



Coventry Health Challenge

#CoventryHealthChallenge

October 2020

October health challenge list

- Quit smoking
- Book in for your flu jab

 Coventry City Council

 COVENTRY & WARWICKSHIRE
WELLBEING FOR LIFE

 NHS
Coventry and Rugby
Clinical Commissioning Group

 Healthy
Lifestyles
COVENTRY

#CoventryHealthChallenge

The following materials can be found in this toolkit:

- Campaign overview
- Octobers themes
- Suggested social media content and assets
- Sharing content
- Facts and statistics
- Press release/long copy

Campaign overview

Coventry Health Challenge is based on the Govts Better Health campaign. As a Covid-19 response the campaign is aimed at raising the awareness for older people, those that are obese and those with long term health conditions that improving their health will have a significant impact on their long term health and reduce the risk of a more serious illness as a result of the virus.

For many, the past few months have been a wake-up call, with people realising how precious their health is and recognising that it is time to get back on track. Extra weight can make it harder for us to fight against diseases like cancer, heart disease and COVID-19 because it causes pressure to build up around our vital organs making it more difficult for the lungs to get oxygen around the body. When it comes to exercise, some is good, but more is better – the more time active you are, the greater the health benefits.

Over the next 6 months with our partners, we will be challenging residents to practice self-care and take responsibility for their health as we head towards the end of 2020. Each month will follow a theme:

- diet and nutrition
- physical activity
- smoking cessation
- immunisations.

Residents will be set a challenge to work on improving their health in manageable stages, this will include advice and tips, checklists, case studies and signposting on social media. These themes will also be echoed in local media coverage, via the Coventry Telegraph paper and several BBC CWR programmes and seasonal Citivision magazines to reach those groups in our communities that are not online. We will also be asking our community and health champions to reach out to their networks to spread the Coventry health Challenge messaging.

October themes

- Stoptober
- Mental Health around smoking – 5 Ways to Wellbeing
- Healthy Heart
- Immunisations - this being covered via specific flu campaign messaging (included below with assets)

Suggested social media content – OCTOBER

STOPTOBER

Today is the day to stop smoking for #Stoptober and kickstart your way to better health as part of the #CoventryHealthChallenge!

Coventry Healthy Lifestyle Service offers FREE support, one-to-one coaching and FREE nicotine replacement therapy.

<https://hlscoventry.org/our-services/stop-smoking/>

Smoking damages your lungs, leading to respiratory conditions like bronchitis & pneumonia. Quitting for #Stoptober can help improve health and resilience to winter illnesses. Download the app for support for the 28-day challenge. <https://www.nhs.uk/oneyou/apps/>

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Quitting smoking for #Stoptober will improve your health and wellbeing for the future. The NHS smokefree app shows you how much you're saving and can help distract you with motivating tips when cravings strike. Download it now at: <https://www.nhs.uk/oneyou/for-your-body/quit-smoking/stoptober/>

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Everyone's quitting journey is different, but it helps to know how others like you have quit smoking. Find out how these ex-smokers quit and what it feels like on the other side. Visit <https://www.nhs.uk/oneyou/for-your-body/quit-smoking/stoptober/>

#CoventryHealthChallenge #Stoptober

Patches, gum and other nicotine replacement therapies (NRT) can really help you get on top of your cravings this #Stoptober. Here are 9 smoking aids that can help you quit:

<https://www.nhs.uk/oneyou/for-your-body/quit-smoking/9-stop-smoking-aids-that-can-help-you-quit/>

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THAT'S IT! You have completed your #Stoptober journey – this means you are now officially 5 times more likely to stay quit for good. WELL DONE to all of you who stopped smoking on the 1st! That's a big tick for the #CoventryHealthChallenge. If you didn't, it's never too late to start, HLS Coventry are here to help.

