

MAYOR AND CABINET		
Report Title	Mayoral response to the Healthier Communities Select Committee Preventing Premature Mortality Review	
Key Decision	No	Item No.
Ward	All	
Contributors	Executive Directors for Community Services, Children and Young People, Resources and Customer Services, and the Director of Public Health	
Class	Part 1	Date: 11 July 2012

1. Purpose

This report responds to the recommendations of the Healthier Communities Select Committee's Preventing Premature Mortality Review presented to Mayor and Cabinet on 11 April 2012.

2. Recommendations

It is recommended that the Mayor:

- 2.1 Notes the response to the recommendations arising from the Healthier Communities Select Committee's review as set out in paragraph 5.
- 2.2 Agrees that this report should be forwarded to the HCSC.
- 2.3 Asks the Shadow Health and Wellbeing Board to consider the review and associated recommendations further in the development of the Health and Wellbeing Strategy.

3. Policy Context

- 3.1 The review undertaken by the Healthier Communities Select Committee specifically relates to the Sustainable Community Strategy priority 'Healthy, Active and Enjoyable – where people can actively participate in maintaining and improving their health and wellbeing' and its underpinning principle of reducing inequality.
- 3.2 In addition, the review specifically links to the Council priority 'Active, healthy citizens'.

4. Background

- 4.1 The HCSC review was scoped in June 2011 and four evidence gathering sessions were held in July, September and December 2011

and February 2012. The Committee agreed the report and recommendations in March 2012.

- 4.2 The aim of the review was to assess the current actions being taken to address the main causes of premature mortality in Lewisham, in order to assess the effectiveness of current interventions in improving outcomes and reducing the rates of premature mortality across the Borough.
- 4.3 On 11 April 2012, the Healthier Communities Select Committee presented their review and its findings to Mayor and Cabinet. The Executive Director for Community Services was tasked with coordinating a response from all Executive Directors and Lewisham's health partners.

5. Review Recommendations

Smoking

- 5.1 All GP practices should be encouraged to offer a Stop Smoking Service, either alone or in partnership with neighbouring practices. If this is not possible for an individual practice, the GP should actively refer patients who smoke to the Lewisham Stop Smoking Service.

Response

The number of Lewisham GP practices which do not offer a Stop Smoking Service in their practice has reduced from 20 to 12. Of these, 3 practices based in the Waldron Health Centre with no in-house service refer patients to the accessible day and evening 'drop in clinic' run in this health centre. Torridon Rd practice now has an advisor and a clinic run by the Stop Smoking Service.

The local enhanced service level agreements between GP practices and the Stop Smoking Service are being revised to include a requirement for all GPs and nurses to take an online training module on very brief advice. This training is to encourage GPs to refer more patients to the Stop Smoking Service.

This year's Quality Outcomes Framework for GP payments has a change to incentivise the percentage of patients with long term conditions who smoke whose notes contain a record of an offer of support and treatment within the preceding 15 months. This is in addition to recording smoking status.

Referral 'prescription' pads have been printed by the Stop Smoking Service for GPs to give to patients to encourage them to contact the service directly.

- 5.2 The Stop Smoking Service should continue to extend its services to reach more people in more non-medical venues.

Response

The Stop Smoking Service ran a programme of mobile unit visits to shopping centres at Lewisham, Catford and Deptford between January and March this year and in preparation for No Smoking Day in March. Flyers were produced by Lewisham Council communications team to advertise the visits and these were circulated in Voluntary Action Lewisham's newsletter. The service ran drop in sessions at Lewisham police station, Catford Bus Garage and Laurence House this year and will revisit workplaces or community settings from time to time.

- 5.3 The Stop Smoking Service should undertake more targeted work focusing on community groups, particularly those that are currently under-represented in the service's usage figures such as South-East Asian communities and Eastern & Central European communities.

Response

Posters promoting the service have been translated into other languages including Polish. Stop smoking advisors are able to support people in a number of languages including Bengali, Gujarati, Hindi, Punjabi, Urdu, Polish, Russian, Farsi, Turkish and Swahili.

- 5.4 The Stop Smoking Service should look at developing its promotion and outreach work, to include publicising the service with posters and leaflets in relevant languages, in a wider range of locations, such as specialist food shops, betting shops, pubs and mini-cab offices.

Response

An advisor visited betting shops in Deptford High St as part of a promotional campaign in the Deptford and New Cross area, and spoke to staff and left stop smoking service cards for customers.

Although the outreach mobile unit visiting Lewisham and Deptford markets was not targeting specific ethnic minority groups, it was a useful way of reaching a good cross section of Lewisham's residents.

It is acknowledged that more work needs to be done to target specific communities with high smoking prevalence which do not currently use the service.

- 5.5 The Council and Public Health in Lewisham should ensure they monitor the impact of the Tobacco Advertising and Promotion (Display and Specialist Tobacconists) (England) (Amendment) Regulations 2011 and the 'Protection from Tobacco (Sales from Vending Machines) England Regulations 2010'.

Response

Please see the response to recommendation, in para 5.6 below.

- 5.6 The Council should ensure that Trading Standards continues its work to monitor and address all illegal sales of tobacco, including under-age sales, and any breach of the new regulations.

Response

The Trading standards team has visited premises that are now subject to the provisions prohibiting the display of tobacco products which came into force on 6 April 2012 in order to confirm compliance. The new law currently applies to 'large shops' (i.e. those with a relevant floor area exceeding 280 sq m) and to date no local compliance problems have been encountered. Further monitoring will be carried out to confirm ongoing compliance. The prohibition takes effect in 2015 in respect of other premises.

