



Families, Health and Social Care

Cabinet Member Bulletin

Councillor Louisa Woodley

OCTOBER 2017

LATEST NEWS

Gateway service wins at national awards

Croydon Council's work helping families avoid homelessness has earned one win and one runner-up spot at an awards ceremony celebrating the best in the welfare and resources sector.



The council won an award for excellence in innovation, and was a highly-commended runner-up in the category for welfare benefits team of the year at the Institute of Revenues Rating and Valuation (IRRV) awards in Telford. The

IRRV is the professional national body representing around 3,500 members working in tax and benefits for local and central government and the private sector.

Croydon Council's winning entry in the excellence in innovation category beat competition from Enfield Council, City of Wolverhampton Council and Liberata, a benefits contractor for councils nationwide.

The council got the innovation award for gathering data on Croydon households affected by Government welfare reforms, analysing their finances and risk of homelessness, and assessing how the council could support them. It was also recognised for providing innovative online and advice services to give most affected residents the right financial support while identifying those needing the Gateway service's more intensive support.

To date, council staff working on the Gateway service have:

- Helped more than 1,300 families avoid homelessness
- Given budgeting support to over 10,000 people
- Supported over 2,200 people on Universal Credit to improve their digital skills
- Seen a 15% reduction in the number of people applying as homeless
- Cut by £2m the cost to the council of giving people emergency accommodation

Launched in 2015, Gateway became the first combined council department in the country – covering housing, benefits, debt management and social care assessment – to support families affected by Government welfare reforms including the benefit cap and Universal Credit.

For more information, contact: Mark.Fowler@croydon.gov.uk

Finalist for Mental Health Social Worker of the Year

Andrew Thomas, AMHP Lead for Croydon is a finalist for the Mental Health Social Worker of the Year.

Andrew works relentlessly to make a positive difference to the lives of Croydon residents who have mental health needs. He is respected by colleagues, partners and service users for his knowledge, skills and ability to empower and motivate those he works with. All this has been rightly recognised through this nomination

The ceremony announcing the winners takes place in London in November and Andrew is one of 81 finalists across 16 categories. The winners from each category will compete against each other to be named the “Overall Social Worker of the Year 2017.”

For more information: www.socialworkawards.com.

Research in Practice for Adults – award winners

Tim Gray, consultant social worker, Sue Heeley, advanced social worker and Elizabeth Uwadiae, learning and development consultant, have all been named as the Best New Ripfa (research in practice for adults) link officers by Research in Practice.

Research in Practice for Adults provides research, resources and tools to support social care professionals in the development and delivery of services for adults & their families. The partnership between Croydon and Ripfa represents our

commitment to continuous professional development and our dedication to meeting and exceeding quality standards for the sector.

Jeanette Sutton, Associate at Research in Practice for Adults said that she really felt Elizabeth, Sue and Tim had really run with the offer at Croydon, supporting usage and promoting to staff.

More information about Ripfa: www.ripfa.org.uk

Stoptober – the 28-day quit smoking campaign – is back



The Stoptober campaign is back this October, helping smokers to feel healthier, save money and protect their family and friends from second-hand smoke.

Smoking is the top cause of health inequalities in Croydon. By promoting the Stoptober campaign and through other health initiatives, we are supporting residents to take more control of their overall well-being.

Stoptober is a great initiative with a successful track record for getting smokers to take those first steps towards a smoke-free life. It is based on research that shows that if you can stop smoking for 28 days, you are five times more likely to quit for good.

As well as free Stoptober quit tools including an app, daily emails and information on Facebook, there is expert local advice available at **Croydon's online health platform** - www.justbecroydon.org The website also offers the face-to-face local service, Just Live Well, for those who are eligible. The advisers at Just Live Well work with specific groups of people who might find it difficult to make changes in their life without additional support.

Residents can access the Stoptober website at http://po.st/Stop17_Croydon

You can also read our Stoptober press release [here](#)

Sugar Smart Croydon

At the end of October 2017, Croydon will become a Sugar Smart borough. Sugar Smart Croydon is a joint campaign with the Jamie Oliver Food Foundation and the food charity Sustain to cut our sugar consumption. We are aiming to work with residents, local businesses, schools, children's centres, hospitals and other organisations to



promote healthier, lower-sugar alternatives and to limit less healthy choices. We will ask organisations to pledge to make simple changes to what they provide customers, clients, patients and students, to help residents become '[Sugar Smart](#)'.

Excess sugar consumption can lead to obesity, diabetes and dental decay. With one in three children being overweight or obese entering secondary school and tooth extraction being the biggest cause of hospital admission for five to nine year olds we need to take action.

For more information contact Ashley.Brown@croydon.gov.uk

The Launch of the Community Food Club: The Food Stop

The success of Community Connect has now led to another exciting new venture with the Gateway service now supporting the Family Centre and its Alliance members with the development of Croydon's first FareShare local collection point and community food club known as The Food Stop.

For the cost of just £3.50 per week residents in need will be able to have access to food worth around £15- £20 per week. Not only will residents benefit from affordable and fresh food but they will as part of the membership conditions commit to engage with the Community Connect project to help them identify a clear pathway into employment, housing and financial stability.

The local collection point is already supporting charity organisations offering 6 local charities the opportunity to start collecting Fareshare (charitable provider of surplus food) from the Family Centre once a week. Community organisations can pay as little as £19.38 per week to receive 67kg of fresh fruit, vegetables, meat, dairy and cupboard staples.

The Family Centre will officially open The Food Stop doors to the New Addington and Fieldway Community on Friday 27th October 2017 with a community fun day in partnership with its alliance partners.

