Life expectancy at birth:
- Women: 83.3
- Men: 79.5

Healthy life expectancy at birth:
- Women: 63.2
- Men: 60.6 (significantly worse than England)

Need to increase healthy life expectancy to reduce social welfare and health costs

Need to target efforts to greatest need
### Premature deaths in Hounslow before age 75 years: main causes (2010-2012)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Cause</th>
<th>Rate/100,000</th>
<th>Risk Factors</th>
<th>Placement among local authorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cancer</td>
<td>137</td>
<td>Smoking, alcohol, poor diet</td>
<td>46th</td>
</tr>
<tr>
<td>2</td>
<td>Heart disease and stroke</td>
<td>80</td>
<td>High BP, smoking, poor diet</td>
<td>56th</td>
</tr>
<tr>
<td>3</td>
<td>Lung disease</td>
<td>34</td>
<td>Smoking, air pollution</td>
<td>68th</td>
</tr>
<tr>
<td>4</td>
<td>Liver disease</td>
<td>21</td>
<td>Alcohol, hepatitis, obesity</td>
<td>90th</td>
</tr>
</tbody>
</table>
Each year smoking causes the greatest number of preventable deaths nationally.

References:

- Smoking: 81,400
- Obesity: 34,100
- Alcohol: 6,541
- Suicide: 5,377
- Traffic: 2,502
- HIV: 529
- Drug misuse: 1,738
Local Wellbeing: some challenges

- Estimated 63% of adults in Hounslow are overweight
- 33% of adult social care users report having as much social contact as they would like
- 29% of Hounslow adults are ‘inactive’ and less than 10% use the outdoor space for exercise or health
- 31% of carers in the borough, report loneliness and isolation.
- At age 10-11 years around two fifths of all children in Hounslow are overweight/obese
- 36.4% of 5 year olds in Hounslow experience decay (having one or more decayed, missing or filled teeth)

Local Preventable Health Issues:
More challenges

190

14,000

Bottom quarter

2050
All Public Health activities aim to prevent ill health and costs to social care and health care later in life

- Being physically active reduces risks of dementia, high blood pressure, cancer, diabetes
- Every £1 on health walks saves NHS £7

Did you know?
- Smoking doubles chance of developing leading cause of blindness
- 1447 smoking hospital admissions in Hounslow 2010-2011
- Every £1 on contraception saves £11 NHS costs plus welfare costs
- One case of HIV costs £320,000 over lifetime
- NHS spends 10% of all spending on diabetes
- Obesity accounts for around 80% of risk of developing diabetes
Leisure & Preventative Health
Managed by Carillion Integrated Services
£4.9m
Heritage

Heritage Assets

• **Chiswick House and Gardens** Grade 1
  House and registered parkland refurbished with HLF funding and managed by a Trust

• **Gunnersbury Estate** Grade 2* registered parkland with 21 listed buildings and extensive local history collection. £4.7m secured for park and another £4.1 anticipated.

• **Boston Manor House** Grade 1 manor house in fine parkland bid being developed to HLF

• **Hogarth House** Previous HLF bid to repair Grade 1 house. Second bid being developed to HLF

• **Local History Collections** based at Chiswick and Hounslow libraries
Libraries & Arts

Managed by Carillion Integrated Services
£5.6m
Leisure Centres

Managed by Fusion Lifestyle - £143k and reduced to £50k by 18/19
Physical Activity & Wellbeing

- Community physical activity programme
- Falls prevention (exercise classes)
- Self care for people with long term conditions
- Health Trainers and volunteer Health Champion programme
- Weight management
- Befriending and social activities for vulnerable adults
- Supporting delivery of actions in the Vision Strategy

Lampton Park Health Walk
Thursdays 9.30am – 10.30am
Physical Activity & Wellbeing

- Only 23.6% of the adult population meet the recommended guidelines for physical activity.

