

Committee:	Date:
Health and Wellbeing Board	23.11.2018
Subject: Health and Wellbeing Board update report	Public
Report of: Director of Community and Children's Services	For Information
Report Author: Farrah Hart, Consultant in Public Health	

Summary

This report is intended to give Health and Wellbeing Board Members an overview of local developments and policy issues related to the work of the Board where a full report is not necessary. Details of where Members can find further information or contact details for the relevant officer are set out within each section. Updates included are:

1. **Business Healthy Challenge**
2. **PHE Conference poster**
3. **Better Care Fund performance**
4. **Local Government Declaration on Sugar Reduction and Healthier Foods**
5. **Community Safety update**
6. **Rough Sleepers Winter Campaign**
7. **Social Wellbeing Strategy Update**

Recommendation

Members are asked to:

- Note the report.

Main Report

1. Business Healthy Challenge 2018

The Business Healthy Challenge 2018 ran throughout May (Living Streets' National Walking Month) and offered a free physical activity challenge to City workers, aiming to encourage City workers to incorporate more physical activity and exercise into their daily routines, forming long-term habits. Participants formed teams with colleagues competed to win prizes (for individuals and teams) donated by local businesses.

Over 500 City workers took part – most of whom were aged between 20 and 39 years old, with a significant percentage aged between 40 and 59. There was also a higher percentage of female participants than men, which is interesting to note, as according to PHE, women are more likely to report being physically inactive than men.

There were 136 teams, representing 19 different Square Mile organisations. These included large multinational corporates, SMEs, charities, trade associations and more. The Challenge was sponsored by Nomura and the Cheapside Business Alliance and supported by Public Health England London and the Active City Network.

26 different free activities were hosted for Challenge participants and City workers during lunchtimes and evenings in May. These included urban circuits classes, led walks around the City, an e-bike tour and running clubs. The Challenge also drew in other major health campaigns taking place during May, including Mental Health Awareness Week.

Over the course of the Challenge, 167 million steps were taken, with 70,000 miles covered through all activities. Unsurprisingly, walking was the most popular activity by far, representing 61% of activities recorded. The second most popular activity was cycling (31%), including commuting by bike, followed by high-intensity activity (9%), which included gym sessions, hiking, rock-climbing, trampolining and running for the bus. Participants also did gardening, cleaning, DIY, weight training, dancing, martial arts, surfing and stair-climbing, among other activities.

In the pre-Challenge survey, lack of time was cited by participants as by far the biggest obstacle they faced with regards to doing more physical activity or exercise (66%) and many reported that they don't like to exercise alone.

Some key findings from the post-Challenge survey included:

- 74% of participants said that the Challenge encouraged them to be more physically active
- 92% said they were either likely or very likely to continue with the levels of activity that they undertook during the Challenge
- 70% found taking part in the Challenge either somewhat or very beneficial
- 83% said they would recommend the Challenge to their colleagues/ friends/ family

Feedback on the Challenge and its impact was captured from participants. Key themes included:

- Weight loss and increased fitness
 - "Lost 5lbs in weight. Feel in great shape physically and mentally. So once again a huge thank you for organising this and see you again next year"
- Teamwork/ team-building
 - "it's good to see the friendships that have been built within the team's continuing with their activities and daily runs."
- Promoting health long-term behaviours and active travel. Many participants said that the Challenge encouraged them to walk more, including during their lunch breaks
 - "I have adopted some of the lifestyle choices I made at the time (such as taking the stairs and walking from the train station) on after the programme"

The post-Challenge survey highlighted that 52% of participants were not aware of the NHS guidelines on daily activity (150 minutes of moderate-intensity activity, or 75 minutes of vigorous-intensity activity per week). This suggests that more promotion of these guidelines would be beneficial, which could be carried out through Business Healthy, Public Health and the Active City Network, tying in with national and local campaigns, such as PHE's "Active 10".

Participants were surveyed three months after the end of the Challenge. Of those who felt that taking part in the Challenge encouraged them to be more physically active, 42% said that they had maintained the same level of physical activity in the time since the Challenge, and 50% said they had, but to a certain degree. Only 8% said that taking part in the Challenge had not encouraged them to be more physically active and some of those said that this was because they were already active.

For further information, please contact Xenia Koumi, Project Officer – Business Healthy, xenia.koumi@cityoflondon.gov.uk

2. PHE Conference poster

The City Corporation's Public Health team was invited to display an ePoster on its approach to suicide prevention at this year's Public Health England Annual Conference 2018, which took place on 11 and 12 September at Warwick University.

