

Local Account Factsheet 2014-15

Public Health



Public health in Hackney

The London Borough of Hackney has seen significant public health achievements, such as:

- Reductions in Tuberculosis (TB), halved since 2004 and the best TB treatment completion rate in London.
- Continued decline in teenage pregnancy, faster than the London/national average.
- Increasing access to public health services through community based, targeted programmes such as our Hackney Health Hubs, the Healthier Hackney Fund and free and low cost exercise and cooking classes in community centres.

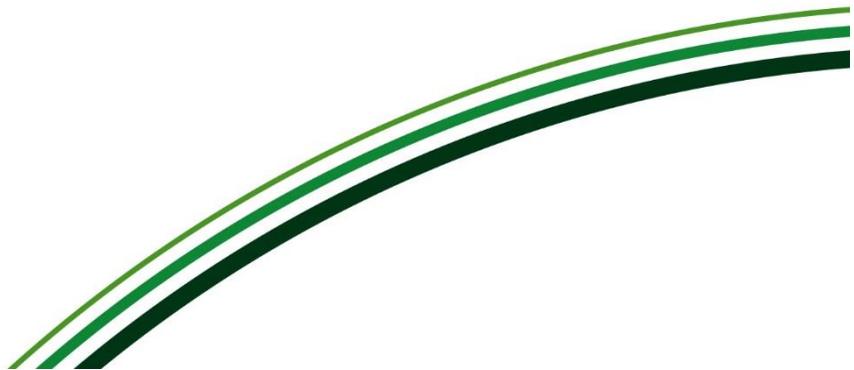
The London Borough of Hackney still however continues to face significant health challenges. The difference in health and life expectancy between the most deprived and least deprived residents, is too high. For example, smoking still accounts for almost one-fifth of preventable deaths, which disproportionately affects economically deprived residents, and some Black and Minority Ethnic (BME) residents.

At a time when our public health budgets are being cut by central government, we must focus limited resources on making sure that public health services are efficient, effective, and focused on preventing ill health amongst those residents who have the greatest burden of ill health, while supporting them to make positive changes to their lifestyles.

