



Families, Health and Social Care

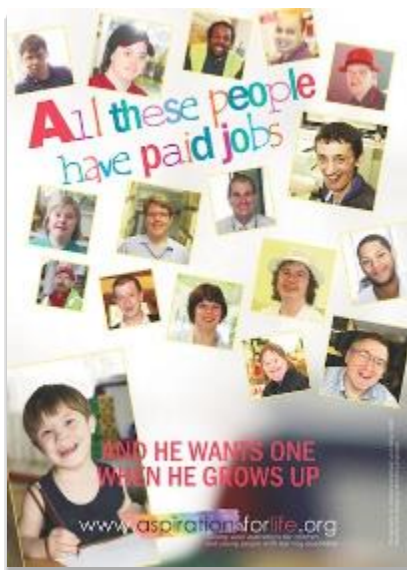
Cabinet Member Bulletin

Councillor Louisa Woodley

DECEMBER 2017

LATEST NEWS

Successful grant to deliver a local supported employment initiative



Gateway and welfare in conjunction with Mind and Status Employment have been successful in securing a grant payment to support delivering a Local Supported Employment Proof of Concept for people with learning disabilities or autism who are known to adult social care, and people with a severe mental health condition who are in contact with secondary mental health services.

The initiative is in partnership with the Department of Works and Pensions (DWP) and aims to identify a viable and effective way of delivering Local Supported Employment. This is a model for supporting people with significant disabilities to secure and retain paid employment, developed by the [British Association for Supported Employment](#) (BASE)

The scheme can be scaled up and delivered nationally to increase the amount of high quality Supported Employment provision, reflecting the Supported Employment 'place and train' model.

For more information: Mark.Meehan@croydon.gov.uk

Making safeguarding personal

Sean Olivier, safeguarding co-ordinator for Croydon council received excellent feedback after presenting at a Police conference in November. Sean spoke about some of the joint work that had happened between adult safeguarding and trading standards teams at the council. Ian Pilling, Deputy Chief Constable, Greater Manchester Police emailed to thank Sean for his passionate and power presentations. He explained that the feedback from the event was excellent and highlighted the usefulness of hearing different perspectives on how the Police can make safeguarding personal.

Croydon were well represented by key agencies and Members at the recent ADASS (Association of Directors of Social Services) conference where important issues such as [Making Safeguarding Personal](#) were high on the agenda.

Since the publication of the Annual Report, Sarah Baker has left the role of Independent Chair of the Croydon safeguarding children board. An Interim Chair has been appointed until a permanent chair has been recruited. The Interim Chair is Dr Adi Cooper, the Care and Health Improvement Advisor for London for the LGA. Dr Cooper is nationally renowned as an authority on Safeguarding Adults and took up the role in October 2017.

The permanent chair position is being actively recruited to

For more information: Nick.Sherlock@croydon.gov.uk

Help us to be a Sugar Smart borough



Look out for more information early in the New Year when we will begin our campaign for Croydon to be a Sugar Smart borough. We are working with the Jamie Oliver Foundation and

the charity, Sustain, to help residents to be more aware of the amount of sugar in some food and drink. Our aim is to support you to make healthier choices when buying products for yourself or your family.

This is part of our Healthy Weight Action plan to tackle obesity issues among children and adults and support residents to live longer, healthier lives.

The Action Plan has been developed in partnership with stakeholders and we are continuing the work with schools, residents and businesses that was started by the [Food Flagship programme](#).

We have also signed the [Local Government Declaration on Sugar Reduction and Healthier Food](#). This means we are committed to raise awareness of our work to improve the availability of healthier food and drinks and reduce the availability of and promotion of unhealthier alternatives.

The Daily Mile gathers pace in Croydon

We are encouraging Croydon schools to get involved in [The Daily Mile](#) initiative to help children to be fitter and to also boost their confidence.



The Daily Mile is a popular fitness challenge that involves pupils doing 15 minutes of walking, jogging or running each day around a designated route, outside in the fresh air. This can improve children's physical, social, emotional and mental health, and well-being.

This is also part of Croydon's Healthy Weight Action Plan. The Daily Mile is easy for schools to set up and some schools in the borough are already seeing the benefits of taking part.

Click [here](#) to find out how your school can join in, or you can email

For more information: Laura.Flanagan@croydon.gov.uk

Don't fall foul to Flu - protect yourself and your family this winter

Please don't wait until there is a flu outbreak this winter, get your free flu jab now if you are eligible.



Flu can be serious – It's a highly infectious disease with symptoms that come on very quickly, which can lead to even more serious illnesses, such as pneumonia.

It's really important that anybody considered to be in a high risk group gets their vaccine as soon as possible. You can check the [NHS Choices website](#) and also ask your GP or local pharmacist for advice on whether you are

eligible to receive a flu jab or nasal spray.

An annual flu vaccine nasal spray is also offered to healthy children aged two and three, and to children in reception class and school years one, two, three and four.

And, if you are a health or social care worker or work out and about in the community, please protect yourself too, particularly if you are at risk or work directly with those more at risk of flu.

For more Flu facts: visit the NHS Choices [website](#)

DELIVERING OUR AMBITIONS

Silver Sunday - celebrating age and alleviating social isolation

Over 70 residents attended a Silver Sunday afternoon tea party at St. Georges Church, Waddon hosted by the sustainable communities team, housing needs. The aim of the event was to reduce social isolation and loneliness. People came from as far afield as Coulsdon, (Tollers Tuesday Club), New Addington over 50's Club as well as Beech, Cedar House and Ashwood Gardens. Everyone enjoyed an afternoon of fun, refreshments and cakes. The entertainment was old time musical singing and dancing by Gordon Bennett which included a "Conga" around the room!

