



Families, Health and Social Care

Cabinet Member Bulletin

Councillor Jane Avis

March 2019

Welcome to my February Bulletin. As you will read, there are many achievements to celebrate; Shared Lives, Live Well, our work with the Croydon Dementia Action Alliance, and Sugar Smart, to mention but a few.

As we come to the end of another challenging financial year, I would like to take the opportunity to thank our dedicated council officers, our social workers, care workers, and the many volunteers and carers who help us deliver a great service to the residents of Croydon, despite the financial pressures local authorities have had to endure over the past 8 years of austerity.

The excellent services Social Care continue to deliver are against a backdrop of decreasing funds and increasing pressures. We have continued to see increases in demand for services with significant overspends in areas such as the 25-65 disability service of over £4m. Rising demand and increased complexity of cases has meant that since April 2018, there has been a 17% increase in the number of care packages.

As we move in to a new financial year, the pressures are predicted to continue and despite small injections of funds, the national adult social care funding gap will still be at around £2bn. Our budget planning is further impacted by the disappointing delay in publishing the Social Care green paper.

We have had no tangible proof that austerity is over, and the anticipated impact of Brexit is of major concern, so the continued hard work, innovation and creativity of our staff is appreciated more than ever.

LATEST NEWS

Outstanding rating for Shared Lives



I am delighted that the Care Quality Commission (CQC) has again judged Croydon Shared Lives as Outstanding overall after it got the same rating at its last inspection in 2015.

Shared Lives has placed more than 60 adults with learning disabilities and mental health issues to live within specially-trained family homes to receive short-term and long-term care.

The inspection was carried out in November and Croydon Shared Lives was rated Outstanding for being caring and well-led, and Good for being safe, effective and responsive, leading to the overall Outstanding rating.

Positive feedback to inspectors included:

- Carers demonstrated a deep understanding of people's needs and preferences, and treated them as individuals
- People were supported to have maximum choice and control of their lives
- Staff were offered training which helped them meet the needs of the service users, and felt it was an excellent organisation to work for
- The service worked closely with health and social care counterparts both within and outside the council, and feedback from professionals was "extremely complimentary"



Based on interviews with service users, the inspection report summary said: "Feedback from people was overwhelmingly positive with regards to all aspects of their care. They spoke in glowing terms about their carers and the service in general. They said all their needs were met and that carers treated them with the utmost respect and promoted their independence. They said they felt like equal family members in their homes and led active lives in their communities."

One service user told inspectors: "My care here has been all about what I need to live a proper life instead of a meagre existence and it's given me my life back."

The CQC's Debbie Ivanova, Deputy Chief Inspector, Adult Social Care, said: "I continue to be impressed with the standard of care provided by Croydon Shared Lives. It is clear to me that the service is totally focused around the people it serves. Feedback from those that used the service, carers and other healthcare professionals was always exceptionally positive. Keep up the good work."

To read the report in full, visit the [CQC website](https://www.cqc.gov.uk) or contact Annette.McPartland@Croydon.gov.uk

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Supported and sheltered accommodation in Croydon

Last year it came to my attention that facilities and arrangements for our supported and sheltered accommodation did not meet all of the standards we would expect for our residents living in these buildings. After addressing the most immediate problem in one home - a faulty boiler - all identified actions have either being fixed or are underway.

I requested a full audit to be undertaken so we can improve the condition of the communal areas in these buildings; this will include communal kitchens and the outside grounds. In 2017, in consultation with Freeman Court residents, a review was carried out to update the communal gardens, but regrettably, the project had to be put on hold when money had to be re-directed to vital installation of sprinklers in our tower blocks in the wake of the Grenfell tragedy – a necessary expense we believe should have been met by the Government..

The Executive Director of Health, Wellbeing and Adults, Guy Van Dichele, is in direct contact with some residents and local councillors. He will be writing to all residents living in our supported and sheltered accommodation as we recognise the need to improve communications and make reporting any issues easier for our residents.

I will be writing updates in my bulletins to keep you informed on the progress.