Visit: <https://hlscoventry.org/our-services/stop-smoking/>

5 WAYS TO WELLBEING AND SMOKING

CONNECT: If you are stopping smoking or wanting to eat better and become more physically active, use groups and coaching services to help keep you on track. HLS offer FREE support throughout your journey!

#Stoptober #CoventryHealthChallenge

BE ACTIVE: Did you know that being physically active whilst you are quitting can enhance the physical benefits that quitting gives you! It also gives you another focus and you can set yourself goals like number of steps per day, or time spent doing something physical like gardening AND you can lower your BMI and cholesterol at the same time.

#Stoptober #CoventryHealthChallenge

TAKE NOTICE: Why not use the time you would normally spend smoking, on enjoying the environment around you? Take short walks to up your physical activity, sit in the garden, take notice of what's going on to help develop a heightened awareness and appreciation of the smaller things.

#Stoptober #CoventryHealthChallenge

LEARN: To keep your hands busy when you're staying away from the cigarettes, why not try reading a book, doing a crossword or sudoku, or find a new recipe to try? You could also look for local clubs offering walks, activities or crafts.

#Stoptober #CoventryHealthChallenge

GIVE: Could you help to support someone else who is trying to improve their lifestyle? Teaming up and offering some of your time to help others can make your lifestyle change easier and help to keep you on track.

#Stoptober #CoventryHealthChallenge

HEALTHY HEART/NUTRITION

What you eat, and how active you are, can affect your health and waistline. Small changes can help you lose weight and improve your body's ability to fight serious illness, like #COVID-19. Visit NHS One You for tips: <https://www.nhs.uk/oneyou/for-your-body/eat-better/>

Health is one of the most valuable things we have. Small lifestyle changes like getting active managing our weight, and healthy eating have a big impact. HLS Coventry offers FREE support to bring your health into check

<https://hlscoventry.org/>

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#COVID-19 has impacted on us all and taught us all we need to be as healthy as we can possibly be for the future and create better lifestyles habits. HLS Coventry offers FREE help for people living in Coventry. Visit: <https://hlscoventry.org/>

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HLS video

FLU

The older you are the more likely you are to have complications such as Pneumonia if you catch flu. There is no vaccine for #COVID-19 yet, but there is a FREE flu vaccine to protect people aged 65 and over. Flu can be unpleasant and unpredictable so protect yourself this winter.

#FluVaccine #StaySafe

If you have a long term health condition the risk of flu complications is higher, in addition to the risk related to #COVID-19, which is still circulating. Flu complications can include bronchitis and pneumonia, and it can also be fatal. Contact your GP or pharmacy and don't delay getting your FREE flu jab #FluVaccine #StaySafe

If you were shielded, live with someone who shielded or visit someone regularly who was shielded you are entitled to a free flu vaccine this year

Flu vaccinations keep families safe and help shield the NHS by avoiding an increase in serious preventable diseases during #COVID-19.

For more information call your GP or community pharmacy

#FluVaccine #StaySafe

Flu vaccinations are continuing for pregnant women during #COVID-19. Having the flu jab will help protect both you and your unborn baby and passes some protection on to your baby, which lasts for the first few months of their life.

#FluVaccine #StaySafe

Do you work in health or social care? A FREE flu jab is necessary to protect you and your patients from infection, contact your Occupational Health team or talk to your manager about how you can get vaccinated. While there is still no vaccine for #COVID-19, this vaccine can help protect you against a serious preventable disease. #FluVaccine #StaySafe

Image assets





Winter health check list

- ▶ Getting more active
- ▶ Flu jab and up to date with other vaccinations
- ▶ Thinking about quitting smoking for Stoptober
- ▶ Swaps and healthy food choices