Partners also came along, e.g. Age UK and Just Be, to speak about what they're doing in their area. Waddon ward councillors, Cllrs Joy Prince, Robert Canning and Andrew Pelling also popped in to chat and promote their Saturday morning surgery at St Georges Church.

The feedback from the event was positive, people who came really enjoyed the opportunity to meet people and make new friends. Many found out about local events and will be joining new groups, either locally or further afield, as they want to keep in touch with the people they met on the day.

A survey was completed and the results have given the team great ideas for new activities to develop locally, e.g. day trips out, knitting groups, craft making, fashion catwalk shows for older people and more entertainment. They are also supporting local community groups to host more events that would encourage older people to attend.



Embracing technology for independent living

DIGITAL CATAPULT CENTRE

Croydon were approached to become involved with an innovation programme co-ordinated through the [Digital Catapult centre](#), an organisation who facilitate providers, suppliers and small businesses to collaborate with wider organisations on new product development and prototyping of technology to introduce it into the market. Croydon currently has the fastest tech start up rates in London so it was a great opportunity to be part of this next round of innovation.

At the two events in October Croydon presented the complex demographics of the borough, highlighting the specific challenges for our older population to groups of developers. They discussed these, along with other aspects such as internet usage and the wider challenges of social care and health. The groups were tasked with thinking about how technology can support independent living, enabling people to remain at home, living independent and safe lives wherever possible to do so.

Colleagues from the Croydon telecare and assisted living teams also attended, giving expert knowledge and answering questions ensuring the technology experts has all the information needed for the final phase.

The key areas that Croydon highlighted as being important ahead of the third and final phase of the Digital Catapult Centre programme were:

- the ability to detect fluctuations of health early, therefore preventing problems such as falling
- moving away from traditional wearable devices with a focus on environment control that reduces risk, for example fully digital enabled 'real time monitoring'
- Supporting people when they are out of the home, keeping them safe from becoming lost whilst monitoring health conditions

This is an exciting stage as all the small businesses have now gone away to refine products that sit within the Independent Living area. The final session is on the 27 November, where their findings and ideas for potential prototypes will be presented to organisations who may be interested in working in partnership with to bring them into the market.

For more information: Guy.VanDichele@croydon.gov.uk

Just Live Well

Did you know that the health website for Croydon residents at www.justbecroydon.org also offers some residents the opportunity to benefit from a face-to-face service called *Just Live Well*?

The service works with specific groups of people in the borough who might find it difficult to make changes in their life without additional support.

Just Live Well helps clients to quit smoking, lose weight, become more physically active, cut down on alcohol or be helped to improve their mental health and wellbeing. We know that with a little bit of help and support, taking big or little steps can make a real difference.

By completing the [Health MOT](#) on the JustBe website, you can find out if you could benefit from this additional face-to-face support.

Even if a resident is not eligible for this service, JustBe offers a wide range of information, advice and support to help you make changes to your lifestyle and you can routinely track your progress using the [Health MOT](#).

Find out more <https://www.justbecroydon.org/just-live-well/>

What we did for October's Breast Cancer Awareness Month



October was Breast Cancer Awareness Month. More people than ever are surviving, but the reality is that someone is diagnosed every 10 minutes in the UK, men included. This life-threatening disease will abruptly become part of their story and that of their friends and families.

Croydon Council's women's staff network hosted awareness-raising and fundraising activities to explain what breast cancer is, how to spot it, and how to prevent it.

Big Pink events took place across the country, and thousands of men, women and children took part by wearing pink to raise money and awareness for [Breast Cancer Care](#).



WORKING WITH PARTNERS

Supporting young adult carers

Since June 2016, Croydon Council has funded a service specially designed by young adult carers,

for young adult carers in Croydon. Run by Off the Record, the service supports young adult carers

aged between 18 and 25 by providing activity days, trips, social groups, information and advice, one-to-one support, and support with education, employment or training opportunities.



In the first year, the service supported 60 young adult carers. This included 33 sessions with young adult carers and their parents, 76 one-to-one support sessions with young adult carers and 94 young adult carers attending activity and social events in and around Croydon, including a trip to Chessington!



One young adult carer said:

"I went on a couple of the trips. I liked how relaxed and how easy it was to be myself and be proud of it. Also it helps get me out of the house and de-stress me. I like how the group is a lot more carefree with its jokes and humour than younger groups tend to be. I also like how we tell each other about ourselves and meet other people."

For more information: Stephen.Bahooshy@croydon.gov.uk

A finger-prick test is all it takes to know your HIV status

Croydon is again supporting National HIV Testing week, which starts on Saturday 18 November. There will be widespread promotion encouraging more people to take care of their health.

Examples of some of the Croydon posters you will see during for this year's campaign:



The purpose of this campaign is to promote regular HIV testing among the most affected population groups, to reduce the number of people who are undiagnosed with HIV and to reduce HIV related stigma.

Free and confidential HIV testing is available all year at Croydon University Hospital, GP surgeries and other clinical settings. In addition, there will be extra testing sites in Croydon during testing week, with many remaining open until the day after World Aids Day on 1 December. The venue locations and times can be found at www.StartsWithMe.org.uk

This year's HIV Testing Week theme – *Give HIV the Finger* – aims to demonstrate that getting tested for HIV is as easy as a quick finger-prick test, with the result available within 15 minutes. Receiving an early diagnosis and treatment can help people to live up to a normal lifespan.

NHTW is an initiative of HIV Prevention England, funded by Public Health England, and coordinated by Terrence Higgins Trust, with support, partnership and participation from organisations across the public, statutory and private sectors.

For more information: Rachel.Flowers@croydon.gov.uk