

2024-2029



Croydon Joint Local Health and Wellbeing Strategy 2024-2029

Creating a healthier and happier Croydon through improving and protecting health and tackling inequalities

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FOREWORD BY COUNCILLOR YVETTE HOPLEY

As the chair of the Health and Wellbeing Board, it is my privilege to introduce Croydon's Joint Local Health and Wellbeing Strategy for 2024-2029. This five-year strategy reflects our collective commitment to building a healthier, happier Croydon where everyone has equitable access to good health and wellbeing.

We are launching this strategy at a time of significant changes in our health and social care landscape. The combined impacts of the COVID-19 pandemic and the ongoing cost-of-living crisis pose a challenge to our health and wellbeing. In addition, we have seen significant reforms to the organisation and delivery of our health and care services. With the introduction of the Health and Care Act 2022, Croydon is now a part of the South West London Integrated Care System. This presents real opportunities for joined-up partnership working at both Croydon- and South West London-level to make a meaningful difference in the lives of our residents.

Croydon has unique health and wellbeing needs within South West London. We stand as the most populous borough in London, with some of the most deprived areas and widest inequalities in our health outcomes. Croydon is home to half of the people living in the 20% most deprived areas in South West London. Within South West London, we have the lowest life expectancy and the lowest healthy life expectancy for both genders, as well as the widest gaps in life expectancy between our residents living in the least and most deprived areas.

Despite these challenges we have many strengths and assets. We are the most ethnically diverse borough in South West London, with one of the strongest Voluntary and Community Sectors. Our longstanding partnership working, exemplified by the One Croydon Alliance, positions us well to embrace new ways of working within the integrated care systems and rise to our health and wellbeing challenges.

To improve our health and tackle inequalities across all ages, we will continue taking a coordinated partnership approach, further driving joined-up care. This strategy sets out how Croydon's Health and Wellbeing Board will advocate for and enable this approach, leading improvements in the health and wellbeing of our residents. It reaffirms our commitment to tackling inequalities and supporting our resident of all ages.



Councillor Yvette Hopley
Chair of the Croydon Health and Wellbeing Board

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INTRODUCTION TO THE JOINT LOCAL HEALTH AND WELLBEING STRATEGY

Croydon's Health and Wellbeing Board was established following the Health and Social Care Act 2012. It brings together partners across the health, social care and voluntary and community sectors to work together to improve the health and wellbeing and tackle health inequalities in Croydon.

This Joint Local Health and Wellbeing Strategy (JLHWS) sets out how the Health and Wellbeing Board will work together as a partnership, along with residents, to improve the health and wellbeing of our local communities over the next five years.

It presents our refreshed vision for our health and wellbeing, refining our collective focus for the next five years to achieve this vision. It also sets out guiding principles for how we will work to deliver these priorities.

We know that our health and wellbeing needs in Croydon are complex and multifaceted. This strategy does not aim to identify all our health needs or limit all the different areas we will continue work on to protect and improve our health and wellbeing over the next five years. Rather, it presents key priority areas we will focus our collaborative efforts on to make a real difference to our health and wellbeing.



'The aim of a joint health and wellbeing strategy is to jointly agree what the most important issues are for the local community based on evidence in JSNAs, what can be done to address them, and what outcomes are intended to be achieved.'

(Department of Health, 2012)



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INTRODUCTION TO THE JOINT LOCAL HEALTH AND WELLBEING STRATEGY CONTINUED...

This strategy was informed by local needs, identified through the Joint Strategic Needs Assessment (JSNA), and the views of partners and our local communities.

UNDERSTANDING LOCAL NEEDS THROUGH WHAT DATA AND EVIDENCE TELLS US

Our Joint Strategic Needs Assessment (JSNA), published at www.croydonobservatory.org/jsna provides up-to-date data, intelligence and insights on our health and wellbeing.

INCORPORATING LOCAL VIEWS

In Croydon, we believe improving our health and wellbeing is everybody's business. To ensure the strategy reflected the diverse needs and aspirations of our local residents and communities:

- We reviewed insights gathered from community engagement activities in Croydon since 2018, incorporating input from more than **100 local community engagement** events and hearing from more than **3,700 voices**.
- We revisited **Local Community Plans** of Croydon's six Local Community Partnership. These partnerships were set up as part of the Healthy Communities Together Programme. Each Local Community Plan identifies priority themes to improve health and wellbeing and tackle health inequalities.
- We ran a six-week public consultation, including a survey and a series of in-person engagement sessions to gain further feedback on the draft strategy, incorporating views from **185** residents.

