

Healthier Communities Select Committee			
Report Title	Preventing Premature Mortality Review Recommendations - Update		
Key Decision	No	Item No.	8
Ward	All		
Contributors	Executive Directors for Community Services, Children and Young People, Resources and Regeneration, and Customer Services, and the Director of Public Health		
Class	Part 1	Date: 18 th March 2014	

1. Purpose

This report provides an update on the recommendations from the Healthier Communities Select Committee's Preventing Premature Mortality Review 2012.

2. Recommendations

It is recommended that the Committee:

- 2.1 Note the updates to the review's recommendations.

3. Policy Context

- 3.1 The review undertaken by the Healthier Communities Select Committee specifically related 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 linked to the Council priority 'Active, healthy citizens'.

4. Background

- 4.1 The Healthier Communities Select Committee 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 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.

- 4.3 On 11 July 2012 the Mayor received a report providing officer and partner responses to the recommendation in the review. These responses outlined what work was being undertaken and planned to address the issues raised in the review. This report was further discussed at the Healthier Communities Select Committee meeting on 5 September 2012.
- 4.4 On 19th March 2013 the Healthier Communities Select Committee received an update on the work that was being undertaken to implement the reviews recommendations.

5. Review Recommendations

A further update on the work being undertaken to implement the review's recommendations is provided in Appendix 1 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 of 11 July 2012, presented to HCSC on 5 September 2012
<http://councilmeetings.lewisham.gov.uk/documents/s15645/03PrematureMortalityAppendix050912.pdf>

2. HCSC Review March 2012

<http://councilmeetings.lewisham.gov.uk/documents/s10545/HCSC%20Premature%20Mortality%20Review.pdf>

For further information on this report please contact Danny Ruta, Director of Public Health on 020 8314 9094.

HCSC Preventing Premature Mortality Review Recommendations: February 2014 Update

	Smoking	Lead	Previous Update (February 2013)	February 2014 Update
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 Stop Smoking Service.	Danny Ruta (Jane Miller)	<p>The SSS (Stop Smoking Service) has visited every practice to deliver pads and explain how to make referral to the service.</p> <p>The Service Level Agreement has been revised and re-launched at the GPs' Protected Learning Time event in Sept 2012.</p> <p>The SSS Manager will call every practice who have not signed up to the new SLA for 2013-14.</p> <p>The Local Incentive Scheme 12/13 included a target for increasing the number of quits achieved by each practice. The SSS will pay a bonus to practices for exceeding their target on quits.</p> <p>Visits to practices are planned to take them No Smoking Day materials, encourage training and to</p>	<p>The SSS (Stop Smoking Service) has worked with the Clinical Commissioning Group, through the Local Incentive Scheme, to ensure that the GP practices without their own stop smoking service refer smokers to the SSS.</p> <p>In addition, there are now 34 GP practices and 30 pharmacies providing a stop smoking service.</p>

			<p>promote the service.</p> <p>GPs have been featured in a Lewisham Life article on No Smoking Day.</p> <p>The biggest success this year has been in Lewisham Hospital, with over 100 people quitting through their new clinics. Referrals have increased, including for pregnant women, and the system is much improved with training delivered to key staff.</p>	
2.	The Stop Smoking Service should continue to extend its services to reach more people in more non-medical venues.	Danny Ruta (Jane Miller)	<p>The SSS actively promoted the Stoptober Campaign in October 2012 and offered support to anyone taking part.</p> <p>Lewisham Life will promote No Smoking Day in March and the Service will be at Lewisham Market on the day.</p> <p>Outreach stop smoking services have visited Lee Sainsburys and Lewisham Shopping Centre during February and March 2013 and drop ins have taken place at Bellingham</p>	<p>The SSS actively promoted the 'Stoptober Campaign' in October 2013 and offered support to anyone taking part.</p> <p>There have been 2 promotion days in Lewisham Shopping Centre to promote no smoking day and on the day there was a branded mobile promotional trailer, in addition to various activities at three sites.</p>