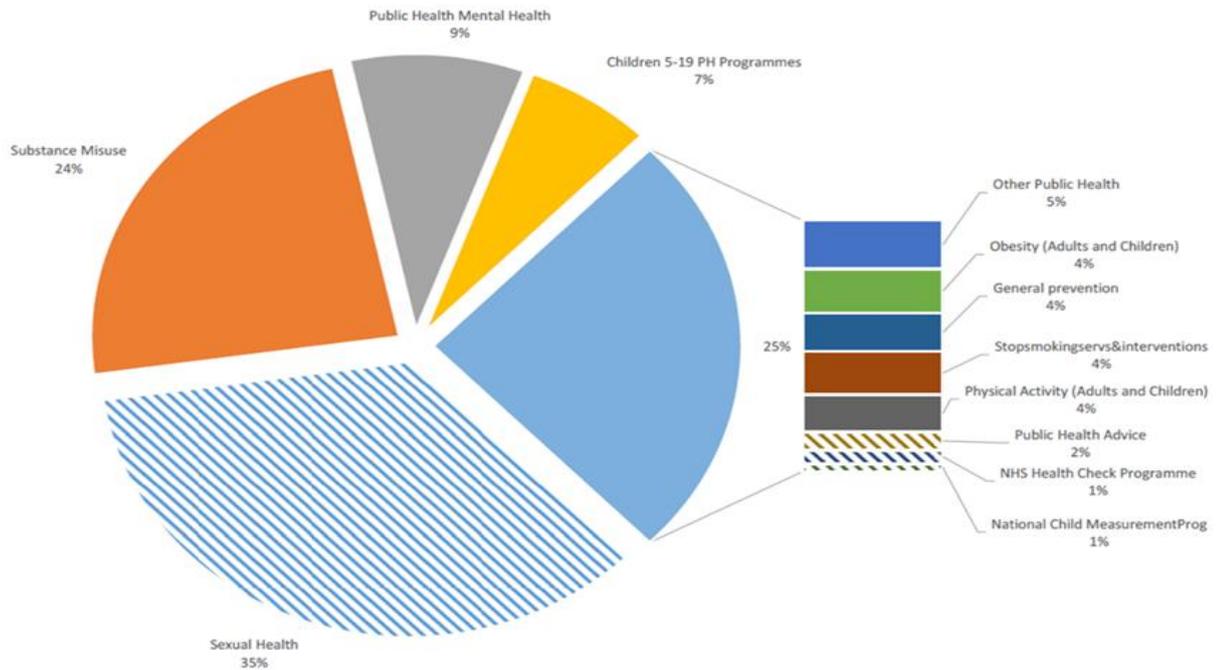
The services that we provide

A healthy community is one where all residents enjoy high standards of both mental and physical wellbeing. Good health means not merely the absence of disease, but also being physically active, healthy and happy.

Public Health has the responsibility for protecting and promoting the health of the general population and it moved back to local government control in April 2013, after being part of the National Health Service for almost 40 years.



Public Health in Hackney works to improve the health awareness of the population, through promoting healthy eating and exercise, tobacco control, promoting mental health awareness, and reducing substance misuse. Councils now have responsibility for improving sexual health, delivering school health, providing Health Checks for eligible residents and running the National Child Measurement Programme. From October 2015, Public Health will also take responsibility from the NHS for services for children aged 0-5 and their parents, such as Health Visiting.



What we spent in 2014 - 15

Our achievements in 2014 – 15 and our plans for 2015 – 16

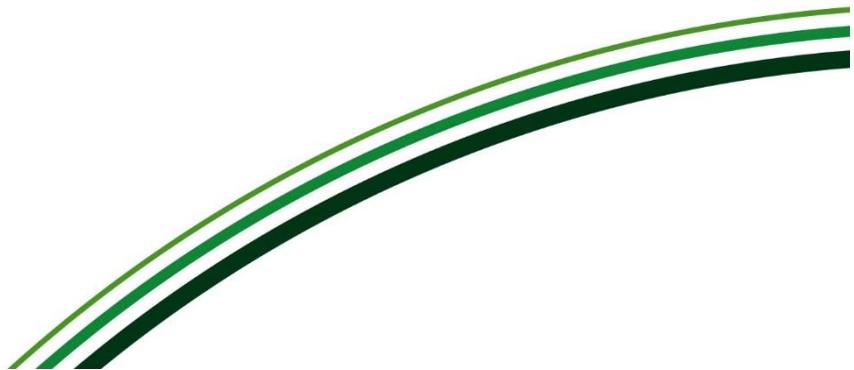
Below we have summarised the health improvements that we have achieved in 2014-15 and what we plan to do in 2015-16 and beyond



We said we would:	What we did:	What we will do:
<ul style="list-style-type: none"> ➤ Improve the health awareness of the population, through promoting exercise, tobacco control and promoting healthy eating 	<ul style="list-style-type: none"> ✓ Launched the 'Healthier Hackney Fund' community grants scheme to support grass roots public health projects ✓ Launched four Hackney Health Hubs in community settings offering free health improvement services such as healthy weight, NHS health checks, smoking cessation and the "Health Trainer" model of support for residents 	<ul style="list-style-type: none"> ✓ Continue to support and participate in 32 Healthier Hackney Fund projects and monitor their outcomes. Successful 'activity' projects are and will continue to be advised about opportunities for future funding and successful 'idea' projects are being encouraged to apply for 'activities' grants in 2015. ✓ Evaluate the overall grant fund programme and make recommendations on how to revise the programme for launch in autumn 2015 ✓ Find opportunities to link to formal Health Hub offer to other local activities and services, such as exercise sessions, cook and eat classes, Job Centre Plus programmes and social landlord initiatives ✓ Monitor and evaluate Hackney Health Hubs, to inform whether the model, or a version

