

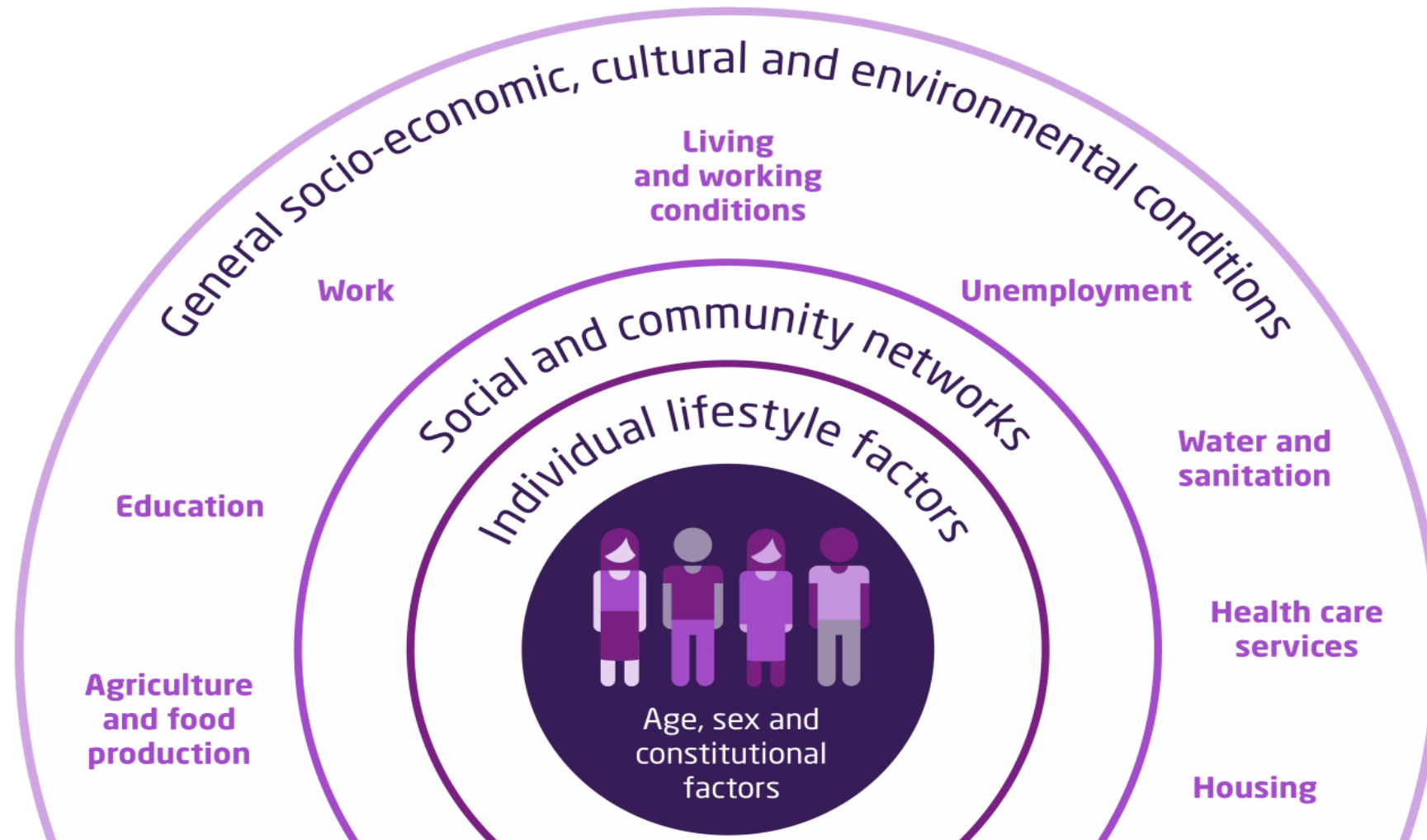
# Health and Wellbeing Strategy 2021 themes development

## Who are we?

- The Brent Health and Wellbeing Board is a statutory partnership made up of:
  - Brent Council
  - Clinical Commissioning Group
  - Providers e.g. CNWL, GPs, residential care
  - Healthwatch
- We are responsible for producing a strategy to improve the health and wellbeing of Brent residents, and for working to tackle health inequalities