			and Downham Leisure Centres and Laurence House.	
3.	The Stop Smoking Service should undertake more targeted work focusing on community.	Danny Ruta (Jane Miller)	<p>The Asian Health Network ran a Ramadan Campaign for the Service.</p> <p>Drop ins were run in the most deprived wards – Bellingham, Downham, New Cross and Evelyn.</p> <p>There is a group at Ladywell Unit for people with a mental health diagnosis both in the community and inpatients.</p>	<p>Weekly drop in clinics continue in New Cross, Catford and Downham.</p> <p>There are two stop smoking groups for people with mental health problems.</p> <p>A new group for users of CRI (New Direction, the specialist substance misuse treatment service) has recently started.</p>
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.	Danny Ruta (Jane Miller)	<p>There are Vietnamese, French and Russian speaking advisors in addition to speakers of Polish and Asian languages. There is also a group run at FORVIL for Vietnamese smokers wishing to quit.</p> <p>Department of Health leaflets can be downloaded in many languages.</p> <p>Indicators to incentivise more outreach work have been included in the service specification in 2013-14.</p>	<p>Kick the Habit (a community outreach bus) provided by Charlton Athletic Community Scheme is visiting places in Lewisham from Tuesday to Saturday in January, February & March.</p> <p>Plans are underway to produce a multi-lingual leaflet.</p> <p>Stop Smoking advisors provide advice in the following</p>

				languages: Sign Language, Hindi, Urdu, Gujarati, Spanish, Swahili, Italian, Chinese, French, Punjabi, Polish, Ghanaian, Akan, Albanian, German, Hungarian, Bengal, Tamil, Telugu, Cantonese, Turkish, Yoruba, Shona
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'.	John Pye	Please see the update to recommendation 6 below	Tobacco Display Provisions Please see the update to recommendation 6 below
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.	John Pye	Tobacco Display Provisions Trading Standards has carried out 10 unannounced follow up visits to Lewisham premises in order to observe their operating practices in action. In each case the premises complied with the relevant display provisions. This will be monitored in the future and particularly when the legislation is extended to smaller premises in 2015. Tobacco Vending Machines	Tobacco Display Provisions: A total of 25 inspections of relevant retailers has been conducted and the retailers were found to be in compliance with regulations. Periodic re-inspections of relevant premises are part of the wider Tobacco Control retail inspection programme. Advice will be prepared and delivered to smaller tobacco

