



Families, Health and Social Care

Cabinet Member Bulletin

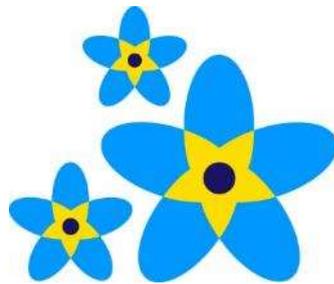
Councillor Jane Avis

December 2019

Welcome to my December Bulletin,

The Alzheimer's Society praises our dementia awareness work for a second time

The special cinema screenings in Croydon for people living with dementia and awareness sessions about the condition that are attended by a wide range of the community



Working to become
**Dementia
Friendly**
2019-2020

including the police, fire and ambulance services and children and young people have helped Croydon to be praised by the Alzheimer's Society.

The charity monitors the progress made by organisations helping to raise awareness about dementia so that they can retain the status of its highest accolade of Working to Become Dementia Friendly. This is the second year that Croydon has received the award.

Croydon Council now commissions all services with dementia in mind, which includes a checklist to ensure service providers, and their staff, understand and can address the needs of people living with dementia in the borough. The council offers additional training where required, using the Dementia Training Standards Framework and encourages these services to join the CDAA (Croydon Dementia Action Alliance)

Read more <http://news.croydon.gov.uk/uks-leading-dementia-charity-commends-croydon/>

Croydon Health and Care Plan

I am delighted that the Croydon Health and Care Plan has been launched. Croydon has a growing population, which means an ever-greater demand for health and care services.



We have already introduced better practices to support people to live longer, healthier lives, but health inequalities still remain.

To ensure that this plan really makes a difference, there has been a year's worth of engagement and input from residents, representatives from our strong voluntary sector, as well as leaders and front-line staff from our local NHS and social care services.



Using all this information the partnership between the local NHS, Croydon Council and Age UK Croydon, developed the five year

Health and Care Plan to support our residents to stay well for longer by making services more accessible and in the heart of the community.

The Croydon Health and Care Plan outlines a fresh vision for how health and social care will be delivered across the borough, particularly for those with the greatest need, to transform the health and wellbeing of local people.

The plan emphasises three clear priorities:



The Health and Care plan builds on a number of successful schemes already in place in Croydon, including social prescribing, which makes it easier for GPs and nurses to connect people with a range of non-clinical services – everything from Bollywood dancing to cooking lessons – to help improve the emotional, mental and general wellbeing of people suffering from conditions such as depression and anxiety.

The Personal Independence Coordinator (PIC) scheme exemplifies the borough's person-centred approach, supporting people with long term conditions to stay out of hospital by providing a link between the NHS, council and voluntary sector.

In addition to a focus on locality-based care, the Health and Care plan outlines proposals for Croydon's acute and mental health trusts. At present, more than 40% of the budget spent on hospital care is on patients attending hospitals outside Croydon and leaders believe at least 17% of this treatment could be delivered by Croydon Health Services. We seek to enable patients to be treated closer to home and it would support our local hospital trusts, making them more financially sustainable providers of excellent care locally.

You can read the full Health and Care Plan [here](#) and watch a video about its development [here](#)



Discover something new – Have fun, be active and be social

We have a new tool on our health website where residents can now easily find hundreds of free and low cost exercise classes and activities to keep fit and well for longer.

You can search for a range of activities taking place across the borough like football, belly dancing, walking, trampolining, swimming and more using the physical activity finder tool at www.JustBeCroydon.org/be-active

Being active throughout the year can help people to maintain a healthy weight, as well as boost self-esteem and mental health and wellbeing. It also helps to fight off disease and reduce the risk of serious illnesses.

