

# Joint Strategic Needs Assessment



Quarterly Newsletter / Issue 15

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## Do you want to know more about healthy lifestyles in the London Borough of Richmond upon Thames?

*Read on for more information about work to enable the uptake of healthy lifestyles*

Welcome to the fifteenth issue of the JSNA Newsletter - a rolling publication produced by Public Health that describes the health, social care and wellbeing of local residents. In this issue we give an update on the four core healthy lifestyle behaviours: smoking, physical activity, healthy eating and alcohol use.

These are major factors in the onset of long term conditions and the subsequent need for health and social care. Prevention interventions will be critical to reduce avoidable health and social care utilisation and ensure a sustainable healthy workforce required for economic development.

An individual's lifestyle choices are affected by 1) their attitudes and motivations 2) the places they live and work and 3) their community. Detailed work has been undertaken to understand the challenges people face in adopting healthy lifestyles and accessing appropriate support in Richmond, which has informed Richmond's cross-council and CCG Prevention Framework 2016-18. Implementation of the actions identified will have a wide impact across the priorities set out by the Health and Wellbeing Board.

If you would like to contribute to future editions of this JSNA newsletter please get in touch with us at [jsna@richmond.gov.uk](mailto:jsna@richmond.gov.uk). We will gladly receive and consider your feedback, data, information and intelligence for future newsletter publications. The next newsletter will have a focus on substance misuse.

### **Dr Dagmar Zeuner**

Director of Public Health

London Borough of Richmond upon Thames

## National and Local Strategies

*The importance of supporting the uptake of healthy lifestyles in Richmond upon Thames has been acknowledged in influential national and local strategic documents, including:*

- *Care Act 2014*
- *Health and Wellbeing Strategy*
- *Better Care Closer to Home: Richmond Out of Hospital Care Strategy 2014 - 2017*
- *The Annual Report of the Director of Public Health*
- *Prevention Framework 2016-2018 (Joint Council and CCG)*
- *Richmond's Integrated Transport Strategy*

## Richmond's approach to enabling the uptake of a healthy lifestyle

The uptake and maintenance of Healthy Lifestyle behaviours are highlighted as a priority in the Prevention Framework. Premature death and ill health can be prevented by service provision to support individuals in adopting lifestyle changes, and strategies which address the interplay between the wider community and environmental challenges - making the healthy choice the easy choice.

The needs assessment sets out the challenges that require action to enable Richmond residents to adopt of Healthy Lifestyles.

Information was gathered by reviewing the literature (to understand what works and is effective), collecting local intelligence (to highlight the scale of the problem in Richmond), the engagement of directorates across the council (to review existing strategies and objectives which enable healthy lifestyles), mapping exercises of both service provision and equality of access, and workshops with local groups.

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## Snapshots

### Healthy lifestyle behaviours

- **Smoking** is the largest cause of preventable and premature deaths; therefore all smokers are advised to quit.
- **Physical Activity** guidance recommends at least 150 minutes of moderate intensity aerobic activity a week and muscle-strengthening activities on 2 or more days a week.
- **Healthy Eating** key messages are having a balanced diet, limiting fat, sugar and salt intake, consumption of fruit and vegetables and balancing calorie intake with physical activity levels.
- **Alcohol** advice relates to “how much” and “how often” alcohol is consumed. Men should not drink more than 3-4 units and women should not drink more than 2-3 units in one day. It is also recommended to have at least two alcohol free days each week.

### The burden of unhealthy lifestyles in Richmond

- The cost of **smoking** to health and social care and loss of productivity in Richmond is estimated as over £32m, with over 200 deaths & 1,000 hospital admissions per year are related to smoking.
- The estimated annual cost of **overweight and obesity** to the NHS has increased substantially from £42 million to £47 million between 2007 and 2015.
- The number and cost of **alcohol** related admissions remain substantial. In 2012/13 there were 1,007 admissions in men and 562 in women

### Local figures

- There are around 17,000 **tobacco smokers** although the percentage (11.4%) is lower than that observed nationally.
- Levels of **physically active** adults (66%) are higher than national (56%). However, 1 in 6 adults in Richmond (approx. 25,000) are physically inactive.
- Over half of the population are estimated to be **obese and overweight** (approx. 65,000).
- Drinking risky levels of **alcohol** is at higher rates in Richmond (29.1%) than nationally.

### Richmond's Prevention Framework to enable healthy lifestyles

The framework considers the interplay and impact of Place, Communities and People on the ability to adopt a healthy lifestyle, and consideration of these in existing council planning. These include, for example:

- Skilling up the wider workforce to 'Make Every Contact Count'
- Lifestyle Services
- Creating healthy workplaces
- Ensuring accessible parks and open spaces
- Ensuring ease of movement and access through integrated transport plans
- Empowering communities through for example, volunteering and Village Planning.
- Supporting people with long-term conditions to self-care
- Housing and Employment

## What next?

### *JSNA Seminar*

We are pleased to invite you to attend the Second Richmond JSNA Stakeholder Seminar on 17<sup>th</sup> September 2015. The seminar will run from 11:00-14:00 with light refreshments provided in the Clarendon Hall, York House, Richmond Road, Twickenham, TW1 3AA. For more details and to book a place, RSVP to [jsna@richmond.gov.uk](mailto:jsna@richmond.gov.uk), agenda to follow.

The report and slides for the First JSNA seminar, held in January, can be accessed here: [www.datarich.info/jsna/seminar20150119](http://www.datarich.info/jsna/seminar20150119)

### *Future needs assessments*

Throughout the year short topic-based reports are published on the Local Authority's website, enabling key messages to be shared with local partners. Topics that are planned for future JSNA reports and newsletters include:

- *Child sexual exploitation*
- *Health and wellbeing of school age children*
- *Mental health and wellbeing*
- *Obesity (adults)*
- *Special Educational Needs and Disabilities*
- *Substance misuse*
- *Urgent care (children age 0-5)*

Look out for our newsletters and have a look at some of the resources we have highlighted below. All health needs assessments and quarterly newsletters are available via: [www.richmond.gov.uk/jsna](http://www.richmond.gov.uk/jsna).

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## Further resources

- *The Annual Report of the Director of Public Health*  
[www.richmond.gov.uk/annual\\_public\\_health\\_report](http://www.richmond.gov.uk/annual_public_health_report)
- *Joint Health and Wellbeing Strategy 2013-16*  
[www.richmond.gov.uk/joint\\_health\\_and\\_wellbeing\\_strategy](http://www.richmond.gov.uk/joint_health_and_wellbeing_strategy)
- *Prevention Framework 2016-18*  
[www.richmond.gov.uk/Prevention\\_Framework](http://www.richmond.gov.uk/Prevention_Framework)

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## Contact us

If you have any topics or issues you think the JSNA team could analyse, or if you would like to get involved in any of the work currently underway, please email us at: [jsna@richmond.gov.uk](mailto:jsna@richmond.gov.uk)