

REPORT OF THE 2nd FYLDE COAST HEALTH MELA, FLEETWOOD Saturday 4th October 2014

Summary

The Rotary Club of Fleetwood supported by other Rotary Clubs from the Fylde Coast, working in close co-operation with the National Forum for Health and Wellbeing (NFHW), held its second Health Mela on Saturday 4th October. The event took place at Fleetwood High School, and was opened by Professor Dame Sue Bailey immediate past president of the Royal College of Psychiatrists.

The initial breakfast meeting, addressed by Dame Sue Bailey, focused on the theme **'Mental Health of children and young people'**.

In her opening address, Professor Bailey congratulated NFHW, and Rotary Cumbria and Lancashire District for their initiative in bringing Health Melas to the community. She praised the

commitment of the very many organisations actively involved in supporting the event and drew attention to the neglect of provision for issues related to the mental

health of children in the allocation of national resources.

98 visitors had their health checks and of those 45 needed referral to their GPs for further intervention.



take an active and enjoyable part in securing its own health and well-being.

The immediate success of the first Health Mela provided a solid foundation for what was to become a popular, multi-cultural, annual fixture in the city and it soon became a model for similar events in other communities.

A recent development has seen the involvement of members of local Rotary Clubs, working in collaboration with NFHW to promote health melas in their own areas. The exciting partnership has grown apace and Rotary International is now acting as a conductor, transmitting the ideals of the Health Mela throughout the North West and beyond.

Venue

The Health Mela was held in the Fleetwood High School. The organisers record their gratitude to the Head teacher and his staff for allowing us to utilise their excellent facilities.

The Sports Hall provided space for around 70 exhibitors together with areas to accommodate the wide range of health checks already referred to. Free on-site car-parking facilities were kindly provided by the School.

Award of NFHW Fellowships

As is customary, at every Health Mela, NFHW awards Fellowships to those who have contributed significantly towards promoting the values and ethos of the Health Mela. During this Mela, Fellowships were presented to Rtn Ramesh Gandhi OBE JP DL FRCS and Rtn Kevin Walsh MPH for their support and invaluable contribution towards promoting and spreading the concept of Health Mela within the region and thus contributing towards promoting the health and well being of the community.



Background to the Health Mela

In the Indian sub-continent the Mela is a festive get together involving the population of entire villages or wider areas. It has long had a role in promoting community well-being.

This is a model that found traction in the north of England some twelve years ago under the leadership of Professor Romesh Gupta OBE and Ishwer Tailor MBE then President of the Gujarat Hindu Society, Preston. They planned an event in Preston to promote healthy living which used the Mela format to mobilise the community to



The key features of the Health Mela

The central component of the Health Mela is the range of health checks, the 'Health MOT', offered to visitors. The checks were conducted by the Health Olympics Team from the University of Manchester partnered with the Blood Drop Team from Lancashire Teaching Hospitals and staff from the Biochemistry Department of Blackpool Teaching Hospitals NHS Foundation Trust. The results of these tests are shown in a later section of this report.

In addition to the MOT, a wide range of stallholders provided information and advice on a variety of health related topics both traditional and alternative. There was also an opportunity to join in health related activities such as Reiki or to enjoy the entertainment provided by Fleetwood High School students.



Publicity

As this was the first event of its kind to take place in Fleetwood, effective publicity was seen to be very important to secure its success. An extensive campaign was conducted in the weeks preceding the event.

In terms of the attendance at the event which is recorded below, the publicity strategy is judged to have been successful.

Exhibitors and supporters

Over 70 exhibitors attended or provided material support for the event. As a result of the interest shown all the space available in the venue was utilised. Those involved represented local voluntary organisations, local government, health trusts, pharmaceutical and medical

diagnostic companies and a major food retailer. Participants offered information, advice, support and a comprehensive range of health checks. The organisers gratefully acknowledge the support of all the organisations taking part.

Attendance

Some 500 members of the public were registered as visitors to the Health Mela. The actual attendance was significantly higher as some visitors managed to overlook the registration process!

Comments from visitors

Visitors were almost unanimous in judging the Health Mela to be informative (99%), well organised (97%) and representing time well-spent (99%).

