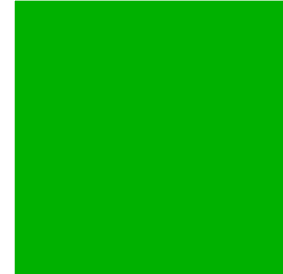


Health & wellbeing in New Addington & Fieldway



Annual report
of the director
of public
health 2014

Foreword from the Leader of the Council

Croydon is a place which can celebrate the diversity of its communities and people. I am delighted that New Addington and Fieldway have been chosen as the focus for this year's Annual Public Health Report. This provides an opportunity to showcase these areas and some of the ways in which individuals, communities and businesses are working together to maintain and improve their health and wellbeing.

We have acknowledged for some time that there are major inequalities in health in different parts of the Borough. Many of the problems faced by people in New Addington and Fieldway are shared by others in Croydon and there may be learning from this report in terms of what we can do elsewhere.

With regard to funding, the new council administration is committed to working in partnership across the borough and beyond to deliver better outcomes for all.

Every person in Croydon and every department of the Council has a role to play in improving our collective health and wellbeing. Partnerships with other agencies and businesses are central to this. I hope this report will inspire actions across the Borough which deliver changes on the ground.



Tony Newman
Leader of Croydon Council

Foreword from the Director of Public Health

My goals as Director of Public Health are to improve the health and wellbeing of all people in Croydon, and to reduce the inequalities which persist between different parts of the Borough.

In the past, Annual Public Health Reports have tended to base their analysis of health and wellbeing on statistics about the health of the population, how these have changed and might be improved.

In this report, as last year, the emphasis is on people's individual stories, and what they do to maintain and improve their own health. It is also about how communities in general and public services in particular can and do support these efforts.

Where we live and how we relate to the people around us are crucial

determinants of health. Many people identify more with the neighbourhood or locality where they live rather than larger entities such as towns or boroughs. This is the reason for focusing on a particular part of Croydon, to reinforce the people-centred approach to improving health.

Any part of Croydon could have been chosen for this task. New Addington and Fieldway have been selected for this approach as, despite having some of the highest levels of deprivation in Croydon, they share a sense of distinct identity, with residents reporting a real sense of community.

There are absolutely no grounds for complacency. Some of the statistics in this report demonstrate the scale of the inequalities in New Addington and Fieldway despite the good work taking place. Croydon Council is determined to work with local communities to tackle the major inequalities they face,

which have a long term negative effect on health and wellbeing. However by focusing on the positive things that individual residents and their families, community and voluntary groups, the Council and its partners are achieving in New Addington and Fieldway, we hope to highlight good practice that may be useful to other communities in Croydon. Helping people to support themselves, increase their independence and be resilient are key parts of Council policy in general and of the Council's Health and Wellbeing Strategy in particular.

I hope this year's report will also demonstrate the breadth of what public health aspires to in Croydon in 2014. It is not just about good services to prevent and treat ill health, but also what is being done to help people into work, to access essentials for health such as decent housing, and to maintain the social and physical environment in which people live.

I thought it essential to highlight in my introduction to this report that both Croydon Council and the local NHS receive less central government funding than the size and nature of our population would suggest is fair. In 2014/15 the funding received by Croydon Clinical Commissioning Group (CCG) was £38 million below target. Whilst the CCG has been permitted to run at a £17 million deficit, this still leaves a gap of £21 million. Regarding council finances, there is strong evidence that the Council is underfunded through the local government finance system and has been for a number of years. This lack of fair funding, and the inequalities resulting from this for Croydon residents, will be examined by the Fairness Commission, which is currently being set up by the leader of the Council.

Give us your feedback

Do let me know what you think of the report, either by emailing me at mike.robinson@croydon.gov.uk or by post to Public Health Croydon, Department of Adult Services, Health and Housing, Croydon Council, 9th floor Zone B, Bernard Weatherill House, 8 Mint Walk, Croydon, CR0 1EA



MB Robinson

Mike Robinson
Director of Public Health
Croydon Council

Health inequalities in Croydon

What are health inequalities?

When we talk about inequalities in health, we mean the differences observed between the health of the most well off, and the least well off. Health inequalities exist between countries, and within countries and regions. In the UK, there is a clear 'social gradient' of health between those enjoying the most years of life and the most years lived in good health – the wealthiest, and those enjoying the least, with fewer resources.

This is a major challenge for those working to address and improve public health. Whilst the health of society as a whole is improving, the health of the less well off improves more slowly, which can widen the inequalities gap.

Why do inequalities matter?

Reducing health inequalities is important for reasons of fairness and social justice. It is also important for economic reasons. If everybody enjoyed the same level of health as those in the most advantaged groups there would be enormous savings – to the NHS and society as a whole. This is because illness and inactivity costs money in terms of lost productivity.

This year's Annual Public Health Report: New Addington and Fieldway

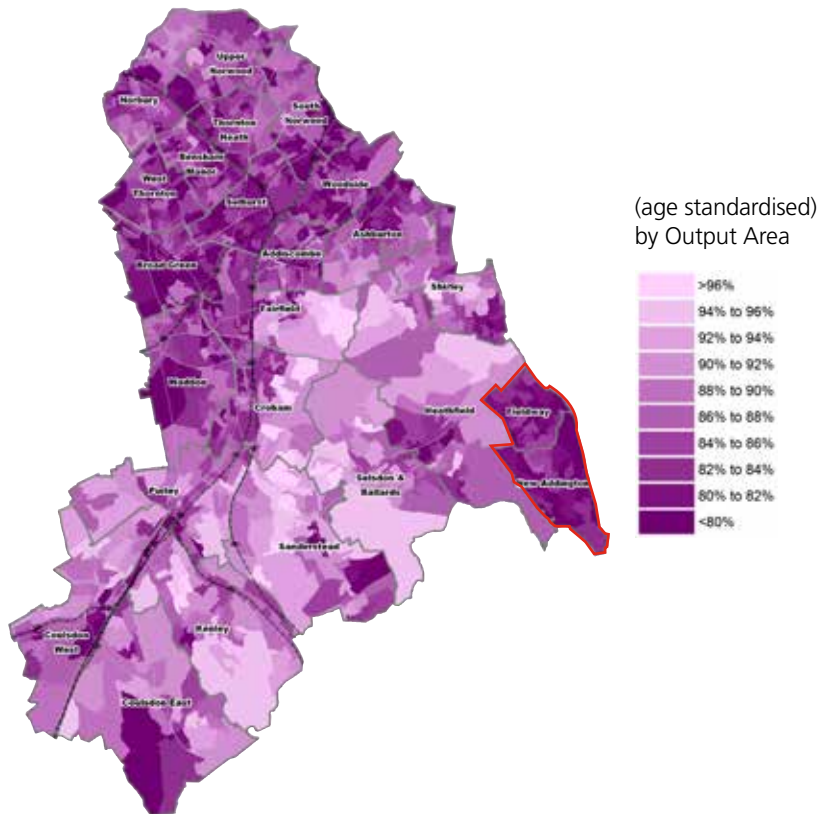
In this year's report we are focusing on two of the areas of Croydon which are often given as examples in discussions around health inequalities - New Addington and Fieldway. These areas are often tagged as 'deprived', but enjoy a real sense of community spirit, with residents working together to make the areas better places to be.

