



Welcome to a special bumper summer edition of the inspirational Healthy Ambitions Suffolk newsletter.

In this bulletin, we'll be starting a regular section where you can meet the members of the Healthy Ambitions Suffolk team.

Every month, we'll be featuring two people who sit on the HAS board. They'll be sharing their reasons for getting involved with the project, along with their hopes for the future of the county's health and some personal hints and tips for leading a healthier lifestyle.

We're also appealing for more people to step forward and make their own Healthy Ambitions Suffolk pledges

Whether you want to lose weight, stop smoking, take more exercise or run a community allotment, we want to hear from you! You can pledge to do almost anything health-related, from reducing stress levels in the workplace to getting a better night's sleep – the main thing is that it should be something which will make a personal difference to your health or wellbeing.

You can tell us all about your pledge by going online and visiting www.healthyambitionssuffolk.nhs.uk and registering under the "members" section. You'll then be given the

chance to make your own pledge, and will also get access to range of exclusive members-only information.

We may even contact you to find out if you'd like to tell your story in a future edition of Healthy Ambitions Suffolk news!

We'll be sending out our next bulletin later in the summer – but you can still keep up with the latest developments by logging onto www.healthyambitionssuffolk.nhs.uk or following us on Twitter. Just visit www.twitter.com and search for "Healthy Ambition".



Dr Peter Bradley
Director of Public Health for NHS Suffolk and Suffolk County Council



Kitchen capers at the Suffolk Show

More than 2,000 people have learnt a host of exciting new recipes after visiting the Healthy Ambitions Suffolk "Eat Suffolk" food theatre at this year's Suffolk Show.

During the two-day event, top chefs helped prove that healthy eating doesn't have to be at all boring by

demonstrating new ways to use seasonal, local produce to create good quality, quick meals to suit any budget.

As well as cookery demonstrations, the audience also enjoyed an educational comedy show from double act Dr Ken and Dave, who showed where the "f" comes in "food" by

talking about fruit, fish, fats and fibre.

Everyone who came along to our demonstrations was given a recipe book with easy step-by-step instructions of how to create our easy range of inspirational new dishes – leaving numerous kitchens across the county buzzing with activity!



Come along and exercise for health

Older people from across Suffolk are being encouraged to improve their flexibility, mobility, balance and strength by taking part in specially tailored chair-based exercise classes running across the county.

The gentle weekly classes give people aged from 60 upwards the chance to socialise while staying active so they can maintain their independence, health and wellbeing in the future. The sessions also concentrate on improving strength and balance to help reduce people's chances of suffering a fall – which can, in turn, knock confidence and lead to a sense of isolation.

Each class is adapted to suit the abilities of those taking part, and is run by a qualified trainer. Anyone who would like to find their nearest class should call InfoLink on 01473 265265.

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inside

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from
JULY

Click to get fit with the Healthy Ambitions Suffolk Health Manager!

You can soon get all of the specially tailored help, support and advice you need to improve your own health thanks to an innovative online service launched this summer.

Called the Healthy Ambitions Suffolk Health Manager, the web-based programme will be open to everyone in the county, and provides simple suggestions about steps which you can take to improve your own long-term wellbeing as well as information on local sports clubs, support groups and exercise classes.

To access the Health Manager, all you'll need to do is simply follow the links from our website, at www.healthambitionssuffolk.nhs.uk. After answering a short survey about your current health, lifestyle and family history, you'll be provided with a picture of your health now, including areas where you're doing well and those which you could improve. You'll then be asked to pick one personal health goal and given access to range of online tutorials and weekly emailed encouragement to help you meet that goal.



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What allot we've got!

People from across Ipswich are getting a taste of the good life by going back to the land to grow and eat their own food.

Latest figures from Ipswich Borough Council are showing that more residents are taking up allotments – with seven fields full and five others

with occupancy rates of more than 90%. The news comes as more and more people are turning their thoughts to growing their own fresh, healthy produce.

As well as providing a cheap alternative to shop-bought fruit and veg, growing your own is also great exercise – and also the ideal way to

get the whole family involved and learning more about where their food comes from.

Rents for an allotment in Ipswich cost only £34 a year for a ten-rod plot and £17 for a half-plot.

Anyone interested in getting involved and growing their own, call **01473 433512**.

Tour de Route 51 inspired 1,500 people



Tour de Route 51 took place in the run up to national bike week in June, with more than 1,500 people getting involved across the course of the eight-day event. It provoked a great deal of attention as it moved across the county, with many children and families joining in.