Premises hosting tobacco vending machines have also been contacted to ensure that the machines are now not available for public use and monitoring of ongoing compliance will also be carried out.

Checks to detect illicit and otherwise illegal tobacco products will also continue as will action to detect so called 'niche' tobacco products such as 'shisha'. A number of 'niche' products have recently been seized for failure to comply with health warning label requirements. The service is working with health and trading standards partners across South East London to identify sources and outlets of unlawful product in order to apply a targeted enforcement approach.

Surveys to ensure that age restricted goods are not unlawfully sold are ongoing and this includes tobacco/cigarettes. Further checks will also be made to ensure that unpackaged cigarettes are not sold to any customer.

It should be also noted that street trading licence conditions have recently been adopted to include a requirement that no new licences to sell tobacco or smoking accessories will now be granted.

- 5.7 Children should be taught about the consequences of smoking from a suitable age in primary school.

Response

This already happens in primary schools as part of the PSHE and science curriculum.

Schools take very seriously their responsibilities to teach children about the effects of smoking, with most doing this with children much younger than year 6.

By year 6 (age 10), pupils know a lot of the basic facts – e.g. that it is bad for your health and can cause cancer. However, the evidence is that giving information alone does not change behaviour and young people may not be sufficiently motivated to change their behaviour by being warned about health effects in later life.

In addition, the Junior Citizens' half days, organised by the community police and fire brigade, have input from the Drug and Alcohol Team, so that information on tobacco use is presented to all Year 6 pupils who participate in this programme.

- 5.8 Teaching children about the dangers of smoking should not be done just once, but repeated at appropriate times throughout their school life, with age appropriate levels of information about the consequences given, so that the message is re-iterated regularly and appropriately.

Response

In both primary and secondary schools, pupils will revisit this two or three times especially within the science curriculum.

In addition, schools have tested a programme this year (organised through Public Health) which trains year 8 (ages 11-12) pupils about tobacco to become peer educators. There is evidence that young people may be more influential with their peers than adults and that involving young people in this way is effective. More schools are interested to do so next year.

- 5.9 With older children, the messages about smoking should be delivered in the same way as those about illegal drugs; to ensure that the addictive nature and harmful effects of smoking are clear, graphic and shockingly laid out to young people. Any anti-smoking campaign targeted at young people should also use modern technology and social media to consolidate the message and increase the reach of the campaign.

Response

All secondary schools are proactive in delivering anti-smoking messages in a variety of mediums. In some schools, school councils raise awareness and deliver anti-smoking campaigns.

Lewisham's communications team has been helpful in promoting campaigns to stop smoking and is currently advising the Tobacco Free Future Delivery Group on how to promote locally the national 'smoke free homes and cars' campaign. This will include the use of modern technology and social media. One of the key messages in anti-smoking campaigns is that smoking causes more deaths than misuse of alcohol and illegal substances combined. A full communications strategy will be available later this year.

Obesity

- 5.10 Maternal obesity is a growing problem in Lewisham, and a targeted approach with mothers to be and young families should be developed and delivered via midwives and ante-natal services.

Response

Public Health Lewisham leads a number of initiatives aimed at preventing or managing overweight and obesity in mothers and young children.

The first of these is a programme of work to promote healthy weight in pregnancy, and to deal with maternal obesity in particular. This programme focuses on the training of midwives in raising and managing the issue of healthy weight with mothers who are overweight or obese; improving the information available to women and partners planning to be pregnant as part of the maternal obesity care pathway.

Secondly, Lewisham's Children and Young People's Partnership is committed to attainment of UNICEF Baby Friendly status. The focus of work necessary to achieve this status is the development of midwives, health visitors and children's centre staff, as well as primary care, volunteers and others so that breastfeeding and weaning support is consistent and universal in Lewisham. In addition, the Partnership is working with local businesses and owners and managers of public venues to promote a baby friendly environment. All these measures have already resulted in the Partnership achieving the Stage 1 Baby Friendly award and the aim is to achieve Stage 2 by October 2013. Along with a huge range of other benefits for child and mother, exclusive breastfeeding for around 6 months and the appropriate introduction of solid foods thereafter helps prevent overweight and obesity in children.

Thirdly, a programme of work on prevention of overweight and obesity in children under 5 is delivered in partnership with health visitors, children's centres and other key stakeholders. The areas covered include training, developing local resources to support weaning and increasing opportunities for parents/carers to improve their cooking skills through participation in cookery programmes.

Finally, Public Health Lewisham has recently commissioned weight management services as part of an integrated care pathway to help overweight and obese children and young people, and their parents, manage their weight so as to achieve a healthier, more active life and a more healthy weight. Services available include targeted and specialist weight management programmes for children aged 0-16 years. For mothers and young children under 5 targeted programmes include one-to-one sessions with a dietician and a variety of family nutrition and activity programmes including 'new mum new you' for postnatal women.

- 5.11 The Downham Nutrition Partnership Model should be rolled out more widely across the Borough.

Response

Aspects of the DNP are being implemented as and when funding becomes available e.g. the 170 project employs a nutritionist to support community groups develop healthy eating initiatives as part of the North Lewisham Plan.

- 5.12 The MEND programme, or similar evidence based programmes, should be rolled out as widely as possible across the borough.

Response

Additional weight management services for children have been commissioned for 2011-13 and are now accessible for a wider age range covering 0-16 years across the borough.

- 5.13 All schools should be encouraged to promote a healthy relationship with food to all pupils in all appropriate ways, through personal, social and health education (PSHE) and all other interactions with pupils, such as school dinners and vending machines.

Response

Healthy eating and nutrition is covered in the curriculum as part of the PHSE and science curriculum, which includes encouraging pupils/parents to ensure that they eat a balanced diet and healthy packed lunch.

