

# Making Health Everyone's Business

Annual Report of the Director  
of Public Health 2022



City of Westminster



# Foreword

I am delighted to write a few words of introduction to this year's annual public health report.

The health and wellbeing of all our residents is a priority for the Council, and in this report, our new Director of Public Health, Anna Raleigh, sets out her vision for a whole system approach to improving health and wellbeing and reducing health inequalities.

The COVID-19 pandemic has highlighted the health inequalities that exist within our borough. These disparities in health are shaped by the environment in which we are born, live, work and age and so to reduce this inequality we must address these wider determinants of health, such as education, housing, employment and the environment. This is not easy to achieve, but it is not impossible either - reducing inequalities in health is one of the most challenging public health problems and it requires a system-wide and community response to tackle it and make a positive difference.

We need to work together with residents to make this happen. This report sets out the importance and benefits of working together to take a whole system approach. It describes how we must work collaboratively with residents, and in partnership with colleagues across the Council, the NHS, local businesses and employers, community and voluntary organisations, to ensure that people living in our borough are able to lead healthier, happier lives. We all have a role to play in making this happen, in making health "everyone's business".

The report also helpfully shows us what this holistic approach looks like in practice, through a case study focussing on obesity. This highlights some of the fantastic activities that are already taking place in local services, and in our communities, workplaces and schools to create an environment which makes the healthy choice the easy choice, and encourages people to be active and to eat well.

I hope that this report encourages colleagues to build on this excellent work and to consider how they can work in collaboration with other teams, partners and residents to improve the health and wellbeing of all of our residents.



**Cllr Butler-Thalassis**

**Cabinet Member for Adult Social Care, Public Health and Voluntary Sector and Lead Member SEN and Learning Disabilities Champion**

# Introduction

For my first annual report I have focused on how we need to harness the skills and resources of key partners and local communities, and work more closely together to improve the health and wellbeing of our residents.

The COVID-19 pandemic showed, like never before, the benefits of effective collaboration between the Council, the NHS and our communities. I want that approach to improving health and wellbeing and addressing health inequalities to become commonplace.

Many of the health and wellbeing issues that our residents face are challenging and complex. This complexity needs to be matched with solutions that consider the individual, our communities and the place they live, work and play. Only then will we be able to bring about effective behaviour change and make the healthy choice the easier choice.

No single organisation can solve complex challenges in isolation. It's time to make health and wellbeing "everyone's business"; our Council, its partners and the wider community.



**Anna Raleigh**

**Director of Public Health for the City of Westminster and the Royal Borough of Kensington and Chelsea**





## Guiding principles

These solutions must be grounded in six commitments:



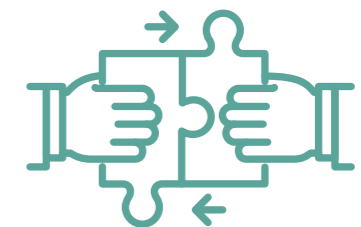
**Taking an evidence-based approach**



**Utilising all opportunities to integrate to make every contact count**



**Focussing on prevention and addressing the wider determinants of health**



**Working in partnership to make best use of shared resources**



**Equitably targeting those with the greatest needs**



**Involving our communities**



# Our focus

## Using data and community insight we will drive forward health improvements, focusing our resources proportionate to need

The Council has a responsibility to improve and protect the health and wellbeing of our local residents and communities. This starts with having a good understanding of their needs.

### How our health is influenced

Our health is influenced by a range of factors: genetics, individual behaviours, the environment, availability of healthcare and social factors. These are often referred to as the wider or social determinants of health, and include education, housing, employment and climate.

### The local picture

Westminster is home to 263,765 residents, 40 percent from a Black, Asian or other non-White ethnic background. 30 percent of residents do not have English as their main language.

Life expectancy in the city overall is high, with the average man living to 85 years and the average woman living to 87 years. These averages disguise the variation in how long and how well residents live across Westminster.

The more deprived an area you live in, the more likely you are to be impacted by poor health. Queen's Park, Harrow Road, Church Street and Westbourne have some of the most deprived neighbourhoods in the country.

As well as health inequalities between different areas in the city, we see different health outcomes among residents from different ethnic backgrounds, with those from a Black, Asian and Other minority groups more likely to have diabetes, be overweight, impacted by mental health and suffer from hypertension.

### Call to action

By developing a borough story, outlining our collective understanding of local need we can identify priorities for action and ensure that initiatives and services are delivered in a way that is proportionate to the needs of our communities.