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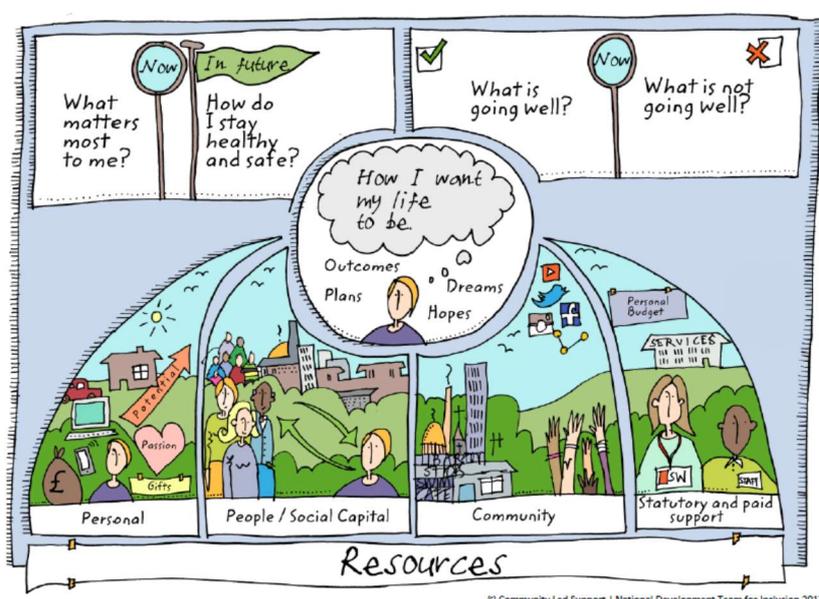
Anyone who organises an exercise class or physical activity can also upload their sessions for free.

Adult Social Care – doing things differently

Working in localities in older people's teams, the Community Led Support, (CLS), ethos is starting to prove a success. We started our CLS journey in Croydon in January 2019. Our localities are aligned with integrated care networks, (Thornton Heath including South and Upper Norwood, Woodside & Shirley; New Addington & Selsdon; Purley including Sanderstead & Coulsdon; Mayday and East Croydon).

Embedding the CLS ethos means working collaboratively with our communities and partners; learning, refining and evolving to design things in ways that work for everyone.

CLS places a significant focus on reducing bureaucracy and we have moved away from the lengthy referral, assessment and review processes and have adopted a much more proportionate approach that focuses on what matters most to people.



Staff focus on strengths based 'Good Conversations' when they meet with someone, recognising that the people we are working with are their own experts, with strengths, gifts and abilities and the right to live a good life. Something that definitely makes a difference is that, wherever possible, these 'Good Conversations' happen

in our community based Talking Points where people feel comfortable and where they are treated as equals with power, choice and control.

It's important to acknowledge that this is not a new fad, but respectfully builds on what is already working, joining up good practice and strengthening common sense, empowerment and trust. The key principles of Community Led Support are:

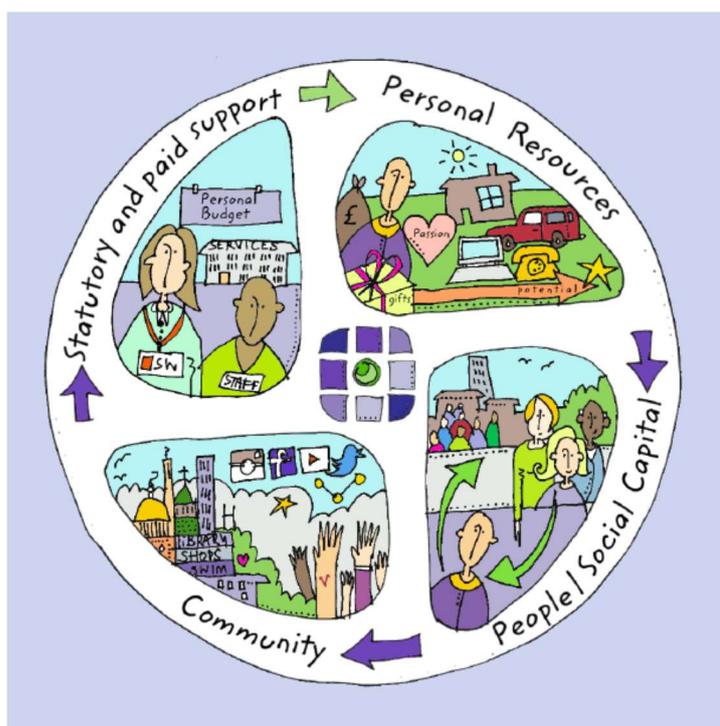
- Co-production brings people and organisations together around a shared vision
- There is a focus on communities and each will be different
- People can get support and advice when they need it so that crises are prevented
- The culture becomes based on trust and empowerment
- People are treated as equals, their strengths and gifts built on
- Bureaucracy is the absolute minimum it has to be
- The system is responsive, proportionate and delivers good outcomes

Working in this way means we can see people more quickly - there has been an 80% reduction in waiting lists for the older people in Croydon since April 2019, and a marked increase in the number of people with whom we have held good follow up conversations, (reviews) since the Autumn.