This is the essence of public health, which is sometimes described as "... preventing disease, prolonging life and promoting health through the organised efforts and informed choices of society, organisations, public and private, communities and individuals." In this respect, the people of New Addington and Fieldway are some of our greatest public health ambassadors.

Inequalities in Croydon

The maps below show the proportion of people in Croydon who report living in good health, with the darker colours indicating the lowest numbers.

Percentage of Men in Good Health



Percentage of Women in Good Health

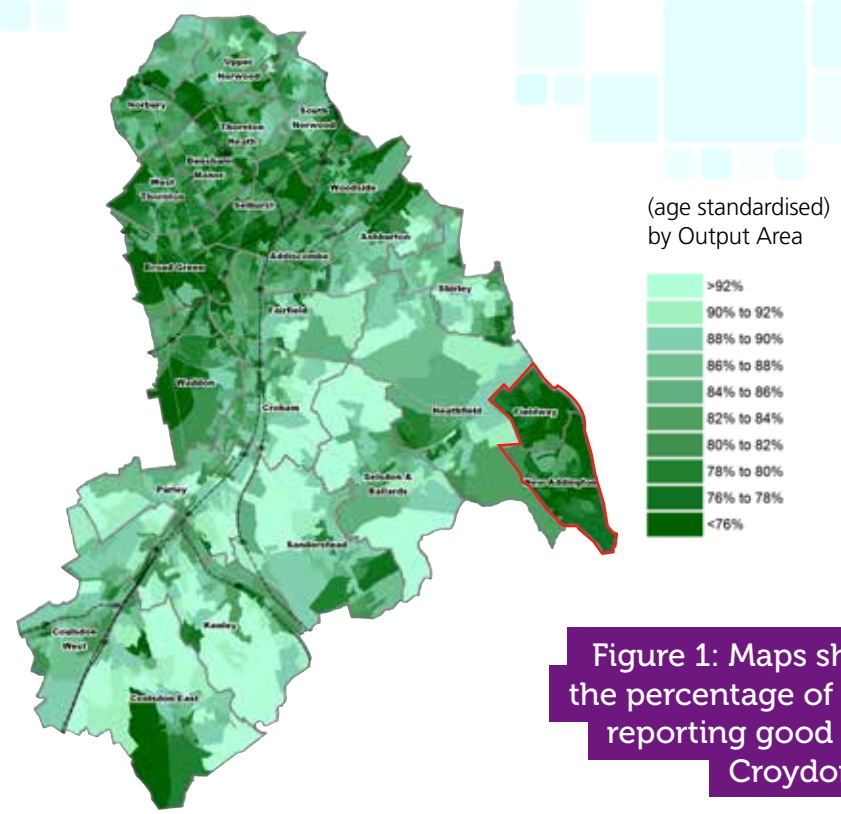


Figure 1: Maps showing the percentage of people reporting good health, Croydon, 2011

What is this report about?

This report is a snapshot of activity taking place in one area of Croydon - New Addington and Fieldway.

What this report will cover:

This report will look at how individuals and groups are working with the Council and other partners on the main areas that influence their health and wellbeing. It may not be obvious to those involved that their activities are anything to do with health!

What the report will not cover:

- As with last year's report, we have decided to include **very few statistics** in this report, apart from a short health profile for Croydon (Appendix 1). This is because there is a wealth of statistical information produced by the Public Health department to be found in other reports, such as the annual Key Dataset, which is produced as part of the Joint Strategic Needs Assessment. You can find this and the rest of the Joint Strategic Needs Assessment, which is regularly updated, here. <http://www.croydonobservatory.org/jsna/>
- We have not attempted to cover all the activity that is going on in New Addington and Fieldway, which would not be possible without a much longer report. This report should therefore be viewed as a **snapshot** of the good work going on in the area.



Shirley Murphy, who runs a breakfast club for parents and children

This report is dedicated to the people of New Addington and Fieldway - particularly those that have agreed to share their stories!

[Click here for detailed statistics for New Addington and Fieldway](#)

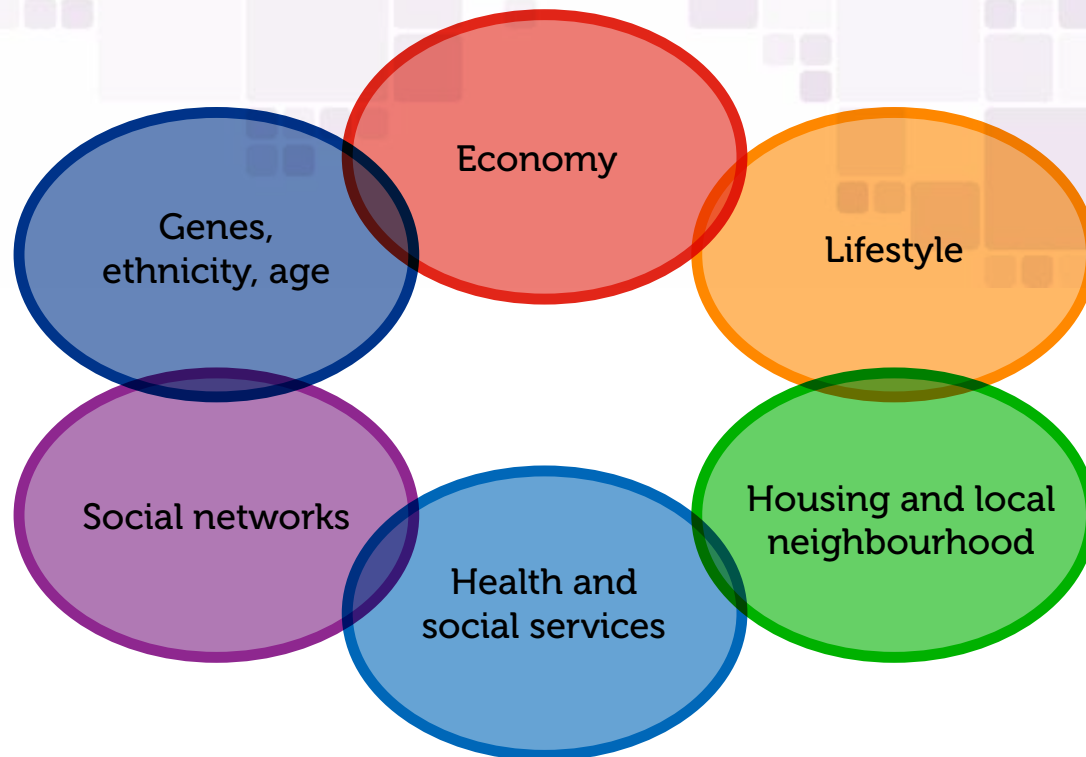
Health and Wellbeing

Question: What is the biggest influence on the health of people living in New Addington and Fieldway? Is it:

- Having a **good doctor**?
- How many friends and good **relationships** they have?
- Whether they **work**, how much **money** they earn and what they do for a living?
- What sort of **housing** and area they live in?
- Whether they **smoke**, what they **eat and drink**, how **active** they are, their **weight**?
- The **genes** they inherited from their parents?

Answer: all of the above.

What influences health in New Addington and Fieldway?



In New Addington and Fieldway, as anywhere else, the main things that affect how long we live, how healthy we are and how good we feel are:

- The **economy** and how this affects our jobs, wages or benefits
- The **lifestyles** we have – what we eat and drink, how much exercise we do, whether we smoke, our weight, our sexual health
- Our physical environment: our **housing and local neighbourhood**
- The quality of and access to **health and social services**
- The **social networks and support** we have
- The **genes** we inherit from our families, our **ethnicity** and **age**.

Some of the things that influence our health are hard to influence. There is not much any of us can do about the genes we inherit.

However, there are only a tiny number of diseases that are purely genetic. Most illnesses are a combination of the genes we inherit, our social circumstances and the action we ourselves take.

In terms of how long we live,

'...genes load the gun, lifestyles pull the trigger'.

In other words, just because a person's father or mother died young of a heart attack does not mean that they will do the same. They can break this cycle.

Public health is concerned with helping communities to achieve, longer, healthier lives. We recognise that the lifestyles we adopt are not always a straightforward 'choice.' They are affected by how much money we have, how much stress we face in daily life, and how much support we have in our lives. Sometimes people can feel like they have no control over their lives. But we **can** make a difference to our own lives and the lives of our children.

Lots of people in New Addington and Fieldway are doing just that. They are doing everything they can, whatever their circumstances, to get involved and be more connected with their community. At the same time they are improving their health and the health of their families.

This report tells the story of some of these people.



It's the people that make New Addington

Female, 64

The Economy

We know that the more wealthy people are, the healthier they are.

This has been shown time and again, by comparing richer and poorer countries, and by comparing the health of those with different levels of wealth living in the same country.

Why is this? Partly it is because of stress. Stress is not good for health, and managing on low incomes is extremely stressful. For those with little or no disposable income, unexpected bills, broken down appliances and other pressures can make coping difficult.

The more money someone has, the better position they are in to deal with such problems when they occur, and take action to prevent stress building up in the first place, for example, by having regular holidays and breaks, by investing in better quality items in the first place. For

those who are just 'getting by', particularly those who have felt trapped in this situation for some time, the temptation to rely on short term fixes is high, and motivation to change can be low.

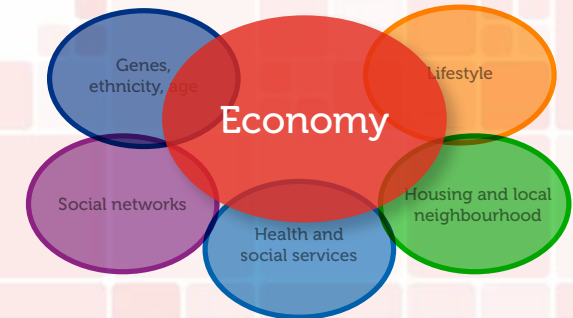
The main employers in the area are Centronix, Alliance Healthcare and the Factory estate. There are good transport links into central Croydon and London where employment opportunities are stronger than much of the rest of the country.

Many additional jobs will be created by the new Westfield and Hammerson shopping centres.

Here are some examples of what is happening in New Addington to help people into work, and support people on low incomes.

Looking for stats? visit: Croydon Observatory

What influences health in New Addington and Fieldway



Welfare rights team

The Welfare Rights Team have been providing support for residents since 1996.

The team offers various advice services to help ensure that residents claim all their entitlements particularly disability/carers benefits, in work benefits such as tax credits, and ensure that residents get advice and support with housing benefit or other housing costs.

This support helps residents make informed choices about returning to work, support in work, and support with life changes such as illness, disability, separation and bereavement. Food vouchers for short term support whilst benefit claims have been made are also provided.

The team is therefore crucial to alleviating poverty and hardship locally.

Each week any resident from these areas can drop in and see an adviser for a benefit check or help with any benefit problem. These take place each Wednesday at the Timebridge Community Centre in Fieldway from 10.00am.

The team also provides two weekly appointment sessions at the Calat Building in New Addington for council tenants to get support and advice on any issue related to benefits or changing circumstances.

Appointments can be on **020 8726 6000 ext 65692.**

Over 60s have been highlighted as a key age group who do not claim all the help they are entitled to, especially Attendance Allowance and council tax support. The team offer a home visiting service for residents aged 60. Home visits can also be arranged for younger people who are housebound and cannot travel to the above venues.

For additional advice and information, freephone: 0800 731 5920.

How the Welfare Rights Team are making a difference in New Addington and Fieldway

One welfare rights adviser writes: "I received a referral for a 90 year old woman in sheltered housing in New Addington. I went to see her a week after the referral, and found that she was struggling to cope with her day to day life.

She did not have the money to pay for her carer and was trying to pay all her bills from her state pension and small occupational pension. She was struggling to pay for her fuel costs and was

not eating particularly well. She was very anxious about how she was going to cope.

Due to her health problems, I advised her to claim Attendance Allowance and pension credit and we completed the appropriate forms. The benefit system is complex. Once the Attendance Allowance was awarded this allowed us to claim additional benefits such as pension credit and Housing Benefit/Council Tax Benefit.

