

# Healthy Ambitions

Spring 2013



Suffolk



Healthy  
Ambitions  
Suffolk

**Inside HAS:** ● 7 days towards a Healthier Heart ● Staying off the Booze  
● Lifestyle Check ● Winter Watch & Cold Weather Plan ● Walking and Cycling

# new year new ambitions



## **Dr Peter Funnell** **Executive Director, Healthy Ambitions Suffolk**

2012 was a very busy year for Healthy Ambitions Suffolk and saw us complete the transition from an initiative into a working charity and social enterprise. During this period and into 2013 our aim has remained constant – to support Suffolk become ‘the healthiest county’ by 2028 through a focus on promoting and encouraging ‘heart health’.

Through the leadership of our ‘joint Boards’ which include senior representatives from the private, public and third sectors we now have a robust business plan that will take us through to 2015. In delivering our plan we will be working with new and existing partners and offering an exciting range of initiatives and services which add value to existing health improvement programmes in the county. I am personally delighted that Richard Powell OBE, has joined us this month in the role of Chief Executive and will be leading the organisation address health inequalities across the county and encourage a healthier, more active lifestyle for everyone. Richard is well known in Suffolk and across East Anglia and will bring his experience, energy and drive to our work.

One key area which we will concentrate on during 2013 is workplace health. A healthy workforce is the foundation of a healthy and successful organisation, and makes a real contribution to the balance sheet of all businesses. We will continue with our charitable giving to community groups across the county to help address the health inequalities which so many of our children face. Better nutrition and more activity will help our children to learn more at school and develop to meet future challenges as they grow and become the adults of 2028.

The importance of eating healthy food and the difference it can make to our health cannot be over-emphasised. We are very lucky here in Suffolk to have such a wide variety of local produce to choose from. This year we are delighted to sponsor the School Farm and Country Fair, as together we can help the school children of Suffolk learn about the contribution that our agricultural community makes to help us eat well and live healthier lives.

The ‘Great Outdoors’ will also feature heavily in our activities for 2013, as we once again support the Great East Swim, the Suffolk Show and the Orwell Walk, which this year will feature both walking and cycling challenges. We will also have some new physical challenges to encourage people to get out and be active.

All in all, it’s going to be a great year and here at Healthy Ambitions Suffolk we are looking forward to the challenges ahead, and to supporting us all as we make the lifestyle decisions that will help us look after our hearts, our health and our future.



**Richard Powell OBE - Chief Executive**

*On Friday, 1st March 2013 Healthy Ambitions Suffolk, supported by our strategic partner the British Heart Foundation (BHF), will be holding an innovative and engaging event to promote workplace health and wellbeing to local business leaders. This unique event is being held at Trinity Park Conference Centre, near Ipswich, with the programme starting 9:30 am and concluding after lunch.*

# Healthy Ambitions Suffolk

A large green heart shape is positioned behind the word 'Ambitions' in the main title. Below the title, a black arrow points upwards and to the right, passing over a bar chart with seven green bars of increasing height from left to right.

*At the Heart of your Business*

A team of BHF experts will be present to deliver fun and interactive sessions to raise awareness of a wide range of health issues and promote a healthier lifestyle to local employers, raising their awareness of the importance and benefits of having a healthy workforce. The event will give local employers an opportunity to learn about the important role that a healthy workforce plays in increasing business productivity, but will also be a great opportunity to network with other business leaders.

We are delighted to announce that our two key-note speakers will be world renowned Bob Laventure from the British Heart Foundation National Centre for Physical Activity and Health and local MP, Dr Dan Poulter, Parliamentary Under Secretary of

State at the Department of Health. Clifford Emmerson, who is a qualified human givens practitioner, will also speak about the importance of mental health and wellbeing in the work place.

The event will also include the presentation of the Healthy Ambitions Suffolk 2012 Better Health - Better Business Awards to successful local employers.

