

Local Authorities and the Challenges ahead

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Coventry

- 19th largest Local Authority in England
- Almost 316,000 citizens
- Largest age group – 20 / 24 years
- 79% of population white
- 12% Asian; 3.1 % Black;
- 3% Chinese;
- Over 15% of the population born outside the UK
- 33% of new births to women born outside the UK



Main Causes of ill Health in Coventry

- Smoking
- Obesity
- Physical Inactivity
- Excess Alcohol Consumption
- ? Poverty, education, housing, jobs ?



Fair Society, Healthy Lives

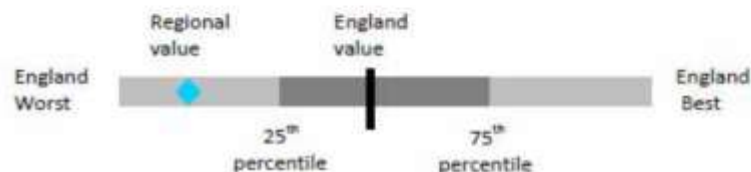


Journal of Health Communication

Marmot Indicators for Local Authorities in England

The chart below shows key indicators of the social determinants of health, health outcomes and social inequality that correspond, as closely as is currently possible, to the indicators proposed in Fair Society, Healthy Lives. Results for each indicator for this local authority are shown below. On the chart, the value for this local authority is shown as a circle, against the range of results for England, shown as a bar.

- Significantly better than England value
- Not significantly different from England value
- Significantly worse than England value



Coventry

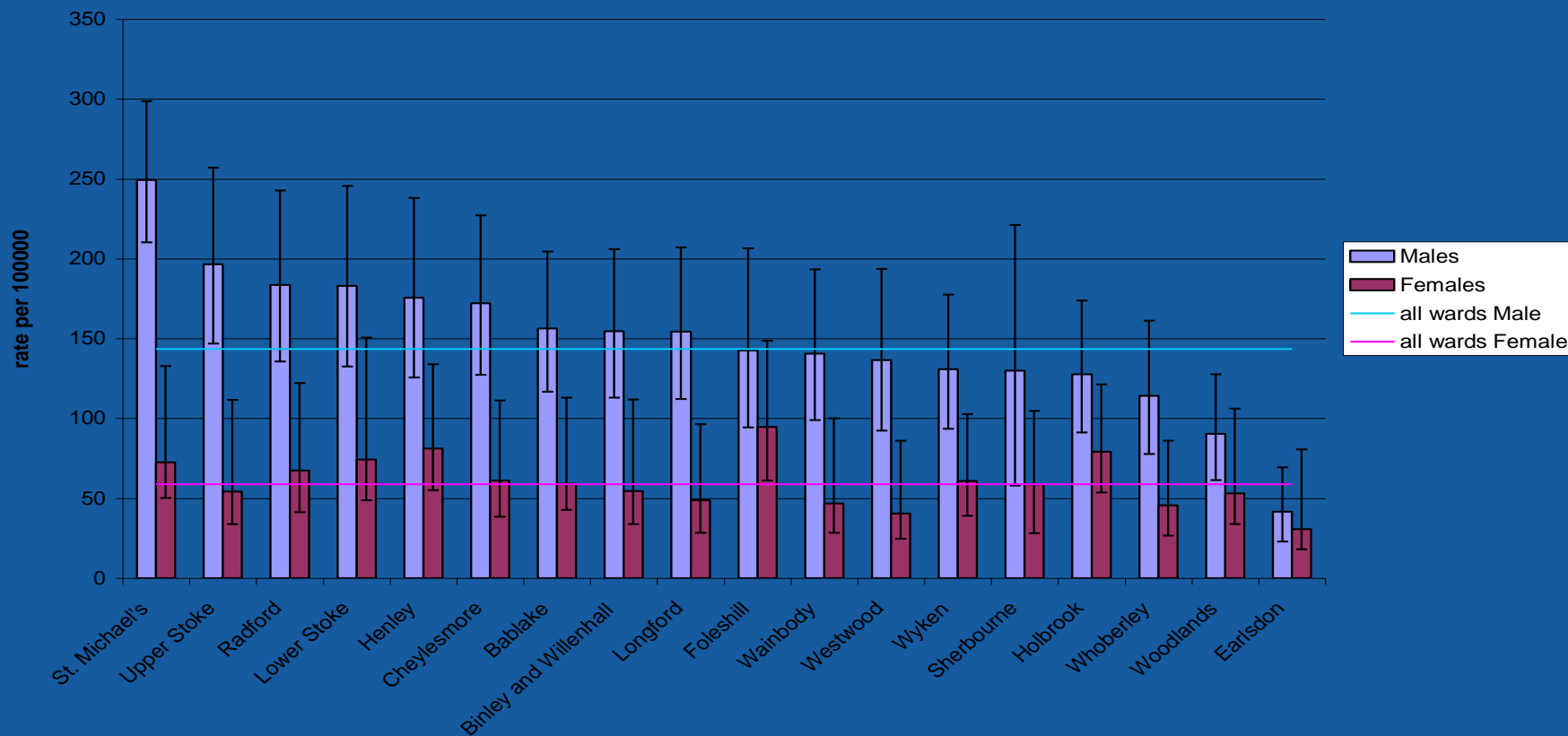
	Indicator	Local Authority Value	Regional Value	England Value	England Worst	Range	England Best
	Health outcomes						
	Males						
1	Male life expectancy at birth (years)	76.8	77.5	78.3	73.7		84.4
2	Inequality in male life expectancy (years)	11.5	8.7	8.8	16.6		2.7
3	Inequality in male disability-free life expectancy (years)	16.6	11.3	10.9	20.0		1.8
	Females						
4	Female life expectancy at birth (years)	81.4	81.9	82.3	79.1		89.0
5	Inequality in female life expectancy (years)	7.7	5.8	5.9	11.5		1.8
6	Inequality in female disability-free life expectancy (years)	14.5	9.2	9.2	17.1		1.3
	Social determinants						
7	Children achieving a good level of development at age 5 (%)	53.6	56.4	55.7	41.9		69.3
8	Young people not in employment, education or training (NEET) (%)	7.6	7.2	7.0	13.8		2.6
9	People in households in receipt of means-tested benefits (%)	19.6	17.9	15.5	41.1		5.1
10	Inequality in people in receipt of means-tested benefits (% points)	43.2	37.9	30.6	61.3		2.9