There were many positive Individual comments made with particular reference to the friendly atmosphere, good venue and the extensive, helpful information available.

Feedback from Exhibitors

50 completed feedback forms were received from exhibitors.

- 49 (98%) rated the venue as excellent.
- 49 (98%) stated that the number of visitors to their stand made attendance at the Health Mela worthwhile
- 50 (100%) indicated their intention to participate in the 2015 Health Mela.

The organisers are very grateful to visitors and exhibitors for their helpful feedback.

Cyber Bullying workshop

Many people attended the informative and eye-opening workshop on the cyber bullying delivered by Sarah Gorst social inclusion officer from Blackpool Council and Mr Charlie Carolie.

Acknowledgement of support received in planning and staging the event

The Rotary Club of Fleetwood and NFHW gratefully acknowledge the substantial assistance in planning and resourcing the event which was provided by the organisations listed below:

- The Rotary Club of Fleetwood Wyre and Fylde District Councils
- Lancashire Care NHS Foundation Trust
- Blackpool Teaching Hospitals NHS Foundation Trust
- Lancashire Teaching Hospitals NHS Foundation Trust
- North West Ambulance Service NHS Trust
- Groundwork Lancashire West and Wigan
- Roche and the scientific staff of the pathology departments of Blackpool Victoria and Royal Preston hospitals
- The Health Olympics Team, University of Manchester
- The Fylde Coast Hindu Society
- Volunteers from: ● UCLAN ● Rotary Clubs ● Healthwatch Blackpool





Results from the Health Checks and Counselling

Of the 500 or so visitors to the event, 98 chose to have checks on cholesterol and blood glucose levels. As a result of these checks:

Total referred to GP.....45 (46%)

Reasons for referrals:

Raised cholesterol.....22 (more than 6mMol)

Raised Glucose15 (more than 7mMol)

High Blood pressures....6 (over 150/100)

Combination of above ..2

Reiki Taster Session



Holistic Reiki taster sessions are steadily achieving its recognition. 22 people attended the taster session. Among those, a few knew about Reiki method of healing. Some of the people attended had various health conditions. Others had different kind of body pains but most were either tired, stressed and needed to relax.

Some health conditions reported on the session forms were elbow pain, back pains, neck pains and restlessness. Feedback from these people included:

"It's amazing my pain has gone."

"Felt warm and relaxed, it's wonderful."

"Feel so good will recommend to others."

"Very relaxed and peaceful."

"Very relaxed and energised."

Feedback indicates that people are becoming more conscious about their health and recognising the benefits of complementary holistic healing.



E3 Business Award "Social Enterprise Award 2014"

Shortly before the Fleetwood Health Mela the National Forum for Health and Wellbeing had won the award of 'Social Enterprise of the Year' at the E3 Business Awards function held at the Macron Stadium in Bolton on the 18th September 2014.

Accepting the award on behalf of NFHW, Sarifa Kabir said: "NFHW is very proud to be awarded the E3 Social Enterprise Award.

It is a great honour to collect the award on behalf of NFHW. It has been a team effort. I would like to thank everyone for their support and hard work that has made the NFHW. We value our partners and the support of the general public who have attended the Health Melas over the past 13 years." NFHW celebrates this achievement.



Mela in India

We also look forward to developing an International link to India. There will be first Health Mela in India on 11 November 2014 at Westridge Hilton school at Baskhari, in the state of Uttar Pradesh. This is possible due to the initiative and efforts of the school principal Mohsin Khan and Professor Romesh Gupta OBE from NFHW will be in attendance.

in the Cyber Bullying Workshop and staff of Rideability for their part in the Mela, local councils, NHS Trusts and the National Forum for Health & Wellbeing, pointing out the great value of helping local communities with access to free health checks in an atmosphere that is friendly, supportive and fun.

Comments from the Organisers



Professor Romesh Gupta, OBE, FRCP, MBA. Chair: National Forum for Health & Wellbeing

'I am delighted that, with the success of the Fleetwood event, we have notched up another

milestone in extending the influence of the Health Mela movement across Lancashire. The results from our Health MOT session show that we have made a real contribution to health improvement in Fleetwood and serve to draw the attention of local health care providers to the significance informal events like the Health Mela have in the early identification and prevention of ill health.