The event is exclusively available at no charge to employers in Suffolk.

*If you would like to book a place at what will prove to be an interesting and informative event, please contact Leoni or Anne at Healthy Ambitions Suffolk on 01473 786671 or email [business@healthyambitionssuffolk.co.uk](mailto:business@healthyambitionssuffolk.co.uk).*



# towards a healthier heart

*February is a month when we hope to see the first signs of spring in our gardens and parks, and we can start to think about the year ahead, make plans for holidays and getting out more. Did you know that February is also National Heart Month? Heart and circulatory diseases are the biggest killers in the UK, and whilst there are risk factors over which we have no control such as having a family history of heart disease, age and ethnicity, there are so many things that we can do to prevent becoming a victim. So, this 1st of February why not make some life changing habits, one day and routine at a time, and you will be surprised how much you can achieve in just one week.*

## Monday

### Start kicking butt...cigarette butt

Stopping smoking is one of the best things that people can do to prevent the development of heart disease. Smoking damages the arteries by promoting a build-up of fatty substances that narrow them, making it more difficult for the heart to pump blood around the body. Kicking the habit brings lots of benefits such as being able to breathe more easily and cough less as lung capacity increases. There is an improvement in smell and taste, more energy and money. It is never too late to try and give up and there are numerous ways to get help from local pharmacists and the NHS:-

<http://smokefree.nhs.uk/ways-to-quit/>

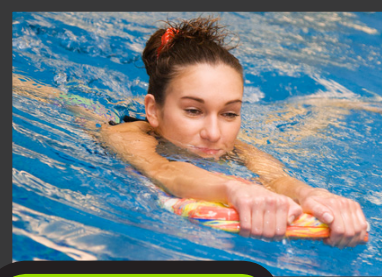


## Tuesday

### From apple to pear - changing body shape

It is ever so easy to put on weight - food is readily available and we tend to move less and spend fewer calories than past generations. Even if it is a couple of pounds here and there, over time it can have a negative effect on our health and the way we feel about ourselves. People who carry weight around the middle are often said to be 'apple shaped'. A higher than average waist measurement can be an indication that a person is at higher risk of developing diseases such as diabetes and heart disease than those who have a smaller waist. Perhaps, the most effective way of losing weight is by making permanent changes to the way we eat and how often we engage in physical activity. One easy way to reduce the amount of calories consumed is by making portion sizes smaller, having a healthy breakfast on daily basis, eating foods that have less fat and sugar, and keeping well hydrated. There are lots of local support groups who can help with weight loss and more information.



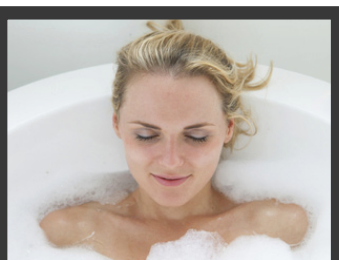


## Wednesday

## Thursday

### Out with the old, in with the new - snacks

It is easy to fall in the routine of eating the same foods every day and snacking on those that are high in fat and sugar, such as crisps and biscuits, but a handful of dried bananas, mango and pineapple can be an enjoyable alternative to chocolate and sweets. Popcorn (no salt, sugar or butter added), oven baked thin slices of vegetables such as sweet potatoes, squash or courgettes are great for snacking too - and they are packed with vitamins!



### Have a laugh and relax!

Stress can affect us in many ways - it can make us feel nauseous, anxious and our sleeping patterns may be affected. And, as if that wasn't bad enough, it may contribute to unhealthy behaviours that can affect negatively our heart health. People deal with stress differently - some may choose to drink or smoke more. If you are feeling stressed or anxious, making small changes can help you relax and can make a massive difference in how you cope with it. Things like enjoying a meal with family or friends away from the TV makes people talk about their daily activities, and will also help you eat at a slower pace, taste and enjoy the food you are sharing. Try to make time for yourself, go for a walk, read a book, have a relaxing bath – sometimes those household chores can wait!

