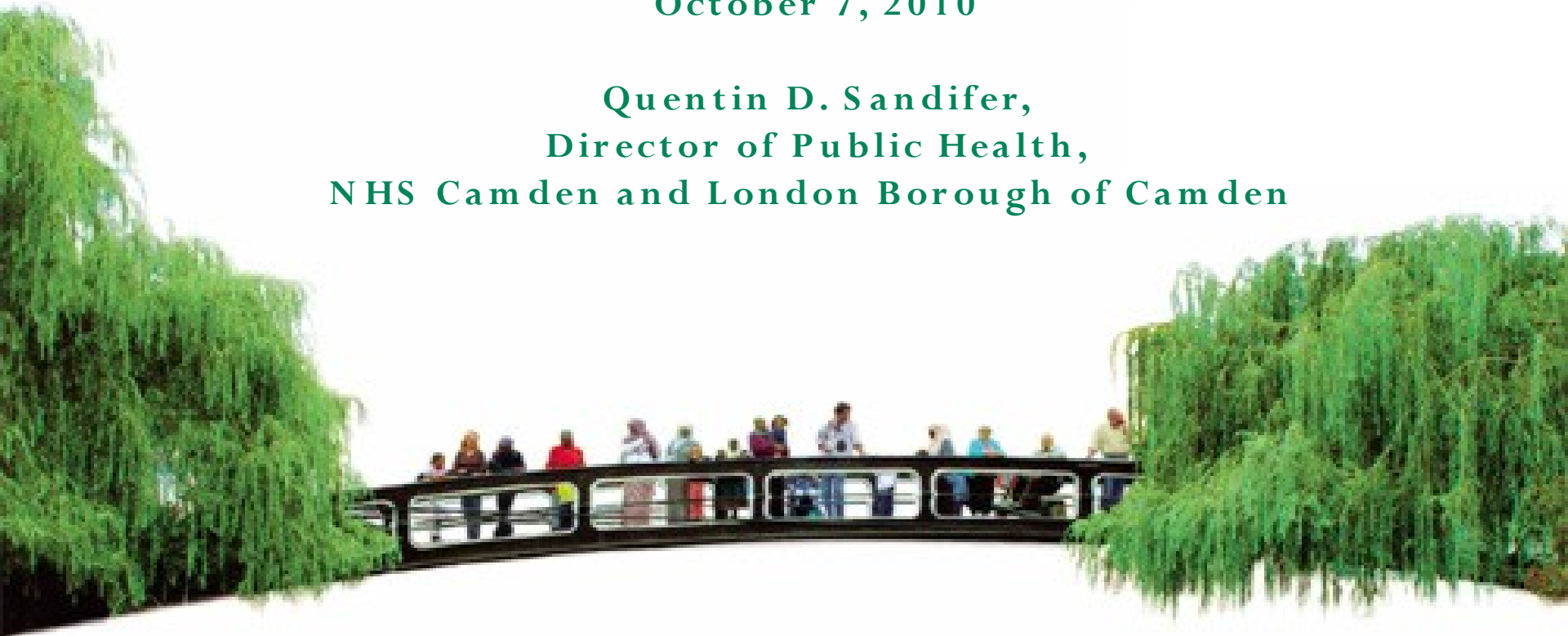


'Fit for Life'- Reducing Health inequality: A programme based approach



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Quentin D. Sandifer,
Director of Public Health,
NHS Camden and London Borough of Camden



Action group membership

- Individuals
- Community representatives
- Voluntary sector organisations
- Housing associations
- Social enterprises
- Private sector
- NHS Camden
- London Borough of Camden

Aims and Objectives

Specific aims

- To improve understanding of healthy lifestyle
- To improve access to services
- Empower local people/communities
- To build an understanding of 'what works' in community based public health.

Outcomes

- Increased awareness of services
- Increased physical activity levels and improved diets
- Reduced isolation and increased social networks
- Residents participating in decision making mechanisms
- Productive working partnerships

Engaging communities and the decision making process

- Speaking to people in the community
- Community groups
- Service providers
- Evidence base
- Timebanking

Key local health priorities identified

- **Poor Diets**
 - Lack of basic cookery skills
 - Low levels of literacy
 - Lack of healthier options
 - Affordability
- **Physical inactivity**
 - Affordability
 - Time
 - Childcare
 - Fear of crime
- **Isolation /mental well being**
- **Lack of information**



Activities and interventions

- Delivered by the healthy communities team
 - Lifestyle mentoring programme
 - Community events/workshops/ Panel discussions
 - Walking programme
 - Section 106
 - Training
 - Work experience/Work placements
 - Media project
 - Facilitating involvement of local communities in decision making
 - Creating the links

Activities and interventions

- Delivered by partner organisations
 - Food growing
 - Community events
 - Non contact boxing with young people
 - Youth offending green scheme
 - Training
 - Access to volunteering programme
- Delivered by individual volunteers
 - Hip Hop and Bingo for over 50's
 - Cookery Clubs

Challenges

Existing challenges

- Sustaining interest and the momentum
- Evaluation

Future Challenges

- Preserving partnerships
- Sustaining the dialogue created between communities and service providers
- Economic climate
- Organisational change

Opportunities

- Productive working partnerships
- Prevention
- Innovation
- Empowering communities

Links

Director of Public Health Annual Report for
Camden 2009-10

<http://www.nxtbook.com/nxtbooks/nhscamden/health>

Camden's Joint Strategic Needs Assessment

<http://www.camden.nhs.uk/joint-strategic-needs-assessment>