“Lor aliquet expe lacis sit eveles aut volentis diam, aut autat acceptatquid quamusd andior simus qui assi volor.”

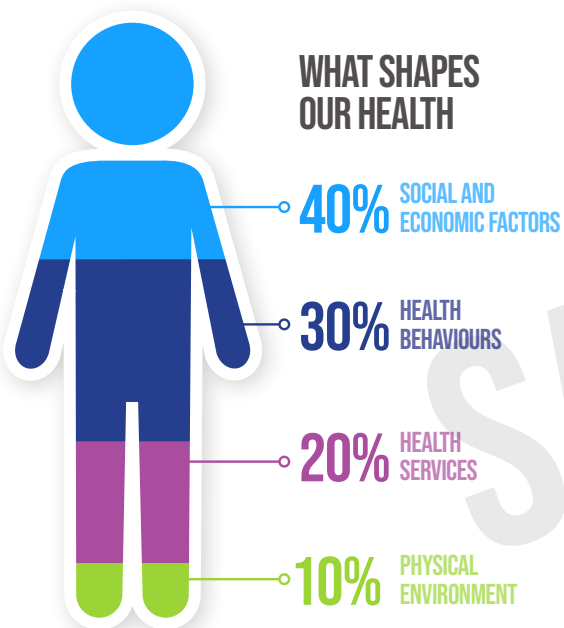


WHAT MAKES US HEALTHY?

In Croydon, we know that our health and wellbeing is an invaluable asset. It is both vital for our individual wellbeing, enabling us to lead happy and fulfilling lives, and forms the basis for thriving communities.

Our health is shaped by various factors, including the conditions in which we are born, grow, live, work and age. These wider conditions, including our housing, education and skills, work, economic opportunities, the healthcare we receive, our social and community networks and surroundings form the building blocks of health. To create thriving communities, we need the right building blocks in place.

Existing research shows that healthcare itself contributes to between 15-25% of our health and wellbeing, while the wider determinants of health shape between 45-65% of our health and wellbeing (The King's Fund, 2013).



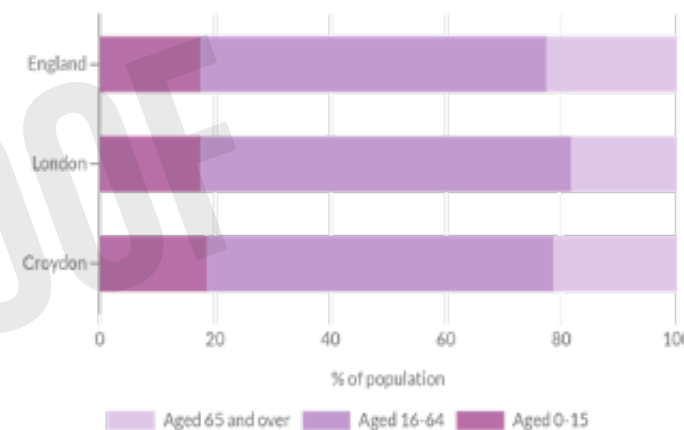
(Office for National Statistics, 2022)



UNDERSTANDING OUR HEALTH AND WELLBEING IN CROYDON



With a population of **390,719** Croydon stands as the largest borough in London. Our population includes a substantial number of both younger and older residents, with around **1 in 4** people under **18 years** of age and **1 in 7** people over **65 years** old. The borough's population is projected to reach **408,271** by 2043, with a smaller proportion of younger and larger proportion of older people, emphasising our changing population structure.





UNDERSTANDING OUR HEALTH AND WELLBEING IN CROYDON CONTINUED...

Croydon has a vibrant and diverse population. Around **52%** of the people in Croydon are from Black, Asian, and Minority Ethnic groups (making Croydon the 12th most ethnically diverse local authority in London). Around **84%** of our residents speak English as their main language. After English, the most common main languages are South Asian languages (4.8%), Other European (EU) languages (4.7%), Portuguese (1.3%), Spanish (1.0%), and East Asian languages (0.8%).

Despite our diversity, not everyone in Croydon has the same opportunities to lead a healthy life. This is known as health inequalities, which are unfair and avoidable differences in health between different groups of people (Kings Fund, 2022).

The latest data shows that during 2018-2020, the average life expectancy in Croydon stood at **79.7 years** for men (19th in London), and **83.7 years** for women (25th in London).

