



Croydon **Heart Town**

DRAFT Annual Report

April 2015 to March 2016

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Foreword

It is with very real pride in the achievements of our third year as a Heart Town, that I am writing the foreword to the Croydon Heart Town Annual Report for 2015/16.

Heart Towns were launched by the British Heart Foundation during its 50th anniversary year, with the aim of establishing 50 Heart Towns across the UK. The Heart Towns initiative aims to mobilise communities to prevent and fight Britain's biggest killers, circulatory and heart diseases. Heart Towns work by bringing communities together through local fundraising and volunteering to help beat heart disease.

Croydon became a Heart Town on 15 July 2013 with the signing of the Heart Town Pledge by the Mayor of Croydon and representatives of the British Heart Foundation. In our third year as a Heart Town we have continued to work closely with the British Heart Foundation to increase awareness and provide education around how to prevent heart disease with a particular focus on schools and workplaces. Since becoming a Heart Town we have also raised over £30,000 to help fight heart disease.

This report summarises the progress made during Croydon's third year as a Heart Town as well as our plans for future developments.

Councillor Maggie Mansell
Chair of Croydon Health and Wellbeing Board

Heart and circulatory diseases in Croydon

Heart and circulatory diseases, or cardiovascular diseases (CVD), are responsible for around a third of all deaths in Croydon and are also major causes of early death (under 75 years) and disability. Almost half (46%) of these deaths are from coronary heart disease and nearly a fifth from stroke (18%). Whilst Croydon performs close to, or better than, the national average on most CVD indicators, CVD remains one of the borough's biggest killers. 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 CVD.

The rate of early death from CVD in Croydon has been falling for over a decade and is similar to the national rate. However, 215 individuals die early every year in Croydon from CVD. It is estimated that around 133 of these deaths could have been prevented.

Data from the Joint Strategic Needs Assessment indicates that both the one and three year trends for early death from circulatory diseases and two other key indicators (deaths from coronary heart disease and emergency readmissions within 28 days of discharge for stroke) have been worsening. Although Croydon's performance is not significantly different from the national average, without action these may well become future challenges for the borough.

There are significant health inequalities for CVD in Croydon in terms of age, gender, ethnicity and deprivation. Deaths from CVD are concentrated in the over 75s age group. More men than women die of CVD. Croydon GP data on CVD (including hypertension, atrial fibrillation, stroke, heart attack, coronary heart disease and heart failure) record greater prevalence amongst men compared to women for all these conditions except hypertension. Black people had the greatest recorded prevalence for hypertension and stroke. Atrial fibrillation was greatest amongst White people, while for Asian people the greatest prevalence was for heart attack and coronary heart disease.

People from the most deprived communities in Croydon have a CVD death rate that is twice as high as people from the least deprived communities. Differences in smoking and obesity rates are factors that may partly explain this inequality.

Why did Croydon become a Heart Town?

The two outcomes that Croydon Heart Town aims to make a significant contribution to are:

- increased healthy life expectancy
- reduced differences in life expectancy and healthy life expectancy between communities

The first outcome is to improve not only how long people live – their life expectancy, but also how well they live – their healthy life expectancy. The second goal focuses attention on reducing inequality in health outcomes between people, communities and areas in the borough. By focusing on longer healthier lives and narrowing the gap we will help increase independence, a key goal for both the council and the NHS locally. Heart Town aims to do this by reducing the levels of disease and disability caused by heart and circulatory diseases. A heart healthy lifestyle also provides protection against cancer, diabetes and, to some extent, liver and respiratory diseases.

Cardiovascular disease is estimated to cost the UK economy £19 billion a year. Of the total cost of cardiovascular disease around 46% is due to direct health care costs, 34% to productivity losses, and 20% to the care of people with cardiovascular disease (both social care and informal care). Local work to model the cost of just one modifiable risk factor for cardiovascular disease – smoking – estimated that the cost of smoking to the Croydon economy is around £82 million a year. By tackling cardiovascular disease we aim to reduce these costs and contribute to the growth of the local economy.