Fizz Free February



Croydon residents are being encouraged to look after their health by taking up the challenge to ditch sugary fizzy drinks throughout February.

The Fizz Free February campaign aims to get people to reduce their daily sugar intake by drinking less sugary drinks, or cutting them out completely for 28 days.

The call to action comes as part of our SUGAR SMART initiative, which works with communities, businesses and schools to raise awareness of the health risks of having too much sugar. The initiative also helps to tackle obesity levels in children and adults by making more people aware of the hidden sugars in their food and drinks.

There are resources on the council's website www.croydon.gov.uk/gofizzfree to get people started on their fizz free journey and monitor how well they are doing. This includes making a pledge and setting realistic goals to reduce your sugar intake.

Simple food swaps can make it easier to cut down on sugar like changing fizzy drinks to water, opting for lower fat milks or choosing sugar-free or no added sugary drinks.

Currently young people in England consume almost three times the recommended amount of sugar. Fizzy drinks are the largest single source of sugar for children aged 11-18, on average they provide nearly one-third (29%) of their daily sugar intake.

Excess sugar can lead to unhealthy fat developing in your body and weight gain. This increases the risk of heart disease, type 2 diabetes, stroke, some cancers, and tooth decay - which is the leading cause for hospitalisation among 5-9 year olds in the UK.

I have recorded a [video message](#) to get residents to take up the Fizz Free February challenge: "Cutting out fizzy drinks is an easy way to reduce your sugar intake. It is also good for your pocket as you could save £438 annually if you stopped drinking a daily bottle of soft drink. It is a real concern that 79% of fizzy drinks contain six or more teaspoons of sugar per can. Making a commitment to go fizz free for February will help you to develop new, healthier habits. It will also make it easier for you to cut down on fizzy drinks for the rest of the year."

DELIVERING OUR AMBITIONS

Croydon is a popular place for Social Workers in Adults social care

Recruiting social workers nationally is a problem and London experiences additional issues because of a large and highly mobile locum workforce able to work across all Borough's. But with a qualified Social Work workforce of over 150, Adult Services in Croydon is a success story.

A key part of this is the Assessed and Supported Year in Employment (ASYE) programme where newly qualified social workers (NQSWs) consolidate their degree learning, develop capability and strengthen their professional confidence in an employment environment. This programme develops a national consistency in what a social worker should know and be able to do by the end of their first year in employment.



Over the last three years, 35 ASYE's have started employment in Croydon, with another 8 recruited and waiting to start. Adding this to the other 62 social workers who have been successfully recruited – a number who have been converted from locums, Adult Social Care has a total of 97 new social care staff. By ensuring we have a good number of social workers our residents can receive the right care, in the right place, at the right time and live long, healthy, happy and independent lives.

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A substantial portion of our adult social work recruitment, 36%, are ASYE's and the really important point is that they stay. From the 2016/17 intake, 85% are still working for Croydon because they know it is a great place to work and develop their career.

Along with this, we are looking at social work grade apprenticeships, which, in due course, will allow us to grow our own social workers – whilst avoiding much of the training cost associated with traditional apprenticeships.

For more information: Annette.McPartland@Croydon.gov.uk

Live Well Croydon

With the exciting news that the Live Well Croydon programme has been extended for a further year yet – until end March 2020 – we have launched into 2019 with gusto and all set to continue to support our Croydon residents to achieve even greater success to improve their health and wellbeing.

**75% of clients
had sustained a
smoking quit at
6 months**

Live Well is performing above expectation in supporting behaviour change. Residents are achieving their health goals at key milestone points along the 12 month programme.

We are pleased to announce that Making Every Contact Count (MECC) has now been launched on the council's learning portal. This training provides the important opportunity for our staff and external partners, who have access to our portal, to complete the short training module and gain a certificate.

**Almost 2,000
residents have
received an
initial
assessment**

By completing the MECC training, individuals will be better equipped, with improved skills and knowledge around healthy lifestyles and how to engage in very brief conversations with residents, colleagues and friends who may need support.

MECC is being promoted by our Live Well service, however, an exciting opportunity exists to extend this method of early intervention across other council services.

