



Rotherham
Heart Town
Love our town ♥ Love your heart

Rotherham Heart Town Annual Report 2013



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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. It brings 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 Rotherham's second year as a Heart Town as well as our plans for future developments.

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.

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).

Advancing Rotherham Heart Town

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 up to 10 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.

A sub-group was established to focus on increasing the provision of defibrillators within the borough following on from the mapping exercise conducted by Yorkshire Ambulance Service NHS Trust (YAS) last year. Fourteen Rotherham businesses were provided with devices jointly funded by BHF and Westfield Health, a local non-profit health insurer. The recipients adopted the Heart Town principles and were asked to publicise that they have an AED that can be accessed in an emergency to neighbouring sites, thereby increasing the number of people that can be assisted.



The town centre has been another focus for the project, with new devices being in place in Riverside House, Rotherham Visitor Centre, the Civic Theatre and Rotherham Markets. Joint funding from BHF, Rotherham Charity Cup Committee and Rotherham FA has placed three devices in sports grounds in Bramley, Wickersley and Kimberworth. The local community has provided strong support for this piece of work, with defibrillators making an immediate and tangible difference to the health outcome for people having a heart attack, and fundraising for devices has been widespread. A

number of local parish councils have raised funds for a local AED and the market traders secured funding for two devices within a single day.

Since the Heart Town partnership began we have an additional 65 defibrillators across Rotherham, saving people's lives in the event of a heart attack; 34 of these are as a direct result of the Rotherham Heart Town partnership, with 27 being co-funded by BHF. The high local profile of the importance of defibrillator access has influenced the placement of many of the remaining devices.

During 2013 another local group, *Start a Heart 24-7*, has joined the Heart Town Partnership. The group held a fundraising day in Woodlaithes Village in memory of a local resident who had died of a heart attack. They will be funding a number of additional defibrillators across the borough.

Looking ahead to 2014, we will continue to identify gaps in defibrillator access, advise on device placement and support fundraising for additional AEDs. In addition we will run an awareness campaign to ensure as many people as possible in Rotherham understand how a defibrillator can save lives and to alleviate any concerns people might have about using them.

Prevention and care activities

BHF Heartstart

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

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

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

The BHF has provided grants to fund the manikins, training and resources to 65 Heartstart schemes in Rotherham over previous years and continues to support an affiliation package, which includes free annual public liability insurance and educational resources to all active schemes. In 2013 six new schemes started in the borough taking the total number of active schemes in Rotherham to 59.

BHF Health Care and Innovations

The BHF Health Care and Innovation Programme is continuing to offer a support package to one fully funded Community Resuscitation Development Officer. He is employed by Yorkshire Ambulance Service 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 demonstrate impact on prevention of disease, patient care and service delivery and that are appropriate to each individual healthcare practitioner. 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 continuing professional development package to one cardiac liaison nurse, five cardiac rehabilitation nurses and two heart failure nurses in Rotherham.

BHF Health at Work

We have continued to promote the Health at Work programme with Rotherham businesses, including a new element to the programme in 2013, Quit Smoking at Work. The programme 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
- workplace challenges encouraging friendly competition between colleagues
- an online community where members can learn more by sharing experiences, ideas and tips

A presentation on the importance of promoting health at work and the BHF programme was given at the Good Health Your Business event, jointly run by the local public health teams and Barnsley and Rotherham Chamber of Commerce. Rotherham's Health Trainer team will be increasing engagement with local employers in 2014, including promotion of the Health at Work programme.

BHF Olympic Legacy project

Three training workshops were delivered for staff in early years, primary and secondary education settings about sustaining the legacy of the London 2012 Olympics.

- Early movers – helping under 5s live active and healthy lives
- Engaging primary aged children in physical activity
- Motivating the least active secondary aged pupils

The three practical sessions gave participants a range of tools and techniques to motivate children and young people to be physically active. Complementing these events were two new BHF resources offered to Rotherham schools:

The Motivator pack including eight class based learning activity sessions designed to be used in years 7 and 8 (11-14 year olds). The pack comes with detailed lesson ideas, extra resources and hand outs which helps provide students with information on the importance of physical activity and help them make positive changes that will help them lead healthier lives.

The Activator pack explains how to deliver a peer mentoring scheme within a school, how to engage students in activity by enlisting the help of other students with a keen interest in activity.

National No Smoking Day

2013 was the first year that the National No Smoking Day campaign was delivered by BHF; despite annual promotion of the event in Rotherham this year we were able to bring the event and its 'swap fags for swag' theme under the Heart Town banner and increase the extent of its promotion through the range of partners involved in the steering group.

Health Bus

Rotherham had the use of a health bus for a week in May 2013, taking our behaviour changes services into the local community to promote healthy lifestyles and available local support. BHF literature was provided on the bus and services that will contribute towards reducing heart disease risk, including stop smoking, weight management, physical activity and alcohol services all participated in the events.

BHF Publications and exhibits

The partnership also benefits from the charity's range of prevention and care resources and education programmes so that everyone could benefit and take practical steps to improve their heart health. This enables local partners to develop plans that could deliver measurable improvements.