Healthy eating is also considered across the whole school day to provide a consistent approach. Since 2009 food and nutrient based standards for school food are mandatory in all maintained school. This includes the school meal and vending machines but these standards do not apply to packed lunches. All Lewisham schools achieved National Healthy School Status in 2011 which involved evidence of how the whole school approach was used, including a welcoming eating environment to encourage positive social interaction of children and young people.

- 5.14 All schools should incorporate into the curriculum opportunities for their pupils to prepare and cook healthy meals, and at after school provision and extracurricular activities where practicable. This should occur at all key stages.

Response

Healthy eating and tasting opportunities are included in PSHE and Design and Technology for primary school children. Food in D&T and learning to cook are currently part of the Design and Technology

national curriculum at key stage 3 (ages 11-14). This includes practical cooking skills and healthy eating.

Many schools also offer cookery clubs as part of the extracurricular activities, with 16 schools part of the Let's Get Cooking Network. Schools with existing cookery clubs have been encouraged to register with the scheme as they may receive £500 funding and can access training and resources.

Primary schools also run the Fun In Food programme, run in partnership with Chartwell's and NHS Lewisham, using fun techniques such as how to make smoothies to encourage learning about diet, nutrition and cooking.

- 5.15 Healthy school dinners in all schools should be varied and flavoursome. All schools should follow the good example set by some Lewisham schools and ensure that a culturally diverse range of hearty, healthy meals are provided.

Response

Lewisham and its caterer Chartwells are working to continuously improve both the school menus, food quality and delivery processes to ensure that the meals served have maximum appeal to all pupils. Menus are culturally diverse and are on a three weekly cycle. Full menus are changed on a termly basis. Following the contract requirements Chartwells engage with the pupils and schools through school council meetings, promotional exercises such as meal making competitions (On Your Marks) and cookery classes run after school. Lewisham officers ensure that meal uptake is monitored on a day to day basis. The Central catering contract staff believe wholeheartedly in quality and delivering to a multi-cultural client group. In Lewisham Central Catering Contract Primary schools meal uptake is at a higher level now than prior to this positive intervention.

- 5.16 In light of recent increases in cost, pricing of school meals for secondary school children should compare as favourably as possible with the cheap fast foods available locally to the school, to encourage young people to choose the healthier meals for financial as well as health reasons. Those secondary schools that currently allow students off site at lunch time should review that policy, and consider the health benefits of keeping students on site at lunch time.

Response

The cost to Lewisham parents of purchasing a healthy 2 course Primary school meal rose to £1.70 at Easter. This cost compares very favourably to the majority of London Boroughs where the cost is closer to £2.00 and in some cases exceeds this sum. A full 2 course Secondary school meal costs the parent £2.10. In practice many Secondary school pupils choose not to have the full meal and instead

pay for elements of the menu that both appeal and are quick to eat. For this reason all menu items have been structured to offer dishes that are healthy, are well produced and have popular appeal in the opinion of the pupils (surveys are undertaken to determine the appeal factor). The majority of schools keep pupils up to year 11 on the school site over the lunch period.

- 5.17 Although all children are taught about the need for a balanced diet and that meals should be balanced between the various food groups, opportunities to learn and develop food preparation and cooking skills to prepare quick and easy healthy snacks and meals should be offered throughout schools, not just for those taking a relevant GCSE course.

Response

In Primary Schools, healthy eating and tasting opportunities are included in PSHE and Design and Technology. Pupils are, from a young age, given lessons where they prepare and eat a range of healthy snacks. There has more recently been a move towards the provision of health snacks at break times, often prepared by older pupils and sold/offered to younger pupils as alternatives to less healthy snacks.

Most schools offer cookery clubs as part of extracurricular activities, with 16 schools part of the Let's Get Cooking Network. Schools with existing cookery clubs have been encouraged to register with the scheme as they may receive £500 funding and can access training and resources.

- 5.18 Parenting Support offered through the Early Intervention Programme should include nutrition, budgeting and cooking guidance as part of the support offered to parents.

Response

All early intervention services, including children's centres, provide support on nutrition, budgeting and cooking where that is identified as needed for individual families. Early intervention services also work in partnership with specific weight management and nutrition services to ensure that advice and guidance is joined up and not duplicated across services.

- 5.19 The Committee welcomes the fact that Lewisham has a wide range of markets selling a wide range of fresh and affordable fruit and vegetables, and this should continue to be supported, encouraged and promoted.

Response

Of the 3 designated street market areas in the Borough, Lewisham High Street Market is widely known with a good reputation for the

availability of fresh fruit and vegetables and the Markets team consider that the market is currently well served for these commodities as is Catford. The Deptford market area has a smaller proportion of market traders selling fruit and vegetables and it is considered that some scope for increasing its availability there does exist although no recent expressions of interest have been received. The product range and mix in all of Lewisham's street markets is kept under continual review.

The Markets team works with the communications team on ways to promote the markets and will continue to do so, e.g. special market events linked with 'National Markets Fortnight'. Healthy eating and tasting sessions have previously been held in Lewisham High Street Market and the Markets team is intending to survey the range and origin of the fruits and vegetables available there with a view to using this as a promotional feature.

It should be noted that the various farmers markets operating within the Borough are not directly controlled by the Council.

- 5.20 The Committee notes the use of cumulative impact zones for alcohol, and asks officers to explore the possibility of developing a similar model in relation to fast food outlets, particularly around all Lewisham secondary schools, to develop and promote Lewisham as a healthy choices borough.

