



Rotherham
Heart Town
Love our town ♥ Love your heart

Rotherham Heart Town Annual Report 2012

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Introduction

Heart Towns and Cities is an initiative launched by the British Heart Foundation during its 50th Anniversary year with the aim of establishing 50 Heart Towns and Cities across the UK. Rotherham became a Heart Town in January 2012.

Becoming a heart town puts an increased focus on cardiovascular disease, increasing awareness of risk factors and improving health and wellbeing of the community. The initiative aims to bring communities together through local fundraising and volunteering as well as raising awareness of heart disease and offering residents a range of support services including schools initiatives, workplace programmes and health and lifestyle information resources.

This report summarises the progress made during our first year as a Heart Town and plans for the future of the five-year partnership.

Cardiovascular health in Rotherham

People living in Rotherham have poorer health than the England average, and there are high levels of deprivation in the borough, with around one third of the population living in the most deprived 20% of areas in England. Early deaths from heart disease have fallen, but are still worse than average.

Recently published data shows that most electoral wards in Rotherham have a higher than average risk of cardiovascular deaths, with several ranking among the worst 10 percent for cardiovascular mortality risk.

Levels of overweight and obesity, smoking and binge drinking are all higher than average in Rotherham, and these lifestyle factors all increase the risk of experiencing a cardiovascular event.

People from certain ethnic groups have a greater risk of developing heart disease, with South Asian men developing heart disease at a younger age and being more likely to have a heart attack. About 3.5% of Rotherham's population is from the South Asian community, less than the proportion in England but higher than our statistical neighbours (Manufacturing Towns).

Establishing Rotherham as a Heart Town

Rotherham launched its 5-year partnership with BHF to become a Heart Town in January 2012 at Rotherham Town Hall.



In order for the partnership to be effective, a steering group and a local BHF fundraising branch needed to be established.

The steering group held its first meeting in February 2012 and has continued to meet monthly throughout 2012. It comprises representatives from the statutory, voluntary and private sectors with an interest in the prevention and treatment of heart disease. The committee is responsible for overseeing the delivery of the project and the achievement of its action plan.

The fundraising branch was developed from the existing local group in South Rotherham and held its first meeting in February 2012. The branch meets at Rotherham College of Arts and Technology and a number of students can be found among its highly committed members.

To ensure that we engaged a wider range of stakeholders from the public, private and voluntary sectors we held a launch event in June 2012. Over 40 people attended the event, where the aims and objectives of the partnership were outlined and people affected by heart disease gave personal

accounts to highlight why the work is so necessary. Delegates were asked to give specific pledges of how they will engage with the project, how they can use the BHF prevention and care products and services to enhance their work and how they will support fundraising and volunteering activity. We will continue to follow-up on these pledges throughout 2013 as well as to further extend our network of engaged stakeholders.

Defibrillator Campaign

Defibrillators (also known as automated external defibrillators or AEDs) are used to give electric shocks in some cases when the heart has stopped. For every minute that passes without defibrillation chances of survival decrease by 14 per cent. Research shows that applying a controlled shock within five minutes of collapse provides the best possible chances of survival. No specific training is required to use the defibrillators as the machine will not allow a shock to be delivered if there isn't a need for one, and emergency call handlers can talk somebody through what to do if they need further support. The importance of having defibrillators easily accessible in the community cannot be underestimated.

Yorkshire Ambulance Service (YAS), working with the Heart Town Partnership, is leading a piece of work to identify where existing defibrillators are located in Rotherham and to identify key gaps in the coverage across the borough. With the assistance of the Rotherham Advertiser a call was put out for all organisations and businesses with a defibrillator to notify YAS so a comprehensive map could be established. This enables YAS staff receiving an emergency call to identify whether there is a machine close by that can help save a life.

We have identified some gaps in the coverage and are now beginning a phased programme working to close those gaps. Support from BHF and regional trust funds may help to fund some new machines.

Prevention and care activities

BHF Health Care and Innovations

The BHF Health Care and Innovation Programme (HCI) is continuing to offer a BHF support package to one BHF fully funded (until June 2014) Community Resuscitation Development Officer (CRDO); he is employed by Yorkshire Ambulance Service (YAS) and seconded into the Community Resilience team for the duration of the funding. His role is to develop a network of BHF affiliated school and community Heartstart schemes.

