

LONDON BOROUGH OF CROYDON

REPORT:	HEALTH AND SOCIAL CARE SUB-COMMITTEE	
DATE OF DECISION	24th January 2023	
REPORT TITLE:	Annual Report of the Director of Public Health 2022 – Health Inequalities in Croydon	
CORPORATE DIRECTOR / DIRECTOR:	Rachel Flowers, Director of Public Health	
LEAD OFFICER:	Rachel Flowers, Director of Public Health, Email: Rachel.Flowers@croydon.gov.uk Telephone: Extn:22722	
LEAD MEMBER:	Cllr Yvette Hopley, Cabinet Member for Health and Adult Social Care	
AUTHORITY TO TAKE DECISION:	Under Health and Care Act 2012 The Director of Public Health is required to produce an independent report on the health of the population that they represent. The recommendations made are independent recommendations	
KEY DECISION?	No	REASON: Not applicable
CONTAINS EXEMPT INFORMATION?	No	Grounds for the exemption: Not Applicable
WARDS AFFECTED:	ALL	

1 SUMMARY OF REPORT

- 1.1 The 2022 report focuses on how circumstances and experiences across the life course can impact on people’s health outcomes and will spotlight how these influences impact people unequally. The report discusses what can be done to reduce health inequalities across the life course and will highlight the good work already happening around the borough to address them.

2 RECOMMENDATIONS

For the reasons set out in the report and its appendices, the Health and Social Care Sub-Committee is recommended:

- 1 To note the content of the Director of Public Health’s Independent Annual Report; and
- 2 To endorse the recommendations in the report

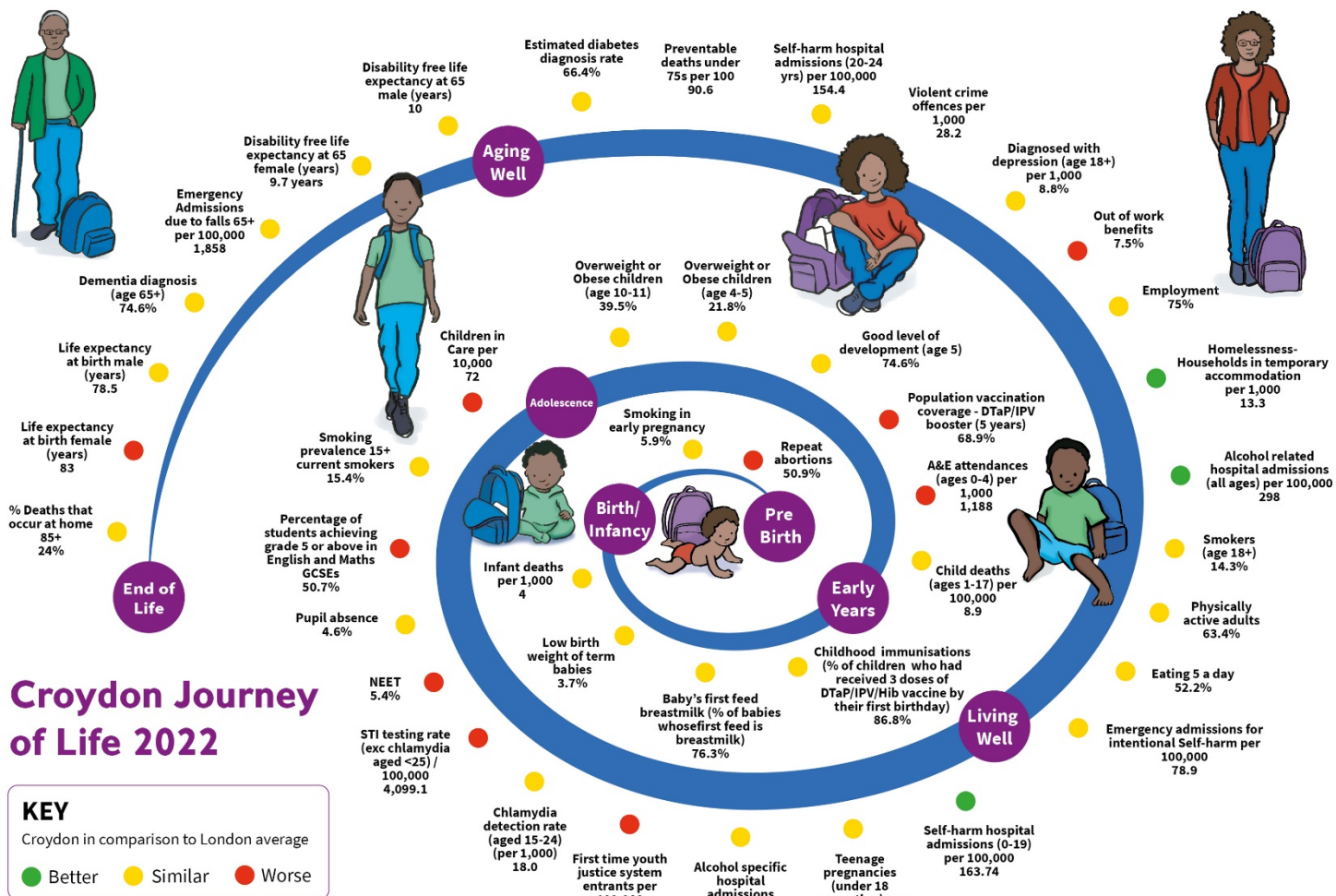
3 REASONS FOR RECOMMENDATIONS

- 3.1** There is a statutory requirement for the Director of Public Health to produce an annual report which the Council is required to publish.

