

REPORT TO:	HEALTH AND WELLBEING BOARD 22 nd January 2020
SUBJECT:	Director of Public Health Annual Report 2019 - Food
BOARD SPONSOR:	Rachel Flowers, Director of Public Health
PUBLIC/EXEMPT:	Public

SUMMARY OF REPORT:

The report presents the evidence around the key role food plays through the life course of our residents and explores the complexity within our system and the associated challenges around obesity, food insecurity and sustainability. The report has used the evidence to inform key recommendations.

The report acknowledges the wider determinants around food and focuses on the biological, economical, social and physical determinants, providing examples of how we can sustain and build on the work we are committed to achieve for the people of Croydon.

In summary the Director of Public Health Report for 2019 focusses on:-

- Food poverty & insecurity
- Food throughout life
- Diet
- Body Image and body perception
- Food and your mood
- Weight
- The impact of food and drink on our teeth and gums
- Fast food
- Sustainability

As part of the report, 22 recommendations have been made, with six key recommendations.

BOARD PRIORITY/POLICY CONTEXT:

It is a statutory requirement for the Director of Public Health to produce an Annual Report and for the Council to publish this (section 73B (5) of the National Health Service Act 2006). This year's report focuses on Food, a celebration but also explores the complexity within the system and the associated challenges around obesity, food insecurity and sustainability.

The issues highlighted in this report will support the successful delivery of the following objectives in the Health and Wellbeing Strategy and Croydon's Corporate Plan

- Increase healthy life expectancy.
- Reduce health inequalities between communities.
- People live long, healthy, happy and independent lives.

- Our children and young people thrive and reach their full potential.
- A cleaner and more sustainable environment.
- Business moves here and invest, our existing businesses grow.
- We value the arts, culture, sports and activities.

FINANCIAL IMPACT:

There are no direct financial implications arising from this report.

RECOMMENDATIONS:

The Board are asked to note the information and recommendations outlined in the Annual Director of Public Health Report (Appendix A); and endorse and support the recommendations.

1. DETAIL

- 1.1 There is a statutory requirement for the Director of Public Health to produce an annual report. This is the Director of Public Health's professional statement about the health of local communities, based on sound epidemiological evidence, and interpreted objectively. The report should be useful for both professionals and the public.
- 1.2 The annual report is an important vehicle by which the Director of Public Health can identify key issues, flag up problems, report progress and thereby serve their local populations. It will also be a key resource to inform stakeholders of priorities and recommend actions to improve and protect the health of the communities they serve.
- 1.3 The report is a tool for advocacy as well as a statement of needs, current priorities and action and continuing progress. It can also be a valuable process for internal reflection and team prioritisation as well as external engagement and awareness raising.
- 1.4 We have an opportunity to influence the future for our children and young people by shaping the way our food is produced, provided and consumed. Croydon has a young population and a high percentage of BAME children (over 70%) who have access to unhealthy food on a daily basis, contributing towards the obesity epidemic in this country.
- 1.5 The report gives us the facts and figures around the impact food can have on us all throughout our lives, celebrates the fantastic food we have on offer in Croydon and explores the complexity within our system and the associated challenges around obesity, food insecurity and sustainability.