However, men residing in the most deprived areas in Croydon were expected to live **9.2 years** less than their counterparts living in the least deprived areas (5th largest inequality gap in males in London).

Similarly, women in the most deprived areas were expected to live **6.5 years** less than those living in the least deprived areas (7th largest inequality gap in females in London).

Ethnic Group	Croydon	London	England
Asian, Asian British or Asian Welsh	68,487	1,817,640	5,426,392
Asian, Asian British or Asian Welsh (%)	17.5	20.7	9.6
Black, Black British, Black Welsh, Caribbean or African (%)	88,441	1,188,370	2,381,724
Black, Black British, Black Welsh, Caribbean or African (%)	22.6	13.5	4.2
Mixed or Multiple ethnics groups	29,745	505,775	1,669,378
Mixed or Multiple ethnics groups (%)	7.6	5.7	3
White	188,985	4,731,172	45,783,401
White (%)	48.4	53.8	81
Other ethnic group	15,066	556,768	1,229,153
Other ethnic group (%)	48.4	53.8	81



“Health inequalities are unfair and avoidable differences in health between different groups of people.”





UNDERSTANDING OUR HEALTH AND WELLBEING IN CROYDON CONTINUED...

In 2020-2021, the main causes of death that sustained the gap in life expectancy between the most deprived areas in both males and females was COVID-19, circulatory diseases, cancers and respiratory diseases.

Healthy life expectancy, the number of years a person is expected to live in good or very good health, for males is **63.2 years** and for females is **62.4 years** (2018-2020 data).



This means male residents are expected to spend, on average, a fifth of their lives in poor health, while female residents spend about a quarter in poor health.

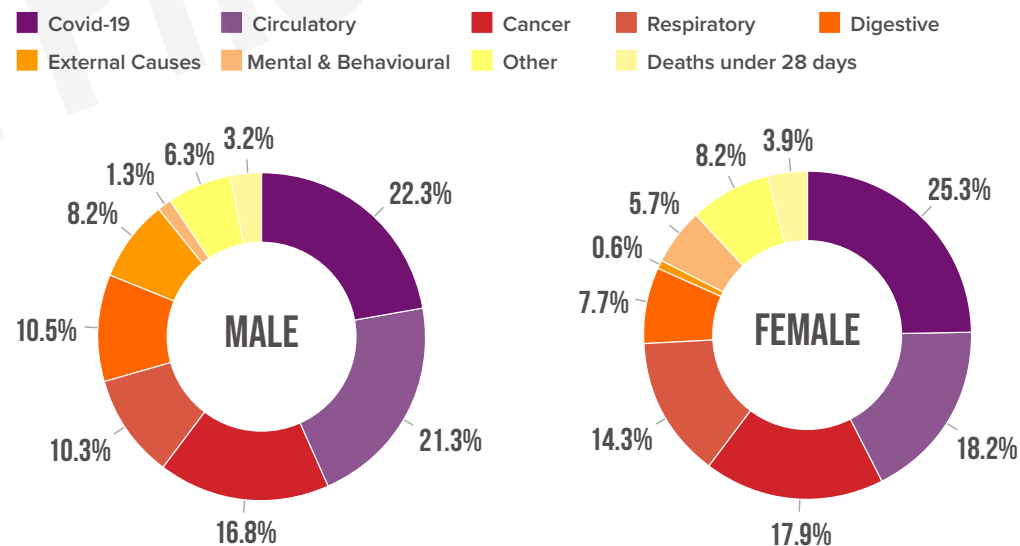
Although circulatory diseases, cancers and respiratory diseases are major contributors to inequalities in life expectancy, many of these conditions are avoidable and preventable, for example, through adopting healthy behaviours such as stopping smoking, moderating alcohol use and maintaining a healthy weight.

The COVID-19 pandemic has further increased these health inequalities within our borough. We know that the COVID-19 pandemic did not impact everyone equally: specific groups, particularly those with the lowest incomes and our Black, Asian and Minority ethnic communities have borne the brunt of its impact. Current economic challenges, such as the rising cost of living, place a growing strain to the lives of our residents, impacting their ability to meet basic needs and lead healthy and fulfilling lives.

These pressing challenges underscore our commitment to achieving a Croydon, where every resident has equitable opportunities for a healthy and fulfilling life. **At the heart of our strategy is the recognition that good health and wellbeing is a fundamental right,**

and protecting and improving our health and wellbeing is everybody's business. By working together and using our resources efficiently, we can make all make a meaningful difference to our health and wellbeing.