Men can expect to live

**18 years**

longer in Knightsbridge and Belgravia ward than in Westbourne



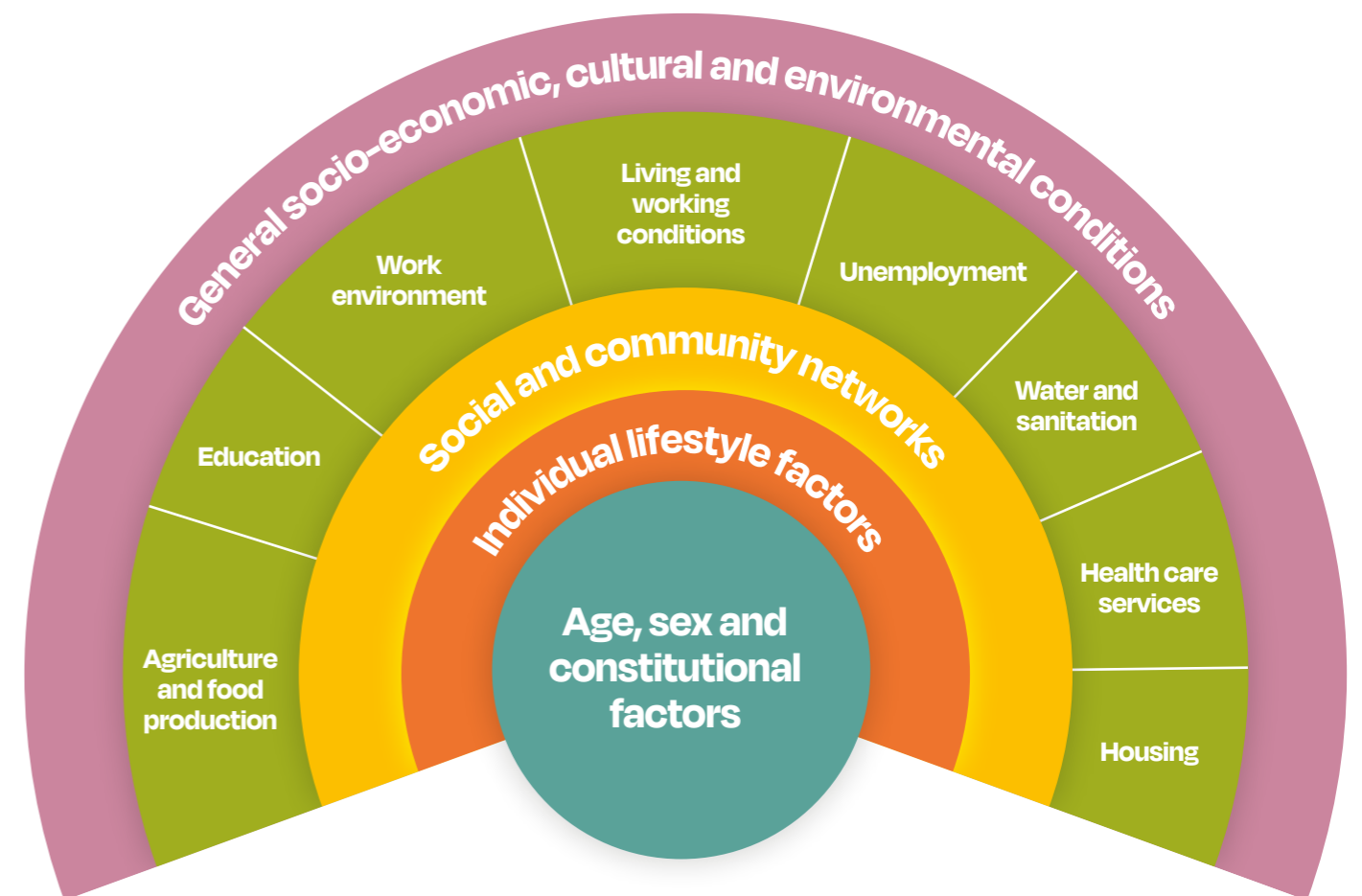
Women in Knightsbridge and Belgravia ward live