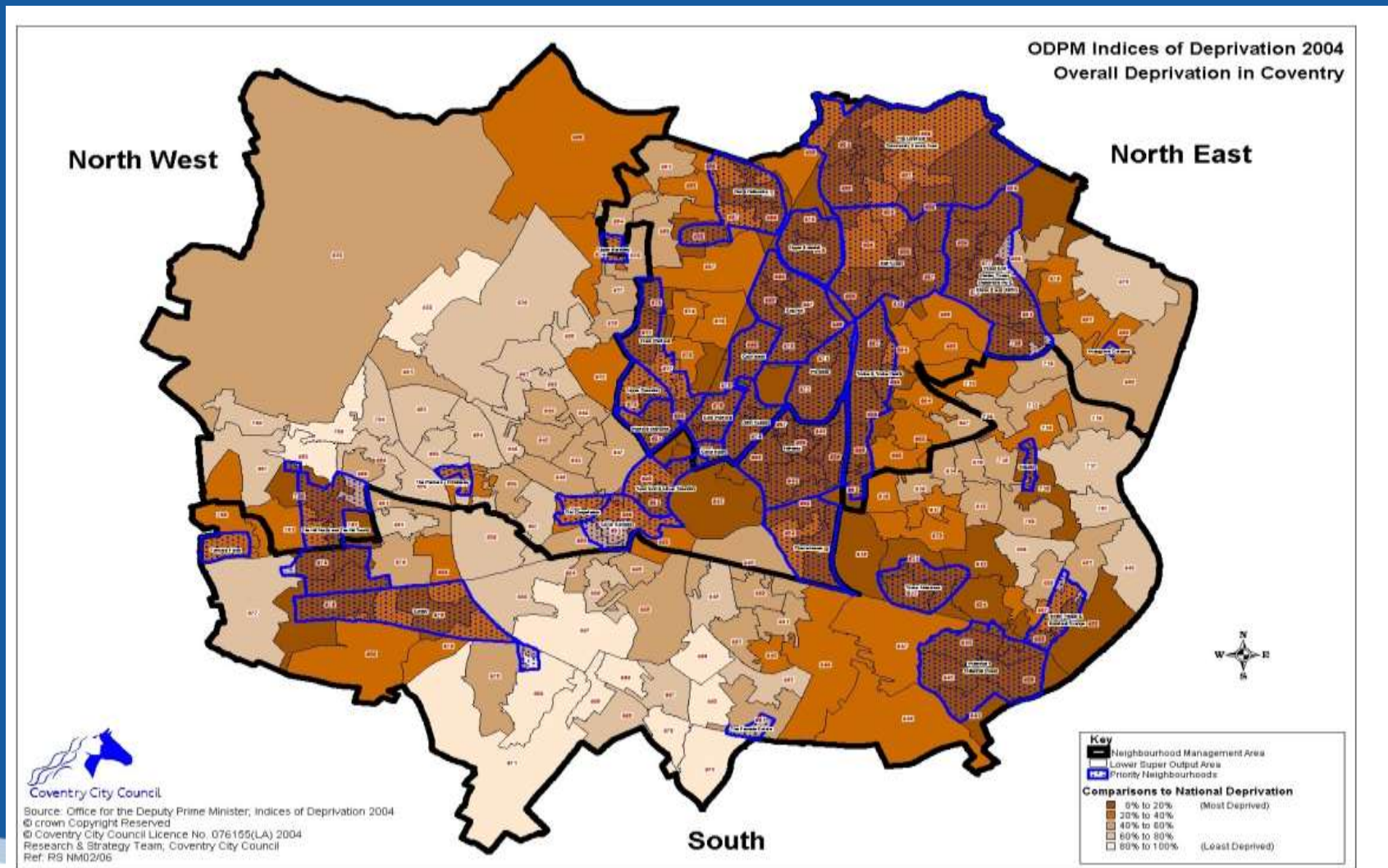
Coventry City Council

Deprived Wards Versus Affluent Wards

Directly standardised death rate from CHD 2004-6 by sex and ward



No Change in Demographics

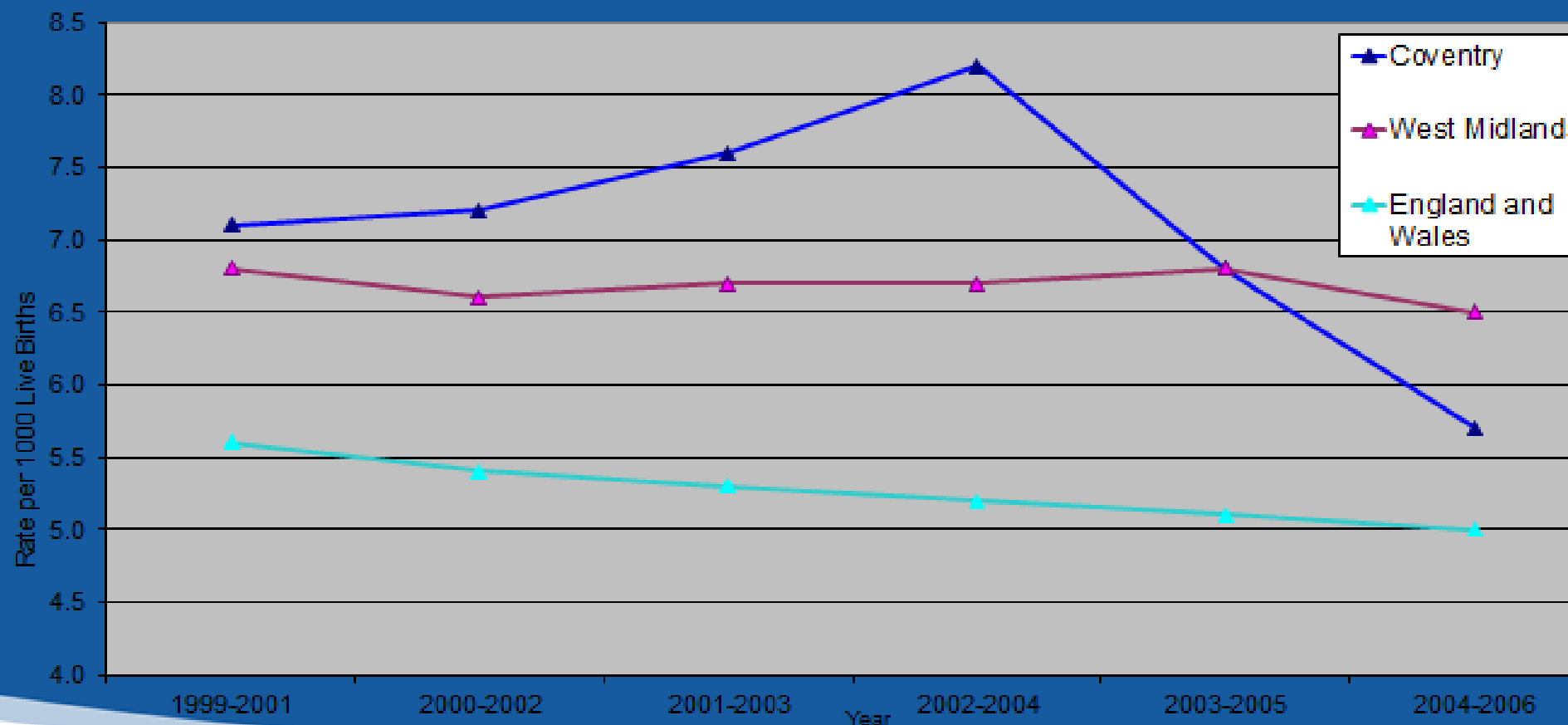


Engage with your community

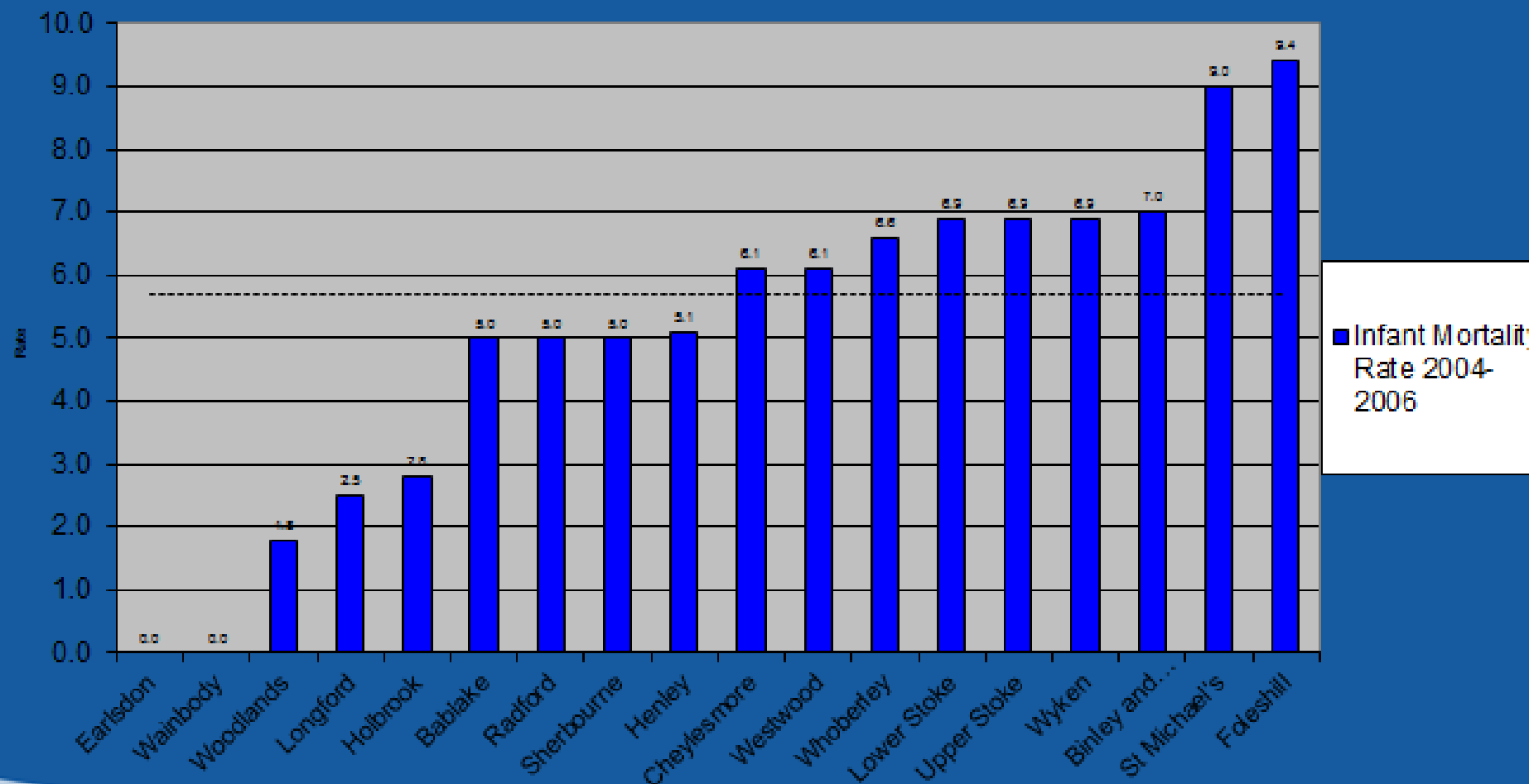
- Evidence based
- Needs led approach
- ‘one fit does not fit all’
- Know your communities
- Apply innovative methods
- Take it to the people
- Believe in what you are doing
- Progress may be slow
- Measure Outcomes



Infant Mortality Rate – Coventry, West Midlands, England and Wales



Coventry Infant Mortality Rate per 1000



Coventry Infant Mortality Strategy

Encompasses eight themes