This support package provides access to a variety of formal and informal learning activities that is appropriate to each individual Healthcare Practitioner. The courses supported are those that can demonstrate their value and impact on prevention of disease, patient care and service delivery. The package offers access to:

- BHF conferences and events
- Healthcare conferences (national and regional)
- BHF branded clothing, business cards and badges

- Access to BHF courses
- Introduction to the BHF
- Access to a members only website and resources
- Networking opportunities

The BHF is also providing a CPD package to six Cardiac Rehab Nurses, six Heart Failure Nurses and one Arrhythmia Nurse in Rotherham.

BHF Heartstart

The BHF has provided grants to fund the manikins, training and resources to 59 schemes in Rotherham over the previous years and continues to support an affiliation package, which includes free annual public liability insurance and educational resources to each of these schemes.

BHF Heartstart is an initiative which teaches people what to do in a life-threatening emergency. It will enable participants to put the skills into practice to help save lives. The course is designed to follow the current Resuscitation Council (UK) guidelines.

The Heartstart course is free, provides practical hands-on learning and includes:

- assessing an unconscious patient
- performing cardiopulmonary resuscitation (CPR)
- dealing with choking
- serious bleeding

The Heart Town Steering group is inviting expressions of interest from people in the community and schools to take up the roles of either Heartstart training supervisor and/or Scheme Directors, who already have the pre requisite skills to support the growing number of schemes in Rotherham. This will help to sustain the schemes and BHF investment in Rotherham.

BHF Health at Work

The Health at Work programme has been promoted widely in Rotherham including an editorial in the Chamber of Commerce think tank magazine, to help businesses and workplaces promote better health and wellbeing. It's completely free and provides a range of benefits including:

- a welcome pack, including a Quick Guide to Health at Work
- monthly Health at Work e-newsletter
- free resources on physical activity, healthy eating and mental wellbeing
- tools and posters to download from our Health at Work website
- an online community where members can learn more by sharing experiences, ideas and tips

BHF Skipping workshop

Nineteen teachers and other participants attended the BHF Skipping workshop which was delivered to familiarise teachers with a range of skipping techniques, useful in PE and in the playground. The BHF Jump Rope for Heart resource was shown as a way of schools receiving free skipping equipment,

as well as raising funds for the school and BHF. Staff left learning about new ideas to help develop skipping techniques, as well as raised their awareness to the range of free resources available from the BHF to enhance skipping and get children active.

BHF Healthy Hearts in the Classroom

Sixteen teachers and other participants attended the BHF Healthy Hearts in the Classroom workshop. It was delivered to raise awareness of what is available from the British Heart Foundation to help make health education lessons come alive. It demonstrated how a range of resources can be used to inject new ideas into school lessons. It explored how creative projects can be set for a series of weeks as well as individual lessons and shared ideas about how these can be used to introduce fun learning experiences.

The workshop ran through a school day (including lunch time and after school club) looking at different subjects, such as science, learning to read and PSHE, and the resources supplied by the BHF.

BHF Healthy Hearts in the Community Workshop

Two free BHF half-day workshops were delivered in November to introduce participants to the BHF Healthy Heart and Chest Pain toolkits. The toolkits have been developed to help tutors and trainers get heart health messages across to those who need them most.

The Healthy Hearts workshop delivered practical sessions to showcase a range of techniques to engage community groups in healthy eating, physical activities and in understanding about heart disease. The toolkits offer readily available materials for practitioners to use when developing their own training sessions and the main purpose of the workshop was to illustrate the benefits and features of this BMA award winning resource and how to make best use of it.

The Toolkit include activities on the following topics

<ul style="list-style-type: none">• How the heart works• What coronary heart disease is• Recognising the Symptoms of coronary heart disease and heart attack• Saving Lives Skills• Know the Risk factors• Introduction to Heart screening• Making Lifestyle changes• Controlling blood pressure	<ul style="list-style-type: none">• Increasing physical activity levels of the population• Dealing with stress• Stopping smoking• Workplace Challengers• Preventing diabetes• Healthy eating• Losing weight, and maintaining a healthy weight
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The chest pain kit workshop also included practical demonstrations to help trainers deliver the sessions easily and effectively.