You can access the MECC training here:

<https://croydon.learningpool.com/course/view.php?id=363>

For more information: <https://www.justbecroydon.org/just-live-well>

**Residents reaching the 12 months stage, 90% had achieved
positive behaviour change**

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WORKING WITH PARTNERS

Croydon commended for 'phenomenal' work on dementia



I am really proud of the work in Croydon to raise awareness about dementia and was delighted to attend an event where the Mayor of Croydon was presented with a special recognition award from Alzheimer's Society. The award followed the announcement in the autumn that the charity granted Croydon its highest accolade – Working towards dementia-friendly status.

There are more than 3,600 people living with dementia in Croydon. It is a progressive condition that can lead to memory loss and difficulties with thinking, problem-solving or communication. It is estimated that one person develops dementia every three minutes.

Thousands of people have attended Dementia Friends Information Sessions organised by the Croydon Dementia Action Alliance (CDAA). At each session, people learn more about dementia and the small ways they can help someone living with the condition. Local police and fire officers, nurses and staff at Croydon University Hospital, care home staff, secondary school pupils and relatives of people living with dementia are among those who have already attended the sessions. Every Practice Manager in the borough has recently attended a 'Making your GP practice Dementia Friendly' session and Croydon Council has also introduced a mandatory policy for all staff to attend a Dementia Friends Information Session.

These sessions are inspiring and really help people to have a better understanding of the changes that are taking place with a person living with dementia. A number of community groups and businesses have also told us that they are now in a better position to consider what appropriate actions they can take to support people with dementia.



The CDAA's work has significantly contributed to Alzheimer's Society's reaching 2.5 million Dementia Friends in the UK, with 150,000 in London. A dementia-friendly

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community is a city, town or village where people with dementia are understood, respected, supported and confident they can contribute to community life.

Healthwatch have recently completed research on Croydon Dementia carers experiences of using Croydon's health and social care services. The research collected the experiences of 70 carers for those with dementia - from diagnosis to information and support, as well as the impact of becoming a carer.

This report is incredibly useful for us, we can hear from the carers and family members who have shared their views and the Croydon Dementia Action Alliance (CDAA) takes them very seriously. The CDAA will continue building on the extensive work achieved so far locally this year including the improvements highlighted in the report.

For further information on local services and support from Alzheimer's Society, contact croydon@alzheimers.org.uk or our webpage www.croydon.gov.uk/healthsocial/phealth/dementia-0/dementia

Health officials urge older residents of Croydon to get their flu jab



Doctors in Croydon are calling on older residents to get their free flu vaccine as soon as possible, before much colder weather arrives.

Officials warn that once the temperature drops below 8C, members of the public aged 65 and over are at increased risk of contracting flu. They're also likely to suffer more than most people if they catch the unpredictable virus.

In light of this, a more effective vaccine is being given to those aged 65 and over this year.

It's easy to think that you should get a flu jab before Christmas. However, any time is a good time to get vaccinated, especially if you are in an at risk group. Not only are you protecting yourself, you are protecting loved ones around you as well.

Visit www.nhs.uk/flu vaccine for more information on the flu vaccine and its effectiveness.

Let's work together to rid our borough of measles



Did you know that measles have not yet been eliminated in Croydon? Outbreaks of the virus have occurred as recently as last year.

Children and adults remain at risk of catching measles and other highly infectious diseases like mumps and rubella if they have not had the MMR vaccination.

Pregnant women, young children and those who are immuno-suppressed are at a higher risk of serious complications if they contract measles, but everyone who isn't immune is at risk of contracting the virus and passing it on to others.

It's important to make sure that your health records are up-to-date with the MMR jab and other vaccinations that keep you safe and well.

Please speak to your GP as soon as possible to find out your vaccination status and take action. You can also get important advice about vaccinations from a health professional or on the NHS website <https://www.nhs.uk/conditions/vaccinations/mmr-vaccine/>

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

Correspondence:

c/o Town Hall

Katharine Street

Croydon

CR0 1NX

Business phone: 07710 184 921

Email: jane.avis@croydon.gov.uk

[Online information](#)