

# Centre for Health and Development Bulletin

Issue 1, October 2016



## Welcome to the first CHAD bulletin

It is a very exciting time for the Centre, and following our successful launch on 19 September 2016, we wanted to update partners on our work to date, and our next steps.

We also wish to take this opportunity to thank our supporters and partners. In particular, we are grateful to Staffordshire County Council, Stoke-on-Trent City Council and Staffordshire University who have come together through a unique collaboration to create CHAD. Working in partnership, CHAD aims to contribute to improving health and wellbeing and reducing health inequalities across Stoke-on-Trent and Staffordshire. We aim to do this through carrying out high quality research that is locally relevant, engages with communities and which makes a tangible difference to people's lives.

We aim to produce three bulletins a year which will follow on from the CHAD Board meetings. Each bulletin will highlight CHAD developments and the difference that CHAD is making through translational research.

## The launch

We were very proud to have Professor Sir Michael Marmot give the key note speech at the CHAD launch. As an eminent Professor and researcher in health equity with international acclaim, Marmot expressed his support for the unique collaboration that is CHAD:

***"The idea of a collaboration between an academic centre, local government and the community I think is exactly what is needed".***

You can view the interview with Professor Sir Michael Marmot at the following link: <https://www.youtube.com/watch?v=OzyxgsGGnHA>

Approximately two hundred people attended the launch. We were delighted to be joined by a wide range of partner organisations, which demonstrates how important the issue of health inequalities is felt to be locally. We are encouraging all who attended to sign up on our website to become a 'Friend of CHAD' so that we can continue to engage with them as the organisation develops. The link for our website is: [www.chadresearch.co.uk](http://www.chadresearch.co.uk)



# Why does health inequalities research matter?

As stated in the Marmot Review, 'Fair Society Healthy Lives':

"It is estimated that inequality in illness accounts for:

- Productivity losses of £31–33 billion per year
- Lost taxes and higher welfare payments in the range of £20–32 billion per year
- Additional NHS healthcare costs associated with inequality are well in excess of £5.5 billion per year.

If no action is taken, the cost of treating the various illnesses that result from inequalities in the level of obesity alone will rise from £2 billion per year to nearly £5 billion per year in 2025."

## How will CHAD add value to reducing health inequalities in Staffordshire and Stoke-on-Trent?

Within the context of fewer resources for public services it is increasingly important that the commissioning and delivery of services to improve health and wellbeing and reduce health inequalities is informed by high quality research. Through developing partnerships with our local communities, business and public sector, CHAD aims to:

- Support the commissioning of effective public health and care interventions through identifying 'what works' and contributing to greater cost effectiveness
- Bring additional income into Stoke-on-Trent and Staffordshire in order to develop and sustain research into local priorities areas of public health and care, particularly in the area of health inequalities
- Raise the profile of Stoke-on-Trent and Staffordshire through becoming nationally and internationally recognised as a Centre of Research Excellence in Public Health and Care.

## What are we doing? Part 1

At this stage in the development of CHAD, we are working on a range of research and evaluation projects related to health inequalities and wellbeing, including:

- Dementia and physical activity
- Healthy lifestyles and cancer
- Smoking cessation in pregnancy
- Behaviour change and technology
- Social isolation and loneliness

We are undertaking three studies currently which are externally funded, generating a modest income of £34,000.

1. A service evaluation of healthy lifestyles and cancer for the Beth Johnson Foundation
2. An exploration of city centre street activity with VOICES and Expert Citizens
3. Working in collaboration with University Hospitals North Midlands to increase levels of physical activity in pregnant women at risk of gestational diabetes.



## What are we doing? Part 2

In addition, we are currently working on two studies which are core-funded by the local authorities (therefore, at no extra cost to them). These are:

1. **Supporting a Smoke Free Pregnancy Scheme:** CHAD is evaluating an intervention on behalf of Stoke-on-Trent City Council which is an innovative approach to supporting a smoke-free pregnancy. Smoking is the single most important preventable risk factor for poor birth outcomes and a major cause of inequality in child and maternal health. The benefits from addressing smoking in pregnancy can deliver both long and short term outcomes for the mother and baby, and also reduce significant costs to the local authority and NHS. Failure to prevent smoking in pregnancy results in increased costs throughout the system from before a child is even born and for the rest of his/her life. CHAD is carrying out a mixed methods evaluation of the scheme to understand client and staff views and experiences of the scheme as well as impact. We aim to report on the evaluation by December 2017.
2. **Thinking Active Dementia Prevention:** The purpose is to conduct a feasibility study into the application of 'Thinking Active' with patients who have a dementia diagnosis. Dementia affects 35 million people worldwide; 850,000 people in the UK currently and approximately 12,000 in Staffordshire. Research has shown that regular participation in physical, mental and social activities is associated with a reduction in dementia. Furthermore, physical activity reduces the presence of risk factors associated with dementia, such as physical inactivity, obesity, hypertension, and diabetes. 'Thinking Active' has been designed by Staffordshire County Council to be a sustainable, community-delivered programme. CHAD is carrying out a mixed methods evaluation of the programme and aims to report on the findings by October 2017.

It has been agreed by the CHAD Board that we carry out up to six core funded projects by July 2018. We are currently in the process of identifying what these will be with our local authority partners.





## Next steps

Still in our early stages of development we have much to do. In the short term we intend to:

- Continue to network and build alliances with our local communities, public sector organisations, academic communities and businesses to ensure that the work of CHAD is locally relevant and makes a difference to our populations
- Develop strong research collaborations to develop significant research funding proposals in at least three areas of local significance
- Deliver a series of seminars to share research with our wider stakeholders
- Identify training and development opportunities for staff who wish to develop their research and evaluation skills in the area of health inequalities and wellbeing.

We hope to update you on progress in our next bulletin in December 2016.

## Who we are



The CHAD team consists of seven core members. Left to right on the photos above, we have Judy Kurth, the Centre Director, and Dr Chris Gidlow who is the Academic Director. Fiona McCormack and Dr Rachel Massie are the two full time researchers. Esther Knight is the Centre Administrator and we have two PhD students, Louise Summerfield and Kostas Spyropoulos. To find out more about the team, including their contact details, please visit our website:

<http://www.chadresearch.co.uk/staff/>

## Contact us

For more information please contact:

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