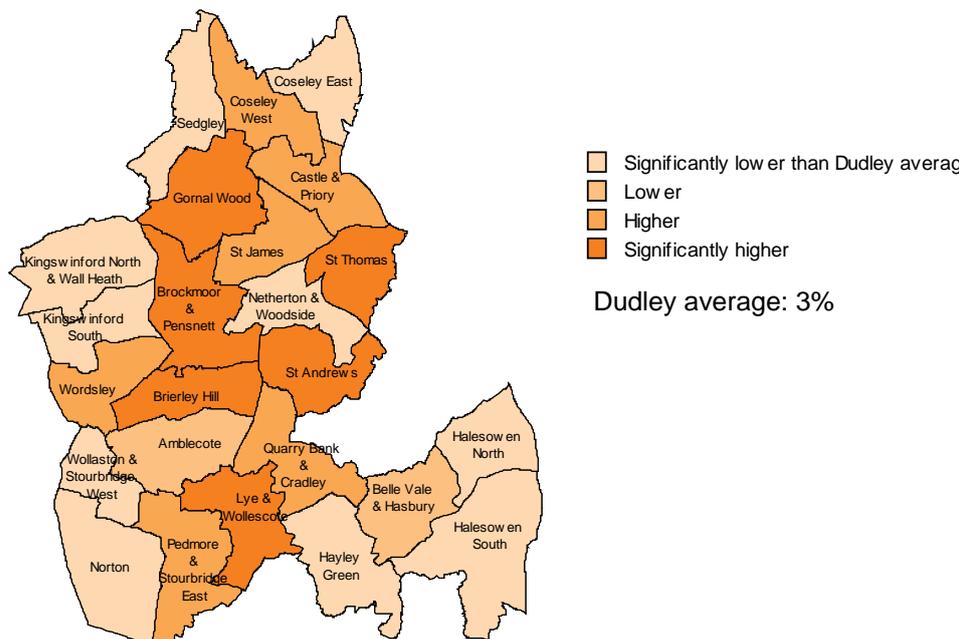
Figure 4.7



Source: Dudley Health Survey 2009
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Dudley Health Survey: Age-standardised proportion of respondents who are heavy smokers, 2009