Fundraising and volunteering

A key pillar of the Heart Town agreement is increasing volunteering opportunities in the borough and the support for fundraising for BHF's prevention and care activities, including supporting local health care professionals, and the Mending Broken Hearts research appeal which is taking the fight to heart failure. National Heart Month in February saw partners participating in a range of activities; even Rotherham's Town Hall Rocked up in Red! Wear red days, bake sales and bucket collections all contributed to the BHF's fight for every heartbeat. As discussed above, a large number of small-scale fundraising events have been held across Rotherham to raise funds specifically for defibrillators

and some of the recipients of the BHF/Westfield funded devices have subsequently raised funds or donated goods to BHF shops and BHF fundraising events.

BHF Branch volunteers led a successful second Circle of Hope event in late June. An expanded event saw participants participating in a range of active fundraising activities, including a 4-minute mile challenge in Clifton Park, a fun run/jog/walk and football challenges in the town centre and swimming and cycling challenges in Rotherham's Leisure Centres. The town centre also hosted a number of health information and awareness stalls, with people able to find out about local opportunities for stop smoking and weight management support and physical activity opportunities.

The Circle of Hope event was supported by Andrew Kerrison, in memory of his brother Richard Fieldsend. Richard, a former semi-professional footballer, suffered severe heart failure following a massive heart attack in 2012, and sadly lost his fight for life in May, 2013, on his 45th birthday. In his last months of life, he was an Ambassador for the BHF and bravely featured in a BHF film to raise awareness of the devastating effects of heart failure and increase public support for the Mending Broken Hearts Appeal. His family and friends to continue to fundraise for the appeal in his memory, so that other families don't have to endure what they have.



Warming up for Circle of Hope 2014

Rotherham Heart Town has been selected as one of the Mayor's Charities for 2013/14 and has participated in a number of Mayor's Charity events. The Mayor and Mayoress have been active supporters of a number of Heart Town events throughout the year. The link with the Mayor's Charity has also raised awareness of the partnership's aims through the local business community.

Over the summer the branch volunteers actively promoted the British Transplant Games, which were held in neighbouring Sheffield, to raise awareness of the importance of registering for organ donation. Last year more than 350 people in the UK benefitted from a heart or heart and lung transplant, but there are always fewer donors than people who need a transplant. Inspired by a local young man who is on the transplant waiting list, the branch ran a stall in the town centre and at the British Transplant Games. Organisers of the national event far exceeded the target number of sign-ups.



Branch members promoting the Transplant Games UK and National Donor Register

Rotherham Show was another focus for fundraising, where the branch ran Mr Hearty's Bazaar. The event takes place during BHF's Bagathon month, so the stall aimed to encourage people to recognise that their trash might be somebody else's treasure and to donate unwanted items to BHF shops rather than throw them away.

Rotherham College of Arts and Technology (RCAT) students have continued to volunteer on Heart Town events and bucket collections and links with the Council of Mosques have strengthened. Towards the end of 2013 a volunteer has been identified to work specifically with schools across the borough, making links with the RMBC healthy schools team. Another volunteer has been appointed to focus on building relationships between the Heart Town and local companies, making links with the Chamber of Commerce.

The future

During 2013 our partnership has built upon the foundations we established during the first year. New links have been made that has strengthened the steering group and provided new and additional expertise. We concluded the year with the news that Rotherham Heart Town had been shortlisted for a Local Government Chronicle Award. We hope we will be celebrating our success when the winners are announced in March.

We will use 2014 to further consolidate the progress made to date; we will focus our action planning around the BHF strategic goals and establish small working groups to deliver local impact. We will remain focused on providing real change to real lives and through the defibrillator project to ensure that as many people as possible feel confident in using the new devices in their local community. We will continue to support BHF's Mending Broken Hearts appeal through the staging of an even bigger Circle of Hope event.

2014 will also see the launch of the Rotherham Heart Town Award, where supporters who participate in the three key activities within the partnership agreement – prevention and care, fundraising and volunteering, and stock donation – have their commitment officially recognised. We look forward to celebrating with our first recipients during National Heart Month.

Finally, we will continue to support and nurture our volunteers, who play such a key role in the Heart Town Partnership.

Rotherham Heart Town steering group members

During 2013 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
- Phillip Spencer, Rotherham Public Health
- Stephanie Dilnot, BHF
- Lauren Mallinson, BHF
- Cllr Christine Beaumont, RMBC
- Kay Denton Tarn, RMBC
- Chris Siddall, RMBC
- David Barker, RMBC
- 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
- Mark Cummins, Rotherham United Community Sports Trust
- Dominic Beck, Barnsley and Rotherham Chamber of Commerce
- Linda Jarrold, Voluntary Action Rotherham
- Nizz Sabir, Rotherham Council of Mosques
- Lisa Williams, DC Leisure
- Hayley Mills, DC Leisure
- Emily Newman, DC Leisure
- Antoinette Goodwill, RFT
- Trish Lister, Start a Heart 24-7
- Carrie Platts, Start a Heart 24-7
- Ann Berridge, RMBC
- Judi Kyte, RDASH

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 2013:

- June and David Thomas and all the members of the Rotherham Fundraising Branch
- Mayor of Rotherham, Cllr John Foden and Consort, Kath Foden
- Andrew Kerrison, on behalf of the family of Richard Fieldsend
- Westfield Health
- Rotherham Advertiser
- Rotherham College of Art and Technology
- DC Leisure
- London Scandinavian
- Morphy Richards
- AESSEAL
- 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: