

JSNA: Key issues from LINKs event (24/6/09)

Prevention:

- Developing healthy lifestyle choices to promote emotional well being
 - The work/life/health balance needs improving
 - Health education for young people
 - A healthy life is something to look forward to.
- Better education of the importance of nutrition and diet to tackle obesity and ill health
- Importance of Exercise
- Services that are responsive to BME communities
- Immunisation/vaccination provision and uptake

Tackling deprivation as a root cause of ill health

- Cycle of deprivation needs to be broken
- Address the imbalance between north and south of the city
- Issues
 - Environment
 - Poor housing
 - Unemployment
- Child Poverty - how to stop poverty affecting health

Health issues

- Cancer
- Heart disease
- Alzheimer's Disease
- Child and adult obesity
- Drinking and smoking
- Drugs and alcohol
- Mental health

Significant concerns

- Older carers e.g. people caring for adults with learning disabilities, who are now providing care in return to their parents.
- Mental health awareness – removal of stigma
- Men's health - more information needed, uptake of screening needs to be improved
- Older people – services that support people and make living with ill-health more manageable
- Some waiting times from GP referral to specialist consultation

Practical Steps

Key building blocks for health:

- access to appropriate services

- better information
- community engagement

Providing good information and advice

- available at home, at school, and in the community
- comprehensive information and full picture in plain English avoiding difficult terminology
- information should be accessible for different people –using appropriate language and style
- improved information on the transition from children's services to adult services (particularly in mental health) for children and parents

Education

- make better use of schools and encourage parent participation in the schools
- young people need appropriate behavioural role models
- more education for young people at an early age about smoking and drinking:
 - there need to be more innovative approaches to no smoking messages
- There needs to be more effort to engage BME groups
 - Practical support to community GPs (e.g. translation)
 - Make message relevant
 - Community champions

Prevention services

Prevention services need to be:

- flexible – meeting individual needs
- accessible – otherwise take-up in deprived communities is poor.

Improving practice

- There needs to be a better understanding of health related behaviour and what drives behaviour
- Professionals need to develop better skills to help them understand the needs of different groups of people so that services provided are appropriate.
- Services need to ensure they treat people as individuals not categories and conditions. They can do this by:
 - Listening to patients
 - Providing better explanations
 - Improving communications between services
 - Developing a greater awareness of voluntary sector and community groups providing support for people with health problems
 - Target more men for well being tests

Resources

- Allocate resources to address issues and work with communities

- Take risks with money
- Cost of physical activity is too high – discounts are not enough
- Turn collective innovation at grass roots level into action – try new things!

Physical Exercise

- needs to be instilled from an early age but be aimed at all age groups
- More PE in school and create options for exercise at work
- Improve facilities, and access; make better use of community facilities (schools, work, parks) and reduce cost
- There is nowhere for children to play (safely)

Diet (Cooking and Eating)

- Educate the parents and the children in diet, cooking and shopping
- Improve school meals
- Undertake more work with food industry
- target teenagers with health messages

Deprived localities

- More well-being and prevention work to focus on deprived communities
- New communities living in most deprived wards – need greater awareness raising of health issues
- Younger people need different and relevant engagement methods
- Many older people living in some localities don't get heard
- Look at providing transport to aid access to all groups
- Develop an active dialogue with those professionals willing work with more deprived communities

Sexual Health

- More empowering work with young women and young men re sexual health and teenage pregnancy
- Ensure schools engage fully and share the information provided with their pupils

Engaging with the community

- Make better use of voluntary and community networks to promote access to early intervention / prevention services
- Voluntary and community groups can offer positive messages to be shared
- User groups know and work with communities
- Ask people how, where and when they want to be involved (especially in deprived areas)
- Empower individuals, communities and organisations to work in the community (role models)
- Empower people from a young age