**9 years**

longer than those in Westbourne

*"There is still a huge divide between rich and poor in my area"*

**Westbourne resident**



# Working together to address local needs



**One in four**  
children live in poverty



**A third**  
of five year olds have decayed teeth



Over **one in three** children have not received two doses of MMR



**Two in five** children are overweight by age 11



**One in 10** children are estimated to have a mental health disorder



Over **one in four** residents report high levels of anxiety



Nearly **one in three** residents have a long-term condition



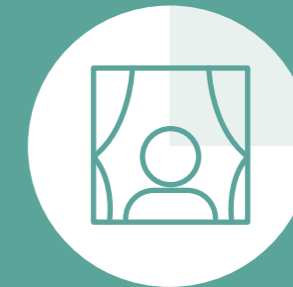
Among the lowest uptake of screening and immunisations in London



Over **two in five** adults are overweight or obese



**Two in seven** older residents need help with self-care



**One third** of residents aged 65 and over live alone



**One in 14** live with Dementia



**One in five** adults are physically inactive



**1,601** people are supported in homelessness accommodation



**One in six** adults smoke

# Our commitment

## We will work with our communities to ensure our actions are jointly designed and agreed with them to make the healthy choice the easy choice

We will ask residents about their health and wellbeing, to ensure solutions and decisions are based on a clear understanding of their needs and what is important to them.

### How Public Health has delivered this in practice

Our communities are vitally important. The insight our residents provide, and the resources they offer, are key for improving health.

For over ten years, our Community Champions projects and Maternity Champions projects have worked on our housing estates to improve the health and wellbeing of their friends, neighbours and wider community. They have been integral to engaging with and enabling our residents, whilst creating a social movement for health from the ground up.

Over the last two years, engagement with residents around COVID-19 and vaccines has been a key priority. During the pandemic we launched health champions: volunteers who communicate up-to-date health messages to be shared with their often-extensive networks.

Their insights and questions are shared with Council teams, with answers and feedback given from relevant parties. This circular flow of information is invaluable, encouraging further engagement from the community and a rich source of local sentiment to inform action.

Investing further in our communities, we have launched a Community Health and Wellbeing Worker initiative at Churchill Gardens. Community Health and Wellbeing Workers are healthcare professionals who largely live in the community they serve. Based in local GP practices, they aim to enable residents to make more informed choices around their health and wellbeing; improve their connection to their communities and access to services; prevent the worsening of existing or developing illness and increase the uptake of screenings, vaccinations and health checks.

### Call to action

We need to adopt a more collaborative cross-department and organisational approach to how we work with our communities. We will ensure decisions are based on a clear understanding of the needs of our communities and what is important to them. Understanding this is critical to informing our responses to health and wellbeing threats facing our residents, such as infectious diseases, our refugee response, and the cost of living crisis.

“It’s a real sense of community. People do still say hello. I know most of the people who live on my street.”  
Queen’s Park resident

“The best part about this job are the success stories we get to witness and be a part of. We have so many case studies of problematic situations which residents have been in and we’ve helped to solve these, with the help of all organisations we work with.”

Community Health and Wellbeing Worker





# Our approach

**We will be holistic in our approach, when working with colleagues, communities and individuals to develop solutions**

Working together, focussing on collaboration and integration, we will consider how we work with individuals, our communities, and across Westminster’s population to improve health and wellbeing and address inequalities.

**What will be different**

All interactions our residents have, with Council officers, health colleagues, faith and community based services, and with each other, provide an opportunity to promote health and wellbeing.

Working with residents, and across Council departments and organisations, we can combine our skills and resources to develop solutions which prevent, reduce and delay ill health.

These solutions, designed with our communities, will take a holistic view considering how we can make healthy choices, easy choices by considering the individual, the wider community, as well as the place they live, work and play.

**Call to action**

Health is more than the provision of health services. To improve health and wellbeing, and address health inequalities, health needs to be everyone’s business.

We must work more closely together to place health and wellbeing needs at the core of everything we do.

## What are Individual, Community and Place level solutions?

**Individual level** solutions are interventions delivered at a 1:1 level e.g. support to manage weight or exercise.

Solutions delivered at a **community level** focus on how we compare what others are doing to change individual behaviours and develop positive social norms through bringing people together.

**Place level** solutions are interventions within the environment which make the healthy choice the easier choice for people e.g. walking or cycling to school in comparison to driving.

## Conclusion

**Everyone has a role to play in enabling residents to be healthy and live well for longer.**

This report is my call to action to work together to address the health challenges that our residents face and build the foundations to support them to live longer, healthier lives.

In the next part of the report, I give an example of how we have started this journey in practice by tackling obesity.