### Trying something new

A heavy workload can lead many of us to feel that we are too busy to find the time to exercise or perhaps we're just not interested in physical activity. Add into the mix, the freezing cold evenings and it is not surprising that settling in for an evening spent on the sofa is far more tempting than hitting the gym or going out for a walk. Unfortunately, watching TV, using the computers for hours, or working in a place which requires little movement, increases our chances of developing diseases and contributes to poor health. Adults need 2 ½ hours of moderate physical activity per week, such as cycling, walking fast, swimming, water aerobics or 75 minutes of vigorous intensity activities such as jogging, running, martial arts or football to keep healthy. Learning a new sport can give great sense of achievement – and it will make you feel good from the inside and raise our self-confidence. Suffolk's 'Most Active County' initiative is a countywide collaboration to use the momentum of the London 2012 Olympic and Paralympic Games to promote healthy, active lifestyles, change inactive behaviours and address the barriers that communities or individuals face in accessing sport, leisure and physical activity opportunities – find out more at:-

<http://www.suffolkspport.com/page.asp?section=0001000100150009&sectionTitle=Most+Active+County>

## Friday



### Spice up your life- leave the salt behind!

Eating too much salt can raise blood pressure, something that can have a negative effect on heart health. A study performed in 2011 by the Department of Health showed that 70% of participants had a daily salt intake higher (men 9.3g and women 6.8g) than the recommended of no more than 6g per day. According to the British Heart Foundation, ¾ of the salt we eat is already in our food. Processed food can be very high in salt levels so when reading food labels choose those that have less than 0.3g of salt per 100g (or 0.1g sodium). Adding spices and herbs for tastier foods, not placing the salt shaker on the dinner table or cutting the amount of salt added to foods while cooking can really work wonders.

## Saturday

### Drink fewer calories and lose weight

According to the NHS, more than 9 million of people in England drink more than recommended daily intake and each year 15,000 people die of alcohol related illnesses. High alcohol intake can have a negative effect on the heart as it can make it larger, a serious condition that cannot be completely reversed. Drinking more than it is recommended can go unnoticed, especially when drinking whilst having a meal or when socialising. Unfortunately, its high calorie content can promote weight gain and sabotage our efforts to lose weight. Drinking plenty of water before having a glass of wine, beer or other alcoholic drink, using smaller glasses and letting friends and family know that you are planning to cut back on the booze can help sticking to the recommended intake and manage our weight.

Say hello to glowing skin, a smaller waist and better mood.



## Sunday

# Staying off the booze?

**Many of you may have successfully completed the challenge from Alcohol Concern to stay off the booze for the month of January, and have lost a few pounds and saved some money. And with no hangovers you've no doubt found time and energy you never knew you had, and your complexion is so much better. Apart from the damage to liver, there are numerous health benefits from keeping our alcohol intake down.**

People watching their weight should pay closer attention to how much alcohol they drink since it is second only to fat in terms of calorie content, say experts at the World Cancer Research Fund, and alcohol makes up nearly 10% of total calorie intake among drinkers.

Having a large glass of wine will cost you the same 178 calories as eating two chocolate digestive biscuits! And it will take you more than a half hour's brisk walk to burn off.

Recent reports have shown that people are unaware of calories in drinks and don't include them when calculating their daily consumption, but unlike food, alcoholic drinks have very little or no nutritional value. Cutting down on drinking can have a big effect on weight loss or maintaining a healthy weight, and it can also reduce your risk of cancer as research shows that alcohol has been linked with breast, bowel, mouth and liver cancer.