- Hounslow CSPAN are working ‘To create a healthier more active Borough, where residents have easy access to high quality facilities and opportunities’
Healthy Weight

Prevalence of Year 6 (10-11 year olds) classed as Obese (2012/13)
Behaviour Change

Can a Traffic Light Guide You to Make Healthier Choices?

A traffic-light label and more visible placement of healthy foods and beverages increased healthy choices in a hospital cafeteria.

- People's choice of red-label items decreased by 20% over two years.
- People's choice of green-label items increased by 12% over two years.

Using behavioural science to design and evaluate interventions that make healthy choices easier
Oral Health

Kids remember to:
1. Brush teeth + gums (after breakfast and bedtime)
2. Brush for at least two minutes
3. Spit out, do not rinse or swallow toothpaste

Healthy Teeth - Happy Smiles
Good dental habits last a lifetime; the earlier children start, the better.

London Borough of Hounslow

You've done two weeks, keep going!
Public Health
What does the Public Health team do?

**Commission public health services:**
- Sexual Health, School Nursing, NHS Health Checks, Smoking Cessation, Substance Misuse Service, rough sleepers outreach

**Provides public health information:**
- To help reduce inequalities

**Communicable disease, emergencies:**
- Work with other PHE, NHSE, CCG on communicable disease prevention, screening, emergencies

**Carry out surveys, analysis and prepare reports:**
- Help target resources to need in borough

**Communicate health messages**
Achievements in 2013/14 (Public Health Services)

• **Sexual Health:**
  – Around 16,000 visits to services
  – Expansion of emergency contraception,
  – Expansion of HIV and chlamydia testing agreed
  – Teenage pregnancy down

• **Tobacco control/ Smoking Cessation:**
  – 1502 quit in 2012/13
  – Local Govt Declaration signed on Tobacco Control
  – Smoke Free Homes (50 new pledges)
  – 44 people with mental health conditions quit

• **NHS Health Checks (40-74 years):**
  – 11,063 people invited, 5,193 checks completed
  – New alcohol check, dementia awareness components added
Achievements in 2013/14
(Public Health Services)

• **Substance misuse:**
  – 750 people using service
  – Ongoing service improvement work
  – **Broad alcohol misuse prevention efforts:**
    • high strength alcohol work
    • Input to alcohol licensing process
    • Injuries data collection
    • Alcohol Awareness Week 2013, Dry January 2014

• **School Nursing:**
  – Around 7,000 children measured (NCMP)
  – Expansion and development of school nursing staffing and work areas underway

• **Health inequalities – rough sleepers:**
  – Commissioned innovative new rough sleepers outreach service
Achievements in 13/14: Healthcare Public Health, Information and Communicable Disease Control

- Public Health advice, participation in emergency planning
- Communicable disease control support (TB focus – World TB Day, TB Nurse, Emergencies)

Public health analysis and reports
- School Nursing Health Needs Assessment (2013)
- Youth Substance Misuse Service Health Needs Assessment (2013)
- Domestic Violence Needs Assessment (2013)
- Substance Misuse Needs Assessment refresh (2013)
- Sexual Health Needs Assessment (Feb 2014)
- Smoking Health Equity Audit (March 2014)
Public Health in 14/15

• **Improving services**
  – targeting, quality, cost
  – building links with other council services and non-council partners
  – Working with national, pan-London and regional bodies to improve service and health outcomes

• **Examples of new initiatives in 14/15 plan**
  – New HIV testing programme with GPs for new registrations
  – New Chlamydia testing programme with GPs
  – Winter Warmth (with Housing) to prevent excess winter deaths
  – New FGM Prevention initiative (with Community Safety)
  – New Rough Sleeper’s initiative started (with Housing)

• **Communication and engagement in 14/15**
  – Stoptober, No Smoking day
  – Don’t See Red (Alcohol and Domestic Violence Campaign)
  – Alcohol Awareness Week, Dry January
Thank you

Any Questions?