- 1.6 The report is presented in eleven sections, each can be read on their own in any particular order.
- 1.7 Food Glorious Food - Croydon has a wonderfully diverse community from many different countries. According to the 2011 census, Croydon has a higher proportion of Black and Minority Ethnic (BME) residents than the national average. This has had a hugely positive influence on the range of food available in our shops giving us many opportunities to experiment with ingredients and tastes from around the world. Croydon's current generation of younger adults and children is even more diverse than previous ones. This provides a great opportunity to sow the seed for embracing access to healthy, tasty and diverse food within our local shops and markets.
- 1.8 Food Poverty and Insecurity - Within Croydon, 8,786 residents live in areas considered to be within the 10% most deprived in the whole country. After housing costs, 30% (30,889) of children in Croydon and 17% (10,701) of adults over 60 live in poverty compared to 16.2% in England. This will understandably have an impact on what and how people buy their food. Over the last few years there has been a change in how poverty impacts people and it is no longer just those people who are in households where no one works. At the time of this report, two thirds of children living in poverty live in a household where at least one parent works. A recent survey of 6000 Londoners found that 60% of those experiencing food insecurity were in full or part time work. The combination of low pay, insecure work and high housing and high childcare costs can all contribute towards poverty. 19.8% (11,483) of children in Croydon are eligible for and receiving free school meals. It is worth noting that free school meals are mainly available to those whose parents are on a specified low income. Evidence suggests that there will be many families who are not eligible for free school meals but are still struggling to feed their children.
- 1.9 Food Throughout Life - Since the 1940's we have known that what women eat before (and during) pregnancy can have a lasting impact on our children. A baby's development in the womb is not only linked to their mother's diet while pregnant, but also on the nutrients and fats that have been stored through her lifetime. You may have heard the phrase "eating for two" while pregnant, but babies don't actually need this. We do not need to eat any more in the first six months of pregnancy and we only need an extra 200 calories per day in the third trimester, that's about two slices of buttered toast. Children from the youngest age need healthy balanced food throughout the day to ensure they receive all the nutrients they need to grow and develop. Croydon currently has 7 Food Flagship schools that aim to take a whole school approach to healthy eating and food education and more are being recruited. These schools are working towards moving children and adults away from sweet and fizzy drinks and foods high in fat, salt and sugar. As children get older they gain more freedom and have greater choice over the foods they eat. Whether this is on

the journey to and from school, walking past newsagents and fast food outlets or during their lunch break. Research among secondary school children found that 80% of pupils ate from shops surrounding their school at least once a week and this increased to 28 among those who were allowed out at lunchtime. Starting work and the changing lifestyle that comes with working can change the way we eat. A study found that irregular work hours, a busy lifestyle, low willpower and unappealing food were seen as the main barriers to healthy eating in the workplace. The older population have a wealth of food and cooking experience to offer and Croydon has the third highest number of people aged 65 and over in London. With age our risk of certain conditions increase and more of us are now living longer. With this in mind, it is important we continue to follow a healthy diet so that our extra years are lived as well as possible and are disease free.

- 1.10 Diet - A healthy diet helps reduce the risk of cardiovascular diseases, cancer, diabetes and other conditions linked to obesity. The Eatwell Guide is a really useful way of helping us achieve a healthy balanced diet. Growing up, many of us were told to eat everything on our plate - there were lots of reasons why. I am aware of others who never had enough to eat and getting a decent amount of food was a luxury that was to be sought at every opportunity as you never knew when the next meal was. These experiences develop habits that mean plate clearing is expected even when you feel full and with portion sizes increasing over the years so is our calorie intake. It's not just portion sizes increasing but also our tableware such as dinner plates and glasses. In the 1950's the average dinner plate was 9-10 inches, now it is more likely to be 12 inches or larger and the evidence has shown that we tend to consume more food and drink when offered larger sized portions or when using larger plates and glasses.
- 1.11 Body Image and Body Perception - There is evidence that some people from different cultures have different perspectives and views around body image. There is not one universal ideal body image since preferences can vary throughout the world and for some cultures they celebrate the person's body regardless of the appearance but more about what the body can achieve. An example of the differences between cultures can be found in a study by Lambeth Council Public Health (2009). They reported that a large proportion of residents did not recognise the concept of being overweight, and were shocked to learn from their doctor that they were obese or overweight and believed that they naturally had large body sizes.
- 1.12 Food and Your Mood -There is evidence to suggest that food not only affects your physical health but also your mental health. Whilst we know eating our fruit and veg can help us feel better, on the other hand a self-reinforcing cycle can develop whereby obesity and binge eating can lead to low mood which in turn results in further over consumption and ever worsening mood.

