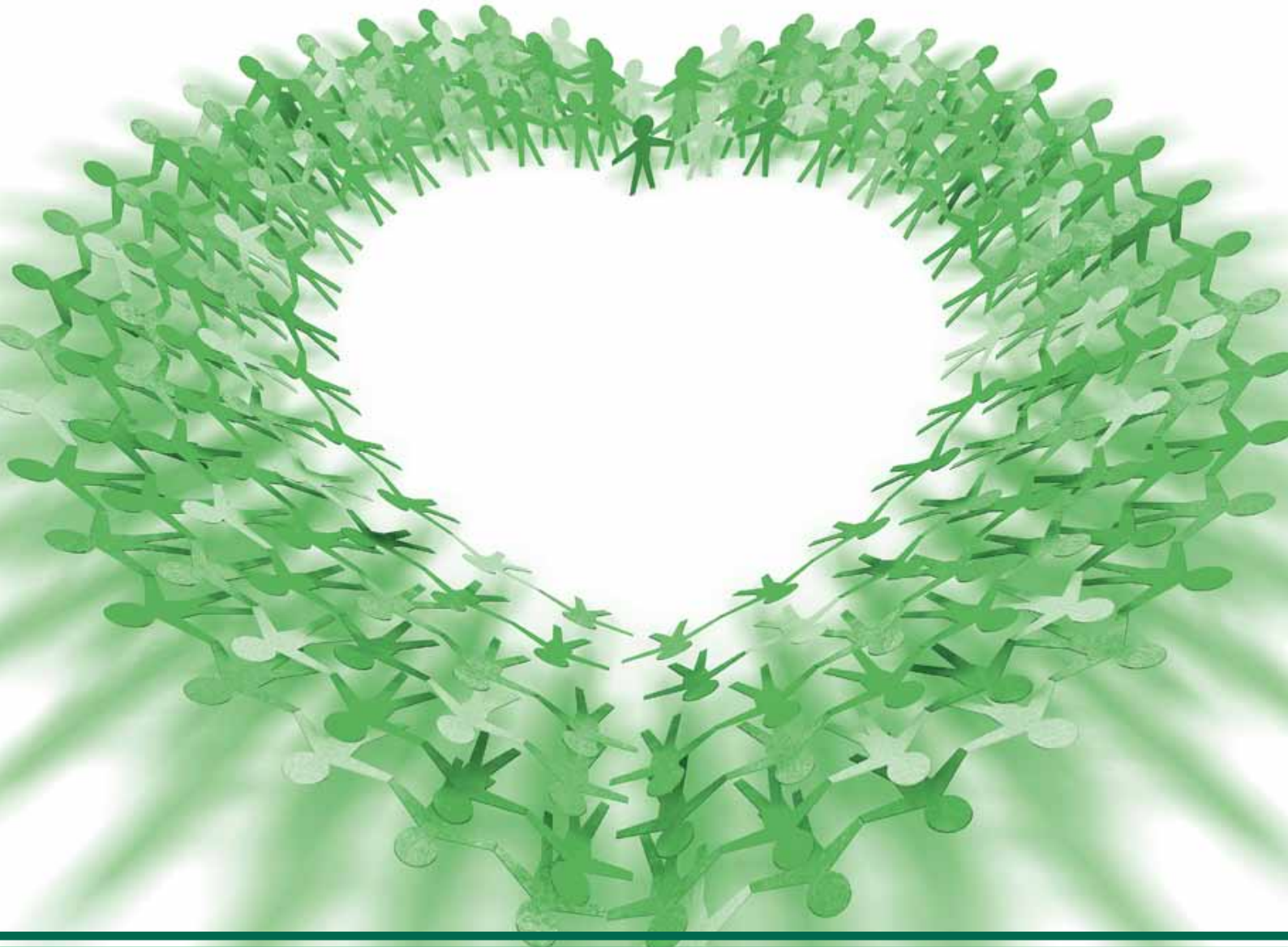


Health

at the heart of
our community

The Annual Report of the Director of Public Health
for London Borough of Hackney and the
City of London Corporation 2013/14





HACKNEY TOWN HALL



Hackney Town Hall

Contents

1. Introduction from Dr Penny Bevan	4
2. Public Health in City and Hackney is Back in Local Authority Control	6
3. Tackling Health Inequality	9
4. A Smokefree Future for Hackney and the City ...	12
5. Healthy Weight.....	16
6. Mental Health.....	23
7. Dementia.....	25
8. Air Quality	26
9. Delivering Local Public Health Services.....	28

The majority of statistics in this report are taken from the City and Hackney Health and Wellbeing Profile 2014 (Joint Strategic Needs Assessment) www.hackney.gov.uk/jsna

This report includes mapping data licensed from Ordnance Survey with the permission of HMSO © Crown Copyright 2013. All rights reserved. License number. 100019635. 2013. ©Bartholomew Ltd. Reproduced by permission, Harper Collins Publishers 2012.

1. Introduction from Dr Penny Bevan, Director of Public Health



Good health is the foundation of a fair, prosperous and happy society. Improving the health and wellbeing of the population can be a catalyst for positive change in many areas of our lives. This report comes at a time of great change, great challenge and huge opportunity. It is an exciting time to be working in public health.

In April 2013, responsibility for public health moved from the NHS to Local Government so many decisions about how best to promote healthy lifestyles and prevent ill health are now taken by the Council. These changes to the way health services are managed and delivered have created an unparalleled opportunity for health objectives to be included in the work of other local services - such as libraries, leisure, planning, transport, housing and welfare.

Integration at the local level strengthens our ability to work together to tackle the underlying issues that lead to ill health. It is a credit to the London Borough of Hackney and the City of London Corporation that the public health function has been given such a warm welcome. The transition process has been complex and there is still much work to do, but we are seizing the opportunity to make a difference. I am confident that as the public health function settles into local authorities we will continue to strengthen our partnerships, improve the quality of our services and increase value for money.

The London Borough of Hackney has made huge improvements in the last few years. In a 2013 survey 71 per cent of residents agreed that Council services were good quality overall, which was a twenty point increase on 2005. Many of the indicators of good health are also improving. For example immunisation rates are steadily improving, TB incidence has halved since 2004, and rates of smoking, childhood obesity and adult obesity, although still high, are moving in the right direction.

Hackney's diversity is one of its most important assets – nine out of 10 of Hackney residents agree that people from different backgrounds get on well together. There is a strong sense of community engagement and the borough benefits from a vibrant civil society with many active, innovative voluntary organisations.

The City of London is a unique place with several population groups occupying one small area. As well as the 7,400 residents, over 360,000 people travel into the City of London every day to work. There are also large numbers of students, visitors and rough sleepers - each group has different needs and health issues.

I am pleased that we have kept the longstanding link in health services between Hackney and the City of London during the transition process. I am eager to take advantage of that strategic partnership to improve health outcomes in both areas.

The ability to innovate is a huge asset that both Hackney and the City of London have to offer. The location of these areas close to the heart London, the large number of young people and the high concentration of creative and technology industries gives us a unique context within which to work. We are striving to harness the passion and creativity in our communities and use that to help drive our work in new directions and help us to solve problems that had previously seemed intractable. At the same time, we face significant challenges to health and wellbeing. We are still living with huge economic uncertainty, reduced Central Government funding and pressure for councils to make savings.

At an individual and household level, people are feeling the impacts of welfare reform, and many people are struggling to make ends meet. We know that the lower a person's social and economic position and the more deprivation they experience, the worse his or her health will be. Tackling this health inequality – which is a result of deeply ingrained social inequalities – must be our top priority and requires action across many areas including employment, education, welfare and housing.

Health and Wellbeing Priorities

As well as the overarching equity challenge, the Health and Wellbeing Boards have established a number of priority health issues that, although not unique to the City and Hackney, are responsible for more than their fair share of our ill health.

Despite relatively low rates of excess weight in adults, Hackney has among the highest **childhood obesity** rates in the country. 26.3 per cent of children were overweight or obese by the time they reached reception class, aged just four or five years old. Obesity is a complex issue, but we know that talking to families and instilling the values and behaviours of a healthy lifestyle while a child is very young will make a huge difference later in life. It is the best way to tackle inequality.

Smoking is a huge challenge in both areas. In Hackney the number of people who smoke is 25 per cent higher than the national average and in some of the communities in the borough almost half of men smoke. As a result we have among the highest rates of death from lung cancer and heart disease in London.¹ In the City a large proportion of the workers coming into the area smoke and helping them to quit is a top priority.

Our new responsibilities as a public health team mean protecting **mental health** and wellbeing as much as physical health. The mental health needs of a population as diverse as the City and Hackney are extremely complex and it requires a joined-up approach to providing information, advice, services and treatment. Supporting residents who are at risk from stress, depression and anxiety and supporting those who are not coping is one of our most important priorities.

Our elderly residents, particularly those who are living with **dementia**, have specific needs. Enabling them to have a good quality of life and supporting their families and carers is a key element of our work in the City and Hackney.