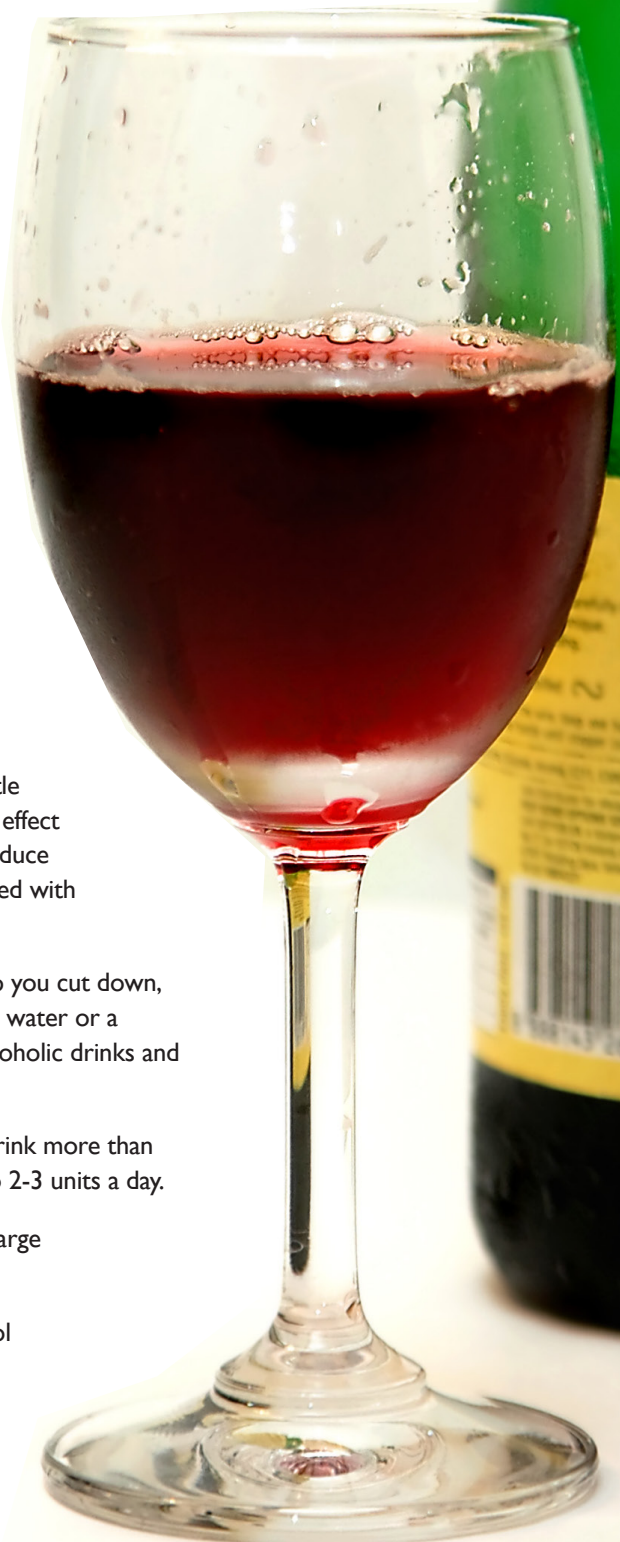
If you don't want to abstain entirely, there are ways that can help you cut down, including opting for smaller glass sizes, diluting alcohol with soda water or a low-calorie soft drink, alternating between alcoholic and non-alcoholic drinks and keeping a few nights each week booze-free.

Government guidelines recommend men should not regularly drink more than 3-4 units of alcohol a day, and women should limit themselves to 2-3 units a day.

A standard 175ml glass of wine contains about two units and a large 250ml glass contains about three units.

If you have had a heavy drinking session, you should avoid alcohol for at least 48 hours, experts advise.

**So go on, take time out, get thinking about your drinking and prove to yourself that you can say no to a tippie or two.**



# Walking & Cycling

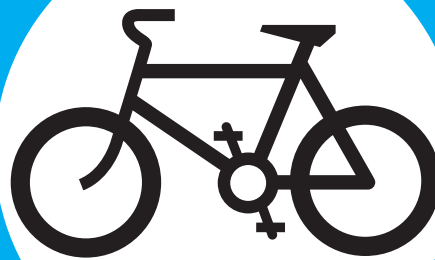
Our regular readers will know that walking and cycling more not only improves heart health but can also save money as part of your daily journey to and from work or school.

