



# Families, Health and Social Care

## Cabinet Member Bulletin

Councillor Jane Avis

December 2018

---

### LATEST NEWS

#### Finalist in the Social Worker of the Year Awards

Lorraine Falconer, who manages Croydon's disabled young people transition team that supports young adults aged 16-25 with learning disabilities to become more confident and independent, is up against three other finalists in the category of Practice Educator of the Year in the National Awards – Social worker of the Year.



Lorraine was nominated by colleagues because of the way she has inspired and supported nine undergraduate and postgraduate social work students, four newly-qualified social workers and two apprentices, both of whom have since completed their degrees to join the profession. Lorraine also coaches both trainee and newly-qualified Croydon social workers in frontline best practice and policy, as well as helping teach employment modules to final-year social work degree students at Kingston University.



Lorraine is committed to developing the social workers of the future, and is proud of Croydon. It is clear that Lorraine supports and cares for Croydon residents, whether that's young people with learning disabilities or new social work recruits and is already a winner but having national recognition would be a great external endorsement of her work.

I wish Lorraine every success in November. <http://socialworkawards.com/>

## Finalist in the Local Government Chronicle Awards



One Croydon Alliance has been shortlisted for a Local Government Chronicle (LGC) award, along with four other Croydon Council projects.

I am incredibly proud that the excellent work that the Alliance do to transform the way services are delivered to Croydon residents is being recognised in the Health and Social Care category. The annual awards celebrate the best work of local authorities across the country, with a final winner being selected in March 2019. I wish all the teams from Croydon the best of luck. <https://awards.lgcplus.com>

## Croydon is in London's top 10 for helping to create a healthy food future for residents

The work we do to support residents to be healthier by cooking, growing and eating good food have been recognised in this year's Good Food for London report.

The report ranks performance on 11 measures to assess how each council is taking action to make improvements in areas such as food growing, school food, healthy catering, Fairtrade and fair pay.

Croydon is placed 8th in this year's league table. The SUGAR SMART Croydon campaign, the Live Well Croydon programme and [JustBe Croydon health website](#) are just a few examples of how we are trying to reduce obesity rates and help people to better look after their health.

The council also received top marks for achieving Fairtrade status, participating in the Healthier Catering Commitment scheme for businesses, for having community food-growing initiatives and for a significant number of schools achieving bronze level in the Healthy Schools London programme.

In addition, we were commended for being one of six boroughs to not only be an accredited London Living Wage employer but also for promoting the scheme locally to businesses.

Read more here <http://news.croydon.gov.uk/croydon-ranked-in-londons-top-10-for-creating-a-better-food-future-for-residents/>



## Feeling Festive? The Cherry Orchard Garden centre is the place to go!

The Cherry Orchard Garden Centre, which is run mainly by Adults with learning disabilities, is selling Christmas trees, wreaths and table decorations this year.

They are open Monday to Friday, 9.30 to 15.30 with extra Saturdays on the 1st, 8th, 15th and 22nd of December, 09.00 to 13.00. All the money raised goes back into the centre to buy new planting material to grow on for the public.



You can find them at 171 St James's Road, Croydon, CR0 2BY or call 020 8689 2625. Free parking at rear.

## DELIVERING OUR AMBITIONS

### Committed to becoming a fully inclusive borough for residents living with dementia



I am incredibly proud that the Alzheimer's Society has recognised Croydon's commitment to become a fully inclusive borough for residents living with dementia and awarded Croydon the 'Working towards Dementia Friendly' status, the highest accolade given by the Alzheimer's Society. This has been achieved by the [Croydon Dementia Action Alliance \(CDAA\)](#), an active partnership that has met, or is taking

steps to meet a number of criteria which underpin the three pillars of a dementia friendly community - people, place and process.

A dementia friendly community is a city, town or village where people with dementia are respected and confident they can contribute to community life. This helps to reduce stigma and make people feel understood and supported to be a valuable part of society. There are over 3,600 people living with dementia in Croydon. It is a progressive condition that can lead to memory loss and difficulties with thinking, problem-solving or communication. It is estimated that one person develops dementia every three minutes.

The CDAA offers Dementia Friends awareness sessions, which are about learning more about dementia and the small ways people can help. These actions can range from simply being patient if someone ahead in the supermarket is struggling, to something larger such as ensuring that buildings are welcoming to people who have dementia.