Within four weeks all the extra entitlements were allowed and she is £246.10 per week better off. She sent me a letter stating that she now has a carer coming everyday to help her with her personal care, cleaning, laundry, etc and had no money anxieties and worries."



The job club at the Octagon is run by friendly volunteers who you can talk to and get support from - including tea, coffee and biscuits! It's a much more relaxed, informal atmosphere.

Male, 35



The Octagon Hub used to be a cyber café for 10 years. The Pathfinders' job club being here now has helped me to develop my C.V.

Male, 45

Job Club

The job club is based at the Octagon on Central Parade and allows those looking for work to come together regularly and support each other through the job seeking process. Run by volunteers, the job club aims to build the confidence and self-esteem of those who are unemployed and searching for work.

The job club runs every Tuesday between 9am and 12pm. For more information about Job Clubs please contact Jayne Laville at: jklavillecross@aol.com or telephone: **0787 655 1918**.

You can also find more information at www.gbjobclubs.org

41% of children in Fieldway and 35% of children in New Addington live in low income families compared with 25% in Croydon as a whole.

The Cronx Brewery is an example of an industry that has been set up by local people.

The brewery tries to encourage responsible drinking by, for example, providing free water and making it possible for people to order thirds of pints.

No-one can say that drinking alcohol is completely safe. However, by keeping within recognized guideline limits, most people will keep their risk of harm very low.

CHECK YOUR ALCOHOL LIMITS:

<http://www.nhs.uk/change4life/Pages/alcohol-lower-risk-guidelines-units.aspx>

The Cronx Brewery

Co-founders Mark Russell and Simon Dale met at a beer festival, and found they both were having thoughts about starting up a new brewery in the area.

Both born and raised in Croydon, where there has been no commercial brewery since 1954. Renewal of community spirit convinced them to push ahead with their plans. After nearly a year of test brewing, planning and trying to find financial backing, The Cronx Brewery was formed.

They had their commercial brewery equipment delivered on 10th July 2012, brewed

for the first time commercially on 18th July 2012, and had their first beers on sale in Croydon pubs on Wednesday 8th August 2012, exactly one year after the riots occurred in Croydon. The first year of trading beat all expectations, and they now brew five permanent beers, as well as a range of special seasonal and one-off brews.

'The Cronx' which is located in Vulcan Business Centre, Vulcan Way, combines Croydon and The Bronx in an affectionate, tongue in cheek reference to the often much maligned London Borough.

What inspired you both to start producing craft beer here in Croydon?

"There's no one else doing it! Croydon has quite a big brewing heritage, but it stopped. There's been a renaissance in craft brewing across London but as there was nothing here, we stepped in to fill the gap. Croydon is massive, and to have nothing here was criminal. I also think there was an element of 'We're from Croydon, we enjoy drinking beer!' There was an increase in community spirit after the riots too, which helped spurred us on to represent Croydon."



Mark (left) and Simon at the Cronx bar.



In these difficult times, one of the other ways in which people are being supported locally is through the food banks.

The Vine Foodbank, New Addington

The Salvation Army has provided families and individuals in need with food for nearly sixty years, however, in 2014, they decided there was a need to 'step up their game' in the face of increased need, and opened The Vine.

The Vine aims to be 'More Than A Foodbank'. Captain **Emma Spencer** says: "When we first had the vision to open this place, we knew that the most powerful and effective way we could do this would be to come together as a community. This project has been an amazing collaboration of individuals and groups of people. We are very fortunate to have strong links with key people in the community so that together we can meet the need. Our hope is that here at 'The Vine' we can signpost families and individuals to other programs and agencies who can offer further help with employment, managing finances, etc. " The Salvation Army are in the process of developing a range of additional support programs to support their current work.



(Left to right) Lieutenant Colonel Sandra Moran, Captain Matt Spencer, Major Rik Pears, Captain Emma Spencer. (Photo courtesy of Fergus Burnett.)

One of the best ways into employment is a good education.

The homework clubs help children in the area with their education.

The library homework club, New Addington

The homework club, for children aged 8 to 14, provides a quiet environment that children may not get at home with distractions such as the TV. Online and reference books are available and staff help by checking work and explaining things in a different way. Children can use the computers and print off their work for free.

The club operates on Tuesdays and Thursdays, 4-6pm and Saturdays, 2-5pm plus every day during the term holidays, when there are also educational activities. .

Sushma, one of the helpers, says "I'm an IT professional. I had a break in my career and wanted a voluntary job to keep my skills up to date, so I started working as a volunteer at the library to support people with their IT skills and got to know about the homework club. The homework club gives me the opportunity to refresh my skills as well."



The homework club, for children aged 8 to 14, provides a quiet environment that children may not get at home with distractions such as the TV.



Sushma Palukuru, homework helper at New Addington Library

Housing and local neighbourhood

Our physical environment – our housing and local neighbourhoods – also has an influence on our health.

What type of area we live in and how safe we feel will influence how likely we are to take exercise, walk or cycle. Nearly everyone we spoke to mentioned the green, open spaces in New Addington and Fieldway. The greenery is clearly a major asset. In addition, there is a lot of development work going on to make New Addington an even nicer place to live.

Redesign of Central Parade

Croydon Council has been working with the community in New Addington to revitalise and redevelop the local high street, Central Parade, as a way to encourage community cohesion and make the area a much more attractive place.

The Parade was generally regarded as a bleak and neglected centre and local people welcomed plans to transform it into a vibrant public space. Residents and traders had voiced their concern on issues like parking, the quality of the environment for pedestrians, excessive street furniture and unlevel shop front entrances.

The previous appearance of the area did little to encourage growth of social enterprise and prevented many local people from freely interacting in their surroundings. This also created barriers to optimise its potential as a thriving and lively social, cultural, leisure and business centre.

Funding was secured to improve Central Parade East (£500,000 from the Mayor of London (GLA) and £200,000 from the council). The project is also part of the council's Connected Croydon programme.



"I live on one of the biggest housing estates in the South East but it doesn't feel like it!"

Kirsty from Pathfinder

What influences health in New Addington and Fieldway?



The funding has resulted in improvements to the pavements, car parking, shop access and outer appearance, as well as redesign of the area with new lighting, more seating and greenery and improved pedestrian access from the parade to the market square. There is also a new permanent stage and mini-skate ramp in the market square with a number of events taking place all-year round. The stage hosts carnival events, concerts, fetes, pantomimes and much much more!

