

Making Health Everyone's Business

The Annual Report of the Director
of Public Health 2022





Health
Wellbeing
Collaboration

Foreword

It gives me great pleasure to introduce this year's annual public health report focused on working together in taking a whole system approach to health and wellbeing. The health and wellbeing of all residents in Kensington and Chelsea is a priority for the Council, and we need to work together in collaboration with our communities to tackle existing and future threats to the health of our residents and reduce health inequalities.

The challenges to health and wellbeing faced by our residents have been exacerbated by impacts of the Grenfell Tragedy, the Covid-19 pandemic, and more recently, the cost-of-living crisis. It is crucial that we adopt a Health in all Policies approach, ensuring that health and wellbeing is at the heart of decision-making within the Council and amongst its partners.

In her first annual report for Kensington and Chelsea, our new Director of Public Health, Anna Raleigh, sets out the importance and benefits of taking such an approach, and demonstrates how we can work together both across the Council and with our external partners such as in the Health and Voluntary and Community Sectors to ensure that people living in our borough are able to lead healthier, happier lives.

I wholeheartedly support this approach and we all have a role to play in making this happen. The report helpfully shows us what this holistic approach looks like in practice, through a case study focussing on obesity. This highlights all the wonderful work that is 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.

But we can do more, and 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 residents in Kensington and Chelsea.



Cllr Sarah Addenbrooke

**Lead Member for Adult Social
Care and Public Health**

Kensington and Chelsea Council

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.

These solutions must be grounded in six guiding principles:

- 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



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



Our focus

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

The Council has a responsibility to improve and protect the health and wellbeing of our residents and communities. This starts with having a good understanding of their needs. Following the Grenfell Tower tragedy, we have made important changes to our culture and the way that we work with residents, and are committed to achieving better outcomes for all those who live in, work in, and visit Kensington and Chelsea.

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

Kensington and Chelsea is home to 153,000 residents, 31 per cent from a black, Asian or other non-white ethnic background. 20.9 per cent of residents don't have English as their first language.

Life expectancy in our borough overall is high with the average man living to 84 years and the average woman living to 87 years. These averages disguise the variation in how long and how well residents live across Kensington and Chelsea.

The more deprived an area you live in, the more likely you are to be impacted by poor health. Dalgarno, Notting Dale, Golborne, Colville and Chelsea Riverside have some of the most deprived neighbourhoods in the country.

