Festival of Public Health 2014 UK

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In association with cities@manchester and Manchester Medical Society

1st July 2014
The Manchester Urban Collaboration on Health (MUCH) is part of the Centre for Epidemiology, Institute of Population Health within the Manchester Academic Health Science Centre at The University of Manchester. Our mission is to perform world-class research applicable to populations locally, nationally and globally. We have a number of international and local projects. The Director of MUCH, Dr Arpana Verma, is also the president of the European Public Health Association, Urban Health section. Contact us on much@manchester.ac.uk. Visit us on http://www.manchester.ac.uk/much.

Cities are often portrayed as sites of disorder and social problems, yet they also serve as sites of cultural creativity, transnational connection, diversity, conviviality, and motors of intellectual, economic, environmental and political transformation. cities@manchester is a group of academic scholars at The University of Manchester who are committed to understanding the global urban condition, past, present and future. The group brings together individuals from the arts and humanities, the social sciences, and business to study changing urban conditions across multiple scales through academic, activist and practitioner networks in Africa, Asia, Europe and North and South America.

MUCH and cities@manchester have kindly funded today’s event.
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<tr>
<td>09:00</td>
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| 09:30 | Dr Arpana Verma
*Director, Manchester Urban Collaboration on Health, University of Manchester* | LT1         |
| 09:40 | Professor Hilary Graham and Dr David Pencheon
*Head of Health Sciences, University of York and Director, NHS Sustainability Unit* | LT1         |
| 10:00 | Professor Sir Ian Gilmore
*Past-President, Royal College of Physicians* | LT1         |
| 10:30 | Professor Simon Capewell
*Professor of Clinical Epidemiology, University of Liverpool* | LT1         |
| 11:00 | Helen McFarlane
*Chair, Tobacco Free Futures* | LT1         |
| 11:15 | Paul Lee
*Chair, Cornishway Patient Group* | LT1         |
| 11:25 | Dr Martin Yuille
*Co-director, Centre for Integrated Genomic Medical Research* | LT1         |
| 11:40 | Panel Discussion                                                        | LT1         |
| 12:00 | Lunch and poster session                                                | Chromo Zone |
| 13:00 | Parallel Session                                                        | Breakout Rooms |
| 15:00 | Refreshments                                                           | Chromo Zone |
| 15:15 | Professor C.Fergus Lowe
*Professor Emeritus, Bangor University and Chief Executive of Food Dudes Ltd* | LT1         |
| 15:45 | Professor Raymond Agius
*Director, Centre for Occupational and Environmental Health, University of Manchester* | LT1         |
| 16:00 | Professor Martin Tickle
*Director, Institute of Population Health, University of Manchester* | LT1         |
| 16:15 | Professor John Ashton CBE
*President, Faculty of Public Health* | LT1         |
| 16:15 | Professor Aidan Halligan
*Former Deputy Chief Medical Officer for England and first NHS Director of Clinical Governance* | LT1         |
| 16:35 | Professor Martin McKee CBE
*Professor of European Public Health at the London School of Hygiene and Tropical Medicine* | LT1         |
| 17:05 | Prizes and Closing Ceremony                                             | LT1         |
| 17:35 | Prizes and Closing Ceremony                                             | LT1         |
Keynote Speakers

Professor Sir Ian Gilmore
Past-President, Royal College of Physicians

“Alcohol policy evidence and practice – mind the gap”

Professor Aidan Halligan
Former Deputy Chief Medical Officer for England and first NHS Director of Clinical Governance

“Well North”

Professor C.Fergus Lowe
Professor Emeritus, Bangor University and Chief Executive of Food Dudes Health Ltd

“Well North”

Professor John Ashton CBE
President, Faculty of Public Health

“Successes and failures in public health in Europe”

Professor Martin Mc Kee CBE
Professor of European Public Health at the London School of Hygiene and Tropical Medicine

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Professor Aidan Halligan
Former Deputy Chief Medical Officer for England and first NHS Director of Clinical Governance

“Well North”

Professor Martin Mc Kee CBE
Professor of European Public Health at the London School of Hygiene and Tropical Medicine

“Successes and failures in public health in Europe”

Professor Simon Capewell
Professor of Clinical Epidemiology, University of Liverpool

“Wicked problems: tackling industry and government”

Professor C.Fergus Lowe
Professor Emeritus, Bangor University and Chief Executive of Food Dudes Health Ltd

“Preventing Childhood Obesity: the Food Dudes Approach”

Professor Raymond Agius,
Director, Centre for Occupational and Environmental Health, University of Manchester

“The Centre for Epidemiology at the University of Manchester”

Professor Martin Tickle,
Director, Institute of Population Health, University of Manchester

“Working with the Institute of Population Health”

Paul Lee
Chair, Cornishway Patient Group

“Life’s a Gas!”