Figure 4.8

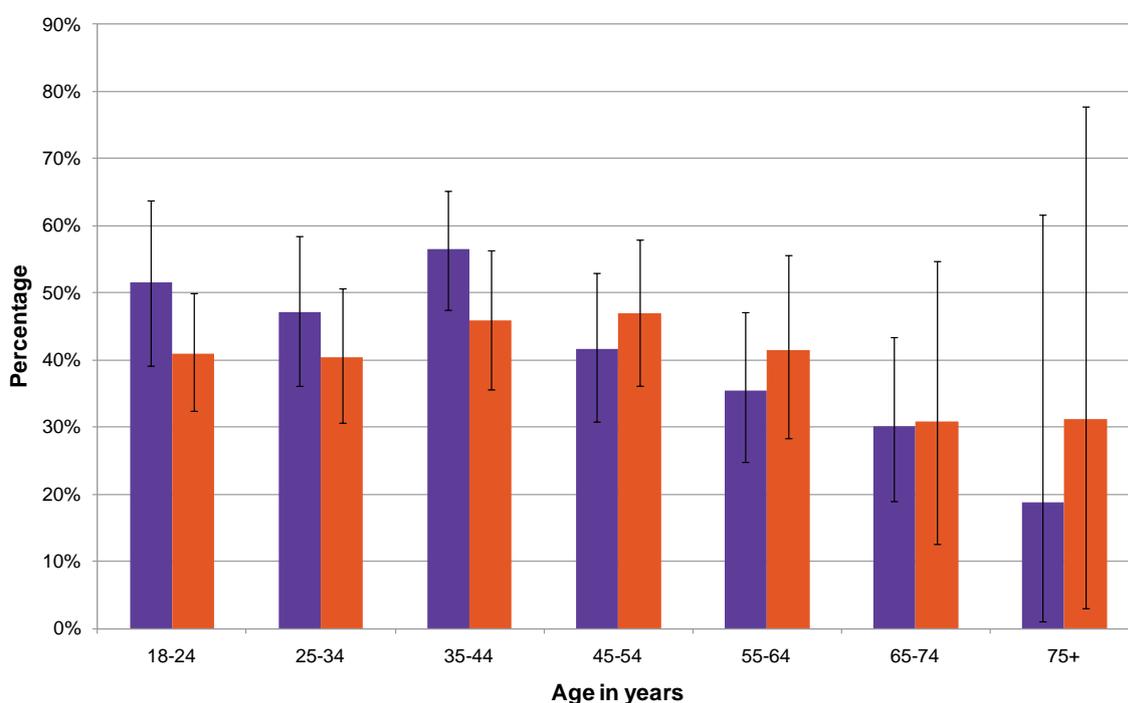


Source: Dudley Health Survey 2009
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

In 2009 respondents to the Dudley Health Survey who smoked were asked whether they would like to stop smoking. Overall, 44% of respondents would like to stop smoking, and a further 33% were not sure. Men were slightly more likely to want to stop than women, although the difference was not significant. Looking at variation in responses by age, there

was a large amount of uncertainty in the figures, particularly in the older age groups where the number of smokers was lower. However, there does appear to be some relationship with age, with the peak age for wanting to stop being 35-44 years for men and 45-54 years for women, before declining with increasing age (Figure 4.9).

Dudley Health Survey: Percentage of respondents who would like to stop smoking, by age and sex, 2009



Source: Dudley Health Survey 2009

Survey participants were given the following six statements which indicate exposure to passive smoking, and asked to tick those which applied to them:

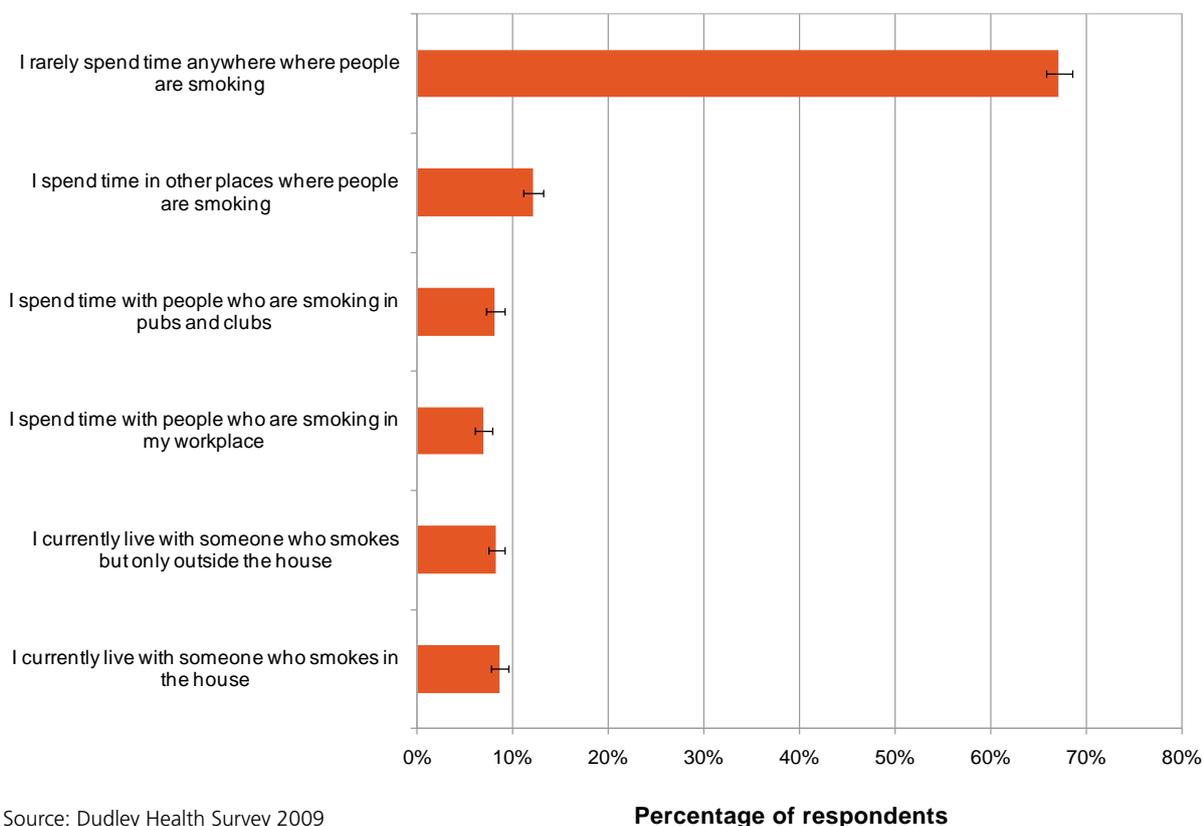
- I currently live with someone who smokes in the house;
- I currently live with someone who smokes but only outside the house;
- I spend time with people who are smoking in my workplace;
- I spend time with people who are smoking in pubs and clubs;
- I spend time in other places where people are smoking;
- I rarely spend time anywhere where people are smoking.