The chest pain kit aims to:

- raise awareness of heart attack signs and symptoms

- encourage people to phone 999 immediately if they experience these symptoms or see the signs in other people
- help people overcome barriers to calling 999
- Using the kit couldn't be simpler. Everything you need is in one place - we've even provided some session guides to help you plan your training. We've made sure it's flexible - you can follow our step-by-step guides, or use the kit in a way that suits your own style and audience.

29 participants attended both workshops including:

- Public Health Promoters
- Health Trainers & Community Champions
- Health Educators
- Resuscitation and defibrillator officers, community first responders
- Sports and Leisure services staff
- Health Care Assistants
- Medical Practitioners

BHF Olympic Legacy project

Two Rotherham Schools (Thrybergh School & Sports College and Thornhill Primary) were identified for the BHF National Centre for Physical Activity & Health (BHFNC) to receive an Olympic assembly as part of a BHF Olympic Legacy project. The BHFNC delivered the assembly along with Nicola White, who is an ambassador for the BHF Flames programme and a member of the GB women's bronze medal-winning hockey team.



Left: Team GB's Nicola White visits Thornhill Primary

Below: at Thrybergh School



BHF Publications and exhibits

Free access to a wide range of publications, including information for the public on prevention of heart disease and for people who are diagnosed with a heart condition has been offered to Rotherham. We hosted a stand at a range of events including a Paramedic Conference, the Rotherham Show and a Protected Learning Time event for GP Practices where resources for the public were promoted.

Fundraising and volunteering

The local BHF branch has been prominent in Rotherham throughout 2012 raising funds for the Mending Broken Hearts Appeal and BHF core funds, which support BHF provision such as cardiac nurses and equipment and educational materials. Regular bucket collections and stalls at Rotherham Show and Fair's Fayre led up to the major fundraising event of the Heart Town Partnership's first year, the Circle of Hope, which took place during World Heart Week.

The Circle of Hope kicked off in Clifton Park with a sponsored fun run/jog/walk. The High Sherriff set the participants off on a 1, 2 or 3 lap circuit of the park. For those people who prefer their physical activity to be team based, Rotherham United Community Sports Trust provided some 5-a-side sessions on their inflatable football pitch, and for the younger supporters there was a treasure hunt. The focus then moved onto the Rotherham leisure centres, where DC Leisure had organised sponsored swim-a-thons and splash-a-thons, and to the town centre, where Mr Hearty thanked all the local businesses who had supported the event. Over £3,000 has been raised to date and funds from the event are still coming in.

In addition to these large scale events organised by the local branch, other partners arranged wear red days, organised bake sales and other smaller scale fundraising activities during National Heart Month in February. In addition to a branch bucket collection at Rotherham United Football Club, these activities raised £1000 for the campaign. Core funds were also boosted with £800 raised through a fashion show organised by the community heart failure unit.

The local branch is also the focus for volunteers supporting the BHF and the Heart Town project. The branch has established close links with Rotherham College of Arts and Technology (RCAT) and a number of students have volunteered to support a range of events throughout the year. The next focus will be to establish a volunteer to provide a specific link with schools across the borough to support their access to BHF services and encourage participation in fundraising activity.

The future

This first year has predominantly been about establishing structures, engaging stakeholders and promoting Rotherham as a Heart Town. During 2013 we need to build upon these foundations to ensure that Rotherham's place as a Heart Town is truly embedded in the local consciousness. We will continue to work with partner organisations to identify and share best practice in cardiovascular prevention and care, but also to close any gaps in current provision.

We will deliver a campaign focused upon chest pain and when to call for help, as we know that in Rotherham too many people, particularly women, are not seeking help as quickly as they should.

We particularly want to focus on the engagement of local businesses during year two, whether that be through accessing training and resources, signing up for the Health at Work initiative, or supporting volunteering and fundraising activities.

We will further develop the links between the Heart Town Partnership and other heart health related events, such as No Smoking Day.

Finally, we want to continue to support and nurture our volunteers, who have played such a key role in the development of the Heart Town Partnership.