		of the model, could be rolled-out to further locations
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We said we would:	What we did:	What we will do:
<ul style="list-style-type: none"> ➤ Promote healthy eating across the borough and target areas of the borough with high levels of obesity and deprivation 	<ul style="list-style-type: none"> ✓ Promoted Healthy Start food vouchers, extending the Rose Vouchers scheme (which doubles the value of food vouchers for eligible families in the east of the borough) ✓ Monitored and increased the uptake of use of vitamins under the 'Healthy Start for All' scheme. ✓ Rolled-out the Community Kitchens "Cook & Eat" courses aimed at families and adults onto nine targeted estates across Hackney 	<ul style="list-style-type: none"> ✓ Evaluate the success of the Rose Vouchers scheme and put forward a recommendation to assist with making a decision about whether or not it should continue ✓ Continue to monitor uptake of the use of vitamins under Healthy Start for All, working with pharmacists and others to simplify the registration process ✓ Continue to fund "Cook and Eat" classes in community centres, targeting areas of the borough with known need and high levels of obesity and deprivation

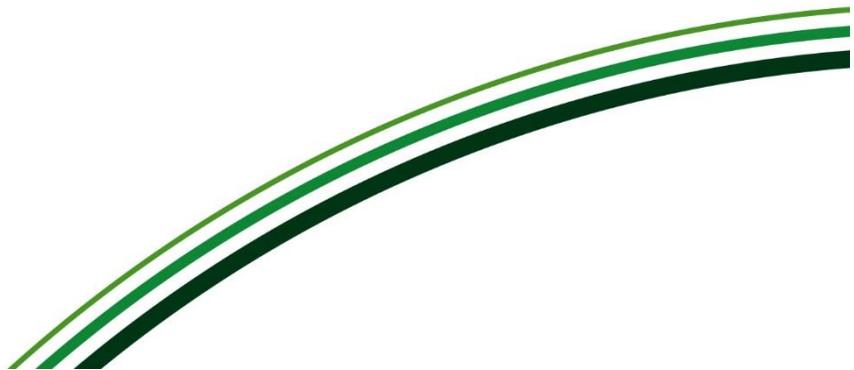


We said we would:	What we did:	What we will do:
<ul style="list-style-type: none"> ➤ Promote Smoking Cessation and Tobacco Control 	<ul style="list-style-type: none"> ✓ Launched a new Stop Smoking Service that offers confidential expert advice and one to one support in a range of different settings across the borough. These include clinics in GP surgeries, shopping centres, libraries and supermarkets as well as bi-lingual drop-in centres in the community to target a number of black and minority ethnic (BME) groups such as the Turkish, Polish, Vietnamese and Somali, all of whom have high smoking rates. ✓ Continued to collaborate with Cut Films, a media project working in schools, youth centres and colleges making short anti- smoking films 	<ul style="list-style-type: none"> ✓ Focus on communities with higher rates of smoking and adapt the service to meet their needs ✓ Work with the Homerton University Hospital Trust to improve the recording of information about smoking prevalence and support to quit for pregnant women ✓ Address the wider aspects of tobacco control such as illicit tobacco and underage sales ✓ Work on making sure 'every contact counts', by training up a range of health professionals to deliver very brief advice to smokers, including pregnant and post-partum women and patients suffering from chronic obstructive pulmonary disease



We said we would:	What we did:	What we will do:
<ul style="list-style-type: none"> ➤ Aim to reduce substance misuse across the borough 	<ul style="list-style-type: none"> ✓ Published a new substance misuse needs assessment to give us an up to date picture of drug and alcohol misuse in Hackney and help us plan services from 2015 onwards 	<ul style="list-style-type: none"> ✓ Launch a new integrated substance misuse service for Hackney to provide a more joined up assessment and referral process, a consistent and clear offer of support and improved referral routes from other services

We said we would:	What we did:	What we will do:
<ul style="list-style-type: none"> ➤ Improve sexual health 	<ul style="list-style-type: none"> ✓ Distributed free condoms targeted distribution at communities with high HIV rates ✓ Worked with other London boroughs to make sure the capital has good quality and value for money sexual health services ✓ Introduced sexual health services in the four Health Hubs community locations – condom distribution, gonorrhoea and chlamydia testing kits and signposting for 	<ul style="list-style-type: none"> ✓ Support pan-London HIV campaign to increase testing rates in Hackney ✓ Support innovative projects through the Healthier Hackney Fund to reduce high risk behaviour amongst men who have sex with men



