

Working with residents to improve health



2014 Annual Public Health Report



HILLINGDON
LONDON

www.hillingdon.gov.uk/publichealth

Foreword

As of 1 April 2013, the responsibility for public health moved from the NHS to local authorities. The rationale behind this shift is the resident focus of councils and their ability to influence wider social and environmental factors. We feel this has opened up opportunities for council departments and public health professionals to work together to embed health and wellbeing into local authorities.

The environment in which we live, work, grow and play is extremely important in shaping our lives. We know that in the UK, those living in the poorest neighbourhoods can expect to experience 17 years of poorer health and die seven years earlier than people from the wealthiest neighbourhoods. We know this is not just due to unequal income and occupation, but that the level of education, social networks and cultural norms all impact on individual behaviours like smoking, eating fast foods and excessive alcohol intake. These in turn impact on the number of years of life spent in health or illness.

Hillingdon Council positively promotes the opportunity to work on these factors by making the most of its assets such as parks and leisure centres and its ability to influence the public realm.

In keeping with our aim of putting our residents first, we have chosen you as our focus for our first Annual Public Health report and built the narrative around your health as Hillingdon residents moving through the various stages of life.

In the report we highlight services relating to your health needs and requirements at different life stages. The council seeks to build healthy communities and provide opportunities for people to lead healthy, happy and productive lives. We have reflected on some examples from our experience so far and look forward to learning more. This report also shows you things that you can do to help improve your health.

Finally, I leave you with a quote from Winston Churchill – as valid now as it was at that time.

“Healthy citizens are the greatest asset any country can have.”



Cllr. Phillip Corthorne
Cabinet Member for Social Services, Health and Housing

Introduction

Welcome to the 2014 Hillingdon Annual Public Health Report, the first produced by the council.

The council have taken over a number of statutory responsibilities because of these changes, some of which include: the national child measurement programme; NHS health checks; public health responsibilities for health protection; commissioning of sexual health and wellbeing services for Hillingdon residents; and specialist public health advice to Hillingdon Clinical Commissioning Group, which is led by local GPs.

What is Public Health?

Our health is determined not only by our genes and the personal choices that we make (eg. smoking, a healthy diet, physical activity), but also by the environment. Public Health is about trying to understand how to improve those conditions and 'behaviours'. So if you care about your health, the length and quality of your life and the health and lives of your friends and family, then you care about 'public health'.

Councils are democratically accountable and exist to serve residents. In respect to public health they can ensure that the health and wellbeing of residents is taken into consideration through:

- The built and natural environment within which residents live, work and play.
- Housing.

- Green spaces.
- Opportunities for work and leisure.

Councils are well placed to support and improve public health and wellbeing, particularly through their experience of building and sustaining strong relationships with residents and service users through community and public involvement arrangements.

Why an Annual Public Health Report?

All Directors of Public Health in England are required to produce an independent annual report on the health of the residents in their local population, highlighting where progress has been made, and also where more can be done to work with residents and partners, such as the NHS, to improve the population's health.

This year's Annual Public Health Report focuses on the various stages of life. Each stage includes:

- A brief look at the health profile of the particular age group.
- What we already know works to keep you healthy.
- Information about local services which are available to support residents.
- Ideas about what residents can do to improve their health and wellbeing.

As you read this report I hope you will find it a useful snapshot into how we all have a key part to play in keeping ourselves healthy and active.



Sharon Daye
Interim Director of Public Health



Life stage: 0–4 years

“What happens during the early years, starting in the womb, has lifelong effects on a range of health and wellbeing outcomes including obesity, heart disease, mental health, educational attainment and economic status.”

**Professor Sir Michael Marmot,
the Marmot Review - Fair Society, Healthy Lives, 2010**

What works to keep you healthy

- Establishing healthy habits early on gives your baby the best start in life and reduces the risk of poor health later in life
- Experiences in early life have a lasting impact on health and well-being.
- A child's early development score at 22 months is an accurate predictor of educational outcomes at age 26.
- Keeping baby active helps them to develop strong muscles and bones.
- Feeding your baby with breast milk can make a big difference to both your baby's and your own health.
- Getting a baby vaccinated at the right time helps protect it against many infectious diseases.
- Brushing with a fluoride toothpaste reduces the chances of tooth decay.
- The best start for all children in the first years of life is to feel loved, safe and secure: these early experiences are crucial for the healthy development of the brain.
- Children who experience persistent poverty in their early years are considerably more likely to have emotional and behavioural difficulties at age three than children who have never experienced poverty
- Babies who have a low birth weight are more likely to have health problems.
- Smoking is a key factor in low birth weight and contributes to other health problems.



Case study

Brushing for life

Hillingdon's Community Dental Health Team launched Hillingdon's 'Brushing for Life' campaign during National Smile Month 2013 in order to link with families across Hillingdon on dental health. Events were organised across the 18 children centres in Hillingdon to raise awareness of brushing teeth, keeping mouths healthy and visiting local dentists. The comparison also included a two minute 'Brushathon' at Barra Hall children's centre with demonstrations on brushing and healthy eating advice.

One parent commented she attended the event because she felt that teeth are very important and didn't want her child to end up with holes in his teeth like she had as a child. The mum also commented that she had been to other events held at Barra Hall that were all about looking after teeth and said she found them very useful and had learnt something new each time.

Every child went home with a 'Brushing for life' pack appropriate to their age, and the information and support to keep their child's teeth healthy.

Services available....

- There is a Directory of services and activities for families.
Visit www.hillingdon.gov.uk/families.
- Mums on benefits can get help with fresh fruit, veg and vitamins from the national Healthy Start Scheme.
- There is a dedicated smoking in pregnancy midwife who makes home visits.
- There is a lot of support for infant feeding.
Visit www.cnwl.nhs.uk/services/community-health/children-family-services
- There are 18 children centres in the borough to help give a stimulating start to 0-5 year olds.
- There is an increased supply of child care and education places for two year olds with help available for paying for childcare.
- Immunisations are offered at all GP surgeries.
- The community dental health team keeps young mouths smiling and 'Big Brush' is a scheme to ensure teeth stay healthy.
- Health Visitors can help ensure you have a healthy baby and child and offer support until your child goes to school.
- To help your child maintain a healthy weight there is Feed my Family and Mini Mend.
- Sometimes it is tough adjusting to a new baby, the Early Intervention Service can support you through difficult patches.
- The Child Development Centre at Hillingdon Hospital gives diagnosis and support for learning disabilities. Referral is through a GP.
- Early language development is supported by the Speech & Language Team, Health Visitors and Children Centres.
- Ease back into work with Job Centre Plus with access to learning, child care and employment opportunities.
- There are 17 libraries providing the free Book Start Programme with weekly Story Times across Hillingdon.

Case study

Value of good quality childcare / Free Childcare for two year olds

www.hillingdon.gov.uk/earlyyears

A mother's health visitor referred her to the 1-2 year old funded places for childcare scheme and a place was agreed. Mum had not wanted to take up the offer of childcare as she felt her son was too young to be away from her. With support she agreed to meet the childminder, who was able to reassure her that she would care for her son to give her time to rest having broken her leg. Mum feels she now has a good relationship with the childminder and is happy to take advice regarding toileting and dummy use. She has commented that her son is enjoying the experience, he enjoys playing with the other children and feels his development has improved. He no longer

uses his dummy and bottles which is assisting his speech and language development. He is now sleeping in his own bed. The Childminder and Mum are working together to put routines in place. Mum says the Childminder has given her the confidence she needed to socialise and make new friends. She now has a more positive relationship with professionals and is more willing to engage with services.

"The funding has really helped as it means I can put him in a safe and lovely nursery with lovely and kind staff who really care about each child. I am very grateful for all your help and appreciate the funding."



Top tips to stay healthy

- Try not to smoke around your child and make your home smoke-free.
- Avoid letting your little one watch too much telly, more than two hours is linked to being over weight and obesity.
- Breast is best for your new born; if possible try to breast feed.
- Make use of our award winning green spaces and parks.
- As soon as teeth come up in the mouth of children, brush them twice daily and keep sugary foods and drinks to mealtimes.
- Ensure your baby gets their vaccinations done on time.
- Health visitors are a valuable source of support and information on areas like sleeping and toilet training, so get to know your local team.
- If you get the 'baby blues', please speak to your Health Visitor or GP.
- Talk with your child from birth—even if they don't talk back, you are helping with brain and language development.
- Find out more about the signs of pneumonia and meningitis from www.nhs.uk. If in doubt contact your GP or nearest hospital.
- Visit one of the 18 Children Centres or libraries for free Bookstart or story time.