What can we do to prevent heart disease?

In Croydon there is a mixed picture in relation to the modifiable lifestyle factors that cause heart and circulatory diseases. Whilst the adult smoking rate is falling, there are rising levels of overweight and obesity in both adults and children. The estimated level of healthy eating in adults is better than the national average, with levels of physical activity in adults close to average.

Excess body fat and smoking are the two single most significant causes of cardiovascular disease and preventable death. Other contributory factors include high levels of alcohol consumption, too much fat and salt in the diet and stress. Conditions such as diabetes also carry an increased risk of developing cardiovascular diseases.

21% of heart disease is attributable to excess body fat. In Croydon, almost a half of all adults are overweight or obese (one in four are obese). One in three children under the age of 11 is overweight or obese. Helping people achieve and maintain a healthy weight, eating well and being more active is a key goal for Croydon Heart Town.

14% of deaths from cardiovascular diseases are caused by smoking. One in five adults (around 50,000 individuals) in Croydon smoke: this is close to the national average. Although the smoking rate is falling there remains considerable scope to help more people to quit through the Heart Town. This will also contribute to reducing sickness, disability and deaths from respiratory diseases and cancers.

Good mental health and the reduction of stress can also contribute to reducing the risk of cardiovascular diseases. Physical activity and volunteering are two elements of the Heart Town programme which contribute to better mental health and reduced stress.

Croydon Heart Town objectives

All British Heart Foundation Heart Towns are expected to:

- raise levels of public awareness of heart disease;
- activate and involve business and the community in charitable fundraising; and,
- provide education, advice and support on how people can reduce their risk.

In Croydon we also aim to:

- increase the proportion of people who take action to reduce their risk of heart and circulatory diseases by:
 - achieving a healthy weight
 - increasing their level of physical activity
 - stopping smoking
- identify undiagnosed heart disease in people aged 40-74 through NHS Health Checks

A range of indicators have been chosen to help us measure progress. These can be found at appendix 1.

Fundraising and volunteering

Croydon Heart Town has provided the impetus for a wide range of fundraising activities both large and small.

In June 2015 a team from the borough competed in the London to Brighton Bike Ride to raise funds for the British Heart Foundation. Croydon Heart Town also got behind the Great British Bagathon in September 2015 - the UK's biggest bag filling challenge. The idea behind the Bagathon is simple – British Heart Foundation can turn the things people don't need into bags of life-saving research. We promoted registration for the Bagathon amongst Croydon's workplaces, asking staff to fill as many bags as they could with unwanted clothes, shoes, toys, books, CDs or DVDs.

Croydon marked National Heart Month in February by promoting Wear It Beat It, British Heart Foundation's campaign to encourage as many people as possible to wear red for a day to raise awareness of heart disease and funds for lifesaving research.

The Big Lunch aims to get as many people as possible across the whole of the UK to have lunch with their neighbours. In June 2015 all organisers of lunches big and small were sent a Croydon Heart Town message and fundraising pack. As part of the celebrations Croydon Heart Town supported an inter-faith bike ride to promote physical activity and strengthen community connectedness.

Since becoming a Heart Town, Croydon has raised over £30,000 for the British Heart Foundation - a truly 'heartening' achievement.

[FUNDRAISING ACTIVITY PHOTOS HERE]

Campaigns & awareness raising

Croydon Heart Town has coordinated a number of health promotion campaigns and awareness raising events over the year. These include:

- Surrey Street Market Harvest Festival (September 2015)
- Stoptober quit smoking campaign (October 2015)
- New Year quit smoking campaign (January 2016)
- Dry January Campaign (January 2016)
- NHS Health Checks campaign (October 2015)
- British Heart Foundation's 'Wear It, Beat It' campaign (February 2016)
- National No Smoking Day (March 2016)

[SELECTED CAMPAIGN IMAGES HERE]

Events

In June 2015 Heart Town was one of the sponsors of the Pearl Izumi Tour Series and Matrix Fitness Grand Prix. Thousands of people lined the streets of Croydon as the town hosted a hugely successful visit from cycling's elite. Heart Town also had a presence at the inaugural summer Ambition Festival. Our aim was to increase participation in dance as a great way to be physically active. Heart Town ran a number of dance workshops, across the two days of the festival. The workshops included learning a Bollywood routine, maypole dancing and a highly popular tea dance. In August 2015 Croydon Heart Town supported the third Vanguard marathon. This is a marathon like no other, across varying terrain from urban central Croydon into leafy Surry, taking in the steep slopes of the North Downs.

