

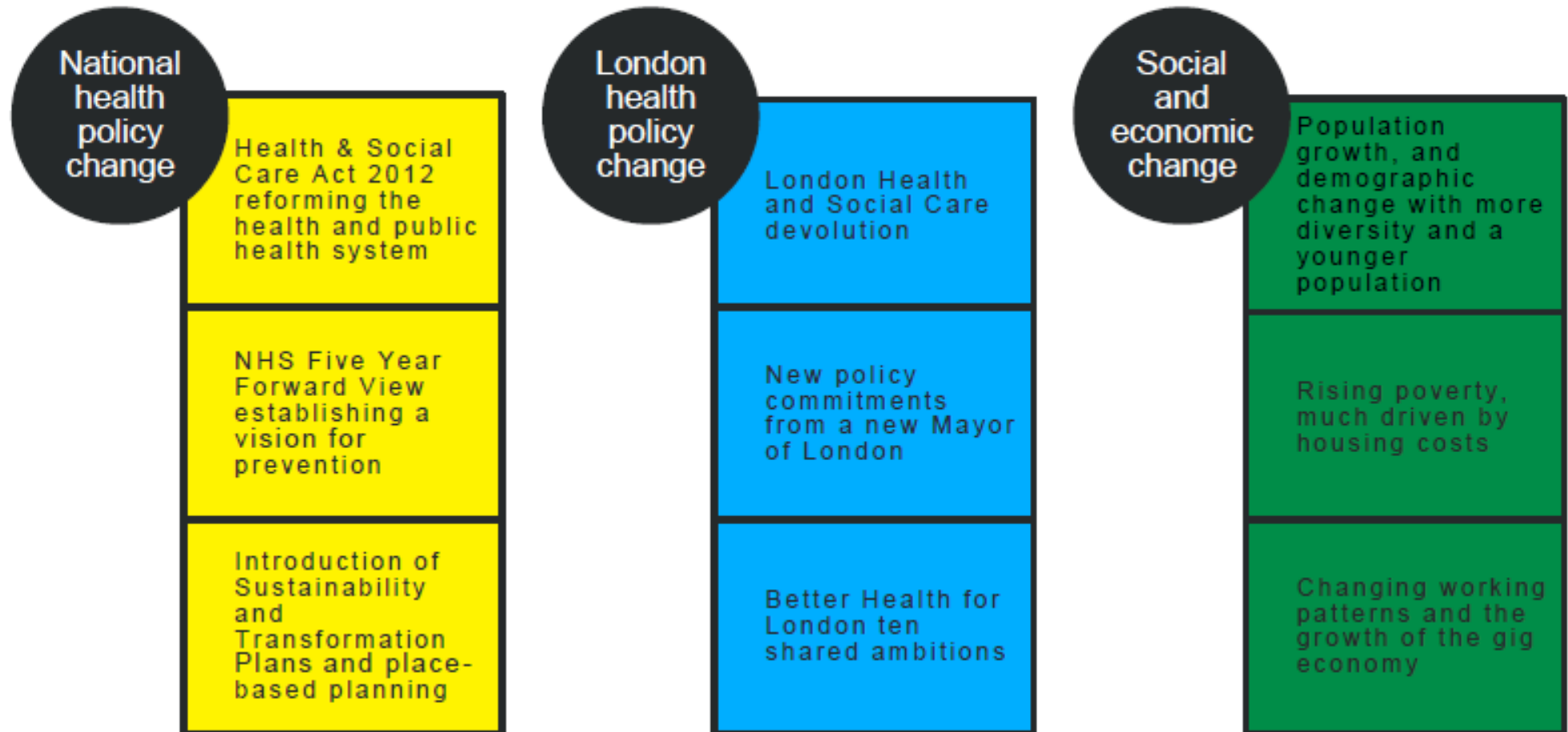
# Mayor's Health Inequalities Strategy: How Croydon can help?

*Presented by Rachel Flowers  
Director of Public Health  
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## Why do we need a new health inequalities strategy?



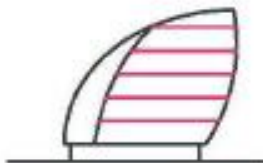
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## What is the Mayor's role in health inequalities?

### ENSURING ALL THE MAYOR'S WORK CONTRIBUTES

- Environment
- Planning
- Housing
- Transport
- Economic development
- Culture
- Policing



### CHAMPIONING WORK FROM ACROSS LONDON

- Speaking out about health inequalities
- Challenging and championing the health sector to reduce inequalities
- Generating consensus from others as chair of the London Health Board