- 1.13 Weight - Why are some of us underweight? Sometimes if we are not feeling well, stressed or experience a period of time where we don't get to eat regular meals, we may lose weight. There are eating disorders that mean we become and remain underweight. There are some medications we take that may cause us to lose weight and some people are naturally underweight even though they eat a good varied diet. If we are underweight for a period of time it can affect our health. Why do some of us become overweight and obese? Quite simply, we put on weight when the amount of calories (food and drink) we consume exceed those which we use (through movement). A key contributor to the imbalance is the food we eat. If we do not balance the amount we eat with physical activity then most people of us will put on weight. Some of us will be overweight but some of us will become obese. Weight is measured in children at school in reception (aged 4-5) and year 6 (aged 10-11). In Croydon, slightly more than one in five children (21.9%) aged 4-5 are overweight or obese. By the time they reach the ages of 10-11, this increases to just greater than one in three children (37.9%). The prevalence of overweight and obese children in Croydon overall is similar to the average across London. While reception year prevalence has remained fairly constant over time, the proportion of year 6 children measuring as overweight and obese is increasing.
- 1.14 The Impact of Food and Drink on Our Teeth and Gums - Children in Croydon have high levels of tooth decay compared to London and England. 28.5% of 5 year olds in Croydon had one or more decayed, missing or filled teeth in 2016/2017 and improvements are not happening at the same rate as London or England.
- 1.15 Fast Food - Croydon has 394 fast food outlets with the rate of 102.8 per 100'000 people, sitting in the top 10 of the London boroughs for highest density of fast food outlets. The highest number of fast food outlets are in the more deprived areas. Residents living in areas of deprivation may struggle to afford or have access to the food needed for a healthy balanced diet. New Addington has been identified as a food desert which means it is poorly served by shops selling healthy fresh products at a fair price.
- 1.16 Sustainability – An astonishing seven million tonnes of food is discarded every year in the UK, about one third of the food produced. A vast amount of this food waste could have been eaten and what's more if the food waste is not separated from recyclable waste, it will damage other materials that could have been recycled. Growing your own food has many benefits, it's cheaper than buying from a shop, you have your own organic produce on your doorstep and not only will your home grown veg be fresher and more nutritious you can even reduce your carbon footprint by reducing the food miles of what you eat. Croydon Council has 17 allotment sites across Croydon and 6 community gardens in Croydon so if you don't have space at home, you can try one of these.

1.17 Early Experiences Last a Life Time – progress update on last year’s report - An enormous amount of work has been done to implement my top four recommendations: review, revise and join up the maternal mental health pathways from the community, and primary care, through midwifery and health visiting and other partners by 2019. This work culminated in a workshop attended by over a 100 people in July 2019 and is informing action plans and bids for funding going forwards. The number of families claiming Healthy Start vouchers has increased by 20% during 2019. We also won funding from Sustain to increase our support for the eligible families who have not applied for the vouchers. A new and innovative partnership group is taking forward my recommendation to increase the percentage of children receiving the MMR.

1.18 The report makes 22 recommendations for action, with six key recommendations which include:-

Government

- Mandatory front of the pack food labelling.
- Develop a food poverty strategy with the aim of eliminating the need for food banks across the country by 2027.

Mayor of London

- No food banks needed in London by 2024.

Across Croydon

- All GP practices and all departments in CHS to receive training around nutrition and weight management.

Food Businesses

- All Croydon fast food outlets must sign up to Eat Well Croydon.

Residents

- Ditch the large dinner plate for the 9 inch Croydon plate.

The entire 22 recommendations are:

Government

- Lobby front of the pack food labelling.
- Develop a food poverty strategy with the aim of eliminating the need for food banks across the country by 2027.
- Lobby mandatory Ofsted to include food in their inspection framework.
- Sustain the work of the 2019 Food and Fun project to reduce summer holiday food insecurity and allow schools to open their halls and kitchens to support delivery.
- Lobby mandatory for early year settings to join Healthy Early Years London.

