

Joint Strategic Needs Assessment

Quarterly newsletter / fourth edition



South West London
Richmond Borough Team

Do you want to know more about how lifestyle impacts on the health and wellbeing of residents in the London Borough of Richmond Upon Thames (LBRuT)? Do you want to find about the needs of local people that are shaping our strategies to improve lifestyle?

Welcome to the fourth edition of LBRuT's JSNA Newsletter. I hope you enjoyed our past editions and passed it on to your colleagues and friends in other organisations. As promised, this edition delves into more detail on a specific topic – lifestyle and its impact on health and wellbeing. The JSNA newsletter is a rolling programme delivered by Public Health and further editions will be released for 2013.

Richmond borough has generally better health than London and England averages, with life expectancy higher than the national average. However, there is a significant proportion of the population who make one or more lifestyle choices that put their health at risk. Moreover, there are also areas of deprivation where life expectancy is up to five years lower for men and women compared with the most affluent areas.

Health status can vary according to ethnic group, gender, sexuality, those with a disability, carers (in particular young carers), those who are socially isolated and travellers. Richmond also has an ageing population and a significant number of adults living with one or more long term conditions (approximately 45,000 people).

Richmond Borough Team is taking significant steps to address these health inequalities by commissioning key services for residents who need support to change their lifestyle. Most notably, LiveWell Richmond is a new, free service for adults which uses motivational interviewing and specialist services to help make positive changes to lifestyle and health.

We'd welcome your feedback so that we can include your needs or even promote data, information and intelligence that you have produced or accessed. Please send your comments directly to jsna@richmond.gov.uk or the Public Health Directorate.

Dr Dagmar Zeuner

Director of Public Health

London Borough of Richmond upon Thames and NHS South West London, Richmond Borough Team

Needs Assessments for Lifestyle

New Local Strategies

There are some key overarching strategies in LBRuT covering lifestyle topics which include:

Healthy Eating and Active Lifestyles (HEAL) 2011 – a local action plan delivered by representatives from statutory and voluntary organisations.

Kingston and Richmond Tobacco Control Alliance Strategy January 2009 – March 2012 – sets out plans to reduce the smoking prevalence in Richmond and covers six themes which reflect the Department of Health National Tobacco Control Strategy.

Richmond Substance Misuse Strategy – Richmond is currently developing a substance misuse strategy that promotes sensible drinking and addresses the harm caused to health and wider society by excessive alcohol use.

Richmond and Sexual Health Strategy will aim to identify key priorities and models of care (draft).

Emotional well-being and Mental Health Strategy for children and young people in Richmond upon Thames – aims to promote and develop services for the emotional wellbeing and mental health of children and young people (refresh).

Community Safety Partnership, Drug Treatment Plan Strategy – a three year plan that describes how the Community Safety Partnership will fulfil its statutory obligation to reduce crime, antisocial behaviour, substance misuse and re-offending.

Priorities

Children and young people

Tackling health inequalities at a young age can increase a child's chances of better health outcomes later on in life. Richmond borough's current Children and Young People's Plan Review will aim to ensure children and young people are supported to be physically, mentally and emotionally healthy. It will address safeguarding against harm and risks at home, as well as access to education, activities and services. It will apply to all children and young people but will target those who are in vulnerable or disadvantaged circumstances. The plan will contain a strong ethos of partnership working with key stakeholders and services.

Increasing primary and secondary prevention

More systematic prevention has the potential to improve health outcomes and save costs in many areas of health and social care. Effective primary prevention helps individuals avoid health problems and disease before they occur. Effective secondary prevention helps individuals to manage existing conditions to improve prognosis. The London Health Observatory Model on life expectancy indicates that if we focus on coronary heart disease in men, lung cancer in women and chronic obstructive pulmonary disease in both men and women, NHS Richmond can begin to reduce the inequalities in life expectancy for both men and women.

There are two key borough wide services for adults which aim to deliver systematic primary and secondary prevention through the promotion of healthy lifestyles:



- **LiveWell Richmond Health Improvement Service**
The LiveWell Richmond service was launched in July this year. The new service provides intensive support to individuals to achieve personal lifestyle goals. A single referral point now makes it easier for individuals to access health improvement services such as Healthwalks, Exercise Referral, Telephone Befriending, Weight Management, Stop Smoking and Walking Away from Diabetes. The service will provide residents with greater choice and control and reduce the need for multiple referrals. www.livewellrichmond.org.uk



- **NHS Healthchecks** for 40 to 74 year olds, aims to detect adults at risk of developing heart disease, stroke, diabetes or kidney disease. All borough residents who fall into this age group, and have not already been diagnosed with one of these conditions, will be invited (once every five years) to have a check to assess their risk of heart disease, stroke, kidney disease and diabetes and will be given support and advice to help them reduce or manage that risk. www.healthcheck.nhs.uk



stoptober in a nutshell

What is it?

A 28 day mass participation event to help England's smokers stop. A grass roots campaign supported nationally, activated locally.

Why participate?

Because this is a new way to stop; more support than ever before; everyone across the country and in your area are doing it together.

What will support this physically?

A 28-day app, text service and kit; and active local support network providing professional and emotional support.

What will support this emotionally?