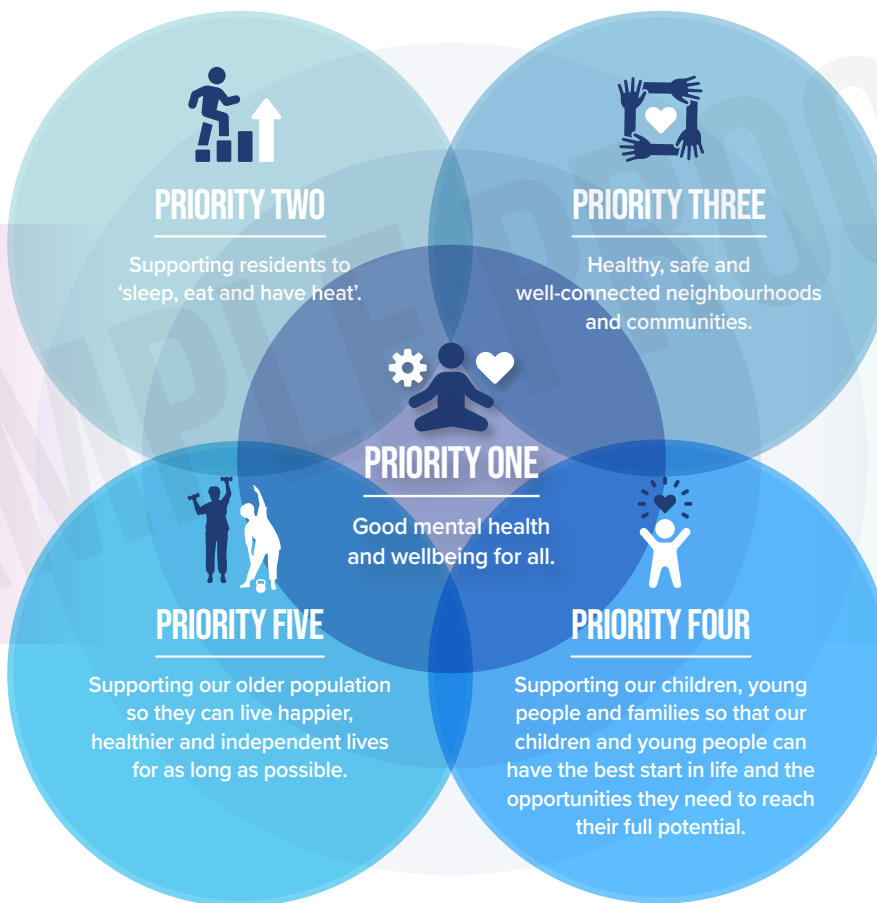
Breakdown of the life expectancy gap between the most and the least deprived quintiles of Croydon by cause of death, 2020 to 2021



CROYDON'S JOINT LOCAL HEALTH AND WELLBEING STRATEGY (2024-2029)

The Joint Health and Wellbeing Strategy sets out our shared vision for a healthier, happier and safer Croydon. Over the next five years, we will focus our collective efforts in five key areas to make meaningful strides towards this vision. Our guiding principles will steer every decision and action we take in these areas.

TO ACHIEVE THIS VISION, DURING 2024-2029, WE WILL FOCUS ON:



OUR VISION FOR CROYDON IS THAT:

Everyone in Croydon has healthy, happy and fulfilling lives, supported by safe, healthy and thriving communities and neighbourhoods.

Building on our strengths, we work together to protect and improve our health and wellbeing, ensuring those with the poorest health can improve their health the fastest.

OUR ACTIONS AND DECISIONS WILL BE GUIDED BY THE FOLLOWING PRINCIPLES:

1. Tackling health inequalities
2. Putting prevention first across all stages of life
3. Integrated partnership working
4. Working with our communities to develop shared solutions
5. Evidence-informed decisions and actions




OUR VISION AND PRIORITIES

The vision for our health and wellbeing, developed collaboratively with our partners and residents, sets out what we want to achieve in Croydon in the long term.

Our vision states that:


Everyone in Croydon has healthy, happy and fulling lives, supported by safe, healthy and thriving communities and neighbourhoods. Building on our strengths, we work together to protect and improve our health and wellbeing, ensuring those with the poorest health can improve their health the fastest.

