

Monday, 7th February 2005 Seaburn Centre, Sunderland

The Department of Health: Choosing Health, Making Healthy Choices Easier White Paper (2004), promotes that we must **“work with others to provide collective support to help create an environment which promotes health”**.

‘Getting England Active’ is not only the title of the conference, but also an important target for the region over the coming years.

The government’s white paper, Choosing Health, will help focus health service organisations and their partners on physical activities as an important part of maintaining good physical and mental wellbeing. The use of exercise as a therapeutic intervention is seen as a major pillar in the building of a healthier population. Work has begun on how exercise can be commissioned and delivered in a systematic way to improve the health of the local population.

Physical inactivity has one of the major modifiable risk factors for coronary heart disease (CHD); a recent analysis suggests that 37% of deaths from CHD are attributable to physical inactivity; second only to raised blood cholesterol. (Britton and McPherson, 2002).

The main aim of the conference on 7th February 2005 is to bring together specialists from across the region, to collectively understand

what action is required to enable our communities to choose physical activity. Action which can be taken in partnership, at both a local and regional level.

The event will also offer the opportunity to update on key projects which have been undertaken across the region, for example the highly successful Sport England ‘Everyday Sport’ campaign. Everyday Sport was a pilot social marketing campaign in the North East region aimed at raising awareness levels and stimulating more positive attitudes towards a more active lifestyle. The North East region was chosen as sport and walking participation rates are amongst the lowest in the country. The campaign, which was launched in June 2004, lasted for 4 months. The pilot comprised an advertising campaign supported by sustained media relations and marketing and communications activities.

Also, Sunderland Teaching Primary Care Trust and Sunderland City Council are working together to develop a new “Wellness/Health Maintenance” service, where specialist exercise and primary care activities are brought together to improve health and reduce health inequalities.

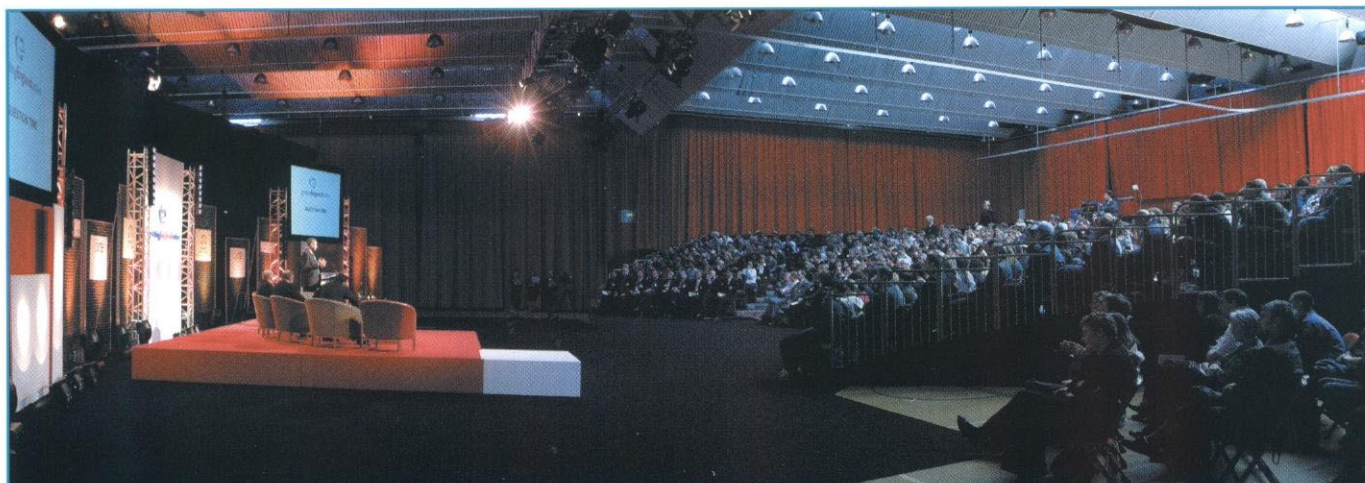
Overall, the main aim of the conference is to enable organisations to begin to think about how we are all going to move forward strategically, as a region, to ensure we meet the needs of our specific communities.

We look forward to welcoming you on the 7th.

City of
SUNDERLAND



Northumberland, Tyne and Wear **NHS**
Strategic Health Authority



Picture taken at ‘Getting England Active’ conference in 2004.