### DIRECTING SUPPORT FROM CITY HALL

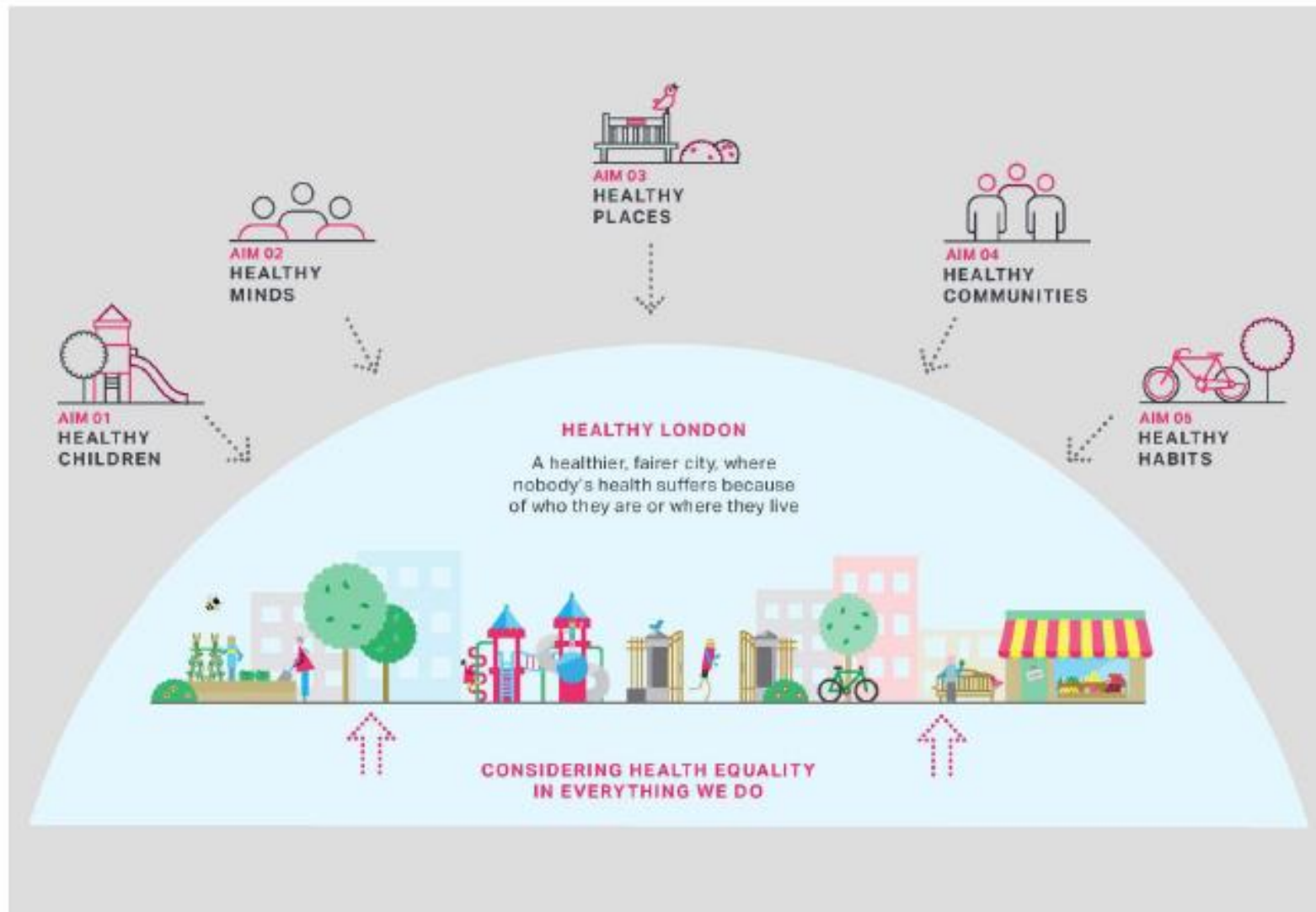
- Delivering City Hall's health programmes
- Consulting and engaging Londoners
- Reporting on actions and outcomes



**NOT**: setting health policy or commissioning health or public health services

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## London Health Inequalities Strategy DRAFT aims



# Croydon's response to Health Inequalities Strategy: Summary

## ***We are encouraging the mayor to:***

- exert his influence in lobbying for national policy changes where there are implications for health inequalities
- routinely consider the needs of groups that are at higher risk of health inequalities, such as Unaccompanied Asylum Seeking Children, travellers, and carers; including emphasis on young and ageing carers
- include specific targets for each of the objectives to support evaluation, show progress, and define what success would look like
- use the new health devolution deal for London to be used as a vehicle to support local communities such as Croydon to reduce health inequalities

***Croydon's offer on all the areas is to share its learning from the local initiatives and good practice. The key points on each of the five key areas and Croydon's offer are detailed on the next few slides.***

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## AIM 1, healthy children: every London child has a healthy start in life

### Draft objectives:

- London's babies have the best start to their life.
- Early years settings and schools support children and young people's health and wellbeing.

### Key Mayoral **ambition**

- Launching a new health programme to support London's early years settings, ensuring London's children have healthy places in which to learn, play and develop.



# 1. Healthy Children

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## Croydon's key points:

- Very supportive of the Healthy Early Years Programme but need recognition of the resource implications
- We would welcome greater reference to peri-natal, post-natal, parental and child mental health
- Mayor to exert influence to assure continued support for Healthy Schools at local level
- Mayor to encourage the business community to provide work experience opportunities for young people.