# What is the Joint Health and Wellbeing Strategy?



**Borough Plan**



**Emerging  
JHWS**



**Climate and  
environmental  
emergency  
strategy**



**Black  
Community  
Action Plan**



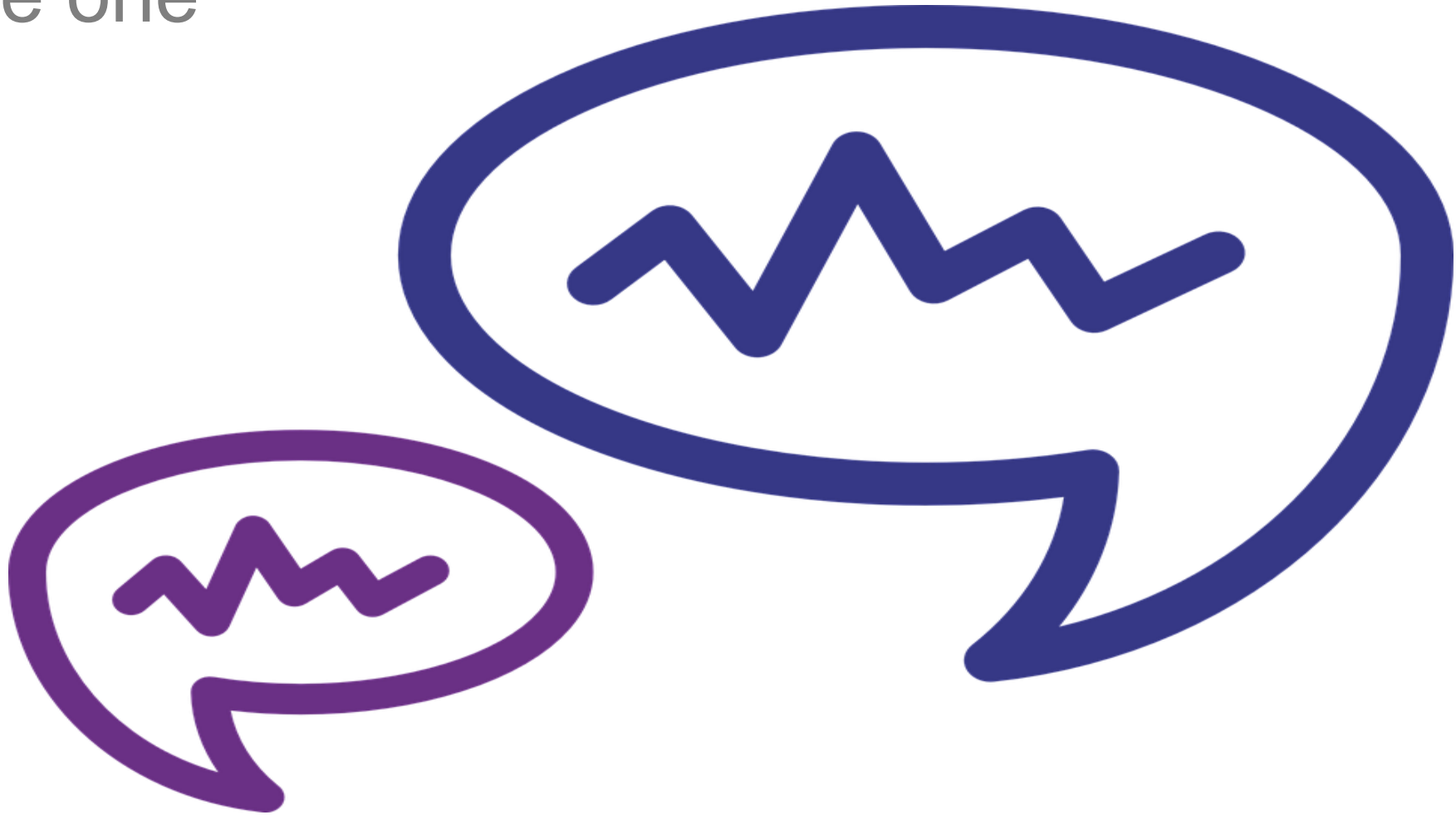
**Poverty  
Commission**



**Equality  
Strategy**



Stage one

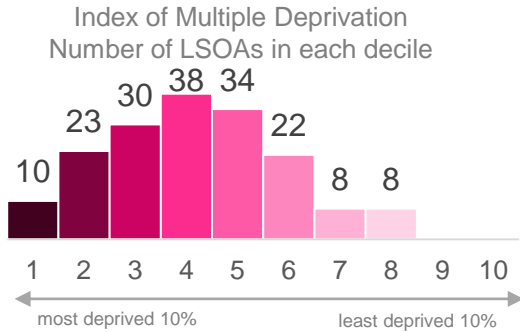


# Emerging priorities

- Are these the right areas to focus on?
- Have we described this in a way that makes sense?
  - Is there anything we've missed?
  - Is there anything we've misunderstood?
- How can we enable you to contribute to these priorities?
  - What might you do differently?
  - What might your family do differently?
  - What might your community do differently?
  - What might services do differently?
- Is there anything else you would like to say?

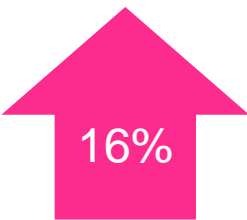
## Deprivation

The pandemic has highlighted the link between health inequalities and poverty



- Poverty varies across Brent and plays a large part in people's ability to make healthy choices.
- According to the Indices of Multiple Deprivation 2019, Stonebridge is the poorest ward in the borough.