This long-desired investment has gone some way to revitalise this public space. It has given local people a more suitable open space for the whole community to enjoy and making it an attractive place for local business.

The redesign is creating more opportunities for the community to benefit socially and economically, with the potential for increasing footfall to the parade by local people and visitors to the town centre.

New Addington now has its very own **Business Improvement Distinct (BID)**, formed of all the shops in Central Parade, businesses in Salcot Crescent, the market and council-owned buildings.

Following another public consultation earlier this year, more developments are planned for Central Parade East and to the West of the Parade, bringing a major new development and further regeneration to the area, including a leisure centre, community facilities and a supermarket.

Community engagement in redesign

The community has been engaged in the redesign of Central Parade right from the start of the project. Local people have welcomed the improvements to the area but they were also keen that the Parade kept aspects of its character, like the popular market stalls, surrounding greenery and distinctive shop fronts. Consultation meetings were hosted by the New Addington stakeholder steering group.

The **New Addington Pathfinders group**, based at The Octagon Hub in Central Parade, has been a conduit for community engagement and getting people involved in the public consultation around the redesign. The group is led by Kirsty Pierce, Marion Burchell and Paul Wellecome.

Their facebook page is a very popular vehicle for people to express their views on what's happening in and around their town. As part of the

redesign, an electronic signage board was placed above the Octagon to advertise local community events and news, which is helping to improve the flow of communication and acts as a focal point for local information.

Kirsty from Pathfinders reports that there is still some local scepticism about the work, but most aspects of the redesign are welcome and the group is looking forward to even more people benefiting from the improvements.

"A lot of people were afraid we were going to lose our library. On the whole the benefits are better because the Addington Centre is now being used, whereas it hadn't been for many years. The library is much brighter and lighter.

There are other facilities in there and we now have leaflets detailing what's happening", says Kirsty. The permanent stage in the market place is regarded as one of the most

“Central Parade has definitely changed for the better. On a summer's day in the market square there are lots of people sitting out there now and enjoying the day.

Female, 64



Marion Burchell (left) and Kirsty Pearce (right).

beneficial features of the new look Central Parade. It brings the community together as more people make use of the public space.

Kirsty told us, "When you go shopping, especially at the weekend, a lot of kids use the skate ramp, sit on the walls and on the stage. Before, there was just a lot of concrete around with a small bench, leading into a concrete car park! Now, there is definition, it is clean, brighter and aesthetically pleasing."

Housing

Case study: Council response to changes in the housing benefit changes

In New Addington, more than 100 households were affected by caps on benefits and underoccupancy charges (the 'bedroom tax') with a further 176 households affected in Fieldway. The council responded by setting up a number of support mechanisms for those affected, including:

- on-line self-service and advice arrangements.
- a multi-agency support service to include face to face advice in Access Croydon.
- a number of multi-agency "welfare events" bringing together local partners to provide a range of support around for example food and shopping advice and recruitment/ interview advice.
- effective referral arrangements with a number of internal and external services such as leisure, children services, adult social care, MIND and various local community groups.
- a debt management review for all customers requesting support, to ensure monies spent on non-essential items are cut.
- efforts have also been made to improve the housing supply for families unable to now afford their current arrangements. This has proved incredibly difficult with private sector rents and the demand for properties (from non-benefit customers as well as those affected by welfare reform) continuing to rise in Croydon and across London.
- affected households in New Addington and Fieldway have received over £80,000 in financial support through temporary discretionary housing payments whilst they move towards a sustainable solution.

Social rented households account for 61% of households in Fieldway and 42% of households in New Addington, compared with 18% for Croydon as a whole.

Contact details:

Welfare Reform Team

Tel: **020 8667 8250**

Email: housingwelfare referrals@croydon.gov.uk

Discretionary housing payments

Tel: **020 8604 7226**

Email: DHP@croydon.gov.uk

Housing Adaptations

Mrs Jill Smith is a wheelchair user who has lived in the area for forty years. A series of adaptations to her home have left her with a new lease of life. She has had a through floor lift from her bedroom into her front room, a shower room and a ramped garden at the front. 'The impact has been amazing, fantastic' she says. 'I can now get upstairs easily and get out of the house. It's made me so much happier'.

Safer Neighbourhoods - Hares Bank

Hares Bank is an area which contains two children's playgrounds, a multi games court and a designated children's cycle area, situated in a large open space between residential properties. Since it was built seven years ago it suffered consistently with anti-social behaviour, inappropriate use of motor vehicles, vandalism of play equipment, alcohol abuse and crimes. The area was dilapidated and lacking ownership by the community. Many residents overtly displayed their disaffection and lack of confidence in local services especially those provided by the local Council and the Police.

New Addington Safer Neighbourhood Team initiated a problem solving process aiming to increase public confidence and customer satisfaction by working in partnership with relevant authorities.

A survey of local residents was carried out. Over 50% of those responding agreed that investment was needed to improve the play area in the green space, however, 34% believed that without the appropriate intervention into the existing levels of anti social behaviour, the play area would fall back into disrepair. The survey revealed a lack of trust in the agencies abilities effectively to tackle the existing problems.

A multi-agency working party was established to identify, partners, funding, aims and objectives. A successful bid was obtained from Central Government for replacement of the play equipment to encourage children and families to return to the space, with a clear expectation from the community that the existing anti-social behaviour had to be tackled.

Some initial damage of the play equipment occurred but was reduced by the deployment of CCTV and changes in patrol times. Offenders were identified. These youths and their guardians were initially contacted and the concerned behaviour was discussed.

Attempts were made to engage the young people and their guardians in employment, education and youth groups, as part of a positive distraction approach.

Those who chose not to engage or failed to engage were warned that this would be responded to by a possible Anti Social Behaviour Application. This resulted in a 90% reduction in events, with a Friends of Hares Bank group being established to monitor the ongoing development of the facility.



Health and social services

In this country we are fortunate to have a range of health services that support us when we are ill.

New Addington and Fieldway have four GP surgeries and four pharmacies as well as a minor injuries unit. However, how a person looks after their health and wellbeing involves much more than visiting the doctors when ill. Public health services exist to try to help prevent people from becoming ill in the first place. These cover the entire life span, from cradle to grave.

For example, GP surgeries offer an immunisation programme for children, and the Family Nurse

Partnership, which operates across Croydon, offers a home visiting programme to first-time mums aged under 19, providing guidance and support throughout pregnancy until their babies reach two years of age.

These early years are a crucial time in terms of health. Encouraging mothers to breastfeed is a key public health concern, because it is good for both mother and baby, and this is the topic of our next case study.