Response

The Planning Service is currently reviewing the Council's detailed planning policies as part of the preparation of a Management Development Plan Document. The service will ensure that the suggested policy approach to fast food outlets, particularly around all Lewisham secondary schools, and developing and promoting Lewisham as a healthy choices borough is fully considered and discussed with public health colleagues as part of this process.

- 5.21 The Council should explore developing explicitly within the local development plan and in all relevant local planning policies, the encouragement of healthy food outlets, shops, businesses and facilities.

Response

Please see the response to recommendation 20 in para 5.20 above.

- 5.22 Within the Borough's business awards, the Mayor should consider including an award for healthy businesses, those who encourage, promote and support healthy eating and living in their local community.

Response

The Business Awards will actively promote healthy eating and living in the community as a particular theme in either the Autumn or Winter awards process. The theme will be included within the Corporate and Social Responsibility category, and the awards team will specifically target, among others, food retailers, gyms, and community organisations running fitness classes.

- 5.23 The Health Checks programme should be more widely promoted, via the Council and partner websites, GP practices, within the voluntary sector and the LINK.

Response

The NHS Health Check programme has been promoted via the NHS South East London website, Lewisham Council (Sport and Leisure) website, a poster campaign across Lewisham, Lewisham Life, (including online) and other local newspapers. GP practices, community pharmacies, and local voluntary groups have been supplied with posters and leaflets to promote the programme. New campaign material has just been produced and plans are in place to promote through the Lewisham council website and partner organisations.

- 5.24 Local Pubs and restaurants should be encouraged to provide and promote healthy snacks and meals.

Response

Public Health are piloting working with local businesses in Bellingham to promote healthier food options in 2012/13.

Physical Activity

- 5.25 The GP referral scheme should be clearly monitored and reported, and the referring GP practice should monitor the uptake and outcomes for each patient they refer. GP practices should also help patients understand the value of the services to which they are being referred and promote uptake.

Response

The referral scheme has been the subject of a full review by Lewisham Council, NHS, GPs and Leisure Contractors. A clear and robust methodology for monitoring will be put in place which includes clear and identifiable individual patient feedback to GPs. A new referral form has been developed with GPs which is linked to the IT clinical system used in primary care which will mean that feedback from leisure contractors to the GPs will be scanned into patient notes and linked back through the system. In addition, as part of the review, local GPs have been attending workshops on physical activity benefits and

motivational interviewing to better promote to their patients. Quarterly reporting of the Referral scheme will go to the Lewisham Physical Activity Partnership and then on to the Health and Wellbeing Board.

- 5.26 Primary Care Staff should all implement and promote the Let's Get Moving Physical activity Care Pathway to patients with long term conditions.

Response

A programme of training on the Let's get moving pathway for primary care has been implemented in 2011 and will continue in 2012/13.

- 5.27 Leisure providers providing the GP referral exercise service should ensure that people referred are given appropriate choices of timings, and that some sessions are organised around age groups and gender groups where preferred, so that cohorts of users can be developed and supported as a group. Support to complete the course, and reduced membership subscription incentives and signposting to more activities, once the course is completed, should be offered if possible.

Response

The newly developed joint referral form now offers patients an option, initially at GP referral stage, to select a centre, and at Leisure centre appointment stage they can identify preferred timings. In addition a more targeted set of sessions is being developed around age. On the whole women make up the larger percentage of users of leisure facilities, and the focus has been on increasing the number of men and this will continue. The new improvements to the referral system will enable group bonding and a reduced membership is being introduced for Referral patients after their course. In addition, a new virtual health hub, along with a newly launched online physical activity directory, will aid signposting. GPs will also have access to these two systems for their own signposting.

- 5.28 All people referred under the GP exercise referral scheme should be able to access the same range of activities across all borough localities.

Response

The specification for the referral scheme is currently being rewritten following the review to standardise all elements of the scheme across the borough's facilities.

- 5.29 Fusion and all other contracted providers should be encouraged to ensure that a broad range of affordable, and, where appropriate, subsidised activities are provided and promoted. Planning and promoting those activities should, in part, take direct account of the

views and input of the Positive Ageing Council and seek the input of the Young Mayor and Young advisors.

Response

The specification for the newly awarded leisure services contract to Fusion Lifestyle was informed by consultation with both the Positive Ageing Council and the Young Mayor and Young Advisors. Annually both leisure contractors (Fusion Lifestyle and Leisure Connection) are obligated to provide development and marketing plans with an objective to increase participation in all target groups and these are informed through consultation. Furthermore both leisure contracts present an annual fees and charges proposal to the Council for consideration and approval. Such approval is based on benchmarking similar contracts and value for money. An example of subsidised facilities/activities include use of the Lewisham Plus Card, Exercise on Referral programme, Free Swimming and free spaces for Look after Children on holiday programmes.

- 5.30 Pricing information for all Lewisham Leisure centres and activities should be easily accessible on the Lewisham Council website.

Response

Both leisure operators publish their fees and charges on their own respective websites with each site having a direct link from the Council's website.

- 5.31 The Committee welcomes the free swimming programme for under 16's and over 60's in the borough. The Committee considers the Lewisham Plus Card to be an excellent scheme that should be reviewed as planned, and then publicised and promoted widely.

Response

The Lewisham Plus card is currently being reviewed in terms of improving the offer and both leisure contractors are engaged in the process. Progress on negotiations with the leisure contractors is to be reported to Healthier Communities Select Committee in July 2012.

- 5.32 The Council should carry out an audit of all sports facilities in the borough, looking at the operational status of all facilities, and the capacity and usage figures of all facilities, including schools, to enable a clear picture of capacity and usage to be developed and used to inform future provision planning and promotion.