Speakers



Tim Cante Jones - Chair of Regional Sports Board and Conference Chair

Tim Cante Jones, Director of Polar Productions Ltd from 2000, an event management and marketing company based in Newcastle, which specialises in high quality, high profile City Centre events. He is a Board Member of ONE North East with special responsibility for social inclusion. Previously Director of the lottery funded Millennium Festival, part of the New Millennium Experience Company from 1997 to 2000, playing a large part in conceiving and organising events throughout the country and raising sponsorship of over £5 million for the Festival.

He is involved in voluntary/community activities including, Chair of Dance City Trust, board member of The Actors Centre and Trustee of The Scarman Trust. He is also a Non Executive Director of Galaxy Radio. Tim Cante Jones holds no other public appointments and is not involved in political activity.



Professor Chris Drinkwater, Head of Primary Care Development Centre

Professor Chris Drinkwater was an inner city GP in Newcastle for 23 years and he is now Professor of Primary Care Development and Head of the Primary Care Development Centre at Northumbria University in Newcastle. He is the Public Health Lead for the NHS Alliance, company secretary of the West End Health Resource Centre (a prototype Healthy Living Centre) and a board member of the North East Sports Board and the Newcastle Healthy Cities Project. He recently chaired the National Task Group on Primary Care for the 'Choosing Health' consultation.



Dr Eugene Milne, Deputy Medical Director, Northumberland and Tyne and Wear Strategic Health Authority

Eugene Milne has been Deputy Medical Director of Northumberland, Tyne & Wear Strategic Health Authority since its inception in 2002, having previously worked as a consultant in public health for Newcastle and North Tyneside since 1994 with a central role in establishing community cardiology, rehabilitation and obesity management services. He is now the SHA lead for improving health and reducing inequalities, focusing heavily on developing infrastructure to support 'Choosing Health' implementation. He is an honorary lecturer at the University of Newcastle with research interests in ageing and heart disease.



Dr Judy Thomas, Director of Public Health, Sunderland Teaching Primary Care Trust

Judy has been Director of Public Health in Sunderland for over 10 years. Since the establishment of the PCT her public health services and advice are provided through the health development unit. This unit brought together health promotion, health information, library services and a number of separated funded service initiatives such as those relating to smoking, teenage pregnancy, accident

and prevention. This now provides a solid basis from which to develop modern multi-disciplinary public health practice and the unit actively supports and trains staff to develop these skills.



Paul Dobson, Director of Community and Cultural Services, Sunderland City Council

Paul Dobson has been Director of Community and Cultural Services in Sunderland since November 2002 and has held the position of Chief Officer within local government for the past 15 years. Paul has a passion for developing services to reduce inequalities in health and was proud to lead throughout the late 80's & 90's, the innovative "Wear Fit" campaign, one of the country's leading community fitness programmes.

A common theme of Paul's work is his commitment to working with partners to innovate and develop new integrated services that will meet the public health needs of specific communities.



Judith Rasmussen, Regional Director, Sport England

Judith has been the Regional Director of Sport England North East since the turn of the millennium, one of nine regional units delivering programmes and initiatives. Sport England's mission is to lead the development of sport in England by influencing and serving the public, private and voluntary sectors. The main aim being to get more people involved in sport, provide more places to play sport and achieve more medals through higher standards of performance in sport.



Dr Dorian Dugmore, Director, Wellness Centre, Adidas UK

Dr Dorian Dugmore: Director of Wellness International at Adidas area north, Secretary General of the World Council for Cardio Pulmonary Rehabilitation. Board member of the Working Group for the Prevention and Rehabilitation of Heart Disease and the working group on Sport Cardiology; belonging to the European Society of Cardiology. He is Vice President of "Heart Friends Around the World" and is also on the medical board of "Peak Care" an innovative software company based in San Diego, California.

Dorian, a former athlete and coach at national and international level; has run 19 full marathons and coached the British World Student Games Soccer team for 4 consecutive World Games. This year he will complete his 20th marathon accompanying Richard Caborn the Minister for Sport & Culture. Dorian has won various awards for his contribution to the prevention and treatment of heart disease and written extensively on "exercise and heart disease". Dorian was recently featured on "Trevor McDonald's, Tonight Programme", covering his work with the Football League Managers. The Wellness programme at Adidas has been fortunate in receiving many accolades including world and European Awards for "Best Practice".

Dr Dorian Dugmore is currently in demand to speak all of over the world, this year alone he has speaker engagements in Oslo, Rome, Porto, Wisconsin and Stockholm and Brussels.