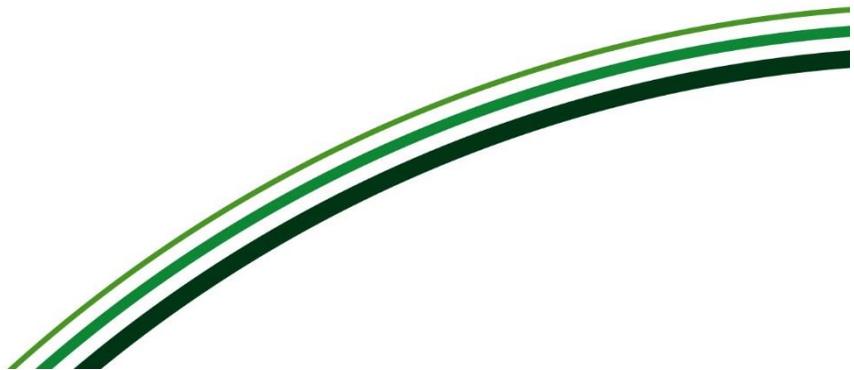
	emergency contraception	
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We said we would:	What we did:	What we will do:
<ul style="list-style-type: none"> ➤ Promote mental health awareness 	<ul style="list-style-type: none"> ✓ Published a new mental health needs assessment to give us an up to date picture of mental ill-health need and prevalence in Hackney and help us plan services from 2015 onwards ✓ Worked with commissioners in Adult Social Care to launch the new 'City and Hackney Wellbeing Network' which promotes positive Mental Health, support recovery and reduce the need for hospitalisation 	<ul style="list-style-type: none"> ✓ Increase awareness and uptake of City and Hackney Wellbeing Network services ✓ Publish a Mental Health Action Plan, responding to recommendations from a recent report about anxiety and depression by Councillors on Hackney's Health Scrutiny Commission, and the Mental Health Needs Assessment. The actions will focus on preventing poor mental health and promoting wellbeing ✓ Make sure Hackney Council receives its fair share of the £2.4m European funding available in East London to support people with common mental health problems into employment, and make sure that



		it is targeted at our local needs
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We said we would:	What we did:	What we will do:
<ul style="list-style-type: none"> ➤ Work towards reducing child obesity 	<ul style="list-style-type: none"> ✓ Developed a borough-wide framework for reducing obesity and promoting healthy weight and healthy lifestyles, aimed primarily at families with children aged 0-5 years ✓ Delivered a 'Get Hackney Healthy' borough-wide communications campaign and a small grants programme for grass roots organisations ✓ Delivered training and support in combating childhood obesity to key professionals working with children and young people and their families ✓ Delivered 'Health Heroes' primary schools programme, HENRY (Health 	<ul style="list-style-type: none"> ✓ Expand the Healthy Catering Commitment so that more fast food outlets reduce fat, salt and sugar in their offering ✓ Launch another round of small grants for the voluntary sector to develop initiatives to tackle child obesity ✓ Continue to roll out and embed training and support for professionals, communications and publicity and initiatives aimed at children aged 0-5 and their families to reduce child obesity



	Exercise Nutrition for the Really Young), Play Streets and play champions	
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We said we would:	What we did:	What we will do:
<ul style="list-style-type: none"> ➤ Work towards reducing adult obesity across the borough 	<ul style="list-style-type: none"> ✓ Led a borough-wide Adult Obesity Strategic Partnership to improve services 1. Adult obesity pathway and service model agreed by CCG planned care board in March 2015 2. Adult obesity pathway and service model agreed by LBH Public Health SMT in March 2015 ✓ Ran joint projects with other council services including a 'Health Spot' in Hackney Central Libraries ✓ 'Health Spot': In total 1,732 books were borrowed, and nearly 200 people attended the monthly sessions run to promote specific health issues 	<ul style="list-style-type: none"> ✓ Re-design and commission services for overweight and physically inactive adults with risk factors for long-term health conditions to improve quality and availability of physical activity on referral, weight management and psychological support. ✓ Fund another year of free group exercise classes in parks and community centres targeted to those most in need ✓ The 'Health Spot' pilot was evaluated by the Public Health team, with recommendations for future years