Other stoppers, families and friends and your local community – from healthcare professionals to community stakeholders.

website: www.smokefreekingstonandrichmond.nhs.uk

mail: smokefree.kingstonandrichmond@nhs.net

phone: 0800 085 2903

Snapshots

Alcohol

- Alcohol remains a significant public health issue for Richmond due to the adverse health and social outcomes associated with it.
- Whilst Richmond continues to perform well in relation to the key alcohol indicators, we continue to see a rise in admissions to hospital for alcohol related harm.
- High risk alcohol consumption contributes to an increase in alcohol related hospital admissions.
- According to the most recent estimates, 29% of those 16 years and over are drinking at levels of increasing and higher risk to their health. This is higher than the average for London as a whole of 21%
- Richmond borough has a Local Enhanced Service in place within GP practices to support the early identification of those with alcohol misuse problems.
- Brief interventions for alcohol use will continue to be an important element in the early identification and prevention of high risk and dependent drinking. This will help to prevent avoidable hospital admissions.
- In 2012/13 a pilot in pharmacies will take place to offer screening and brief interventions for alcohol, targeting particular population groups.

Sexual Health

- There is a need to focus on reducing Sexually Transmitted Infections rates in under 25 year olds. Promotion of condom use and improved access to sexual health services for young people is required, particularly targeting young men.
- There is a need to establish if sexual health services are adequately meeting the needs of all residents, according to age, gender and sexual orientation.
- Sexual health services offered to young people should be assessed according to the You're Welcome quality criteria. This applies to all health service settings.
- There are high levels of 'late' or 'very late' diagnoses of HIV cases in Richmond. There is a need to detect cases earlier to improve health outcomes for patients and reduce the risk of transmission.
- Teenage pregnancy rates are low but further understanding is needed in relation to geographical/population groups affected.
- Survey data for Richmond shows that most Richmond children feel they need better information on sex and relationships.
- There is a need to ensure that the chlamydia testing programme targets specific groups who may have reduced access to testing, for example Looked After Children and Young Offenders.

Smoking

- An estimated 25,000 (1 in 6) adults living in Richmond borough smoke. The prevalence of smoking amongst those aged 18+ is significantly lower than England, but not London.
- Approximately 210 deaths per year (equivalent to 1 in 5 deaths) in Richmond are attributable to smoking.
- Richmond borough has the 5th lowest smoking prevalence in London. However, prevalence rises to 29% amongst those from routine and manual groups, which ranks the borough 8th highest in London.
- The prevalence of smoking in pregnancy is lower than the national target. However local data indicates that there still remains 5% of women who smoke during pregnancy.
- The Richmond Youth Council recently undertook a piece of peer research on smoking and reported that 12% 15+ year olds smoke occasionally or regularly.
- A new Stop Smoking Service for Richmond will be launched from September 2012 and will include a specialist service for young people and target groups for whom smoking is more prevalent.

Weight and Physical Activity

- It is estimated that 15% of adults are obese¹. It is thought that a third of heart disease and stroke deaths in Richmond are caused by obesity. For cancer it is estimated that 8% of deaths in Richmond are caused by obesity.
- The approximate costs to NHS in Richmond for diseases related to obesity were £23.8 million and expect to reach £27.4 million by 2015.
- Richmond borough residents are one of the highest participators in moderate intensity sport compared to London. However, 72% of adults in the borough are not reaching the weekly recommended target.
- Key subgroups that need targeting to improve physical activity levels include females, people aged 55 years and over, people with limiting disability and illness, and certain employment groups.
- Reception year obesity prevalence is 6% with a combined overweight and obesity prevalence of 18%. Year 6 prevalence is 10% with a combined prevalence of 25%

¹ Local data on adult obesity is not routinely collected for monitoring purposes. Obesity is measured within the GP registered population.

What next?

Needs assessments now online at www.richmond.gov.uk/jsna

- Obesity
- Preventing risky behaviour
- Breastfeeding
- Bite-size JSNA: Healthy lifestyle
- Bite-size JSNA: Teenage conceptions
- Bite-size JSNA: Diet and nutrition
- Cancer
- Falls in older people

Needs assessments to be published shortly:

A local survey of primary and secondary school-aged children on health is currently being undertaken. The Richmond Youth Council has recently undertaken an engagement project to identify the views, attitudes and behaviours of young people in relation to smoking. The findings of both projects will be published later in 2012. Richmond Youth Council is also currently working on a peer research project with a view to improving sexual health services for young people in the borough – the results of which will be available in 2013.

Needs assessments in progress include:

- Carers
- Learning disability
- Mental Health

Further resources

See <http://www.apho.org.uk/> for links to profiles of local population.

Other links to local profiles:

- Skin Cancer Hub <http://www.swpho.nhs.uk/skincancerhub/>
- National Obesity Observatory Maps <http://www.noo.org.uk/visualisation>
- Health Protection Profiles <http://www.hpa.org.uk/healthprotectionprofiles>
- Local Alcohol Profiles for England <http://www.lape.org.uk/>
- End of Life Care Profiles <http://www.endoflifecare-intelligence.org.uk/profiles.aspx>

Contact us

If you have any topics or issues you think the JSNA team could analyse, or if you'd like to get involved in any of the work currently underway, please email us at jsna@richmond.gov.uk