N.b. The survey was post the smoke free ban in public places, hence workplace, and pubs and clubs would be outside

Overall, 67% of respondents rarely spent time anywhere where people are smoking. Less than 10% of respondents live with someone who smokes inside the house (Figure 4.10).

Dudley Health Survey: Percentage of respondents who ticked statements relating to passive smoking, 2009

Figure 4.10



3.2 Children

The Dudley schools health related behaviour survey asked children whether they smoked or had tried smoking. Overall, 4% of children in school years 5 and 6 had ever tried a cigarette, and figure 4.11 shows the geographical distribution. There is a significantly high rate in St. Thomas ward, and significantly low rates in Kingswinford North and Wall Heath, Wordsley, Belle Vale and Hasbury and Halesowen South.

Figure 4.12 shows the geographical distribution of children in years 8 and 10 that smoke at least one cigarette per week, compared to a Dudley average of 6%. There are significantly low rates

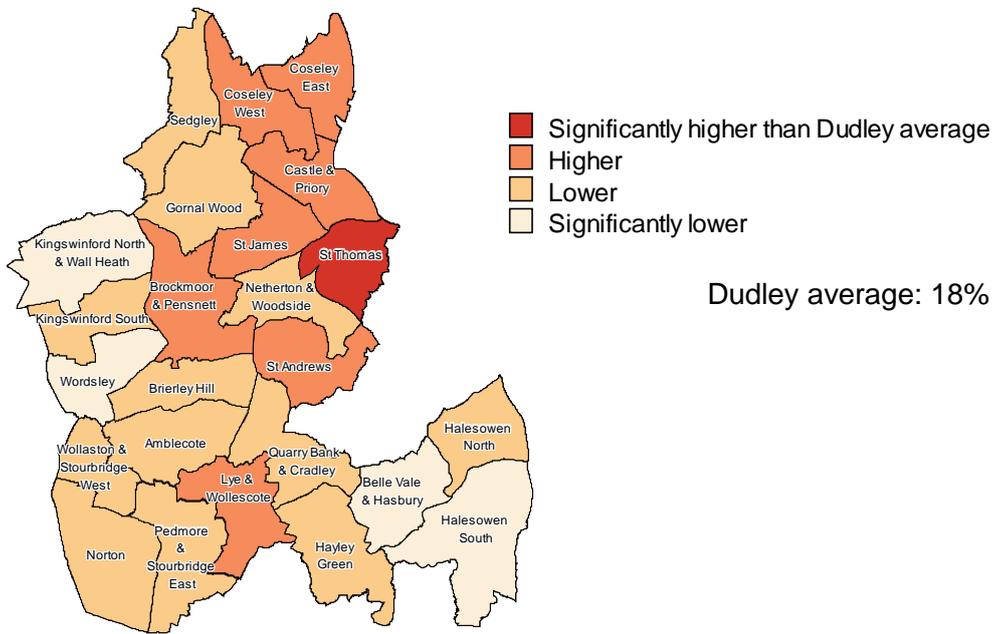
of smoking in Kingswinford North and Wall Heath and Coseley East.

Children were also asked whether their parents smoked, which is shown in figures 4.13 (primary) and 4.14 (secondary). There is some consistency between the responses for secondary and primary school children, with 37% of primary school children and 38% of secondary school children saying that their parents smoked. Castle and Priors, Brockmoor and Pensnett, Brierley Hill and St. Andrews all have significantly high rates on both maps, while Sedgley, Kingswinford North and Wall Heath and Halesowen South are significantly low on both.