Mayor of London

- No food banks needed in London by 2024.

Local, Across Croydon

- By the time a child leaves school they should be able to cook from scratch at least 5 different types of savoury meals that they enjoy and are affordable.

- Borough wide marketing of healthy food – no advertising of unhealthy food in all Council contracts.
- Create Croydon Mayor's Food Awards to celebrate and recognise the efforts of our local food business.
- Create a Good Food Alliance to build a strong and unified food movement that works collaboratively with local residents and members of both the voluntary and private sector.
- Implement a programme to reduce food packaging and waste by 20% by 2025.
- Use planning and environmental tools to incorporate food growing and improving physical access to grow food in local plans.
- Increase the number of water refill sites across the borough – plastic reduction and water consumption.
- All workplaces provide free fruit and vegetables and implement 'cake on occasion' in the workplace.
- Ensure that all projects aim to tackle obesity, tailor interventions to specific groups including understanding cultural differences.
- All 64 GP practices and all departments in CHS to receive training around nutrition and weight management to ensure consistency of messaging.
- Develop a central system to capture the number of residents accessing emergency food.
- Work is undertaken to understand the prevalence of eating disorders across all ages at a local level.

Food Businesses

- Business rate reductions for businesses signed up to healthy start, Eat Well Croydon and healthy promotions.
- All fast food outlets sign up to Eat Well Croydon. As part of Environmental health checks issue healthy food inspections.
- All restaurants and fast food outlets show the amount of calories for each portion.

Residents

- Ditch the large dinner plate for a 9 inch Croydon plate.

1.19 This report was unveiled and presented to a range of stakeholders on the 4th of December as part of the strategic partnership on healthy weight and obesity workshop that had over 70 stakeholders attending. This workshop was supported by the Health and Wellbeing Board with the aim to continue the work around creating a healthy weight environment in Croydon and to take the whole systems working across the borough and within localities to the next level. There is already a lot of good practice in Croydon but with over 60% of adults and nearly 40% of 10/11 year olds in Croydon overweight and obese we also recognise that there is more to do. Addressing it is a strategic priority. The workshop helped lay the foundation for creating a new 2 year healthy weight action plan (2020-2022) with the recommendations from this report being included where possible.

2. CONSULTATION

- 2.1 As part of the development of this report people working in education, welfare and the community sector have been involved in the process. The Director of Public Health report is meant to provide an independent report that others can then use to inform and shape any subsequent consultations however feedback will be requested from readers of the 2019 Director of Public Health report to ensure that it is as accurate as it can possibly be.

SERVICE INTEGRATION

N/A

3. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 3.1 There are no direct financial implications arising from this report

Approved by: Lisa Taylor, Director of Finance, Investment and Risk and Section 151 Officer

4. LEGAL CONSIDERATIONS

- 4.1 The Head of Litigation and Corporate Law comments on behalf of the Director of Law and Governance that under the Health and Social Care Act 2012 section 31(5) the Director of Public Health for a local authority must prepare an annual report on the health of the people in the area of the local authority which by section 31(6) the local authority is required to publish.
- 4.2 There are no additional legal considerations arising directly as a result of the recommendations in this report.

Approved by: Sandra Herbert head of Litigation and corporate Law on behalf of the director of Law and governance & Deputy Monitoring Officer.

5. HUMAN RESOURCES IMPACT

- 5.1 There are no direct Human Resources implications arising from this report. However, the content of this report are likely to have an impact on the future development of Council services, which may have HR implications. Where that is the case, the Council's existing policies and procedures must be observed and HR advice sought at an early stage.

