

Cardiff and Vale Public Health Team Newsletter



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Public Health Team

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Welcome to the Cardiff and Vale Public Health Team newsletter September 2025.

As we transition into autumn, our team remains dedicated to promoting the health and wellbeing of people in our communities. This month, we're focusing on some of our most impactful health campaigns and celebrating our ongoing partnerships.

I urge everyone who is eligible to receive their flu, COVID-19 and RSV vaccinations in the coming weeks. These vaccinations are crucial for protecting ourselves, our most vulnerable residents and our NHS. You can find all the information you need on the [Cardiff and Vale UHB website](#).

Moreover, our community engagement efforts continue to strengthen. We are grateful for the unwavering support of our partners who are instrumental in helping us reach and serve the diverse populations of Cardiff and the Vale. Together, we are working to build a healthier future for all.

If you missed our August edition of the newsletter, you could catch up [here](#). All our

This month:

- 'I had mumps as a child and became completely deaf in one ear'
- Protect yourself this winter with the flu and COVID-19 vaccines
- Pre-school children given exercise boost with fun animation
- Health Board joins forces with Diabetes UK for Trelai parkrun
- People's recovery from substance use celebrated at special event
- Public Health Team at Freshers' Fairs
- Team member profile: Emma Davies-McIntosh
- Key health awareness days

key publications and previous newsletters can be found on the [Public Health Team section of the Health Board site](#).

Claire Beynon
Executive Director of Public Health

'I had mumps as a child and became completely deaf in one ear'

At just four years old, Emma Davies-McIntosh contracted mumps - an illness her family never imagined would leave lasting scars.

But behind the headaches and fatigue, something more sinister was unfolding. Unbeknown to her parents, the virus quietly stole her hearing in one ear, altering the course of her life forever.

Now a valued member of the Cardiff and Vale Public Health Team, Emma has shared her story to encourage parents to get their children vaccinated against measles, mumps and rubella at the earliest opportunity.

"If vaccination rates start to fall, we will start to see incidents of infectious diseases in more significant numbers - and conditions like measles and mumps can be very serious, particularly for children," she explained.



"I've been left with a permanent hearing loss from mumps, and as I think about getting older, I'm terrified about losing my hearing completely."

The two-dose measles, mumps and rubella (MMR) vaccine is the safest, most effective way to help protect against all three infections. They are routinely given to babies and toddlers at GP practices - but it is never too late to catch up.

If you would like more information about the vaccine, please contact the Local Child Health Team on 02921 836926 or 02921

836929. You can read Emma's full story at the [Cardiff and Vale UHB website](#). You can also read more about her in the team profile section of this newsletter.

Key Health Awareness Days

- September 22-26: [National Falls Awareness Week - Healthy Working Wales](#)
- September 22-28: [Occupational Health Awareness Week 22nd-28th September 2025 | The Society of Occupational Medicine](#)
- September 22- 28: [Migraine Awareness Week 2025 - The Migraine Trust](#)
- September 24: [National Fitness Day - Healthy Working Wales](#)
- September 29: [World Heart Day 2025 – Global Action for Heart Health | WHF](#)
- October 1-31: [Quit smoking - Better Health - NHS](#)
- October 1-31: [Go Sober | Macmillan Cancer Support](#)
- October 1-31: [Menopause Awareness Month - Healthy Working Wales](#)
- October 1-31: [HEART UK - The Cholesterol Charity](#)
- October 1-31: [Breast Cancer Awareness Month - Healthy Working Wales](#)
- October 6-10: [National Work Life Week - Working Families](#)
- October 10: [World Mental Health Day 2025 | Mental Health Foundation](#)

Pre-school children given exercise boost with fun animation

An energetic new digital animation designed to get pre-school children moving more has been launched across Cardiff and the Vale.

Following the success of [QuickChange for school children aged four to six](#), a new version of the animation has been rolled out in nurseries and childminder settings for those aged two to four.



QuickChange was first developed by a group of local stakeholders within Podiatry services and the Cardiff and Vale Public Health.

The first iteration of the animation won an award for improving public health practice to reduce health inequalities and has been praised for improving energy and mood levels in classrooms across Cardiff and Vale.

In June 2024, a wider group of stakeholders - including physiotherapists, Cardiff Met Primary Education Studies students, and animation designers - co-created suitable new exercises, a desirable theme, and designed a set of new interactive characters for the Preschool version of QuickChange.

Cardiff and Vale UHB's highly specialised children's podiatrist, Dr Charlotte Holley, said the new animation features different animal

characters that younger children can identify with.

She explained: "The exercises are milestone based, which means children might be able to master them, or they might be learning to do that, and that builds resilience whilst learning about their own bodies, which is excellent at this age."

You can read more about this project on the [Cardiff and Vale UHB website](#).

Public Health Team at Freshers' Fairs

Colleagues from the Public Health Team engaged with students as part of Freshers' Fairs at Cardiff University, University of South Wales, Cardiff Met and Royal Welsh College of Music and Drama. At the events, students were able to get vital information, advice and resources for alcohol, smoking and vaping and check if they were up to date with their immunisations.