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LET'S DO THIS

COVENTRY HEALTH CHALLENGE



#CoventryHealthChallenge



COVENTRY HEALTH CHALLENGE



LET'S DO THIS

#CoventryHealthChallenge



LET'S DO THIS

COVENTRY HEALTH CHALLENGE



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NHS

COVENTRY HEALTH CHALLENGE

Better Health **LET'S DO THIS**

#CoventryHealthChallenge

Coventry City Council Coventry and Rugby Clinical Commissioning Group Healthy Lifestyles COVENTRY

Maintaining a healthy and well balanced diet

- ▶ Eat at least 5 portions of fruit and vegetables every day
- ▶ Base meals on higher fibre starchy foods like potatoes, bread, rice or pasta
- ▶ Have some dairy or dairy alternatives
- ▶ Eat some beans, pulses, fish, eggs, meat and other protein
- ▶ Drink at least 6 to 8 glasses of water a day

Coventry City Council Coventry and Rugby Clinical Commissioning Group Healthy Lifestyles COVENTRY

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NHS

Activity can include

- ▶ Daily walks/ bike rides
- ▶ Calorie burning chores such as mowing the lawn, gardening, cleaning the car
- ▶ Exercise DVD or workout from the NHS Fitness Studio
- ▶ Strength exercises like yoga/ Tai Chi or Pilates

Coventry City Council Coventry and Rugby Clinical Commissioning Group Healthy Lifestyles COVENTRY

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NHS

Get Active

Are you getting moderate physical activity for at least 150 minutes a week? - this should be active enough to feel warm and a bit breathless

Are you doing muscle strengthening exercises at least twice a week? - this could be yoga, lifting weights or body weight exercises like push-ups

Coventry City Council Coventry and Rugby Clinical Commissioning Group Healthy Lifestyles COVENTRY

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NHS

Eating Healthy

Are you eating five portions of fruit and vegetables every day?

Are you avoiding sugar drinks, especially fizzy drinks?

Are you limiting snacks and sweets to special treats?

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#StaySafe

NHS

Get it sorted

Are you, and your family, up to date with vaccinations?

If you have a chronic disease like diabetes, have you had your long-term condition health checks e.g. diabetes annual review at your GP practice?

If you are between 40-75yrs old have you had an NHS health check in the last 3yrs?

If you are a smoker, have you tried quitting with support from the free local stop smoking services?

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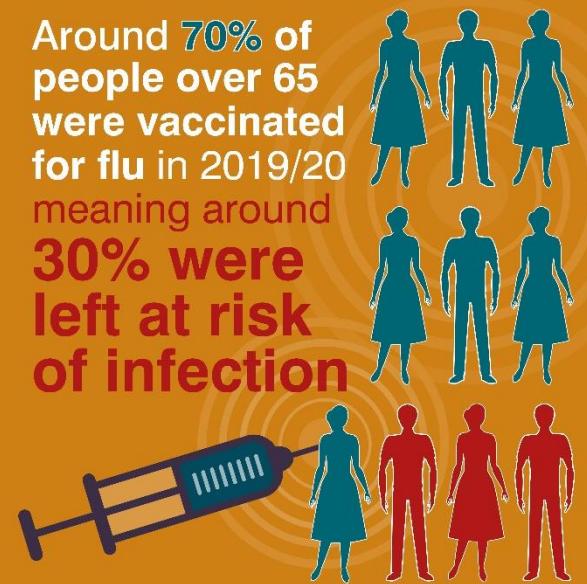
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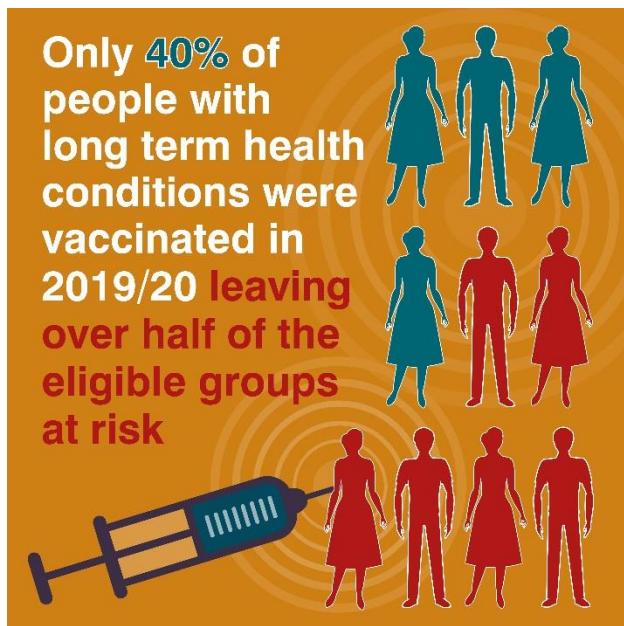
NHS Coventry and Rugby Clinical Commissioning Group

