



Croydon **Heart Town**

DRAFT Annual Report

April 2014 to March 2015

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Foreword

It is with very real pride in the achievements of our second year as a Heart Town, that I am writing the foreword to the Croydon Heart Town Annual Report for 2014/15.

[TO BE COMPLETED BY THE CHAIR]

Councillor Maggie Mansell

Chair of Croydon Health and Wellbeing Board

Introduction

Heart Towns were launched by the British Heart Foundation during its 50th anniversary year, with the aim of establishing 50 Heart Towns across the UK. The Heart Towns initiative aims to mobilise communities to prevent and fight Britain's biggest killers, circulatory and heart diseases. Heart Towns work by bringing communities together through local fundraising and volunteering to help beat heart disease.

Croydon became a Heart Town on 15 July 2013 with the signing of the Heart Town Pledge by the Mayor of Croydon and representatives of the British Heart Foundation. In our second year as a Heart Town we have continued to work closely with the British Heart Foundation to increase awareness and provide education around how to prevent heart disease with a particular focus on schools and workplaces. Since becoming a Heart Town we have also raised over £30,000 to help fight heart disease.

This report summarises the progress made during Croydon's second year as a Heart Town as well as our plans for future developments.

Heart and circulatory diseases in Croydon

Heart and circulatory diseases, or cardiovascular diseases (CVD), are responsible for around a third of all deaths in Croydon and are also major causes of early death (under 75 years) and disability. Almost half (46%) of these deaths are from coronary heart disease and nearly a fifth from stroke (18%). Whilst Croydon performs close to, or better than, the national average on most CVD indicators, CVD remains one of the borough's biggest killers. Women 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 CVD.

The rate of early death from CVD in Croydon has been falling for over a decade and is similar to the national rate. However, 215 individuals die early every year in Croydon from CVD. It is estimated that around 133 of these deaths could have been prevented.

Data from the Joint Strategic Needs Assessment indicates that both the one and three year trends for early death from circulatory diseases and two other key indicators (deaths from coronary heart disease and emergency readmissions within 28 days of discharge for stroke) have been worsening. Although Croydon's performance is not significantly different from the national average, without action these may well become future challenges for the borough.

There are significant health inequalities for CVD in Croydon in terms of age, gender, ethnicity and deprivation. Deaths from CVD are concentrated in the over 75s age group. More men than women die of CVD. Croydon GP data on CVD (including hypertension, atrial fibrillation, stroke, heart attack, coronary heart disease and heart failure) record greater prevalence amongst men compared to women for all these conditions except hypertension. Black people had the greatest recorded prevalence for hypertension and stroke. Atrial fibrillation was greatest amongst White people, while for Asian people the greatest prevalence was for heart attack and coronary heart disease.

People from the most deprived communities in Croydon have a CVD death rate that is twice as high as people from the least deprived communities. Differences in smoking and obesity rates are factors that may partly explain this inequality.

Why did Croydon become a Heart Town?

The two outcomes that Croydon Heart Town is expected to make a significant contribution to are:

- increased healthy life expectancy
- reduced differences in life expectancy and healthy life expectancy between communities

The first outcome is to improve not only how long people live – their life expectancy, but also how well they live – their healthy life expectancy. The second goal focuses attention on reducing inequality in health outcomes between people, communities and areas in the borough. By focusing on longer healthier lives and narrowing the gap we will help increase independence, a key goal for both the council and the NHS locally. Heart Town aims to do this by reducing the levels of disease and disability caused by heart and circulatory diseases. A heart healthy lifestyle also provides protection against cancer, diabetes and, to some extent, liver and respiratory diseases.

Cardiovascular disease is estimated to cost the UK economy £19 billion a year. Of the total cost of cardiovascular disease around 46% is due to direct health care costs, 34% to productivity losses, and 20% to the care of people with cardiovascular disease (both social care and informal care). Local work to model the cost of just one modifiable risk factor for cardiovascular disease – smoking – estimated that the cost of smoking to the Croydon economy is around £82 million a year. By tackling cardiovascular disease we aim to reduce these costs and contribute to the growth of the local economy.

What can we do to prevent heart disease?

In Croydon there is a mixed picture in relation to the modifiable lifestyle factors that cause heart and circulatory diseases. Whilst the adult smoking rate is falling, there are rising levels of overweight and obesity in both adults and children. The estimated level of healthy eating in adults is better than the national average, with levels of physical activity in adults close to average.