4 BACKGROUND AND DETAILS

Overview

- 4.1** The causes of ill health are complex and numerous. Some of these causes are genetic but most are the result of economic and social circumstances and the impact these have on health behaviours.
- 4.2** The factors that impact on health begin before birth and build throughout people's lives. The environments people live, socialise, study and work can make it easier or more difficult to maintain their health. Not everyone has the same life chances and same opportunities.
- 4.3** The Covid pandemic and the cost-of-living crisis are severely impacting on the inequalities that already exist in the borough. Some of the lasting impacts within communities in Croydon include:
- People being driven into poverty
 - Children's education been disrupted with broad social impacts for young people
 - Poorer mental health, increasingly more for already disadvantaged and marginalised groups
 - Food insecurity disproportionately affecting some rather than others
- 4.4.** The report discusses inequalities in health and wellbeing outcomes across the life course in the following stages:
- Starting well (ages 0-5)
 - Developing well (ages 6-11)
 - Developing well (ages 12-18)
 - Living and working well (ages 18-64)
 - Ageing well (ages 65 and over)
- 4.5.** The figure below highlights Croydon's data for health and determinants of health indicators across the life course compared to the London average.



- 4.6. The report contains 'Explainers' that provide a guide to the different methods and public health terminology used to describe the health of the population.
- 4.7. The report also discusses what is already happening in the borough to address health inequalities and what we can collectively do to continue to reduce them.

Risk Factors

- 4.8. Some of the risk factors for health inequalities across the life course are highlighted below.

Table 1: Some Risk Factors for health inequalities

Life stage	Examples of Risk Factors
0-5 years	<ul style="list-style-type: none"> • Smoking in pregnancy • Maternal physical or mental ill health • Having a young/lone parent • Poverty • Lack of or inadequate social networks

6-11 years	<ul style="list-style-type: none"> • Adverse childhood experiences like abuse, neglect, witnessing drug or alcohol abuse or experiencing domestic violence • Poor educational attainment • Being overweight or obese • Stigma and discrimination
12-18 years	<ul style="list-style-type: none"> • Being not in employment, education or training (NEET) • Teenage pregnancy • Having a physical or learning disability
18-64 years	<ul style="list-style-type: none"> • New, young or lone parenthood • Becoming a carer (both young and old) • Unemployment • Substance misuse problems • Domestic abuse and violence • Homelessness • Recent migration • Physical or mental impairment or disability • Stigma and discrimination
65+ years	<ul style="list-style-type: none"> • Retirement • Becoming a carer • Bereavement/ loss of a spouse or partner

Recommendations

4.9. The recommendations in the report are highlighted below:

Starting well (ages 0-5)

- Deliver and report on the outcomes from the implementation of the 2022-2025 Partnership Early Years Strategy's objectives and principles particularly those aimed at addressing inequalities in the early years
- Ensure that the new national Best Start for Life funding delivers improved outcomes for children and families from 0 to 2 years
- Co-produce an infant feeding strategy which leads to improved breastfeeding rates and reduces the risk of health inequalities
- Develop a system wide approach to understand late booking for antenatal care and how we can increase early engagement with maternity services
- Widen and strengthen engagement with parents and prospective parents about what they need from services
- Develop a strategic approach to preconception care across all partners in line with the Early Years strategy objectives and principles
- Work as a partnership to ensure eligible families are enrolled in the Healthy Start scheme

Developing well in childhood (ages 6-11)

- Work as a partnership including the voluntary and faith sectors to create Croydon's Family Hubs approach for all families and children from 0 to 18 and 25 with SEND in Croydon, ensuring that families who need support most can access support in a place / way that suits them best
- Review the support in place to help children whose parents have a mental illness; identify gaps and investigate possible service options
- Report on the delivery, uptake, particularly from high-risk groups, and outcomes of the Early Years and Key Stage 1 Family Healthy Behaviours Service that provides weight management support to children and families
- Provide multi-disciplinary support for Children who are obese by commissioning a Children's Tier 3 weight management service
- All Croydon partners to work together and advocate for a long term, sustainable and strategic approach to poverty and food insecurity in the borough
- Support measures to increase levels of physical activity including school streets, active travel, use of school premises after hours for physical activity, use of green spaces, walks and cycle rides through Croydon as part of Croydon Borough of Culture
- Explore local powers to implement a junk food advertising ban in accordance with the Transport for London model

Developing well in adolescence (ages 12-18)