Response

An audit of all leisure facilities and open spaces was undertaken in 2010 in accordance with the principles of the Planning Policy Guidance 17. As a result the Leisure & Open Spaces was published in May 2010 <http://www.lewisham.gov.uk/myserVICES/planning/policy/LDF/evidence->

[base/Pages/LDF-evidence-base-environment.aspx](#). This strategy provides an accurate reflection of the Council's requirements in relation to its sports facilities as advised by its population and national governing bodies recommendations. The Sport & Leisure Service work in partnership with colleagues in the Planning Service to ensure opportunities to address gaps or enhance existing facilities as recommended in the Leisure & Open spaces Plan are realised.

The Council also collects a record of the usage of all council run leisure facilities on a monthly basis.

- 5.33 As part of the Olympics preparation, celebration and legacy, free "taster" sessions should be organised and publicised for a wide range of sports before, during and after the Olympics and Paralympics. If these can link in directly with Olympic coverage, particularly on Blackheath with the big screen coverage, that would be welcomed.

Response

Currently the Council is putting in place a number of taster programmes centred around the Olympics and Paralympics and the fantastic opportunity they provide. Highlights include the Sports Programme at the Lewisham Big Screen throughout the Olympics, and then taster sessions at Leisure Centres during the Paralympics. There are also a number of taster events within the Leisure centres around various Olympic and Paralympic Milestones throughout the Summer. In addition there are two TrySport Programmes that are being planned for younger and older people around these periods.

- 5.34 All schools should be strongly encouraged to make their sports and leisure facilities available for the local community and local sport and activity groups to use outside school hours, and actively promote any groups/classes/activities happening at the school to local parents and pupils.

Response

Wherever possible, schools endeavour to make sure that their sport facilities are available for use during the evenings, weekends, and school holidays. A range of opportunities are available for the local community including arts, ballet, street dance, football and swimming.

There is both a vision and a framework in place for schools to make their facilities available for the community and the opportunity for the current main leisure contract to take on the service at zero cost, deal with all risks, and offer a surplus share of income arrangement with schools after basic operational costs are accounted for. There are a number of legal issues relating to the current PFI and BSF secondary schools facilities management operations which are being reviewed at present to enable this to happen. In the interim a web page is being

developed showing the current schools facilities that are available for community use, the price and the method of booking.

- 5.35 Schools should strive to provide more than the bare minimum requirements of physical activity for children and young people, both within the curriculum and with a wide range of extra-curricular sporting activities.

Response

Primary and Secondary schools offer 2 hours or more of physical activity within the taught curriculum every week. Additionally most schools offer a wide range of extra-curricula sporting activities to their pupils. Where this is not possible because of the physical limitation of the building, the school will signpost parents to additional sporting activity.

There is a concerted effort to ensure that the work that was done by the two School Sport Partnerships (through to August 2011) to help provide a wide and varied PE and School Sport offer continues within the funding available. The new School Sport system of School Games Organisers working with the Lewisham Secondary School Sport Association is ensuring that all Lewisham Schools continue to be involved in additional activities outside of PE, and a number of schools continue to set a shining example in this regard. The Sports Service is continuously looking to access funding for schools to boost their school sport programme.

- 5.36 Physical activity within schools should harness young peoples' interests, so ways of providing opportunities to develop street dance, basket ball and skating clubs alongside more "traditional" sports, within schools should be explored.

Response

Through to 2010 Lewisham Schools had great success in tapping into the Sport England 'Sports Unlimited' funding stream which helped fund new and varied activities for those young people that struggled to engage with traditional sports. Unfortunately this funding stream ended in April 2010, however a number of schools continue to deliver alternative activities including cheerleading, street dance and BMX.

Lewisham Council is currently working with the School Games Organisers and the Lewisham Secondary School Sport Association to lever in the new Sportivate funding from Sport England via Pro-Active East London, cutting out additional bureaucracy and ensuring that funds can get to the grassroots to be utilised in the most effective way locally. We aim to have this in place for September 2012.

General Recommendations

- 5.37 A “Healthy Lewisham” promotion and awareness campaign, should be developed, building on the “Live well, live long in Lewisham” branding of this review. As part of this awareness campaign, the Council should explore developing a targeted poster campaign outside fast food shops, which outlines the consequences of eating fast food regularly.

Response

Increasing awareness of and promoting healthy lifestyles will become a key function that the Council will take on from April 2013. Working with public health colleagues the Council’s communications team will develop plans to deliver a cost-effective programme of activity to change the behaviour of targeted groups in the community and to support everyone to live longer and healthier lives.

- 5.38 The Healthy Lewisham campaign should include targeted information targeted at key life events where changes in peoples eating habits and physical activity levels are known to often occur. These include maternity, leaving school, retiring, starting a family and moving to a new home.

Response

Using a targeted approach like this will undoubtedly increase the effectiveness of any healthy lifestyles campaign and will form part of the approach that the Council will take.

- 5.39 The Shadow Health and Wellbeing Board and the successor Health and Wellbeing Board should take a strategic lead in developing Lewisham as a healthy place to live work and learn. This approach should include setting clear targets in relation to reducing smoking (and the commencement of smoking), reducing levels of obesity, increasing levels of physical activity and increasing access to and consumption of healthy food across the borough.

Response

Both recommendations 39 and 40 were considered by members of the Shadow Health and Wellbeing Board at its meeting on 23 May 2012. It was agreed that the Shadow Board and statutory Health and Wellbeing Board would oversee the process of monitoring and assessing health outcomes in Lewisham and, where appropriate, setting targets.

The Board agreed that it should have oversight of the different plans and strategies related to the improvement of health and wellbeing in Lewisham. The Health and Wellbeing Strategy to be produced over the course of 2012/13 will help to coordinate activity and reference other strategies and plans where appropriate.