- Smoking in Pregnancy
- Breastfeeding
- Obesity
- Access to Healthcare
- Teenage Pregnancy
- Sudden death in infancy
- Domestic violence
- Substance misuse

Breast Feeding

- Target group - White Indigenous Girls
- Social Marketing Campaign
- Trained 92 peer workers
- Updated midwifery training
- Appointed 2 specialist Midwives
- City centre 'Baby Friendly' audit
- Revised 'Return to Work' Policy



Social Marketing Campaign



Campaign Launch



Campaign Launch



Outcome

% Increase in Initiation Rates

- Pre - Campaign
- 62% - 2007/08
- Post - Campaign
- 78% - 2008/09
- Campaign Increase - 16%
- Overall increase - 9%



Sustainable Approach

- ✓ Midwife Coordinator appointed (New Post)
- ✓ Recruited 7 community peer workers (New Posts)
- ✓ Achieved targets -year on year



Smoking in Pregnancy



Coventry Tobacco Control Strategy

THE BIG PLEDGE
to stop smoking

SMOKEFREE
COVENTRY

“I pledge to stop smoking”

“We pledge to be there to support you every step of the way.”

A Big Pledge mentor will put you in touch with one of our **FREE** Stop Smoking Services who can help you kick the habit for good.

With our support you are **4 times more likely to succeed** than if you try to quit on your own.

To make your pledge, text the word **‘PLEDGE’** followed by your name and address to **81025** (FREE) or visit www.thebigpledge.co.uk. Alternatively, you can contact our friendly support team on **0800 051 1310**.