			<p>Visits to premises previously 'hosting' publicly accessible vending machines have also been carried out and Trading Standards believes that there are now no such machines in use locally.</p> <p>Age Restricted Sales So far 27 intelligence based test tobacco purchase attempts have been made in 2012/13 with 3 unlawful sales obtained. In each case this was a first offence and a warning issued. The figure of 27 forms part of an overall total for all restricted products of 104 test purchase attempts.</p> <p>Unpackaged Cigarettes A 'singles' survey of over retail 50 premises has been carried out with no sales of single cigarettes made.</p> <p>Niche tobacco A business information leaflet on labelling requirements for 'niche' tobacco (e.g. shisha, snuff) has been produced and distributed, and a number of inadequately labelled products seized from local retailers the most recent being 40 packets of snuff.</p>	<p>retailers later this year prior to the advertising and display provisions becoming applicable to them.</p> <p>Tobacco Vending Machines: Inspections and enquiries with regulatory and enforcement partners have revealed no evidence or intelligence on the presence of tobacco vending machines in the borough since they were prohibited. No further action proposed.</p> <p>Age Restricted Sales: A rolling monthly test purchase partnership targeting a variety of age restricted items including tobacco. 31 attempts to purchase were made which resulted in 2 sales (Both retailers were first offenders). Both are undergoing investigation.</p> <p>Although age restrictions have not yet been implemented, 3 attempts to purchase e-shisha have been made with 1 sale to</p>
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			<p>Illicit tobacco (counterfeit/smuggled etc) A programme of 50 proposed detection visits to self storage units and retailers within the Borough is in progress. This involves the occasional (subject to availability) deployment of 'pack code reading' devices and detection (sniffer dogs). Visits also involve police and HMRC partners. As at 19/02/2012, 36 such visits have been undertaken and illicit tobacco has so far been found at only 2 retail premises from which 10 kg of hand rolling tobacco, and 40,000+ cigarettes have been seized.</p> <p>South East London Tobacco Alliance (SELTA) A survey of 1700 smokers across SE London has recently been completed to identify how they obtain illicit tobacco. The survey has reinforced the TS view of the covert nature and significant scale of the illicit trade which via the survey is estimated to represent around 15% of the tobacco consumed (worth over £20 million p.a. across these six South East London boroughs</p>	<p>a purchaser under 18.</p> <p>Unpackaged Cigarettes: 90 inspections revealed 1 'singles' sale witnessed, 1 'single' sale prevented and 6 warnings for an open cigarette pack in a sales area. Warnings and advice were given. Open pack premises will be listed for future test purchase attempts.</p> <p>Niche tobacco: Information leaflets have been delivered to premises selling/serving shisha in view of a change to HMRC regulations making herbal (non-tobacco) shisha liable to duty. A joint educational/enforcement inspection in partnership with HMRC in the borough attracted regional media interest. Visits included apparent local 'shisha cafes' who report that due to the recent bad weather there is no current demand (legislation prevents smoking inside premises). The situation is expected to change when the</p>
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			<p>(10% in Lewisham). The results for Lewisham suggest that two sources of illicit tobacco predominate - buying from someone's home and buying from a pub and of these the former was most significant in terms of frequency of purchases and volume of tobacco purchased. 13 out of every 20 Lewisham smokers surveyed claimed to have been offered illicit product with around 6 in every 20 smokers reporting that they had bought illicit tobacco in the previous 12 months. A summary of the report has been sent to all LBL Councillors via the Cabinet Member for Customer Services.</p> <p>Further survey work into niche tobacco is proposed. A key South East London Tobacco Alliance (SELTA) objective is to develop a co-ordinated SE London tobacco enforcement strategy.</p> <p>(Lewisham's Tobacco Free Future Delivery Group & SELTA would welcome the opportunity to present to Committee on their work.)</p>	<p>weather improves.</p> <p>1 'new' shisha café has been identified since the operation (current total of 5 known addresses for future monitoring although 2 appear closed down)</p> <p>E-Shisha / Cigarettes – LBL participating in co-ordinated London test sale initiative to investigate and assess product safety implications of these products.</p> <p>Illicit tobacco (counterfeit/smuggled etc) Joint operation with police recovered 10kg of illegal hand rolling tobacco. (Suspect deported). Small quantities of non compliant oral tobacco, snuff and blunts seized from retailers.</p> <p>3 'live' 1'Tab' House enquiries in progress. Scoping of illegal supply via social media ongoing. Detection dog and multiple agency operations arranged.</p>
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				<p>Large quantity of Polish labelled Marlborough cigarettes and hand rolling tobacco recovered by resulting in conviction & £12K fine for Catford retailer.</p> <p>South East London Tobacco Alliance (SELTA) A number of multi-agency enforcement operations have been conducted and more are planned with SELTA partners. Intelligence is also being effectively passed between boroughs. A SELTA initiative resulted in a joint operation between the LBL & HMRC. A separate Lewisham led operation against a potential rogue wholesalers in Bromley in partnership with Bromley TS & HMRC led to an ongoing investigation re shisha and blunts.</p> <p>Tobacco Control Project 12/13 Tobacco Control Officer. Numerous partnerships with external agencies and internal departments established.</p>
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				Internal and external presentations and trader advice distributed. Rolling inspection plan includes detection dogs, police & HMRC to maximise impact on illegal supply.
7.	Children should be taught about the consequences of smoking from a suitable age in primary school.	Jane Miller	<p>The PSHE curriculum includes smoking.</p> <p>Lewisham Communications are designing a flyer for primary school book bags and for Affordable Housing Providers' welcome packs on Smokefree Homes. The message is to protect children by smoking outside. This information is aimed at those who want to continue smoking.</p>	<p>Smoking continues to be a focus at the Junior Citizens week for pupils of year 6.</p> <p>Primary school pupils are currently participating in a poster competition for the sides of refuse carts on smokefree homes and the environment.</p>
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.	Jane Miller	<p>A Tobacco Peer education programme is offered to every secondary school for year 8. Sydenham Girls' and Sedgehill have completed and Ladywell Fields is at the planning stage. Schools are generally interested but often feel unable to commit to the programme because of other priorities.</p> <p>The programme focuses on the</p>	<p>Junior Citizens initiative targets year 6.</p> <p>The Tobacco Control Peer Education programme which targets Year 8 has gone from strength to strength with 5 secondary schools per year participating. The programme has been well received by schools as an effective way to</p>

			<p>tobacco industry's marketing strategy to target young people to create the next generation of smokers.</p> <p>'Cut Films' are working with groups at Pupil Referral Unit, Lewisham College 14 -16s, Young Carers and Bellingham Gateway Youth Centre to research tobacco smoking, and then make a film and enter it into their national film making competition.</p> <p>Lewisham College design students have been asked by the Environment Team to research cigarette litter to create posters. These may also form part of an exhibition.</p>	<p>increase skills among pupils in addition to influencing behaviour. An evaluation is currently being undertaken.</p>
9.	<p>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</p>	Jane Miller	<p>The previous Young Mayor and a Lewisham apprentice co-run the Lewisham Cut Films programme. Social media is being used to involve more young people in the competition.</p> <p>There was a national campaign in January aimed at 'contented</p>	<p>Cut Films is a project which is working with secondary schools, youth groups and LeSoco (Lewisham and Southwark College). It is a social marketing intervention developed with and aimed at young people encouraging young people to work</p>