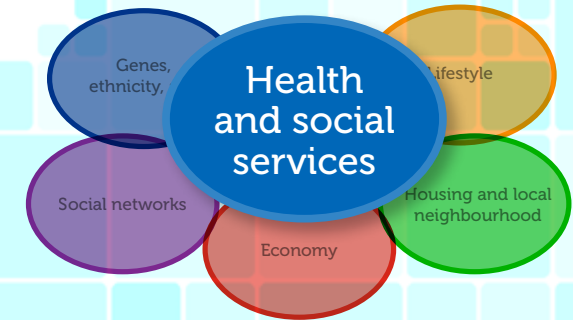
Mum 2 mum peer support programme

This programme aims to give mothers the support, information and encouragement they need both to start and continue breastfeeding their babies. Trish Islam, Breastfeeding Project Coordinator explains that the programme operates in New Addington, Fieldway and Waddon, with a current focus on Fieldway. A group of local mothers who have breastfed their own children offer informal befriending and support to mothers who are interested in giving breastfeeding a try.

The volunteer peer supporters are trained to advise other mums in their own homes or in weekly drop-in sessions, on aspects of breastfeeding and provide a listening ear and practical help. Every new mum in the area is contacted through the midwifery service during their pregnancy and offered a visit by the peer support team before and after their baby is born. The supporters maintain contact by text, telephone, home visits and at the weekly drop in.

Fieldway and New Addington have the lowest levels of breastfeeding of any wards in Croydon.

What influences health in New Addington and Fieldway?



Pascale Kilonzo, one of the newly trained peer supporters, says 'My peer supporter was an inspiration'. Pascale has lived in New Addington since 2009 and was supported with breastfeeding by one of the team following the birth of her son in 2013. She was really impressed with the emotional support and practical advice she received which helped her to continue to breastfeed her son.

Through this experience, Pascale became interested in being a peer supporter herself and has now completed her training. Pascale says she feels 'empowered to help other people' and 'loves how the women work together as a team'.

'It changed me. It makes me feel more mature and responsible, like a mentor'. She describes the difference she feels it makes to mums as 'it's like giving someone one little stone. If everyone gave someone a little stone they would soon have a whole building.'



How to contact Mum 2 Mum:

www.mum2mumcroydon.org or 020 8714 2985

Did you know?

Breastfeeding helps to protect the health of mothers as well as infants and reduces the risk of childhood infections and adult diseases in later life.

Breastfeeding rates in the United Kingdom remain low. Many mothers start to breastfeed their baby but don't always maintain this after the early days and weeks after birth.

Evidence suggests that a large proportion of women who stop breastfeeding in the early

weeks would have continued for longer if they had been given more support. Breastfeeding peer support is recognised as an effective way to increase the number of women who choose to breastfeed and to help them to continue breastfeeding for as long as they wish.

Did you know?

The general practices in New Addington and Fieldway belong to a GP network for New Addington and Selsdon.

One of the purposes of the network is to engage and seek patient feedback to facilitate improvements in patient experience and outcomes.

There is a minor ailments service offered from all four pharmacies, where a consultation with a pharmacist will inform if treatment is necessary. Some patients, who find it difficult to get out of their home, may also be offered a domiciliary visit - this is where a local pharmacist will visit the patient at home to discuss their medicines,

how they should be used and help solve any problems the patient may have with them.

Sometimes there are no symptoms that anything is wrong. New Addington and Fieldway offers screening for chlamydia (in pharmacies and GP surgeries) as well as HIV testing (in GP surgeries).

Preventive programmes are also important. The NHS Health Check programme helps those aged 40-74 years prevent conditions like heart disease, stroke and diabetes. For NHS Health Checks - visit Aumex Pharmacy.

How to get involved

Patients, service users and the public can pose questions about local health services at the **Quarterly Patients Forum**, an open meeting at a public venue. There is also a question and answer session at the bi-monthly Clinical Commissioning Group Governing Body meetings.

We have a **'People Bank'** to which members of the public can express their interest in joining a one of the commissioning work streams. Patients and the public can get in touch with questions or to express their views via the getinvolved@croydonccg.nhs.uk email address.

At GP Practice level, **Patient Participation Groups** (PPGs), made up of volunteers from a GP practice population, meet regularly. They advise on how services offered by their practice can be improved and help make sure the patient experience is as good as it can be. For more information contact your local Practice Manager.

Contact details:

Castle Hill Surgery ☎ **01689 843636**

Fieldway Medical Centre ☎ **01689 841466**

Headley Drive Surgery ☎ **0844 8151201**

Parkway Health Centre 01 ☎ **01689 808300**

Parkway Health Centre 02 ☎ **01689 808810**

Domestic violence

Domestic violence and abuse are complex issues, with women and children being the main victims; however, men can also experience domestic violence and abuse.

Domestic violence occurs regardless of ethnicity, religion, class, age, sexuality, disability or lifestyle.

Children Centre staff are trained to recognise and support those who are victims of domestic violence. Referrals are made to appropriate agencies and victims are signposted to the Family Justice Centre and The Freedom Programme which provides a 24 hour helpline, training and support.

There were 270 reported incidents of domestic violence in Fieldway and New Addington in 2012/13.

Su Parmenter
(Family Engagement Partnership Co-ordinator)
Fairchildes Children's Centre
Fairchildes Avenue
☎ **01689 847136**
✉ **sparmenter1@lgflmail.org**

Family Justice Centre
☎ **Helpline: 020 8688 0100**
✉ **fjc@croydon.gov.uk**

The Freedom Programme
🌐 **www.freedomprogramme.co.uk**
☎ **24 hour helpline 01942 262 270**

National Domestic Violence
☎ **Freephone 24-hour Helpline**
0808 2000 247

Croydon has recently undertaken some work on domestic violence. This has reinforced the role of health and social care professionals, including GPs, in making it easier for people to disclose domestic violence and abuse by, for example, asking the right questions.

The Brenda Kirby Cancer Centre

The Brenda Kirby Cancer Centre is an independent registered charity that exists to support people and families living with cancer. The centre was inspired by former Mayor of Croydon and New Addington Councillor Brenda Kirby MBE, who is suffering from incurable brain and lung cancer. Since being diagnosed, Mrs Kirby has been receiving support from the Royal Marsden and Croydon University Hospitals and the South East Care Centre in Purley.

While she has discovered the range of facilities on offer in Purley. Mrs Kirby realised there is nothing like it in New Addington. It is difficult to get to Purley from New Addington, particularly by public transport and therefore this charity was set up in order that an extra centre in New Addington could be established. This is important because people suffering from cancer have found travelling from New Addington by public transport tiring, difficult and expensive.