PRIORTY ONE




Good mental health and wellbeing for all

PRIORTY TWO




Cost of living: supporting our residents to 'eat, sleep and have heat'

PRIORTY THREE




Healthy, safe and well-connected neighbourhoods and communities

PRIORTY FOUR



Supporting our children, young people and families

PRIORTY FIVE



Supporting our older population to live healthy, independent and fulfilling lives



PRIORITY ONE

GOOD MENTAL HEALTH AND WELLBEING FOR ALL



Mental health is a 'state of mental wellbeing that enables people to cope with the stresses of life, realise their abilities, learn well and work well, and contribute to their community' (World Health Organisation, 2022).

In Croydon, we recognise that there is **no good health without good mental health and promoting and protecting good mental health is everybody's business.**



Our mental health is shaped by many factors, some of which start before the time we are born. While individual factors such as our genetics and health-related behaviours do impact our mental health, wider determinants of health such as our housing and work conditions, income, education, families, communities and neighbourhoods act as crucial foundations for our mental wellbeing.

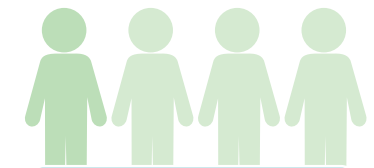
Our mental and physical health are connected. While physical health problems could increase our risk of developing mental health problems, mental health problems could put us in a higher risk of physical health issues.

We know that mental health is both a driver and an outcome of health inequalities. **Recognising that our mental health and wellbeing impacts nearly all other aspects of our health, we will place improving, protecting and promoting our mental health and wellbeing at the centre of our actions.**

Building on the success of the ongoing **Mental Health Transformation Programme**, which aims to deliver preventative and person-centred mental health care to our residents, we will continue to work to ensure our residents can get the help and support they need at the place and the time they need it.

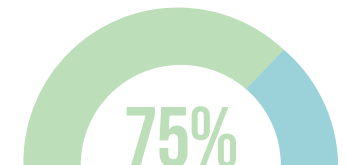
We will continue to focus on promoting mental wellbeing, preventing mental health conditions, and preventing self-harm and suicide. Working as a whole system and across organisational boundaries, we will take action to ensure our residents have access to the tools they need to achieve and maintain good health and wellbeing throughout their lives.

We will support the development of **Croydon's Multiagency Self-harm and Suicide Prevention Action Plan**, as well as supporting the development of **Croydon's Dementia Strategic Plan and associated Action Plan as well as Croydon's Autism Strategy**. In line with the **South West London Mental Health Strategy**, we will work with our partners, to promote positive mental health and prevent mental ill-health across our borough.



1 IN 4 PEOPLE

ARE EXPECTED TO HAVE A MENTAL HEALTH PROBLEM AT SOME POINT IN THEIR LIFE



75%

OF MENTAL HEALTH PROBLEMS DEVELOP BY THE AGE OF 24

AROUND 56,852
adults over 16 years in Croydon could be currently experiencing a common mental health problem (estimates based on 2017 data).

AROUND 10,000
children and young people aged between 6 and 16 years are estimated to have a probable mental disorder in Croydon.



PRIORITY TWO

COST OF LIVING: SUPPORTING OUR RESIDENTS TO 'EAT, SLEEP AND HAVE HEAT'



Access to quality housing, that is warm, secure and can support independent living, as well as adequate healthy food are important for our health and wellbeing.

To effectively tackle health inequalities, we need to ensure all residents have access to affordable quality housing and healthy food.

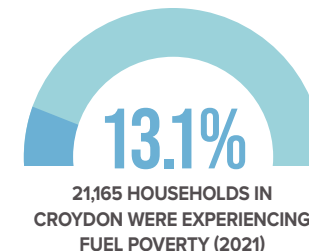
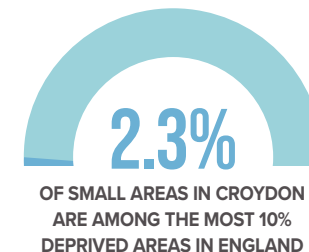
Croydon has some of the most deprived areas in London and England. While the recent cost-of-living crisis has affected almost everyone in the UK, the rising prices have most severely impacted those on the lowest incomes.

We have already heard from our residents that many on lower incomes are struggling to afford paying for food and energy bills with some having to choose between eating and heating. The lasting consequences of the rising cost of living have the potential to impact many generations and worsen health inequalities.