Healthy Heart song competition

To engage communities and raise awareness during February's National Heart month, Croydon Heart Town launched a Healthy Heart song competition for schools with award-winning music industry judges selecting the winners. Over 200 school children in the borough entered the competition with the winner having the opportunity to record their song in a professional music studio and have the song aired on local radio. The competition had local children coming together to write a song that celebrates what we can all do to keep our hearts young and healthy.

Healthy Living Hub

The Healthy Living Hub in the Central Library has promoted heart health throughout the year. This walk in service is aimed at those people who might need some extra help and encouragement to change to a more healthy diet and lose weight, to stop smoking or to increase their physical activity. It also acts as a signposting and referral service. Visitors can have an NHS Health Check or get one to one stop smoking support with no need to book. The Hub runs regular chair based exercise classes that attract older members of the community and table-tennis for participants of all ages (the oldest is in her 70's). There are regular slots for host visiting agencies including Diabetes UK, British Heart Foundation, and Age UK. Over 6,000 people visited the Hub in 2015/16. It has been particularly successful in attracting men, with 52% of the visitors being male. This shows the acceptability of a neutral venue, like a public library, as a place for reaching out to men who are less likely to visit traditional healthcare settings. One visitor said: *'If I wasn't here I'd be sitting at home alone. This class has helped me greatly, not just with exercise but with my depression. It motivates me to come out of the house and I look forward to laughing and exercising with the friends I have made.'*

Healthy eating

Croydon Food Flagship

We are in the second year of the Food Flagship programme which was established with the active support of Croydon Heart Town. The vision is to transform the food environment in the borough through increasing skills, knowledge and access to good food..

We have three Food Flagship schools working to make whole school improvements to food. They are also trying out new ideas and sharing what works with other schools to inspire positive changes across the borough. Fairchildes Primary, Rockmount Primary and Meridian High, formerly known as Addington High School started their Food Flagship journey by auditing current provision and creating their own School Food Plans, with actions to increase school meal take up, develop large scale food growing areas and engage the wider school community in activities relating to growing and cooking. Since becoming a Food Flagship school, Fairchildes Primary School has created a new family breakfast club menu with more fruit and vegetables and less high fat, high sugar items. They have swapped pastry items for lower fat bread products and now have healthy protein choices such as boiled or scrambled eggs and baked beans. They also have daily specials such as watermelon and fruit loaf. The busy breakfast club enables children and parents to enjoy breakfast together, play games, make smoothies or spend time digging in the school allotments.

The Community Food Learning Centre, based in New Addington, offers fantastic cooking and growing lessons, working with both children and adults. From the kitchen to the garden, the Community Gardening Project trains residents to become Master Gardeners and Food Buddies, and has helped contribute towards maintaining and utilising the fantastic green spaces we have locally. The Healthy Businesses project aims to stimulate the local economy and provides an eight week free course for those who want to set up a food business. Croydon's Food Partnership Board has been established and brings together a wider range of people involved in providing great food for local people.

[FOOD FLAGSHIP PICTURE HERE]

Eat Well Croydon Healthy Catering Award

Heart Town is working to encourage food businesses to provide healthier options for their customers. The Eat Well Croydon Healthier Catering Award is a voluntary scheme for food businesses in Croydon. It is based on the principle that small changes in food choices, preparation and

cooking methods can make a big difference to health. The project is focused on the areas of highest childhood obesity in Croydon. Businesses are invited to apply for the Award and supported to make changes to their food service to make healthy eating easy and accessible for their customers. All businesses applying for the Award are required to meet set criteria adapted from the Chartered Institute of Environmental Health Healthier Catering Commitment award and to attain a minimum food hygiene standard rating of 3. So far, 39 businesses have been signed up for the Eat Well Award. The Award is continuing for the next year with the aim of signing up a further 20 businesses and growing a network of venues in Croydon where people can choose to Eat Well.

