



Families, Health and Social Care

Cabinet Member Bulletin

Councillor Jane Avis

January 2020

Welcome to my January Bulletin, my first bulletin of the New Year and the new decade!

I'd like to start by wishing you all a very happy and healthy 2020 and to thank everyone who worked over Christmas and the New Year period.

Our care workers, social workers and other social care colleagues along with health colleagues in the hospitals and the community worked day and night to ensure that those who needed help were cared for. Voluntary organisations such as Nightwatch and Crisis; churches; community centres; local restaurants; residents and many more did so much to help people who would have been alone, homeless or are simply in need.

Thank you all for supporting some of our most vulnerable residents and making the holiday's easier for them.

Reflecting on 2019 we have achieved a lot in financially challenging times, and much of this is because of the tremendous work that colleagues within Health, Wellbeing and Adults do every day, teamed with collaboration with colleagues across the Council.

We have a lot to look forward to in 2020 as we welcome colleagues from Gateway and Housing Solutions into Health, Wellbeing and Adults. This is a great opportunity to ensure our residents have an easier journey accessing our services. Duplication will be reduced and, using our CLS ethos, we will have the right people, in the right place, at the right time giving our residents the right level of help as early as possible.

Further work will take place and at pace on shifting to a more preventative and early intervention model of support in localities and reconfiguring our offer to residents within the resources available to us. This, and more will ensure that we are service fit for the future, protecting the front line and working together ensuring our residents can live healthy, happy and independent lives.

New Year, New You - Be your best self in 2020

It's that time of year where we promise to make a change by ditching unhealthy habits and making positive changes to our health and wellbeing. You may have decided to drink less alcohol and take part in [Dry January](#), quit smoking, do a bit more exercise or lose a few pounds. Or maybe you want to eat more fruit and veg (as I do being a vegetarian), there is some really useful guidance for residents that you can follow on Croydon Council's health website at www.JustBeCroydon.org



The website has apps, podcasts, videos, healthy eating plans, a physical activity finder and more to support you to be happier and healthier in the year ahead. You can start with the online health checker, which can help you to set a few realistic health goals to work towards in the New Year.

If you need a bit more help to get started, you can also speak to a Croydon Live Well adviser and they can be contacted on the freephone number 0800 018 857 or email livewell@croydon.gov.uk

Read more about the council's New Year, New You health campaign [here](#)

Welcome to our Extra Care staff

I am delighted that at 12.01am on the 4th January 2020, 147 London Care staff who work at our six extra care schemes transferred over to become Croydon Council employees.

This change fulfils a manifesto promise to insource the Care at Frylands Court in New Addington; Southsea Court in Broad Green; Toldene Court in Old Coulsdon; Brookhurst Court in South Norwood; Freeman Court in Norbury and Truscott House in West Croydon.

We welcome all the staff to the Health, Wellbeing and Adults division in Croydon and look forward to working with them.



As part of their move a comprehensive training plan is being arranged for all staff with a focus on:

- Medication Handling
- Mental Capacity and Deprivation of Liberty Safeguards (DoLS)
- Safeguarding
- Manual Handling
- Infection Control

Senior managers visited all sites on Saturday 4 and Sunday 5 January to welcome new staff and meet with tenants and their families.

Work will continue to ensure that we meet all of the standards we would expect for our residents living in these buildings. Colleagues from Social Care, Facilities Management, Repairs, Housing and Croydon Digital Services working closely together to ensure this happens.

For more information, please contact Hannah.Balzaretti@croydon.gov.uk

Christmas celebrations at our Extra Care Schemes



Throughout December colleagues from across the Council utilised some of their volunteering allocation and joined volunteers from Health, Wellbeing and Adults and Council Homes District and Regeneration to help make Christmas special for our residents living in our Extra Care Schemes.

The responsive repair and extra care service team co-ordinated six festive Christmas buffet lunches kindly sponsored by two Council contractors Mullaleys and Axis Europe. Christmas trees were purchased from the Cherry Hub garden centre and delivered by some of the volunteers. Each scheme, and the trees, were decorated by volunteers using decorations donated by staff, the Cherry Hub and community groups in New Addington.



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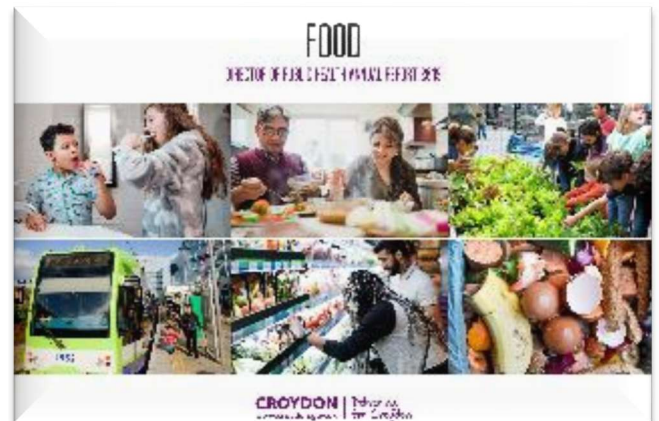


Everyone thoroughly enjoyed the Christmas lunches, one resident said *“We weren’t really expecting all this and especially when we didn’t have anything last year”* *“It’s really lovely to get us together and to see some people who haven’t come out for things like this before”*

These events are great examples of what working across teams, with our partners and residents can achieve. Different events, such as gardening, are planned for the coming year.