The Brenda Kirby Cancer Centre currently operates from the New Addington Centre on Central Parade. The charity supports people and families living with cancer in New Addington, Fieldway, Thornton Heath and across Croydon. Access is self-referral or GP referral. The centre provides a professional, knowledgeable, friendly and, above all, completely confidential service. The offer includes counselling, information on stopping smoking, healthy diet, being physically active and the importance of cancer screening programmes, signposting to organisations such as citizen's advice and therapies such as reflexology.

The Brenda Kirby Cancer Centre, 32 Central Parade

☎ 07785 626812

✉ thebkcc@hotmail.co.uk



Annette and Jacqui, a nurse at Brenda Kirby Cancer Centre

“I had seen a poster for the Brenda Kirby Cancer Centre and thought about going but I didn't take any action until my son encouraged me to give them a call”

Annette's story

Annette had a difficult time in 2013 going through treatment for cancer and then surgery with prolonged recovery. Annette described herself during this time as “brain-dead” and “having no control” as her life revolved around hospital appointments, with little time or energy, for anything else. By Christmas she was “low, depressed and frustrated”.

“I had seen a poster for the Brenda Kirby Cancer Centre and thought about going but I didn't take any action until my son encouraged me to give them a call”. Annette made an appointment for the beginning of January.

Annette wanted someone who knew how she felt and to be told that the range of emotions she was

experiencing was normal and human. Annette was immediately put at ease. Staff supported her with the depression and “put my mind at rest that I was perfectly normal”. She says: “Doctors and nurses do their best, but having lost my way, I wanted someone to help with my confidence so I could get on with life”.

And that's what she found. The charity is helping Annette regain control, for example, supporting her to take up swimming again to get fit and feel healthier. Annette has also decided to return to volunteering at The Boys Brigade – something she has enjoyed for a number of years. Annette now says I'm “more my old self, and my husband agrees!”

In 2012, 53 people died from cancer in Fieldway and New Addington.

Social and community networks

Being isolated from other people is very bad for health. Not everyone has friends and families on their doorstep.

Here are some good examples from the area of how people are working together to reduce social isolation.

The 50+ social club (New Addington and Fieldway)

The 50+ social club provides a social setting for over 50s residing in New Addington and Fieldway. Members meet every Thursday between 10am and 12pm at the Fieldway Community Centre where they can interact with others and learn how to knit or sew. The club opens its doors to approximately 30 people a week with the majority of the attendees being women who have no support or family in the area.

The club is deemed to be highly beneficial to members as it gives them something to do and feel a sense of belonging to the community. One member of the club,

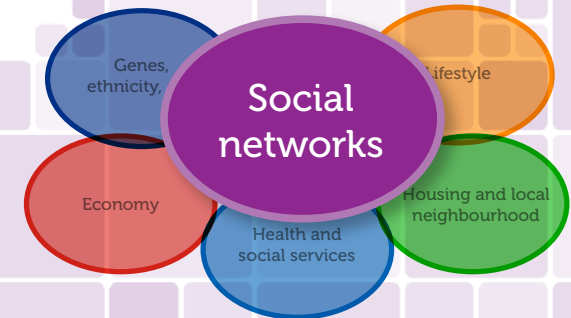
from Fieldway, reports that the club has been a good distraction to stop her from smoking. She and her sister attend every session together and would like to see the club open more days a week.

Her sister has lived in the area for over 60 years and has seen an increase in the population and more diverse cultures come to the area. She states that before she came to the club she was severely depressed and didn't do anything all day, but now that she can socialise with others she is much happier. Both sisters were thankful that they could still do things for themselves but they were

really concerned about others who would benefit from the club but have issues with mobility. "They are stuck indoors depressed like I was but they can't get about themselves". Members who drive will go out of their way to pick someone up on their way to the club. Overall, the club is providing a successful platform for the over 50s to get away from their day to day life and come together to socialise, get involved and most importantly not feel alone.

Fieldway Community Centre
☎ 07904 486751

What influences health in New Addington and Fieldway?



“The most positive thing about New Addington is that there is a big swathe of people who want to help the community.”
Salvation Army Pastor

The Family Centre

The Family Centre offers a range of high quality family support services to families living in Fieldway and New Addington.

These include a Community crèche, Stay and Play drop in sessions, evidence based parenting programmes, New Addington Autism group, Leaps and Bounds physical activity sessions, Support sessions for fathers and male carers, Relate counselling, School's Out for Summer play schemes, Little Green Shoots allotment project, basic cookery courses, family support, and a parent/carer and toddler lunch club, providing hot nutritional lunches on Monday, Wednesday and Thursdays. All of these sessions are free, with a small cost attached to purchasing food at the Lunch Club.

One visitor says "I grew up in Fieldway, New Addington and have returned to my family home where I was brought up. I am a trained hairdresser, but due to post natal depression I had to give up my business that I ran for many years. I spent six

weeks in hospital undertaking cognitive therapy to help me through my depression.

I started volunteering at the Family Centre about five years ago for one day a week on a project called Foodlink; this helped with my confidence and self-esteem. When the project folded in 2011, I became the Centre's parent representative. I would feed back on the needs and wants of the parents and children to management, to help deliver improved services.

In 2012, I was contacted to volunteer in the Family Centre's tuck shop to run a service called 'The Lunch Club' which I ended up facilitating three days a week. I enjoy cooking, and loved the feeling of satisfaction I got when parents/carers and their children left with nutritional food in their bellies! Last year I applied for the role of Cuisine Co-ordinator

and am now a member of the staff team. Since that time, my confidence has grown and I have a good sense of purpose.

Although I am contracted for 16 hours a week, I volunteer an additional 14 hours to help out in any department that may need it. I am currently helping to support the Breakfast club that is a new ABCD initiative, a community development initiative focusing on community assets, facilitated by another hard working, well connected volunteer.

Both services help to address the importance of a good start with a healthy breakfast in the morning, and a freshly cooked hot meal at lunch. I love working with and for my community, and wish to dispel all negative comments about the people who live, work and love in Fieldway and New Addington.'

“ We have every nationality up here and every religion and we can live together. It's a real diverse mix.

Female, 64



Shaaban has been coming to the Family Centre for over 10 years and really values the services provided. He's currently attending the Dad's Unite project with his two sons Lee and Lewis. Dad's Unite is about supporting Dad's to spend quality time with their children. There are lots of different activities on offer from arts and crafts to cookery and outdoor activities.