- 5.40 The numerous relevant plans and strategies overseen by various working groups and action groups should be better co-ordinated and brought together clearly under the direct stewardship of the Shadow Health and Wellbeing Board and the successor Health and Wellbeing Board, and co-ordinated into a clear “Healthy Lewisham plan”. The targets, planned actions, outcomes and responsibility should be clear to, and easily accessible by, the public.

Response

Please refer to the answer given to recommendation 39 above.

- 5.41 There should be improved access to information regarding healthy living in Lewisham. In particular, the information on the Council website in relation to sport and physical activity should be reviewed so that it is comprehensive, engaging, searchable and up-to-date. All web pages, plans and information should be fully printable in a readable format from the website.

Response

Officers continually review the content on the website, together with the presentation, accessibility and marketing of that content to maximise its effectiveness and usefulness to the community. The standards the committee recommend are those officers should seek to achieve and maintain. Lewisham’s website currently includes the Get Active London widget, which gives easy access to a London-wide database of sports and fitness clubs, venues and activities. This year the Council will be doing further work so that providers of physical activity and sport (including local community centres, for example) are aware that they can upload information to the Get Active London database and raising its awareness among local organisations and residents seeking information about activities.

- 5.42 Once the website and available information has been reviewed and updated, a physical activity promotion campaign targeted at young people should be carried out, to raise awareness of and participation in the wide range of sporting activities available for young people. Such a campaign should include all available social media approaches of engaging young people, in addition to tradition promotion routes.

Response

With its key partners Sport England and NHS, Lewisham Council has provided a specific search tool on its web site for physical activity and sport. Over the summer 2012, a campaign aimed at growing awareness for local activity providers to upload their activities on the web site will be undertaken (i.e. community centres, schools, churches etc). Also awareness for local residents will be raised about using the search tool which can offer information specific to age, ability, post code or activity type.

- 5.43 A brief update on the relevant recommendations from three related previous scrutiny reviews must be included in any response to this review and, where deemed relevant by the Committee, any future update on the outcomes of this review may require a further update on those previous scrutiny review recommendations. This premature mortality review builds on the foundations of previous scrutiny work, and by bringing these previous review recommendations together with the premature mortality review, the Healthier Communities Select Committee will be able to monitor progress effectively in reducing premature mortality in Lewisham.

Response

A number of relevant updates have been included as an appendix to this report.

6. Financial Implications

There are no specific financial implications arising from this response to the Healthier Communities Select Committee.

7. Legal Implications

The Constitution provides that the Executive respond to reports and or recommendations by the Overview and Scrutiny Committee.

8. Crime and Disorder Implications

There are no direct crime and disorder implications arising from this response.

9. Equalities Implications

Although there are no direct equalities implications arising from this report, future activity in relation to the Committee's review and recommendations will support the reduction of health inequalities across the borough.

10. Environmental Implications

There are no environmental implications in this report.

Background Papers

1. Mayor and Cabinet Report from HCSC 11 April 2012
<http://councilmeetings.lewisham.gov.uk/documents/s10544/HCSC%20referral%20Premature%20mortality%20review.pdf>
2. HCSC Review March 2012
<http://councilmeetings.lewisham.gov.uk/documents/s10545/HCSC%20Premature%20Mortality%20Review.pdf>

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Men's Health Review - update on relevant recommendations

1. It is recommended that further work is carried out to assess the appropriateness of the choice and image of the exercise sessions on offer via referral from GPs so that they appeal more to men, to ensure men are being offered the services and that the benefits of taking part are promoted.

Update

In 2008 some specific work was undertaken with men and GP referral sessions which were highly successful resulting in more men taking up referral sessions. There has continued to be steady improvement but it was not until the change of contract in 2011 that the council was able to demand more from its leisure provider on this scheme. There is now a full scale review of the scheme, just finalising, and also an opportunity annually to make changes and improvements to it and this opportunity has been shared with NHS and Public Health services.

2. It is recommended that when follow-up scrutiny is carried out, council officers are asked to report back to the scrutiny body on the outcomes of visits to pubs and workplaces in Lewisham to promote physical activity and the benefits of taking part in exercise for men in relation to health promotion.

Update

Due to staff resources this approach specifically did not happen. However, there were key programmes that were established from this recommendation, in particular NI8 Sport Active, funded in partnership with Sport England. The programme delivers football sessions to men aged 35 plus based at the Millwall grounds and Downham Health & Leisure Centre. The majority of marketing took place at the Millwall grounds during football matches, as well as on the men's health programmes that were running at the time and leafleting in local pubs.

3. Only 55% of boys and 39% of girls were reaching the recommended level of physical activity, and the Council needs to do more to increase the numbers of boys and girls reaching the recommended level.

Update

Since this time the two Lewisham School Sports Partnerships continued to develop High Quality PE and School Sport within the Borough. Whilst government funding for this programme ceased in August 2011, the last set of monitoring for the 2009/10 School Year showed that on average in Lewisham boys were accessing over 124 minutes of High Quality PE per week (the target being 120minutes), and girls were accessing over 125 minutes per week.

4. The Review Group welcomes the proposed establishment of a Lewisham Sports Council and recommends that the Council and PCT give their support to its successful formation.

Update

Since the review the Sports specific side has evolved significantly, with the new Framework for Sport and Physical Activity being established at the same time as the new Lewisham Sports Plan in 2010. We now have sports specific groups that feed into the Lewisham Community Sports Network (that in effect is the Lewisham Sports Council). The key has been the additional sports specific action groups that have their own localised sports specific plans and are driving grassroots sport forward.