Health Profile

- There were 4,600 births in 2012.
- Hillingdon has a significantly higher birthrate than England as a whole.
- In 2012, there were 332 low birth weight babies which was similar to the national average.
- The health and wellbeing of children in Hillingdon is generally better than the England average ('CHIMAT (2014) Child Health Profile for Hillingdon').
- 84% of pregnant women accessed ante natal assessments by 12 weeks in 2013/14.



- Mortality rates are similar to national average but have dropped.
- Two year MMR Immunisations are up from 89% in 2011/12 to 91% in 2012/13.
- Hillingdon mums want their babies to get the best start in life as breast feeding rates are higher than average and less mums smoke during pregnancy than the national average although smoking in pregnancy rates are higher than the London average.
- 2012 – Low Birth Weight data from Child Health Profile 2014.
- 2012 – There were 12,400 A&E attendances by under 4s. This is higher than the national average.
- Less children in Hillingdon are achieving a good level of development at the end of reception than the England average. However, by Key Stage 1 the level of development is higher than the England average; which indicates a rapid improvement.

Case study

Healthy child programme

"I first had contact with my local Health Visiting team when I was pregnant. I received a letter from them explaining how their service could support me in pregnancy and following the birth. The letter gave me details of my local clinic and children's centre and offered me a home visit, if I wanted one. Following the birth of my son Jack, the Health Visitor rang and booked an appointment to see me at home. She was interested in how I was feeling following a difficult delivery, as well as giving me practical advice on breast feeding and coping with a crying baby. I learnt what I should expect from the service, how to contact them and all about the local services at the children's centre where there was a baby clinic. I was visited again when Jack was four weeks old and this time I was given a questionnaire asking about how I was feeling emotionally. I felt able to share



with her that I was feeling tearful at times, as Jack was a 'windy baby' who cried a lot in the evenings. She suggested that I come along to my local children's centre and meet other first time mums. Here was also a baby massage group run by the nursery nurse which really helped me to bond with Jack and he loved it !

"When Jack was eight months old, I received a letter reminding me to book his health review. I talked with the health visitor about his development and his feeding. Although you can read about it in books it was great to be able to ask her questions and to be reassured that he was developing normally even though he wasn't yet crawling like some of my friends babies.

"I went back to work soon after and didn't see the health visitor again until Jack's two year health review. I was able to book this at a Saturday morning clinic which was great as it meant my partner could attend too. Again this gave us an opportunity to talk about his development and voice our concerns that he wasn't talking much. She referred him to a speech therapist who assessed him and luckily all was ok with him.

"Jack is due to start school soon, and apart from a frantic phone call for advice about him biting other children at nursery, I really didn't see my health visitor again. It was reassuring though to know that if I had any concerns that I could get in touch with the team until Jack went to school. I always found the team friendly and approachable, and through the baby group at the children's centre we have made some good friends that we are now about to start the next stage in our lives with.

"Excellent service provided by friendly approachable and knowledgeable staff. Even when clinic is very busy, they give you excellent one-to-one time. Great service, glad it is here."

Get Talking Campaign

Hillingdon's community speech and language therapy service ran a 'talk to your child' promotion in the summer of 2013. The aim of the campaign was to promote the importance of talking to babies and toddlers to develop their language and communication skills. Local events attended included Hayes Carnival, children's centre summer events, the Pavilions and libraries . Children decorated t-shirts with 'Talk' written on them and parents translated 'talk to your child' in a range of languages to further promote the message to all parents.

Local professionals chatted informally with parents, responding to concerns and sharing 'talking tips'. Advice sheets were available and therapists encouraged parents to make use of local play facilities.

As a result of the campaign, 15 children were identified who needed referral for further speech and language assessment. Parents were given information and encouraged to make contact through their local children's centre.

Getting help and further information

The local speech and language therapy service provides assessments for speech, language and communication in all children's centres. In addition, children's centres and health visitors can provide support and information. This helps to prevent difficulties, and provide early support to parents to develop the skills and confidence to support their child's language and communication development.

Talk to your health visitor or contact your local children's centre for further information, help and advice.



Life stage: 5-11 years

Pupils who do well in school go on to live healthier lives.

Schools can play a key part in improving people's health and well-being by helping them to make healthy choices both now and in the future.

'Healthy lives, healthy people – our strategy for public health in England'
Department of Health

What works to keep you healthy

- Family and friends are important in shaping behaviour.
- Successful transitions from Nursery to Infants, through Juniors and especially to Secondary School improve young people's well-being.
- A child with one obese parent is more likely to be obese themselves.
- Regular physical activity is associated with higher academic achievement, better

health in childhood and later life, higher motivation at school and reduced anxiety and depression.

- Physical activity is best built into their daily lives – walking, cycling, active play, work related activity, active recreation and sport.
- Children over five should do 60 minutes of moderate to vigorous intensity physical activity every day.
- Children's participation in physical activity increases when there is easy access to parks and recreational facilities and safe transport infrastructure such as traffic controls and adequate footpaths.

Case study

Colham Manor

Colham Manor Primary School embarked on an ambitious plan to take the school lunch service back in-house after head teacher Simon Hawley joined in April 2010.

Mr Hawley found lunch quality unacceptable and said many children suffered from health problems, including poor dental health.

Since the move to in-house school lunches, uptake of school meals has increased from 110 to 300 over a year. Children taking free school meals had gone up from 30 to 75 per cent.

The school's kitchen facility has now been rebuilt as part of Hillingdon's school buildings programme and children are being offered much more appetising meals, as well as cookery sessions from an early age. Under the guardianship of Sue Fletcher-White, the new food education manager, the school is also supplying meals to other organisations and getting involved in community good food projects.

Services available....

- Healthy Schools focus on personal, social and health education, they promote a healthy lifestyle through healthy eating and physical activity.
- Seasons for Growth is an early intervention programme which promotes mental health and emotional competence for children, who have suffered a significant loss such as death, family break up or other change.
- MEND—Mind, Exercise, Nutrition, Do it! helps promote a healthy lifestyle.
- School Nurses undertake vision, hearing and growth checks.
- Specialist support is available for sight, hearing, listening and speech and language difficulties.
- If worried about your child's well-being, emotions or behaviour, then the Child, Family and Adolescent Consultation Service is available.

Top tips to stay healthy

- Make sure your child is up to date with immunisations.
- Talking and playing with your child once they have started school helps develop their language and communication skills.
- Try to limit how long the child watches TV or plays on screen by themselves. Play along together and talk about what is happening.
- Share a book a day and take turns reading. Talk about the story, the characters and words.
- Provide plenty of fruit and vegetables and encourage your child to have a healthy breakfast.
- Keeping hydrated (daily water intake) through the day is important.
- Share the libraries, parks, leisure activities and swimming together.
- Encourage your children to join in local activities, such as Beavers, Rainbows, Cubs and Brownies.

Health Profile

- The estimated number of 5–11 year olds in 2013 was 25,700.
- 82 5–11 year olds children are in Local Authority Care.
- There are 199 children with learning difficulties known to services. (92% moderate and 8% severe).
- The immunisation rate at five years for MMR booster is 89%, which is better than the national average.
- At Key Stage 1, the level of development is above the national average in all areas and above the outer London average for reading and maths.
- At Key Stage 2, 87% of pupils achieved level 4 and above in maths, above the national average. 78% achieved level 4 and above in reading, writing and maths.
- 38.2% of five year olds had experience of tooth decay in 2012. 10% of these children needed teeth extracted. This is worse than the national average; although an improvement from our previous position.

Case study

Emotional Health and Wellbeing

Seasons for Growth

Seasons for Growth is an early intervention programme which aims to promote mental health and emotional competence for children and young people who are at risk because they have suffered a significant loss, such as death, family break up or other change.

A young participant aged seven years old was referred to a group because his family had moved and he had to start a new school. He had not found it easy to make new friends, often spending time wandering alone in the playground. He was very quiet at the beginning, but as the group developed, he drew detailed pictures of his move in his journal. He then shared some of his experiences and feelings associated with these changes. This really helped him to become more confident as the sessions progressed and he enjoyed the games and sharing with his new friend in the group and also in the playground. He also became more helpful in the classroom. He said he could take care of his feelings much more.

