



Families, Health and Social Care

Cabinet Member Bulletin

Councillor Jane Avis

June 2018

Welcome to my first bulletin as Cabinet Member for Families, Health and Social Care.

I am thoroughly enjoying meeting staff, residents and partners as I learn more about the role and the great work you all do.

A lot of hard work has taken place over the last few years on our journey to integrate social care and health through our One Croydon Alliance and I am keen to ensure going forward we do the same for our younger adult population.

I am pleased the public health team have joined the Health, Wellbeing and Adults department and keen that we focus as much on the wider determinants of health and wellbeing such as housing, employment and skills to give every adult as much opportunity as possible.

Of course so much of our care and support in Croydon is provided by unpaid carers and I am keen to ensure they get the support they need in their caring role as well as supporting them to have a life and look after their own wellbeing. Likewise for those funding their own care that they have the right information and advice to be able to get the best level of service to improve their lives and play as full a part in their communities as possible.

I am thoroughly pleased we have made a commitment to making Croydon a Dementia Friendly Borough and keen we tackle social isolation and loneliness and work collectively to improve the access to support for people with ill mental health.

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

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AMBITIOUS FOR CROYDON

LATEST NEWS

A swinging 60s success for Dementia Week in Croydon

We are working towards making Croydon a fully-fledged dementia-friendly borough to help residents living with dementia to socialise more and live safely within their communities.

This includes helping shops, businesses, health and transport services to make small changes to their layout and décor to welcome people with dementia.

Croydon's Dementia Action Alliance celebrated Dementia Awareness Week in May by hosting events to raise awareness of dementia and to encourage people to become a Dementia Friend and learn more about the small ways they can help support those with dementia.



There was a specially-organised tea dance for people experiencing dementia, and their carers to enjoy. Plus information sessions that took place at various locations and special films shown at the Museum of Croydon to bring back memories of growing up in the borough. The grand finale was a swinging '60s

event in Surrey Street market that included a 'wall of recall' display for people to reminisce about the 1960s.

The Alzheimer's society provided excellent information on the day and the fire brigade and police were there also to lend their support.

Dementia is a progressive condition that can lead to memory loss and difficulties with thinking, problem-solving and communication.



In our borough, more than 3,250 over-65s are living with dementia. The disease mainly affects those in this older age group, however the onset of the condition can begin much earlier.

Nationally, dementia impacts the health of approximately 850,000 people. The health



and social care costs to the economy are estimated at £26.3bn per year, but unpaid care provided by family and friends can be as much as £11.6bn annually.

For further information about Croydon Dementia Action Alliance go to

www.croydon.gov.uk/dementia

You can find dementia services in Croydon at <https://www.alzheimers.org.uk/find-support-near-you> and search for 'Croydon'

Read our press release [here](#)

Carers week



As part of the Carers Week programme, the Carers Support Centre held a Carers Week Poetry Reading on Wednesday 13 June. Carers and local poets were invited to share their poetry and reflections on caring. I attended this fabulous event; the poems were informative, inspirational and quite emotional. All the volunteers were extremely helpful. The event took place as

part of [Carers Week](#), the national campaign to raise awareness of the UK's 6.5million unpaid carers. [More information about the Carers Information Service](#)

Parliament committee highlights Croydon's work to tackle childhood obesity

The Health and Social Care Committee included the work we are doing in Croydon to improve the health and wellbeing of children in their new report about tackling childhood obesity.



We gave evidence to the committee's inquiry based on our [Healthy Weight Action Plan](#) for the borough and also informed them of the ongoing work in our [Food Flagship schools](#).

On May 30th, Rachel Flowers, the council's Director of Public Health, was invited on to the BBC's World at One programme to speak about this work. You can listen to her interview [here](#) (27 mins into the programme)

The Committee's report - 'Childhood Obesity: Time for action' is available to download [here](#)

DELIVERING OUR AMBITIONS

Victims of Modern Slavery - Local Authority Pathway Programme

Adult social care and colleagues worked closely to submit a bid to the Department for Communities and Local Government to fund a project to help and support victims of modern slavery. The excellent news is that this was successful and £155,850 was awarded.

Overall £19M was awarded to councils across England, with £1.1 million for six councils to support victims of modern slavery to link up with local services when they leave central government-funded support. This will reduce their risk of becoming homeless, sleeping rough, or being re-trafficked.



According to the *Underground Lives* report, published by Hestia in November 2017, Croydon had 61 cases of modern day slavery since 2016. This was significantly more than any other borough with the vast majority (51) of victims being female victims of sexual exploitation.

Croydon has long recognised the issue locally and formed a Modern Day Slavery committee focused on tackling human trafficking. This Committee now sits jointly under the Children's and Adults Safeguarding Boards. This committee looks to drive a slavery prevention agenda forward in Croydon and to educate local businesses and groups.

The money will partly fund a project which aims to help survivors develop independence and create appropriate links in the Croydon community.

Examples of this are work, accommodation, health, social activities, mental health, legal, financial and education (including language skills) resulting in long term meaningful and lasting changes to their lives.