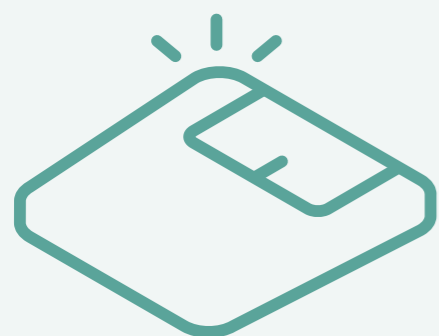
# Case Study: Working together to tackle obesity

## Why is tackling obesity important?

Obesity is a complex issue with many causes, and far-reaching implications for long-term health and wellbeing. It's associated with reduced life expectancy, can impact on our mental health and wellbeing and is a risk factor for a range of chronic diseases.

Obesity is also an inequalities issue, with obesity in children and adults being associated with deprivation and ethnicity.

## What is the local picture?



**45 percent**

of residents self-report being overweight or obese



**1 in 5**

reception aged school children are overweight

**increasing to 2 in 5**

children by the time they reach the last year of primary school



## View from a resident of Queen's Park

"Queen's Park is a lovely place to live, with lovely people from different backgrounds coming together. It has a lovely park where people come together, with a playground and a place to walk dogs. However, there are issues with gangs and drugs. Financial problems attract young people to gangs and there are not enough police.

The local leisure centre is expensive and people can't afford to go. They have women only swimming sessions but you cannot take children. There are also no women only gym sessions. Community organisations run activity sessions locally but they stop as funding stops and it's expensive to hire venues.

The Community Champions run a community café once a month - it offers free healthy food to residents and brings people together. PDT (Paddington Development Trust) offers a great employment support service. It helps people find work or set up their own business and gives advice on benefits".



## Case Study

### What are the benefits of working together on obesity?

The drivers of obesity include the affordability and access to healthy foods, motivation and confidence to access local group activities, access to environments that make walking easy and free space for children to play.

The solutions closely align with other important Council priorities including tackling oral health, the climate emergency and air quality.

There are clear benefits for the physical and mental health and wellbeing of our residents. Aside from tackling obesity, encouraging people to be more active and eat well has numerous benefits for physical and mental health and wellbeing.

Working together on obesity helps to address inequalities in health, and improve health outcomes for those communities disproportionately impacted by obesity.





## Case Study

# What does working together to promote healthy weight look like?

Examples of local initiatives include:

- **Change4Life Westminster** supports children, young people and families and aims to make it easier for children and young people to eat well and be active.
- The **One You service** provides free support to residents to make simple lifestyle changes to achieve a longer, healthier and happier life.
- **The Diabetes REWIND Programme** (Reducing Weight with Intensive Dietary Support) supports patients to lead a healthier lifestyle, reduce diabetes medicines and even achieve diabetes remission.
- The **Westminster Physical Activity Referral Scheme** introduces individuals referred by their GP or healthcare professional to the benefits of physical activity and behaviour change techniques to improve their health and wellbeing.



### View from a One You Service User

"Really can't thank you enough for the impromptu one to one session on Wednesday - having my situation mirrored back to me was brilliant and the questions made me realise things about my weight loss (or lack of) and situation that I hadn't recognised (or dared to recognise) before! Very insightful, helpful and uplifting. Your help with my back situation/pain was also very much appreciated - I felt we resolved

more and I understood more having spoken with you for a short while than I ever have speaking with the consultant!! I am very grateful for the stretches - again it's like a revelation. I don't think I had realised just how much pain I am in on a day to day basis and the relief you can get from the right exercises/stretchers - Thank you!!"

## Interventions at a one-to-one level

### Healthy weight conversations alongside easy to access tailored services

Health and care professionals are in a unique position to talk to patients about reaching and maintaining a healthy weight to prevent ill health. Research shows that a well-planned, very brief conversation with a trusted professional can increase the chances of a successful weight loss attempt.



# Case Study

## How we compare what others are doing to change individual behaviours and develop positive social norms through bringing people together



### Promoting healthy, social activities in community and outdoor spaces.

Working together with residents we can understand what activities are needed to promote healthy weight, and what works for them. We know that proximity and accessibility of green spaces affects residents' overall levels of physical activity.