Feedback from people who we have seen in this new way since implementing CLS has been really positive. Thornton Heath was our first CLS site to go live in June this year and we now have three localities up and running with colleagues also working in a different way in New Addington and Woodside and Shirley. We are on track to roll out in the remaining 3 older people's teams by end of March 2020, starting with Purley in December. The Purley team have been learning from the other innovation sites and working closely with health colleagues and occupational health, researching and building the foundations for their Talking Points. .

Our two day mid-point review carried out by our partners the National Development Team for Inclusion, (NDTi) in October was overwhelmingly positive. We have intentionally taken a system wide approach, building on existing partnerships and networks to embed strengths based practice.

There is a learning and development offer in place in addition to NDTi core offer across the Health, Wellbeing and Adults department - job descriptions have been re-written with a CLS lens to ensure we recruit and retain people with the right approach who want to work in this way and do the very best they can with and for our residents.



Our commissioning colleagues have committed to CLS principles and, along with Leeds and Bradford, will be the first to take part in NDTi's "The Art of Commissioning" programme in 2020.

Our colleagues and partners in health have agreed to join us in adopting the CLS model for all staff in integrated working arrangements and in hospital.

In addition to seeing people much more quickly and in a much more proportionate and person centered way, we are developing stronger relationships with our VCS (Voluntary and Community Sector) colleagues. We are beginning to develop greater knowledge of locality services, organisations, people and places and just beginning to see some evidence of reductions in spend through seeing people sooner, before crises develop and by connecting people to people and to community activities, groups and organisations

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One of the key ingredients in the success of this approach is clear, visible commitment at a senior level that CLS is the model on which all adult social care will be based in future in Croydon.

Colleagues have just been to the national gathering of the 27 sites who are working this way across England, Scotland and Wales where we shared our journey and our learning and had the opportunity to learn from others who are doing great things to improve lives. We are delighted that we will feature in many examples of good practice in the NDTi national evaluation report which will be published early next year.



We have a great deal still to do. We are now planning how and when we will roll out CLS in all age disabilities, mental health and hospital.

Making this level of culture change is neither easy nor quick, but these early signs of success are motivating us to remain absolutely committed to making Community Led Support the way we work together with residents and partners to make a real difference in Croydon.

LGC Health and Social Care category shortlist

Congratulations to everyone involved in the Croydon Dementia Action Alliance – the ‘Compassionate Croydon’ nomination has been shortlisted in the Health and Social Care category for the LGC Awards 2020.

The nomination opened by saying *‘Compassionate Croydon’ is about making a difference for our residents impacted by dementia. This programme of work is not driven by dementia being widely acknowledged to be a substantial challenge to social care and the health system; and community as a whole, but because we want to be a fair and inclusive borough’*



The next phase is a formal presentation in front of a judging panel, I wish the team the very best of luck.

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Local partnership delivers new homes for adults with disabilities



In my last bulletin I told you about Henderson House in South Norwood where local property developer and housing charity, Zetetic Housing, have converted the building into 10 flats for adults with disabilities.

The homes are now in use and 10 people have been allocated a new home. They will be supported on a day-to-day basis by care provider partner Frontier Support Services benefiting from this support and the opportunity to develop independence and build social relationships.

You can watch a video about Henderson House [here](#)

Croydon Council Awards – Finalists



Congratulations to all the Health, Wellbeing and Adults staff who were nominated for a Croydon Council Award. I am incredibly proud of all of you and the work you do for our residents. I know it's sometimes a challenging job, but you have all proved that by working hard, working together and supporting each other – you can make a tremendous difference to our residents.

For those of you who are finalists at the Croydon Council Awards – Good Luck!

Act now to fend off the flu and winter illness

Croydon's health chiefs are urging pregnant women, parents of toddlers, older people and those with long-term health conditions to get their flu jab and prevent winter illness.

The council and local NHS services are sharing winter health advice



across the borough to help ease pressures on Accident and Emergency (A&E) departments by encouraging residents, particularly those most at risk, to get the flu vaccination, as the virus' symptoms can be severe and life threatening if contracted.