NHS
Coventry

- Joint Coordinator appointed
- Revised Strategy
- Coventry wide approach
- Evidenced Based
- Brief Intervention Training
- Social Marketing Approach
- 10 week Campaign
- 40 Locations across the city
- Assess reasons for Quitting
- 70% of pledges compared with texts, phone calls & online

1200 Sign the Pledge

MORE THAN **1,200** SIGN UP TO QUIT SMOKING

By Warren Manger
HEALTH REPORTER

MORE than 1,200 smokers in Coventry have made a Big Pledge to quit with the help of the city's biggest ever stop smoking campaign.

City health trust NHS Coventry funded the project to convince smokers it was high time for cigarettes to butt out of their lives.

And thanks to the support of the Coventry Telegraph they managed to set a record number of addicts on the road to a smoke free future.

Since March a staggering 1,207 people have signed up to kick the habit with the Big Pledge campaign.

That includes 157 who made their promise at the Godiva Festival.

Coun Joe Clifford, chair of the Coventry Smokefree Alliance, congratulated everyone who made a Big Pledge and urged them to stick to it.

He said: "They will get two rewards – they will be healthier, and they will save a lot of money."

Coun Clifford was pleased to see so

many people join the campaign at Godiva, but urged parents who still smoke to quit because they are forcing the killer habit on their children who have no say in the matter.

The Big Pledge was launched because more than a quarter of Coventry adults smoke – well above the national average – and locally cigarettes will kill 450 people this year.

Health chiefs hope convincing a fifth of city smokers to quit will help them prevent 2,775 current Coventrians dying prematurely. Smoking puts addicts and their families at increased risk from a range of killer health problems including heart and lung disease, cancer and strokes.

John Forde, acting director of public health at NHS Coventry, said he is delighted by the campaign's success. He said: "While we are drawing the main activity for the campaign to a close, I would still urge people who want to quit to take advantage of the free NHS support available to do so as you are four times more likely to be successful."



**Health bosses delighted after
quit pledges soar by 50 per cent**

SMOKE FREE SUCCESS: (back, left to right) Iain Gopsill and Sarah Love (members of the Big Pledge team) and Alex Angus (tobacco control co-ordinator), with (front) Coun Joe Clifford and John Forde (acting director of public health) at the campaign launch in March.

The Big Pledge run for the first time last year, convincing 800 smokers to try and quit. But this year's campaign went a whopping 50 per cent better after the Coventry Telegraph signed up as an official partner and plugged the project through its pages.

We revealed that up to a third of Coventry house fires were linked to smoking, that 460 kids were hospitalised by conditions commonly linked to pas-

sive smoking in the city last year and the terrifying odds stacking up against smokers.

We also met smokers like 85 year-old grandfather year-old Eddie Phillips who finally kicked the habit after making his Big Pledge to quit.

To get free NHS help to quit smoking call 0800 051 1310 or visit www.coventrypct.nhs.uk/YourHealth/BigPledgeSmoking

Shisha Causes Concern

Softly Softly Approach



Weight Management National Child Measurement Programme

- Underweight children more prevalent in year 6
- Obesity higher in urban areas than rural areas
- Strong positive relationship between deprivation and obesity
- Obesity prevalence significantly higher for children in ethnic groups