## Alcohol

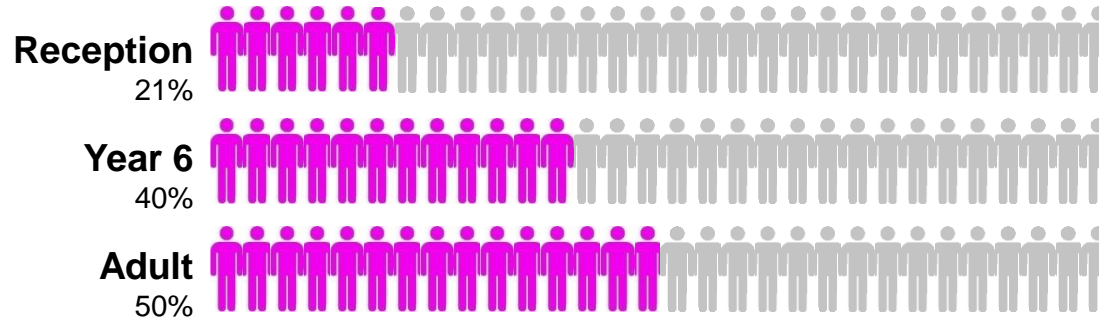


Hospital admissions for alcohol-related conditions increased in 2018/19 to 646 per 100,000

Brent deaths from alcohol-related illnesses are lower than the London average. This may be due to the time lapse between hospital admission and death. We need to tackle alcohol abuse **before** people become ill.

## Healthy weight

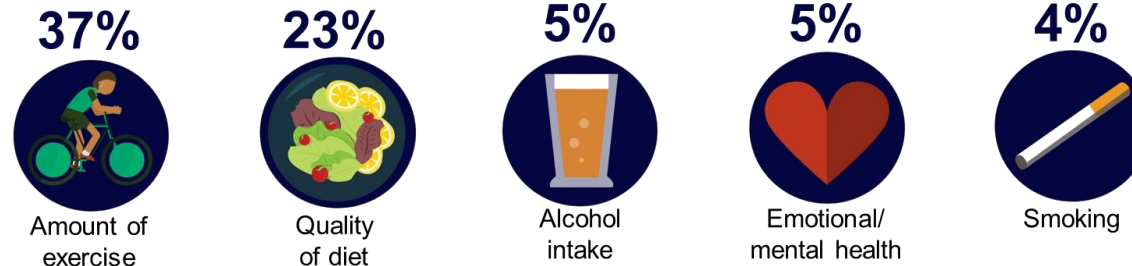
Obesity was not mentioned in the consultation, but people said a healthy diet and lifestyle was important. Data show obesity increases with age.



## Healthy Living

I and people I care for are able to make the healthy choice and live in a healthy way

The 2018 Resident Attitudes Survey (RAS) asked what behaviours people wanted to change to improve their health



## Barriers

Barriers to residents keeping healthy:

- Financial constraints
- Work/Caring constraints
- Lack of motivation
- Language
- Digital exclusion

## Food

Poor access to affordable fruit and vegetables creates health inequalities



Some residents said there too many fast food shops where they live and not enough fresh fruit and vegetables available.