	<ul style="list-style-type: none">✓ Healthier Hackney Fund: Local projects funded through the scheme include The Wellbeing Club, run by ELATT, which linked new migrants to their neighbours, helping to overcome isolation. The programme also funded Club Soda, a social enterprise to make pubs and bars more welcoming to people who want to reduce or change their drinking. ✓ Extended the summer parks based programme of free group fitness classes into eight local community centres on estates over the winter. Weekly attendance peaked at just under 500 residents a week, a quarter who attended had not done any exercise before	
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We said we would:	What we did:	What we will do:
<ul style="list-style-type: none"> ➤ Improve stakeholder and resident involvement 	<ul style="list-style-type: none"> ✓ Involved residents in the design and development of estate-based public health services such as community kitchens and physical activities. This resulted in one local resident visiting Parliament to receive a Public Health Hero award. ✓ Made sure that service users were able to participate in the design of new services, such as the wellbeing network, and assist in scoring bids from organisations seeking to run those services 	<ul style="list-style-type: none"> ✓ Design and implement a stakeholder and service user challenge group for the Joint Strategic Needs Assessment, including an annual prioritisation workshop ✓ Work with specific community groups, identified in our needs assessment, to improve our understanding of the best ways to increase their uptake of public health services such as smoking cessation



Real Life Story

Hackney resident Tai La is a Public Health Hero

The London Borough of Hackney's public health team has been working with local residents to make community centres lively community spaces where they can access health and wellbeing activities. One resident, Tai La, was referred to the council by the social prescribing service at her doctor's surgery.

She has lived in Hackney for 30 years and is an active member of the Chinese Vietnamese community. With the support of the Council and Hackney Homes, she set up a ballroom dancing class and table tennis sessions at the New Kingshold community centre, which attracts up to 20 older residents per session. She organised a Christmas party last year, cooking for more than 40 residents, and hopes to set up Qi Gong and Tai Chi classes in the future.

Having adopted the centre as a hub for her community, Tai La works tirelessly supporting local residents, who benefit from the social, physical and mental stimulus of attending weekly activities.

She says; "It's really important that older people stay active. I see many people who used to go to the doctor very often, say they feel better since coming to the classes".



Contact us

To contact Public Health to get help or find out more about the services available:

Visit: <http://www.hackney.gov.uk/public-health>

Write to:

London Borough of Hackney

Hackney Town Hall
Mare Street
E8 1EA

Tel: 020 8356 3000

Email: info@hackney.gov.uk

Other useful links

Hackney iCare – A resource that provides information and advice about the existing adult social care, health and cultural and wellbeing services across the borough that are provided by statutory, voluntary and private sector providers.

www.hackneyicare.org

City and Hackney Health and Wellbeing Profile (Joint Strategic Needs Assessment) – Provides a detailed description of the health and wellbeing needs of the local population. It provides a 'big picture' of local needs, ranging from the social and environmental conditions which shape health and wellbeing through to the specific illnesses and conditions from which local people suffer.

www.hackney.gov.uk/jsna

Hackney's Health and Wellbeing Strategy - Hackney's Joint Health and Wellbeing Strategy sets out our commitment to improving health outcomes and tackling the problems that prevent some Hackney residents from enjoying the fullest, healthiest and happiest lives possible.

www.hackney.gov.uk/assets/documents/Joint-health-and-wellbeing-strategy.pdf

Annual Report of the Director of Public Health

<http://www.hackney.gov.uk/Assets/Documents/Public-Health-Annual-Report-2014-15.pdf>



If you would like to receive a printed copy of a fact sheet or one in another language or alternative format, please call 020 8356 6982.