Approved by: Debbie Calliste, Head of HR for Health, Wellbeing and Adults on behalf of the Director of Human Resources

6. EQUALITIES IMPACT

- 6.1 Food Glorious Food - Croydon has a wonderfully diverse community from many different countries. According to the 2011 census, Croydon has a higher proportion of Black and Minority Ethnic (BME) residents than the national average. This has had a hugely positive influence on the range of food available in our shops giving us many opportunities to experiment with ingredients and tastes from around the world. Croydon's current generation of younger adults and children is even more diverse than previous ones. This provides a great opportunity to sow the seed for embracing access to healthy, tasty and diverse food within our local shops and markets.
- 6.2 Food Poverty and Insecurity - Within Croydon, 8,786 residents live in areas considered to be within the 10% most deprived in the whole country. After housing costs, 30% (30,889) of children in Croydon and 17% (10,701) of adults over 60 live in poverty compared to 16.2% in England. This will understandably have an impact on what and how people buy their food
- 6.3 Croydon has a young population and a high percentage of BAME children (over 70%) who have access to unhealthy food on a daily basis, contributing towards the obesity epidemic in this country.
- 6.4 A recent survey of 6000 Londoners found that 60% of those experiencing food insecurity were in full or part time work. The combination of low pay, insecure work and high housing and high childcare costs can all contribute towards poverty. 19.8% (11,483) of children in Croydon are eligible for and receiving free school meals. It is worth noting that free school meals are mainly available to those whose parents are on a specified low income. Evidence suggests that there will be many families who are not eligible for free school meals but are still struggling to feed their children.
- 6.5 Fast Food - Croydon has 394 fast food outlets with the rate of 102.8 per 100'000 people, sitting in the top 10 of the London boroughs for highest density of fast food outlets. The highest number of fast food outlets are in the more deprived areas. Residents living in areas of deprivation may struggle to afford or have access to the food needed for a healthy balanced diet. New Addington has been identified as a food desert which means it is poorly served by shops selling healthy fresh products at a fair price
- 6.6 A key role of Public Health is to help break the inequalities cycle where possible. Food poverty and the level of unhealthy fast food outlets in areas of deprivation within Croydon are key areas for concern within this report. Working together as a Council to tackle these inequalities will help the Council meet its equality objective to reduce differences in life expectancy between communities.
- 6.7 An equalities impact assessment has been completed. This found that the work is robust. The evidence shows no potential for discrimination and we have taken all opportunities to advance equality and foster good relations,

subject to continuing monitoring and review. The report presents the information as an opportunity to think about the key issues we face around food here in Croydon; and it focuses on the outcomes and actions needed to reduce inequalities for the residents of Croydon. Within this report we have identified opportunities where we can make a difference to the residents and narrow the inequalities gap. For example, a key recommendation is to tackle food poverty and reduce the need of food banks across the country and specifically Croydon. We can help achieve this by tackling the socio-economic determinants of health (jobs, homes, education and income) and narrow the inequalities gap. Furthermore, by addressing the issues at each stage of the life course, we can positively break the cycle by start with pregnant women through to children, adults and older adults. The impact of this report will be reviewed a year from the release date.

Approved by: Yvonne Okiyo, Equalities Manager

7. DATA PROTECTION IMPLICATIONS

7.1 WILL THE SUBJECT OF THE REPORT INVOLVE THE PROCESSING OF 'PERSONAL DATA'?

NO

There are no data protection implications within this report.

7.2 The Director of Public Health comments that there will be no processing of personal data directly relating to this report, any requests or need arising for data resulting from the action plans to respond to the recommendations will be reviewed and any Data Protection Impact Assessments undertaken as required.

Approved by: Dr Jack Bedeman on behalf of the Director of Public Health

CONTACT OFFICER: Rachel Flowers, Director of Public Health,
Rachel.flowers@croydon.gov.uk

APPENDICES TO THIS REPORT

Appendix 1: Director of Public Health Report 2019 – Food

BACKGROUND DOCUMENTS:

None