Rotherham Heart Town steering group members

During 2012 the following people were members of the Rotherham Heart Town steering group

- Cllr Ken Wyatt (Joint Chair)
- David Thomas (BHF branch member and Joint Chair)
- June Thomas (BHF branch chair)
- Joanne Ward (BHF patient representative)
- Dr John Radford, Rotherham Public Health
- Alison Iliff, Rotherham Public Health
- Malcolm Chiddey, Rotherham Public Health
- Fiona Topliss, NHS Rotherham
- Stephanie Dilnot, BHF
- Lauren Mallinson, BHF
- Cllr Christine Beaumont, RMBC
- Kay Denton Tarn, RMBC
- Chris Siddall, RMBC
- David Barker, RMBC
- Laura Brown, RMBC
- Michelle Tyler, RFT
- Katie Taylor, RFT
- Sarah Briggs, RFT
- David Smith, Yorkshire Ambulance Service NHS Trust
- Ian Cooke, Yorkshire Ambulance Service NHS Trust
- Emma Scott, Yorkshire Ambulance Service NHS Trust
- Alex Wilson, Rotherham United Community Sports Trust
- Claire Shaw, Groundwork Dearne Valley
- Dominic Beck, Barnsley and Rotherham Chamber of Commerce
- Julie Adamson, Voluntary Action Rotherham
- Nizz Sabir, Rotherham Council of Mosques
- Lisa Williams, DC Leisure
- Natalie Dunn, DC Leisure

Thank you

The Heart Town partnership would like to extend particular thanks to the following businesses and individuals for their support of the initiative during its first year:

- June and David Thomas and all the members of the Rotherham Fundraising Branch
- Brinsworth Academy of Engineering
- Rotherham Advertiser
- DC Leisure
- Tata Steel
- and all local businesses that have supported Heart Town fundraising activities

Appendix 1: Heart Town Agreement

HEART TOWN (COMMUNITY PLEDGE)

We agree to become a Heart Town for a period of five years (undertaking a yearly review), partnering the British Heart Foundation (BHF) to achieve shared goals which will enhance the Heart Town and stimulate wider community engagement in the fight against heart disease.

The BHF will provide the Heart Town with access to resources such as:

- **Heart Matters Magazine** – a free personalised membership club for anyone concerned about or affected by heart disease
- **Schools programmes and initiatives** – including Jump Rope, Dodgeball, Arties Olympics and an extensive range of materials tailored to the curriculum
- **The Artie Beat Club** – a free membership club for children
- **Health at Work initiative** – a range of packs for employers and workplaces focussing on Be Active, Eat Well, Think Well
- **Lifestyle and heart information** – a wide range of healthy lifestyle and health information booklets and resources

The BHF will nominate a representative to lead the Heart Town partnership together with town representatives.

The Heart Town will

- Adopt Heart Town Branding
- Create a '**HEART TOWN RIDE/WALK/RUN**' in the centre of town
- Support BHF work in schools, businesses and the community
- Support BHF fundraising and volunteering initiatives, including:
 - **One Day** – unite the town for one day to fundraise for Mending Broken Hearts and support our existing campaigns in the town:
 - Red for Heart – be part of our major campaign in February for National Heart Month
 - Hand on Heart – help nurture a community of volunteers in your town, with a special focus in June
 - The BIG Donation – encourage the community to recycle and donate to our BHF shops in September

Heart Town name.....

Signed for Heart Town

Signed for BHF

Designation

Designation

DATE:

DATE:

Appendix 2: activities undertaken for the Heart Town partnership

- Steering group and local BHF fundraising branch established
- Web pages established on NHS Rotherham and RMBC websites
- Rotherham Heart Town logo developed
- Stakeholder event held
- Defibrillators mapped and action plan developed to close gaps in coverage
- Healthy Hearts Kit and Chest Pain Kit workshops delivered
- Skipping workshop and Healthy Hearts in the Classroom workshops delivered
- Olympic Legacy event at two Rotherham schools
- Regular promotional articles published in the Rotherham Advertiser
- Partnership promoted in RMBC Active Always brochure and at Mega Active events, in all Healthy Schools newsletters, in the Barnsley and Rotherham Chamber of Commerce newsletter *Think Tank* and DC Leisure newsletter

Heart Town partnership stands at:

- Rotherham Show
- Paramedic Conference
- Fair's Fayre
- Active Always event
- Primary Care Protected Learning Time

Fundraising activity:

- Circle of Hope – sponsored walk, splash-a-thons, swim-a-thons, 5-a-side football, treasure hunt and bucket collections
- Community Heart Failure Unit Fashion Show
- Cake Tombola at Fair's Fayre
- Fundraising raffle
- Bucket collection at Rotherham United during National Heart Month
- Partners held smaller fundraising events for National Heart Month, including wear red days, bake sales and coffee mornings