The latest statistics for Suffolk show that around 32% of Suffolk residents are cycling or walking at least once a month.

Trying a different method of getting to work can be done gradually, and finding a colleague to walk or cycle with you once a week is much

less daunting and much easier than jumping in 'feet first'. One way to alleviate the difficulties of finding out how to make the move from using the car to work is to have a workplace travel plan. This is where our friends at Fresh Way to Work come in. Indeed, if you are an employer it may be financially worth your while finding out more about workplace travel plans and take advantage of a travel plan grant if you are eligible.

**More information can be found at [www.freshwaytowork.org.uk](http://www.freshwaytowork.org.uk) or visit [www.greensuffolk.org/travel](http://www.greensuffolk.org/travel) to get fee help with your journey planning. You need to hurry for the grants however as they are only available for another two months.**





# Winter Watch & Cold Weather Plan

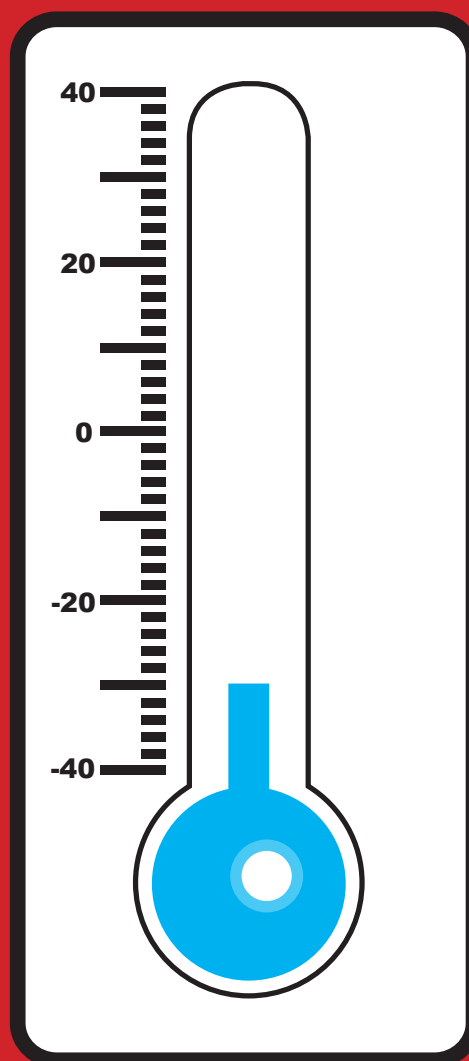
Cold weather increases the risk of heart attacks, strokes, lung illnesses, flu and other diseases. People also slip and fall in the snow or ice causing serious injuries. Approximately 27,000 more people die each year in England over the winter months when compared with other times of the year. This is often referred to as 'excess winter deaths' or 'excess winter mortality'.

Very severe weather can substantially add to this death toll.

The Cold Weather Plan aims to prepare for the effects of winter weather on people's health, and provides advice for individuals, employers and communities on how to prepare for and respond to severe cold weather. It is supported by a Met Office cold weather alert service that starts on 1 November and runs until the end of March 2013.

For further information on this most helpful service please go to: [https://www.wp.dh.gov.uk/publications/files/2012/10/9211-TSO-NHS-Cold-Weather-Plan\\_Accessible-main-doc.pdf](https://www.wp.dh.gov.uk/publications/files/2012/10/9211-TSO-NHS-Cold-Weather-Plan_Accessible-main-doc.pdf).

Winterwatch brings you regular updates about how the NHS is coping with the increased demands of the cold winter months, levels of flu-like illness and uptake of flu vaccination: <http://winterwatch.dh.gov.uk/>



## Lifestyle check

The BHF lifestyle check can help you find out how to improve your lifestyle and look after your heart. Along with being active, eating healthily and not smoking, many other parts of your lifestyle can affect your heart health.

