

MANCHESTER  
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The University of Manchester



Manchester Urban Collaboration on Health

1st July 2014

# Festival of 2014 Public Health UK

**[www.festivalofpublichealth.co.uk](http://www.festivalofpublichealth.co.uk)**

In association with [cities@manchester](mailto:cities@manchester) and Manchester Medical Society

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# Your Hosts...



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](mailto: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.**

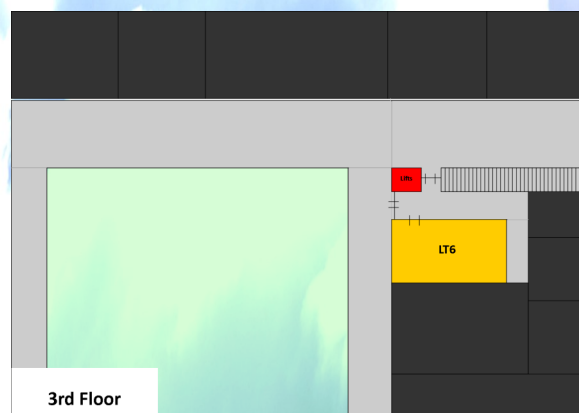
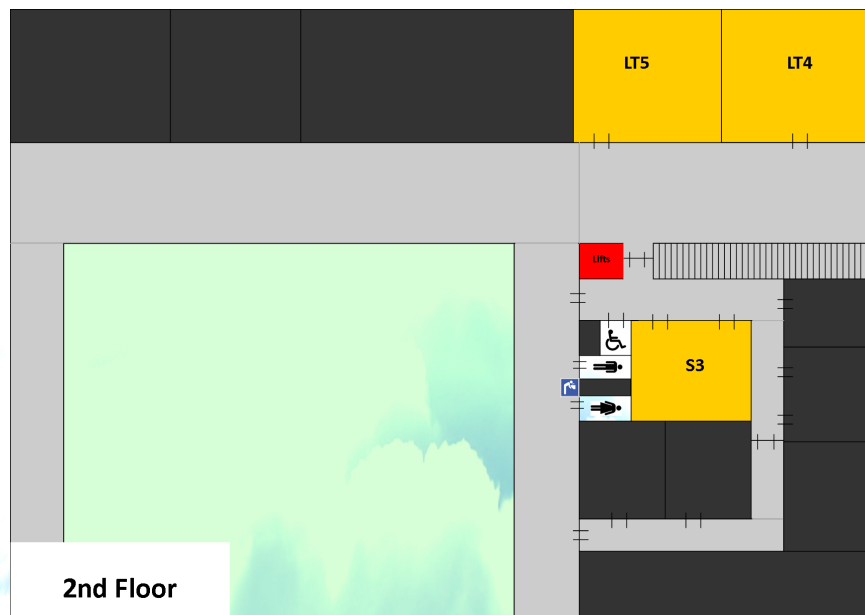
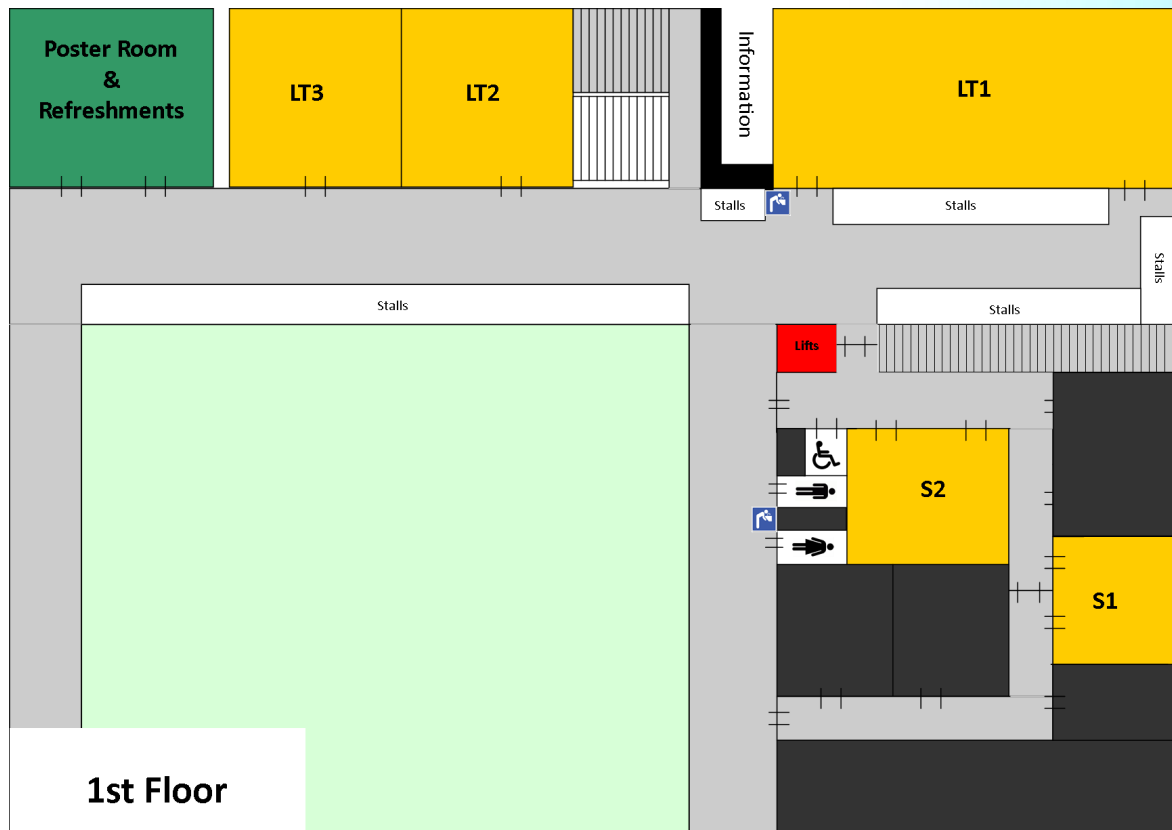
Your hosts