Protect yourself this winter with the flu and COVID-19 vaccines

As we head into the colder months, Cardiff and Vale UHB has launched its annual winter respiratory vaccination programme to help protect the most vulnerable in our communities.

This year's campaign includes free vaccines against flu and COVID-19 for those most at risk, such as older people, pregnant women and those with long-term health conditions. There is also a specific nasal spray flu vaccine programme for very young children and those in school.

Winter brings a higher risk of respiratory illnesses, which can lead to serious complications, hospitalisation, or worse - especially for older adults and those with weakened immune systems. By getting vaccinated, you not only protect yourself, but also help reduce pressure on the NHS and safeguard those around you, including family, friends, and colleagues.

Flu and COVID-19 viruses change over time, which is why it's important to get vaccinated every year to stay protected. The vaccines are safe, quick, and effective, and can significantly reduce the severity of illness and risk of transmission.

Cardiff and Vale UHB has created specific webpages for these winter viruses and how to get vaccinated against them: one for [parents of school-aged children](#), one for [Health Board staff](#) and one for the [public](#).

One appointment now could prevent weeks of illness.



People's recovery from substance use celebrated at special event

On Thursday, September 11, Recovery Cymru and partners hosted the first Recovery Festival Wales at Insole Court in Llandaff, Cardiff.

Timed to coincide with National Recovery Month, the event was designed to celebrate the achievements of people in recovery from alcohol and other drug use, as well as challenge the stigma around them.

The grassroots, community-led festival brought together people in recovery, families and friends, volunteers, local organisations, and wider partners. Despite the poor weather, more than 300 people were in attendance and 19 different organisations ran stalls.

The day was packed with music, stories and creativity. From the Choir with No Name and No Saints, to recovery storytellers and author Sophie Calon, the mainstage kept the crowd inspired. Workshops offered tasters of peer support, family and friends groups, and 12-step fellowships, alongside creative writing, art, music and holistic wellbeing sessions.



Health Board joins forces with Diabetes UK for Trelai parkrun

Cardiff and Vale UHB partnered with parkrun and Diabetes UK for a very special parkrun event.

Parkrun is a free, fun and friendly 5k event for people of all ages and abilities to walk, jog, run, volunteer or spectate.

On Saturday, September 27, parkrun teamed up with Diabetes UK for a special 'headliner' parkrun at Trelai Park in Ely, Cardiff, to further boost awareness of the condition across our communities.

Claire Beynon (pictured in yellow) said: "We were delighted to collaborate with Diabetes UK and parkrun to raise awareness about diabetes to our communities across Cardiff and Vale.



"With the number of diabetes cases rising across Wales, there is an urgent need to invest in better prevention and care. If current trends continue, around one in 11 adults in Wales could be living with diabetes by 2035, putting an immense strain on NHS services.

"I have seen the incredible atmosphere parkruns can generate first hand – they're a real asset to our communities. Getting into positive habits, such as taking part in regular physical activity, can do wonders for our health and wellbeing and help reduce our risk of many chronic conditions."

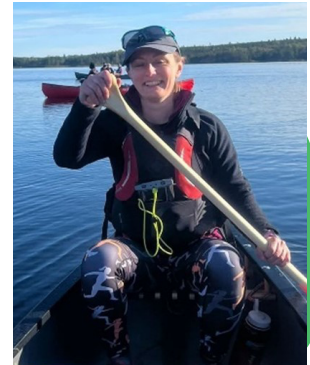
Diabetes can lead to serious complications, including disability and death. Patients with type 2 diabetes are at increased risk of

heart disease, stroke, and many other health conditions. People can find out more about Diabetes by visiting [Diabetes UK - Know diabetes. Fight diabetes. | Diabetes UK.](https://www.diabetes.org.uk)

Team member profile

Emma Davies-McIntosh

Emma Davies-McIntosh started her career in the voluntary sector before moving to local authority where she spent 11 years working in a range of roles including community development, early intervention & prevention services and partnerships.



She developed a social prescribing initiative in Torfaen which led to a strong partnership with primary care and an interest in public health. In 2019, she moved to the Gwent Public Health Team to lead the Integrated Wellbeing Network Programme which takes a neighbourhood-based approach to creating the conditions for good health and wellbeing.

Her involvement in the COVID-19 pandemic response confirmed her interest in broader public health and inspired her to begin an MSc in Applied Public Health which she completed in 2024.

Emma joined the Cardiff & Vale Public Health in February 2025 and currently leads on Childhood Immunisations and Health Protection. She also chairs the Cardiff and Vale of Glamorgan Ageing Well Partnership and attends the Cardiff North, West and Southwest Primary Care Clusters.

Outside of work, Emma likes to keep active - running, cycling, walking and all things outdoors. She is a qualified Mountain Leader and, as the wife of a military veteran, volunteers with the Forces Wives Challenge to inspire other women to get outside.