Cllr Ramesh Gandhi, OBE, JP, DL, FRCS

Rotarian Ramesh Gandhi expressed his thanks to Gordon Oates and other members of the Fleetwood Rotary club

for finally making the 2nd Fylde Coast Health Mela a great success. He thanked all the partners and in particular, Charlie Cairoli and Sarah Gorst

Comments from Honoured Guests



Professor Dame Sue Bailey

"Mental health is not treated same as physical health. The understanding about the early symptoms of mental illness is poor among the peers

students and teachers who are the first to notice changes in behaviour of the affected individual. All the organisations such as this should get together and work towards addressing the issue of mental health in children and young adults."



Eric Ollerenshaw OBE MP. Member of Parliament for Lancaster & Fleetwood

"It was great to attend the 2nd Fylde Coast Health Mela on

Saturday 4th October at Fleetwood High School. This event really demonstrated what can be done when Doctors and medical students provide such an open access and local service and my particular thanks to Cllr Ramesh Gandhi, Professor Romesh Gupta and the Rotarians who ensured a thoroughly well run day."



Message of support

Lord Charles Shuttleworth KCVO Lord Lieutenant of Lancashire

"I well understand the importance of the Fylde Coast Health Mela and the vital information it will bring to the citizens of the area. I congratulate all those involved in the planning of the Mela and on the day itself, most of whom are volunteers, and also all the Health Organisations which are participating. The event deserves to be a huge success, and will be to the benefit of many people. Best wishes to everyone involved."



Rotary 1190 District Governor Roger Mason

"Rotarians are leaders in their communities, exchanging ideas as to the best ways to serve their communities. Health Mela's are a very positive way to take action and help those that need support. Rotarians in Cumbria and Lancashire are delighted to support these Health Mela's and work with a whole community of health professionals. The service provides a positive contribution to the health and wellbeing of many people."



President Rotary Club Fleetwood Robert Wright

"As a community pharmacist, I have been at the 'sharp end' of health and wellbeing for over forty years. Over that period I have seen a greater public perception of self-help when it comes to matters of health. The Health Mela provides a fun, friendly, family focused opportunity to get on the road to healthy living. Well done NFHW."



Rotarian. Kevin Walsh MPHF, immediate past Governor of District 1190 Lancashire and Cumbria, Rotary International

"I am delighted to have secured the global funding from the Rotary international to drive this Health Mela movement forward in other areas of Lancashire and Cumbria." He expressed his pleasure on receiving the NFHW fellowship.



Report from our International partners, Rotarians Bill Laurie and Andrew Niven concluded:

"It was clear that a huge effort had been expended in planning and organizing this multi-agency event, the first Mela to be held at Fleetwood. The numbers were encouraging and the venue of Fleetwood High School was splendid, although car parking will need to be better managed at future events on this site."

We have observed and heard enough to propose that discussions are held at Club and at District level to review whether there are opportunities in Scotland for the promotion of Health Fairs.

We would like to thank the members of the Rotary Club of Fleetwood, Professor Romesh Gupta and Kevin Walsh for their kind hospitality." 🏥



Future Plans

Further Health Melas are being arranged for 2015 as follows:

Bolton.....Saturday, March 14th

Preston.....Saturday, April 18th

Bradford.....Saturday, May 16th

Manchester.....Saturday, July 4th

Leyland.....Saturday, Sept 12th

Fylde Coast.....Saturday, Oct 3rd

Burnley.....Saturday, TBA

The Forum is happy to help any group thinking of developing their own version of this event. Please ask the contacts below for further information.

Mrs Sarifa Kabir, Secretary, NFHW. Centre for Research in Health & Wellbeing, University of Bolton, Deane Road, Bolton.

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Rotarian Gordon Oates. Secretary, Rotary Club of Fleetwood. Email: gordon.oates@bankhouse.fsbusiness.co.uk



www.nfhw.org.uk

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