The CDAA's achievements to date include:

- More than 1,000 Croydon Council staff signed up as Dementia Friends – mandatory dementia sessions will soon be rolled out to all council employees.
- More than 400 dementia friendly Met Police officers in Croydon, with plans for all new recruits to attend Dementia Friends sessions.
- Croydon Health Services is offering new nurses, care staff and housekeeping at Croydon University Hospital the opportunity to attend Dementia Friends sessions, which will better support patients and their relatives.
- Croydon's GP collaborative will support all 55 GP surgeries to be dementia friendly.
- A Dementia Friends session was held with 43 BRIT school students and their tutors.
- Working with the [One Croydon Alliance](#) to provide Dementia Friends awareness sessions to all staff.



raising awareness about the condition with more children and young people.

More information: [www.croydon.gov.uk/dementia](http://www.croydon.gov.uk/dementia) or [Rachel.Carse@Croydon.Gov.Uk](mailto:Rachel.Carse@Croydon.Gov.Uk)



We are working with the David Lean cinema in Croydon Clocktower to schedule dementia friendly screenings next year to enable carers and people living with dementia to enjoy going to the cinema in a welcoming environment. Also throughout next year, the CDAA aims to work with those in other sectors such as the local arts, leisure, faith groups and housing, as well as

## Are you too sweet for sugar?



We have set a sugar-free challenge for Croydon residents. If you reduce your sugar intake for 30 days you can reduce your risk of developing health problems like tooth decay, gaining weight and Type 2 diabetes. Residents, schools and local businesses are already taking part in [SUGAR SMART Croydon](#).

Just like Curtis (pictured), a year 3 pupil at St Marys Catholic Primary Schools Trust in Croydon.

It can be hard to cut down on sugar because it is often hidden in food and drink but there are steps that will make it easier to cut down on added sugar. Added sugar is put in foods at home or by the producer and includes sugars in honey, syrups and fruit juices but not the natural sugars in milk or whole fruit and vegetables.

The council's public health team have continued to raise awareness around hidden sugars in food and drinks since programme was launched in January 2018. By delivering presentations, holding market stalls and working in partnership with schools, workplaces, restaurants, businesses and local organisations. They are encouraging them to take action on sugar by signing pledges to make simple changes to the food and drink they offer.

Organisations and residents can make their pledges on the [council website](#). In return, we will keep you informed about sugar smart news across the country to encourage communities to choose healthier options in their diet.

To date, the following number of organisations and individuals have signed up to the SUGAR SMART initiative in Croydon:

- 144 Individuals
- 15 Schools Including Early Years (0-5)
- 11 Businesses

The top three collective pledges made are:

1. 74% (127) have pledged to check the sugar content of food and drink before purchasing
2. 40% (96) have pledged to replace fizzy drinks with sugar free variants
3. 54% (92) have pledged to swap flavoured yoghurts for Greek or natural yoghurt

Visit our website to try out the 30-day SUGAR SMART autumn challenge – [www.croydon.gov.uk/sugarsmart](http://www.croydon.gov.uk/sugarsmart)

## LIFE service celebrating its first birthday and a 'good' CQC rating

We had some excellent news, the CQC inspected the Living Independently for Everyone (LIFE) community reablement service and rated it as "good" for all aspects of the service, including its safety, responsiveness and how well it was led.



The report summary said the service, which operates a specialist rehabilitation service to people who have just left hospital, provided joined-up and safe care which met residents' needs well, had good communication between professionals and included appropriate staffing levels.

Feedback to CQC inspectors during the visit included comments from a service user's relative, who said: "The service is very good, I'd rate it outstanding. They'd call and make sure I was happy with everything and that my relative was too. It gave them back the confidence they'd lost."



LIFE, which was developed by the One Croydon Alliance, celebrated its first birthday on 11th October 2018. Councillor Bernadette Khan, Mayor of Croydon and her Consort Qaiyum Khan, visited the team at Lennard Road to celebrate with them.

LIFE is achieving excellent results. In its first year:

- Over 1,000 hospital referrals to get patients home faster or avoid hospital admission
- 95% of people in their own home within two hours of being discharged from hospital
- 847 possible hospital admissions avoided
- 15% fewer emergency admissions
- 18% fewer non-elective admissions for residents over 65
- 16% fewer non-elective admissions for residents under 65

In the LIFE service's first six months, 62% fewer patients needed care packages six weeks after hospital discharge and around 450 residents spent less time in hospital, or none at all.

**AMBITIOUS FOR CROYDON**

These achievements show how lots of organisations are working together really well helps residents enjoy greater independence at home and prevents lengthy stays on a hospital ward.

In March 2018, the One Croydon Alliance – formed in spring 2017 of Croydon Council, Croydon Clinical Commissioning Group (CCG), Croydon Health Services NHS Trust, Croydon GP Collaborative, South London and Maudsley NHS Foundation Trust, and Age UK Croydon – signed a contract extension for another nine years. I look forward to the One Croydon Alliance going from strength to strength and supporting even more people in the borough.