Weight Management National Child Measurement Programme

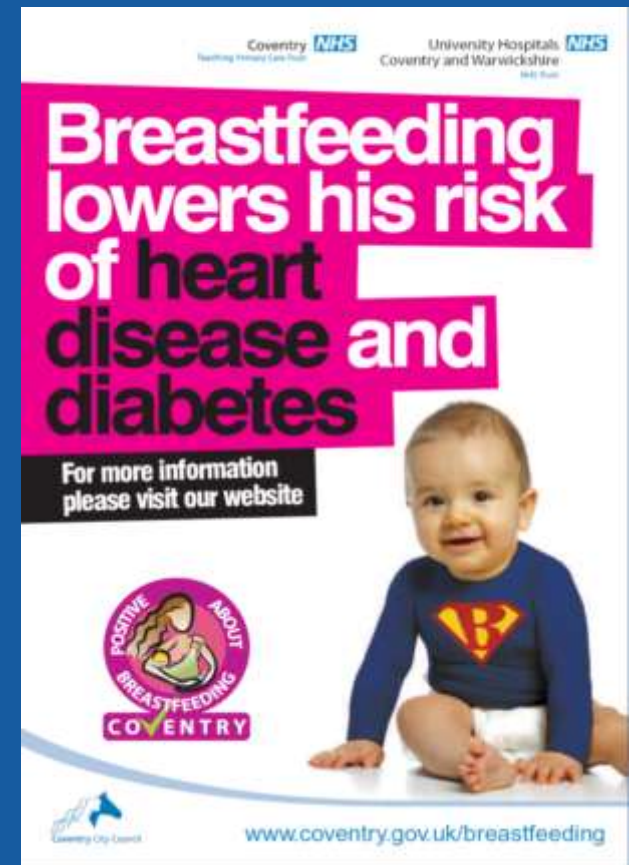
- ✓ 97% of Coventry children measured
(92% nationally)