5. It is recommended that the Council and PCT, when marketing physical activity, highlight the benefits of everyday activities such as walking and cleaning as identified in the promotion leaflet "A bit of what you fancy".

Update

The benefits of walking are promoted on LBL Website. The national Change for Life campaign actively promotes everyday activities as contributing to an active life.

In addition the new Physical Activity and Sport Directory is about to go online, with a campaign to residents to get active both online and at poster sites.

Both the NHS and the Council have additionally promoted these activities by producing leaflets and increasingly using twitter.

6. It is recommended that, as part of the implementation of the government white paper, the promotion of healthy eating should be considered through local planning and licensing decisions. When responding to consultation on the enhanced role of the councillor and corporate councillor as part of the new government white paper, the Council could include the requirement that local authorities should have a greater influence over planning and licensing policy and that decisions should include consideration of health implications, for example in relation to planning and licensing applications for food outlets to encourage healthy foods.

Update

The Planning Service is currently reviewing the Council's detailed planning policies as part of the preparation of a Development Management Development Plan Document. The service will ensure that the suggested policy approach to fast food outlets, particularly around all Lewisham secondary schools, and developing and

promoting Lewisham as a healthy choices borough is fully considered and discussed with public health colleagues as part of this process.

7. It is recommended that choice in school dinners should be directed at helping to encourage children and young people to eat healthily. The Review Group welcomed schools becoming more active in their involvement with the food choices that pupils bring to school as part of their lunch boxes.

Update

Since 2009 food and nutrient based standards for school food are mandatory in all state schools, this includes the school meal and vending machines but these standards do not apply to packed lunches. These standards help children choose and enjoy healthy balanced meals at school every day. Plans to develop a lunch box resource for schools in 2012/13.

8. It is recommended that the Council strengthens its role and responsibility in terms of general well-being and promotes the benefits of smoke-free environments and stop smoking services to staff, service users, clients and contractors. In particular, both the Council and local NHS bodies should use their contractual powers to the fullest to influence other organisations to implement a no smoking policy on all Council and NHS sites to reinforce good practice and raise public awareness.

Update

Trading Standards ensure that smokefree legislation is implemented The Council has promoted stop smoking services to its staff, the groups run at Lewisham hospital and 'drop in' sessions at Laurence House and Wearside.

Model 'smokefree' policies were sent to all headteachers for use in their schools.

Children's Centres have worked closely with pregnancy and family stop smoking advisors to promote awareness and services.

Leisure contracts include staff being trained to promote stop smoking Leisure centres are hosting displays of school poster competition entries on 'tackling cigarette litter'

Youth Games T shirt competition subject this year was 'smokefree' Environment and community development team distribute pouches for cigarette butts with the stop smoking service details printed on them.

9. With the stop smoking services expanding their work, there is a need to raise the profile and visibility of these services in Lewisham and to focus on tackling the discrepancy in the number of men to women who are quitting via the stop smoking services. It is recommended that targeted promotion to men and social marketing of stop smoking services are developed and implemented.

Update

- *Since 2007, men have been targeted by outreach to workplaces – Catford Bus Garage, Wearside Depot, Lewisham hospital site, the Job Centre, Lewisham police station, building site at New Cross, Millwall football ground.*
- *Images of men who have quit using the service have been posted on the website and used in local adverts and posters.*
- *Pharmacy advice services, which are easy to access, are popular with men, and are now used by more people. Champix, a medication initially available only by GP prescription, is now available from 18 pharmacies with trained advisors.*
- *Offering stop smoking support to all family members in households where there is a pregnant woman or children under 5, has proved to be an effective way of engaging with men living in the household.*
- *The table below shows that there has been an increase in the proportion of men setting a quit date and quitting successfully with the service.*

Numbers of men and women setting quit dates (QDS) and quitting 2008 - 2012

	QDS men	QDS women	Quits men	Quits women
2008-9	1438 (43%)	1914 (57%)	708 (45%)	876 (55%)
2009-10	1750 (45%)	2156 (55%)	768 (45%)	956 (55%)
2010-11	1688 (47%)	1912 (53%)	786 (47%)	885 (53%)
2011-12 (to end qtr 3)	1208 (47%)	1381 (53%)	517 (48%)	563 (52%)

Women's Health Review - update on relevant recommendations

1. Update on Cardiovascular Disease in relation to women's health inequalities.

The Lewisham NHS Health Check programme has been running for 14 months. Approximately 60% of those attending for a health check so far have been women. In order to reach those most at risk of developing cardiovascular disease in north Lewisham we have increased the provision of pharmacy health check providers. From June 2012 eight new pharmacies will be offering health checks, five of which are in North Lewisham. Appointments will be available in evenings and weekends. In addition a community outreach team based at the Waldron Health centre in New Cross are providing health checks in community locations targeting at risk communities. For example Vietnamese groups and local faith organisations.

Following a health check a number of services are in place that women can access. They include:

- *Change Coaches are attached to each GP surgery and pharmacy and offer one to one motivational support to encourage people to become more physically active.*
- *The "Check and Change" free programmes which include zumba, keep fit, swimming and walking programmes are available to everyone who has received a health check.*
- *Health Trainers (based at the Waldron Health centre) offer 1: 1 support sessions for people with more complex needs who need help to start making healthy changes to their lifestyle.*
- *Shape Up weight management groups are running across the borough and offer help with weight loss in a very supportive environment. Participants in the north Lewisham group have also joined the organised weekly walk in the New Cross and Deptford area.*

A new promotional campaign will take place over the next few months which will incorporate using local volunteers to encourage local people to attend for a NHS Health Check.

The Active Heart programme, originally run by Lewisham Council has now been included in both the leisure contracts and is being delivered to a specification which had input by NHS for the next 15 years.