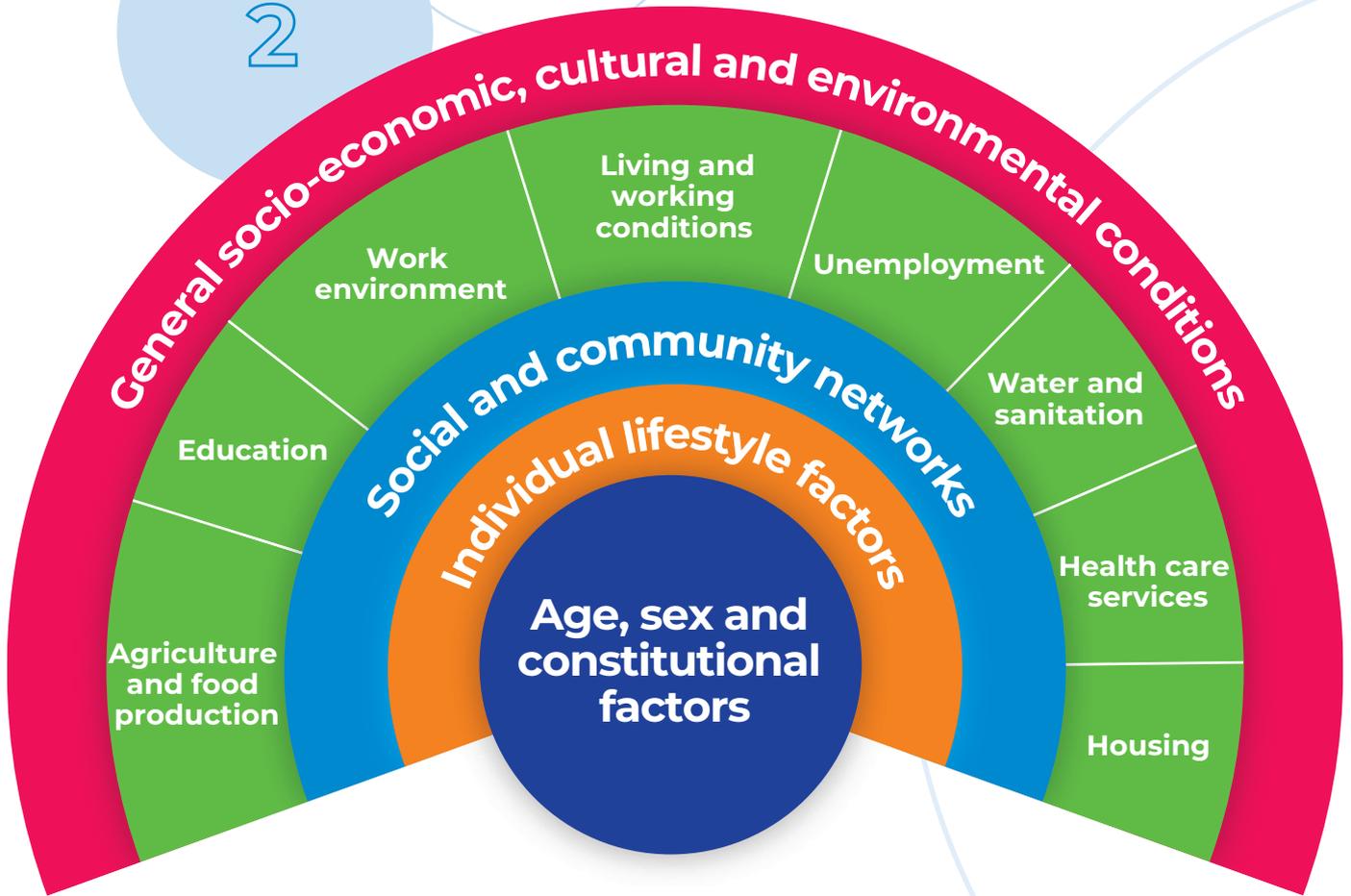
Women in Holland ward live **15 years** longer than those in Notting Dale.

Men can expect to live **18 years** longer in Courtfield ward than in Notting Dale



**CHART
2**

Dahlgren and Whitehead model of the wider determinants of health (1991)



As well as health inequalities between different areas in the borough, we see variation in health outcomes among residents from different ethnic backgrounds. Residents from a Black, Asian or other ethnic minority background are more likely to have diabetes, be overweight, impacted by mental health and suffer from hypertension.

**Responsibility
Improvements
Community**



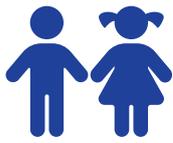


Working together to address local need

Action plan

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.





21%
of children live
in poverty



1 in 3
children are overweight
by age 11



over **1 in 4** adults
reported high anxiety scores,
higher than the London average



2 in 7
older residents needs help
with self-care



1 in 5
adults are physically
inactive



1 in 3
children have not
received two doses of MMR



over **2 in 5**
adults are overweight
or obese



1 in 10
children are estimated to have
a mental health condition



nearly **25%**
of residents aged 65
and over live alone



638*
people supported in
homelessness accommodation.
25,700 households living
in social housing



nearly **25%**
of five-year-olds have
decayed teeth



3 in 10
residents have
a long-term condition



Among the **lowest**
uptake of screening and
immunisations in London



1 in 14
older residents live
with dementia



lower
unemployment rate
than London with rates
varying by area

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 10 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 are now launching a Community Health and Wellbeing Worker initiative at Golborne and Worlds End. 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.