The poster, titled "A tiered approach to suicide prevention in the City of London" outlined the City Corporation's collaborative and strategic approach to reducing suicides locally and supporting the mental wellbeing of local populations. It outlined the key actions taken, including the "Release the Pressure" campaign, Dragon Café in the City, the Mental Health Street Triage Service and efforts to disrupt suicide attempts (Samaritans signs on the City's bridges, signage on riverside furniture and distribution of the "Guidance on Suicide Intervention" leaflets).

It also highlighted the City Corporation's successful partnership working with the City of London Police, Samaritans, RNLI, East London NHS Foundation Trust, Kent County Council, Port of London Authority, Mental Fight Club and other local and national stakeholders.

A static copy of the poster displayed can be found below. The interactive poster is available [here](#).



Public Health England

A tiered approach to suicide prevention in the City of London

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INTRODUCTION

Suicide is recognised as a major issue for the City of London. Between 2009 – 2014 there were 34 suicides in the City of London; 7 were residents and the rest were workers and people who came into the City to with the intention of dying by suicide. The most common method was drowning followed by falling from a great height (1). Between October 2015 and October 2016 there were 153 suicide attempts (2).

To improve outcomes for individuals at risk of suicide, we adopted a place-based, tiered model to address different levels of need and engage with both high and lower risk individuals. Evidence shows that this multicomponent approach can be effective in reducing suicide (3,4).

Our interventions ranged from universal, preventative activities to promote mental wellbeing and health seeking behaviours, to targeted support for individuals experiencing mental health crisis in the Square Mile.

OBJECTIVES

Our tiered approach to suicide prevention aims to improve the mental wellbeing of people in the City of London and to provide effective and timely support for people with mental health problems, particularly those in suicidal crisis. We aim to do this by achieving the following objectives:

- Increase the number of people who are aware of risk factors for mental health issues, how to prevent them occurring and where to seek help if they do.
- Provide a space in the City that promotes mental wellbeing for those at risk of mental ill health.
- Increase the number of people in the City who recognise those considering suicide and know how to intervene and prevent them attempting and completing suicide.
- Increase the opportunity for suicide disruption at high risk locations.
- Provide appropriate and timely clinical support for people experiencing severe mental health issues in the City of London.
- Reduce the number of people who attempt and die by suicide in the City of London.

METHOD

We took the theoretical framework of proportionate universalism to inform our approach. We developed a tiered approach to address mental health and wellbeing at different levels of need:

Universal	Release the Pressure campaign- awareness raising and fighting stigma through marketing, local campaigns and partnerships with businesses and the third sector. Aimed at those working, living and visiting the square mile and encouraged people to recognise day-to-day stresses that could trigger poor mental health and to seek help for them.
At risk	Dragon Café in the City- a safe physical space to help people de-stress and build mental resilience. The café is open and free to City workers and residents, it hosts a range of activities and workshops to help visitors de-stress and build mental resilience.
Crisis	Mental Health Street Triage Service- Mental health nurse joining police on shifts four nights per week to prevent people in mental distress from being detained under section 136 and provide appropriate support. Disruption of suicide attempts- signs with the Samaritans number at high-risk locations, training and leaflet distribution to educate front line staff and city workers on suicide prevention intervention. Updating signs on lifebuoys and piers so people know to call the coastguard if someone jumps into river.

State of Mind



RESULTS



The word cloud above highlights feedback from visitors to Dragon Café in the City



distributed to commuters crossing bridges into and out of the City of London (City Corporation and City of London Police "Guidance to Suicide Intervention" leaflets)



² Hits on the Mental Health page of the City of London Corporation website - www.cityoflondon.gov.uk/release-the-pressure increased by



More than **233** City workers from over **52** organisations have attended the Samaritans-led Suicide Prevention Awareness Training sessions

1 Baseline: 96 Section 136s were avoided during this time, 138 were given, but 234 would have been given had the mental health nurses not been present.

2 During the first week of the campaign (19 June 2017), www.cityoflondon.gov.uk/release-the-pressure received 423 views, compared with 42 the previous week and 6 in the same week in 2016 (20 June)

It is possible to see from associated metrics that the tiered approach has had a wide reach, and has built engagement and awareness of mental health issues. Metrics from the more targeted interventions demonstrate success in reducing 136 attendances, and more effective engagement with mental health services. We are awaiting data on suicide rates to determine the longer-term impact of this approach on suicide reduction.