	<p>media to consolidate the message and increase the reach of the campaign.</p>		<p>smokers'. It used shocking graphic images of cancerous cells growing out of the cigarette and near the mouth.</p>	<p>collaboratively to write, produce and direct films that challenge other young people who smoke to reconsider their attitudes and behaviours.</p> <p>An annual competition provides a focus for the campaign and an incentive to participate and offers young people an opportunity to research, develop and make short films with an anti-smoking message, and to share them on social networking sites.</p> <p>Young people are actively involved in the process of identifying issues and devising solutions that guide the development of the programme.</p> <p>A film award ceremony is planned for July at the Broadway Theatre.</p>
	<p>Obesity</p>			

10.	<p>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.</p>	<p>Danny Ruta (Gwenda Scott)</p>	<p>Training of midwives on raising awareness of maternal obesity and how to communicate benefits of a healthy weight to pregnant women is now part of the mandatory training at LHNT and all midwives will have attended training by April 2013.</p> <p>As part of the maternal obesity care pathway a resource is being developed for women thinking about having a baby which provides information on benefits of being a healthy weight before conception but also covers other healthy lifestyle issues. This will be available by April 2013 as a web based resource and to raise awareness through printed cards.</p> <p>As part of the UNICEF initiative working towards achieving stage 2, over 100 midwives and health visitors have been trained in breastfeeding management. Children centre staff and early years providers have also been trained. Children's centre staff are to attend specific UNICEF breastfeeding training in May and June</p>	<p>All midwives attend an annual update on raising awareness of maternal obesity and how to communicate benefits of a healthy weight to pregnant women as part of their mandatory training at LGHT.</p> <p>As part of the maternal obesity care pathway a web based resource is now available on the council website for women thinking about having a baby. This provides information on benefits of being a healthy weight before conception but also covers other healthy lifestyle issues. Printed cards are also available to help raise awareness.</p> <p>The UNICEF Baby Friendly community stage 2 award was achieved in February 2014, the maternity services will have their final stage 2 assessment before September 2104. Children's centres are considering how they can also work towards Baby Friendly</p>
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			<p>Implementation of the breastfeeding welcome scheme continues with libraries, children centre venues and local businesses signed up to the scheme.</p> <p>Promoting consistent nutrition messages to support healthy growth and weight in children under 5 has been supported by providing targeted training to over 70 professionals on appropriate introduction of solid foods. Local resources (featuring Lewisham families) to support introduction of solids have been produced and are being used by partners. These include a booklet and video clips of parents talking about their experiences of feeding their baby which are available on the LHNT website.</p> <p>Early years settings have been supported to adopt the voluntary food and drink guidelines for early years settings in England by commissioning the Eat Better, Start Better Programme in Lewisham. 20</p>	<p>accreditation so that they can work more closely with health visitors and maternity services in supporting mothers to breastfeed.</p> <p>Implementation of the breastfeeding welcome scheme continues with nearly 30 businesses signed up. Training for volunteer ambassadors to help promote the scheme is planned in March 2014.</p> <p>To support healthy growth and weight in young children training on appropriate introduction of solid foods has been delivered to professionals, children's centre staff and breastfeeding peer supporters.</p> <p>Early years settings have been encouraged to continue adopting the voluntary food and drink guidelines for early years settings with further training planned for spring 2014. Children's centre staff have</p>
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			<p>settings attended the first training session and due to expressions of interest another session is planned for April 2013. The Eat Better, Start Better programme also increases opportunities for parents to participate in cookery classes in a sustainable way through training of existing workforce.</p> <p>Weight management support continues to be available in a variety of locations in Lewisham. Targeted programmes for early years include new mum new you for postnatal women and a range of nutrition and activity programmes for families. One to one support is also available as part of the specialist support.</p>	<p>been delivering cookery classes for parents since participating in the eat better, Start Better programme in 2013.</p> <p>A variety of weight management support is available in community settings. Post natal women have the option of attending free 12 week Weight Watchers by referral scheme or the New Mum, New You programme. Family nutrition and activity programmes are also available for young children. Families requiring individual support can access this as part of the specialist service.</p>
11.	The Downham Nutrition Partnership Model should be rolled out more widely across the Borough.	Danny Ruta (Gwenda Scott)	Healthy eating initiatives continue to be supported as part of the DNP and North Lewisham Plan and aspects have also been included in the Well London project in Bellingham.	Learning from the healthy lifestyle initiatives of the Downham Nutrition Partnership and North Lewisham plan have been included in the Well London project in the planning of similar activities in Bellingham and plans are