We will work across organisational boundaries to mitigate the impacts of the cost of living and where possible prevent people from slipping into poverty. To support our residents with challenges of cost of living, we will establish a multiagency **Cost of Living Action Group**.

Through this group, we will bring together new and existing support available locally and nationally in one place to make it easier for our communities to access the support they need when they need it and where they need it.

To do this, we will build upon existing partnerships and initiatives in the borough, including Community Hubs and the **Croydon Food and Healthy Weight Partnership**. Working with our partners and communities with lived experience of poverty, we will develop solutions that provide immediate emergency and welfare support while fostering resilience within our communities.



PRIORITY THREE

HEALTHY, SAFE AND WELL-CONNECTED NEIGHBOURHOODS AND COMMUNITIES



Our health and wellbeing is shaped by the places in which we live, play, work and socialise in addition to the relationships and resources we have in our communities.

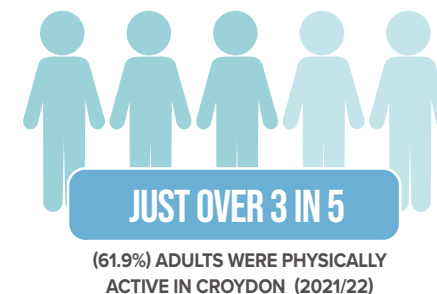
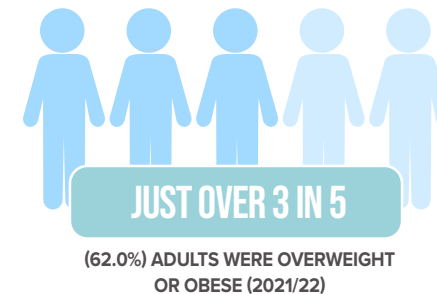
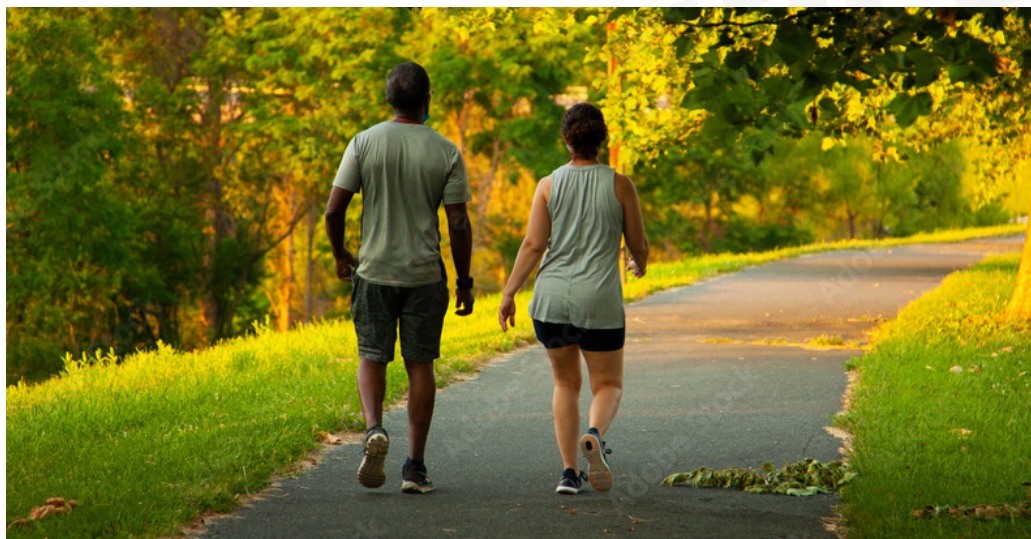
Recognising this, our strategy puts an important focus on cultivating healthy, safe and well-connected neighbourhoods and communities, where healthy choice becomes the easy choice. We will work to make our neighbourhoods healthy and safe, where our residents can easily access affordable, healthy food and enjoy clean air.

We would like our neighbourhoods to have increased opportunities for active travel and physical activity, to make it easier for our residents to attain and maintain healthier lifestyles.

Climate change is a global health emergency. While it has negative impacts on all of us, we know that it disproportionately impacts disadvantaged groups, who already experience poor health, exacerbating health inequalities. Tackling climate requires collective action.

Recognising this, we will work with our partners at place and system levels to champion the green agenda, identifying actionable steps to reduce carbon emissions and tackle climate emergency. We will work with our partners to embed and promote sustainability in our culture, especially in our planning, commissioning and procurement processes.