Phunky Foods & Alive N' Kicking

Croydon is pioneering a new approach to supporting children and young people to reach or maintain a healthier weight. We have two services: Phunkyfoods promote physical activity and healthy eating in early years, primary and special schools. Alive N' Kicking provides a weight management service for 4-12 year old children. The new service motivates and supports children to improve their health, well-being and self-esteem. Both services work in more deprived wards in Croydon (due to the local link between deprivation and obesity), and work with the whole family. Over the last year Phunkyfoods have worked in over 40 schools and pre-schools with a combination of *curriculum support and activities*. *Alive N' Kicking have delivered their programmes in leisure centres, youth centres and schools. One parent said 'My son thoroughly enjoyed the sessions and looked forward to it every week. He has achieved so much and I'm very proud of him. Thanks to you all at Alive N' Kicking. I believe he will continue to make good progress and keep healthy'.*

One example of a project delivered by Phunky Foods is a six week 'back to school' cookery club for parents at South Norwood Primary. Parents were taught about the Eat Well Plate, what a balanced diet looks like. They learnt about the consequences of a healthy or not so healthy diet. They were also taught how to read food labels. Parents taking part reported that they had changed their family's eating habits by using the skills and knowledge they had learnt. All of them made new friends. Support has carried on in the school with a regular coffee morning for the parents. Claire Austridge, Families First Co-ordinator at South Norwood Primary said 'Hosting a cookery club at school without a kitchen is hard work, but the rewards from it have been fantastic. The school has been able to engage with parents through the cookery sessions. The parents not only enjoyed the sessions, the food and the social side but they have also made life enhancing changes for themselves and their families. The Cookery Club has had a very positive impact on all those attending.'

[PHUNKY FOODS AND ALIVE N' KICKING LOGOS HERE]

Physical activity

Croydon Heart Town is working hard to encourage everyone to be more active, whatever their ability and baseline activity level.

Fitter Fans

Heart Town has given its backing to the Crystal Palace 'Fitter Fans' scheme. This is aimed primarily at men aged 30 and over and aims to improve overall health and fitness through a free 10 week course. Each session lasts two hours and includes a workshop and fitness session. The workshops cover topics like healthy eating, stopping smoking, CPR and general health and fitness, as well as a Q&A session with current and former players. The most recent group to graduate through the programme was made up of 22 fans aged between 30 and 70 years old. Fifteen of them managed to lose weight, 16 saw a reduction in blood pressure, one participant saw his waist shrink by a massive 12cm! After completing the course the fans can join the next level of the programme and take part in weekly football training sessions. The scheme has helped over 250 fans improve their health.

'The fitter fan session yesterday was awesome. The warm-up session was very professional and at a good level for all involved. The fitness test was gruelling but very rewarding... Basketball was so much fun... You don't even realise you're actually working out and getting healthier. I think it's because we all laugh and share the common goal of becoming fitter.'

Workplace health

Physical activity programmes at work have been found to reduce absenteeism by up to 20%. The results of Croydon Council's staff health and wellbeing survey showed that 90% of roles in the council are entirely sedentary. More than 50% of staff reported doing no or minimal physical activity during the week. Fifty four percent of staff who responded to the survey were overweight or obese. The council's workplace health group have developed a plan to increase people's level of physical activity, help them lose weight and reduce their level of stress. Some of the innovations introduced during the year include providing table tennis tables for staff to use during breaks; and exercise classes including ballroom dancing, circuit training and Pilates. In February 2016 the council held a Step Challenge to encourage people throughout the organisation to move more by taking part in a fun competition. Two hundred and fifty staff members (50 teams of five) took part in the Challenge. Twenty nine teams had scores of over 1,000,000 steps each by the end of the Challenge, with the winning team recording an amazing 1,644,304 steps. In recognition of its achievements in promoting workplace health the council has been awarded the Employer's Network for Equality and Inclusion Wellbeing at Work Award and the London Healthy Workplace Charter (LHWC) at Achievement Level Award.