Excess body fat and smoking are the two single most significant causes of cardiovascular disease and preventable death. Other contributory factors include high levels of alcohol consumption, too much fat and salt in the diet and stress. Conditions such as diabetes also carry an increased risk of developing cardiovascular diseases.

21% of heart disease is attributable to excess body fat. In Croydon, almost a half of all adults are overweight or obese (one in four are obese). One in three children under the age of 11 is overweight or obese. Helping people achieve and maintain a healthy weight, eating well and being more active is a key goal for Croydon Heart Town.

14% of deaths from cardiovascular diseases are caused by smoking. One in five adults (around 50,000 individuals) in Croydon smoke: this is close to the national average. Although the smoking rate is falling there remains considerable scope to help more people to quit through the Heart Town. This will also contribute to reducing sickness, disability and deaths from respiratory diseases and cancers.

Good mental health and the reduction of stress can also contribute to reducing the risk of cardiovascular diseases. Physical activity and volunteering are two elements of the Heart Town programme which contribute to better mental health and reduced stress.

Croydon Heart Town objectives

All Heart Towns are expected to:

- raise levels of public awareness of heart disease;
- activate and involve business and the community in charitable fundraising; and,
- provide education, advice and support on how people can reduce their risk.

In Croydon we also aim 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

A range of indicators have been chosen to help us measure progress. These can be found at appendix 1.

Fundraising and volunteering

Croydon Heart Town has provided the impetus for a wide range of fundraising activities both large and small.

Teams from the borough have competed in the London to Brighton Bike Ride and the Ben Nevis Challenge. As well as a gruelling climb up Ben Nevis, the UK's tallest mountain, the Croydon team completed a bike ride and a canoe race to complete the challenge.

In September, Croydon Heart Town got behind the Great British Bagathon - the UK's biggest bag filling challenge. The idea behind the Bagathon is simple – British Heart Foundation can turn the things people don't need into bags of life-saving research. We promoted registration for the Bagathon amongst Croydon's workplaces, asking staff to fill as many bags as they could with unwanted clothes, shoes, toys, books, CDs or DVDs.

Croydon marked National Heart Month in February by promoting Wear It Beat It, British Heart Foundation's campaign to encourage as many people as possible to wear red for a day to raise awareness of heart disease and funds for lifesaving research.

The Big Lunch aims to get as many people as possible across the whole of the UK to have lunch with their neighbours. In June 2014 all organisers of lunches big and small were sent a Croydon Heart Town message and fundraising pack. Croydon Council also hosted its own Big Lunch in the centre of Croydon to raise funds for the British Heart Foundation.

Since becoming a Heart Town, Croydon has raised over £30,000 for the British Heart Foundation - a truly 'heartening' achievement.

[FUNDRAISING ACTIVITY PHOTOS HERE]

Campaigns & awareness raising

Croydon Heart Town has delivered a number of health promotion campaigns and awareness raising events over the year. These include:

- Surrey Street Market Harvest Festival (September 2014)
- Stoptober quit smoking campaign (October 2014)
- New Year quit smoking campaign (January 2015)
- Dry January Campaign (January 2015)
- NHS Health Checks campaign (October 2014 and January 2015)
- British Heart Foundation's 'Wear It, Beat It' campaign (February 2015)
- National No Smoking Day (March 2015)

[SELECTED CAMPAIGN IMAGES HERE]

Shockingly Easy

Croydon Heart Town has been proud to support the London Ambulance Service with their London wide Shockingly Easy campaign. We set out to persuade 50 businesses and organisations across Croydon to install a defibrillator in their premises and gain accreditation by training staff to use it. Having a defibrillator within easy reach of someone having a cardiac arrest can often mean the difference between life and death. Around 32 per cent of people survive an out of hospital cardiac arrest but, where there is a defibrillator and someone trained to use it, the chance of survival can increase to 80 per cent. So far, the campaign has led to 24 newly accredited defibrillators and another 11 new defibrillators purchased but yet to be accredited. Chris Hartley-Sharpe from the London Ambulance Service said: *'The Shockingly Easy campaign was launched to increase the number of public access defibrillators in London to help improve the cardiac arrest survival rate. We are heavily dependent on local ambassadors to spread the word on our behalf. Croydon is an excellent example of a borough that has championed the campaign at a local level. We hope other boroughs will follow their lead.'*

[SHOCKINGLY EASY LOGO HERE]