We will take a coordinated approach through place, system and regional partnerships to protect the health of Croydon's communities, covering infection prevention and control, as well as addressing environmental hazards such as air quality and excess seasonal deaths. We will work with the Croydon Health Protection Forum, who will lead on this key agenda.



“Lor aliquo expe laciis sit eveles aut volentis diam, aut autat acceptatquid quamusd andior simus qui assi valor.”



PRIORITY THREE

HEALTHY, SAFE AND WELL-CONNECTED NEIGHBOURHOODS AND COMMUNITIES



Croydon boasts vibrant and diverse communities, and a strong Voluntary and Community Sector. We will build on our close relationships with our Voluntary and Community Sector and our local community to establish community-led initiatives that aim to foster a strong sense of belonging and help our communities thrive.

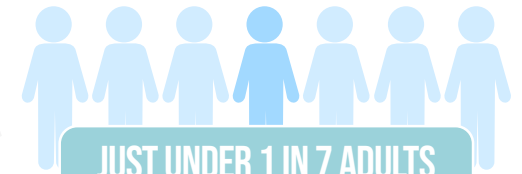
We want to ensure our services are **culturally competent** and be a leader for South West London around establishing the use of an **anti-racism framework**.

This includes building on our commitments stated in **Croydon's Equality Strategy** and our adoption of the borough-wide **Equalities Pledge** and **George Floyd Race Matters Pledge** to positively promote the equality of opportunity for individuals of all characteristics, with a specific focus on underserved groups such as minoritised ethnic groups, LGBTQ+ population, refugees, asylum seekers, homeless people, and people with disabilities including those with communication impairments.

Our **Healthy Communities Together Programme**, a partnership programme between the Voluntary and Community Sector, the NHS and Croydon Council works to improve health and wellbeing, reduce health inequalities and empower communities across our six localities.



Our **Community Hubs** offer holistic support to our communities, covering advice on housing, benefits and health checks. They see over 2,000 people each year and are a place for our residents to meet and connect with others.



JUST UNDER 1 IN 7 ADULTS

JUST UNDER 1 IN 7 (13.5%) ADULTS OVER 18 YEARS WERE ESTIMATED TO BE SMOKING IN CROYDON (2022)

40,437

CRIMINAL OFFENCES WERE RECORDED IN CROYDON IN THE ROLLING MONTHS TO SEPTEMBER 2022 (15th highest rate in London out of 32 boroughs)



“Lor aliquo expe laciis sit eveles aut volentis diam, aut autat acceptat quid quamusd andior simus qui assi volor.”



PRIORITY FOUR

SUPPORTING OUR CHILDREN, YOUNG PEOPLE AND FAMILIES



Croydon has the largest population of children and young people in London. In 2021, **90,241** individuals in Croydon were under 18 years old, and just over a third (33.8%) of our households had dependent children.

Our first 1,001 days in life, covering the period from pregnancy to the age of 2, set the foundations for our lifelong health and wellbeing. Health inequalities that affect us throughout our lives can start before we are born. To tackle health inequalities and set the stage for a lasting healthy life, we need to prioritise our early years and ensure our babies get a good start in life.



This involves providing parents and carers with access to high-quality, joined-up primary care, antenatal, maternity, children and family services.

We will support our parents, carers and families in their communities, addressing both health and social care needs, including any pregnancy concerns. We will promote the mental health and emotional wellbeing of parents and carers as well as all children and young people in Croydon.

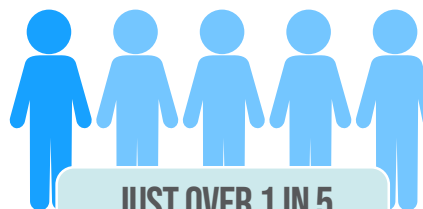
We will take a **whole-family approach** and take action from before and during pregnancy through to childbirth and throughout childhood to enable our children and young people to thrive in life and create a positive impact for generations to come.

We will support the implementation of **Croydon's Partnership Early Years Strategy**. Building on our **Family Hubs and Start for Life Transformation Programme**, we will work to ensure our families have access to the information and tools they need to support their babies and children, and to look after their own wellbeing.



1 IN 4 PEOPLE

IN CROYDON WERE UNDER 18 YEARS OLD (CENSUS 2021)



JUST OVER 1 IN 5

(22%) CHILDREN IN RECEPTION YEARS (4-5 YEARS OLD) WERE OVERWEIGHT OR OBESE (2021/22, SIMILAR TO LONDON AVERAGE).