				underway to explore how to roll the learning from these models to other wards.
12.	The MEND programme, or similar evidence based programmes, should be rolled out as widely as possible across the borough.	Danny Ruta (Gwenda Scott)	Targeted and specialist weight management programmes continue to be available and are accessible across the borough. These are provided as age-specific programmes for 0-5 years, 5-7 years, 8-12 years and 13-16 years. There have been over 300 referrals to the service since it became fully operational in April 2012.	Targeted and specialist weight management programmes continue to be available and are accessible across the borough. These are provided as age-specific programmes for 0-5 years, 5-7 years, 8-12 years and 13-16 years. There have been over 450 referrals to the service April to December 2013.
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.	Gwenda Scott	All meals served throughout the Borough meet all of the Government nutritional guidelines. In September 2012 Chartwells began a partnership with the Healthy Weights team from Lewisham NHS. Advice to parents at four Early Years centres and taster sessions as to what's on offer at school mealtimes have been offered. These workshops proved a real success and the NHS hope to build on this success this coming year by reaching out to more parents.	Joint promotional events (Public Health and Chartwells) to increase uptake of school meals include activities in libraries during family learning festival.

			Chartwells are currently organising a Meet the Growers Road Show event for summer 2013 where schools are invited to meet and speak to the farmers/producers used for the service provision.	
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.	Gwenda Scott	A Fun into Food programme educating children in Lewisham about healthy eating through interactive sessions continues to be offered by Chartwells to all schools.	Schools have been encouraged to provide cookery clubs and 20 schools are now registered with the Let's Get Cooking programme.
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.	Alan Docksey	Lewisham and its central catering supplier Chartwells are very proud of achieving the Bronze Food for Life accreditation in 2012. The Bronze standard menu is certified by the Soil Association, a leading authority in sustainable food sourcing. At least 75% of the menu is freshly prepared daily in schools and all of the meat is Farm Assured. Chartwells and Lewisham are committed to supporting the Food for Life ethos of creating a better food culture and will	There is no new information to share since the previous update

			<p>shortly be trialling the Gold standard accreditation in four Lewisham sites. They are aiming to deliver Silver standard across all schools.</p> <p>All of the school menus have been created to reflect the diverse demographic of Lewisham Borough with influences from all around the world. Recognising that within our secondary sector we need to constantly provide innovation and choice to the older student, new products have been introduced that offer appealing flavours such as Levi Roots Reggae Reggae, but also some with UK Red Tractor Assurance and Halal certification.</p>	
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	Alan Docksey	The Council's Budget Proposals for 2013-4 include an increase of 10p in the cost of a primary and secondary school meal which continues to compare favourably with other London Authorities. Lewisham school meal charges are amongst the lowest in London.	There is no new information to share since the previous update

	of keeping students on site at lunch time.			
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.	Warwick Tomsett	Although the national Healthy Schools Programme has ceased, local health services continue to work with schools to promote healthy eating. For example the School Nursing health promotion curriculum includes specific work with Years 2 and 3 and a community dietician provides support to Early Years foundation stage providers.	
18.	Parenting Support offered through the Early Intervention Programme should include nutrition, budgeting and cooking guidance as part of the support offered to parents.	Warwick Tomsett	All Early Intervention services are encouraged to use the nutritional guidelines developed by the Children's Dietician working in the Public Health Team. These are compliant with national guidance. All providers' nutrition policies are reviewed to ensure that they are consistent with local guidelines. Early Years providers have been offered grants from the Children's Food Trust to participate in "Eat Better Start Better" training on the national food and drink guidelines and running cookery sessions for early years. Advice to parents at four	There is no new information to share since the previous update

			Early Years centres and taster sessions as to what's on offer at school mealtimes have been offered. These workshops proved a real success and the NHS hope to build on this success this coming year by reaching out to more parents.	
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.	John Pye	A limited survey of Lewisham Market in July 2012 found over 50 different types of fruit & vegetables from at least 50 different countries. The potential use of this information is to be discussed with Communications colleagues.	The variety available is referred to in promotional activities.
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.	John Miller	The Development management Local Plan (DMLP) 'Further Options' consultation took place between December 2012 and the end of January 2013. The DMLP Further Options included preferred option 17; a new policy on fast food take away shops. This recommends refusing planning permission for new hot food take away shops within an exclusion zone of 400 metres of a primary or secondary school. It also sets percentage limits for use in local shopping centres and parades. The practical impact of this new	The Development Management Local Plan (DMLP) was submitted to the Planning Inspectorate for Examination in November 2013. This is the final stage before the Council can adopt the document as statutory development plan planning policy. Policy DM 18 sets a 400 meter exclusion zone for hot food take away shops around all school in the borough. It also sets percentage limits for use in local shopping centres and