NHS Health Checks

[NHS HEALTH CHECK CAMPAIGN POSTER IMAGE HERE]

The NHS Health Check programme aims to help prevent heart disease, stroke, diabetes, kidney disease and certain types of dementia. Everyone between the ages of 40 and 74, who has not already been diagnosed with one of these conditions or have certain risk factors, will be invited (once every five years) to have a check to assess their risk and will be given support and advice to help them reduce or manage that risk. More than 6,000 people in Croydon received an NHS Health Check last year, mainly through GP surgeries and pharmacies.

Our outreach service aims to increase take up of NHS Health Checks in higher risk and harder to reach groups (including the homeless and people not registered with a GP). This year we have extended our focus to workplaces across the borough. The outreach team has seen more than 300 employees in Croydon businesses over the past year.

We have also focused on raising awareness and promoting the service among our population to ensure that every person in Croydon has the opportunity to improve their health and wellbeing. We promoted the service by sending a mail out with information to all households in Croydon. This led to a significant increase in people requesting an NHS Health Check.

[BIG UP YOUR HEALTH EVENT PHOTO HERE]

Free NHS Health Checks were offered to the public during a promotional event at the Whitgift Shopping Centre. Shoppers were offered a free NHS Health Check as well as receiving advice about healthy eating, weight management, getting active, quitting smoking, reducing alcohol intake and more. There was also an opportunity to burn some calories on the smoothie bike. Forty three health checks were carried out by the outreach team and they engaged with around 200 people on the day.

Stop smoking support

For several years, Croydon has successfully achieved its quit target - delivering over 2000 quits a year. Services we provide in the borough include stop smoking advice in GP surgeries and in pharmacies, an outreach service and a hospital based service for people wanting to give up before they have surgery or give birth. Although many people are able to give up smoking with little or no support some people need extra help. There are also differences in smoking rates between communities. This is one of the most significant drivers of health inequalities in the borough. Amongst routine and manual workers in Croydon, 29% of adults are smokers, whereas only 17% of the general population are. This is one of the reasons why we are now targeting our efforts at people from routine and manual groups, people who are unemployed and people living in areas of higher deprivation. Quit rates of targeted groups have been steadily improving. Quits from routine and manual workers increased by 13% and quits from sick and disabled people by 77% from a 2013 baseline. Quits from people living in New Addington and Fieldway are also up 18.5%.

This year we piloted a harm reduction strategy to help reduce smoking among people with severe mental illness. By recognising the challenges that people with mental illness face in quitting smoking entirely, this innovative approach aims to support those who can't quit or aren't ready to set a quit date. The programme works with people to reduce their smoking at their own pace until they are ready to set a quit date.

Our plans for 2016/17

Croydon Heart Town brings together a wide range of programmes and project with the aim of improving heart health in the borough. In 2016/17 we will continue to promote healthy eating by developing a healthy food culture with local schools and communities leading the way. We have some exciting new projects in the pipeline including launching Good Gym and a new weekly park run in South Norwood Country Park. Most excitingly we will be launching a new integrated healthy lifestyle online service - Just Be. We are supporting the south London diabetes prevention programme and will be using NHS Health Checks to identify and support people at risk of developing diabetes. We will be working to get Croydon moving by promoting active transport, including walking and cycling, as well as continuing to promote participation in sport and use of our green spaces. We also want to do more to support people with heart and circulatory conditions (like AF and angina) to manage their health and live active and productive lives by working with the Together for Health programme.

Appendix 1 2015/16 Croydon Heart Town Outcome Indicators [INSERT UPDATED TABLE HERE]