Your hosts



# Festival Programme

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



# Keynote Speakers



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

***“Alcohol policy evidence and practice – mind the gap”***



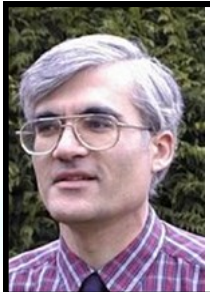
**Professor Aidan Halligan**  
*Former Deputy Chief Medical Officer for England and first NHS Director of Clinical Governance*

***“Well North”***



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

***“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”***



**Paul Lee**  
*Chair, Cornishway Patient Group*

***“Life’s a Gas!”***



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

***“Doing Epidemiology 2.0”***

**Professor John Ashton CBE**  
*President, Faculty of Public Health*



**Professor Martin McKee CBE**  
*Professor of European Public Health at the London School of Hygiene and Tropical Medicine*

***“Successes and failures in public health in Europe”***



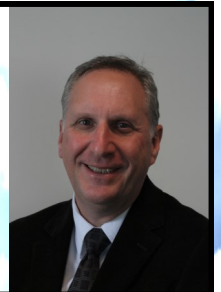
**Professor Simon Capewell**  
*Professor of Clinical Epidemiology, University of Liverpool*

***“Wicked problems: tackling industry and government”***



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

***“Working with the Institute of Population Health”***



**Dr Arpana Verma**  
*Director, Manchester Urban Collaboration on Health*

***“MUCH: A year on”***



**Helen McFarlane**  
*Chair, Tobacco Free Futures*



**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”***



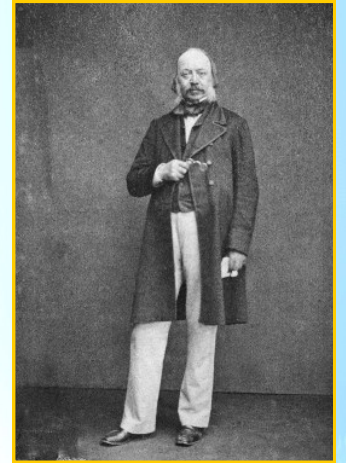
# Manchester Medical Society's Edwin Chadwick Lecture