The tour organisers and core riders volunteered to get on their bikes to promote Healthy Ambitions Suffolk, Sustrans (the UK's sustainable travel charity) and Suffolk's bid to become the greenest county. During the week, the tour dropped in on schools, community

groups and civic parties, while each of the mayors from towns en route greeted the cyclists and were handed pennants and a pack of information about local cycle routes.

Children were also invited to get involved, with students at schools

along the route being given the chance to try out the 'blender bike' by using their pedal power to make themselves a healthy fruit smoothie.

Pupils at three primary schools also had the opportunity to try out more unusual bikes, such as penny farthings,

recumbents and tandems, which provided a great opportunity to talk about cycling to school and traffic free routes.

You can find out all about your local cycle routes by visiting <http://www.cycle-route.com/routes/Suffolk-Routes-103.html> or <http://www.sustrans.org.uk>



Hitting our quits!

Nearly 4,000 people kicked the habit for good during the last year, with help and support from NHS Suffolk's Stop Smoking Service.

In Suffolk three people die each day from smoking related diseases. Some 17% of people still smoke in Suffolk

– but this is down from about 1 in 4 a few years ago. In 2008-09, the Suffolk Stop Smoking Service managed to help 3,870 people to stop smoking and start leading a healthier life. One of those who did was 70-year-old Anne Hughes, from Felixstowe, who had smoked since she was 15 – but is now delighted to be living a smoke-free life

"I had tried many times over the years without success but

having help from the NHS was wonderful," she said. "My stop smoking adviser was always on hand to give me advice and told me about nicotine replacement patches, which really did the trick!"

"I have never felt better in my life-I must be living proof that it is never too late to give up smoking!" she said. If you'd like help to stop smoking, contact the Suffolk Stop Smoking Service on 0800 085 6037.

Golf for Good Health
Golf For Wellbeing

STOWMARKET GOLF CENTRE

Every Monday Morning
From June 29th - October 26th

10am until 12.30pm

Come along and join us for our health and wellbeing days at Stowmarket Golf Centre. You'll find it a relaxing, gentle and enjoyable activity, set in peaceful surroundings. It's a great place for making new friends and building up fitness.

The session is run by friendly instructors for all levels of ability from complete beginners to experienced golfers. All golf equipment is supplied. Casual clothes and comfortable shoes are recommended.

The wellbeing morning comprises of 45 minutes group coaching followed by 9 holes of golf and refreshments.

First week is free
Second week is £4.25
Every week after £8.50

For more information and to book contact
Duncan Burl on 01449 736392 or 01729 885008
by email duncan@stowmarketgolfcentre.co.uk

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Teeing off with Healthy Ambitions!

People facing difficulties with their flexibility, mental health, stamina or weight will soon be given the chance to enjoy all of the health benefits of a good round of golf thanks to a pilot scheme taking place in Stowmarket.

The golf taster programme will see GPs from Stowhealth and Woolpit Health Centre refer patients who could benefit from gentle exercise for a free session at Stowmarket Golf Centre. As well as use of the nine-hole course and driving range, they will be offered free individual coaching and the chance for a half-price

coaching follow up priced at just £4.25.

The project, which forms part of the Healthy Ambitions Suffolk initiative, was the brainchild of golf professional Duncan Burl and his wife Paula.

After starting special sessions for seniors, ladies, children with difficulties and people with disabilities, they quickly noticed the health benefits which golf could bring – and approached their local surgeries as a result.

"We have asked the GPs to refer four patients a week so that they can reap the

benefits of this great sport," said Mr Burl. "Golf is the ideal way to reintroduce people to exercise as anyone who can walk reasonably well can take part. There's no pressure and you can take it at your own pace – and can even burn up to 400 calories an hour at the same time."

People taking part in the sessions will be asked to just complete a short questionnaire about whether they feel they have benefited from the experience. The project will then be assessed to see if it could help other people elsewhere in the county.



Thousands sign up for the Healthy Ambitions Suffolk Challenge!

More than 4,500 young people have added their support to our drive to make the county's children the healthiest in the country by signing up to the Healthy Ambitions Suffolk challenge.

Launched earlier this year, the challenge asks primary school pupils to spend an hour every day getting active and taking exercise. The challenge is designed to show that everything from helping mum and dad in the

garden to cleaning windows, playing football or riding their bike counts, and can make a big difference to long term health.