Men were slightly more likely to want to stop than women, although the difference was not significant.

Figure 4.11

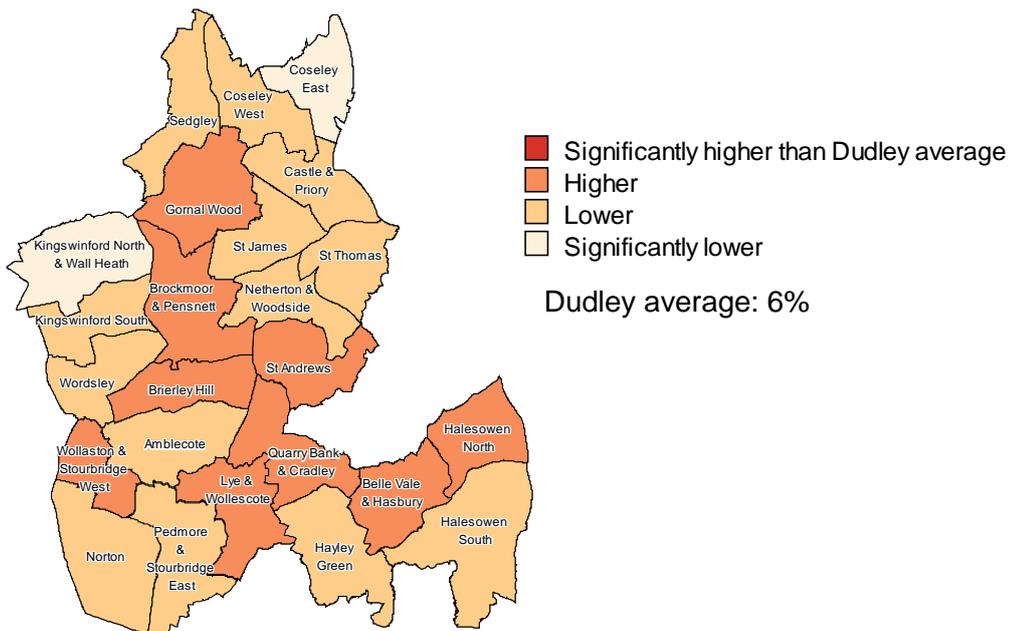
**Percentage of children in school years 5 and 6 that have ever tried a cigarette.
Children registered with a Dudley school and resident in Dudley, 2010**



Source: Dudley schools health related behaviour survey, 2010
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

Figure 4.12

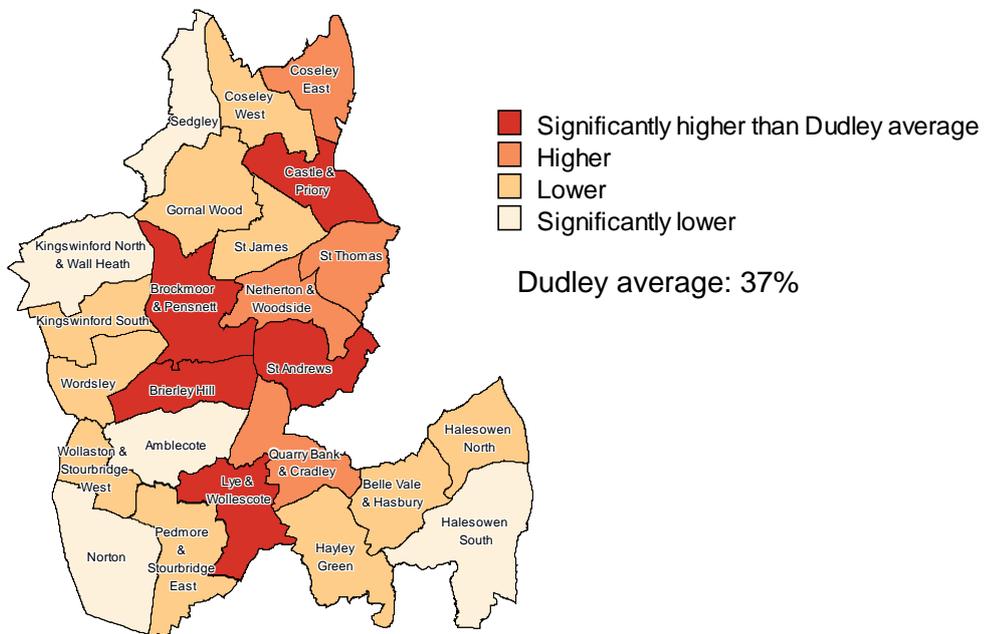
**Percentage of children in school years 8 and 10 that smoke at least once a week.
Children registered with a Dudley school and resident in Dudley, 2010**