**59%** of adults regularly eat **five-a-day**



This is us.  
 This is Brent.  
 We are English and Irish, Indian and Windrush,  
 We are Somali, Italian, Romanian, Chinese.  
 We sing in temples, in pubs and in stadiums.  
 We speak on the high-roads, in the libraries (shush),  
 and on the Bakerloo line.  
 From Stonebridge to Cricklewood  
 From Queensbury to Queens Park  
 From Kilburn to Kensal Green,  
 We are mixing, melding, sharing, cooking,  
 dancing, praising, raising, playing.  
 We are unplanned and unfiltered,  
 We are the first place people come to  
 and the place people stay.  
 We are the past, the present and the future.  
 This is us.  
 This is Brent.

We are not just a borough of culture,  
 We are the Borough of Cultures.



## Parks

Parks are very important for Brent residents. They'd like the parks improved, so they can use them more.

Residents wanted:

- Safer outdoor spaces
- Public toilets



## Healthy places

Near me there are safe, clean places I and people I care for can go to exercise for free, meet with like-minded people, and where I have the opportunity to grow my own food

## London Borough of Culture Legacy

Brent was the 2020 London Borough of Culture. Spacebook is part of its ongoing work. It's a platform which gives local people information about spaces to hire in the borough, from function rooms and dance studios, to halls and music venues.  
 How can we further build on the legacy of Brent 2020?

## Youth voice

The Youth Survey asked "How do you think we can make Brent a better place for young people?"  
 The second biggest demand was for more activities. Many young people mentioned safe, accessible parks with things to do.

To have more public activities take place, to be social

Add more libraries, green space and pick up litter more often

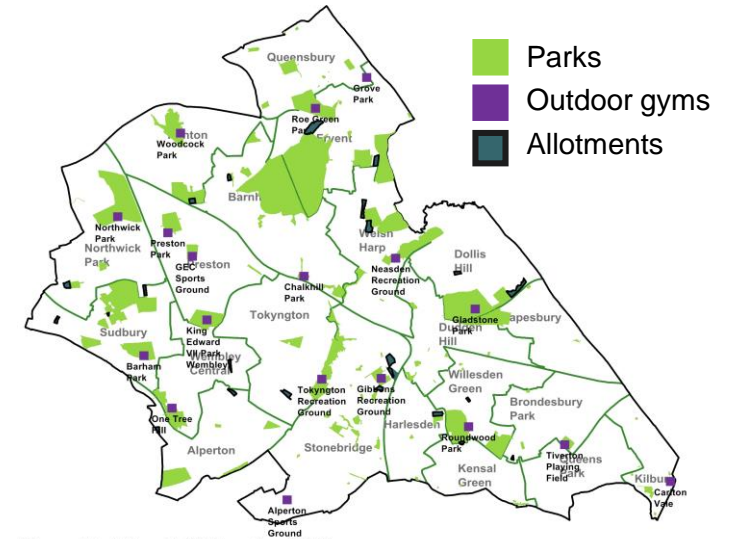
## Outdoor spaces

Growing food has become more popular during the pandemic. Healthwatch's discussions with residents revealed a demand for spaces where they could do this.



Green space is important for physical and mental wellbeing. Not everyone has equal access to suitable outdoor areas.

## Parks, outdoor gyms, and allotments



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## Cancer screening

In 2020, cancer screening in Brent was worse than the national average.

If caught early, there is a higher chance that cancer can be successfully treated



## Risk factors for Long Term Conditions

- Being overweight and inactive can lead to heart disease, strokes, cancer and diabetes.
- Healthy eating and physical activity can reduce this risk.
- Some ethnic groups are more likely to suffer and die from these conditions, along with liver disease and respiratory disease.
- We need to help people with these conditions look after themselves.