The lifestyle check is quick and easy to fill in. When you're finished, you'll get a personalised report with tips and support on how to improve your lifestyle and areas that you might want to focus on. You can keep a copy of your report and you can even print out a copy for your doctor, in case you want to take it along to your next GP appointment.

You can take the lifestyle check regularly, it's a great way to see if the changes you are making are having a positive effect!

**Register now using the link below:**

[www.bhf.org.uk/heart-health/how-we-can-help/lifestyle-check.aspx](http://www.bhf.org.uk/heart-health/how-we-can-help/lifestyle-check.aspx)







## BHF Rock up in Red

The British Heart Foundation is encouraging people across the UK to Rock Up In Red on Friday 1st February 2013 to kick off National Heart Month with a bang! Information packs are available to help you to organise a wear red day at your office, school, community group or club by asking people to wear red and donate £2 to the BHF. Alternatively you might like to organise a red themed event any time in February for National Heart Month – a quiz, coffee morning or fashion show. Organising your own Rock Up In Red day couldn't be easier!

**Order your free fundraising pack at [bhf.org.uk/red](http://bhf.org.uk/red) or call 0300 330 0645 to get started.**

**And for those who would like to get outdoors there is the Ipswich 5k Red Run on Saturday 2 February @ 9:00am, Chantry Park, London Rd, Ipswich. Everyone is welcome to take part in this event by running, jogging or walking around the 5k course wearing something red.**

**It's free to enter and BHF ask that those taking part will make a £2 donation on the day and where possible get friends and family for sponsorship.**

## Discover Suffolk -

Walks, Cycle Routes and Countryside Places to Visit in Suffolk.

**For more information please go to: <http://www.discoversuffolk.org.uk/events.aspx?ecid=2%2c6%2c12%2c7&season=Winter>**

## Warm as Toast

Suffolk County and District/Borough Councils are working with accredited local companies to provide free insulation to all residents in Suffolk (subject to survey, access and existing levels of insulation).

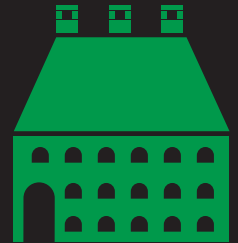
Over a quarter of homes in Suffolk do not have adequate cavity wall or loft insulation and residents may be paying more to heat their home than is necessary.

**Call 0845 603 7686 for more information and if you quote the British Heart Foundation Voucher Code: cCB25 01 – BHF will receive a £15 donation.**

**If you have any events or activities which you would like to promote, and which meet our aims and ambitions, please let us have the details and we can include them in our monthly newsletters and on our website.**

## About Healthy Ambitions

Healthy Ambitions Suffolk (HAS) is an exciting initiative designed to support Suffolk becoming the 'healthiest county' by 2028. Launched in 2008 as a multi-agency campaign, HAS developed in 2011 into an established charity able to distribute funds and to attract income through fundraising, by obtaining sponsorship and by commercial activity. All profits from HASfutures Ltd will be used for charitable purposes to help improve the health of people in Suffolk.



## Better Health

Healthy Ambitions Suffolk is concentrating upon the area where we can all make the biggest impact – the health of our hearts. The good news is that Suffolk is currently one of the country's healthier places, but many people who live here still suffer from preventable health problems and residents in some parts of the county, on average, live 11 years less than those in the more affluent parts.

## A Better County

To be successful in making Suffolk the healthiest county we need to inspire individuals, businesses and our local communities to take responsibility for their health and to make positive changes to their lifestyle.



For more health advice and activities, please go to: [www.nhs.uk/Change4Life/Pages/why-change-for-life.aspx](http://www.nhs.uk/Change4Life/Pages/why-change-for-life.aspx)



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