As the City is a dense urban area located at the centre of London's transport network, it suffers from very poor **air quality**. Particulate matter and nitrogen dioxide levels are both high. Some areas of Hackney face the same problems. As a result, residents are at risk from conditions such as COPD and asthma, particularly those who are vulnerable such as the very old or very young.

These health priorities form the basis of the Health and Wellbeing Boards' strategies, and are the focus of our public health work. My objective is to work in partnership with health providers serving both local authorities' populations to drive significant improvements in health, and to engage and support as many of our residents as possible in making positive changes and to take responsibility for their own health and wellbeing.

This is my first annual report as Director of Public Health for City and Hackney. I'd like to take this opportunity to show my gratitude to the staff and partners who helped ensure the successful transition of public health and who will support the continuing programme of work.

I'd like to thank the public health teams in the London Borough of Hackney and the City of London Corporation, the City and Hackney Clinical Commissioning Group (CCG), the NHS East London Foundation Trust, the Homerton University Hospital Foundation Trust and Barts Health NHS Trust, the members of the Health and Wellbeing Boards and particularly their Chairs, Cllr Jonathan McShane in Hackney and The Revd Dr Martin Dudley in the City of London.

¹ Hackney's Standardised Mortality rate for Lung Cancer is 75.1 per 100,000. 5th worst in London. Standardised smoking Attributable Deaths from Heart Disease 40.7 per 100,000. 3rd worst in London. Source: Public Health England, Local Tobacco Profiles: www.tobaccoprofiles.info

2. Public Health in the City and Hackney back in local authority control

The last 12 months have seen significant changes in the way health services are delivered across the country. The Health and Social Care Act (2012) created new statutory organisations, new decision-making bodies and transferred public health functions to local authorities.

In Hackney and the City this means that there are changes to the way that decisions about health care are made and how health services are commissioned. The ultimate aim is to make significant improvements to health and to better integrate the provision of health and social care services. All the individuals and organisations involved in the changes continue to work hard together to improve the health of those who live, work or spend their leisure time in the City and Hackney.

The objectives of the NHS reforms that brought about these changes were two-fold. First, to give more decision-making power to GPs, who have the best understanding of local health needs, and second to change the focus from treating sickness to actively promoting good health. The creation of Clinical Commissioning Groups, which replace Primary Care Trusts, was the response to the first, and the transfer of public health to local authority control was the response to the second. The changes bring local leadership and accountability to the very heart of the new system.²

Hackney Council and the City of London Corporation now have a team of public health experts working on the wider determinants of health to promote health and prevent ill-health, headed by the joint Director of Public Health. Their responsibilities cover health issues that affect a large proportion of the population such as promoting healthy eating and exercise, tobacco control, promoting mental health, and reducing substance misuse. Local authorities now have statutory responsibility for improving sexual health, delivering school health, providing Health Check Assessments for eligible residents and running the National Child Measurement Programme.

The City and Hackney Clinical Commissioning Group (CCG)

The CCG is responsible for designing local health services on behalf of residents. It does this by planning and commissioning (choosing and buying) hospital services such as operations and A&E, management of long-term conditions like heart disease, and diabetes, community health services and mental health services. It aims to improve health care for Hackney and the City of London residents and ensure the health care system is affordable and high quality and that patients are satisfied with the care they receive.

The CCG works with patients and healthcare professionals and in partnership with local authorities. Its governing body is a board made up of GPs, nurses and members of the public. All of the 211 CCGs in England are overseen by NHS England, which ensures they have the capacity and capability to provide safe, effective, quality assured and patient-centred services that their population needs and can meet their financial responsibilities.

 www.cityandhackneyccg.nhs.uk

² Further details of the NHS reform are available on the Kingsfund website as part of their 'The NHS at 65' project. www.kingsfund.org.uk/projects/nhs-65

NHS England



NHS England is an executive non-departmental public body that is a semi-independent part of the Department for Health. Its role is to look at the health system from a wider national perspective. It has many responsibilities but the main ones are to commission primary care services from GPs and from NHS dentists, pharmacists and optometrists. It commissions a large range of specialist health services for conditions that affect a relatively small number of people and thus are not provided in every hospital. They co-ordinate the provision of these services across larger areas of the country in order to ensure access is equitable.

The transfer of public health to Local Government represents a unique opportunity. It will mean local services can work together to tackle issues that are known to have considerable impact on our health and wellbeing, such as housing, education, employment and the environment. In short, it will allow Hackney Council and the City of London Corporation to integrate public health across all the services they provide, and will facilitate effective collaboration, not only within the local authority but also with partners and the community. Funding for the local authorities' public health work comes from a Central Government grant.

To coordinate this new structure and way of working, Health and Wellbeing Boards have been established in both the London Borough of Hackney and in the City of London. These are made up of members of the community and leaders from across the local authority - including public health, adult social care and children's services, the CCG and Healthwatch, the local health watchdog. The aim of this board is to improve the health and wellbeing outcomes of local residents and reduce health inequalities.

Who is on the Health and Wellbeing Board?


The Director of Public Health for the City of London Corporation and the London Borough of Hackney sits on the Health and Wellbeing Board for both local authorities.

Hackney's Health and Wellbeing Board is made up of representatives from CCG, East London Foundation Trust, Homerton University Hospital NHS Foundation Trust, Councillors, the local authority's Directors of Health and Community Services and Children's Services, Healthwatch Hackney and the City & Hackney Health and Social Care Forum. It is chaired by the Cabinet Member for Health, Social Care and Culture, Councillor Jonathan McShane. Health and Wellbeing Board meetings are open to the public.

The City's Health and Wellbeing Board involves representation from elected members of the City of London Corporation; Officers of the City of London Corporation, including the Director of Community and Children's Services; the Director of Port Health and Public Protection; and the Assistant Town Clerk; the CCG; Healthwatch City of London and The City of London Police. It is chaired by common councilman, The Reverend Dr Martin Dudley. Public meetings are held every two months at the Guildhall.



A key responsibility of each board is to publish a Health and Wellbeing Strategy setting out the framework for how local organisations can work together to improve the health of its residents, and for the City, the large daytime working population as well. The strategies are based on the findings of the Joint Strategic Needs Assessment (JSNA), which are an analysis of local health needs and priorities. This provides the evidence to inform decisions on which services are needed where, in order that the Council and other health care providers can commission the most effective mix of services. As well as looking at the data, each strategy was developed through extensive engagement with public, community and voluntary sector organisations and residents.

 For more information and details of the health and wellbeing priorities in each local authority please visit the following websites.

- City and Hackney Health and Wellbeing Profile (Joint Strategic Needs Assessment)
www.hackney.gov.uk/jsna
- Hackney's Health and Wellbeing Strategy
www.hackney.gov.uk/assets/documents/Joint-health-and-wellbeing-strategy.pdf
- City of London Health and Wellbeing Strategy
www.cityoflondon.gov.uk/services/adult-health-wellbeing-and-social-care/doctors-dentists-and-hospitals/Documents/Health-and-Wellbeing-Strategy.pdf

3. Tackling Health Inequality

Hackney is a diverse and dynamic borough. Its population continues to grow and change bringing a host of opportunities, while at the same time creating new health challenges and magnifying existing ones.



Hackney is one of the most vibrant areas of the capital and has seen a recent increase in its working age population, much of that being people moving into the borough from elsewhere in the UK. Yet it is the over 65 years age group that is expected to increase the fastest in the next 25 years, as a result of increasing life expectancy and people tending to have fewer children. It is anticipated that demand for adult social care services for the elderly will continue to increase until 2030.

At the same time, Hackney is one of the most deprived local authorities in the country. Recent figures on the social and economic factors that cause poor health showed that Hackney, at 10.8 per cent, has above average rates of unemployment for London. Unemployment is bad for health. Unemployed people, particularly those who have been unemployed for a long time, have a higher risk of poor physical and mental health. Unemployment is linked to unhealthy behaviours such as smoking and drinking alcohol and lower levels of physical exercise. The detrimental health effects of a long period of unemployment can last for years.

Hackney also has a high percentage of the population claiming housing and other benefits, so the impact of current welfare reform policies will be significant. Reductions in housing benefits will impact Londoners more than the rest of the UK due to higher rents and cost of living. These changes are beginning to bite and could push many more Hackney households beneath the minimum income they need for healthy living. This is defined as being unable to pay for “needs relating to nutrition, physical activity, housing, psychosocial interactions, transport, medical care and hygiene.”³ Households living on less than this are likely to suffer poorer health outcomes.

³ Marmot Review Team (2010) Fair Society, Healthy Lives: Strategic review of health inequalities in England post-2010 (The Marmot Review). London: Marmot Review Team.