Liver disease

12.9



Respiratory disease

11.5



Cancer

44.4



Heart disease and stroke

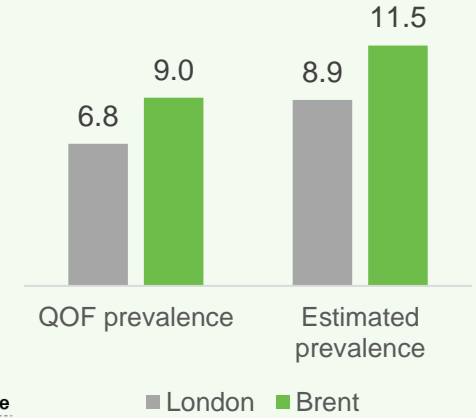
30.6



Diabetes

Under 75 preventable mortality rate (per 100,000 population)

## Diabetes prevalence



1 in 5 adults have a common mental disorder



## Staying healthy

People understand how to keep themselves physically and mentally healthy. They are able to manage their health conditions using self-care first and have access to good medical care when needed.

The Policy Institute at King's College London found

43%

expected their mental health to be worse due to Covid

## Five +1 ways to wellbeing

Building these actions into your daily life can help improve your mental health and wellbeing.

These behaviours may reduce the number of people who develop mental health disorders in the long term.



## Young people

The youth strategy surveyed 613 young people. One topic raised repeatedly was the impact Covid and lockdown has had on their mental health.



Risk factors for young people's mental health are:

- Low-income families
- Family homelessness

Brent is worse than the national average for these factors.

## Risk factors

- Socio-economic factors like housing, employment and poverty affect mental health.
- Mental health affects ethnic groups differently.
- Asian people have better mental health overall.
- Black and Irish groups have more mental health hospital admissions.

## The workforce

The pandemic has put great strain on health and council workers. The Guardian reports that “A quarter of NHS workers are more likely to quit their job than a year ago because they are unhappy about their pay, frustrated by understaffing and exhausted by Covid-19, a survey suggests.”

The challenge is how to recover; how to catch up on work which has been postponed and provide the care needed.

## New way of working

In February 2021, the Department for Health and Social Care published a white paper: **Integration and Innovation; working together to improve health and social care for all.** It introduces Integrated Care Systems NW London, which comprise of NHS bodies and health and care partnerships.

- ICS NHS body, responsible for NHS strategic planning and allocation decisions
- ICS health and care partnerships, which develop local plans to address the borough’s health and social care needs.

**1** in **4**  
NHS workers are more likely to quit their job than a year ago

**Healthy ways of working**  
The workforce will be healthy and happy; and the health and wellbeing system will recover quickly

## Mutual aid and volunteering

Community action has been a positive aspect of the pandemic. This should be nurtured and developed.



Source: <https://www.theguardian.com/society/2021/mar/30/one-in-four-nhs-workers-more-likely-to-quit-than-a-year-ago-survey-finds>

## Collaborative ways of working

- Brent Health Matters was set up by the Health and Wellbeing Board to tackle health inequalities.
- It was formed by Brent Council, Brent Clinical Commissioning Group, Central North West London mental health services, Northwick Park Hospital and local GPs.
- The programme will build a better picture of Brent’s health needs, a greater understanding of the challenges different groups face in accessing healthcare and how to overcome them.

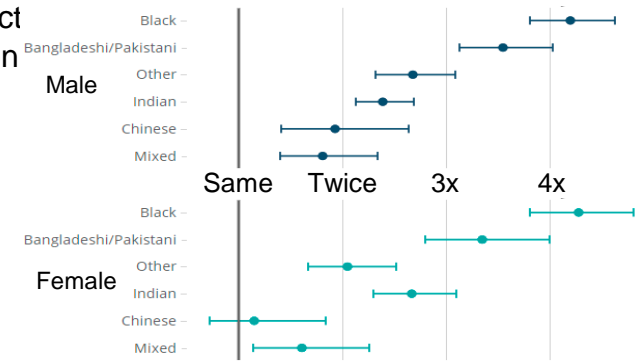


**Hearing, understanding, and working with the public**  
I can have my say and contribute to the way services are run;  
Data are good quality and give a good picture of health inequalities

## Data quality

- The pandemic highlighted the impact of disability, ethnicity and deprivation on health inequalities.
- We need a better understanding of the health issues which affect different groups.
- To do this, we need to improve the quality of our data.

## Likelihood of dying from Covid compared to white ethnic group



Source: <https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/articles/coronavirusrelateddeathsbyethn icgroupenglandandwales/2march2020to10april2020>