9,041

7-to-16 year olds were estimated to have a probable mental disorder in Croydon (Mental Health of Children and Young People in England Survey, 2023)

310

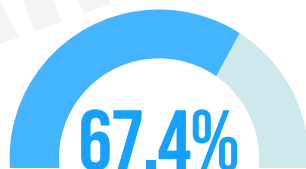
HOSPITAL ADMISSIONS

were recorded for tooth decay among 0-to-5 year olds in Croydon between 2018-2021.

Childhood vaccination rates in Croydon were below the

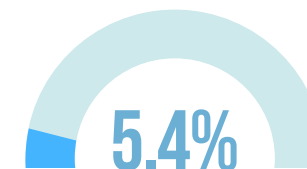
95% TARGET LEVELS

(2021/22 data)



67.4%

OF 4-TO-5 YEAR OLDS REACHED A GOOD LEVEL OF DEVELOPMENT AT THE END OF RECEPTION (SCHOOL READINESS AT THE END OF RECEPTION, 2021/22, SIMILAR TO LONDON AVERAGE).



5.4%

OF 16 YEAR OLDS WERE NOT IN EDUCATION, EMPLOYMENT OR TRAINING (2021, HIGHER THAN LONDON AVERAGE).



PRIORITY FIVE

SUPPORTING OUR OLDER POPULATION TO LIVE HEALTHY, INDEPENDENT AND FULFILLING LIVES



By 2041, just over 1 in 5 people in Croydon are expected to be over 65 years old. Our older residents are more likely to experience complex, long-term health conditions, and are at increased risk of falls and frailty. They are also likely to experience mental health issues due to factors such as loneliness and social isolation.

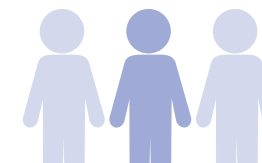
Our older residents have told us that to remain healthy and happy and live fulfilling lives:

- They would like to be able to self-care and live independently.
- They would like to have strong community connections and take part in physical and social activities, for example through dedicated physical exercise classes for older people or cultural celebrations.
- They would like to have accessible health and care services and have the information they need in a clear and understandable language.

We want to enable our older residents to stay physically and mentally well and maintain independence for as long as possible. We would like them to have long and fulfilling lives, be treated with dignity and respect, including at the end of their lives, focusing on both living well and dying well at the end of life.

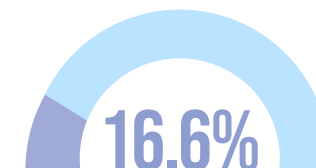
To do this, we will support our residents with long-term conditions, helping them to manage their own conditions and improving the care they receive through Croydon's Proactive and Preventative Care Model. We will use innovative, data-driven methods, through our Population Health Management Programme, to identify and support residents to manage their frailty and prevent their frailty from progressing. We will continue to focus on frailty through our ICN+ Programme to ensure people who have been identified as frail are supported in a holistic way.

We will support the delivery of Croydon's Dementia Strategic Plan and work with our partners to ensure Croydon progresses as a dementia-friendly borough. Building on our strong Voluntary and Community Sector, we will work with our older people, to tackle loneliness and social isolation and increase opportunities for physical and social activities.

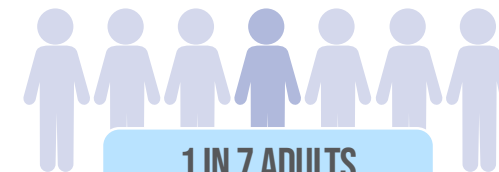


1 IN 3 PEOPLE

JUST OVER 1 IN 3 (33.7%) ADULT SOCIAL CARERS OVER 65+ YEARS FELT THEY HAD AS MUCH SOCIAL CONTACT AS THEY WOULD LIKE (2021/22, SIMILAR TO LONDON AVERAGE).



16.6% OF ADULTS (18+ YEARS) FELT LONELY AT LEAST SOME OF THE TIME (2019/2020, BETTER THAN LONDON AVERAGE).



1 IN 7 ADULTS

PEOPLE IN CROYDON WERE OVER 65 YEARS OLD (CENSUS 2021).

1,908
PER 100,000
emergency hospital admissions were due to falls in people aged 65 and over (2021/22, better than England average).

2,669
people aged 65 and older were estimated to have dementia in Croydon (2023).