Reception Class

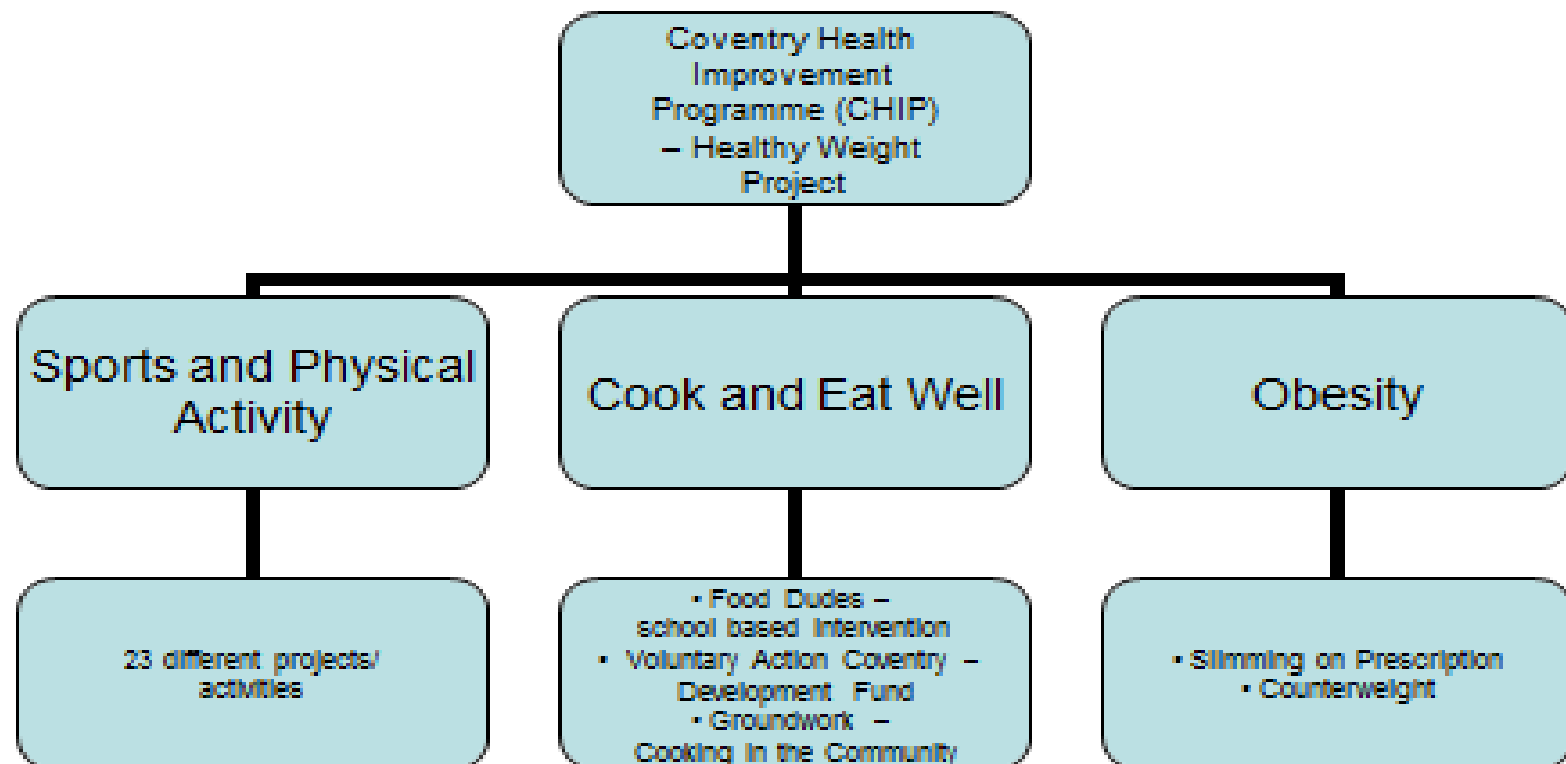
- ✓ 12.4 % overweight / 10.5% obese

Year 6

- ✓ 14.9% overweight / 20.5% Obese
- ✓ Evidence used to target work effort



Healthy Weight Programme



Cook and Eat Well



Groundwork & Voluntary Action Coventry – giving people the skills and knowledge to cook healthily

- C&EW Launched April 2011
- Focus on priority neighbourhoods
- 53 Community Food Champions trained to set up cooking clubs
- 12 Cooking clubs established
- 38 grants approved = £187k
 - 23 cooking clubs
 - 14 projects
 - 1 capacity building
- Behaviour change evaluation through questionnaires and case studies – including fruit and veg consumption and confidence in cooking from scratch



This is one of the most exciting things going on in the food world, which could completely transform the way Britons eat.

Prue Leith, Chair of the Schools Food Trust.



- Launched November 2010
- In 30 priority area Coventry Primary Schools to increase fruit and vegetable consumption and reduction in unhealthy snacks
- 5,529 pupils to date in 19 schools. 9,000 pupils by November 2013
- To date, 94% (354) parents reported an increase in their child's fruit consumption and 88% (333) parents reported an increase in their child's vegetable consumption.
- Parent comment 'My son enjoyed eating fruit before-hand but struggled with veg. Since the Food Dudes programme he will eat more veg and we are even growing our own.'