The chart below compares footfall in Shoe Lane Library on days when Dragon Café in the City was running, compared to non-DCC Thursdays



CONCLUSIONS

A tiered place-based approach may offer an effective mechanism for tackling suicides in a locale.

ACKNOWLEDGEMENTS

Thanks to our partners, who include City of London Police, Samaritans, RNLI, National Suicide Prevention Alliance, East London NHS Foundation Trust, the Lord Mayor's Appeal, Kent County Council, Port of London Authority, Mental Fight Club, Barbican & Community Libraries, Output Arts, Wellcome Trust and Carnegie UK.

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- 1) City of London Corporation. 2020-2021.
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- 3) Vogel L, Sumneridge C, Ikin A. (2016) Addressing depression - a community based approach to target depression and to prevent suicide behaviour. Neuroscience & Biobehavioral Review 37: 504-507
- 4) Viner D, Brown A, Ross A. (2015) Implementation of mental health care recommendations in England and Wales and suicide rates, 1977-2010: a cross-sectional and before-and-after observational study. The Lancet 371: 1024-1032
- 5) Local Government Association Case Study: Suicide prevention in the City of London. Being mindful of mental health - the role of local government in mental health and wellbeing, June 2017

CONTACT INFORMATION

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www.cityoflondon.gov.uk/release-the-pressure
www.businesshealthy.org



For further information, please contact Xenia Koumi, Project Officer – Business Healthy, xenia.koumi@cityoflondon.gov.uk

3. Better Care Fund performance

The Better Care Fund (BCF) is a pooled budget of NHS and local authority funding designed to help develop integrated services at a local level. The current round of BCF funding is for 2017-19 and the City of London Corporation and City and Hackney CCG have a BCF plan and pot of money.

This current round of BCF money includes the Disabled Facilities Grant and, for the City of London Corporation, has also funded a scheme to ensure people are safely discharged from hospital in a supported way; a hospital admission avoidance and discharge scheme (providing more intensive support at home); a scheme to help people with long term mental health conditions move to more independent living situations; and support for carers.

Part of the requirements for the BCF are that we meet a number of national conditions and four key metrics. The four key metrics and performance on these can be found in table 1. Some data for September is not yet available and therefore the figures relate to a five-month period.

As can be seen from the table, at the five-month point, the City of London Corporation is performing well on the BCF metrics although the number of Delayed Transfers of Care attributable to the NHS are high and are already above target. This is mainly related to friends and family choice.

In terms of the next round of BCF, confirmation of the timings and process is currently awaited but there have been indications that this is likely to be for a one-year period. There are likely to be further considerations around the future role of BCF in relation to the ten-year NHS plan and the Green Paper on social care for older adults, both of which are due to be published in the next few months.

The contracts for some of the services currently funded by the BCF are due to end at the end of the financial year 2018/19. A piece of work is about to be undertaken to review our pathways and services around hospital discharge and assess if any services need to change. The BCF for next year may therefore fund some slightly different services in relation to admission avoidance and hospital discharge. A Care Navigator service however will be continuing, as part of an integrated early intervention and prevention service currently being tendered.

Table 1 – BCF metrics performance 2018/19

Metric	Annual Target	Performance at five months	Trajectory to target
Non-elective admissions	700	263	
Permanent Admissions to Residential Care	10	0	

Still at home 91 days after discharge	85%	100%	
Delayed Transfers of Care (days)	NHS – 182	NHS – 192	
	Adult Social Care - 73	Adult Social Care - 10	

4. Local Government Declaration on Sugar Reduction and Healthier Foods

The Local Government Declaration on Sugar Reduction and Healthier Food was signed on 4 October by Deputy Joyce Nash, Dr Penny Bevan and John Barradell, following approval of the pledges by Summit Group.

It commits the City Corporation to a number of pledges across six key areas:

1. Tackle advertising and sponsorship
2. Improve the food controlled/ influenced by the City Corporation and support the public and voluntary sectors to improve their food offer
3. Public events
4. Support businesses and organisations to improve their food offer
5. Reduce the prominence of sugary drinks and actively promote free drinking water
6. Raise public awareness

As well as supporting the Joint Health and Wellbeing Strategy, signing the Declaration supports the objectives of the City Corporation's new Responsible Business Strategy and Corporate Plan.