 Healthy Lifestyles COVENTRY

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Around 70% of people over 65 were vaccinated for flu in 2019/20 meaning around 30% were left at risk of infection





More flu assets to come....

Sharing content

- Content can be shared on social media including Facebook, Twitter, Whatsapp and any community forums where you think the messages will reach residents effectively
- Messaging can be shared directly by you either as it is presented in this pack or in your own words.
- Sharing personal and relevant stories of yourself or those in the community that support the content in this pack in tandem with linking to the online content.

Facts and statistics

SMOKING

Coventry Data:

- 378 4-week quits (March – August)
- 260 12-week quits (March – August)
- 58% of all people coming into the Healthy Lifestyle Service have been looking for stop smoking support, which is an increase from 44% (Sept 19 – Feb 20)

- According to the last Public Health England (PHE) survey in 2018 there were around 46,000 smokers in Coventry, which is around 5,000 fewer than 5 years ago.
- Figures also show that 6 in 10 smokers say they intend to quit.
- 16.3% of Coventry's population over the age of 16 smoke, compared with the national average of 15.5%.

VACCINATIONS

The **flu vaccine** (commonly known as flu jab) is currently the best protection against the risk of flu and its complications.³¹ The level of protection may vary, but it is likely to make the flu milder and shorter-lived. As the flu strains often change, and as protection from the injected flu vaccine decrease over time, it is recommended that the flu vaccine is taken every year. While the flu may clear up within one week for some, for vulnerable people such as pregnant women or those underlying health conditions, it is more likely to develop potentially serious complications such as pneumonia. There is a chance that the flu season of 2020 will collide with the next peak of COVID-19, so the government has expanded the eligibility for free flu vaccination in 2020 in preparation. Having the flu vaccine not only protects against flu, it also protects the NHS from being overwhelmed at a critical time.

Around 70% of people over 65 were vaccinated for flu in 2019/20 meaning around 30% were left at risk of infection.

Only 40% of people with long term health conditions were vaccinated in 2019/20 leaving over half of the eligible groups at risk.

The proportion of Coventry school aged children vaccinated for flu in 2019/20 exceeded the national and regional average rate. For example, in Year one 67.4% of children were vaccinated compared to 63.5% nationally and 61.4% regionally.

[Improving Immunisation Uptake in Coventry](#) – CCC report by Liz Gaulton and Nadia Inglis.

Press release/long copy

Coventry health services team up for Stoptober to get residents in better health during COVID-19

Smokers in Coventry are being encouraged to take quitting seriously this Stoptober following the challenges of the COVID-19 pandemic and the impact on people's health behaviours.

The 28-day stop smoking challenge from Public Health England will fall under the new Coventry Health Challenge campaign as the key theme for October, based on the Government's [Better Health](#) campaign. It is all about encouraging residents to improve and protect their health against COVID-19 and Flu this winter.

[Free stop smoking support](#) in Coventry is provided by [Healthy Lifestyles Coventry \(HLS\)](#), the local service commissioned by Coventry City Council, to offer residents free support, one-to-one coaching and free nicotine replacement therapy, as well helping people learn more about leading a healthier lifestyle. Lifestyle coaches will be hosting a [live Facebook session](#) on 1st October for those that intend and want to quit. The event will be repeated at the end of October with past and current clients encouraged to join the sessions to show people real examples of success in quitting and personal journeys.