There are children living in poverty in every ward in the borough.⁴ Children born into poverty have increased risk of developing physical and mental health problems both immediately and throughout their lives. They are also likely to live in deprived households and be exposed to inadequate housing, poor diet, parental smoking, poor environmental conditions, and lack of access to public services.⁵



Health inequalities are closely related to social and economic inequalities. There is great inequality between Hackney and the rest of London and the rest of the country. Healthy life expectancy in the borough is 58 years for men, compared to 63 for London as a whole and 63.2 for England. Healthy life expectancy for women in Hackney is 60.3, compared to the London average of 63.8 and England average of 64.2. There is also inequality in life expectancy and other health indicators within Hackney between different income groups and geographies, although the gaps tend to be narrower.⁶

Although the City is often regarded as a prosperous area, it has some deprived communities and vulnerable people living side-by-side with wealthier residents. Rough sleepers are a particularly vulnerable group, with the City attracting the sixth highest number of rough sleepers in London, despite its small size.

Although a low number of people overall are claiming out-of-work benefits, local data show that 7 per cent of households with children have no-one working, and that 10 per cent of children live in a workless household. On the City's social housing estates, four in 10 working age adults are either job seekers or not actively seeking work, including 16 per cent who are unable to work because of long-term sickness or disability.

⁴ The English Indices of Deprivation 2010, Department for Communities and Local Government: 2011.

⁵ Mercer SW, Watt GC. (2007). 'The inverse care law: clinical primary care encounters in deprived and affluent areas of Scotland'. *Ann Fam Med*. 2007 Nov-Dec;5(6):503-510.

⁶ Public Health England, Understanding inequalities in London's life expectancy and healthy life expectancy, January 2014.

The phrase 'City worker' conjures up an image of a highly-paid finance professional, but those working in the City are extremely diverse. Alongside the bankers are minimum wage zero-hour contract baristas, cleaners and retail assistants, as well as receptionists, security guards and other support staff who endure long commutes to the City but do not benefit from the high salaries or private health insurance schemes. These individuals often find it hard to access primary care health services at home and cannot afford to access private health providers in the Square Mile.

Improving the health of the poorest fastest

There is much that Local Government can do to combat health inequality. At a local level, differences in health outcomes are exacerbated by the fact that those who most need medical care are least likely to ask for or receive it. We are tackling the problem head on by taking services which promote or support health, such as stop smoking clinics and health checks, closer to those who need them. At the same time we are making progress towards embedding public health considerations into all Council services to address the underlying causes of ill-health.

Health at the heart of the community

Hackney residents are set to get services to help them improve their health and their lifestyle much closer to home when Hackney Health Hubs are launched on four estates later this year. The health improvement services will be provided by health professionals and cover issues such as health checks, smoking cessation and sexual health. The four Hackney Health Hubs will be supported by a team of community health coaches - residents who will be trained to help people in their communities find ways of leading healthier lifestyles.



Integrated Care and the Better Care Fund

Public health and its partners in health and social care are formulating a joint Better Care Fund Plan. This will set out how the pooled Better Care Fund budget will be used to facilitate closer working between the different functions and deliver a system of care that spans physical health and wellbeing, mental health, social care and voluntary care.

Co-ordinated care and support that is centred on the individual needs of residents is at the heart of Hackney's health and wellbeing strategy. Our long-term vision for integrated care is for as many people as possible to benefit from planned system changes, but our immediate focus will be on those who need it most, particularly older people who are frail or have long-term conditions, people with mental health issues and people with dementia.

The key objectives for integrated care in Hackney are:

- Working together to design and develop services with local providers, community groups, users and carers.
- Promoting independence by redesigning co-ordinated services in a way that supports people to remain within their communities.
- Meeting patients' expectations by delivering care to high standards of quality and safety.
- Improving productivity by maximising opportunities and minimising waste through joint commissioning and delivery of services.

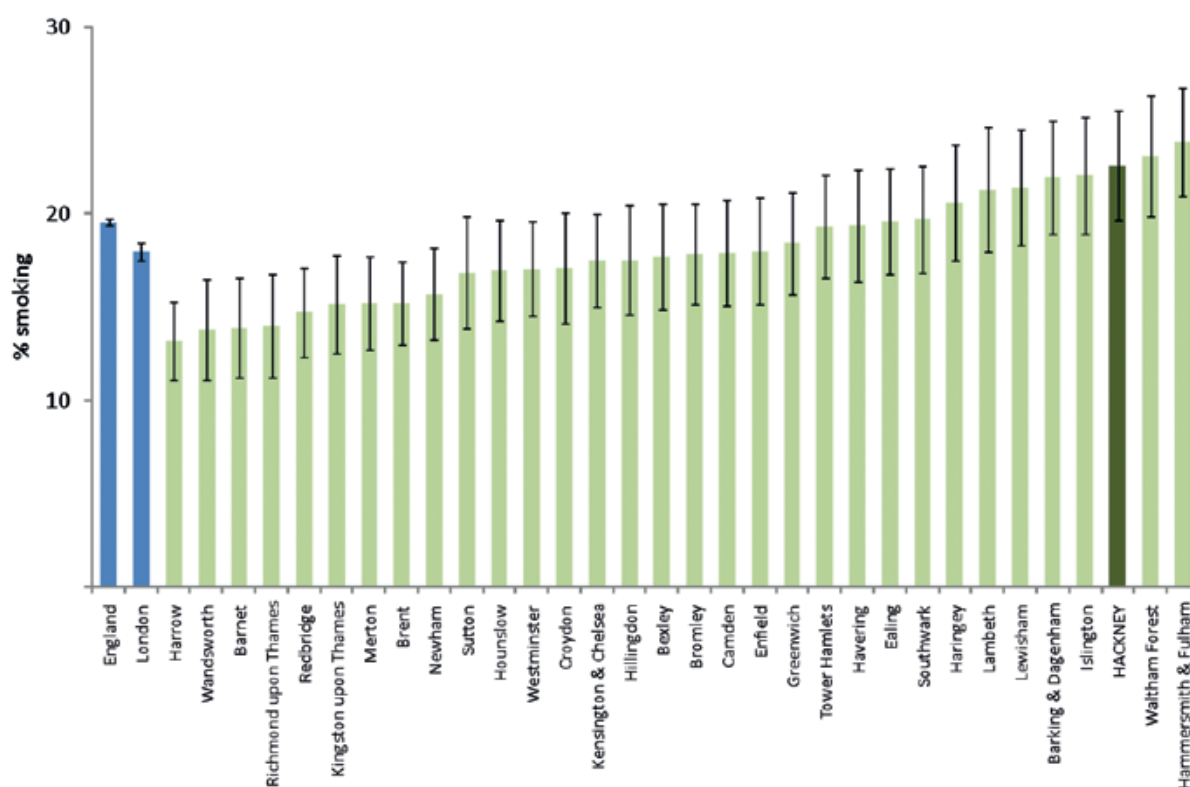
4. A Smokefree future for Hackney and the City

Smoking is the single greatest cause of preventable illness and death in Hackney. Reducing the number of people who smoke is the most important and effective thing we can do to improve the health of our residents. In 2012, 22.6 per cent of Hackney residents were smokers - the third highest figure of any London borough and three percentage points higher than the national average of 19.5 per cent.⁷

Between 2008 and 2010, there were 246 deaths per 100,000 residents every year that could be attributed to smoking. It is responsible for the majority of deaths from lung cancer, bronchitis and emphysema, and about 17 per cent of deaths from heart disease. More than one quarter of all cancer deaths can be attributed to smoking and it doubles the risk of stroke compared to non-smokers. Female smokers go through the menopause up to two years earlier and are at a greater risk of developing osteoporosis. It is a cause of impotence in men. As well as the cost to health and health services, the estimated cost of lost productivity from smoking related sick days in London is £356 million.



Fig 1: Smoking prevalence by borough 2012



Source: Tobacco Control Profiles

⁷ Public Health England Tobacco Profiles - www.tobacoprofiles.info

Two-thirds of all smokers say they want to quit, so we are making it as easy as possible to get support by providing user-friendly accessible stop-smoking services. We support national campaigns, such as No Smoking Day and Stoptober and ensure that those important messages reach our residents. We're also implementing policies to reduce risks from second hand smoke, to encourage businesses to go smokefree and are implementing a Smokefree policy for Council staff.

Accessible Stop-smoking Services



Petra Muzikova provides stop smoking advice at the Stop While You Shop clinic in Dalston Kingsland Shopping Centre

Last year, over 4,500 people in Hackney used our stop-smoking services to set a quit date and 35 per cent of them had successfully quit four weeks later. Residents who wish to give up smoking are offered a six week support service, followed by 12 weeks of either nicotine-replacement therapy, such as patches, gum, inhalers, sprays, or Champix, a drug which specifically helps people to stop smoking. This service is offered by practice nurses at GP surgeries and pharmacists. We also offer tailored stop-smoking services for pregnant women and a specialist health psychologist is available to help those with serious addictions who may also be suffering from mental health problems.

