

For General Release

REPORT TO:	CROYDON HEALTH AND WELLBEING BOARD 24 April 2013
AGENDA ITEM:	15
SUBJECT:	Heart Town proposal
LEAD OFFICER:	Dr Mike Robinson, director of public health
CABINET MEMBER:	Councillor Margaret Mead, cabinet member for adult social care and health
WARDS:	All

CORPORATE PRIORITY/POLICY CONTEXT:

Adopting the proposal for Croydon to become a Heart Town will contribute to improving health and wellbeing, a priority in the Community Strategy 2010-15. More specifically it will assist in the delivery of priorities set out in the Joint Health and Wellbeing Strategy of preventing illness and injury and helping people recover; and, preventing premature death and long term health conditions.

In promoting the work of the British Heart Foundation the proposal also addresses the Community Strategy priority of supporting and encouraging volunteers.

FINANCIAL IMPACT

The initiative is expected to be delivered at limited cost to the council. The proposal is to promote existing heart health initiatives in Croydon using the Heart Town brand. Publicity materials will be provided free of charge by the British Heart Foundation. Further work is required to scope whether a small amount of additional resourcing is needed to deliver any new Heart Town activities in schools and workplaces. This would come from the ring fenced public health allocation and be agreed through the normal budget allocation process.

FORWARD PLAN KEY DECISION REFERENCE NO.: This is not a key executive decision

1. RECOMMENDATIONS

The health and wellbeing board is asked to:

- 1.1 Support the proposal for Croydon to become a Heart Town for an initial period of two years.

2. EXECUTIVE SUMMARY

- 2.1 The British Heart Foundation's Heart Town initiative aims to mobilise communities across Britain to fight Britain's biggest killer - heart disease. Heart Towns work by bringing communities together through local fundraising and volunteering to help beat heart disease and other circulatory diseases such as stroke. As well as raising awareness of heart disease in Croydon, the British Heart Foundation will work with the council and its partners to offer residents and businesses support for a range of initiatives including schools activities, workplace health schemes and health and lifestyle information resources.
- 2.2 This report seeks support for the establishment of Croydon as a Heart Town. There are currently around 50 Heart Towns across the country and eight in London. The proposal has the support of the lead cabinet member for health and wellbeing and the Mayor elect.

3. DETAIL

- 3.1 The aims of becoming a Heart Town would be to raise levels of public awareness of heart disease; to activate and involve business and the community in fundraising events and programmes; and to provide education, advice and support on prevention. The short term benefits include community mobilisation with increased levels of volunteering and charitable fundraising. In the medium to long term there is potential for increased health and wellbeing and reduced health and welfare costs.
- 3.2 Whilst Croydon performs close to, or better than, the national average on most circulatory disease indicators, they remain our biggest killers. Heart and circulatory diseases are responsible for around a third of all deaths in Croydon. Women are over three times more likely to die of heart disease than breast cancer. Croydon's population is increasingly overweight and inactive, putting those individuals at risk of heart and circulatory diseases.
- 3.3 Factors contributing to heart and circulatory diseases include:
- Smoking
 - High blood pressure
 - High blood cholesterol
 - Being physically inactive
 - Being overweight or obese
 - Family history of heart disease
 - Ethnic background - South Asian men are more likely to develop heart disease at younger age, and have higher rates of heart attack. Black ethnic groups have the highest stroke mortality rates.
 - Gender: men more likely to develop heart and circulatory diseases at an earlier age than women
 - Age: the older you are, the more likely you are to develop heart and circulatory diseases. Their prevalence increases significantly after the age of 40 years.

- 3.4 Heart Towns have a small number of minimum requirements, but there is also scope to create a range of bespoke activities or to link existing activities under a common branding. The minimum requirements are to:
- Adopt Heart Town branding – e.g. adopt the brand in council email signatures during National Heart Month
 - Set up a marked Heart Town walk or running route in the town centre
 - Distribute British Heart Foundation information and material in any planned activities in schools, workplaces or the community
 - Endorse British Heart Foundation fundraising and volunteering initiatives in Croydon
- 3.5 We propose to use the Heart Town initiative to link and promote a number of existing activities (including sports and physical activity, healthy eating and stop smoking programmes) as well as use it to stimulate new prevention initiatives in two key settings: schools and workplaces.
- 3.6 A Heart Town launch is planned for June 2013. Public Health Croydon has allocated two existing post holders to develop and deliver the Heart Town initiative for Croydon. They will also be responsible for ensuring that the programme is evaluated to enable a decision on whether to extend the Heart Town initiative beyond the initial two years.

4. CONSULTATION

- 4.1 Partner organisations are being consulted on the Heart Town proposal through the health and wellbeing board.

5 SERVICE INTEGRATION

- 5.1 Heart Town offers the opportunity to address a range of lifestyle factors that contribute not only to cardiovascular risk but also to risk of cancer and diabetes. These can be addressed in an integrated way through Heart Town activities.

6. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 6.1 The initiative is expected to be delivered at limited cost. The proposal is to promote existing heart health initiatives in Croydon using the Heart Town brand. Publicity materials will be provided free of charge by the British Heart Foundation. Further work is required to scope whether a small amount of additional resourcing is needed to deliver any new Heart Town activities in schools and workplaces. This would come from the ring fenced public health allocation and be agreed through the normal budget allocation process.

7. LEGAL CONSIDERATIONS

- 7.1 There are no legal considerations arising from this report.

8. HUMAN RESOURCES IMPACT

- 8.1 There are no immediate human resources implications that arise from this report.

9. EQUALITIES IMPACT

9.1 An initial equality impact assessment has been undertaken which has identified that heart and circulatory diseases affect groups with some protected characteristics disproportionately. These include ethnic origin, gender and age. It has identified that any campaign materials and activities will need to be appropriately targeted. Existing material from BHF has been assessed and fulfills these criteria. When the project moves into the planning stage findings from the initial equality impact assessment will be taken into account.

10. ENVIRONMENTAL IMPACT

10.1 There is some potential for environmental benefits. The British Heart Foundation supports the collection of used clothes and furniture for charity.

10.2 Heart Town also promote sustainable travel through raising awareness of walking and cycling as beneficial for heart health.

11. CRIME AND DISORDER REDUCTION IMPACT

11.1 No impacts on crime and disorder have been identified.

12. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

12.1 Becoming a Heart Town in partnership with the British Heart Foundation will stimulate wider community mobilisation in the fight against heart disease.

13. OPTIONS CONSIDERED AND REJECTED

13.1 Decline BHF invitation to become a Heart Town

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BACKGROUND PAPERS - LOCAL GOVERNMENT ACT 1972

No background papers