More information: Nick.Sherlock@Croydon.gov.uk

Working in partnership to improve outcomes for our older residents

We are moving towards a locality based model for older people's social care in Croydon, mixing the skills of social care, health and the voluntary sector within the teams. This will be from the initial duty contact through to review, ensuring that the right people are providing support within local communities, where it is needed, at the right time. This preventative model builds on the successful work of the One Croydon Alliance, which has the ambition to reduce social and health inequalities, support and promote independence and resilience for Croydon residents. One of our key aims is to support people before they get to a crisis point.

The older peoples social care teams will work within the already established Integrated Community Networks (ICN's) and the Huddles. Huddles are a multiagency team based around GP practices where GPs, community nurses, pharmacists and Personal Independence Coordinators (PICs) from Age UK Croydon proactively plan the care of people with complex needs.

The Living Independently for Everyone team (LIFE) consists of social care staff, therapists, nurses, a domiciliary care provider and the voluntary sector working together to prevent admissions to hospital and support people with safe early discharges from hospital. It has been running successfully since October 2017 with impressive results so is now moving to become business as usual, continuing its hard work and success support hospital discharges and reablement in the community.

By moving to this model we can ensure we continue to be Care Act compliant.

More information: Annette.McPartland@croydon.gov.uk

WORKING WITH PARTNERS

Pioneering care partnership is granted nine-year extension



Picture caption: [Left to right] John Goulston, Chief Executive of Croydon Health Services NHS Trust; Guy Van Dichele, interim Director of Adults and All-Age Disability at Croydon Council; Kate Pierpoint, Chief Executive at Age UK Croydon; Dr Matthew Patrick, Chief Executive of South London and Maudsley NHS Foundation Trust; Andrew Eyres, Accountable Officer at Croydon Clinical Commissioning Group; and Dr John Chan, Chair of the Croydon GP Collaborative.

On 29th March 2018, Croydon Council joined its alliance partners in health and social care to sign an agreement to extend its pioneering care partnership for a further nine-years.

The One Croydon Alliance; Croydon Council, the Croydon Clinical Commissioning Group (CCG), Croydon Health Services NHS Trust, Croydon GP Collaborative, South London and Maudsley NHS Foundation Trust, and Age UK Croydon focusses on improving the health and wellbeing of residents through working better together and in partnership with the people of Croydon.

Our new way of working includes supporting individuals and local communities to support people to be more independent and able to have more control over their health and care. It has also focuses on giving residents with chronic conditions more joined-up support to improve their independence and quality of life.

AMBITIOUS FOR CROYDON

Early successes include new ways of working that reduce the length of time people stay in hospital and improved the independence of older people. Since the new services were introduced last October there has been an 8% reduction in the number of emergency admissions of older people to Croydon University Hospital. Also, half of the older people who are referred to the new LIFE service for reablement require no on-going support and the new PIC (Personal Independence Coordinator) service has visited over 500 older people improving their wellbeing and reducing social isolation.



The One Croydon programme is also getting national interest and was featured in The Guardian's Society section on 14 May 2018, they described the project as 'unprecedented level of joint working is transforming lives of older people' You can read more [here](#)

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Thanks to Croydon College HIV Testing Week volunteers



I had the pleasure of meeting a group of student volunteers at Croydon College who gave up more than 200 hours of their time volunteering to help Croydon Council to raise awareness of the importance of taking a HIV test to live a healthy life.

I presented each student with a certificate of thanks for their efforts during HIV Testing Week, which took place at the end

of last year.

Their help meant that more than 900 additional people were tested during the week and up to World AIDs Day on 1 December.

The volunteers were studying either Access level 1, 2 or 3 courses, including nursing and social work, at the College and the certificates were handed out to also mark the end of their academic year at the college.

Following training from the Council's public health team, they were required to each commit a minimum of four hours to volunteer but some dedicated up to 12 hours to the HIV Testing Week campaign.

The sterling effort and commitment from these Croydon College students were integral to the success of our work to get more people in the borough to test for HIV and reduce some of the stigma that still exists.

Getting tested for HIV is a quick finger-prick test, with the result available within 15 minutes. Receiving an early diagnosis and treatment can help people to live up to a normal lifespan."

Free and confidential HIV testing is available all year at Croydon University Hospital, GP surgeries and other clinical settings. Find out more [here](#).

Read our press release - [here](#)

Get protected, stay protected

A number of people have been infected with measles in London and across Europe this year. Measles is a highly infectious viral illness that can lead to serious complications. Getting the vaccinations you need can better protect you and your family against catching a preventable disease.



Immunisation is what happens in your body after you have the vaccination. The vaccine stimulates your immune system so that it can recognise the disease and protect you from future infection.

Do ask your GP /Doctor or local pharmacist for information about the vaccinations needed to keep healthy.

Find out more information at www.nhs.uk/conditions/vaccinations

If you are travelling abroad during the summer, you can get further advice at www.nhs.uk/conditions/travel-vaccinations