“I don’t feel lonely anymore – these sessions (Earl’s Court Community Champions Breakfast Club) are the highlight of my week because I now feel part of a community.”

Earl’s Court resident

“The community around me is very special to me. As an old lady living alone, when my local support services check in on me and take time to listen, I get the feeling that ‘somebody cares for me’, and that is very special.”

Notting Dale resident



“I have had significant distrust about the vaccine and had bought into various misinformation outlets and channels. After attending the coffee mornings with the vaccine champions, my attitude towards the vaccine has definitely shifted. I will speak with my GP with the view to eventually taking their vaccine as I am now worried about their personal health and the health of their family.”

North Kensington resident

Our approach

We will take a holistic 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 Kensington and Chelsea's population to improve health and wellbeing and address inequalities.

What are Individual, Community and Place level solutions?

Individual level solutions are interventions delivered at a one-to-one level e.g., support to manage weight or exercise.

Community level solutions focus on how we compare what others are doing to change 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.

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, and aim to make healthy choices, easy choices for residents and will consider the individual, the wider community, as well as the place they live, work and play.

CHART
3

**Making
Health
Everyone's
Business**

Creating the capability, opportunity and motivation to live a healthy life

A Healthy Environment

Healthy conversations alongside easy access, tailored services

Creating financial resilience

Having access to convenient outdoor spaces (parks, housing)