Source: Dudley schools health related behaviour survey, 2010
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

**Percentage of children in school years 5 and 6 whose parents smoke.
Children registered with a Dudley school and resident in Dudley, 2010**

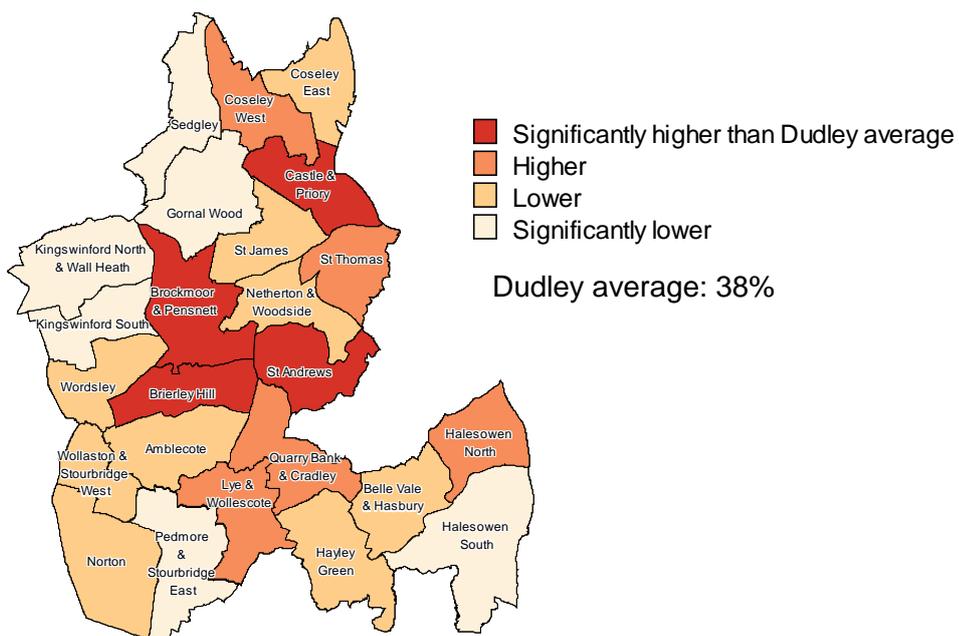
Figure 4.13



Source: Dudley schools health related behaviour survey, 2010
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

**Percentage of children in school years 8 and 10 whose parents smoke.
Children registered with a Dudley school and resident in Dudley, 2010**

Figure 4.14



Source: Dudley schools health related behaviour survey, 2010
Topographic Data © Crown copyright and database rights 2011 Ordnance Survey 100050565

References...

References

Beaumont, J. (2011). Measuring National Well-being – Discussion paper on domains and measures. Office for National Statistics, London pp. 34

Centre for Well-being nef, (2008). Five Ways to Well-being. A report presented to the Foresight Project on communicating the evidence base for improving people's well-being. London

DCSF, (2008), School Sport Survey 2007/08. Research Report Number DCSF-RW063. TNS UK Limited.

Department of Health 'Alcohol Misuse' www.dh.gov.uk/en/PublicHealth/Alcoholmisuse/index.htm [Accessed 3/4/12]

Dudley Council for Voluntary Services (2011) 'Annual Report 2010/11'.

Dudley MBC Adult and Community Learning Team (2011) 'Team Action Plan 2011/12' Dudley MBC. Available online at <http://www.dudley.gov.uk/education-and-learning/learning-for-adults-and-families/policies-related-documents/> [Accessed 23/2/2012]

Dudley Metropolitan Borough Council (2009) 'Dudley Council Parks and Green Space Strategy (PPG17 Audit). Available online at <http://www.dudley.gov.uk/environment-planning/planning/planning-policy/local-development-framework/adopted-parks-and-green-space-strategy/>. [Accessed 20/2/2012]

Dudley Public Health (2011) 'Physical Activity Programme Area Report for 2010/2011. Towards a supportive environment?'