As well as the traditional setting of a GP surgery or pharmacy, we have brought stop smoking services to the more unusual settings of supermarkets and a shopping centre. The Stop While You Shop service has been running in Morrison's in Stamford Hill and Dalston Kingsland shopping centre twice a year in September/October and from January to March since 2012. This service put stop smoking advisors in the places people visit every day, removing any barriers that travelling to the GP surgery might create. Stop While You Shop services have shown excellent results - almost 500 people set a quit date in 2012/13 and 64 per cent of them were still not smoking four weeks later.⁸

Stop Smoking GP hubs increase access and efficiency

Small groups of neighbouring GP Practices have been working together to create two pilot Stop Smoking hubs in Hackney. Patients registered with a GP in any practice in the group can be referred to a weekly specialist Stop Smoking service offered by the hub clinic. The service is therefore available to a wider pool of potential quitters, offering a better quality, better value and more effective service overall. So far the GP hubs have seen a combined quit rate of 53 per cent, with 43 smokers using the service to set a quit date and 23 were still not smoking four weeks later.

⁸ 474 people set a quit date in 12/13 and 302 had still quit at 4 weeks.

Quitting makes sense in any language

There is a clear need to tailor stop-smoking services to different communities. Research conducted with the Turkish community found smoking rates up to 46 per cent.⁹ A survey conducted with the Vietnamese community showed that 83 per cent of smokers had tried to quit more than once, normally without help.¹⁰ Working with our partners, Shoreditch Trust, we provide one-to-one appointments in four languages - Turkish, Somali (pictured), Vietnamese and Polish at various times and locations throughout the week. In 2012/13 a total of 375 people set a quit date with the help of Shoreditch Trust services and 190 (51 per cent) were still not smoking after four-weeks.



Enjoy the Outdoors Smokefree

Following the successful ban on smoking indoors in public places, an increasing number of authorities are introducing voluntary codes to establish smokefree areas outdoors, such as playgrounds, cafés and entertainment venues. This lowers the risk of second-hand smoke, particularly for children, reduces litter and fire risk and can help to shift public perceptions of smoking.

A voluntary smokefree ban has been implemented in all children's play areas located in Hackney's Green Flag parks. Five further areas of Clissold Park in Stoke Newington, which are heavily used by children, will be designated Smokefree in spring 2014. Further areas of parks, gardens and estates in the City and Hackney are also being identified to go smokefree in consultation with residents, users and stakeholders.

Hackney Council reinforces its own Smokefree policy

The Council has reviewed its Smoking and Tobacco policy to strengthen the rights of employees and service users to work and receive services in a smokefree environment. Employees are not permitted to smoke during work-time and while on duty, whether they are based in Council premises or principally work outdoors. Alongside the introduction of this new policy in April 2014, we are supporting Council employees to quit by bringing stop-smoking services to Council offices and offering ongoing support. The objective of this new policy is for the Council and its employees to set an example throughout the borough by leading the way in tackling the harm caused by smoking.

⁹ Shoreditch Trust and Derman, Community Insight Into Turkish and Kurdish smoking related behaviour and attitudes in Hackney, October 2013
¹⁰ Vietnam Laos Cambodia Community Centre, Community Insight Research in the Borough of Hackney, Smoking in the Vietnamese Community, October 2013.

Smoking in the City

There is no comprehensive data available on smoking prevalence among City residents but a study commissioned in 2009 of City workers' smoking habits found a strong relationship between smoking and stress.¹¹ A third of respondents said stress was the reason they smoked and 44 per cent said they smoked mainly at work. For these reasons City workers are a prime target for stop smoking support. Fewer people smoking would reduce unplanned absenteeism and increase productivity, as well reduce premiums for those firms that provide private health insurance.

The City Tobacco Control Alliance is delivering an effective and comprehensive tobacco control programme that includes a Healthy Workplace offer to support businesses to improve the health of their employees. The City is also rolling out many of the national Smokefree campaigns such as Stoptober and Smokefree homes and cars. Additionally, the City of London Corporation has started to pilot a Fixed Penalty Notice Referral Incentive initiative whereby smokers who drop cigarette butts on the street or who smoke in a smokefree area are fined but offered the opportunity for a refund, in the form of vouchers, by attending a stop smoking service and quitting.



¹¹ 2009 study commissioned by NHS City and Hackney to investigate City workers' smoking habits and their views of the stop smoking services

5. Healthy Weight

The number of people in Hackney who are overweight or obese is a serious cause for concern. Almost half of the adult population is carrying excess weight and one in four children are overweight by the time they reach the age of just four or five years old. The causes of obesity are multiple and complex – as well as diet and activity levels, everything from age, gender, education, stress, media consumption, peer pressure, travel options and personal safety have an impact. Reducing obesity is a vitally important challenge. We are working together with organisations like the Hackney Council for Voluntary Service and the Hackney Learning Trust and other areas of the Council to better understand and tackle the problem.



Healthy, Active Children

The latest results of the National Child Measurement Programme (NCMP), which tracks the height and weight of children in reception and year six, showed a small decline in the proportion of overweight children in Hackney and the City but this remains well above the average for London and England

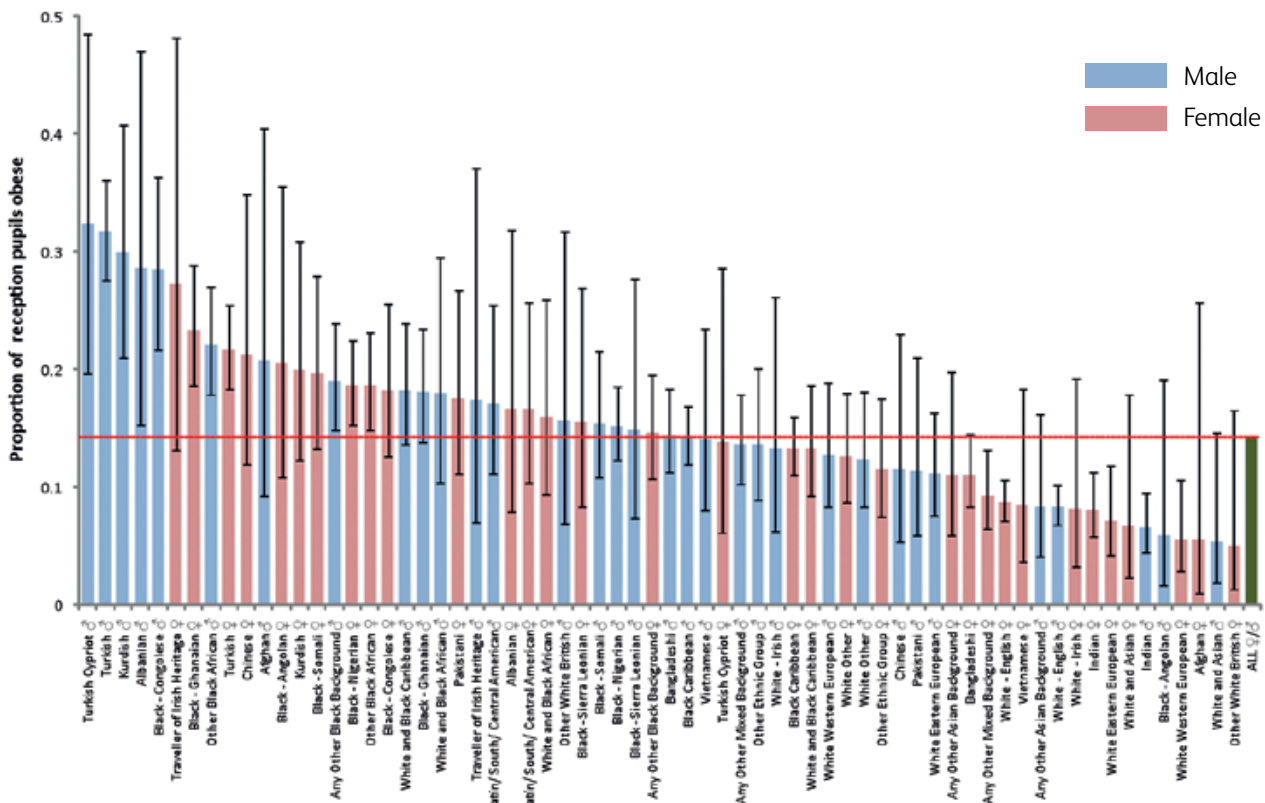
In 2012-13, 26.3 per cent of children in reception year were overweight or obese, down from 28.1 per cent in 2010-11 but still above the 23 per cent average for London and 22.2 per cent average in England. Among those children in Year 6, aged 10 or 11 years old, 41.2 per cent of the children measured were overweight or obese. The comparative figure was 37.4 per cent for London and 33.3 per cent for England. The NCMP data also reveals that boys had higher levels of obesity than girls. Turkish Cypriot and Turkish boys had the highest rates of obesity. When looking at both genders Black ethnic groups consistently had the highest rates of obesity and Asian ethnic groups the lowest, though within these broad categories, there is also considerable variation. Figure two overleaf shows the breakdown in greater detail.

The NCMP has its limitations. Only those attending state maintained schools currently have their height and weight recorded. In Hackney it is estimated that around 31 per cent of Hackney's school age population, including the majority of Charedi children, attend independent schools so their data is not captured.¹² In order to get a truer picture, the next time the NCMP is run we will be expanding the coverage and piloting the programme in six independent schools.