Dr Arpana Verma
Director, Manchester Urban Collaboration on Health

“MUCH: A year on”

Dr Martin Yuille
Co-director, Centre for Integrated Genomic Medical Research

“Doing Epidemiology 2.0”

Helen McFarlane
Chair, Tobacco Free Futures

“MUCH: A year on”

Professor Hilary Graham, Head of Health Sciences, University of York
Dr David Pencheon, Director, NHS Sustainability Unit

“Chronic disease risk factors and climate change: tackling wicked problems together”
Edwin Chadwick (1800—1890), Public Health Pioneer

Edwin Chadwick was born in Manchester in 1800. While studying to become a lawyer in London, Chadwick became interested in political and social reform. He became one of the most important public health activists of the 1800s.

Chadwick believed in using science as a means for social improvement and in 1832 he was asked to serve on a royal commission to investigate the effectiveness of the Poor Laws - a system of social security in place since 1601. His work contributed to the 1834 Poor Law Amendment Act.

In the course of his investigations into the living conditions of the poor, Chadwick became interested in the problem of sanitation. He was convinced that active measures such as cleaning, drainage and ventilation would make people healthier and therefore less dependent on welfare. His investigation inspired the Public Health Act of 1848 and the establishment of the General Board of Health, of which Chadwick was the first director.

Edwin Chadwick wrote the world’s first report highlighting the link between good sanitary conditions and public health. His work has inspired generations, and as such, the Edwin Chadwick Lectures were set up by Manchester Medical Society in the 1990s in celebration of Edwin Chadwick’s importance in the world of public health. The lectures are reserved for only the most special of occasions, and talks are delivered by those at the top of their careers. The last Edwin Chadwick Lecture was given by Professor Darren Shickle, Head of Academic Unit of Public Health, University of Leeds and Mr Andrew Jones, National Drug Evidence Centre.

The Festival of Public Health UK is pleased to have very special guest speakers from the world of Public Health delivering the Edwin Chadwick Lecture at this year’s Festival of Public Health UK:

‘Let’s be clear, get it checked!’ - the showcasing of a local cancer awareness project ran through The Christie Foundation Trust and funded by Macmillan Cancer Awareness.

This fantastic intervention focusing on breast, bowel and lung cancer targeted in Manchester and Tameside will be discussed at the Festival and delegates will be privy to an exclusive documentary about the project with the intervention team and volunteers.

Chair: Dr Peter Elton,
Clinical Director of the Greater Manchester, Lancashire and South Cumbria Strategic Clinical Networks
Background: Community-centred interventions that strengthen communities and facilitate active participation can make a major contribution to improving health and wellbeing in England, but evidence is scattered around, terminology can be confusing and inconsistent, and opportunities for sharing learning are often lost. A further issue is that the traditional evidence model currently lags behind practice because it undervalues the experiences of people most affected by inequalities. An exciting new project, jointly supported by Public Health England and NHS England, is aiming to draw together and disseminate existing evidence and learning on working with communities and supporting community-centred health and wellbeing interventions. As part of the project a new conceptual map of community interventions is being developed.

Aim: The aim of the workshop is to introduce the project and to invite discussion on the relevance and fit of the map to current public health practice.

Workshop content: The workshop will provide an overview of the project and present a new map of community-based approaches to health improvement. This map is based on the idea of a ‘family of community interventions’ and highlights the range of options for local leaders, commissioners and practitioners. The major categories cover (1) strengthening communities (2) lay/peer and volunteer roles (3) collaborative approaches and (4) access to community resources. This ‘family of interventions’ is being developed as part of the project’s conceptual framework in order to provide a coherent case for supporting and mainstreaming community centred approaches as a building block for public health. The project is developing an integrated model of evidence to reflect both lay and practitioner experience. Workshop participants will be invited to discuss to what extent the project will add value, what of evidence is useful and does the framework and family of approaches map well to practice.
The Centre for Epidemiology (CfE) undertakes nationally and internationally important studies into the distribution and determinants of health and disease in human populations for the betterment of health.