			<p>policy will be to severely limit any new hot food take away shops in Lewisham. There were no objections to the proposed policy as a result of the consultation and the planning service will therefore take this option forward in the final draft DMLP later this year. It will now be considered a 'material planning matter' for the purpose of planning applications for this use.</p>	<p>parades. The planning Inspector appointed to hold the Examination has identified this policy along with others as one he wants to consider at the Examination. The Examination is programmed for 26th and 27th February 2014. The Inspector has the power to modify the Council policy if he considers it legally flawed.</p>
21.	<p>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.</p>	John Miller	<p>Please see the update to recommendation 20 above.</p>	<p>The Planning Service has included policy on healthy eating in its development plan documents. Please see the update to recommendation 20 above.</p>
22.	<p>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.</p>	Mayor's Office	<p>The Business Awards have agreed to incorporate a category around social responsibility in which we will encourage the theme of healthy eating & living. Specifically, the theme in May will be around Fairtrade and the following theme will focus on healthy eating.</p>	<p>The Mayor's Business Awards include a category for Corporate and Social Responsibility. This recognises support from local businesses for healthy living. In April 2013 two businesses were awarded the Mayors Business Award under this category and for their work to support health and</p>

				well being.
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.	Danny Ruta (Frances Fuller)	<p>Promotion of the Lewisham NHS Health Check Programme is continuing on a borough wide basis.</p> <ul style="list-style-type: none"> • A widespread poster campaign across Lewisham during January and February using the theme “keep well for those you love” • A month- long campaign in the Lewisham News Shopper during January and February • Promotion on the new Lewisham CCG website and a new Lewisham Council public health presence is in progress. • Promotion on Lewisham Hospital television screen in all out patient departments commencing March 2013 for 4 months. <p>Posters in all GP practices and participating pharmacies.</p>	Promotion of the Lewisham NHS Health Check Programme is continuing on a borough wide basis on the same basis as last year e.g. posters in GP Practices, participating pharmacies and at bus stops.

24.	Local Pubs and restaurants should be encouraged to provide and promote healthy snacks and meals.	Danny Ruta (Gwenda Scott)	Public Health are working in partnership with the Environmental Health Team to implement the Healthier Catering Commitment Scheme in Lewisham. The initial phase starting in February 2013 focuses on working with fast food outlets. The scheme offers practical solutions on how small changes can make food healthier, often at no cost to the business.	<p>Public Health is working in partnership with the Environmental Health Team to implement the Healthier Catering Commitment Scheme (HCC) in Lewisham. The initial focus is working with fast food outlets. Work started in February 2013 and of the 25 businesses that were approached the HCC scheme was received positively by the majority of businesses. Following assessment 15 of the original 25 businesses were successful in meeting the criteria for the scheme and able to display the HCC sticker on their premises.</p> <p>Actions are in place to work with an additional 40 fast food outlets. It is recognised that many fast food outlets are not eligible for the HCC scheme because they do not meet the required food hygiene standard. It is proposed that there is a focus on frying practices and the use of salt for</p>
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				these businesses by offering workshops to inform catering practices.
	Physical Activity			
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.	Danny Ruta (Sylvia Curtis)	<p>A new electronic GP referral form has been developed by Public Health and the NHS, and it is hoped this can be implemented with GPs by Summer 2013. This will enable a paperless process and also speed up referrals of local people with health conditions onto the scheme. It will also enable patients to choose which leisure centre they would like to attend.</p> <p>The workshops on physical activity for local GP Surgeries have been delivered to over 25 surgeries. The training is tailor made and delivered</p>	<p>The GP Referral form has been revised and is now sent via GP Surgeries to the new Lewisham Lifestyle Hub. The Hub started June 2013. The GP Referral form is still sent via email or secure fax to the Lifestyle Hub and details are input to the new electronic monitoring system Refer all. This new system monitors referral forms more closely and provide reports to GP Surgeries on patient outcomes. Patients can choose which leisure centre they would like to attend.</p> <p>An evaluation of the GP Referral scheme is to be completed in March 2014.</p> <p>A physical activity training session was delivered to GP's at the Obesity Protected</p>