¹² NHS City and Hackney National Child Measurement Programme (NCMP) Report, City and Hackney PCT: 2012 (unpublished).

Figure 2: Proportion of children in reception class who are obese by ethnicity and gender



Source: National Child Measurement Programme Combined data from 06/07 to 11/12

Obesity rates linked to deprivation

There is a clear relationship between the prevalence of child obesity and deprivation in both age groups across the country and across the local authority area.¹³ The NCMP results show that children identified as obese are more likely to live in the poorest areas in Hackney. It's vital that every child gets the best start in life and the effects of child poverty on childhood obesity can be seen as early as pre-school years. We are targeting our resources on the youngest children with the aim of preventing them from becoming obese between reception year and year six. As well as diet and exercise, our response to childhood obesity incorporates behavioural and social factors, including parents being overweight and smoking during pregnancy, which leads to an increased risk of being overweight at age 4.5 years.¹⁴



¹³ As classified using HMRC proportion of children in low income families for Middle Super Output Areas (MSOAs)

¹⁴ Dubois L, Girard M. Early determinants of overweight at 4.5 years in a population-based study. *Int J Obes (Lond)* 2006 Apr;30(4):610-617.

Figure 3.1: Obesity in Reception (aged 4-5 years)

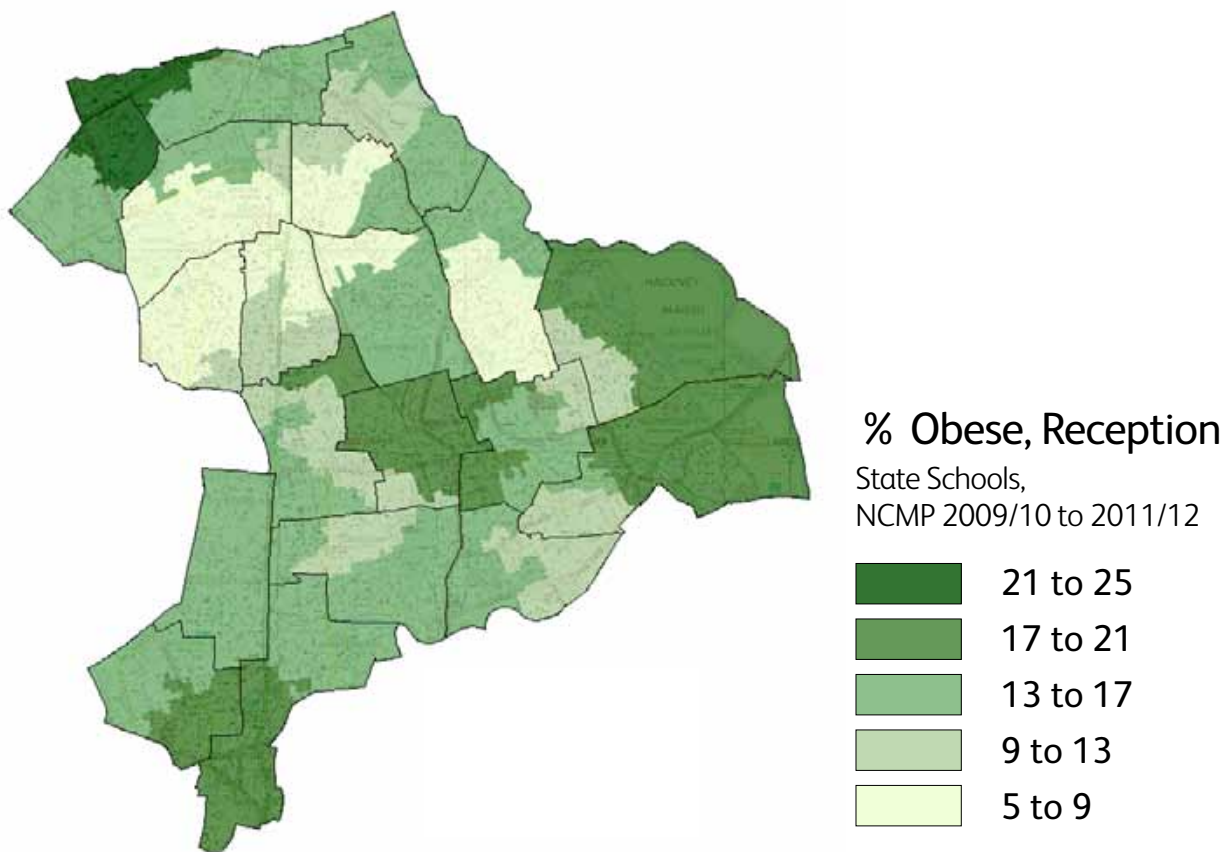
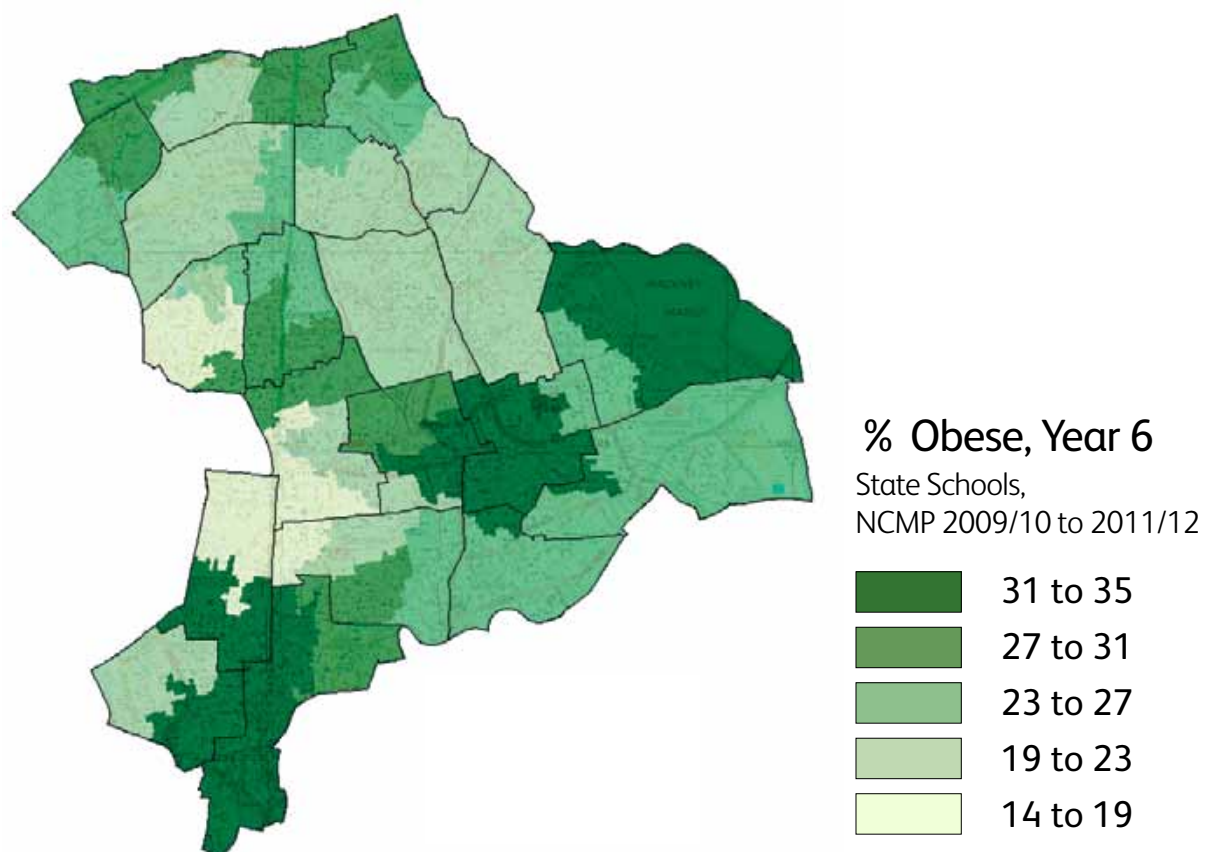


Figure 3.2: Obesity in year 6 (aged 10-11 years)



Source: National Child Measurement Programme

Giving Every Child the Best Start in Life

Establishing healthy eating and lifestyle patterns early in a child's life is crucial - what happens in pregnancy and the early years can lay positive foundations for lifelong health and wellbeing. Evidence suggests that working with parents in the pre-natal period and until their child is two years old is effective in reducing obesity.¹⁵



The Get Hackney Healthy project, which brings in partners from the Hackney Learning Trust, Homerton University Hospital and the CCG, is a co-ordinated childhood obesity intervention tackling the direct and underlying causes of excess weight at the same time. At a strategic level it has seen the development of a framework for reducing childhood obesity and promoting healthy lifestyles that will guide service delivery across the Council. It puts the objective of increasing healthy eating and physical activity among children, young people and families at the heart of the Council's work.