- Work as a partnership and use data from across Education, Health, Early Help, Children's Social Care, police, and community and voluntary services to ensure that children and young people with multiple risk factors for vulnerability are identified early
- Co-produce a plan of action with the Youth Council using the feedback from the school health and wellbeing survey focusing on reducing the inequalities highlighted in the survey
- Use the learning from the Harris Invictus Superzone project to develop a template for use around other borough schools to improve the environments for children and young people in the 400 metres around their schools, starting with those schools in areas of deprivation
- Evaluate the impact that Croydon's 2022 600 place trauma informed training programme has had on trauma informed practice across the borough with a view to writing a business case for increasing the number of training places
- Encourage all partners including council, health and voluntary sector staff to adopt the Unconscious Bias training within their organizations

Living and Working Well (ages 18-64)

- Increase the number of businesses signed up to the Mental Health First Aid Training. Ensure that small to medium Croydon businesses have access the Mental Health First Aid training programme for their staff

- Increase the number of businesses signed up to the Good Work Standard. Support the promotion of the Good Work Standard and increase uptake amongst Croydon workplaces
- Further embed work to tackle of drug and alcohol related substance misuse within Croydon and its partners. The additional funds from the Supplemental Substance Misuse Treatment and Recovery (SSMTR) Grant will allow additional capacity in the wider public health system to begin to tackle issues related to drug and alcohol misuse, such as clearer coordination of actions in the event of a drug and alcohol related death and improved data of people accessing treatment. All this will be directed via the formation of the Combatting Drugs Partnership Board and a newly formed SSMTR Grant related substance misuse team
- Advocate for a Mental Health Day in borough workplaces. A mental health day allows employees to take a day to rest and do something positive for their emotional wellbeing. People who take a mental health day may look well on the outside, but their mental health may be suffering. Taking some time out may help prevent them from becoming unwell and allowing this to be taken can help remove the stigma around mental health
- Awareness and understanding of domestic abuse should be 'everyone's business'. Businesses and local services should support staff with training to ensure effective prevention, identification, and intervention
- Encourage local businesses and voluntary sector organisations to embed and promote the *Five Ways to Wellbeing* in their workplaces and with service users. Evidence suggests that this approach is simple and can be a cost-effective way for business and organizations to support their staff and/or service users take care of their wellbeing
- Encourage local businesses and voluntary sector organisations to adopt the Croydon Equalities Pledge. By adopting the pledge, organisations can reinforce the borough's commitment to treat everyone equally and fairly and will be making a public declaration to stand against equalities
- Encourage local businesses and voluntary sector organisations to adopt the George Floyd Race Matters Equalities Pledge. By adopting the pledge, organisations will be making a public declaration to stand against racism and discrimination. They will also be making a commitment to develop cultural awareness and challenge racist behaviour in their organisation

Ageing Well (ages 65 and over)

- More work is needed to understand the barriers to minoritised groups are less likely to access palliative care services and develop policies and processes in response. N.B. These groups are referred to as Black, Asian and Minority Ethnic in the Director of Public Health report because of the way these groups are referenced when data is collected nationally

- Use the learning from COVID-19 to understand the community assets available to reduce isolation to widen the reach and to infiltrate communities with unmet need
- Maximise the offer of hyper-local assets to address social isolation and loneliness, by helping people maintain relationships, develop new ones, and access services, which is critical to building resilience among our older at-risk groups

5 ALTERNATIVE OPTIONS CONSIDERED

5.1 *N/A*

6 CONSULTATION

6.1 Feedback has been requested from readers of the 2022 Director of Public Health report.

7. CONTRIBUTION TO COUNCIL PRIORITIES

7.1 The recommendations of the report will focus on opportunities to reduce health inequalities in Croydon across the life course.

8. IMPLICATIONS

FINANCIAL IMPLICATIONS

8.1 The Head of Finance for Assistant Chief Executive and Resources comments on behalf of the Director of Finance that there are no finance considerations arising directly as a result of the recommendations in this report.

8.2 Any financial implications from initiatives in the report above will be or have been evaluated through the Councils governance procedures.

8.3 Comments approved by Lesley Shields, Department Head of Finance for Assistant Chief Executive and Resources, on behalf of the Director of Finance (Date 21/10/2022)

LEGAL IMPLICATIONS

8.4 The Head of Litigation and Corporate Law comments on behalf of the Director of Legal Services that under the Health and Social Care Act 2012 section 31(5) the Director of Public Health for a local authority must prepare an annual report on the health of the people in the area of the local authority which by section 31(6) the local authority is required to publish.

8.5 There are no additional legal considerations arising directly as a result of recommendations in this report.

8.6 Comments approved by Sandra Herbert, Head of Litigation and Corporate Law on behalf of Legal Services and Monitoring Officer (Date 21/10/2022)

EQUALITIES IMPLICATIONS

- 8.7** An equalities impact assessment was not conducted due to the nature of the report.
- 8.8** This report discusses inequalities across the life course in different communities and groups and will support discussions and future actions to address inequalities and narrow the gap between those who are disproportionately affected by inequalities compared to those who are not.
- 8.9** Comments approved by *Denise McCausland – Equalities Programme Manager* (Date 19/10/2022)

OTHER IMPLICATIONS

- 8.10** N/A