## Croydon's offer:

- The joint Croydon Healthy Weight Alliance
- A comprehensive evidence based Child Healthy Weight Action plan, which incorporates its approach to food poverty
- Its experience of piloting the Healthy Early Years Programme

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**AIM 2, healthy minds: all Londoners share in a city with the best mental health in the world**

## **Draft objectives:**

- Mental health becomes everybody's business across London.
- The stigma associated with mental ill-health is reduced, and awareness and understanding about mental health increases.
- London's workplaces are mentally healthy.
- Londoners can talk about suicide and find out where they can get help.



## **Key Mayoral ambition**

- To inspire more Londoners to have mental health first aid training, and more London employers to support it.



## 2. Healthy Minds

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### Croydon's key points:

- There needs to be parity between mental and physical health
- Mental Health to be embedded throughout the strategy
- The strategy should include specific objectives for people with co-occurring mental, substance misuse and alcohol.
- Mayor to encourage businesses to support individuals with serious and common mental ill health conditions into employment i.e. help with “getting & sustaining jobs”.

### Croydon's offer:

- Engagement in Thrive LDN
- Long term engagement with MFHA
- Croydon's Good Employer's Charter
- The Councils engagement with the Healthy Work Place Charter, and
- The development and implementation of the multiagency Self-Harm and Suicide Prevention plan for Croydon.

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## AIM 3, healthy place: all Londoners benefit from a society, environment and economy that promotes good mental and physical health

### Draft objectives

- Improve London's air quality
- Promote good planning and healthier streets
- Improve access to green space and make London greener
- Address poverty & income inequality
- More Londoners supported into healthy, well paid and secure jobs
- Housing quality & affordability improves
- Homelessness and rough sleeping is addressed

### Key Mayoral **ambition**

- To work towards London having the best air quality of any major global city



# 3. Healthy Places

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## Croydon's key points:

- Encourage a system wide approach to healthy planning and greening the environment.
- Expand on how the strategy aims to balance the increase affordable, safe housing with maintaining an developing a healthy environment
- More actions on safety and social cohesion
- The Mayor should lobby for further and more extensive devolution of employment support to London sub-regions and boroughs.

## Croydon's offer:

- Regenerating communities through the tram; linking more deprived communities with centres of employment
- Award winning play streets and Edible Play Grounds
- Job brokerage service, Croydon Works and The Gateway service
- Croydon Good Employer Charter

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### AIM 4, healthy communities: London's diverse communities are healthy and thriving

#### Draft objectives:

- It is easy for all Londoners to participate in community life
- All Londoners have skills, knowledge and confidence to improve health
- Health is improved through a community and place-based approach
- Social prescribing becomes a routine part of community support across London
- Individuals and communities supported to prevent HIV and reduce the stigma surrounding it
- TB cases among London's most vulnerable people are reduced
- London's communities feel safe and are united against hatred.



#### Key Mayoral **ambition**

- To support the most disadvantaged Londoners to benefit from social prescribing to improve their health and wellbeing

# 4. Healthy Communities

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## Croydon's key points:

- Mayor to explore opportunities to fund TFL space for local campaigns that support healthy communities.
- Mayor to work with BASH (the British Association for Sexual Health and HIV) and the London-wide GP Network to reduce HIV stigma in the Capital
- Mayor to take leadership on celebrating diversity and promote initiatives such as the Rise Festival

## Croydon's offer:

- Its long term engagement with the Asset Based Community Development (ABCD) initiative
- The Social Isolation Plan

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## AIM 5, healthy habits: the healthy choice is the easy choice for all Londoners

### Draft objectives:

- Childhood obesity falls and the gap between the boroughs with the highest and lowest rates of child obesity reduces
- Smoking, alcohol and substance misuse are reduced among all Londoners, especially young people

### Key Mayoral **ambition**

- To work with partners towards a reduction in childhood obesity rates.



# 5. Healthy Habits: Obesity

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## Croydon's key points:

- Clear commitment to providing support to enabling access to healthy food and healthy environments that promote healthy options.
- Support for empowering families to improve their confidence and skills in cooking; shopping and food budgeting
- Promoting an environment where parents and children learn together.
- Make clear links between health habits and mental health.

## Croydon's offer:

- Croydon's Food Flagship, one of two Borough across London who were awarded this status.
- This extensive programme has many strands that can inform practice and help tackle childhood obesity.

# 5. Healthy Habits: Tobacco

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## Croydon's key points:

- Strategy could go even further in addressing tobacco control because it is the largest cause of inequalities. We therefore ask the Mayor to expand this section and particularly focus on vulnerable groups such as children and young people, and pregnant women.
- Mayor to work with STPs to develop a consistent response to treating tobacco dependence that eliminates the postcode lottery in access to evidence based support for smokers in London.
- Specific focus on tackling inequalities due to alcohol and drug misuse including novel psychoactive substances and 'legal highs'

## Croydon's offer:

- It's innovative integrated lifestyle service to address unhealthy behaviours: Live Well Croydon
- Work to tackle illicit tobacco locally