

## FOR INFORMATION ONLY

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| <b>REPORT TO:</b>   | <b>HEALTH AND WELLBEING BOARD (CROYDON)</b><br><b>10 June 2015</b> |
| <b>AGENDA ITEM:</b>   | <b>17</b>  |
| <b>SUBJECT:</b>   | <b>Croydon Heart Town Annual Report</b>                            |
| <b>BOARD SPONSOR:</b>   | <b>Mike Robinson, Director of public health, Croydon Council</b>   |
| <b>BOARD PRIORITY/POLICY CONTEXT:</b><br>Croydon's joint health and wellbeing strategy set out to increase healthy life expectancy and reduce differences in life expectancy between communities. Heart and cardiovascular diseases are the major cause of death in the borough and the main contributor to differences in life expectancy between communities. Croydon Heart Town addresses a number of priorities in the strategy including child and adult obesity, helping people stop smoking, and early detection and management of people at risk for cardiovascular diseases and diabetes |  |
| <b>FINANCIAL IMPACT:</b><br>There are no financial impacts arising from this report.  |  |

### 1. RECOMMENDATIONS

This report recommends that the health and wellbeing board notes the contents of the draft Croydon Heart Town Annual Report for 2014/15.

### 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 since the last report to the board on 12 February 2014.

### 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 Examples of work to deliver these outcomes are set out in the draft Croydon Heart Town Annual Report attached.

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**BACKGROUND DOCUMENTS** None