Examples of local initiatives include:

- **Change4Life Neighbourhood Projects** in Westbourne and Churchill aim to address health inequalities and gaps in service provision.
- **Play Streets** are when a permanent designation allows children and families to play in streets at a specified time, giving them priority over traffic. Westminster's first permanent Play Street was launched in August 2019 between Luton Street and Fisherton Street. In summer 2021 five residential streets continued to deliver activity on their semi-permanent Play Street.
- The **Community Champions** are neighbourhood-based volunteers engaged in shaping and improving health and wellbeing in their local community. In 2020-21 the projects operating from Mozart, Westbourne, Church Street, Churchill Gardens and Tachbrook and Harrow Road reached over 5,000 unique individuals each quarter.
- **Maternity Champions** are a trained team of local people who volunteer to provide support for expectant and new parents through pregnancy, childbirth and the transition into parenthood.
- The **Sport for Confidence programme** places Occupational Therapists within leisure centres to support residents to overcome barriers to becoming active.





## Case Study

### Creating the capability, opportunity and motivation to be active and eat well

Being active as part of a daily routine and eating a healthy diet not only help residents reach and maintain a healthy weight, but are good overall for both our physical and mental health and wellbeing. However, the healthy choice is not always the easy choice, and we need to ensure that everyone has the opportunity to adopt a healthy lifestyle.

Examples of local initiatives include:

- **Change4Life grants** enable local community led projects to deliver physical activity and healthy eating initiatives to benefit local families most at risk of poor health outcomes. In 2021/2022, 30 grants have been awarded.
- **Change4Life Training** is available to staff working with children, young people and families in Westminster. It aims to support staff to create happy and healthy settings in which children and young people can live, learn and play and offers bespoke training for staff working with children with special educational needs.
- **Making Every Contact Count training** is available to anyone working with residents. It enables participants to spot opportunities to talk to people about their wellbeing and to support and empower people to make positive changes.



### Westbourne Community Gardening

In April 2021 the Westbourne Community Champions started a Community Gardening project focused on two raised beds and four allotment plots in Westbourne. From the start it attracted a lot of residents without a lot of promotion. Each session is led by a gardener from Hammersmith Community Gardens Association. In the summer two trips to encourage families to learn how to grow their own fruit and vegetables with their children took place.

The Community Gardening project has had a lot of positive outcomes for the community. Residents have had regular supplies of free fresh vegetables, the project engaged lots of new members of the local community and more men than previously. The participants also fed into designs for the local area and two became Champions themselves.



# Case Study

## Interventions within the environment to make the healthy choice the easier choice for people

 <p><b>Individual</b></p> <ul style="list-style-type: none"> <li>Healthy weight conversations alongside easy to access tailored services</li> </ul>	 <p><b>Community</b></p> <ul style="list-style-type: none"> <li>Promoting healthy activities in community and outdoor spaces</li> <li>Creating the capability, opportunity and motivation to be active and eat well</li> </ul>	 <p><b>Place</b></p> <ul style="list-style-type: none"> <li>Creating walkable/cycle friendly neighbourhoods to increase active travel</li> <li>Healthy food environment</li> <li>Creating financial resilience and healthy workplaces</li> <li>Healthy schools</li> </ul>
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### Creating walkable/cycle friendly neighbourhoods to increase active travel

Residents that live in highly walkable neighbourhoods are more likely to be active and have lower body weights.

Examples of local initiatives include:

- ActiveStreets** opens up residential streets across Westminster for play, creating space for physical activity right on your doorstep and increasing the number of people who know their neighbours.

- School streets** create timed road closures during drop off and pick up times. They are a well-established way of encouraging more school children to walk, cycle and scoot to and from school and make the street safer, cleaner and more pleasant for residents and others. Westminster has one permanent school street and ten trial school streets.
- Free cycle training** is available to anyone who lives, works or studies in the borough, with an aspiration to ensure there is a more targeted approach to under-represented groups.

### Healthy food environment

Access to and the availability of healthy food is an important factor for promoting healthy weight. However, it can often be challenging for many people to eat healthily which can make it harder to maintain a healthy lifestyle. Nationally we know that some of our most deprived areas have five times more fast food outlets compared to the most affluent areas.

Examples of local initiatives include:

- The City Plan 2019-40 highlights our commitment to ensuring no new **fast-food outlets** are opened less than 200m outside of a primary or secondary school.
- The **Change4Life Westbourne Neighbourhood project** delivered Come Cook With Us cookery sessions for families in October half term and for parents of ethnic minority groups (between October and March) to promote healthy eating, cooking skills and culturally diverse recipes.
- Since 2015, Hammersmith Community Gardens Association has been assisting residents on **Fisherton Street Estate** with growing their own fruit and vegetables. There are 20 growing boxes in total and over 46 different varieties of fruit and vegetables have been grown there over the years.