It also aims to provide postgraduate teaching at an international level in occupational health, public health and cognate research based disciplines, to provide and international doctoral programme, as well as to contribute to the uniqueness of the Manchester medical graduate.

The Centre’s components include:

- Genomic Epidemiology (Centre for Integrated Genomic Medical Research)
- Occupational and Environmental Health and Epidemiology (Centre for Occupational and Environmental Health)
- Urban Health (Manchester Urban Collaboration on Health)
- National Drug Evidence (National Drug Evidence Centre)
- Trauma Epidemiology (The Trauma Audit & Research Network)
- Postgraduate Teaching (Master of Public Health/Research)

The Centre for Epidemiology would like to invite Festival delegates to see a showcase of the wide-ranging work taking place. The session will take place in LT 6 at 1pm and speakers will include:

Andrew Jones (National Drug Evidence Centre)
Martin Yuille (Centre for Integrated Genomic Medical Research)
Angela Spencer (Manchester Urban Collaboration on Health)
Louise Hussey (Centre for Occupational and Environmental Health)
Isla Gemmell (Master of Public Health/Research)
Michael Bourke (University of Manchester medical student)
Namritha Ramanujam (University of Manchester medical student)
Hasan Shamsi (University of Manchester medical student)
Estimating population prevalence of potential airflow obstruction using different spirometric criteria: a pooled cross-sectional analysis of adults aged 40-95 years in England and Wales
Dr Shaun Scholes, Epidemiology & Public Health, University College London

Helping Families programme in Salford 2014
Ms Eejay Whitehead, Salford City Council

Burden of recurrent unplanned hospital admissions in children and young people in England
Dr Linda Wijlaars, University College London

Rising to the challenge - delivering whole system HIV prevention, treatment and care in a fragmented commissioning world
Mrs Sarah Doran, Greater Manchester Sexual Health Network

Economic evaluation of single-fraction versus multiple-fraction palliative radiotherapy for painful bone metastases in breast, lung and prostate cancer
Dr Lucie Collinson, University of Otago Wellington

The troubled interface between Clinical Commissioning Groups and Health and Wellbeing Boards, as seen through 'windows'
Mrs Lynsey Warwick-Giles & Surindar Dhesi, University of Manchester

Dying in prison: the public health challenges of growing numbers of prisoners requiring end of life care
Dr Marian Peacock, Lancaster University

Live Dictation: Seize the opportunity
Mr Omer Ali, University of Manchester

Data linkage errors and the Hospital Episode Statistics identification (HESID) pseudoanonymisation algorithm: Insights from the Paediatric Intensive Care Audit Network (PICANet)
Dr Gareth Hagger-Johnson, University College London

IRIS (Identification and Referral to Improve Safety) programme in Primary Care in Manchester
Ms Clare McCann, Public Health Manchester, Manchester City Council
Betting, borrowing and obesity: providing robust public health advice to urban planners
Mr Ben Cave, Ben Cave Associates Ltd

Help-seeking for possible cancer symptoms following a previous 'all clear' diagnosis
Dr Cristina Renzi

Licensing - a Public Health opportunity
Mrs Frances Carbery, Bury Council Public Health

Exploring the Acceptability of a Tax on Sugar-sweetened Drinks
Dr Hannah Timpson, Centre for Public Health, Liverpool John Moores University

Electronic cigarettes in Great Britain: A gateway to smoking or an exit door away from it?
Miss Hazel Cheeseman, Action on Smoking and Health

Do Children Overestimate the Extent of Smoking among their Peers? A Feasibility Study of the Social Norms Approach to Prevent Smoking
Dr Helen Elsey, University of Leeds

Drinking in later life, health and social transitions: findings from the ELSA study
Dr Hynek Pikhart, University College London

Understating high rates of smoking in pregnancy in one quarter - an audit through maternity
Ms Isobel Duckworth, North East Lincolnshire Council