A live advice from a health coach about stopping smoking will take place on the same day at 1.30pm live on Zoom. A HLS client Tom who joined the service along with his son and wife, and are all currently smoke free will be joining.

The COVID-19 pandemic has affected all aspects of daily life, presenting new challenges that may have seen many of us feel more stressed, anxious or depressed, meaning for some of us smoking habits have increased. We are all susceptible to negative lifestyle behaviours, but in times of stress, these behaviours can worsen.

However, Stoptober this year also presents new opportunities, with a greater public awareness around personal health and lockdown showing many that they are able to make and sustain changes to their lives. HLS figures have shown between September 2019 and February 2020, 58% of all people referring into the service have been looking for stop smoking support, which is an increase from 44%.

Smoking has long been seen and used as a stress reliever, but the reality is that it is an artificial sensation of relaxation, which can actually increase anxiety and tension. But making a lifestyle change can be challenging so there are five steps that smokers can also take if they find the thought of going cold turkey too daunting.

5 WAYS TO WELLBEING FOR STOPTOBER

CONNECT: If you are stopping smoking or wanting to eat better and become more physically active, use groups and coaching services to help keep you on track. HLS offer FREE support throughout your journey.

BE ACTIVE: Being physically active whilst you are quitting can enhance the physical benefits that quitting gives you and gives you another focus. You can set yourself goals like number of steps per day, or time spent doing something physical like gardening AND you can lower your BMI and cholesterol at the same time.

TAKE NOTICE: Use the time you would normally spend smoking, on enjoying the environment around you. Take short walks to up your physical activity, sit in the garden, take notice of what's going on to help develop an awareness and appreciation of the smaller things.

LEARN: To keep your hands busy when you're staying away from the cigarettes, try reading a book, doing a crossword or sudoku, or find a new recipe to try. You could also look for local clubs offering walks, activities or crafts.

GIVE: You help to support someone else who is trying to improve their lifestyle. Teaming up and offering some of your time to help others can make your lifestyle change easier and help to keep you on track.

Cllr Kamran Caan, portfolio holder for Public health and Sport said: "This year Stoptober is part of the Coventry Health Challenge and being in good health is more important than ever, especially with the COVID-19 virus still circulating. Smoking damages your lungs, leading to respiratory conditions including bronchitis and pneumonia and can also worsen asthma, so quitting smoking permanently is a crucial step to improving health for the long-term.

"Stoptober is a great opportunity for anyone to quit and by completing the 28-day challenge you are five times more likely to give up for good.

"We have the fantastic Healthy Lifestyles Service in Coventry, who are dedicated to helping residents combat lifestyle challenges, including quitting smoking and I would encourage anyone wanting to take on Stoptober to access and make the most of the free support on offer.

"The Coventry Health Challenge is here to help you, even small changes will really make a difference to your health so get involved today."

Calvin Holman, service director at Healthy Lifestyles Coventry, said:

"We know that smoking is an important contributory factor in a range of diseases, including heart disease, respiratory disease and a number of cancers. Our service is here for people who want to give up and you're actually four times more likely to quit for good with the help of a coach.

Our service is FREE and you can receive support from the comfort of your home. Our coaches will work with you on a one to one basis – over the phone, texts or through video chat. We can also provide access to nicotine replacement therapy to support you to quit.

Stoptober is a great time to decide to quit, and we're here to help people do that when they're ready to make that move."

You can find out more information about the Government's [Better Health campaign](#).

Notes to the Editor:

HLS live Zoom event 1st October:

Join at 13:30 on the 1st October: <https://us02web.zoom.us/j/89594482991>, Zoom id: 89594482991

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