Promoting healthy, social activities in well-used community spaces

Creating friendly and safe neighbourhoods

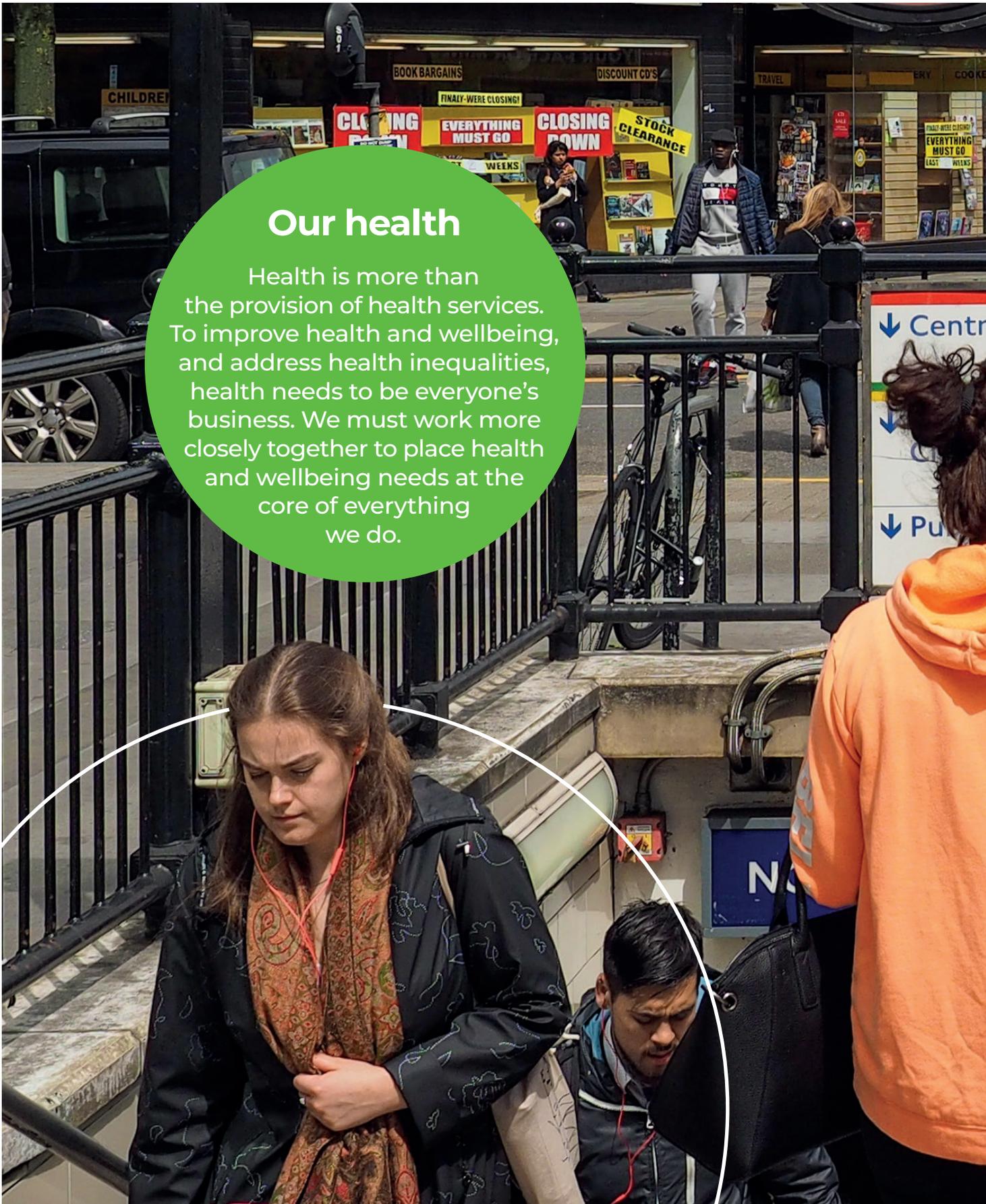
Healthy schools and nurseries

Healthy workplaces and work



Our health

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.





➤ 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 is 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 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.





“...there are some challenges. The absence of green areas. In the absence of private gardens, to access any kind of open spaces, we have to go all the way to Westfield Park or Kensington Park.

Although some local amenities exist, there is not enough information about them and women are discouraged from attending because it is usually male dominated.

There are many ethnic minorities living in the estate and some native foods have been identified as not entirely healthy.

Although in the middle of a very affluent area of London, Worlds End Estate houses some of the most deprived residents of RBKC. With more availability and cheaper cost of junk food, the residents have raised that eating healthy is a luxury they cannot afford.

There is also the issue of living in the middle of the city with its traffic, fumes and sedentary lifestyle.”

**View from a resident of
World's End Estate**

What is the local picture?

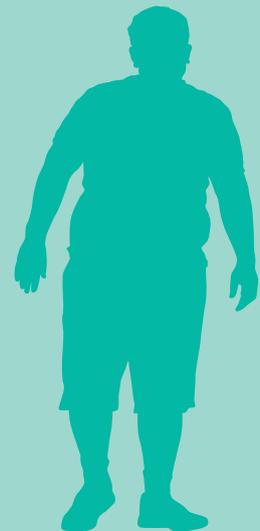
1 in 5

reception aged
school children are
overweight



increasing to
1 in 3

by the time they
reach the last year
of primary school



over
2 in 5

adult residents
are overweight
or obese

Interventions



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.

Examples of local initiatives include:

- **Change4Life Kensington and Chelsea** supports children, young people and families and aims to make it easier for children and young people to eat well and be active.
- **One You Kensington and Chelsea** provides free support to residents to make simple lifestyle changes to achieve a longer, healthier and happier life.
- Central London Community Healthcare NHS Trust provides a **specialist weight management service** to local residents providing one to one clinics, specialist workshops, and exercise classes.
- **Diabetes REWIND Programme** (Reducing Weight with Intensive Dietary Support) supports patients to lead a healthier lifestyle, reduce diabetes medicines and even achieve diabetes remission.



Attempts
Conversations
Trust





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

Promoting healthy 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:

- **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 Dalgarno, Notting Dale, Golborne, Chelsea and World's End, Cremorne Estate and Earls Court reached almost 4,000 unique individuals each quarter.
- **Change4Life Neighbourhood Projects** in Dalgarno, Notting Dale, Chelsea Riverside and Colville aim to address health inequalities and gaps in service provision.