NW Directors of Public Health - Public Health Manifesto
Mr Matthew
Parallel Session

The Anaesthetic Room - The Good, The Bad and The Ugly
Mr Michael Bourke, University of Manchester

White cider; trade down at what cost?
Dr Jan Gill, Queen Margaret University

Making Every Contact Count (MECC): Increasing Public Health Capacity of frontline workers in Tameside
Ms Karan Thomas, Commissioned by Tameside Metropolitan Borough Council

Evaluation of a public information campaign aimed at raising awareness of obesity
Dr Karen Beattie, Public Health Agency

Weighing and measuring children in Early Years day-care settings: an opportunity to identify overweight and obesity before Reception-age
Mrs Katrina Stephens & Amy Ashton, Health Education North West

Addressing cancer fear and fatalism
Miss Lanne Crook, Gwen Kaplan and Gillian Kilgour, Cancer Research UK

Delivering Large Scale Alcohol IBA Training in Liverpool
Miss Karan Thomas and Val Andrews, Health Development Consultancy

Promoting Responsible Alcohol Retailing: City Centre 'Reduce the Strength' pilot
Miss Liz Burns, Health & Wellbeing Service, Manchester Mental Health and Social Care Trust

The role of GP brief intervention in known patients using excessive alcohol
Miss Sadhia Khan, University of Manchester
Oral health prevention in children
Dr Luca Carlo Sala, ASL Biella

The Pathway to Success
Miss Prasheena Naran, University of Manchester

The impact of using trained volunteers in community health settings
Miss Elizabeth Marginson, Eat Well Staffordshire/Age UK South Staffordshire

The Look to Die For? - reducing sunbed use in Liverpool
Miss Emma Page, Public Health, Liverpool City Council

Multiple risk behaviours and central adiposity in mid-adulthood in the 1958 British birth cohort
Dr Karin van Veldhoven, UCL - Institute of Child Health

Socio-economic differences in Pre-natal HIV screening uptake in Uganda: a multilevel analysis
Dr Olatunde Aremu, University of East London

Is there a relationship between alcohol outlet density and alcohol consumption in early and middle adolescence? - A systematic review
Mr Rakeeb Patel, University of Manchester

Flu vaccination uptake in the prison population
Mr Ali Hashmi, University of Manchester

To Screen or Not to Screen?
Miss Prasheena Naran, University of Manchester
Sexual orientation identity and symptoms of common mental disorder: Individual Participant Meta-Analysis of 6,474 cases among 31,474 individuals pooled data from nine UK health surveys

Dr Joanna Semlyen & Gareth Hagger-Johnson, London Metropolitan University

The new vision for Public Health -using the Three Horizons model to identify the emergent practice that will address the social determinants of health

Ms Paula Wheeler and Wendy Meredith, Health Education North West

Do UK television alcohol advertisements abide by the Code of Broadcast Advertising rules regarding the portrayal of alcohol?

Ms Rebecca Searle, University of Manchester

To What Extent Can Primary Care Teams Play a Role in the Prevention and Management of Childhood Obesity?

Miss Rhiannon George-Carey, University of Manchester

Are we HIV doctors or GPs? How we worked together to improve safety and equity for HIV+ people accessing HIV care and primary care in Greater Manchester

Ms Sarah Stephenson, Greater Manchester Sexual Health Network

Population Centered Segmentation

Mrs Sue Cumming and Joy Wyche, Liverpool City Council

An Introduction to Brook’s Integrated Health and Wellbeing Approach

Ms Helen Corteen and Geoff Holliday, Brook

Inactivity and the Urban Environment, Structuring our Cities to encourage Physical Activity through Active Travel

Ms Eleanor Roaf and Vincent Goodwin, Sustrans

Heroin and Hepatitis?