Time to make good food accessible for all

Rachel Flowers, Croydon's director of public health, has published her latest annual report which focuses on our relationship with food. She calls for a ban on junk food advertising and more opportunities to better promote healthier foods and water, to reduce health inequalities and improve residents' health and wellbeing.



Her report also calls on the Government, Mayor of London and local businesses to adequately tackle food poverty and eliminate the need for food banks across the country by 2027.

Rachel celebrates some of the council's and their partners' Food Smart initiatives in the borough that are successfully improving residents' relationship with food, including supporting people to feed themselves and their families with nutritious meals to reduce holiday hunger.

Read more about Rachel Flowers' recommendations to better support residents, from young children to much older people, to be healthier by helping them to access healthy food, manage their weight and enjoy cooking with fresh produce on a budget.

<http://news.croydon.gov.uk/time-to-make-good-food-accessible-for-all/>

New Croydon Personal Assistant Support Service

On 2 December last year we launched the new One Croydon funded Croydon Personal Assistant Service, which is run by an award-winning charity, Independent Lives. The aim is to widen the pool of personal assistants (PA's) available to people who need them by improving the support given to both personal assistants and the people they look after. The new service will include:

- Free online social care training for prospective personal assistants
- Free training for adults with care needs on how to employ a personal assistant
- Support so people with care needs can choose how to spend flexible Direct Payments



People with disabilities or chronic medical conditions need more than just help with the basics, and for many the answer is a PA to boost their independence and choice.



Currently around 400 people across the borough have a PA and we hope that this new partnership, with free training and extra ongoing support, will encourage more people to work in this rewarding role.

Being a PA may include assisting someone to take their medication, prepare a meal, leave their home, socialise or go shopping.

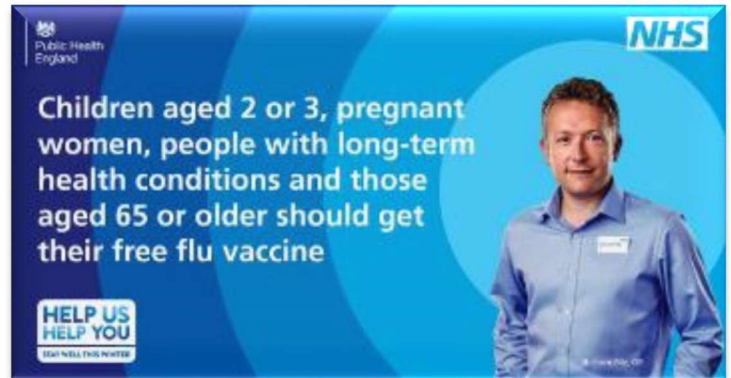
And PAs can choose to work in a range of roles with flexible hours to suit, the role can range from a few hours per week, to a full-time post depending on their availability and the needs of the person they look after.

For more information visit Independent Lives website
<https://www.independentlives.org/croydon> or call 01903 219482.

It's not too late to get a free flu jab and reduce your risk of getting ill

Flu is an extremely serious virus, it is highly contagious and those who catch it can develop health complications which can be fatal.

Residents who get a flu vaccination are protecting themselves, their family and friends, and vulnerable people in the community. Even if you have no symptoms, you can still carry the flu virus.



We are urging more people in Croydon to get the flu vaccination, which is **free** for those who need it most, particularly:

- People aged 65 or over
- Pregnant women
- Young children – who are given a nasal spray
- Those with certain health conditions
- People in care homes
- Frontline health and social care workers
- Carers of elderly or disabled person whose welfare may be at risk if they fall ill.

You can get advice from your GP or pharmacist and on the NHS website <https://www.nhs.uk/conditions/vaccinations/flu-influenza-vaccine/>

People can also help to curb the spread of germs with good respiratory and hand hygiene by catching coughs and sneezes in a tissue, throwing it away and washing their hands afterwards. More winter health advice is available on the NHS website www.nhs.uk/staywell

Boroughwide backing to lower borough's obesity rates



Croydon Council, local health and community bodies, schools and businesses met last month to decide a joint two-year commitment to strengthen our efforts to reduce obesity rates in the borough.

We will better work together to support residents to make healthier choices easier through a range of actions like seeking to reduce the number of fast food outlets, particularly in areas where there is a high density of these, encouraging people to exercise by walking more and exploring the borough and cooking healthier meals.

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The two year plan is part of a long term goal to reduce Croydon's obesity rates where almost two out of three adults are overweight, and for children it is one in five in reception year, which increases to one in three children in year six.

Read more about the actions from our healthy weight workshop <http://news.croydon.gov.uk/heavyweight-backing-to-lower-boroughs-obesity-rates/>

People in Croydon come out in force for HIV awareness campaign



Nearly 1,000 people in the borough took up the opportunity to get a HIV test during the annual campaign to raise awareness of the virus and reduce the number of people who are diagnosed late.

Croydon Council worked with health and community organisations for HIV Testing Week in November to increase the opportunities for people to take a test by setting up additional venues for the two-week period leading to World Aids Day on 1 December.

Local pharmacies, the health hub in central library, Prestige hair and beauty salon and Croydon Voluntary Action were used to offer the free and confidential tests throughout the campaign.

An early HIV diagnosis can mean a person receives effective treatment where they can live a longer, healthier life and also not pass on the virus to others.

Find out more about the campaign here <http://news.croydon.gov.uk/croydon-out-in-force-for-hiv-awareness-campaign/>

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

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