			<p>on-site at the GP Surgery. It enables Primary Care to understand better how to screen patients for inactivity using evidence based tool and to effectively discuss physical activity with the patient.</p> <p>The Physical Activity training for primary care staff will continue in 2013-14 ensuring all staff are trained and that training is extended to other health professionals such as pharmacy staff and hospital staff.</p>	<p>Learning time with 80 GP's in attendance.</p> <p>The Let's Get Moving module 1 was delivered on 15th Jan 2014 to 15 delegates.</p> <p>Training has been delivered to Improved Access to Psychological Therapy (IAPT) teams and refresher training for Pharmacy staff is planned for 2014. Physical activity training has also been provided to the wider community who are engaged in promoting physical activity this includes – the Physical Activity Network delegates 30+ Nov 2013, Community Health Improvement Service and community volunteers. Further training is planned in 2014 for North Lewisham voluntary groups and Bellingham Well London volunteers.</p>
26.	Primary Care Staff should all implement and promote the Let's Get Moving Physical activity Care Pathway to patients with long term conditions.	Danny Ruta (Sylvia Curtis)	The promotion of Let's Get Moving physical activity care pathway will continue to be promoted by primary care staff as part of the NHS Health Check Programme 2013/14.	A brief training session on the Let's Get Moving Physical Activity Pathway was delivered at the NHS Health Check CVD GP Event 55 + delegates. The

				Health Check data for Physical Activity shows that the GPPAQ (General Physical Activity Questionnaire) is being used to assess patients activity levels for inactivity and effectively referring patients to the Lifestyle Hub for physical activity interventions and lifestyle support. Between July – Aug 2013 over 1660 GPPAQ scores completed by Primary Care, Pharmacy and the NHS Health Check Outreach Team.
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.	Petra Marshall	As part of the review of the exercise on referral and active heart schemes, a new specification has been drawn up and agreed by the Council and the Leisure Contractors. This is a more outcome focused specification requiring a wider and more interesting offer to local people, including, for example, group exercise rather than individual circuits.	Public Health (PH) is undertaking a review of GP referrals with both leisure providers, GPs and other stakeholders. This review is looking at all aspects of the process, and in particular will seek to improve the drop in numbers being referred through to completion. The outcome of the review and its implementation will be monitored by PH and leisure officers.

28.	All people referred under the GP exercise referral scheme should be able to access the same range of activities across all borough localities.	Petra Marshall	The specification has been rewritten and consulted on with NHS, Public Health, GPs and University Hospital Lewisham, and it has now been agreed. The first quarter results should be available in July 2013.	Personalised programmes are delivered based on need and abilities. GP referral available through both contractors
29.	<p>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.</p>	Petra Marshall	<p>Both Leisure contracts offer the opportunity annually for key partners and organisations such as the positive ageing group, the NHS and the young Mayor's advisory group to have an input to annual development plans. Although both contracts are constructed slightly differently, they both cover basic themes such as sport and physical activity development, older people, disabled people and young people, women and girls. In addition there is also a focus on key health programmes such as exercise on referral and the Council's discount scheme for those on low incomes. The plans will be consulted on by the leisure client team before April each year.</p>	<p>The annual service planning continues to provide a focus for developing activities that are relevant to particular groups in the borough. Free swimming has been agreed for the duration of the contract for under 16s and over 60s; and the Be Active scheme has increased in participants since its launch (replacing the Lewisham Plus card) over a year ago. There is a recognition that older people participation in leisure could be improved and focused work with the Positive Ageing Council will help to develop this further.</p>

30.	Pricing information for all Lewisham Leisure centres and activities should be easily accessible on the Lewisham Council website.	Petra Marshall	There is no new information to share since the previous update.	The Lewisham website has links through to the contractors pages which hold all details on leisure provision
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.	Petra Marshall	<p>The new Be Active Scheme was launched in September 2012. The scheme which supersedes the Lewisham Plus Scheme, and has been agreed by all parties, has a wide ranging offer. The offer is aimed at people on low income, and is also aimed at tackling the preventative agenda. It offers full memberships to people on low income, those over 60, disabled people, and children in care, for just over £5 a week.</p> <p>In addition the scheme also provides free activities (swim and gym) for disabled people and for people 60 and above. The scheme also enables adult and young carers to swim free with the person they care for and to accompany them to other activities. Finally people with health issues can also avail themselves of the discounted membership via the exercise on referral or active heart</p>	The Be Active scheme has now been running for over a year with increased participation. The scheme will be extended from April 2014 for the retiring servicemen and women as part of the Military Covenant. Free swim for under 16s and over 60s continues to be popular but there is recognition that more could be done to encourage older people to access the offer. As above, work will be done with the Positive Ageing Council to understand barriers and explore ways to increase participation.

			scheme.	
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.	Andy Thomas	There is no new information to share since the previous update.	In 2013 a major restructure of the Council's Culture & Community Development division took place, which means that reduced resources are available to undertake an audit of this nature. An alternative approach has been developed, focussing on sports facilities and activities with a view to improving promotion and increasing participation. This will be complete by October 2014.
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.	Andy Thomas	A report on the Impact of the Olympic & Paralympics and the legacy for Lewisham is currently being prepared and is due to be completed early in the new financial year.	Provision of taster sessions continues to be an important means of promoting and increasing participation in sports activities. The approach will be used in a range of settings in 2014/15 including Lewisham People's Day

