

# Health on the shelf

## Health event 2025

### VENUE



Merry Hill  
Shopping  
Centre

### DATE AND TIME



12 - 14 November  
9:00am - 15:00pm

### ATTENDEES



Over 400  
people engaged  
with the event

### EVENT AIMS

Increase  
awareness of  
local health  
services

Provide free  
early health  
checks

Promote  
prevention  
and self-care

Promote  
digital tools  
like the NHS  
App

Strengthen  
local  
partnerships

Reduce  
health  
inequalities



### STALLHOLDERS



- The Mary Stevens Hospice
- DGFT Pharmacy Team
- Dudley Council Public Health
- Your Health Dudley (ABL)
- Home Instead
- Beacon Centre for the Blind
- Talking Therapies Plus
- White House Cancer Support Limited
- Dudley Stroke Association
- Healthwatch Dudley
- Foundation Trust
- BCH NHS Foundation Trust
- AoC Trust
- Top Church
- Dudley Group NHS Charity
- JST (Just Straight Talk)
- Black Country ICB Digital First
- We Love Carers

- DGFT Social Prescribing Link Workers
- Alternatives
- Dudley 0-19 service
- Brook
- The What? Centre
- Boots Hearing
- DGFT AAA Screening
- DGFT Macmillan Living with and Beyond Cancer
- Change, Grow, Live. Atlantic Recovery Community Service
- Cranstoun Dudley children's and young people service
- Dudley Council Education, SEND & Family Solutions Children's Services
- DGFT Lung Health Screening Programme
- Workwell Black Country Healthcare NHS



### EVENT HIGHLIGHTS



  
30 stallholders  
from health  
service, voluntary  
sectors and  
charities

  
Event promotion  
on socials  
reached 13,545  
accounts in total  
approximately

  
13 students from  
DGFT and  
The University of  
Birmingham helped  
facilitate blood  
pressure checks

  
MPs  
congratulated  
partners on the  
collaboration  
and wealth of  
services

  
Over 400  
people  
engaged with  
the event

  
Over 38 people  
gave valuable  
feedback at  
event

  
Over 200  
blood pressure  
checks were  
conducted

  
Merry Hill has  
asked us to  
return next  
year



### BLOOD PRESSURE READINGS



**Over  
200**  
people had their readings  
taken and were given advice  
on how to keep on top of  
their blood pressure  
maintenance.

**33** of these  
individuals had  
**high readings**  
and have been identified as  
people with potential risk.  
The remaining had normal  
readings.

### Location Demographics:

**56.07%**  
individuals had DY postcodes  
**28.97%**  
individuals had B postcodes  
**14.95%**  
individuals had any other  
postcode (WV or even MK)

## ATTENDEE FEEDBACK

*“Very informative”*

*“Lovely people, very helpful and knowledgeable”*

*“Everyone was so helpful”*

*“Extremely useful”*

How helpful was the information provided at the stalls?



How would you rate the health market?



Would you attend a similar health and wellbeing event in the future?

100%

## TOP THEMES

The event was highly successful, well-received, and seen as genuinely valuable for the community. People learned new information, felt supported, and expressed a strong desire for similar future events – especially if promoted more widely and held more often.

Helpful and friendly staff

Desire for more frequent and better-advertised events

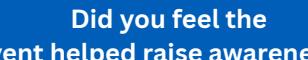
Raised awareness of local support

High-quality information

Did you make any useful connections with other organisations or partners?

92.31%

How well were communication and coordination managed before and during the event?



Did you feel the event helped raise awareness of your service or programme?

100%

Would you attend a similar health and wellbeing event in the future?

100%

*“Very informative”*

*“Lovely people, very helpful and knowledgeable”*

*“Everyone was so helpful”*

## TOP THEMES

Stallholders found the event well-organised, valuable, enabling them to:



Raise awareness



Reach new audiences



Form new partnerships



Audience targeting



Ensuring stall content stays clearly health/wellbeing focused



Event advertising

## NEXT STEPS

Following the success of this year's event, the Dudley Group NHS Foundation Trust will explore opportunities to continue and further expand Health on the Shelf in the coming year, including increased promotion, broader community reach, and enhanced stall alignment to meet emerging local health priorities.