

For Immediate Release

Wednesday December 3, 2008

THE H-FACTOR'S IN TOWN

You might not be destined for international superstardom with the X factor - but we want you to let us know how we can make your health services world class.

That's the message from Oldham's health bosses as their own very special 'H factor' comes to town next week.

They want local people to jump in to a video booth in the back of a specially adapted black cab - and tell them how they think we can make Oldham a healthier place.

And they hope that the hundreds of views they get over the week the H factor's on tour will provide a valuable insight into people's views about their own health - and how it can be improved.

Gail Richards is chief executive of NHS Oldham, the local primary care trust responsible for NHS services in the borough.

She said: "It's our ambition to carry on working with our communities across Oldham to improve health and well-being. Over the next five or six years we want people across the whole of Oldham living longer, healthier, more active and fulfilling lives, and taking up the opportunities on offer from world class public services.

"To deliver this we need to gather as many views as possible about what would help people improve their health and that of their families. We're determined to do this and we want to do it together."

As well as being used to help develop health services, people's views will also be compiled and saved on to a DVD which will be buried as part of a time capsule in the £20m integrated care centre currently being built in Oldham town centre. In years to come, when the capsule is dug up, there will be a snapshot of how people thought at the time.

The questions people will be asked are:

1. If money was no object, what would you do to improve your and/or your family's health?
2. What is important to your own personal health or well-being?
3. What would make Oldham healthier?
4. What difference would you see it making to Oldham in 25 years if this happened?

The H factor will be at the following locations. A team will be there to answer any questions and let people know how the black cab video booth works (they will not be there in the cab when people give their answers though).

Tuesday December 9: 9am to 4pm Asda in Chadderton

Wednesday December 10: 9am to 12.30 Saddleworth Square and 12.30 to 4pm Saddleworth Museum

Thursday December 11 : 9am to 4pm Royton Market Square

Friday December 12: 9am to 12.20pm Failsworth Primary Care Centre and 12.40pm to 4pm Morrisons

Saturday December 13: 9am to 4pm Oldham town centre (High Street)

Sunday December 14: 10am to 4pm Elk Mill Retail Park

The H factor tour follows another event on Friday (December 5) called 'Going the Extra Mile' when people can drop in to Gallery Oldham from 10am to 4pm. It is being run by Oldham Community Health Services - part of NHS Oldham, and will enable people to meet frontline health staff, and find out more about areas of work including immunisations and vaccinations, infection control, children's learning disabilities, family planning and sexual health district nursing and community matrons, dental, podiatry, diabetes, Parkinson's Disease and the Patient Advice and Liaison Service - along with many others.

For more information please contact NHS Oldham Associate Director of Communications
Claire Norman on 0161 622 6617 or email claire.norman@nhs.net