Another participant, aged eight years, had been very quiet and withdrawn since the death of her father. She felt that nobody understood her feelings and she did not want to worry other members of the family. During the programme, as part of a small group, she came to realise that others have similar feelings when there is a significant change in their family. She learnt to manage her feelings and by the end of the programme she was able to talk more freely about her feelings without getting upset. Teachers noticed she was much more confident and able to contribute more in class.

- There was a 97% participation in the National Child Measurement Programme, better than the England average.
- The proportion of overweight and obese children is 21% for those aged 4-5 and 34% for those aged 10-11; and is similar to England.
- 22% of children are living in poverty, which is higher than the national average; but slightly improved position from the previous year.

Case study

MEND

(Mind, Exercise, Nutrition, Do it!)

MEND is a 10 week lifestyle behaviour change programme to help families enjoy improved health. MEND empowers children and adults to choose healthier foods and increase the time they spend being active.

Sira age 10 years, Sharan age 12 years and Simran age seven years are sisters who attended the MEND programme. Having seen the leaflet for this free programme their mother, Aliah, registered them all by phoning the Hillingdon MEND phone line.

Aliah was concerned her children were living in a high rise flat and getting little exercise. Aliah had not realised Simran was above a healthy weight as she did not look very big compared to other children.

Aliah and her children were surprised by the hidden fats and sugars in food. They all learnt how to choose healthier options at the supermarket, parties and eating out. The girls had fun in the land and water based games and made new friends. They now go swimming together at the weekend.

Aliah became friends with other parents who were finding it hard to make the right choices in food because packaging was so confusing. Aliah was pleased to see how all her children's confidence had improved and they were all much happier.

Case study

Physical Activity

Forest Schools Yeading

Staff at Yeading Infants, Nursery and Children's Centre had observed that it was difficult to engage parents in any outdoor activity. Discussions with parents and the Hillingdon Play Association showed that parents were reluctant to do physical activity or use outdoor spaces for recreation. They felt that if the parents were not engaging in the activity then the children would not do so, therefore they wanted to introduce parents to activities that were free, fun and accessible for all and benefited all the children.

Two members of the children's centre staff Debbie and Helen trained to be Forest School Instructors. This is an innovative, long term, educational approach to outdoor play and learning to encourage children and parents to play outdoors and experience the fun of playing in woodland environment.

At Yeading Infant school all the children have participated in Forest School activities and many parents have also participated in their Saturday sessions





Life stage: 12-19 years

"Apart from physical health... society needs to support young people to build emotional resilience helping them through better communication to learn from their mistakes and deal with life's ups and downs."

'No health without mental health.' – National government strategy 2012

What works to keep you healthy

- We know that health issues can become established in the years between 12 and 19. This includes mental health, smoking, obesity and physical activity.
- Physical activity accelerates learning by increasing the thinking process. Regular physical activity is associated with higher academic achievement, better health in childhood and later life, higher motivation at school and reduced anxiety and depression.
- Schools are a key setting to support the health of young people. A whole school approach should be used to develop lifelong healthy eating and physical activity practices and enhance emotional health and wellbeing.
- Young people need social and emotional skills to make good choices in life. Sexual health and substance misuse (i.e. drugs and alcohol) education in our schools and provision of support services in the community help young people to develop the right assertiveness skills to resist pressure from people of their own age and fashionable influences, so not to develop risky behaviours.



Case study

Early Intervention

In 2012, as a young carer, Tiffany was referred at the age of 17, to the Young Leaders project via a Youth Worker who recognised her qualities as a young leader and how she could develop her skills through the training programme.

Tiffany participated in the five month programme which involved learning about issue-based youth work, team working and developing self-esteem and confidence. They met once a week at a young people's centre to gain an understanding of leadership and working with young people through discussion and group work but also had guest speakers from young people services 'KISS' and 'SORTED' to advise on issue-based themes.

In addition, the programme offers residential placements to develop team working skills and participants are given the opportunity to volunteer within the service for 30 hours, offering them vital work experience and key transferable skills to other employment.

Since completing the programme Tiffany was offered an apprenticeship role with an auditing company where she is working towards her qualifications. In addition Tiffany has gone onto complete her Duke of Edinburgh's Award expedition in South Africa and continues to volunteer at the Open Award centre, helping other young people to complete their awards.



Services available....

- Supporting young people to achieve positive outcomes is a key programme from the youth services.
- Schools play a key role in helping young people engage in healthy activities.
- Seasons for Growth is an early intervention programme which promotes mental health and emotional competence for young people, who have suffered a significant loss such as death, family break up or other change.
- MEND and FIT TEENS help keep teenagers healthy.
- Advice on sexual health is available from 'KISS' and the Community Contraception and Sexual Health services.
- Advice on drugs and alcohol is available from 'SORTED'.
- Link provides a counselling service.
- Young Carers help those who help care for others in their family.
- There are a number of youth centres throughout the borough—including Fountains Mill Young People Centre.
- Libraries provide a key source of information, entertainment and access to the internet.

Case study

Smoking

An 18 year old college student attended a clinic after noticing some smoking cessation awareness sessions being held in the college canteen. She smoked five a day and had started two years prior because her friends all smoked. She was worried about her raised carbon monoxide reading, getting wrinkles and about it being more difficult to quit as she got older.

She commented: "I found the sessions useful and the advisors were friendly and helpful. The inhalator helped me with withdrawals from the nicotine in the cigarettes and I learned how to use distraction techniques to break the habit."

She was happy she saw the health promotion stand as she had decided to give up spontaneously and had gone on to quit. She tried to encourage her friends to quit and one friend had come along and quit as well. She also recommended getting help from the supportive, smoking cessation advisors and using Nicotine replacement therapy (NRT). With this support she found it easier to quit than the few times she tried to give up on her own.

Top tips to stay healthy

- Keep active every day and make the most of the outdoor spaces.
- Ensure you get a healthy breakfast.
- Join in and help cook healthy food.
- It's great to get involved and there are a range of youth clubs, groups (scouts/ guides/ cadets) and sports to join.
- When you are worried about your health talk to your school nurse, GP or other health services, the earlier the better.
- It's good to talk to your family. They can help come up with solutions to problems, negotiations and dealing with new situations.
- Keep reading and try to find new words.
- Try talking to a range of people —the ability to communicate effectively is a critical factor assessed by all future employers.
- If you're a young lady between 12-13, consider getting the HPV vaccination, it helps protect against cervical cancer.

Health Profiles

- The estimated number of 12-19 year olds in 2013 was 28,600.
- 243 young people are with Local Authority Care.
- There are 169 young people with learning difficulties. (96% moderate and 4% severe).
- The immunisation rate for HPV Uptake and teenage MMR booster is similar to the national average.
- At Key Stage 4, GCSE (age 14-16) 86% attained 5+ A-C grades, this is similar to the national average and outer London average.
- 77% of young people are eligible for free school meals attained 5+ A*-C grades at GCSE compared to 69% for national average.
- There are 320 16-18 year olds not in employment, education or training, which is significantly lower than the national and regional rates.
- The teenage conception rate in Hillingdon is similar to the national average and while maternity rates are lower, the termination rate is higher, which shows that the majority of teenage conceptions are unwanted, pregnancies and could be prevented.
- The number of families living in poverty is 6,400 or receiving out of work benefits 22% which is higher than England average of 21%.
- The participation rate in the National Child Measurement Programme is 97%.
- 400 children are receiving help from CAMHS – Childrens and Adolescent Mental Health Service.

Case study

SORTED's parental workshops

Parents stated that they found our drug and alcohol awareness presentation and question and answer session very useful. They told us that they found the workshop "very informative" as the sessions "brought them up to date with drug and alcohol substances."

100% of parents and carers who completed a feedback form at our Haydon School and HFCA workshops stated that they would recommend a friend or colleague to attend our parent's session.

Amongst the comments on feedback forms were:

- Spend more time helping parents to identify the signs/behaviours associated with drugs misuse.
- Very, very useful – wish we had known from Year seven as child now in Year 11
- Would like further information.
- Reassuring that immediate help is available if needed.
- I would be very interested in a parent training course.

Case study

Fit Teens Club

As part of the physical activity strategy the sports development team organise, plan and deliver various projects to get more people active. 'Fit Teens Club' is a 12 week programme designed to get teenagers who are inactive or would like to manage their weight more effectively to become more active and knowledgeable about nutrition.

