

Knowsley Public Health Annual Report 2024-25

The table below gives an **update on the recommendations listed within the 2023/24** Public Health Annual Report – Improving Lung Health in Knowsley

Recommendation from 2023/24 report	Update
Develop a #loveyourlungsknowsley campaign targeted at women with the aim of encouraging behaviour change to understand and improve lung health	A targeted campaign is planned for 2025/26 and will utilise insight from Cheshire and Merseyside All Together Smokefree programme. Communications relating to stopping smoking, healthier homes, air quality, lung health checks, cancer awareness campaigns have been promoted in alignment with key awareness days/months and local events as outlined below.
Promote actions to improve air quality in the borough through the implementation of the Knowsley Council Air Quality Strategy 2024-2027 action plan. This includes increasing understanding and awareness of the health harms of poor indoor and outdoor air quality and actions that can be taken to reduce the risk of exposure	• Delivery of Knowsley's Air Quality Strategy has continued through the Healthy Homes Roadshows, providing residents with advice on damp, mould, smoking cessation, and ventilation to promote healthier living environments. • Anti-idling messages have been promoted outside schools during Clean Air Day campaign (June 2025) through engagement with parents and carers. Further reinforcement planned through the Council's winter communications campaign. • Cycle to School Week was promoted across all Knowsley schools and through Council communications in October 2025. The aim was to encourage active travel among pupils and families to support reduced vehicle emissions and improved local air quality. • A Clean Air leaflet has been developed which provides guidance on smoke-controlled zones and safe home heating, highlighting the impact of household heating on air quality and health. The leaflet has distributed in high footfall areas

	and used at Healthy Homes Roadshows to raise awareness and encourage behaviour change. • Upcoming communications to support the implementation of Awaab's Law (in force from 27 October 2025) will raise awareness of the health risks associated with damp and mould. • Opportunities are being explored to develop a Healthy Air for Healthy Lungs project to strengthen local action on air quality and respiratory health. • Actions are informed by and contribute to the Knowsley Council Annual Status Report (ASR) on air quality, ensuring local initiatives align with statutory monitoring and improvement objectives.
Formation of a Knowsley Place Tobacco Alliance Partnership to jointly deliver the Smoking, Vaping and Tobacco Control Action Plan for 2024	A Tobacco Alliance meets quarterly with three associated working groups progressing the action plan: • Smoking and Vaping in Young People • Smoking and Vaping in Adults • Smokefree spaces, regulation, and enforcement
Engage with partners and the community to develop approaches to promote increase in the uptake of the targeted lung health checks screening programme	• From 10 November 2025, Knowsley's lung health check programme will begin inviting residents aged 55-74 who have ever smoked for a free lung health check. A community-insight led innovative campaign will run alongside the launch to increase uptake. ReCITE project led by Liverpool School of Tropical Medicine, works with local communities to address misinformation and build trust in relation to preventative health measures such as screening and immunisation.
Work collaboratively with partners in Knowsley and across Cheshire and Merseyside to increase vaccination rates, utilising latest NICE recommendations and best practice	• During 2024/25, initiatives were delivered across all population groups eligible for NHS flu vaccination, but with a particular focus on two- and three-year-olds and the social

	care workforce (residential homes and domiciliary care). The local 'Superhero' campaign was used to promote flu vaccination to the families of young children, and vaccinations were delivered in school nurseries. Communications, training and incentives were used to promote the offer to the social care workforce.
Work collaboratively with health and social care partners to increase the identification, diagnosis and treatment of respiratory-related conditions through the use of spirometry testing and accredited screening tools	• Cheshire and Merseyside Integrated Care Board has endorsed a new diagnostic pathway for chronic obstructive pulmonary disease (COPD) which will be rolled out over the next few months. • Beyond (NHS Cheshire and Merseyside) has developed 'Too Much Blue – Get a Review', a new campaign to encourage better self-management of childhood asthma. • A team from Liverpool Heart and Chest Hospital will be delivering COPD clinics to Change Grow Live (CGL) service users. • The Knowsley Pulmonary Rehab team has achieved Royal College of Physicians (RCP) accreditation in recognition of the high-quality service delivered by the team.
Raise awareness with the community and front-line workers of the support schemes available to improve the energy efficiency and other measures to reduce fuel poverty, including benefit maximisation	• Regular communications through Council channels at key points in the year about the Council and wider offer. • Regularly updated Knowsley News with details of the fuel and energy efficiency support offer across the Council. • Promotion of support available through the Winter Resilience Group and Winter Wellness voluntary, community, faith and social enterprise groups. • Continued support into Knowsley Citizens Advice to provide extra resource to target income maximisation for families with children.

Continue to issue extreme weather alerts (hot and cold weather) to front line staff and key organisations who support those most at risk from the negative effects of extreme temperatures	• Audit completed during Spring of 2025 to ensure correct contact details are included on the five distribution lists for extreme weather alerts. • Weather alerts continue to be issued as appropriate based on guidance received from UK Health Security Agency (UKHSA) but adapted for local use. • Summer and winter resilience meetings held in 2025 for frontline staff and key organisations to highlight risks of hot and cold weather respectively, and to remind colleagues of their responsibility during weather alerts. • Key messages continue to be developed and shared through a variety of Council owned communication channels which highlight risks of warm and cold weather. Partners are also encouraged to share these important messages.
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Updated October 2025