

WHY News

Issue 1

Summer 2009

Health at Holyrood

Holyrood is better known for oratory than reflexology, but alternative therapies were being offered at the Scottish Parliament to the 100-plus politicians, health practitioners, social entrepreneurs and other key figures who attended our hugely successful launch. Hosted by Christine Graham MSP, the Novo Nordisk-sponsored event was a chance to introduce the WHY message to a wide audience. Antonia Swinson of the Scottish Social Enterprise Coalition explained the importance of social enterprise in promoting health, and Dr Lubna Kerr set out how WHY will work. Her groundbreaking work in the diabetes field created the model on which WHY is based. The message was serious, but the event was definitely fun and participative, with attendees getting the chance to try tasters of reflexology and massage, and to check their vital signs with blood pressure and cholesterol levels tests.



Fun at the Parliament: Laughter Therapist Margaret McCathie with Robin Harper and Patrick Harvie, joint leaders of the Green Party

Who we are

The Centre of Health and Wellbeing is a social enterprise with charitable status. We deliver health and wellbeing services to any organisation that looks after the health needs of its staff. We then re-invest this into the local community and run WHY (Wellbeing Health and You), which provides bespoke health improvement awareness days and programmes. These events enable clients to take control of their lifestyle and enhance their existing health care treatments. WHY aims to improve the general health of everyone in the community, but initially we're targeting those with long-term conditions. We also provide anticipatory care and secondary prevention.

From Healthy Crisps to Indian Head Massage

Participants at a recent social enterprise and health event got to try healthy biscuits and crisps and to experience the benefits of reflexology and massage courtesy of WHY. The Fit for

Purpose conference in March was organised by SENSCOT. Speaker Shona Robison, the public health minister, gave an encouraging speech on social enterprise and health.

We had four complementary practitioners providing reflexology and Indian head and neck massage, as well as two nurses offering free health checks and lifestyle advice. Nutritional information was also on offer from two clinicians. Participants were able to sample low glycaemic index (GI) products such as freshly baked bread, oat biscuits and crisps. Nearly 50 people used our services, which is nearly half of all attendees. Feedback on the day was great. Contact us if you'd like us to run a session at your next conference.

We are now trading as a business and have provided health and well being services to a range of organisations such as Standard Life, S2S trade show, and housing associations.

We offer a range of services and if you are working towards your healthy working lives award or want to have a team day with a difference then get in touch.

Free Health Checks at the Gym

From parents and carers picking up children from the crèche to young and old gym users, all were able to take advantage of our free health checks exercise facilities and complementary therapies at a joint venture at Ainslie Park Leisure Centre in May. Edinburgh City Council's "Get On" project was also on hand to offer visitors advice on employment, debt advice and training opportunities, while Dunedin Canmore Housing Association, who support WHY with a desk space in their Edinburgh offices, touched base with some of their residents at the event.

We gave an on-the-spot assessment of blood sugar and cholesterol levels and a blood pressure check, while our four complementary therapists were on hand to ease tired bodies and minds! This was a hugely successful day that will be repeated at Gracemount Leisure Centre on 9th of June.

Join Us

Interested in becoming a volunteer with WHY or a member of our Advisory Board? If so, contact Dr Lubna Kerr on lubnakerr@talk21.com

BREAKING NEWS ...

WHY Ambassador

We are delighted to announce that our first ambassador is Amanda Hamilton of the BBC's *Something for the Weekend* programme.

Green Champion

Our founder, Dr Lubna Kerr, has just been named as one of Scotland's green champions by Environment Minister Rosanna Cunningham.

www.thisiswhy.org.uk