As a nation childhood obesity is on the increase and this particular project aims to address issues around access to activities, knowledge and providing a route to maintaining a healthier lifestyle. Parents felt that there was a lack of access to physical activity and information on nutrition in schools and within the community for teenagers with weight management issues. It was also felt that they needed a programme which teenagers felt comfortable to attend.

As a result of this project participants have seen positive outcomes: including a reduction in waist circumference, BMI (Body Mass Index), blood pressure and pulse and increased fitness. They were also able to have regular support to meet goals set through keeping food diaries and monitoring fitness levels.

For one participant the programme led to an increase in confidence so much so that he improved his maths and general integration with his class. Another teenager is more socially confident and as a result of the programme started to attend the local leisure centre three times a week. One teenage girl has lost over a stone in weight after attending Fit Teens (weight loss was over a 9-12 month period).





Case study

Unique Swagga

An 18 year old woman was originally referred to Unique Swagga by the Child Family Adolescent Consultation Service as she had not entered training or employment and had low self-esteem. She was 'at risk' due to her involvement in risky behaviours such as substance misuse. Her very loud and vibrant character made her appear to be really confident. This confidence was inspirational to the other girls in the group, but masked other issues she had going on in her life.

She was a talented singer but needed some guidance and awareness of options available to her. Being the oldest in the group, she took on the role of a leader and

started to highlight risks of her own behaviour to her peers and warned them of the consequences this brings. She really enjoyed Unique Swagga and engaged well with each session delivered. She has started to make changes to her own life such as stopping smoking cannabis and losing weight. Two major successes have been her engagement with the Support, Information Advice and Guidance Team and SORTED (Substance Misuse Treatment Services) through the Unique Swagga programme. She is keen to start part two of the Unique Swagga project and aims to help other young women from similar walks of life to hers.



Life stage: 20-29 years

"You have to leave the city of your comfort and go into the wilderness of your intuition. What you'll discover will be wonderful. What you'll discover is yourself."

Alan Alda, American actor and director

What works to keep you healthy

- Limit alcohol intake. Binge drinking carries health risks as well as impacts on relationships.
- Being in work or education helps with mental health and wellbeing.
- Adults with close social and family networks report higher levels of wellbeing.
- Healthy behaviours such as not smoking, being active and high intakes of fruit and vegetables are associated with higher levels of wellbeing.
- Many young adults struggle with debt and money management. Problems may start which can have significant future impact on your financial profile.
- It is important to seek free and impartial help as soon as problems develop. The council, government websites and charities such as P3 Navigator can provide support.
- Changes to benefit provision will result in those working being better off than those not working. It is important to develop employable skills.

Services available....

- Job Centre and Job Centre Plus can help find and locate training and employment.
- There can be help with housing and education benefits.
- Advice and support for drug and alcohol issues are available from HAGAM.
- Free condoms are available under the C-Card scheme up to the age of 25.
- If needed, some community pharmacies can provide emergency hormonal contraception.
- The Stop Smoking Service is available to help prevent you developing a life long habit. It's free, effective, much easier than trying to quit by yourself and more local than you think.

Case study

Feed My Family- Harefield

Feed My Family is a nutrition and budgeting course delivered in children's centres. Parents are given practical support to provide healthy cost effective meals for their families.

Mike (28 years old) and Jackie (20 years old) have recently started a family with the birth of their daughter.

Mike has a 10 year history of obesity and struggles with making healthy food choices. Jackie relied heavily on takeaway meals as a teenager. She lived in foster homes and supported housing and had poor cooking skills.

They both attended the Feed My Family course each week as they wanted their daughter to grow up in a healthy home. Every week Mike would take the course material to the supermarket so that he could select healthy ingredients. They began to introduce wholegrain pasta, lower sugar cereal and new vegetables to the family meals.

They stopped buying large bottles of cola and chocolate hob nobs for snacking and follow on milk's for their daughter. They replaced their Sunday Chinese takeaway with a home cooked meal. Jackie practiced her Grandma's roast dinner and Mike cooked a lasagne for the first time. He proudly showed the group a photo he had taken of the lasagne on his phone.

They found that online shopping meant they didn't purchase unhealthy meal deals and it saved money by not having to use a taxi from Uxbridge.

Top tips to stay healthy

- Keep active, aim for 30 minutes per day. If you are sporty try Back 2 Sport. Visit www.hillingdon.gov.uk/back2
- Alternatively fit activity into your day try cycling to work/university.
- Have at least two alcohol free days per week and space alcoholic drinks with water on a night out.
- Have regular sexual health screening at your local GUM clinic.
- Feed my Family- Visit www.hillingdon.gov.

Case study

LBH Independent Living Support Service

Aysha is 27. She is a single parent who was made homeless due to a breakdown of her relationship with her partner. She approached the Local Authority's housing team and was placed in bed and breakfast accommodation on a temporary basis.

She was referred to the Independent Living Support Service (ILSS) as she had a range of learning difficulties which impacted her ability to read complex documents. With the ILSS she successfully applied for tenancy for a flat in Uxbridge.

She was referred onto mental health services for counselling at Hillingdon MIND and was also supported to register with a NHS dentist. She identified that she has low self-esteem and was supported to register on a CNWL funded 'self-esteem course'.

Aysha was supported with financial budgeting due to a limited income and poor levels of financial literacy. She independently applied and received a grant from the Local Authority's local welfare support scheme which enabled her to purchase some basic furniture.

Aysha is now managing her tenancy on her own without support.

uk/childrenscentres to check local children's centre's timetables.

- Access the smoking cessation service with a specialist advisor.
- Testicular cancer is rare but younger men should still check themselves. For guidance visit www.nhs.uk/conditions/cancer-of-the-testicle.
- Get up and Go. If your BMI is over 30 and you need help setting out a healthy lifestyle plan. Enrol on a free 12 week health management program.
- For general money advice visit MA: The money advice service at www.moneyadvice.org.uk/en/categories/independent-living.



Health Profile

- The estimated number of people aged 20 - 29 years in 2013 was 47,200.
- 96% of 16-24 year olds report that they are in good health .
- There are less people Not in Education, Employment or Training (NEET) or unemployed than the London average. 3.6% of Hillingdon 16-18 year olds are NEET compared to the 4.7% London average and 5.7% of the England population.
- The number of unemployed people (not necessarily claiming benefit) aged 16-24 is 4,200 (11%) which is lower than the England average of 12%.
- The highest proportion of unemployed people aged 16 - 24 years (17%) is in Botwell ward.
- 865 young people aged 18-24 claimed Job Seekers Allowance in November 2013. At 2.8% of this age groups' population it compares well with 5.1% in England and 4.4% in London.
- 11.9% of adults binge drink in Hillingdon, which is less than the London average of 14.9%.
- The 20-24 age group has the highest rates of smoking (29%) compared to other age groups and a relatively low desire to quit.
- General drug use is declining across all age groups. However, nationally 16% of 20-29 year olds have used drugs and 20-29 year olds report the highest levels of class A drug use at 6%.

Case study

Client: Rachel S, 24 years old

Rachel's relationship with her foster family began to break down in her late teens. She spent several years living with friends and partners. In her 20's she was referred to P3 Navigator via the local authority housing service. Her main needs included housing, emotional and financial assistance. She was housed in Chilton House a housing unit for young people in Hayes. P3 client liaison staff worked to improve her confidence as she had developed mild depression. She was also referred to specialist financial advice and attended the the Local Authority supported Job Shop at P3.

She was able to receive benefits and budgeting support to improve her financial situation. The Job Shop helped Rachel prepare her first CV. She felt confident enough to attend Job Centre Plus and discuss employment options. She was later recruited by a local catering contractor where she now works full time. As she was in full time employment the housing service were able to source an affordable rental flat in Hayes.

Rachel has now left the service and is living independently, managing her finances and mental health. She made friends with the other service users and regularly drops in to catch up with P3 staff.

Case study

Targeted support : P3 Navigator Hayes

P3 is a youth charity that aims to equip young people with healthy life skills and provides temporary housing for young people. It is supported by London Borough of Hillingdon funding via the benefits service and supported housing contract.





Life stage: Pregnancy and preconception

"The most important thing she'd learned over the years was that there was no way to be a perfect mother and a million ways to be a good one."