Coventry Men's Health Forum



Joint Conference with MHF 'MAN IN THE DOCK'



Signing the Pledge



Men Hate Going to the Doctor !



‘Comfort Zone’



Wide Range of Projects

- African Caribbean (West Indian Club)
- Irish Community
- Asian – Places of Worship
- Somalian Khat Project
- Gay and Lesbian – Rainbow club
- Workless – Job Centre Health Checks
- Coventry Football Club / Ricoh Centre
- Martial Arts / Mental ill Health Clients
- Homeless projects

Martial Arts

- Provide Safe Local Venue
- Fire Station, sports or community centre,
- Suitable for all ages

Takes account of:

- Bullying
- Obesity
- Self Worth / Self Esteem
- Academic achievement
- Improved Fitness level
- Loneliness & Isolation



Using Comedy to get the message across



Coventry Men's Health Forum

- Comedy - a way to engage with men in non 'traditional' settings.
- A 'safe' place to discuss sensitive issues
- Improved ability to make informed choices
- Use of comedy to discuss 'no go' areas
- cancer, depression, suicide, death, erectile dysfunction, divorce, sexual health
- 'Break down' barriers



Work Place Approach

- ✓ Management and Unions on side
- ✓ Chamber of Commerce – SME's
- ✓ Large Companies - Occupational Health
- ✓ Aim for Industrial scale
- ✓ Agreed work place assessment tool
- ✓ Job Centre Plus - approach to Jobless



Coventry School !!



Role Models



Empowering Local Communities Starting with the Young



Helping to give a better start in life