The pledges will be implemented over the coming year, with oversight from the Health and Wellbeing Advisory Group. An annual report on progress will be presented to the Health and Wellbeing Board and Port Health & Environmental Services Committee in autumn 2019. The City Corporation's pledges will be refreshed annually, with a view to becoming increasingly more ambitious in their scope and reach.

The signing of the Declaration received [coverage in City Matters](#) newspaper and will also be recognised in the Good Food for London 2018 league table, which is due to be published shortly.

A copy of the Declaration has been made available [online](#) and can be found below:

For further information, please contact Xenia Koumi, Project Officer – Business Healthy, xenia.koumi@cityoflondon.gov.uk

Local Government Declaration on Sugar Reduction and Healthier Food

City of London Corporation

Tackling obesity among those living and working in and visiting the Square Mile features prominently within the strategic priorities of the City of London Corporation. This requires a collaborative approach across the local authority and local partners, to ensure the spirit of the Declaration becomes business as usual, over time.

Tackle advertising & sponsorship

- Develop corporate sponsorship guidance to minimise local promotion of HFSS (high fat, salt and sugar) food and drink

Public events

- Work to influence external events hosted within City Corporation premises to offer healthier menu options

Support businesses and organisations to improve their food offer

- Support more local employers to achieve the London Healthy Workplace Charter
- Encourage the promotion of healthier catering and campaigns, such as SUGAR SMART and Change4Life, among City employers
- Explore the implementation of an accreditation scheme for local food retailers that incentivises a healthier offering

Improve the food controlled/ influenced by the City Corporation and support the public & voluntary sectors to improve their food offer

- Monitor the implementation of "Food for Life" in the new corporate catering contract
- Support local concession contracts to reduce the promotion of HFSS food & drink within their retail offer
- Reduce high-sugar snacks & foods offered in meetings catering & offer lower-sugar alternatives

Reduce the prominence of sugary drinks and actively promote free drinking water

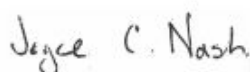
- Install additional public water fountains throughout the City and promote them
- Ensure water and low-sugar drinks are more prominent at the point of sale across City Corporation-managed sites

Raise public awareness

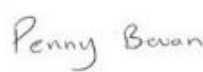
- Explore further opportunities to raise public awareness through supporting national campaigns around sugar reduction and healthier food



John Barradell
Town Clerk and
Chief Executive



Deputy Joyce Nash OBE
Chairman - Health and
Wellbeing Board



Dr Penny Bevan
Director of Public Health



Ben Reynolds
Deputy Chief Executive
Sustain

September 2018

5. Community Safety update

SOS Bus for the Christmas period

The City of London Police, supported by the Community Safety Team and City Licensing colleagues, have commissioned an SOS “booze bus” to operate in the City in the run up to Christmas.

Operated by the charity, Open Road:

http://openroad.org.uk/what_we_do/sos_buses/, it will be located by Liverpool Street station, on Thursday evenings and nights up until 20 December. Over this period the intention is to gain data and understanding about the potential for future use of this kind of intervention within the City (building on the brief experience with the same set up over the World Cup final this year). This trial is being funded via the Late Night Levy. If the decision is taken to develop a longer term and more comprehensive intervention of this kind, a broader range of funding options will be explored.

The SOS bus is staffed by a minimum of one paramedic practitioner, supported by volunteers. The vehicle provides a safe place for those who are intoxicated or those who need limited medical attention (e.g. they will stitch minor wounds) and can make informed assessments on whether an individual needs A&E services. The service has been running successfully in Colchester for a number of years.

A report on the use of the SOS bus will be prepared early in 2019 and shared with the Health and Wellbeing Board and other key stakeholders.

Refresh of the SCP strategy

The Safer City Partnership Strategy document is currently being refreshed and consultation is currently under way with partners. The aim is to build on the existing strategy and ensure we capture relevant plans and ambitions for the next 1-3 years. We aim to have an outline of priorities to present at the SCP meeting on 29 November with the document finalised early in 2019.

Engagement

The Community Safety Team (CST) attended the Licensing Forum 23 October and held a stall to engage with licensees with good engagement. On 1 November the CST Community Safety team supported the City and Hackney’s Children’s Safeguarding Conference. For 5 November the CST hosted a Prevent working lunch which attracted 45 attendees from the Corporation, key partners, and local businesses.