Jill Churchill, American author

What works to keep you healthy

- Development begins before birth which means that the health and wellbeing of a woman before she becomes pregnant is crucially important.
- A loving bond between mother and baby is the most important emotional foundation for the early weeks after the baby's birth.
- A baby in the womb receives the nutrition it needs to grow not only from what the mother eats during pregnancy but from the mother's own body.
- Sticking to a healthy diet and being within a healthy weight range are important for fertility and conception.
- Overweight women can find pregnancy uncomfortable, and be prone to high blood pressure and diabetes which can be dangerous in pregnancy.
- For a woman with a BMI (Body Mass Index) of 30 or more, who wants to get pregnant the advice is to lose 5–10% of her weight to increase her chance of becoming pregnant and to enjoy other significant health benefits.
- It is not unusual for pregnant women to experience mental health, psychological and emotional difficulties, but it is very important to get support and not ignore how they are feeling.
- Smoking during pregnancy can cause complications during labour and an increased risk of miscarriage, premature birth, stillbirth, low birth-weight and sudden unexpected death in infancy.

Services available....

- Pregnant women are entitled to free flu vaccinations .
- The Hillingdon Stop Smoking Service provides a home visit for pregnant mums wanting support to give up smoking.
- Healthy Start vouchers are available in Hillingdon to help pregnant mum's purchase milk, fruit, vegetables and formula milk.
- After birth, a health visitor will contact the family to make an appointment to visit them within 14 days of the baby being born.
- When a baby is born, the birth must be registered within 42 days with the local registrar.
- If you are pregnant you may be entitled to priority council housing.
- Get to know your local children's centre, where you can find a range of support services such as post-natal classes, breastfeeding support, infant feeding advice, bonding and attachment, and other support.
- You can get regularly updated guidance and information on the Welfare changes and how they may affect you.
- During your pregnancy and for 12 months after your pregnancy, you are entitled to free NHS prescriptions as long as you have a valid maternity exemption certificate or card (Matex). You can get this from your midwife, GP or health visitor.

Top tips to stay healthy

- If you are pregnant, are worried about your pregnancy or are feeling depressed or anxious please go to your GP who can provide you with information and support.
- Log onto Start4life for tips and advice on healthy eating, keeping active, supplements, alcohol, stopping smoking for mums-to-be and tips on having a healthy pregnancy.
- Netmums and NHS Choices are great sources of info and support. Look out for 'The Pregnancy Book', 'Birth to Five' and the 'Eat well' website.
- All libraries hold information and a wide range of books about pregnancy, mum's -to-be, information and guides for dad's about pregnancy, and a whole range of other books and resources about parenthood.
- It is best not to smoke while you are pregnant, try to make sure your home is smoke-free.
- Keep active, eat well and keep alcohol and caffeine levels within recommended amounts.

Health Profile

- In 2012, there were over 4,600 births to women living in Hillingdon.
- Hillingdon has a significantly higher birth rate than in England as a whole.
- In 2012/13, 8.5% of women were smoking at the time of delivery which is lower than the national average, but is higher than the average for London.
- 15% of women may experience mental health, psychological or emotional difficulties during pregnancy in Hillingdon
- 34% of pregnant women had a 'flu vaccination in Hillingdon, which is similar to the London average.
- 84% of pregnant women accessed ante natal assessments by 12 weeks in 2013/14
- In 2012, there were 332 low birth weight babies, which is similar to the national average.
- From 2010-2012 the infant mortality rate (4.0) was similar to the national average (4.3) and had improved.



Case study

"My journey started around March 2011 when I conceived my daughter and although both my partner and myself were extremely happy at this discovery, there was a big part of me that was overshadowing this happiness. You see, exactly a year earlier I had had a late miscarriage, I was nearly 13 weeks pregnant when I lost the baby in March 2010. What traumatised me during my second pregnancy was not so much the miscarriage, yes that was tragic, but what made me very anxious and terribly scared and vulnerable were my memories of the appalling treatment I had received at the hands of the Early Pregnancy Unit (EPU).

"As a result of this I walked into my booking appointment and talked to my midwife about having a caesarean section. My memories of the way I had been treated by the EPU simply did not allow me to make peace with giving birth naturally. My very capable midwife who saw the fear I was suffering in the early stages of conception referred me to Sarah Finnis, who was an obstetric psychologist. That was by far the best decision ever made and I would like to mention that if it hadn't been for Sarah's counselling and therapy and her connection with the other midwives whom I would see for appointments, I would have not made it through my pregnancy without being an emotional wreck. It was Sarah who encouraged me to talk to the then head of midwifery about my previous experience which was promptly addressed even though a year had elapsed since my miscarriage.

"Another very good outcome which came out of this meeting with the head of Midwifery was that I was introduced to the Maternity Services Liaison Committee (MSLC). The committee aims to improve women's birth experiences in a variety of ways.

"I enthusiastically joined the committee and who's chairs, Catherine Tugnait and Priscilla Simpson, constantly provided me

with support and guidance as to how to gather women's births experiences in a project known as 'Walking the Patch'. This would then be presented to the MSLC, which is comprised of midwives, obstetricians, clinical managers and other health professionals. Since 2011, I feel the MSLC has taken strides in addressing problem areas in maternity and have been working hard in acknowledging areas which need improvement such as Triage and Postnatal Care. I am confident that there will be more positive outcomes. Women are generally quite positive about their births in Hillingdon, which is reflected in the results of the surveys conducted, with most reporting feeling cared for very well.

"During these two years I feel my confidence has soared by working with the maternity team.

"I ended up having a normal birth and my experience was an excellent one. My midwives were on their toes through-out and catered to my every need.

"I would like to make special mention of the service that I was offered by Sarah Finnis during pregnancy. There are numerous women out there who are terrified of giving birth normally and also women who face other issues that are often exposed in pregnancy. For example, women suffer from fear of being examined internally and I often feel that midwives and doctors need to address this area more as it does affect their mental health. Unfortunately this area is often not talked about because it is indeed a personal and sometimes considered embarrassing for women themselves to admit.

"I don't know when I will have my next baby but Hillingdon will be my first choice of hospital.

Mariam, local resident



Life stage: 30-44 years

"Do a little bit of exercise every single day. It can be anything. Start today. Don't put it off until tomorrow."

Linford Christie, gold medal winning sprinter

What works to keep you healthy

- By getting more active you can protect yourself against obesity, Type II diabetes, cardiovascular disease, many common cancers, bone and joint problems. Exercise has many positive mental health benefits; like reducing anger, anxiety and depression and it can improve coping during pregnancy.
- Smoking is the greatest preventable cause of ill health and death in the UK. Research shows that people who quit smoking by the age of 30 add 10 years to their life compared to lifelong smokers.
- One in three people in England are diagnosed with cancer at some time in their life. Cancer usually affects older people, but it can occur at any age. Detecting most cancers early means that treatment is more likely to be successful.
- People see their library as a safe, trusted and non-stigmatised place to go for help and information about health problems. Self-help reading can help people with common mental health conditions, such as anxiety and depression.
- Most people who have alcohol-related health problems are not alcoholics. They are simply people who have regularly drunk more than the recommended levels for some years. The risk of developing a serious illness is higher than non-drinkers, including cancer of the mouth, neck and throat, breast cancer, liver cirrhosis and high blood pressure. There are also alcohol-related problems, such as fatigue or depression, weight gain, poor sleep and sexual problems.
- The health and wellbeing of people of working age is critical to supporting the economy and society. Being in work is in general good for health, while being out of work can lead to poorer physical and mental health.
- Social relationships are critical for promoting well-being and for acting as a buffer against mental illness.
- Improving mental wellbeing can contribute substantially to improving physical health, reducing morbidity and mortality.

Case study

Hillingdon Libraries promoting community wellbeing through services

Libraries are a valuable part of the services provided by the London Borough of Hillingdon and are widely becoming the heart and hub of their communities. Our libraries impact positively on community wellbeing through extensive range of programmes and activities that informs, create opportunities, develop partnerships and change lives for residents. Through partnership work with Public Health, 'Love your Heart Month' was developed with Hillingdon libraries. It has since been adopted by all libraries as part of their commitment to providing services that promote healthy lifestyles for residents and address good mental health and wellbeing. The following case studies highlight the impact on residents' lives through a number of activities provided by Yeading Library.

Services available....