Ms Jo Baxter, North Manchester General Hospital
Parallel Session

S3

Transdisciplinarity

CHAIR - Pat Karney

13:00 - 15:00

Working for Health Equity: The Role of Health Professionals
Ms Matilda Allen, UCL Institute of Health Equity

Dose-response relationship between alcohol consumption, major coronary disease, and all-cause mortality; does adiposity make a difference?
Miss Aleksandra Herbec, University College London

Job strain as a predictor of retirement transitions and intentions: initial results from five waves of ELSA
Mr Ewan Carr, Department of Epidemiology and Public Health, UCL

'Workplace health in small medium enterprises (SME). What public health support do SMEs really want?'
Mrs Maxine Holt and Susan Powell, Manchester Metropolitan University

Health Promotion training for staff prompts self health evaluation
Mr Gary Bickerstaffe, Public Health Bolton Council

A content analysis that investigates how shisha pipe smoking is portrayed on YouTube
Mrs Liz Johnston, Bolton Council

Legislation and regulation of the waterpipe tobacco industry: a global analysis
Dr Mohammed Jawad, Imperial College School of Public Health

A Multilevel analysis of Individual and Contextual socioeconomic correlates of cigarette smoking among women in Nigeria
Dr Tolulope Odeyemi, University of East London / Federal College of Animal Health and Production Technology, Moor Plantation, Nigeria

The Burden of Hospital-Acquired Pneumonia (HAP) in South-East, Nigeria
Mr Oli Angus N, Nnamdi Azikiwe University, Agulu Campus

Smoking and depression among urban adolescents in Bangladesh
Dr Afroza Begum, National Institute of Preventive and Social Medicine(NIPSOM) - via video

A Common Monitoring & Evaluation Framework Guided by the Collective Impact Model: Recommendations to Enhance the Tobacco Control Effort in Sub-Saharan Africa
Ms Meenu Anand - via video
An Audit on Antipsychotic use in Dementia and Alzheimer's disease in a Bury Practice  
Winifred Garr, University of Manchester

Impact of the Cancer Awareness Roadshow on attitudes, awareness and health behaviour  
Sophie Tring on behalf of Megan Shirley, Cancer Research UK  
Helen, Emily Power, Elizabeth Potinger, Kirstie Osborne

Is burnout among community midwives just a problem of high-income countries? Cross-sectional study from Sri Lanka  
Indika Pathiraja, Department of Primary care Health Sciences, University of Oxford  
Pushpa Fonseka, David Mant

Cancer epidemiology: what's being studied and how do we keep on top of it?  
Casey Dunlop, Cancer Research UK  
Katrina Brown, Cheryl Livings

Human Trafficking is Modern Day Slavery  
Vishal Chandra, University of Northampton

Seasonal Influenza - Supporting the Programme in Greater Manchester  
Sue Perry-White, Public Health England

Prevention of Dental Caries: A systematic review on the effectiveness of community water fluoridation  
Zipporah Iheozor-Ejiofor, University of Manchester  
Glenny A-M, O’Malley LA, Alam R, Worthington HV, Macey R, Walsh T
The Festival of Public Health UK would like to give special thanks to this year’s exhibitors:

- Macmillan Cancer Support; AN Computing Ltd; Association for Nutrition; NHS Bowel Cancer Screening Programme; NHS Greater Manchester, Lancashire and South Cumbria Strategic Clinical Networks; LiveWell for LIFE; HAPPY Scheme; University of Salford; Manchester Medical Society; NHS Manchester Mental Health and Social Care Trust; Eat Well Staffordshire; The University of Manchester Institute of Population Health, Centre for Epidemiology, Centre for Occupational and Environmental Health, National Drug Evidence Centre, Centre for Integrated Genomic Medical Research; World Health Organization Centre for Health Development; Georgia State University; NHS 60+ Take the Test; Greater Manchester, Lancashire and South Cumbria Strategic Clinical Networks; NHS Manchester Mental Health and Social Care Trust; Eat Well Staffordshire; The University of Manchester Institute of Population Health, Centre for Epidemiology, Centre for Occupational and Environmental Health, National Drug Evidence Centre, Centre for Integrated Genomic Medical Research; World Health Organization Centre for Health Development; Georgia State University; NHS Manchester Mental Health and Social Care Trust; Eat Well Staffordshire; The University of Manchester Institute of Population Health, Centre for Epidemiology, Centre for Occupational and Environmental Health, National Drug Evidence Centre, Centre for Integrated Genomic Medical Research; World Health Organization Centre for Health Development; Georgia State University
We would like to thank our delegates, speakers, presenters, exhibitors, chairpersons and sponsors, without whom, none of this would be possible.

Please contact us on much@manchester.ac.uk