

# Cardiff and Vale Public Health Team Newsletter



Bwrdd Iechyd Prifysgol Caerdydd a'r Fro  
**Tim Iechyd Cyhoeddus**  
Cardiff and Vale University Health Board  
**Public Health Team**

[cav.publichealthteam@wales.nhs.uk](mailto:cav.publichealthteam@wales.nhs.uk)  
[Cardiff and Vale Local Public Health Team](#)



## Welcome to the Cardiff and Vale Public Health Team newsletter February 2025

Firstly, I'd like to say a huge 'thank you' to everyone who read the inaugural Public Health Team newsletter last month. If you missed it you can catch up [here](#). We received some very encouraging feedback, and we hope it will become a useful way to highlight the impact our team's work is having on improving the health and wellbeing of people living in Cardiff and the Vale of Glamorgan.

February and March will be important months for me as I officially launch my annual Director of Public Health report, which focuses on the early years of childhood. We worked very closely with the Cardiff and Vale University Health Board's Youth Board to choose the topics covered and to write the report. There are significant health challenges, and disparities, among the health of children in Cardiff and the Vale, and the report outlines a series of recommendations. You can read the report in full [here](#).

## This month:

- **Smoking cessation:** 'Help Me Quit' campaign
- **Vaccinations:** HPV vaccine rollout in schools/ mobile immunisation unit at Cardiff City vs Derby
- **Healthy Eating:** Wellbeing Wednesday: discounted meals for staff
- **Blood pressure machines** in libraries
- **Team member profile:** Annie Ashman, Deputy Director of Public Health

On Monday, March 3 I have invited partners to join me for the report's launch event at the Cardiff City Stadium. I will look forward to seeing many of you there!

Warm regards,  
*Claire Beynon*  
**Executive Director of Public Health**

## Smoking Cessation

### Help Me Quit campaign - Stop Smoking Service in Cardiff and Vale

In January 2025, we started a campaign to promote our free NHS smoking cessation service, 'Help Me Quit'. The campaign is designed to appeal to people who we know have higher levels of smoking based on local research and data.



Our aim is to increase awareness of the 'Help Me Quit' service, boost signups and encourage people to use the service to quit smoking.

**We know people who use the 'Help Me Quit' service are three times more likely to be successful than just trying to quit alone.**

We provide expert support and advice and can give you free products to help you quit too!

Digital adverts are being promoted on the Health Board's social media channels, and we will have posters in DIY stores, pubs, and local sports clubs.

We have also created some videos and written content from three local people who have successfully quit smoking by getting support from our friendly and non-judgemental 'Help Me Quit' staff who work within the Public Health Team. You can watch a video about them [here](#).

## Vaccinations

### HPV Vaccine rollout in schools

From February to May 2025, we are visiting secondary schools to administer the Human Papillomavirus (HPV) vaccine.

HPV is contracted through skin-to-skin contact and lives harmlessly in most people, but for some it can cause genital warts, or even develop into some types of cancer including head and neck cancer (most common in men) and cervical cancer in women.

The HPV vaccine has proved very effective. **Since it was introduced in 2008, it has reduced cervical cancer rates by almost 90% in women in their 20s.**

The school nursing immunisation team will visit secondary schools across Cardiff and the Vale of Glamorgan in the coming weeks to give the HPV vaccine to Year 8s, along with those in Year 9, 10 and 11 who missed this in Year 8.

The Public Health Team is working with current Miss Wales, Millie-Mae Adams - who is training to become a doctor - to help promote the benefits of the HPV vaccine on social media.

### Vaccinations at Cardiff City vs Derby

We recognise that **we need to make it easy for people to get their vaccines**, so on Saturday, January 25 the vaccination team was on hand to protect Cardiff City fans against flu, COVID-19, RSV and MMR at the match against Derby County.

The Health Board teamed up with St John Ambulance Cymru to give vaccines outside the ground, making use of the Health Board's new mobile immunisation unit.