- Helping people to stop smoking with a free, local and effective support helps maintain good physical health and prevent the development of long term health conditions such as chronic obstructive pulmonary disease (COPD), bronchitis and heart disease.
- Take the first step to becoming a Healthy Master Chef through community cooking programmes and community based health events.
- Your local pharmacies provide more services than you think, including chlamydia screening, health checks for those 40 years and over and support and advice on a range of health topics
- Change 4 Life Hillingdon provides information for individuals and families to help get more active and in making good food choices
- Reading Well Books on Prescription scheme provides self-help reading for adults with a range of common mental health conditions including anxiety, depression, phobias and some eating disorders.
- Find out how benefit changes might affect you at www.hillingdon.gov.uk/benefits
- Hillingdon Council's Transport team work with local businesses to encourage active travel to work.
- The council has a housing strategy to help as many people as possible to improve their wellbeing and quality of life by living in good quality, affordable housing.
- The council works with mental health services and provides information on where to get advice and support.
- Hillingdon also has award winning leisure facilities that offer a wide range of energetic and relaxing activities, sessions and courses for people of all ages and abilities.

Case study

NHS Health Checks

In Hillingdon there are 22 Pharmacists that offer the NHS Health Check Service. The proprietor of Ruislip Manor Pharmacy Mr Sanjay Doegar and his staff actively offer this service to their customers. Many of their customers are of working age and opt to have the assessment at a time convenient to them, quite often during weekends or evenings. Being in the pharmacy also gives residents access to a variety of other free services such as Smoking Cessation and Chlamydia Screening.

Mr Doegar's team also take the NHS Health Check service out into the community. For example, events at libraries and health awareness session for staff at Uxbridge Bus Garage. Assessments still take place within a separate space, providing privacy, and are carried out by Mr Doegar himself or an experienced Health Care Assistant.

There have been many occasions that residents have been identified with high blood pressure and high cholesterol readings who were not aware of this. They have been referred to their GP, where they can receive the appropriate treatment.



Top tips to stay healthy

- Volunteering provides opportunities for residents to become more involved with their communities. There are many ways you can get involved and play your part in helping to improve Hillingdon.
- Hillingdon's Art and Culture Services provide a variety of opportunities for residents to feel proud and engage in. These include community events, shows,

Case study

Get up and go – community food

“‘Get up and Go’ programme helped me tremendously, in terms of healthy eating; I physically feel better and it helped me to build my confidence. I particularly enjoyed the supermarket visit, which changed my shopping habits. I now buy more fruits and vegetables, and less crisps and chocolates.

“My children have also got used to having crisps and chocolate as treats, rather than having them daily.

“Overall I have reduced my portion sizes, use less oil compared to before in cooking, and make healthier meals. I also buy less take away foods, and realise how much money I’m saving. I can now afford to spend money getting a passport so I can visit my family back home.

Having also completed a self-esteem and Positive Parenting course, Mrs M says,

“I now have more me time, my relationship is better with my children. I value myself more and my friends and family say I have more confidence. My GP has also noticed that I am now less depressed and no longer need counselling. My medication has been reduced, and I am hoping to come off it altogether in a few months.

“Overall I feel a lot happier and good about myself, feels like I am born again.”

Mrs M, Hillingdon resident

projects and activities, such as the Arts grant scheme, Get Involved, Bigfest, Hillingdon Hidden Talents, Hayes Carnival and Medieval Festival.

- Maintain regular health checks, for example eye, dental, cervical screening and the NHS health check.
- Find a regular activity that interests you from our excellent leisure services, parks and open spaces. Learn a new skill or develop your career. Hillingdon adult learning centres have a range of courses on offer.
- Enjoy a work-life balance. See how your local library or community centre can support your wellbeing.
- If you drink alcohol, do so sensibly. Try easy drink swaps to cut down on alcohol.
- Get more involved with your community by becoming a street champion, joining the volunteer cycling rangers project or becoming a play ambassador, foster carer or school governor.



Health Profile

- The estimated number of people aged 30-44 years in 2013 was 63,000.
- 58 % of smokers aged 35 – 44 years who set a stop date with the NHS service during 2012-2013 successfully quit.
- During 2012-2013 32,700 women aged 30 – 45 years in Hillingdon screened for cervical cancer, this is an uptake of 65% eligible women.
- It is estimated that over 20% of Hillingdon's adult population are defined as 'increasing risk drinkers', with men regularly drinking over three to four units and women regularly drinking over two to three units per day.
- The number of 35-54 year olds participating in 30 minutes of moderate activity at least three times a week was 24%.
- The number of families living in poverty is 6,400 or receiving out of work benefits 22% which is higher than England average of 21%.



Case study

Handy Craft Session participant

"Aziza helps me a lot to learn crochet and knitting, basically I didn't know any of these crafts before. I have learnt it all here and now I am confident with it and very happy that I have learnt something new.

"Thank you Aziza and the Library for giving me such a nice opportunity to learn new things and make new friends."

Case study

Rhyme Time and Adult Creative Writing Class participant

"I have frequently used my local Yeading Library facilities since September 2013. During my pregnancy I would stroll down with my daughter in the buggy and select children's books for her.

"After looking at the notice boards and displays I discovered classes for my child and for myself. The classes for my baby are just magnificent! The local children's centre run the library rhyme time where babies listen to stories, sing, learn sign language and interact socially with other children. It is also a wonderful opportunity to meet other parents and make friends in the process.

"Every Monday I attend a creative writing class which I have found to be absolutely spectacular! Each person is given a short time to write a piece of fiction and then we share our work collectively and offer feedback. It is encouraging and brilliant way to hear other peoples opinion and perspective on particular subjects.

"The library offers other activities too such as bridge, yoga, coffee mornings and walks (to mention for a few) Personally I use the computer facilities, borrow books for myself and take some out for my baby.

"The staff are extremely friendly and supportive and ready to inform you of any event such as 'Love Your Heart Month' or Arthritis Awareness.

"The library allows my week to be nicely divided into socialising and learning. On a sunny day I enjoy a healthy walk down to the library and alternatively when the weather is slightly grim I drive – never missing my twice a week sessions as it has now become a paramount routine for me each week."

Case study

Back 2 Sport

Glebe Primary School was the first school to come forward and request a 12 week programme for their mums. The first week, 10 ladies turned up to play, some who have never played before, some who hadn't thrown a ball since school and a few who have stopped playing due to their family commitments.

Having caught the netball bug, the group looked beyond their 12 weeks with their Netball Development Community Coach and considered how they could become a team. They successfully:

- Negotiated court space, long term, with the Head teacher.
- Found an after school slot for the summer term for mums who can not attend during the day.
- Identified mums who volunteered to become coaches and umpires.

Comments from participants include:

"It's been a great way to get back into exercise. I enjoy playing a sport and having fun rather than 'working out'! However, my desire to be better at it, has now motivated me to go to the sessions more often as I want to be fitter and to play better for the team."

"B2 Netball is brilliant, it's fun and fits in a mum's lifestyle. A great way to meet other mums and improve your fitness and progress. You choose how committed you can or wish to be – weekly sessions or the added social events or tournaments."

So far 17 mums have rekindled their love for the sport, with at least 10 playing every week, even in the rain!



Case study

Conversation Class participant

"I have been coming to Yeading Library for the past 5yrs. I attend the conversation classes that they run.

"I always find the staff helpful and the fact that a few of them can speak my language really helps me. I feel I can unwind, relax and learn new things. For me, it is time out from housework.

"As my English has now improved I am seeking employment. This empowerment has come from Yeading Library."





Life stage: 45-64 years

"There is a fountain of youth: it is your mind, your talents, the creativity you bring to your life and the lives of people you love. When you learn to tap this source, you will truly have defeated age."

Sophia Loren, international film star

What works to keep you healthy

- Regular physical activity is associated with a greater sense of well-being and lower rates of depression and anxiety.
- Conditions such as heart disease, stroke, diabetes, kidney disease and some forms of dementia can often be prevented through early screening and checks.
- One in two women and one in five men over the age of 50 in the UK will break a bone, mainly because of osteoporosis. Smoking also increases the risk of osteoporosis.
- Social relationships are critical for promoting well-being and for acting as a buffer against mental ill health.
- Being physically active during and after cancer diagnosis can improve well-being, reduces complications in treatment, improve overall survival rates and reduce the risk of recurrence.
- You have a higher risk of health problems if your waist size is more than 94cm (37 inches) if you're a man and more than 80cm (31.5 inches) if you're a woman.
- Carers are vital to the wellbeing and independence of thousands of people. But the demands of being a carer can affect a person's quality of life, including their ability to study and work, their finances and their health. People providing high levels of care are twice as likely to be permanently sick or disabled, and many people have health problems because of their caring responsibilities.

