

FOR INFORMATION

REPORT TO:	HEALTH AND WELLBEING BOARD 12 February 2014
AGENDA ITEM:	10
SUBJECT:	Croydon Heart Town update
BOARD SPONSOR:	Dr Mike Robinson, Director of public health, Croydon Council
CORPORATE PRIORITY/POLICY CONTEXT: This report is for information only	

1. RECOMMENDATIONS

- 1.1 The health and wellbeing board is asked to note the contents of the report. Any questions should be directed to the report author outside of the meeting.

2. EXECUTIVE SUMMARY

- 2.1 At its meeting on 23 October 2013 the health and wellbeing board endorsed a strategic partnership approach to improving heart health in the borough and the extension of Croydon's Heart Town programme from two to five years. This report provides the health and wellbeing board with an update on Heart Town activity undertaken and activity planned since the board meeting.

3. DETAIL

- 3.1 Croydon Heart Town is intended to make a major contribution to the delivery of the joint health and wellbeing strategy 2013-18. This in turn reflects the community strategy's aim of protecting vulnerable people and offering good quality, accessible and joined up services and information so that agencies can make a difference to local people through coordinated prevention and early intervention.
- 3.2 Heart and circulatory diseases, including coronary heart disease and stroke, are responsible for around a third of all deaths in Croydon and are also major causes of early death (under 75 years) and disability. Women in the borough are over three times more likely to die of heart disease than breast cancer. Croydon's population is increasingly overweight and inactive, putting those individuals at risk of cardiovascular diseases.
- 3.3 Core outcomes for Croydon Heart Town are to:
 - increase the proportion of people who take action to reduce their risk of heart and circulatory diseases by:
 - achieving a healthy weight
 - increasing their level of physical activity
 - stopping smoking
 - identify undiagnosed heart disease in people aged 40-74 through NHS Health Checks

3.4 Croydon Heart Town outcome indicators and baseline data were set out in the paper presented to the board on 23 October 2013. Progress against these indicators will be reported to the board annually, with the first Heart Town performance report in October 2014.

3.5 The Heart Town delivery plan has a number of elements:

- Campaigns and awareness raising
- Support and advice in schools and work places
- Support and advice for the general population
- Service redesign and procurement of new services
- Partnership working
- Charitable fund raising and volunteering

3.6 Progress against each of these elements is reported in appendix 1

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BACKGROUND DOCUMENTS

None

Appendix 1

1. Campaigns & awareness raising

Action	Due	Lead	Progress
1. Heart Town pledge signing by Mayor & Cabinet lead	15/07/13	Bevoly Fearon	Complete
2. Mayor to launch Croydon Heart Town	20/07/13	Bevoly Fearon	Complete
3. Borough entry point signage	30/09/13	Melissa Vick	Complete
4. Media coverage of launch & summer events	31/08/13	David Mills	Complete
5. Know Your Numbers Week (blood pressure awareness) September 2014	30/09/13	Melissa Vick	Complete
6. Stoptober (stop smoking) October 2013	31/10/13	Jimmy Burke	Complete
7. National Heart Month February 2014	28/02/14	Melissa Vick	In progress
8. Media coverage of National Heart Month	28/02/14	David Mills	In progress
9. National Stop Smoking Day 12 March 2014	12/03/14	Melissa Vick / Jimmy Burke	In progress
10. National Salt Awareness Week March 2014	16/03/14	Melissa Vick	In progress
11. Vascular Disease Awareness Week March 2014	17/03/14	Melissa Vick	In progress
12. National Walking Month May 2014	31/05/14	Melissa Vick / Rob Brown / Peter MacDonald	Not started
13. National Thrombosis Week May 2014	09/05/14	Melissa Vick	Not started
14. Mental Health Awareness Week (anxiety) May 2014	18/05/14	Melissa Vick/ Rachel Nicholson	Not started
15. World Hypertension Day 17 May 2014	17/05/15	Melissa Vick	Not started
16. World No Tobacco Day 31 May 2014	31/05/14	Melissa Vick / Jimmy Burke	Not started
17. Big Lunch 1 June 2014	01/06/14	To be agreed	Not started
18. Heart Rhythm Week June 2014	08/06/14	Melissa Vick	Not started
19. Men's Health Week (mental wellbeing) June 2014	15/06/14	Melissa Vick / Rachel	Not started