2. The Healthier Communities Select Committee monitor progress of the social marketing work taking place in Evelyn Ward by Lewisham PCT in respect of stopping smoking and investigate the use of social marketing for alcohol cessation.

Update

The social marketing work in Evelyn ward increased the number of people who used local stop smoking services and developed the accessible daytime and evening drop-in based at the Waldron Health Centre. The learning, using outreach and building relationships with local stakeholders, was applied in Bellingham to set up a similar initiative. Images of local people were used in creating a user friendly website www.smokefreelewisham.co.uk

- 3 The Healthier Communities Select Committee should monitor the Council and health partners' tobacco control 'smoke free' agenda to ensure that it is effective in stopping men and women of all ages from starting to smoke, as well as an effective 'stop smoking' service.

Update

- *Smoking is part of the PSHE curriculum in primary and secondary schools and this should continue.*
- *An interactive web based curriculum tool for 11-15s for PSHE is available free for use in all London schools this year and should be used in Lewisham schools.*
- *Some secondary schools will run a peer educator programme to train and involve students in influencing their peers not to start smoking.*
- *The 'Smokefree homes and cars' campaign is to protect children and young people from exposure to secondhand smoke. This informs parents that children are more likely to take up smoking if their parents smoke.*
- *A new online training module to protect children from exposure to secondhand smoke is for all staff working in maternity and young children in May 2012.*
- *Training on smokefree homes was delivered to 2 children's centres and 3 childminder groups in 2011-12.*
- *A South East London Tobacco Alliance of Trading Standards and Public Health leads is gathering intelligence on cheap (illegal) tobacco and niche products across South East London. This alliance will develop an action plan to reduce access to these products. Cheap tobacco undermines the government's pricing policy. It is a particular risk for young people who are deterred by high prices from starting to smoke.*
- *The Tobacco Free Future Delivery Group action plan has an indicator for the number of children and young people who smoke and the number who are exposed to secondhand smoke in their homes (using the Schools' Health Education Unit biennial survey).*

Tackling Childhood Obesity - update on relevant recommendations

Nutrition

1. There should be a hard hitting campaign initiated by the Council and PCT working together to promote healthy eating for families.

Since this recommendation was made, the national change4life campaign has been initiated by central government. Local residents and businesses, including schools, are encouraged to sign up to this campaign.

2. Schools should help to educate parents about the benefits of healthy food for their children and the dangers of junk food.

All schools in Lewisham have engaged and achieved National Healthy Schools Status which included engagement with parents. This forms part of the PSHE and Science curriculum.

3. Parents should be encouraged to sign their children up for school meals rather than providing packed lunch boxes.

Schools continue to encourage the uptake of school meals. In primary schools levels are above the national average; uptake has risen in secondary schools but still remain low. Work undertaken by Chartwells includes taster sessions for parents.

4. The extended schools agenda presents opportunities to teach children about healthy eating and cooking.

Many schools offer cookery clubs as part of the extracurricular activities, with 16 schools part of the Let's get cooking network. Schools with existing cookery clubs have been encouraged to register with the scheme as they may receive £500 funding and can access training and resources.

5. The PCT should look at the scope to recruit more nutritionists to promote healthy eating in the borough (funds permitting).

Nutritionists continue to support community groups as part of the north Lewisham plan and Downham nutrition partnership. A public health dietician supports and promotes healthy eating by providing training and increasing opportunities for cookery or cook and eat sessions.

6. Evaluations of projects should be completed in order to assess, as far as possible, the impact of individual community health promotion campaigns.

All community health promotion campaigns include evaluation as part of the process.

7. Vending machines in council buildings (including schools, leisure centres and community halls) should only serve healthy products. This stipulation should be included in any new contracts entered into with companies providing such services for the Council.

Vending machines in schools only serve healthy products, the new leisure contract has supported the serving of healthier choices on their premises. The new Local Authority workplace health programme should support healthier choices in council premises.

Healthy vending has been included in the current leisure contracts in that healthy vending should be available at all centres and where there are catering outlets, these should have a healthy menu.

Sports activities

1. The extended schools agenda should be used to provide additional opportunities for physical activities.

Programmes incorporating healthy lifestyles (healthy eating, stop smoking) and physical activity have been run in primary schools in 2011 e.g. Hoops 4 health programme ran in 16 primary schools.

2. If possible, offer greater discounts to children and young people to use leisure facilities.

Discounts for children of low income families and LAC are being reviewed in 2012 with leisure contractors. Free swimming for 16 and under is already in place in Lewisham.

3. Encourage all schools to engage in inter-school competitions.

School Games Organisers facilitate opportunities for intra and inter school activities.

4. Establish strong links with the voluntary sector and London Thames Gateway.

There is a clear framework for sport and opportunities for local organisations and individuals to lead and get involved in their sport.

5. Encourage each school to send one promising young person to the London Olympics.

All schools in London have been offered free Olympic event tickets and the Mayor of Lewisham has purchased a range of tickets for sports clubs and Paralympics sport organisations - awarded in June 2012.

6. Focus on the bid for the Olympics and increase opportunities to children and young people in line with this.

A full programme of sport for children and young people is taking place during the Olympics and Paralympics.

7. Look at providing bursaries to sponsor promising candidates.

An excellent bursary system is in place and has been working well since 2010

8. Encourage other forms of activity for those who have less interest in sport, e.g. dance and family-friendly walks or nature trails in local parks.

Since 2011 the Council and NHS have been partnering in terms of walking, cycling, swimming and dance and a range of opportunities are arising, such as sky rides programme for beginners to cycling, walking activities, free swimming for 16 and under and 60+.