### Lisson Green Allotments:

The Church Street Regeneration Programme secured funding from the Council's Open Spaces Greener Places Fund to revitalise the pocket parks on the Lisson Green Estate in Church Street ward.

Part of the parks are dedicated to two allotment sites and a herb garden. In July 2021 the Hammersmith Community Gardens Association started planting workshops which take place every Thursday between 4 and 6pm in the Lisson Green, Cottesloe Allotments & the Herb Garden for residents.

At these workshops HCGA hand out free plants, compost, and supported gardening with allotment owners and residents.





# Case Study

## Creating financial resilience and healthy workplaces

Employers have an opportunity to create a healthy work environment in both formal workplaces and in work from home situations. It is not only about the physical work space but the practical and emotional support needed for employees to remain healthy and prevent obesity.

Examples of local initiatives include:

- The **Westminster Employment Service** provides an employment service for residents that have difficulty finding and staying in work, with a focus on helping

residents who have barriers to work. The team provides friendly and professional one-to-one information, advice and guidance and works with local employers to support local recruitment and address skills shortages.

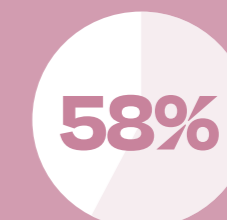
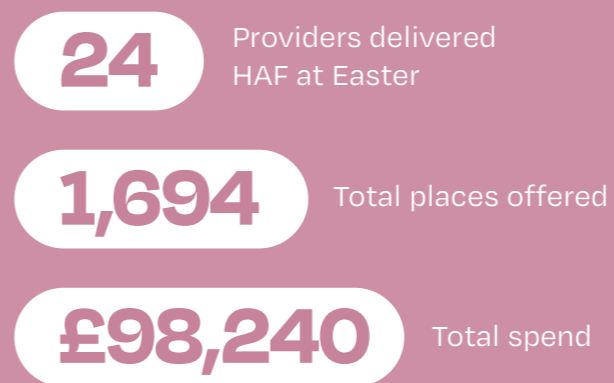
- Mainly targeted at children and young people on free school meals, the **Holiday Activity Fund** programme supports local organisations to deliver enriching and fun activities to provide healthy food and nutritional education during Easter, Summer and Christmas holidays.



## Case study: Holiday Activity Fund



What did Westminster offer at Easter 2022?



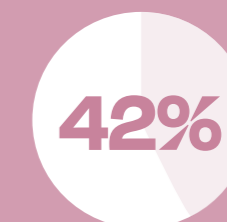
participants eligible for Free School Meals



**62%** of attendees were of primary school age



**38%** of attendees were of secondary school age



not eligible for Free School Meals

**219** attendees went to SEND specific provision but other providers had children and young people with SEND in attendance

### Offers

- Sports provision
- Community club provision
- Arts, crafts and play provision
- Family provision
- Education provision
- SEND provision



## Case Study

### Healthy schools

Schools and other educational settings have an important role to play in reinforcing messages that lead to better health. This includes planning a challenging and well sequenced curriculum which helps children and young people learn about the body, provides ample opportunity to do physical activity, and teaching skills like cooking and dancing.

Examples of local initiatives include:

**Air Quality and Climate Change audits** are being undertaken at schools to identify measures which could reduce exposure to air pollution and work towards achieving the Council's net carbon zero targets.

The **Healthy Schools Programme** supports schools to develop an emotional and physical wellbeing approach that brings together the whole school. 51 schools are registered and schools not registered are still able to access many of the benefits.



### Gateway Academy, Gold Healthy School Awards

Gateway Academy chose to focus on physical activity for their Healthy Schools Award, in response to the introduction of a new PE assessment tool.

The aim was to improve performance in physical activity across the school including fitness, stamina and hand-eye coordination.

The school looked to ensure improvements were made for all pupils including pupil premium and vulnerable children. The school saw an increase in skills around throwing, catching, jumping and running, with many children achieving Gold, as measured through their PE assessments, as a result of implementing the following activities:

- Training for staff including lunchtime supervisors.
- List of local junior sports clubs (with Active Westminster Mark) was shared with families.
- Skipping ropes and hula hoops purchased to increase physical activity levels at breaktimes.
- Reviewing After School clubs to ensure specific groups of pupils can access these.
- Innovative ideas for activities that can be run in small spaces at home were shared during periods of lockdown.