Meanwhile we have introduced specialised training for health and education practitioners who work with young children and parents in the borough. Get Hackney Healthy incorporates a number of specific programmes including the Health Heroes schools programme, the Health and Nutrition for the Really Young (HENRY) programme (see boxes on page 20 and 21) and expansion of the Playstreets initiative, which sees roads closed to traffic to allow children to play safely. These direct interventions are accompanied by a borough-wide communications campaign and programme of activities to encourage residents to join the Change4Life movement and help create a healthier Hackney.

A Healthy Start for All

Good nutrition is another vital element of giving children the best start in life, which is why the national Healthy Start vitamins scheme has been extended free-of-charge to every pregnant woman, every new mum and every child under four years old in City and Hackney. The scheme has been re-launched and registrations are now backed by a new database that will enable better monitoring and targeting for increasing take-up of the scheme. The ultimate aim is that every eligible mother and child in the area will receive the health benefits of better nutrition.

¹⁵Effectiveness of home based early intervention on children's BMI at age 2: randomised controlled trial. Li Ming Wen, Louise A Baur, Judy M Simpson, Karen Wardle, Victoria M Flood. *BMJ* 2012;344:e3732 doi: 0.1136/bmj.e3732. (Published 26 June 2012).

Health Heroes

The Health Heroes programme was introduced in seven schools to address the interconnected challenges of boosting physical activity levels, increasing use of green spaces, reducing the amount of time children spent on 'screen time' and encouraging active travel. This has meant the introduction of new breakfast, lunchtime and after-school sports sessions, training more teachers to deliver PE activities, and providing opportunities to do gardening. There is also a focus on healthy eating by working with catering staff, introducing fresh fruit and vegetable stalls, food co-ops and healthy cooking classes for parents.



Chantal Minzan and her daughter Shalom, 8, shopping at the food co-op at Saint Dominic's, which was established as part of the Health Heroes project.

Breastfeeding

Breastfeeding is the best form of nutrition for infants to ensure a good start in life. Initiation rates in Hackney and the City are very high; 91.3 per cent of mothers initiated breastfeeding compared to 86.8 per cent for London and 73.9 per cent for England. At six to eight weeks, City and Hackney has the highest number of mothers still breastfeeding in England at 83.3 per cent (51.5 per cent exclusively and 31.8 per cent partially). This compares to the national average of 47.2 per cent of women breastfeeding (32.2 per cent exclusively and 15 per cent partially).



To encourage and help mothers to breastfeed, there are nine weekly drop-in breastfeeding groups, delivered by Homerton University Hospital, which run across the borough in children's centres and other easy-to-reach locations. The service is looking for ways to access hard to reach mothers and hoping to give breastfeeding training to volunteers from ethnic minority communities.

To encourage and help mothers to breastfeed, there are nine weekly drop-in breastfeeding groups, delivered by Homerton University Hospital, which run across the borough in children's centres and other easy-to-reach locations. The service is looking for ways to access hard to reach mothers and hoping to give breastfeeding training to volunteers from ethnic minority communities.

Hackney is a strong supporter of the Breastfeeding Welcome scheme which helps public venues to be more welcoming to breastfeeding mums. There are currently 90 locations in the borough that are accredited or in the process of doing so - including cafes and restaurants, a travel agent, a photography studio, libraries and Hackney City Farm. A Facebook page and a Twitter account (@HackneyBFW) were launched in October 2012, to recruit new volunteers and encourage new venues and businesses to sign up.

Health Exercise Nutrition for the Really Young (HENRY)

The HENRY programme is based on the principle that physical activity and eating habits are shaped early in life. It is an eight-week programme for small groups of parents and carers of children aged up to five years. It provides them with information and skills to create a healthy family lifestyle, covering topics such as healthy eating, portion sizes, reading labels, activity ideas and parenting skills.

HENRY classes have been run all over the country and are having great results. HENRY not only deals with obesity but helps to tackle inequalities, supports and empowers families and provides a healthy start for children. There are 17 trained staff that are able to run HENRY parent groups in Hackney, including a Turkish speaker. Ten groups were delivered last year – reaching almost 100 parents or carers - and six more will run in the first half of 2014.

Tackling Adult Obesity

New figures released in February showed that Hackney, at 48.7 per cent, had the fourth lowest percentage of overweight or obese adults in England. But this still means that almost half of adults in Hackney are over their healthy weight and have an increased risk of developing type 2 diabetes, heart disease, arthritis, hypertension and certain cancers.



The Council takes its responsibility for protecting residents' health very seriously. As well as providing parks, leisure facilities and cycle routes to help people stay active outdoors, we offer a range of services including walking, swimming and sports activities and an exercise on referral scheme.

Healthwise - Exercise on Referral

In partnership with the leisure provider, Better (GLL), Hackney is delivering an exercise referral scheme called Healthwise. Residents are eligible if they have developed or are at risk of conditions such as heart disease, hypertension, diabetes, depression or obesity.



Those referred by a doctor or health professional are given access to high quality, affordable leisure facilities and advice on nutrition and healthy lifestyles. It takes place at the Britannia, Kings Hall and Clissold Leisure centres and over 1,200 residents have already started a personalised programme. A similar scheme operates in the City of London, delivered by Fusion Lifestyle and taking place at the Golden Lane Sport and Fitness Centre.

Well London



Woodberry Down Estate, North Hackney

Well London is supporting residents of Hackney's biggest estate, Woodberry Down, to improve their health and well-being. Delivered by Manor House Development Trust, Well London has worked with residents to develop and deliver activities including healthy eating classes, a community garden, walking groups, cycling classes, stress management sessions and creative art workshops. Volunteering to help deliver the project has improved residents' confidence and practical skills.



Community Kitchens

As part of a drive to make the most of existing assets to improve health, Hackney is developing the Community Kitchens programme. A number of community centres on estates already had refurbished kitchens for all residents to use, so a series of healthy cooking classes has been introduced to use them to their full potential. The Friends Who Do Lunch classes, aimed at over 50 year olds, are at the heart of the most disadvantaged communities and are easy and free for residents to attend.

Participants are taught about nutrition and cooking skills, and are shown how to make their budget go further by using alternative, cheaper ingredients and cooking for the freezer.



Local resident Elif Bakici (left) and her translator Nevin Vessey, join the Friends Who Do Lunch cooking club at New Kingshold Community Centre.

6. Mental Health

Mental health is as important as physical health in promoting wellbeing. Hackney and the City of London have disproportionately high numbers of people with serious mental health needs. Younger people, those of Black-Caribbean or Pakistani origin, migrant groups, refugees and asylum-seekers are more likely to suffer from mental illness. There are also strong associations between poor housing and mental health problems and higher rates of psychiatric admissions and suicides are seen in areas of high deprivation and unemployment. All of these factors and at-risk groups feature strongly in Hackney's demographic make-up and contribute to a high level of need amongst residents in relation to their mental health and use of drugs and alcohol.



Responsibility for mental health services is shared between the local authority, the CCG and the East London Foundation Trust, along with service providers and voluntary sector organisations. There are different needs at different levels of the population.

Members of the Health and Wellbeing Boards have prioritised mental health and outlined the need for a new innovative approach to providing mental health and substance misuse services. Work to assess the mental health needs of residents and to understand that need in the context of the latest academic evidence has been commissioned. As this report went to press, the outcome of the assessment was being compiled and will be used to design and commission the most effective combination of mental health and substance misuse services for the population.

The needs assessment will include the findings of a series of 56 face to face and telephone interviews with a representative group of stakeholders. It goes beyond identifying gaps, deficits and problems to identify the assets, skills, strengths, social capital and knowledge of individuals and communities. The report and recommendations will be finalised in early summer 2014.

Integrated Mental Health Network

The Council's mental health service provision is based on in-depth engagement with current providers and service users. It will support adults with mental health problems and those at risk of developing them through an Integrated Mental Health Network managed by a lead provider.

The prevention component of the service will work pro-actively with people with common mental illness and mild to moderate needs for up to one year. It will offer early intervention and a range of services to promote mental wellbeing, including talking therapies, and prevent individuals from developing the need to access more intensive support. There will also be a recovery and social inclusion component for people with serious or enduring mental health conditions to promote recovery. Support and activities will be offered for up to two years to help service users to access employment, education and training services.

Children and Adolescent Mental Health Service (CAMHS)

Local organisations have reported an increase in young people aged 11- 25 years to requiring mental health support to deal with issues such as family and relationship breakdowns, depression, anxiety and stress. The aim of our work is that all children and young people in Hackney and the City enjoy good mental health and are resilient enough to deal with changes and difficulties in their lives.

Child and Adolescent Mental Health Services are commissioned as a partnership between City and Hackney CCG and Hackney Council's Children and Young People's Services department. Services are delivered using a range of providers working in an integrated way, and supported by specialist provision where needed. The arrangement is underpinned by a framework that outlines the key principles of accessibility, responsiveness, early intervention, value for money and working together.