Dudley Youth Service (2011) 'Youth Survey 2011-2013 Analysis of Results', Dudley MBC

Dutton, W.H. and Blank, G.(2011) 'Next Generation Users: the Internet in Britain. Oxford Internet Survey 2011 Reports' Oxford Internet Surveys. Available online at <http://microsites.oii.ox.ac.uk/oxis/> [Accessed 30/1/2012]

Foresight Mental Capital and Well-being Project (2008). Final Project Report. The Government Office for Science, London.

Friedli, L., (2009). Mental Health, resilience and inequalities. World Health Organisation, Denmark.

Hoban, M., James, V., Patrick, K., Beresford, P. And Flemming, J. (2011). Voices on well-being – A report of research with older people. WVRS, Cardiff

Institute of Public Care (2011), Projecting Older People Population Information update 6.0 www.poppi.org.uk [accessed 26/1/2012]

IPSOS Mori (2010) 'Our Nation's Civic Health main report' Department for Communities and Local Government.

Lawrence, D. (1981). The development of a self-esteem questionnaire. British Journal of Educational Psychology, 51(2): 245-251

MEL Research (2007). Dosti Well-being Consultation – Final Report. MEL Research, Birmingham.

New Economics Foundation (2008) 'Five Ways to Well-being: the evidence' Available online at <http://www.neweconomics.org/publications/five-ways-well-being-evidence>. [Accessed 27/1/2012]

Newton, J., Ponting, C. and Breen, D. (2011). Young people & well-being: contemporary science debates in Wales. pp. 58

NHS Choices (2011) "Why 5 a day?" www.nhs.uk/Livewell/5ADAY/Pages/Why5ADAY.aspx [Accessed 16/3/12]

Schools Health Education Unit, (2010). Dudley Young People's Lifestyle Survey 2010 – A decade working for health development. Exeter

Sims, M., Maxwell, R., Bauld, L. And Gilmore, A., (2010). Short term impact of smoke-free legislation in England: retrospective analysis of hospital admissions for myocardial infarction. British Medical Journal, 340, 2161. BMJ 2010; 340 doi: <http://dx.doi.org/10.1136/bmj.c2161> (Published 9 June 2010) Cite this as: BMJ 2010;340:c2161

Appendix...

Appendix 1 ONS Measuring National Well-being proposed indicators with National data

