Director of Public Health’s Annual Report 2017

Rachel Flowers, Director of Public Health for Croydon
What creates Health and Wellbeing?

it’s not all about *health* services – it’s more about the relationship between what makes the *person*, their *community* and their *environment*
Health Inequalities – The Social Gradient

Health inequalities — the social gradient
Health inequalities are unjust and avoidable differences in people’s health.

The ‘un-level’ playing field
Socio-economic circumstances benefit some more than others, so not everyone has the same opportunities to lead a healthy life.

A good start in life
Being in control of your life
Having good/ fair employment
Having a healthy standard of living
A safe home and good community

Public Health England
Alternative Tips for Better Health

- Don’t be poor. If you can, stop. If you can’t, try not to be poor for long
- Don’t live in a deprived area. If you do, move
- Don’t be disabled or have a disabled child
- Don’t work in a stressful, low paid manual job
- Don’t live in damp low quality housing or be homeless
- Be able to afford to pay for social activities and annual holidays
- Don’t be a lone parent
- Claim all benefits to which you are entitled
- Be able to afford a car
- Use education as an opportunity to improve your socio-economic position

Source: Townsend Centre for International Poverty Research, University of Bristol (2004)
Estimates of the Impact of Broader Determinants on Health

Behaviours 30%
- Smoking 10%
- Diet/Exercise 10%
- Alcohol Use 5%
- Poor sexual health 5%

Socio-economic Factors 40%
- Education 10%
- Employment 10%
- Income 10%
- Family/Social support 5%
- Community safety 5%

Clinical Care 20%
- Access to care 10%
- Quality of care 10%

Built Environment 10%
- Environmental quality 5%
- Built environment 5%

Source: Robert Wood Johnson Foundation
There are many population estimates for Croydon.

For example:

**CURRENT CROYDON POPULATION ESTIMATES. THESE ARE ALL PUBLISHED STATISTICS ORDERED BY SIZE, BUT WHICH WOULD YOU USE?**

- **382,304** 2016 Mid year estimates, ONS
- **383,488** 2015 Round SHLAA based projections, GLA
- **383,378** 2011 Census, ONS
- **386,670** 2014 Sub national population projections, ONS
- **401,627** 2016 GP Population Register, GLA
We have an Increasing Population

2nd largest population in London

In 2016 there were

382,300 people in Croydon
This is the 2nd highest in London
Source: 2016, Mid-Year Population Estimates, ONS

By 2031 there will be

434,448 people in Croydon
a 12% increase in the next 15 years
Source: 2016, Round 3 NLAA based projections, GLA
Percentages and People

Age gradient across north to south: Younger north and an older south
Population Profiles

Ethnicity:
Currently, 49.3% White; 50.7% BAME
In 2025, 44.4% White; 55.6% BAME

Variation by age sub-groups

*Does not include British Sign Languages, or Braille
WHO definition of Health

‘Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity’

Preamble to the Constitution of the World Health Organisation, entered into force on 7th April 1948 and unchanged since