For more information regarding The Food Stop and how residents can become members please contact Julia Pitt, Head of Gateway Service Development at Julia.pitt@croydon.gov.uk

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Gig Buddies

A scheme that helps people with learning disabilities or autism attend gigs, plays or other live events is being launched in Croydon thanks to a successful council funding bid.



Gig Buddies was originally set up by the Brighton-based charity Stay Up Late, who have chosen Croydon as one of ten national partners to roll the scheme out across the country. Club Soda will run 'Gig Buddies Croydon' in partnership with Croydon Council's Learning Disability Commissioning Team. The team will help promote the use of person-centred approaches and will give training to all gig buddies.

The project was launched at Boxpark on 5 September, with DJs from the long-established Club Soda team on the decks. Volunteers are being sought to get involved with the Gig Buddies project, which will match them to an adult with a learning disability who find it difficult to get out and about on their own to enjoy live music, theatre, or comedy.

For more information about how to get involved with the scheme, go to: www.gigbuddiescroydon.co.uk

Vaccination updates

Public Health England (PHE) have announced that there are sufficient stocks of the BCG InterVax to extend the vaccination offer to all eligible groups. The BCG vaccine protects against tuberculosis (also known as TB).

NHS England (NHSE) is the responsible commissioner for the Section 7a neonatal BCG programme which covers the PHE priority groups A and B but it is not responsible for commissioning BCG vaccination services for group C. This commissioning responsibility falls onto Clinical Commissioning Groups (CCGs)

Public Health is working with local partners to address the following issues:

- Implementation of universal vaccination of neonates
- Catch up vaccination of children above the age of 1 who were not vaccinated during the shortage
- Pathways for BCG vaccination of looked after children

NHSE is looking to help local CCGs build a service for children in this group (priority group C). Public Health is also working with local partners to establish clear communication that will clarify the local position to parents and professionals alike.

The Public Health team have also supported NHS England commissioners to review the GP call recall process through visits to 3 of the highest performing and 3 of the worst performing GP surgeries for MMR 2 at 5 years in Croydon. The aim of these visits to develop a Croydon call recall protocol based on local and NHS England informed best practice.

The public health team is working with the CCG variations team and GP IT lead to develop support for practices to ensure they can use the EMIS system to automatically search, and explore possibilities for capturing patient email addresses to increase the options for communicating call recall messages with parents.

For more information: Rachel.Flowers@croydon.gov.uk

DELIVERING OUR AMBITIONS

One Croydon – your health and care partnership

Our vision

‘Working together to help you live the life you want’

Last month I alerted you to the new work that Health, social care and voluntary sector partners are launching to provide a more personalised and joined-up approach to health and care services for the over-65s in Croydon.



This partnership, known at the Croydon Alliance has agreed to deliver services under the name of “One Croydon” so you will begin to see this brand increasingly being used alongside partner logos to identify the new services and new ways of working.

One Croydon, has been working to develop new ways of working to improve the outcomes for older people. In October, the programme moves to a significant phase in strengthening our out of hospital services that will support people to stay independent and reduce the time people wait in hospital for the right support to be arranged to get them back home.

This includes health and social care teams working in a more joined up way to fast track assessments before people leave hospital, reducing the paperwork and organised together the right support for people to have a safe and speedy recovery at home.

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We are also working with GP practices and local community groups to create stronger local networks that provide information on local services, reduce social isolation and help people stay healthy and independent.

Look out for the One Croydon brand for further updates

Contact Officer: Rachel.soni@croydon.gov.uk

Croydon Council Officer wins LG Challenge 2017



Congratulations to Denise Blair, a public health consultant at Croydon Council, for winning the prestigious LG Challenge 2017 with her proposal to tackle teenage pregnancy.

Denise was awarded the top prize of a £10,000 scholarship in the local government equivalent of 'The Apprentice'. The competition was held as part of the Local Government

Association's annual conference in July. Denise will now be able to use the prize to turn her ideas into reality.

WORKING WITH PARTNERS

Croydon tops league during carers week

All the hard work during Carers Week (12-18 June) to raise awareness and support for people who care for someone who has an illness, disability or who is an older person, really paid off. With 31 registered events, our biggest yet, we topped the league of all councils who took part.



To run our successful Carers Week events, we worked closely with Croydon's Carers' Information Service, who provide information, advice and support to unpaid carers in Croydon. They run the Carers Support Centre in the town centre, a one stop shop for those looking for advice and support.

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For more information: <https://www.carersinfo.org.uk/> , call 020 8649 9339 option 1 or email: info@carersinfo.org.uk

The development of our carers strategy (2017 – 2021) has progressed well. We have worked really closely with partners, carers and professionals, holding 13 focus groups with 111 attendees to ensure that everyone's voice was heard, and included. Our first draft is now ready but we are still keen for people to input into this, and will be holding more focus groups in October. If you are interested in being involved, please get in contact with the

Lead officer: Stephen.Bahooshy@croydon.gov.uk



Look after yourself and your family during the colder months

Don't wait until there is a flu outbreak this winter, get your free flu vaccination now if you are eligible.

It's really important that anybody considered to be in a high risk group gets their vaccine as soon as possible. See the list below and also ask your

GP, practice nurse or local pharmacist for advice on whether you are eligible to receive a flu jab or nasal spray.

If you are a health or social care worker or work out and about in the community, please protect yourself too, particularly if you are at risk or work directly with those more at risk of flu.

The [NHS Choices website](#) lists those who are recommended to have the flu vaccine as:

- anyone over the age of 65
- pregnant women
- children and adults with an underlying health condition (particularly long-term heart or lung disease)
- children and adults with weakened immune systems.

An annual flu vaccine nasal spray is also offered to healthy children aged two and three, and to children in reception class and school years one, two, three and four.

For more Flu facts - visit the NHS Choices website
<http://www.nhs.uk/conditions/flu/Pages/Introduction.aspx>