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		Nicholson	
20. Promote Heart Town signage on council and partners vehicles	ongoing	Bevoly Fearon	In progress – some council vehicles carry logo
21. Promote availability of heart health information through stickers carrying logo e.g. pharmacies, leisure centres, libraries etc	31/05/14	Bevoly Fearon?	In progress

2. Support and advice in schools and work places

Action	Due	Lead	Progress
1. Summer 2013 activities programme for children & families	31/08/13	Melissa Vick	Complete
2. Registration of schools for Jump Rope and Dodgeball challenges	Ongoing	Paul Charge / Daniel Davis	Ongoing
3. Pilot support programme for New Addington High School and schools in the Selsdon Education Partnership September 2013 to March 2014.	31/03/14	Paul Charge / Daniel Davis	Ongoing
4. Roll out of school support programme to other areas of the borough September 2014 to June 2015 including Healthy Schools Champions Network	30/06/14	Paul Charge / Daniel Davies	Not started
5. Develop and deliver heart health offer for local employers to apply for Healthy Workplace Charter status	30/06/14	Melissa Vick / Theresa Dent-Gater	In progress
6. Deliver healthy catering award scheme logo design competition in schools	31/03/14	Anna Kitt / Daniel Davis	In progress / delayed
7. Develop a bid to become a Flagship Food in Schools pilot taking a whole school approach to healthy eating	30/11/13	Anna Kitt / Daniel Davis	In progress / delayed
8. Deliver Heart Town Business Expo 2014 to promote active travel to local employers	26/02/14	Peter MacDonald	In progress
9. Summer 2014 activities programme for children & families	31/08/14	Melissa Vick	Not started

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3. Support and advice for the general population

Action	Due	Lead	Progress
1. Develop healthy catering award scheme (incl logo design by schools – see 2.6 above)	31/03/14	Anna Kitt	In progress / delayed
2. Develop heart health offer within the Healthy Living Hub in the Central Library July 2013 onwards – relaunch Feb 2014	28/02/14	Marion Abbott	In progress
3. Deliver a programme of NHS Health Checks 2013/14	31/03/14	Bevoly Fearon	Will not hit annual targets / recovery plan in place
4. Delivery of heart health information, advice and activities in a range of settings including GP practices, pharmacies, the Carers' Support Centre, the POP Service as well as during dedicated events such as Silver Sunday.	31/03/14	Bevoly Fearon	Ongoing
5. Provide information and advice on alcohol through commissioning a brief intervention programme	31/08/14	Rachel Nicholson	In progress

4. Service redesign and procurement of new services

Action	Due	Lead	Progress
1. Procure a new NHS Health Checks service	31/08/14	Rachel Fluke	In progress
2. Procure children's weight management service spring 2014	31/03/14	Anna Kitt	In progress
3. Procure new adult weight management service spring 2014	31/03/14	Anna Kitt	In progress
4. Complete review of cardiology services winter 2013	31/12/14	David Roskams	Complete
5. Redesign and recommission cardiology service pathway spring 2014	31/03/14	David Roskams	In progress

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5. Partnership working

Action	Due	Lead	Progress
1. Provide public health support for the review of cardiology services by Croydon Clinical Commissioning	31/12/14	Kate Woolcombe	Complete / delayed
2. Continue to build relationships with key partners including Pro-Active South London, Transport for London and Crystal Palace to identify opportunities to promote heart health and fundraise.	Ongoing	Bevoly Fearon	In progress
3. Provide public health support to Croydon CCG for their procurement of community diabetes services, diabetes education services and the redesign of the diabetes pathway. September 2013 to March 2014	31/03/14	Cynthia Folarin	In progress
4. Work with Croydon CCG to develop and implement their Prevention, Self-Care and Shared Decision Making Strategy	Ongoing	Cynthia Folarin	In progress

6. Charitable fund raising and volunteering

Action	Due	Lead	Progress
1. Delivery of events sponsored by the Mayor of Croydon with BHF as one of her adopted charities June 2013 to April 2014.	30/04/14	Bevoly Fearon	In progress
2. BHF Big Donation - with fundraising in schools and workplaces throughout September 2013	30/09/13	Theresa Dent-Gater	Complete
3. National Heart Month February 2014 'Ramp up the Red'.	28/02/14	Paul Charge / Melissa Vick	In progress
4. BHF Big Donation - with fundraising in schools and workplaces throughout September 2014	30/09/14	Theresa Dent-Gater	Not started
5. Organise Heart Town running and walking programme to raise funding	30/09/14	Bevoly Fearon	In progress