Healthy Living Hub

The Healthy Living Hub in the Central Library has promoted heart health throughout the year. This walk in service is aimed at those people who might need some extra help and encouragement to change to a more healthy diet and lose weight, to stop smoking or to increase their physical activity. It also acts as a signposting and referral service. Visitors can have an NHS Health Check or get one to one stop smoking support with no need to book. The Hub runs regular chair based exercise class that attracts older members of the community and table-tennis on Thursday for participants of all ages (the oldest participant is in her 70's). There are regular slots for host visiting agencies including Diabetes UK, British Heart Foundation, and Age UK. Over 5,000 people visited the Hub in 2014/15. It has been particularly successful in attracting men, with 52% of the visitors being male. This shows the acceptability of a neutral venue, like a public library, as a place for reaching out to men who are traditionally less likely to visit traditional health service settings. One visitor said: *'If I wasn't here I'd be sitting at home alone. This class has helped me greatly, not just with exercise but with my depression. It motivates me to come out of the house and I look forward to laughing and exercising with friends I have made.'*

Healthy eating

Phunky Foods & Alive N' Kicking

Croydon is pioneering a new approach to supporting children and young people to reach or maintain a healthier weight. In the last 12 months we have set up two new services: Phunkyfoods promote physical activity and healthy eating in early years, primary and special schools. Alive N' Kicking provides a weight management service for 4-12 year old children. The new service motivates and supports children to improve their health, well-being and self-esteem. Both services work in more deprived wards in Croydon (due to the local link between deprivation and obesity), and work with the whole family. Over the last year Phunkyfoods have worked in over 40 schools and pre-schools with a combination of curriculum support and activities. Alive N' Kicking have delivered their programmes in leisure centres, youth centres and schools. One parent said *'My son thoroughly enjoyed the sessions and looked forward to it every week. He has achieved so much and I'm very proud of him. Thanks to you all at Alive N' Kicking. I believe he will continue to make good progress and keep healthy.'*

One example of a project delivered by Phunky Foods is a six week 'back to school' cookery club for parents at South Norwood Primary. Parents were taught about the Eat Well Plate, what a balanced diet looks like. They learnt about the consequences of a healthy or not so healthy diet. They were also taught how to read food labels. Parents taking part reported that they had changed their family's eating habits by using the skills and knowledge they had learnt. All of them made new friends. Support has carried on in the school with a regular coffee morning for the parents. Claire Austridge, Families First Co-ordinator at South Norwood Primary said *'Hosting a cookery club at school without a kitchen is hard work, but the rewards from it have been fantastic. The school has been able to engage with parents through the cookery sessions. The parents not only enjoyed the sessions, the food and the social side but they have also made life enhancing changes for themselves and their families. The Cookery Club has had a very positive impact on all those attending.'*

[PHUNKY FOODS AND ALIVE N' KICKING LOGOS HERE]

Croydon Food Flagship

Croydon Food Flagship has been developed to transform eating habits across the whole community starting with the health and nutrition of children at school. This programme has 2 year funding from the Greater London Authority with a five year plan now agreed. The overall aim is to reduce childhood obesity, reduce type 2 diabetes in adults and increase attainment in schools.

Six outcomes have been identified for our Flagship work:

- More children eat good quality food in schools at breakfast and lunch time
- More families eat good quality food in and out of home
- More children know how to cook real food and aspire to do so
- More families cook real meals
- More children and parents know how to grow their own food and aspire to do so
- More food eaten in Croydon has been grown in Croydon

Croydon Food Flagship was launched at Rockmount School, Upper Norwood, in March 2015. Cabinet member for children, families and learning Councillor Alisa Flemming said: *'These schools, along with others in Croydon, are teaching us vital life skills, in particular that cooking doesn't have to be a boring chore and healthy meals can be fun, creative, affordable and easy to prepare.'*

[FOOD FLAGSHIP LAUNCH PICTURE HERE – CHECK RELEASES]

Eat Well Croydon Healthier Catering Award

Heart Town is working to encourage food businesses to provide healthier options for their customers. The Eat Well Croydon Healthier Catering Award is a voluntary scheme for food businesses in Croydon. It is based on the principle that small changes in food choices, preparation and cooking methods can make a big difference to health. The project is focused on the areas of highest childhood obesity in Croydon. Businesses are invited to apply for the Award and supported to make changes to their food service to make healthy eating easy and accessible for their customers. All businesses applying for the Award are required to meet set criteria adapted from the Chartered Institute of Environmental Health Healthier Catering Commitment award and to attain a minimum food hygiene standard rating of 3. So far, twenty businesses have been

signed up for the Eat Well Award. The Award is continuing for the next year with the aim of signing up a further 20 businesses and growing a network of venues in Croydon where people can choose to Eat Well.