Case study

Stop smoking – I got the person I love to quit

Bob* is a 56 year old gentleman who has been smoking since the age of 14. He had been smoking 15 cigars a day for almost 17 years. He came along to the stop smoking sessions with his wife who had been nagging him for years to stop. Once he had made up his mind to quit, she was valuable in helping support him through the quit attempt. She also wanted to know what went on in the sessions and how she could prevent him from taking up the habit again. The couple enjoyed coming to the drop-in sessions together and the rapport they had developed with the helpful, friendly advisor.

Bob says, "We both liked that the advisor didn't lecture, was extremely supportive and we really enjoyed the helpful chats."

In the sessions they learned about how nicotine works to keep you addicted, tips for beating the cravings such as changing routines and distraction. Bob was also offered the right level of Nicotine Replacement Therapy to help with the withdrawal process.

Bob has now stopped smoking and is positive about living a smoke free future. His wife is extremely happy and feels the sessions were a real help.

Bob and his wife are an example of how stopping smoking can be a family affair and support from a stop smoking advisor as well as loved ones – family and friends can be key to a person quitting and staying quit.

**Names have been changed*

Services available....

- There are free Health Checks to help you maintain good physical health and prevent long term health conditions.
- It's never too late to enjoy the health and financial benefits of stopping smoking, the local service can help.
- Those who care for others need caring for too. There are opportunities for carers to enjoy a healthy walk, and learn about good food choices and how to achieve wellbeing.
- Adopt a healthy lifestyles through community cooking programmes and community based health events.
- Reading Well Books on Prescription scheme provides self-help reading for adults for a range of common mental health conditions including anxiety, depression, phobias and some eating disorders.
- Find out how benefit changes might affect you at www.hillingdon.gov.uk/benefits.
- London Borough of Hillingdon's Transport team work with local businesses to encourage active travel to work.
- Hillingdon Council has a housing strategy to help as many people as possible to improve their wellbeing and quality of life by living in good quality, affordable housing.
- The council is working with the Hillingdon Healthwatch and Hillingdon Carers to support GP practices in their support of carers.



Case study

Physical activity – cancer survivorship

"I remember clearly my first contact with Walk Hillingdon. I was very nervous as I had been ill with cancer for several years, which at its worst left me unable to walk more than 50 metres. I had reached the point where I needed to get to grips with living with cancer rather than suffering from it. I had become very isolated and knew I needed to get out and become more active, but didn't really know where to start.

"I took a walks leaflet home from Ruislip Manor and was determined to start walking in January. I've never been one for New Year resolutions but I guess this was one and probably the only one I ever kept!

"So that's how I found myself loitering outside the Beck Theatre, for the Norman Leddy Walk. My nerves quickly disappeared as a group of walkers gathered and the walker leader arrived, everyone was very welcoming and friendly and made me feel very at home.

"This first encounter encouraged me to continue, and in a matter of months I had become a regular and made many friends. I did my Walk Leader training and led my first walk within seven months.

"It was one of the best things I have ever done, I feel like I have found the real me again. I am healthier, fitter, happier, more confident and even lost that last stubborn stone in weight. All this from walking with groups of friends around the many and varied green spaces across our borough and all for free.

"The cherry on the proverbial cake was that it helped me make the most of a fantastic summer as a Gamesmaker at the London 2012 Olympics and Paralympics"

Hillingdon resident

Top tips to stay healthy

- See your GP or pharmacist and have a free Health Check.
- Maintain regular and new health checks, including eye, dental, cervical screening, bowel screening, breast screening and NHS health checks for those aged 40–74 years.
- Be active every day to achieve 150 minutes of activity each week. Why not try a led cycle ride, a healthy walk or see what Hillingdon's Leisure centres and your local community centre offer.
- See what our award winning parks and open spaces have to offer you and your family and friends.
- Meet new people by becoming involved with your community, becoming a street champion, joining the volunteer cycling rangers project, becoming a play ambassador, becoming a foster carer or becoming a school governor. Enrol in an adult learning course or join your local resident group.
- Look out for the Hillingdon Carers Fair, held every year in June.
- Include a range of fibres in your diet every day. Good sources are fruits and vegetables and wholegrain foods.
- Calcium levels start to drop so enjoy foods that contain high levels or consider supplements.
- See how changes to the welfare / benefits system affect you. Visit www.hillingdon.gov.uk/benefits.
- Help manage your health and well-being through recommended self-help books from your local libraries.



Case study

Read out Loud participant

"I moved to Hillingdon from Cambridge a couple of years ago and found myself very lost and alone. I didn't have anywhere to go and no friends. Even though I was staying with my brother, it became obvious that he was much occupied with his own life and family. My relationship with my daughter was very difficult which added to my loneliness. Those were really sad times for me and I struggled to cope. Through my interest in writing children books, I decided to visit the library in my local area which is Yeading Library. My experience visiting the library for the first time was memorable. The staff were so very nice and welcoming and informed me about the various activities that I could get involved in. It's been two years now since coming to the library and being part of the 'Read Out Loud' group. I have made lovely friends in this group which is now like a family to me. We go out for lunch on special occasions and celebrate birthdays with little treats for the group. When a member is sick we send flowers and best wishes to the home or hospital. I would be lost if this library wasn't here. The programmes and activities provided have helped to take my mind off other problems in my life and has made things easier."

Hillingdon resident

Health Profile

- The estimated number of people aged 46 – 64 year olds in 2013 was 65,000. This population is the projected target in the next 10 years.
- 18% of adults aged 55 years and over were participating in physical activity at least once a week.
- Although falling, the leading causes of early death in Hillingdon are cancer, heart disease and stroke. Mortality rates are similar to the England average.
- There are 8,000 residents who provide between one and 50 hours of unpaid care per week.
- Hillingdon screening rates for breast cancer are 71%, exceeding the minimum target for screening nationally but are slightly lower than the England average.
- 76% of eligible women aged 45-65 years take up cervical screening.
- The number of persons aged 45-64 years who are estimated to have diabetes (whether diagnosed or not) is 7,100.
- It is estimated that 10,800 residents over the age of 18 experience anxiety and / or depression.
- 73% of residents aged 50 – 64 years say that they are in good or very good health; 19% say that they are in fair health and 8% say that they are in bad or very bad health.

Case study

Read out Loud participant

“Since the death of my sister with whom I lived, I have joined the reading group at Yeading Library and have to say that attending this group has made a great difference to my life and has introduced me to other ladies with whom I have become friends. I have also become involved in other groups in the library.

“At the age of 64 it is most important to maintain contact with other people.”





Case study

Handy Craft Session participant

"I like this library because it bridges communities together as well as enabling people to form and develop their skills further.

"The classes are useful for all ages to get together and learn as well as enjoy other peoples company."

Case study

Read out Loud participant

"I enjoy coming to Yeading library. I really enjoy the read aloud session. I have found out how many different other things I can get involved in and so much literature I can read. I have made good friends and look forward to every Wednesday morning. I love it, keep it up, Yeading."



Life stage: 65 + years and active

"Aging is not lost youth, but a new stage of opportunity and strength."

Betty Friedan, American writer, activist and feminist

What works to keep you healthy...

- Being active, eating well, socialising and reducing alcohol intake and smoking all contribute towards living healthier for longer and help to delay the onset of long term conditions such as diabetes and dementia. On average people who adopt these behaviours live longer and healthier lives than those who do not.
- Being active also contributes to maintaining good bone health and reduces your risk of falls.
- Keeping the mind active through crosswords, puzzles and games gives the brain a work out and keeps it healthier for longer.
- As we get older, alcohol affects the body differently making slips, trips and falls more likely.
- There are opportunities to increase physical activity, socialise and stay active. Participating in these activities can help to reduce your risk of falls, stay healthy for longer and manage certain long-term conditions such as diabetes.

Case studies

Older People's Services

Carmella is a 78 year old lady who was referred to health promotion through the diabetic service at the hospital. She first took part in the Walks programme and then decided to join the Tea Dances. Through these activities she received information about a wellbeing/taster day for older people at her local leisure centre in Botwell. After attending this she decided to join the gym. She is now very active, taking part in all of these activities on a regular basis and through this has been better able to manage her diabetes.

Connie is a 94 year old lady who loves coming to the Tea Dances. Connie lives on her own and enjoys socialising with friends at the dances. She says that dancing keeps her young and keeps her fit.