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.	Petra Marshall	The position remains the same with regard to the usage of school facilities. However a web page showing the opportunities for local people to book the facilities at schools, including price and conditions should be in place before the new school term in September 2013.	A cross directorate working group is developing a programme for extended use of schools, particularly BSF and PFI ones. This will involve creating models and testing with a small number of schools before extending out across the borough. It links with the council's work on its Asset management Strategy.
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.	Gwenda Scott	There is no new information to share since the previous update.	Fitness for Life training programme to primary school teachers has been piloted in 5 schools with a further 9 schools to commence Jan 2014
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.	Gwenda Scott	<p>The Sportivate funding that comes into the Borough is channelled directly via grass roots sports clubs rather than through the Council or the School Sports Association. These clubs then undertake outreach to our schools to deliver activities.</p> <p>Additionally, since 2011-12, the School Games programme has</p>	Hoops 4 health programme was run in 32 primary schools which includes 10 week basketball coaching sessions for year 5 or 6 children

			<p>expanded which has created opportunities for young people to access competition in non-mainstream sports more easily.</p> <p>Of note is the number of Cheerleading squads emerging from schools. Prendergast Hilly Fields Lions Cheerleaders recently achieved third place in the National Cheerleading Championships.</p>	
General Recommendations				
37.	<p>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.</p>	<p>Danny Ruta / Adrian Wardle</p>	<p>The Council is currently adding a new healthy lifestyles section to the Lewisham website and this is due to go live in March. Additionally officers are developing and implementing other activities and promotions including a series of articles in Lewisham Life focusing on key health issues and fronted by local clinicians – healthy eating and smoking have already been featured.</p>	<p>Health pages have been developed for the Council’s website, www.lewisham.gov.uk/health. The Council has run, and continues to run, a number of health promotions using its major communications channels – Lewisham Life magazine and e-newsletters, social media, the website and media relations.</p>

38.	<p>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.</p>	<p>Danny Ruta / Adrian Wardle</p>	<p>Using a targeted approach is key to public health lifestyle information, examples include specific information produced for maternity, early years, young people and for the NHS Health Check.</p> <p>Officers will build this approach into planning with public health colleagues as the campaign is further developed and implemented from April.</p>	<p>This approach continues to inform our work – our web pages particularly focus on becoming a parent and being a parent, we promote the Be Active and free swimming offers to those over 60, students and people on benefits.</p>
39.	<p>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.</p>	<p>Danny Ruta</p>	<p>Lewisham's Health and Wellbeing Board takes on its statutory functions from 1 April 2013. A key role of the Board will be to have strategic influence over commissioning decisions across health, public health and social care, as well as developing a shared understanding of the health and wellbeing needs of Lewisham's communities.</p> <p>Over 2012, the Shadow Health and Wellbeing Board has reviewed the Joint Strategic Needs Assessment</p>	<p>Lewisham's Health and Wellbeing Board took on its statutory functions from 1 April 2013. A key role of the Board is to have strategic influence over commissioning decisions across health, public health and social care, as well as developing a shared understanding of the health and wellbeing needs of Lewisham's communities.</p>

			<p>and has identified 9 areas for priority action which will be presented formally to the statutory board.</p> <p>Consultation is taking place across the borough to identify how best to address the priority areas, to inform commissioning plans and to underpin the new Health and Wellbeing Strategy.</p> <p>As stated previously, a key aim of the Health and Wellbeing Strategy will be to help co-ordinate activity and reference other strategies and plans where appropriate.</p>	
40.	<p>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.</p>	Danny Ruta	<p>Please see update to recommendation 39 above.</p>	<p>The Health and Wellbeing Board has agreed a 10-year Health and Wellbeing Strategy. A delivery plan, that will be reviewed every 3 years, has been developed and an implementation group to oversee delivery against agreed actions has been established.</p>

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.	Adrian Wardle	The Council is currently adding a new section to the Lewisham website to provide an online gateway for residents, health practitioners and others to information about health lifestyles and activities and services provided by the Council and other partners locally. This section will go live in March 2013.	The Council has added a section to the Lewisham website to provide an online gateway for residents, health practitioners and others to information about health lifestyles and activities and services provided by the Council and other partners locally
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.	Danny Ruta	<p>Sport England is consulting on a new search tool for physical activity and sport and the Council has waited to link to this which will be a far superior and more user friendly system than the one previously envisaged. Once the final system is available the Council will develop a campaign via ward assemblies and other forums to make local people aware of the options.</p> <p>The web portal is still available on the council website for local providers to load their activity / programme details.</p>	There is no new information to share since the previous update