The Dalgarno Neighbourhood Project – Change4Life

Feel Good Wednesdays have been implemented to address low levels of physical activity and address feelings of social isolation during Covid-19 among mums with young children. Weekly Zumba sessions with a creche and breakfast together with workshops on healthy eating, nutrition, being active with your family, oral health and mindfulness were offered:

- Mums had the opportunity to be physically active, have fun and socialise while their children were in creche.
- The creche reduced mums' anxiety about leaving their babies with staff, supporting the process of taking children to nursery.



Community

✓ Promoting healthy activities in community and outdoor spaces

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

Level Type

“My daughter attended forest school today and had such a wonderful time learning and hunting for bugs.”

– Parent of a participant of the Horniman’s Adventure Playground (Active Nature Project)



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:

- Every resident is entitled to a free **Pay and Play membership** card which entitles them to discounts of up to 50 per cent in Council leisure centres. 5,347 residents have these cards.
- **Change4Life Training** is available to staff working with children, young people and families in Kensington and Chelsea. It aims to support staff to create happy and healthy settings in which children and young people can live, learn and play and 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.
- **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, 23 grants have been awarded. **Project example: Horniman’s Adventure Playground – Active Nature Project**

128 children aged 5 to 16-year-olds living in and around North Kensington engaged with workshops where they planted herbs and plants from seeds and took them home to nurture. They cleaned the pond and the garden and learned how flower beds and gardening tools were used.

Children enjoyed using their imagination in free play: digging holes, searching for bugs, snails, frogs, newts and worms, looking out for our regular robins and squirrels or having a pink petal snow or leaf fight.



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

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:

- **School streets** create timed road closures during drop off and pick up times. They are a well-established way of helping more school children to walk, cycle and scoot to school and make the street safer, cleaner and more pleasant for residents and others. There are currently nine school streets in Kensington and Chelsea.
- **All Ability Cycle Club** runs in Little Wormwood Scrubs on a weekly basis and is designed for people with disabilities to enjoy cycling on a range of adapted bikes.
- **Free cycle training** is available to all adults who live, work or study in Kensington and Chelsea, with an aspiration to ensure this is targeted to underrepresented groups. Cyclist instructor training is also available to staff in schools to support them to arrange their own cycle training.
- **Walking maps** are developed to encourage residents and visitors to explore Kensington and Chelsea on foot.

Healthy food environment.

Access to and the availability of healthy food is important to 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 the most deprived areas have five times more fast food outlets compared to the most affluent areas.

Examples of local initiatives include:

- There are currently 70 **community kitchen gardens** with over 1,000 residents involved in the scheme. Access to being able to grow fruit and vegetables means understanding where food comes from and how to use it in your diet. It builds a sense of achievement, reduces social isolation, grows community cohesion and is beneficial for physical and mental health and wellbeing. St Charles gardening groups include the Grenfell Recovery Service, One Community Mental Health, Equal People and Grenfell Children’s Gardening. Other groups using one of the sixteen allocated plots are Open Age and Age UK.
- The **Healthy Catering Commitment** is a London wide programme which recognises businesses that offer healthy options in the food sold in their premises. Locally, we focus working with businesses in wards with the highest rates of deprivation and childhood obesity. To date, 80 businesses across Kensington and Chelsea have signed up.



Level Type



Place

✓ Creating walkable/cycle friendly neighbourhoods to increase active travel

✓ Healthy food environment

✓ Creating financial resilience and healthy workplaces

✓ Healthy schools

Recognition
Growth
Environment

Creating financial resilience and healthy workplaces.

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

Examples of local initiatives include:

- The **Housing and Employment Service** offers specialised and friendly one-to-one support and advice to help residents into work or training, access welfare benefits, support debt issues, and general income maximisation.
- Mainly targeted at children and young people on free school meals, the **Holiday Activity Fund** supports local organisations to deliver enriching and fun activities to provide healthy food and nutritional education during Easter, Summer and Christmas holidays.