**LT 1 / / 13:00 - 15:00**

## **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

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

# Parallel Session Workshop

S2

## Health Promotion and Improvement

**CHAIR - Gunjit Bandesha**

**Working with Communities – empowerment, evidence and learning**

**Professor Jane South**, *Leeds Metropolitan University, Public Health England*

**Jude Stansfield**, *Public Health England*

**Professor Mark Gamsu**, *Leeds Metropolitan University*

**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.

13:00 - 15:00

S2



# Parallel Session Workshop

## LT 6

### Centre for Epidemiology

#### CHAIR - Andrew Jones

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 an 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)

13:00 - 15:00

LT 6



# Parallel Session

## LT 2

### Health Services Research

#### CHAIR - Kristina Poole

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*

13:00 - 15:00

13:00 - 15:00

# Parallel Session

## LT 3

### Health Promotion and Improvement

#### CHAIR - Jane Black

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**



#### Study Public Health at The University of Manchester

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- Capability of meeting core-competencies
- Skills in inter-professional working

For more details, please visit:

[www.manchester.ac.uk/mph](http://www.manchester.ac.uk/mph)

13:00 - 15:00

13:00 - 15:00



# Parallel Session

## LT 4

### Health Promotion and Improvement

**CHAIR - Sara Ronzi**

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*

13:00 - 15:00

13:00 - 15:00

# Parallel Session

## LT 5

### Prevention and Screening

**CHAIR - Emily Parry-Harries**

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*

13:00 - 15:00

13:00 - 15:00



# Parallel Session

S 1

## Health Promotion and Improvement

**CHAIR - Jehangir Bhatti**

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**

13:00 - 15:00

13:00 - 15:00

# Parallel Session

S 3

## Transdisciplinarity

**CHAIR - Pat Karney**

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*

13:00 - 15:00

13:00 - 15:00



# Poster Presentations

## CHROMO ZONE

**MODERATORS - Jehangir Bhatti and Lesley Patterson**

**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 Ihezor-Ejiofor, University of Manchester*

*Glenny A-M, O'Malley LA, Alam R, Worthington HV, Macey R, Walsh T*



**Donate to the Trussel Trust's Central Manchester Foodbank.**

Central Manchester Foodbank rely on food donations to feed local people in crisis. Why not go to the shop during a break and donate some food to help those in need. The donation stand can be found in the exhibition hall.

12:00 - 13:00

12:00 - 13:00

# Exhibitions

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MACMILLAN.  
CANCER SUPPORT**

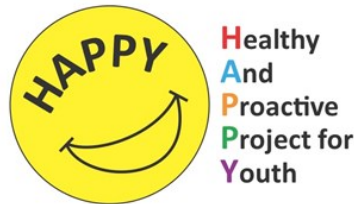
**AN  
COMPUTING LTD**

**Association for  
NUTRITION**

**NHS**  
*Bowel Cancer Screening Programme*



**NHS**  
Greater Manchester, Lancashire and South Cumbria  
Strategic Clinical Networks



University of  
**Salford**  
MANCHESTER



Manchester Mental Health **NHS**  
and Social Care Trust

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Health Development Consultancy  
Supporting Health Improvement

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**MANCHESTER  
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The University of Manchester national drug  
evidence centre

**Centre for Occupational and Environmental Health (COEH)**



**CIGMR**



**World Health  
Organization  
Centre for Health  
Development**

**Georgia State  
University** | **SCHOOL OF  
PUBLIC HEALTH**

**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





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](mailto:much@manchester.ac.uk)**

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