Christmas Campaign Eat, Pace, Plan

Supported by the Mayor of London, we will again be delivering an alcohol related Christmas campaign, *Three Wise Things – Eat, Pace, Plan* due to be launched on 26 November. The campaign encourages Londoners to enjoy the festive period but also to look after themselves and get home safe and well.

The campaign will promote a message of moderation/harm reduction and seek to influence behaviour so those out drinking during the festive season look after themselves and friends. The goal being to reduce the burden on blue light services. It will focus around three key messages; eat before you go out, pace your drinks and plan how you will get home.

The campaign will run digitally and will consist of an electronic toolkit, social media adverts and a webpage with a particular focus for employers and local authorities, who will help disseminate the message to the public.

In addition to the toolkit and advertising there will also be an online interactive scratch card which provides a quick way to review drinking based on the AUDIT C tool which was developed by experts and has been extensively evaluated. The tool can also provide a locality report based around people using it (asks for the first 4 digits of a postcode) which will be offered to other local authorities who sign up to the campaign.

For more information, please contact David Mackintosh
(david.mackintosh@cityoflondon.gov.uk)

6. Rough Sleepers Winter Campaign

Having developed its own awareness raising media campaign over the last two years, this year, the City of London Corporation will support the Mayor of London's winter awareness campaign for rough sleepers. This approach helps us move closer to a single, clear message that Londoners and visitors to our City will see throughout the coldest months, across the capital. The campaign materials will be seen at railway stations, in bus shelters and at roadside locations in the Square Mile, between mid-December and late January. Our key message is that rough sleeping is dangerous at all times, but even more so when the weather is at its coldest. London has a dedicated referral service for rough sleepers – Streetlink, which can be accessed through a website or App. Last year's long and abrasive winter saw our services provide emergency assistance for over 30 rough sleepers, each one a potentially life-saving intervention. Many of these will have come from referrals provided by residents of and visitors to the City of London.

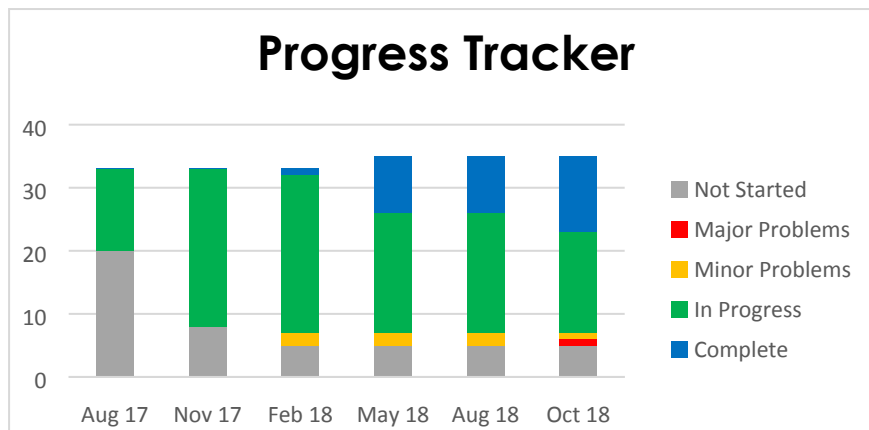
<https://www.streetlink.org.uk/>

7. Social Wellbeing Strategy Update

The Social Wellbeing Strategy brings together projects to encourage community-based responses to loneliness and social isolation, drawing upon the assets, strengths and skills within our communities (Asset-Based Community Development).

As can be seen from Figure 1, most of the projects are either in progress or completed.

Figure 1: Social Wellbeing Strategy – Progress



The ‘major problem’ involves planned work with Waitrose to follow up on a study by the University of Hertfordshire on Food Provision in Later Life. We held discussions with Waitrose, but they did not feel able to commit to enabling a City Community Builder to spend time in store each week. We are exploring options to take this forward working with other shops. The ‘minor problem’ is to increase participation in the ‘Out and About at the Barbican Project’, to get people out into the Barbican environment to exercise, connect and increase their social wellbeing. We are working with the Community Builders to increase awareness and engagement with the service.

Key areas of progress include

- completion and evaluation of the Community Builders pilot, with further roll out of the project to City estates underway
- commencing work with Dr Roger Green (Goldsmith’s) on a City funded project building on earlier work on social isolation among our older residents, to look at the experience of and solutions for other people who may be isolated on our estates (e.g. stay-at-home parents and some BME and LGBT people); and
- launching the Only Connect project launched in September. Age Concern has been commissioned by the City to develop and deliver this digital inclusion project for older residents.

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