n	Headline measure	Source	Availability	Year	Units	National
Individual well-being						
Life satisfaction	Life satisfaction ("How dissatisfied or satisfied are you with.....your life overall")	Understanding society	UK	2009/10	Somewhat, mostly or completely (%)	77.1
	Factors directly affecting individual well-being					
Our relationships	Satisfaction with your spouse or partner ("How dissatisfied or satisfied are you with.....Your husband/wife/partner")	British Household Panel Survey	UK, other geographies	2008/09	Somewhat, mostly or completely (%)	92.3
	Satisfaction with your social life ("How dissatisfied or satisfied are you with.....Your social life")	British Household Panel Survey	UK, other geographies	2008/09	Somewhat, mostly or completely (%)	67.0
	% of people who trust other people in their neighbourhood	Citizenship Survey, CLG	England	2009/10	Many or some (%)	78.2
	% of people who feel that they belong strongly to the neighbourhood	Citizenship Survey, CLG	England	2010/11	Very or fairly strongly (%)	78.0
Health	Healthy life expectancy	ONS, Statistical Bulletin	UK, other geographies	2007-09	Years at birth	63 (male) 65 (female)
	People not reporting a long term limiting illness or disability	ONS, Labour Force Survey	UK, other geographies	2010/11	Aged 16-64 or 16-59 (men, women) (%)	80.0 (male) 79.5 (female)
	Satisfaction with your health ("How dissatisfied or satisfied are you with.....Your health")	Understanding Society	UK, other geographies	2009/10	Somewhat, mostly or completely (%)	68.7
	GHQ12 assessment of mental well-being	Understanding Society	UK, other geographies	2009/10	% with score 2 % with score >10	31.6 2.6
n	Headline measure	Source	Availability	Year	Units	National
What we do	How satisfied are you with your mental well-being?	ONS Opinions Survey	UK, in development			
	Proportion of working age population in employment/unemployment /inactivity	ONS Labour Force Survey	UK, other geographies	Apr-Jun 2011	%	72.2 (employed) 6.4 (unemployed) 21.4 (inactive)
	Proportion of working age population in employment working long hours	ONS Labour Force Survey	UK, other geographies	May-Jul 2011	% employed working >45 hours per week	27.7 (male) 9.4 (female)
	Satisfaction with your job ("How dissatisfied or satisfied are you with.....Your job (if in employment)")	Understanding Society	UK, other geographies	2009/10	Somewhat, mostly or completely (%)	78.2
	Satisfaction with the amount of leisure time you have ("How dissatisfied or satisfied are you with.....The amount of leisure time you have")	Understanding Society	UK, other geographies	2009/10	Somewhat, mostly or completely (%)	62.4
	% who have undertaken any volunteering in the last year	Citizenship Survey	England	2010/11	(%)	65.0
Where we live	Crime rate per capita	British Crime Survey	UK, other geographies	2010/11	millions	9.6
	Fear of violent crime	British Crime Survey	UK, other geographies	2010/11	%	13.1 (perceived) 3.1 (actual)
	Measure of access to and quality of the local environment	ONS and Defra	In development			
	Percentage agreeing that their local area is a place where people from different backgrounds get on well together	Citizenship Survey	England	2010/11	%	86.0
	% who are very or fairly satisfied with local area	Citizenship Survey	England	2010/11	%	86.0
Personal Finance	% of individuals in households below 60 per cent of median income	Family Resources Survey, DWP	UK, other geographies	2009/10	%	17.0 (before costs) 22.0 (after costs)
	Household wealth (excluding pensions)	Wealth & Assets Survey, ONS	UK, in development	2006-2008	£	145,400

n	Headline measure	Source	Availability	Year	Units	National	
	Satisfaction with the income of your household ("How dissatisfied or satisfied are you with.....The income of your household ?")	Understanding Society	UK, other geographies	2009/10	Somewhat, mostly or completely (%)	58.2	
	Households which are entirely workless	Labour Force Survey, ONS	UK, other geographies	Apr-Jun 2011	%	18.8	
Education and skills	Human capital	ONS,Article		2009	Billion £	16,686	
	Programme for International Student Assessment (PISA)	OECD	UK	2009	Mean score	Mathematics 492 Reading 494 Science 514	
	Percentage of the population with different levels of qualification	Labour Force Survey, ONS	UK, other geographies	2011	%	Degree	23.8
						Higher ed	9.2
A Level						21.8	
GCSEs A*- C						23.2	
					Other qualifications	10.5	
					No qualification	10.7	
More contextual domains							
The Economy	Gross Disposable Household Income per capita indexed to 2000=100	National Accounts, ONS	UK	2009	indexed	113.2	
	Net National Income indexed to 2000=100	National Accounts, ONS	UK	2010	indexed	110.2	
	Total net worth of all sectors of the economy	National Accounts, ONS	UK	2009	£ million	6,669,200	
	Research and Development expenditure indexed to 2000=100	National Accounts, ONS	UK	2009	indexed	115.6	
Governance	Percentage of registered voters who voted	The International Institute for Democracy and Electoral Assistance	UK	2010	%	65.8	
	% who trust in parliament a lot or a fair amount	Citizenship Survey, CLG	England	2010/11	%	36.0	
	% who trust in their local council a lot or a fair amount	Citizenship Survey, CLG	England	2010/11	%	64.0	
n	Headline measure	Source	Availability	Year	Units	National	
The natural environment	Greenhouse gas emissions	ONS, Environmental accounts	UK	2009	Million tonnes of CO ₂ equivalents	636.47	
	Air pollutants	ONS, Environmental accounts	UK	2009	'000 tonnes PM ₁₀	162	
	The extent of protected areas (total)	Defra	UK	2009	'000 hectares	4,044	
	Electricity from renewable sources	DECC	UK	2010	Installed MW	9,202.2	

Director of Public Health Annual Report 2011
ISBN No. 978-0-9556225-7-1
© Copyright 2013

Dudley PCT, St John's House, Union Street,
Dudley DY2 8PP