The project is open to every single one of the county's 50,000 primary school children. If your child hasn't already, they can sign up now at www.suffolkchallenge.co.uk and will be given a free Frisbee, kite or skipping rope to get them started.

Introducing...

Your chance to meet the team members.

Over the coming months, we'll be introducing you to the people behind the Healthy Ambitions Suffolk project – starting with James Hehir, chair of the HAS board, and Sally Hogg, head of health improvement partnerships with NHS Suffolk.

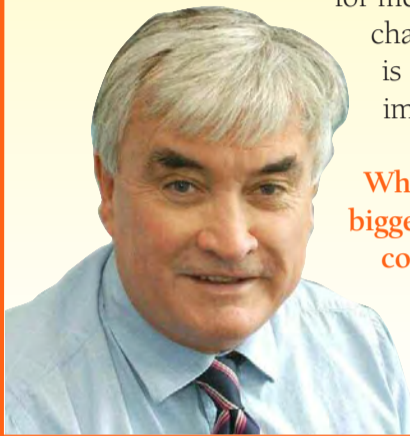
They'll be explaining their reasons for getting involved with the project, as well as their own health pledges and some hints and tips for following a healthier lifestyle.

James Hehir

Chief executive of Ipswich Borough Council and chairman of the HAS board

Why did you become involved in the Healthy Ambitions Suffolk project?

Like most people, I think health is the most important part of our lives. For somebody who has always been active and sporty I fell ill a few years ago, and this was a wake up call for me. I was delighted to be asked to chair HAS as I believe the project is about a way of life and will improve people's quality of life.



What do you think is the biggest thing people in Suffolk could do to improve their health and wellbeing?

The easiest and cheapest thing to do – if you are able – is to walk more.

Have you made your own Healthy Ambitions Suffolk pledge? If so, what is it?

To get a better work / life balance and be more selfish about my health requirements.

What would you say to inspire people in Suffolk to make their own healthy ambitions become a reality?

We are so lucky in Suffolk to have a wide choice of things to do such as all sports, and exploring our scenic coastlines, countryside and parks. Cycling is easier here than many other counties, and swimming in the sea is invigorating!

Do you have any handy hints or tips which you can share to help others lead a healthier lifestyle?

I am currently on a diet I call "2 b's and 4 c's" which means cutting out bread, biscuits, cheese, chips, chocolates and crisps.

Sally Hogg

Head of health improvement partnerships at NHS Suffolk

Why did you become involved in the Healthy Ambitions Suffolk project?

Healthy Ambitions Suffolk started life as our Health and Wellbeing Strategy. We wanted to make sure it would make a real difference to people's lives rather than sitting on a shelf gathering dust, and Healthy Ambitions Suffolk was born as a result. We haven't looked back since!

What do you think is the biggest thing people in Suffolk could do to improve their health and wellbeing?



I would say that making a small change to your lifestyle can have an enormous effect on your health and wellbeing. My advice would be to think about the one thing you'd like to change, then break it down into manageable, achievable sections and take it one step at a time.

Have you made your own Healthy Ambitions Suffolk pledge? If so, what is it?

My own pledge is to make sure I take more exercise. Like many people, I perhaps don't get active as often as I know I should!

What would you say to inspire people in Suffolk to make their own healthy ambitions become a reality?

I'd tell them that Healthy Ambitions Suffolk isn't an exclusive club – its there for everybody who lives and works in the county and we'd love you to join in. So tell your friends, colleagues, families and classmates – everyone's welcome!

Do you have any handy hints or tips which you can share to help others lead a healthier lifestyle?

Make sure you are in control of your lifestyle rather than allowing it to control you, and don't set yourself unrealistic goals. If you haven't exercised for years and decide your first activity will be to run a marathon, you'd bound to lose motivation if you can't achieve it! Instead, take it one small step at a time, and you'll soon reap the benefits.



Don't forget to register!

Don't forget that you can register through our website to help make Suffolk the healthiest county in England by 2028. It only takes five minutes and will give you the chance to make your own health pledge, share tips with others and gain access to all of the help and advice you need to make your own personal health goals a reality. Simply log on to www.healthyambitionssuffolk.nhs.uk and click on "join now".

Keeping up to date with our future news

We'll be sending out regular bulletins giving details of all the latest Healthy Ambitions Suffolk news over the coming months. To subscribe, email info@healthyambitionssuffolk.nhs.uk adding "HAS News" to the subject line.

For more information about any of our new projects, contact NHS Suffolk's communications team on 01473 770014 or visit www.healthyambitionssuffolk.nhs.uk