**Activities
Resilience
Training**

Level Type

Place

- ✓ Creating walkable/cycle friendly neighbourhoods to increase active travel
- ✓ Healthy food environment
- ✓ Creating financial resilience and healthy workplaces
- ✓ Healthy schools



The Housing and Employment Service

Our Housing and Employment Service offers specialised and friendly one-to-one support and advice to help you into work or training. If you are unemployed, seeking to take the next steps in your career, or planning to change career paths, **we're here to help with:**

- job searches
- writing your CV or job application
- accessing training courses, volunteering opportunities or work placements
- applying for benefits and grants
- accessing support and advice related to money management or debt

Contact us on
housingandemployment@rbkc.gov.uk or call 020 7361 2070

Housing and Employment

THE BOROUGH OF KENSINGTON AND CHELSEA



Case study: **Holiday Activity Fund**



What did RBKC offer at Easter 2022?

20 Providers delivered holiday activities at Easter

1,488 Total places offered

£66,759 Total spend

1250
total participants



participants eligible for free school meals



not eligible for free school meals



72% of attendees were of primary school age



25% of attendees were secondary school age

353 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

SEND = special educational needs and disabilities

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 teaches skills like cooking and dancing.

Local examples:

- **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. 35 schools are registered and schools not registered are still able to access many of the benefits.



Place

- ✓ Creating walkable/cycle friendly neighbourhoods to increase active travel
- ✓ Healthy food environment
- ✓ Creating financial resilience and healthy workplaces
- ✓ Healthy schools

🏆 Spotlight on best practice

Bevington Primary School – Silver Healthy Schools Awards

Following a pupil survey and an audit of packed lunches, Bevington Primary School chose to focus on healthy eating to address pupils' gaps in knowledge around health eating choices and opportunities to grow and cook food. The focus is on improving participation in growing, cooking and eating healthy foods both within and outside school.

The school is currently implementing a number of activities to achieve these improvements including training for staff, healthy eating workshops for families and two portions of vegetables for all children at lunchtime.



Appendix – Infographic Data Sources

Indicator	Source	Timeframe	Age Range
21% of children live in poverty	End Child Poverty	2020/21	0 to 15 yrs
One in three children have not received two doses of MMR	Cover of Vaccination Evaluated Rapidly (COVER) data collected by OHID. Available from NHS Digital	2020/21	5 yrs
Nearly a quarter of 5 year olds have decayed teeth	Dental Public Health Epidemiology Programme for England: oral health survey of five-year-old children (Latest 2019)	2018/19	5 yrs
One in three children are overweight by age 11	NHS Digital, National Child Measurement Programme	2017/18 – 2019/20 (3 Year)	9 to 11 yrs (School Year 6)
One in 10 children are estimated to have a mental health condition	Mental Health of Children and Young People Survey	2020	5 to 19 yrs
3 in 10 residents have a long-term condition	WSIC	2022	16+
Over 1 in 4 adults reported high anxiety scores, higher than the London average	APS data published by ONS	2020/21	16+
Over 2 in 5 adults are overweight or obese	Active Lives Adult Survey, Sport England	2020/21	18+
Among the lowest uptake of screening and immunisations in London	NHS Digital (National Health Application and Infrastructure Services – NHAIS)/Office for Health Improvement and Disparities	2020/21	
2 in 7 older residents need help with self-care	POPPI, ONS Long-term subnational population projections	2020	65+
Nearly a quarter of residents aged 65 and over live alone	Nomis	2022	65+
One in 14 live with Dementia	POPPI, ONS Long-term subnational population projections	2020	65+
1 in 5 adults are physically inactive	Active Lives Adult Survey, Sport England	2019/20	16+
RBKC has very few street homeless but 638 in supported accommodation. 25,700 households living in social housing	RBKC Supported Housing data	2021/2022	
Unemployment rate is lower than London with rates varying by area	Nomis	2021/22	16+