For further details see: www.hackney.gov.uk/Assets/Documents/CAMHS_Framework_2013_-_2015.pdf

Substance Misuse

The Hackney Drug and Alcohol Action Team (DAAT) is responsible for commissioning and coordinating drug and alcohol treatment services across Hackney. It works with partners to reduce the harm caused by substance misuse to individuals, their families and communities. The latest data showed that there were around 1,300 drug users in structured treatment in Hackney in 2011/12, of which four fifths were heroin or crack cocaine users. Nearly all clients (97 per cent) were able to get treatment within three weeks.

Local data on alcohol consumption is limited but population estimates indicated a relatively high rate of abstinence and that binge drinking was lower than the England average, but higher than London average. There were 476 people being treated for alcohol misuse in Hackney in 2011/12. Over half (54 per cent) were parents or carers for children under 18 years.

DAAT's support is available by telephone, online or through drop in sessions at locations around the borough. The DAAT team offer an extensive range of services including advice and information, counselling, a service for young people, benefits and housing advice, assessment for treatment, needle exchange, health support, complementary therapies, blood borne virus testing from a specialist nurse.



More details are available at www.hackneydaat.org.uk

7. Dementia

Around one in three people over the age of 65 years will get dementia. Dementia has been prioritised by Central Government and there is a national strategy in place to improve awareness and understanding of the condition and deliver a step-change in the provision of care so that people with dementia can live well for longer. In Hackney and the City our strategy is to increase the number of cases that are diagnosed early and provide a high quality intervention for all.

Services for older residents, including those with dementia, are delivered by Adult Social Care. The Public Health team works closely with our colleagues to ensure all the health needs of our older residents are met. Hackney Council has signed up to the Manifesto for a Dementia Friendly London and last year developed a health and social care pathway for people with dementia. The Council's dementia work will expand during 2014/15 including support for the national 'Dementia Friends' programme and training of cultural services staff.



The Alzheimer's Society is active in Hackney and the City and was supported during 2013/14 with increased funding from the CCG to enable the development of the Dementia Adviser service linked to GP clusters. Alzheimer's Society staff helped to develop two Dementia Friendly Environment projects in Hackney.

Adult Social Care has ensured that, where applicable, those with dementia have care packages and access to telecare products to enhance their independence. Support to their carers takes place through respite care and access to carer assessments and short breaks.



More detail is available in the Adult Social Care commitment statement available here: www.hackney.gov.uk/Assets/Documents/Adult-Social-Care-Services-commitment-statement.pdf

The City of London is set to publish its 'A Dementia Friendly City' strategy that details its delivery of dementia services until 2015. The strategy aims to improve diagnosis and support for those with dementia, as well as to create a 'Dementia-Friendly City', where residents and business will show understanding and awareness of the disease and offer support in a respectful and meaningful way.

8. Air Quality

Air pollution can have serious consequences for the health of people and the environment. The main source of air-borne chemicals and particles affecting people in our areas is exhaust fumes, particularly from diesel vehicles and standing traffic, but emissions from boilers, homes and businesses are also significant.

In the City and Hackney, concentrations of nitrogen dioxide remain above national maximum targets.¹⁶ There is growing evidence that high levels of air pollution can cause damage to the airways and lungs, trigger asthma attacks, cause heart attacks, and lead to premature death for people who are already ill. This is a significant problem, given the areas' high rates of illness and hospital admissions due to respiratory problems. Long term exposure can increase the risk of cancer.



As pollution particles pass into the blood and travel through the body they may cause inflammation in many organs, and they are also associated with Alzheimer's and Parkinson's diseases, Type 2 diabetes, cognitive impairment and learning problems in children. Air pollution disproportionately affects the elderly, poor, obese, children and those with existing heart and respiratory disease. There is particular concern for children and babies in prams who breathe air at the level of exhaust pipes. In the City, 9 per cent of deaths can be attributed to long-term exposure to PM2.5, fine particles in the air that can be inhaled deep into the lungs. In Hackney that figure is 7.8 per cent.

A co-ordinated response across the local authority

In 2011, the City of London published a new air quality strategy for the Square Mile. This included taking steps to reduce emissions and pollutants from its own buildings and vehicles and encouraging businesses to do the same via the CityAir project.¹⁷ The City runs two award schemes to encourage best practice - the Sustainable City Award for Air Quality and the Considerate Contractor's Environment Award.

The City considers air quality when making decisions in many areas of public policy including traffic management, planning, and construction/demolition. It is considering using parking policy to influence the type of vehicles coming into the Square Mile and is reducing emissions from taxis by improving the design and usage of taxi ranks. From January 2012, drivers of any vehicle who fail to turn off their engines when waiting or parked are issued a Fixed Penalty Notice in a bid to reduce emissions from idling vehicles. Figure 4 clearly shows high levels of nitrogen dioxide (NO₂) in relation to the main traffic routes in the City of London.

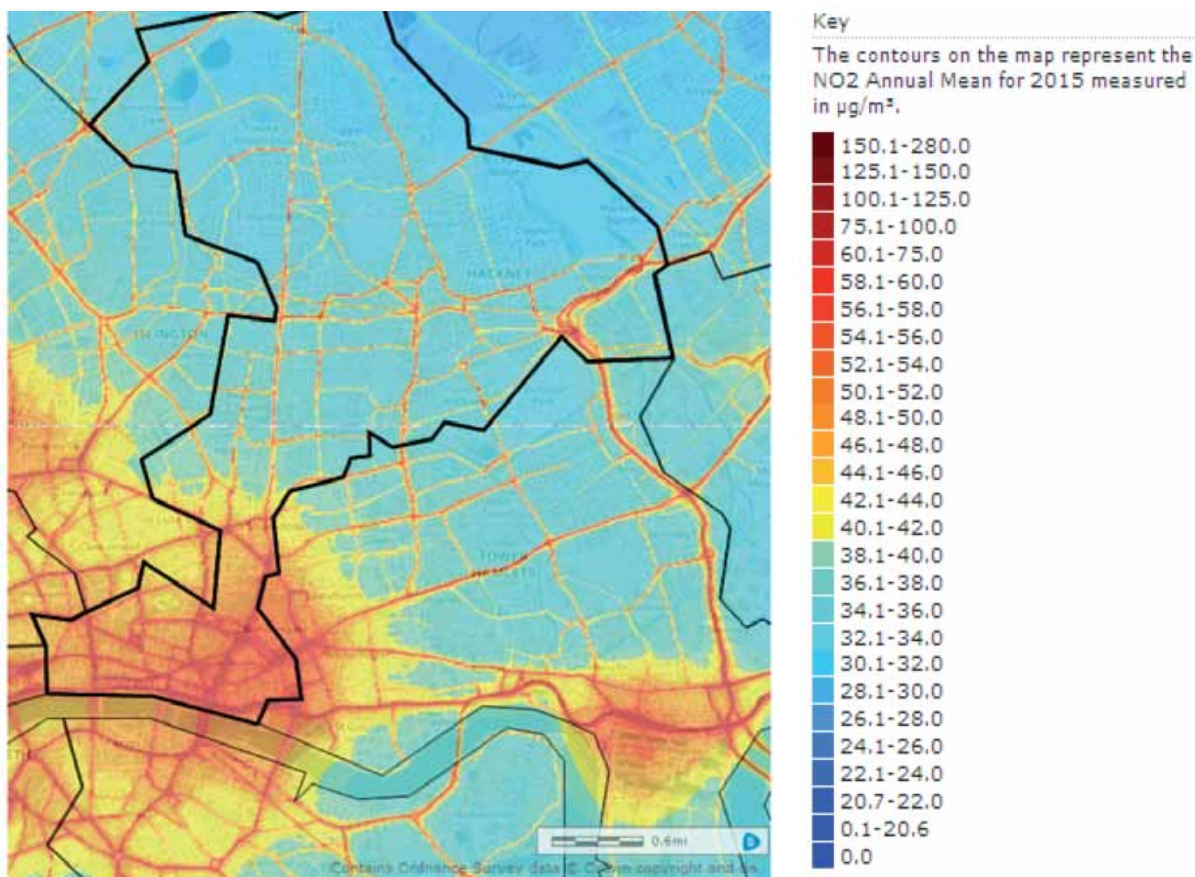
Hackney Council published its first action plan to improve air quality in 2006 and is updating it this year. Two areas are getting particular attention – the Green Action Zone South project along defined transport routes and the Zero Emissions Network in Shoreditch, an initiative that supports businesses to improve air quality. The action plan includes particular focus on working with schools near busy roads.

Air quality is a London-wide issue, so both Hackney and the City of London are working closely with the Mayor of London, other London Boroughs and the Government to make improvements across the capital.

¹⁶ For details of Air quality monitoring results please see – 2013 Air Quality Progress Report for City of London Corporation, April 2013, and Local Air Quality Management: 2011 Air Quality Progress Report, London Borough of Hackney, 2011

¹⁷ City of London Air Quality Strategy 2011-2015

Figure 4: Nitrogen dioxide levels are highest along main transport routes



Nitrogen dioxide modelling for 2015, Environmental Research Group, Kings College London.