What's My Veg?

What's My Veg is a project we asked Croydon People First to lead on. They organised 10 lunches for people with learning difficulties who each took turns to prepare a meal. Each meal included different vegetables. The participant preparing lunch was given one to one teaching by a professional cook about how to prepare each meal. The cook explained different ways the vegetable can be cooked and different foods which the vegetable goes with. People taking part viewed slides and information about all the vegetables with quiz questions like "why is spinach good for you?" The teaching included: Where does the vegetable come from? What does it look like in the ground? Why is it healthy for you? Where can you buy it and how much does it cost? When can you buy it if it is seasonal?

Physical activity

Croydon Heart Town is working hard to encourage everyone to be more active, whatever their ability and baseline activity level.

Go Tri

With the success of the Brownlee brothers in the Olympics, there has been increasing interest in triathlons, duathlons and aquathlons. For those new or returning to exercise, however, the prospect of doing more than one activity in an event can seem daunting. Together with the council's sport and physical activity team, Heart Town has sponsored three free GO TRI duathlons over the past year at Croydon Arena. GO TRI helped us set up these cycling and running events to encourage more people to give it a go. By keeping the distances shorter than standard events, people who wouldn't have considered signing up are dipping their toes into the world of duathlon. None of the participants, bar one, had ever taken part in this type of event. The feedback has been overwhelmingly positive and many participants have gone on to take part in longer distance events around London and the Home Counties. A number were also signposted to local running, cycling and swimming clubs where they are planning to improve their fitness and technique and carry on being more active in the longer term.

[GO TRI LOGO HERE]

Fitter Fans

Heart Town has given its backing to the Crystal Palace 'Fitter Fans' scheme. This is aimed primarily at men aged 30 and over and aims to improve overall health and fitness through a free 10 week course. Each session lasts two hours and includes a workshop and fitness session. The workshops cover topics like healthy eating, stopping smoking, CPR and general health and fitness, as well as a Q&A session with current and former players. The most recent group to graduate through the programme was made up of 22 fans aged between 30 and 70 years old. Fifteen of them managed to lose weight, 16 saw a reduction in blood pressure, one participant saw his waist shrink by a massive 12cm! After completing the course the fans can join the next level of the programme and take part in weekly football training sessions. The scheme has helped over 250 fans improve their health.

'The fitter fan session yesterday was awesome. The warm-up session was very professional and at a good level for all involved. The fitness test was gruelling but very rewarding... Basketball was so much fun... You don't even realise you're actually working out and getting healthier. I think it's because we all laugh and share the common goal of becoming fitter.'

Workplace health

Physical activity programmes at work have been found to reduce absenteeism by up to 20%. The results of Croydon Council's staff health and wellbeing survey showed that 90% of roles in the council are entirely sedentary. More than 50% of staff reported doing no or minimal physical activity during the week. Fifty four percent of staff who responded to the survey were overweight or obese. The council's workplace health group have developed a plan to increase people's level of physical activity, help them lose weight and reduce their level of stress. Some of the innovations introduced during the year include providing table tennis tables for staff to use during breaks; and exercise classes including ballroom dancing, circuit training and Pilates. In October 2014 the council held a Step Challenge to encourage people throughout the organisation to move more by taking part in a fun competition. Two hundred and fifty staff members (50 teams of five) took part in the Challenge. Twenty nine teams had scores of over 1,000,000 steps each by the end of the Challenge, with the winning team recording an amazing 1,644,304 steps. In recognition of its achievements in promoting workplace health the council has been awarded the Employer's Network for Equality and Inclusion Wellbeing at Work Award and the London Healthy Workplace Charter (LHWC) at Achievement Level Award.

NHS Health Checks

The NHS Health Check programme aims to help prevent heart disease, stroke, diabetes, kidney disease and certain types of dementia. Everyone between the ages of 40 and 74, who has not already been diagnosed with one of these conditions or have certain risk factors, will be invited (once every five years) to have a check to assess their risk and will be given support and advice to help them reduce or manage that risk.

In 2014/15 we commissioned a pilot NHS Health Check outreach service to increase take up in higher risk and harder to reach groups (including the homeless and people not registered with a GP). We also asked them to target areas where there is currently little or no NHS Health Check provision. The outreach service has proved popular exceeding its target of 2,250 health checks by delivering 2,549 health checks over the year. Of the people seen by the outreach service, 37% were referred to another service for follow up advice, support or for further tests by their GP. Eight percent of the people seen by the service were not registered with a GP and were given advice on how to get registered. The outreach pilot has been extended to 31st March 2016 with a focus on reaching the 55 to 74 year age group, South Asian men. We have also asked them to target workplaces.