**A gelatine-free version of the flu vaccine was available to those who do not consume pork products.**

You can read more about the event [here](#).



## Key Health Awareness Days

Health awareness days play a vital role in educating the public, encouraging healthy behaviour, and fostering conversations about important health issues. Here are some important dates for February:

- Whole month: [National Heart Month](#)
- February 4: [World Cancer Day](#)
- February 6: [Time to Talk Day \(Mental health\)](#)
- February 7-13: [Children's Mental Health Week](#)
- February 24 to March 2: [Eating Disorders Awareness Week](#)

## Healthy Eating

### Wellbeing Wednesday: discounted meals for staff

Everyone knows eating a healthy meal is important. However, our staff have told us it can be difficult to afford to eat well, and also tricky to cook if working long shifts at the hospital.

We have therefore worked with our colleagues in catering to make a healthy and reasonably-priced meal for all Cardiff and Vale UHB staff every Wednesday in restaurants at the University Hospital of Wales (UHW) and University Hospital Llandough (UHL).

Called 'Wellbeing Wednesday', the initiative will give all colleagues the chance to purchase a meal each Wednesday - from Y Gegin restaurant at UHW and the restaurant at UHL - at a discounted rate of £3.50.

All meals included in the deal are created in partnership with the Health Board's dietitians to ensure they are of high nutritional value (as well as delicious). Colleagues just need to show their ID badge to the cashier to receive the discounted rate. **Each meal also includes a piece of fruit to help staff get one of their five a day!**



## Blood Pressure Machines Available for Loan in Libraries

Sometimes GPs advise people to monitor their blood pressure at home for a few weeks. But a blood pressure monitoring kit in the shop can cost about £20-£30 which can deter people from wanting to keep on top of their blood pressure.

We have therefore teamed up with our colleagues in Cardiff Council to ensure all hubs and libraries can loan blood pressure monitors to local people.

In the same way as library card holders can borrow books and other resources from facilities across the city, members of the public can now take advantage of the new loan scheme that will allow them to keep track of their blood pressure.

This new scheme supports the goal of reducing health inequalities across the city.

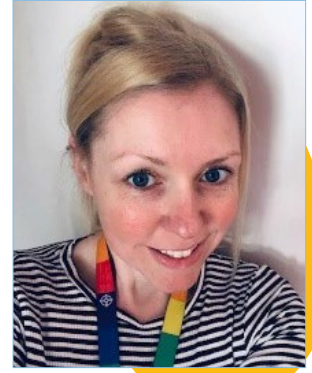
One in three adults in the UK has high blood pressure but many don't realise it. If high blood pressure is not treated it can lead to a number of health problems including stroke, heart disease, kidney disease, vascular dementia and diabetes.

You can read more about our work on the [Cardiff Council website](#).



## Team member profile

### Annie Ashman, Deputy Director of Public Health



Annie took up post as Deputy Director of Public Health for Cardiff and Vale UHB in September 2024. In addition to deputising for Claire and leading the business function of the public health team, Annie is the team's lead consultant for Health Protection. 'Health protection' in practice means preventing diseases spreading from one person to another person. This includes diseases like measles, Mpox, scarlet fever and whooping cough which are easily transmitted.

Prior to specialist public health training, Annie had a 12-year career in the Public Health Wales communications team, including a period as Interim Head of Communications. She previously held communications roles in further education and at the Vale of Glamorgan Council.

Annie said: *"I am really enjoying my new role and look forward to having the opportunity to improve health and wellbeing in the area of Wales where I was born, grew up and still live."*

*"I'm really passionate about reducing health inequalities, particularly within the health protection space. Some of my key priorities for my first year in post include progressing work to eliminate Hepatitis B and C in Cardiff and Vale, a campaign to reduce the stigma around HIV testing and diagnosis, and building on the key working relationships we forged during the pandemic to make sure we are taking a partnership approach to our health protection work."*