Gill is a woman in her late 70s. She took care of her husband while he was ill and now lives on her own. Gill stays active through taking part in Young at Heart sessions and all the Tea Dances. She has even started volunteering at the Tea Dance to accompany those coming for the first time. Gill is full of life and enjoys keeping active.

Services available....

- Public Health works with the council's sports development to provide regular tea dances at the civic centre.
- Public Health also works in partnership with Transport to develop free Age Well on Wheels led cycle rides.
- There are wellbeing events and taster days to promote existing provision across the borough to allow older people to find out more about services and activities available to them as well as 'try them out'.
- There are many opportunities to keep active with Young at Heart Sessions or free swimming at leisure centres and Back 2 Sport.
- There are 'Keep Warm' heater and electric blanket loan schemes.
- Keep up with local news at coffee mornings in libraries, dining centres or Older People's Assembly
- Need friendly advice on a range of topics? Then try Care Place and the Older People's Assemblies.
Visit www.hillingdon.gov.uk/olderpeople.

Top tips to stay healthy

- See your GP or pharmacist and have a free health check.
- Maintain regular and new health checks, for example eye, dental, cervical screening, bowel screening and breast screening.
- Be active everyday to achieve 150 minutes of activity each week. Why not try a led ride, a healthy walk or see what Hillingdon's Leisure centres and local community centre offer?
- Enjoy the fresh air and grow some healthy food. Free allotments are available for those aged 65 and over.
- Keep active with Age UK 'Fit for the Future' programme .
- Keep you and your home safe. Residents over 65 years can get a free burglar alarm.
- Improve your transport options by applying for a Brown Badge or a freedom pass.
- Get your flu jab. During the winter residents who are at the greatest risk from flu are being urged to protect themselves and get a free flu jab from their GP or pharmacist.
- Get involved by joining the Older People's Assembly.
- Stay Active. Go to a Tea Dance, attend a wellbeing day, join an adult education class, go to a coffee morning or join a leisure centre.





Health Profile

- There are 34,800 people over the age of 65 living in Hillingdon with 5,000 aged 85 or over.
- There are 23,400 households containing only older people, 3,700 of which contain an elderly person with health issues that affect their daily life.
- Male life expectancy at age 65 years for Hillingdon is 18.9 years on average, higher than the national average of 18.4 years.
- Female life expectancy from age 65 is 21.6 years on average, higher than the national average of 21.1 years.
- 73% of Hillingdon's population aged over 60 are owner occupiers and of this, 66% own their homes outright.
- The proportion of older people having a flu jab in Autumn 2013 was 70%.
- Approximately 22% of older people live in the social rented sector and only 4% in private rented accommodation.
- Approximately 31% of older people live on their own.
- 51% of residents aged 65 years+ say that they are in good or very good health; 34% say that they are in fair health and 14% say that they are in bad or very bad health
- Currently there are 6,900 people over the age of 65 years estimated to have diabetes, whether diagnosed or not.



Life stage: 65+ living with support

"You get old and you realize there are no answers, just stories."

Garrison Keillor, *Pontoon: A Novel of Lake Wobegon*

What works to keep you healthy

- If you have an identified health problem, it is more important than ever to keep active, eat well, socialise and avoid excess alcohol or smoke. On average, people who adopt these behaviours live longer and healthier lives than those who don't.
- Being active also contributes to maintaining good bone health and reduces your risk of falls.
- It is important to use and take medications properly.
- Finding out about the conditions you may be living with, or accessing support groups for these conditions, can be a valuable source of help, information or advice.
- Keeping the mind active through crosswords, puzzles and games gives the brain a work out and keeps it healthier for longer.
- As we get older, alcohol affects the body differently and if used with some medications can cause complications or accidents.
- There are opportunities to increase physical activity, socialise and stay active. Participating in these activities can help to reduce your risk of falls, stay healthy for longer and manage certain long-term conditions such as diabetes.

Services available....

- Drumunity (see right) enables people to work on their short and long term memory, communicate through music and develop coordination and strength through drumming.
- Cooking and reminiscence aims to get older people with dementia reminiscing about their experiences through cooking recipes from the 1940s-1980s. This is beneficial as it allows people to use their long term memory and share past experiences.
- Reading Aloud trains staff from residential and nursing care, day centres and libraries to enable them to use reading aloud as a method to increase older people's wellbeing through the stimulation of hearing poetry.
- Staff from day centres, extra care schemes and sheltered housing are trained to be able to run chair based exercise for older people. This activity is beneficial to older people as it helps to build strength and coordination which in turn can help to reduce the risk of falls.
- The London Borough of Hillingdon also has a wide range of services to help older people which include assisted living arrangements, dementia bracelets, community equipment and assistance with transport.
- Older adults can be at risk of abuse and if concerned you can contact the vulnerable adults service.

Case study

Drumunity

Gerald is a man with severe dementia, he wanders and has difficulty focusing on activities. Over the past year he has taken part in the Drumunity project and day centre staff report that so far this is the only activity that he fully participates in. His family have reported that on the days he does Drumunity he is more relaxed and happier.

Top tips to stay healthy

- Join the home visiting library service.
- Find out what equipment you may be entitled to help you in your home.
- Find out about respite care if you take care of a loved one.
- Join the Age UK Hillingdon befriending scheme.
- Look into what assisted living arrangements you may be eligible for.
- Maintain regular health checks, for example eye, dental, cervical screening, bowel screening and breast screening.
- Be active everyday to achieve 150 minutes of activity each week. Why not try a led cycle ride, a healthy walk or see what Hillingdon's leisure centres and your local community centre offer?
- Enjoy the fresh air and grow some healthy food with Free allotments from age 65+ from April.
- Keep active with Age UK 'Fit for the Future' program.
- Keep you and your home safe, you can get a free burglar alarm if you are an over 65 year old resident.
- Improve your transport options, apply for a Brown Badge or a freedom pass.
- Get your flu jab: During the winter residents who are at the greatest risk from flu are being urged to protect themselves and get a free flu jab from their GP or pharmacist.
- Get involved: Join the Older People's Assembly
- Stay Active: Go to a Tea Dance, attend a wellbeing day, join an adult education class, go to a coffee morning or join a leisure centre.

Health Profile

- 51% of residents aged 65 years+ say that they are in good or very good health; 34% say that they are in fair health and 14% say that they are in bad or very bad health
- 23% of over 65s consider their daily activities to be limited a little or a lot by a health problem or a disability.
- The likely number of people with dementia in Hillingdon is 2,800. However, 1,100 people have a diagnosis of dementia on the GP registers.
- The number of people aged 65 years and over and living in poverty is 8,000.
- Currently there are 6,900 people over the age of 65 years estimated to have diabetes, whether diagnosed or not.
- These are the estimated numbers (diagnosed and undiagnosed) for various diseases for people aged 65 and over in Hillingdon are:
 - 6,900 with diabetes.
 - 12,000 cardio vascular disease (CHD and stroke).
 - 3,000 stroke.
 - 6,400 coronary heart disease
 - 26,000 hypertension.
- In 2011/12 4,100 older people were supported by the council with community care services. There were 3,400 packages of care, 450 residential placements and 380 nursing placements for older people during this period.

Case study

Extra Care

Peter* is an elderly gentleman who became known to Social Care as he was suffering abuse from his son. He was assessed and moved into an Extra Care Scheme. Peter started off by being withdrawn and non-communicative but he was encouraged to take part in activities such as drumunity: a music project for older people. Through these types of relaxing and social activities Peter has grown in confidence and has begun talking more with staff and other residents. Just recently he has been smiling and laughing whilst taking part in group activities.

**Names have been changed*

- Stroke is a major cause of disability and in 2012/13 3,260 people were reported by GPs as living with stroke.
- Approximately 7,450 emergency patients in 2012/13 were admitted to Hillingdon Hospital who were aged 65 years or over.
- It is estimated that one in three people aged 65 years + were likely to fall at least once a year—approximately 11,300 people. However, Hillingdon was the 9th lowest area in London for deaths by accidental falls for all ages and is significantly lower than the London average.
- The number of Excess Winter Deaths in Hillingdon is comparable to the National average.



Case study

Health and wellbeing activities

Estelle is a woman in her late seventies who has dementia and lives on her own in the community. Estelle says that it is dancing that keeps her going and keeps her brain active. Although she has had to give up driving in the past year she makes a point of getting the bus to go to all the tea dances. She also enjoys taking part in wellbeing days.