[NHS HEALTH CHECK CAMPAIGN POSTER IMAGE HERE]

Stop smoking support

For several years, Croydon has successfully achieved its quit target - delivering over 2000 quits a year. Services we provide in the borough include stop smoking advice in GP surgeries and in pharmacies, an outreach service and a hospital based service for people wanting to give up before they have surgery or give birth. Although many people are able to give up smoking with little or no support some people need extra help. There are also differences in smoking rates between communities. This is one of the most significant drivers of health inequalities in the borough. Amongst routine and manual workers in Croydon, 29% of adults are smokers, whereas only 17% of the general population are. This is one of the reasons why we are now targeting our efforts at people from routine and manual groups, people who are unemployed and people living in areas of higher deprivation.

Quit rates of some targeted groups have been improving from a 2013 baseline. Quits from routine and manual workers increased by 13% and quits from sick and disabled people by 77%. Quits from people living in New Addington and Fieldway are also up 18.5%. We still have some way to go however. Quits from people who have never worked or long term unemployed people have fallen and it is unclear why this might be the case. To help us identify how we can provide better stop smoking services we have undertaken the ASH 'CLear' self-assessment and will use this to plan how we help people quit in the coming years.

Our plans for 2015/15

Croydon Heart Town brings together a wide range of programmes and project with the aim of improving heart health in the borough. In 2015/16 we will continue to promote healthy eating by developing the Food Flagship. We have some exciting new projects in the pipeline including a community food learning centre and support for new food businesses to set up in Croydon. We will be working to get Croydon moving by promoting active transport, including walking and cycling, as well as continuing to promote participation in sport and use of our green spaces. We also want to do more to support people with heart and circulatory conditions (like AF and angina) to manage their health and live active and productive lives.

Appendix 1 2014/15 Croydon Heart Town Outcome Indicators

Performance Indicator	Corporate Indicator	Local Indicator	National Indicator	Indicator Type	Description	Croydon 2011/12	Croydon 2012/13	Croydon 2013/14	Croydon Current
Monthly and Quarterly Performance Measures									
PH.06	PHOF 2.03			National	Smoking status at time of delivery	n/a	7.8%	↘ 7.3%	Dec-14 6.7%
PH.16 (1)	PHOF 2.22iii	✓		National	Eligible population aged 40-74 offered an NHS Health Check (Year to Date)	n/a	20047	↘ 1519	Feb-15 6733
PH.01 (2)		✓	✓	Local	Rate of Smoking quitters (12 week quit rate) (Year to Date)	n/a	n/a	773	Dec-14 576
PH.01 (1)		✓	✓	Local	Rate of Smoking quitters (4 week quit rate) (Year to Date)	2174	↗ 2263	↘ 2214	Jan-15 1706
PH.09A	PHOF 2.18			National	Alcohol attributable hospital admissions (rate per 100,000 population) Narrow	534.0	↘ 525	↘ 513.7	Sep-14 258.72
PH.09B	PHOF 2.18			National	Alcohol attributable hospital admissions (rate per 100,000 population) Broad	n/a	2108.5	↘ 2057	Sep-14 1036.9
PH.16 (2)	PHOF 2.22iv	✓		National	Eligible population aged 40-74 offered an NHS Health Check who received an NHS Health Check (Year to Date) - REPORTING OF THIS INDICATOR IS UNDER REVIEW / REVISION	n/a	2514	↘ 1883	Feb-15 4219
Annual Performance Measures									
PH.05	PHOF 2.06ii	✓		National	Excess Weight in Year 6 children (Children aged 10-11 years who are obese or overweight)	38.2%	↘ 38.2%	↗	2013-14 38.3%
PH.07	PHOF 2.13i & ii	✓		Survey	Percentage of adults achieving at least 150 minutes of physical activity per week	10.3%	↗ 12.5%	↗ 13.0%	2012-14 13.0%
PH.02	PHOF 2.14	✓		Survey	Smoking prevalence (adults over 18)	19.7%	↘ 17.1%	n/a	2013 17.0%
PH.04	PHOF 2.06i	✓		National	Excess Weight in Reception age children (Children aged 4-5 years who are obese or overweight)	24.2%	↘ 23.8%	↘ 23.1%	2013-14 23.1%