For more information: [Rachel.Soni@croydon.gov.uk](mailto:Rachel.Soni@croydon.gov.uk) or [Annette.McPartland@croydon.gov.uk](mailto:Annette.McPartland@croydon.gov.uk)

## WORKING WITH PARTNERS

### Modern day Slavery conference



On October 16 I attended a Modern Day Slavery conference arranged by Croydon Council to give professionals working in Croydon a wider understanding of the scale and depth of human trafficking and modern slavery, as well as the impact on potential victims.

Throughout the morning 130

attendees from a range of different professions and I, heard about the horrific situations some people are in, and the incredible work that is being done to tackle it, support the victims and bring the perpetrators to justice. I felt privileged to hear from:

- DS Paul Smith from the MET Police on County Lines and child trafficking
- Stephanie Scott from the Rape & Sexual Abuse Support Centre (RASASC) on the Sexual abuse of victims
- Marissa Begonia from Voice of Domestic Workers who shared personal stories and the work to support domestic workers from abuse
- Saima Raza from Croydon Community Against Trafficking talked about the local work that is happening
- Sarah Di Giglio from the International Organisation for Migration on the Vietnamese Foster Children Pilot which Croydon was a partner in.

I learnt a lot. And would like to pass on the fact that shockingly, there are more people in slavery today than at any time in human history. We can all take action to raise our awareness and also report any concerns, information on how to is on the Modern Slavery Helpline website - [www.modernslaveryhelpline.org/](http://www.modernslaveryhelpline.org/)

## It's not too late to protect you and your family ahead of the flu season this winter

Free flu vaccinations are available in Croydon for young children, pregnant women, the over 65s and those with certain health conditions.

We are urging parents to vaccinate their toddlers against the flu this winter after figures reveal that only one third (33.3%) of two to three year olds in the borough had their free flu vaccination last year – well below the national average.



Little children are some of the worst affected by the flu virus and, if they get it, they are likely to infect other members of their family too. Children and those with health conditions such as severe asthma, chest or heart complaints and diabetes, are at greater risk of contracting the virus.



Children aged two and three can be taken to their GP to be vaccinated where, in most cases, they will receive a nasal spray that is quick, free and painless. For school-age children, the vaccine is usually provided free of charge in school. People can ask their pharmacist or GP for advice about the flu vaccination, even if they are feeling healthy. A charge may be applied if you are not eligible for a free NHS or employer-funded vaccine.

Carers and frontline health and social care staff are also being encouraged to have the flu vaccination to protect both themselves and the individuals they care for.

Information about the flu is available on the NHS website [www.nhs.uk/flu vaccine](http://www.nhs.uk/flu vaccine)

Here are some more top tips to keep well when it's cold outside:

1. **Keep warm** - Heat your home to at least 18°C (65°F). Keep your bedroom window closed at night as breathing in cold air can increase the risk of chest infections.
2. **Get financial support** - Grants, benefits and sources of advice are available to make your home more energy efficient, improve your heating or help with bills.
3. **Look after yourself** - Treat colds and sore throats quickly. Wrap up warm and wear shoes with a good grip. When indoors, get up regularly, stretch your legs and make yourself a warm drink.
4. **Check on others** Look out for older neighbours or relatives. Make sure they're warm enough, especially at night, and have stocks of food and medicines.

Get more winter wellness advice at [www.nhs.uk/staywell](http://www.nhs.uk/staywell)

## HIV Testing Week – Give HIV the finger



Croydon Council organises the local campaign for the national HIV Testing Week campaign in the borough. The year the week starts on Saturday 17<sup>th</sup> November. The campaign helps to raise awareness of the importance of HIV testing, as well as increasing the opportunities to test. It also helps to reduce the fear and stigma around HIV. Most people get HIV from someone who doesn't know they have it, so the only way to be sure is to get tested. The treatment now available for HIV is very effective and not only does it restore people to good health but also helps reduce the onward transmission of HIV.

Extra HIV testing venues will be available in Croydon from Saturday 17<sup>th</sup> November up to World Aids Day on 1 December. You can find the testing venues in Croydon at [www.startswithme.org.uk/where-to-test/](http://www.startswithme.org.uk/where-to-test/) Free and confidential HIV testing is available all year at Croydon University Hospital, GP surgeries and other clinical settings.

-----

I hope you find this bulletin interesting, if you would like to contact me about anything, please do so on:

**Correspondence:**

c/o Town Hall

Katharine Street

Croydon

CR0 1NX

**Business phone:** 07710 184 921

**Email:** [jane.avis@croydon.gov.uk](mailto:jane.avis@croydon.gov.uk)

[Online information](#)