Cycling: The health benefits of active travel

Cycling is a healthy, low cost and environmentally friendly way to travel. Hackney prides itself on being a cycling-friendly borough – it has the highest number of people cycling to work in London and has joined up its public health and transport strategy. As well as providing cycle routes throughout the borough, the Council offers free cycle training and holds an annual cycling conference. Hackney was recently awarded transport borough of the year in the 2014 London Transport Awards in recognition of cycling innovation including cycle parking and monitoring progress through cycle counters and apps.

Evidence suggests that for the average individual, the health benefits of cycling were significantly larger than the risks relative to car driving – taking both air pollution and traffic accidents into account.¹⁸ Walking and taking the train have lower levels of exposure to pollutants but less benefit from exercise. Sitting in a bus or car has the same exposure as cycling whilst some areas of the underground are up to three times higher.



¹⁸ Johan de Hartog, et al Do the Health Benefits of Cycling Outweigh the Risks? Environ Health Perspect. 2010 August; 118(8): 1109–1116. Oja et al. Health benefits of cycling: a systematic review www.ncbi.nlm.nih.gov/pubmed/21496106

9. Delivering Local Public Health Services

Local authorities have considerable freedom to allocate their public health grant in whatever way will best suit the needs of the local population but there are certain services that must be delivered according to a government mandate. These legally mandated services are those that are critical to the running of an effective local health system or that require a uniform service to be provided across the country. They include the annual production of a Joint Strategic Needs Assessment (see page eight) the National Child Measurement Programme (see page 16), appropriate access to sexual health services and the provision of NHS Health Check assessment, which are outlined below.

Although not part of the portfolio of mandated services, responsibility for health services such as school health and dental checks have now also transferred to the Council as part of the reforms. This offers an opportunity to align and integrate these services with the rest of the public health work as outlined below.

Sexual Health

Hackney Council commissions a range of sexual health services across the borough for adults and young people. This includes family planning and contraception, screening for HIV and Sexually Transmitted Infections, emergency hormonal contraception from community pharmacies and comprehensive sexual and reproductive drop-in health services. These are available from a choice of locations including GPs, pharmacies, specialist sexual health clinics and teenage-only health clinics. Sexual health services are free, confidential and, in some cases, those who visit can use them anonymously.

Hackney works with young people to promote good sexual health and reduce teenage pregnancy. Our work includes supporting schools to improve their sex and relationships education, dedicated clinical services for teenagers and safer sex advice with free condoms via pharmacies, youth services and clinics. City and Hackney Young People's Service (CHYPS+) provides a weekday walk-in advice service for teenagers and runs a weekly clinic at a number of youth hubs. This work is showing good results. The rate of teenage pregnancies in Hackney is continuing to fall – it dropped 6.2 per cent during 2012, and has fallen by 63.8 per cent since the national teenage pregnancy strategy was launched in 2000.

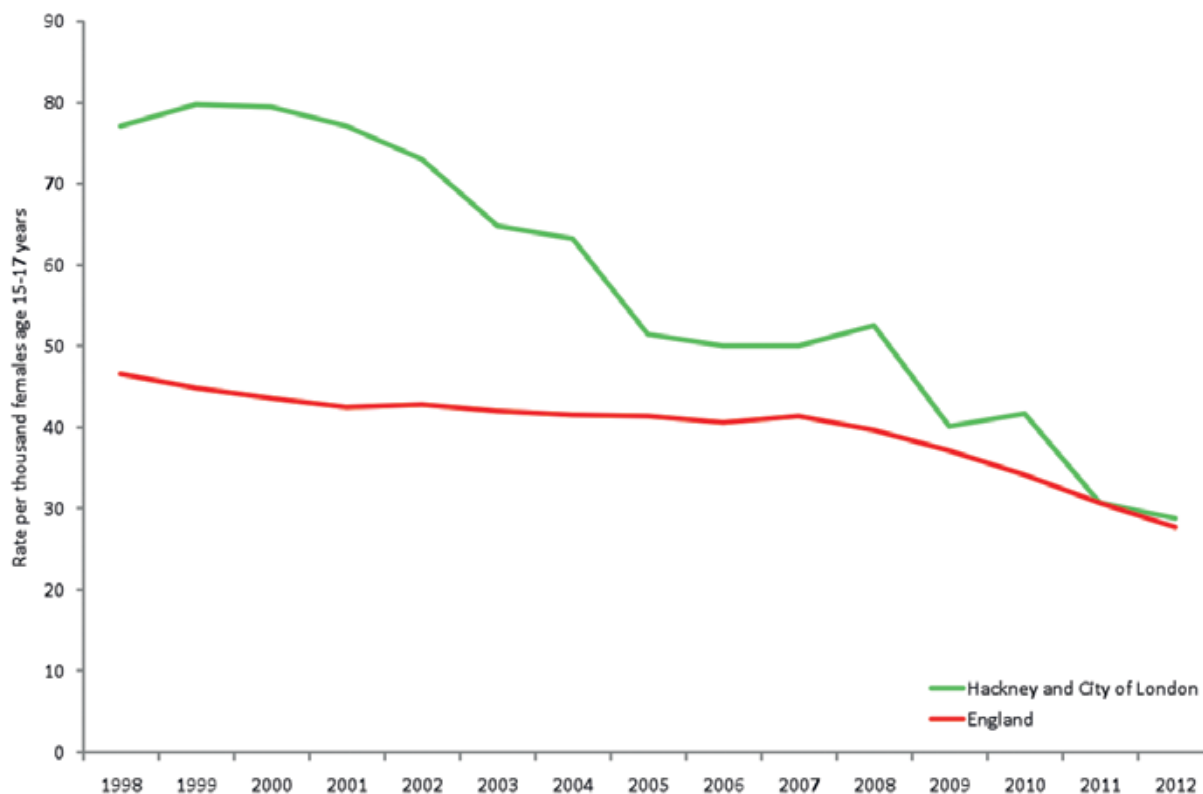


Come Correct

Hackney is part of the London-wide condom distribution scheme for young people called “Come Correct” which provides access to free condoms in a variety of outlets, such as pharmacies, youth clubs and colleges across the borough.

Over the last 12 months, more than 80,000 free condoms have been provided to under-25s in the borough. Once a young person has registered they can collect free condoms or get advice from any participating outlet displaying the Come Correct logo. Outlets are all listed on www.comecorrect.org.uk and an app with the same information will be available soon.

Figure 5: Rates of conceptions in women under 18 years old, 1998–2012



Source: Public Health England

Health Checks

The NHS Health Check programme aims to keep people healthier for longer by helping them to avoid, reduce or manage their risk of heart disease and strokes - the most common causes of death in England and Wales. The check involves a brief medical history, a review of key personal details and lifestyle questions about smoking and alcohol use. There are also tests for cholesterol, blood pressure, Body Mass Index (BMI) and a diabetes risk assessment. The results will provide health professionals with a clearer picture of residents' health and their risk of developing diseases.

NHS Health Checks are aimed at everyone between the age of 40 and 74 years who have not been previously diagnosed with heart disease, hypertension, stroke, diabetes or kidney disease. The test is likely to be carried out by a practice nurse, healthcare assistant or local pharmacy. Those taking the test may be given advice on a healthier lifestyle or medical treatment by their GP.

It is anticipated that GP practices in Hackney will achieve the annual target of inviting 20 per cent of eligible residents to attend a Health Check. However there is some variability in performance between different GP practices, which could be masking a widening of inequality. As the Health Checks programme expands we will be seeking ways to address this potential disparity.

Dental Checks

Good oral health is a key part of a child's health and is one of the Government's public health priorities. Poor oral health can cause pain and disease and can lead to difficulties in eating, sleeping, concentrating and socialising as well as school absence and time off work for parents.

The latest figures in Hackney show an increase in the percentage of five year old children who experienced tooth decay from 29.7 per cent in 2008 to 31.4 per cent in 2012. In December 2013, 44 per cent of children and young people had been seen by a dentist in the previous 24 months, similar to the rate for the previous year. Attendance has improved over the last six years but is still below the London average of 62 per cent.

Hackney is implementing oral health improvement initiatives including a fluoride varnish programme which has reached 3,200 children aged three to six years old in 57 nurseries and primary schools, a 'brushing for life' programme for children aged one to two years old and an oral health promotion programme in schools and children's centres. We are training health, education and voluntary sector professionals in oral health and working with the orthodox Jewish community on an oral health programme.



School health

Responsibility for health in schools has moved to the local authority, providing an important opportunity to improve the health of pupils across the borough. The Council will closely align school health work with other key services for children and young people – including schools, children's centres, children's social care, the virtual school for Looked After Children and integrated youth provision.

In close consultation with partners, including head teachers, we have designed a suite of new services that focus on getting the basics of school health right - the safeguarding elements, the health offer for looked after children, delivery of the National Child Measurement Programme, school entry health checks and a robust school health service for disabled children and those with additional needs.

We are in the process of commissioning the first of these – the brand new Safeguarding School Health Service, and a new Looked After Children's Health Service. Over the next year we will be creating a new Children and Young People's Health Service, consolidating the basics with a holistic offer to support the wider health needs of our City and Hackney children and young people.



Guildhall, City of London