The flu jab is free for people who need it most as it protects those who have it, their family and friends, and vulnerable people in the community.

Frontline health and social care workers are entitled to a free flu vaccine and can find out how to claim this on the NHS [website](#).

As the weather gets colder, all residents are advised to take preventive action such as ensuring their homes are adequately heated, wearing warm clothing and seeking a quick remedy for symptoms such as coughs, colds and sore throats.

People in need of help and support for health concerns should contact their GP, local pharmacy or by calling NHS 111 in the first instance.

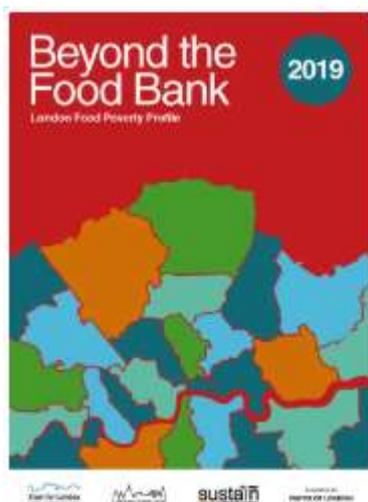
Croydon's health chiefs are also asking everyone to be community minded and check on frail, elderly people as they are more susceptible to ill-health in the cold, like ensuring they are warm, and have enough medication and food.

Anyone concerned about winter fuel bills can seek advice from the council or a local Citizens Advice.

More winter wellness advice is available at www.nhs.uk/staywell

Find out more about free NHS vaccines routinely offered to everyone and the ages at which they should ideally be given www.nhs.uk/conditions/vaccinations/

Council gets top marks for tackling food poverty



I am really delighted that Croydon Council's work to help lift families out of food poverty has been ranked second among the top London councils making a difference to people's lives.

We jumped from eighth place last year in the annual Beyond The Food Bank league table, which is run by food charity Sustain to measure how councils help families to easily access enough healthy food, without anxiety.

The charity were particularly pleased with our achievement for receiving more than £600,000 to tackle holiday hunger, for supporting breastfeeding and weaning parents and efforts to boost the number of families claiming Healthy Start vouchers to purchase milk, fruit and veg.

Read more <http://news.croydon.gov.uk/croydons-latest-food-stop-unveiled/>

Events for World Mental Health Day on 10th October

Supporting young people



As part of World Mental Health Day, we had posters around Croydon and a series of social media messages encouraging young people to seek help if they are feeling stressed or worried.

This is part of the ongoing work by Croydon Council's award-winning Choose Your Future campaign which supports young people in the borough to make positive choices in life and signposts them to organisations and groups who can offer advice like Off the record, Croydon Talking Therapies, Ment4 and Young Croydon www.choose-your-future.com

The peer-led campaign involves young residents offering support by sharing experiences of how they are dealing with challenges they face like tackling depression, being open about their emotions and talking to friends about concerns.

Find out more <http://news.croydon.gov.uk/mental-health-matters-for-croydons-young-people/>

Mental health awareness day at Fairfield Halls

We also organised a comedy night and information stalls at Croydon's Fairfield halls, which was jointly organised with the Pension Protection Fund and the charity Mind in Croydon. All ticket sales from the comedy event went towards the vital work being carried out by Mind to tackle mental health issues.



The community day was themed around the five ways to wellbeing, which are things that everyone can do in their daily life to have better mental health by connecting with others, being active, continuing to learn, giving your time and taking notice of what's around you.

Read more - <http://news.croydon.gov.uk/mental-health-is-not-a-joke-special-comedy-night-in-croydons-fairfield-halls/>

Smokers urged to quit during Stoptober – the 28 day stop smoking challenge throughout October.



Residents who are smokers were given even more encouragement to quit with help from Croydon Live Well advisors and with the advice on the council's health website www.JustBeCroydon.org/Stoptober

The Live Well advisors are based at [local health hubs](#) throughout the year. One in eight people in the borough still smoke, but those who get expert support from local stop smoking services are three times as likely to quit successfully as those who try to stop using willpower alone.

People who quit smoking feel the health benefits very soon after stopping, such as coughing and wheezing less and breathing more easily as lung capacity increases up to 10% after three to nine months of quitting.

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

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