Shaaban says "A lot of projects seem to focus on mums, so it's great to have the opportunity to meet other dads with small kids. It gives us some time to meet up for a chat and share our experiences. The kids also get to have fun and explore and play together."



Julia Weller,
Family Centre manager

The Family Centre, Fieldway

📍 familycentre.fieldway@virgin.net ☎ 01689 844277

Addington Heights Reablement Centre

The Reablement Day Centre service is based at Addington Heights Reablement Resource Centre in New Addington.

It provides a range of facilities centred on supporting clients with access to a range of reablement opportunities, to assist clients regain skills, help with daily living, reduce isolation, maintain wellbeing and independence and signpost or assist with access to local community resources.

Recovery and wellbeing services are available at the resource centre for people following discharge from hospital or an episode of ill health. The programme includes activities of daily living, healthy lifestyle, light meal and snack preparation, support to use mobility and sensory aids, and individual

and group support to reduce isolation and loneliness, confidence building and socialisation skills.

The service assists clients with any related occupational therapy/physiotherapy and other allied health professional treatment programmes they have as part of their recovery and wellbeing plan, as well as aiding clients with related personal care needs.

The Centre has access to sensory impairment and community access team resources. There is access to a gym/activity suite and an onsite hairdressing salon. A freshly cooked lunch is available each day. There

are also six reablement beds available at the Addington Heights Residential Home, which has reablement services from occupational therapy and physiotherapy staff, who have a base at the Centre.

The Centre is a developing its partnership work with related partnership organisations to enable residents from New Addington and Fieldway community make use of the Centre. Currently these include regular SmartHealth sessions, and in the future possibly extended to Age UK Advice and Information Sessions and Age Unlimited Generational IT workshops.

The Centre has access to sensory impairment and community access team resources. There is a gym/activity suite and an onsite hairdressing salon.

Addington Heights, 1 Milne Park West.

📞 carehomes@careuk.com 📞 0333 321 8261

Intergenerational projects

2Views is an intergenerational magazine commissioned by Croydon Landlord Services. It is part of the All Ages project.

The All Ages project has a steering group who leads on the programme of events and activities which includes 2 Views magazine, youth conferences and Family clubs.

The All Ages project delivers intergenerational projects across Croydon Council estates which are produced by a group of young people and adult residents living on Croydon's estates. The team of young 2 Views reporters were delighted to pop down to Fieldway to meet the Active Lifestyles group.

The Active Lifestyles group meets every Wednesday between 10am and 11am at Fieldway Community Centre. The class was launched in September with a grant from Croydon landlord services as part of the All Ages project.

The average age in the class is 50-plus ranging up to late 70s. The Active Lifestyle group are mainly retired residents (one full-time carer) and includes regular attendees of the over 50s club, who enjoy a range of other activities at the Centre including bowls, looking after grandchildren and walking.

Most of the residents attending the Active Lifestyles classes are local to Fieldway and New Addington but one member who attends regularly travels from Thornton Heath to attend.

Reporting to the 2 Views magazine, Instructor Lynda Proctor said:

"The class has a warm and friendly atmosphere, and the emphasis is on fun and enjoyment as well as being beneficial to the group; we use chair-based active and upright exercises.

The aim is to offer a supervised exercise class for the local community, to help people keep fit and active, maintain strength and flexibility. Each week has some different exercises to help keep the classes interesting and enjoyable. It's also a good opportunity to get out and about and meet with other people."



The Active Lifestyles group meets every Wednesday between 10am and 11am at Fieldway Community Centre. The class was launched in September with a grant from Croydon landlord services as part of the All Ages project.

Kingfishers Association

Kingfishers is a long established group in New Addington for people with mental health issues.

The group aims to provide support for people to increase their confidence and skills. This group has influenced the whole of Croydon! In 2009, self help groups for people with mental health issues were established across the whole of Croydon based on the Kingfisher model.

Today Kingfishers is part of the community, supporting recovery and promoting access to community opportunities. This approach has been further strengthened as members can receive additional support from Imagine, a mental health charity, which has been working with them for the past four years.

During more recent times the Kingfisher members have formed strong links with nearby business and other community groups such as the local scout group that they share the building with. Kingfishers provides cooking and laundry facilities for members that may be experiencing difficulties in this area. They also have a well maintained garden area offering peace and tranquillity. During the week a range of activities are available from playing pool, luncheon club, karaoke as well as going on various trips organised by the members.

The philosophy of the group is for the members to support each other providing help especially when other services may be unavailable. New members are always welcome and people can self refer themselves.

If you require further information about Kingfishers or any other mental health user-led groups in Croydon please contact Imagine on 020 8253 7078.

Fieldway and New Addington have some of the highest levels of diagnosed depression in Croydon at around 6% of patients registered with a GP, worse than the Croydon average of around 4%.



Healthy lifestyles

We all know that the choices we make will have an impact on our health, but for many of us, achieving a healthy lifestyle can be hard.

Here are some truly inspiring stories of local people who have made a real difference to their lifestyles, and the help they have received.

Quitting smoking – Solutions 4 Health

Surbhi and **Abdi** work from their mobile clinic in New Addington Market. Surbhi has helped over a thousand people quit smoking across Croydon. She told us 'we have been working on the estate for almost five years. In the early days we didn't always have positive experiences and we were not easily accepted here. But people know us very well now and we just had to be persistent getting ourselves established'.

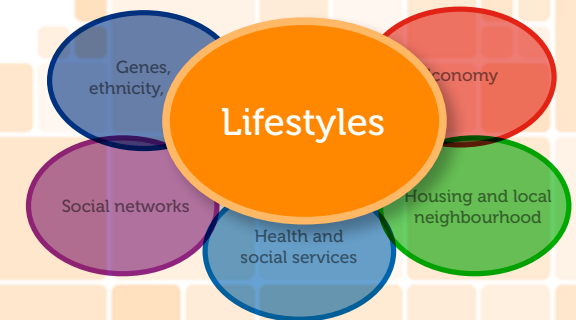
We asked Surbhi what people could expect from the service. 'We try to make sure our mini-bus mobile clinic is very approachable, friendly, supportive and non-judgemental. People can just turn up to our bus - no appointment is necessary and it's all FREE! The bus is here for them and they can use our services anytime they choose, and as many times they need to, to make their healthy life-change. Support is available for six weeks at a time and we provide free nicotine replacement therapy products, as well as motivation and help.

“

I used to smoke 60 a day at one time, but now I am on about five. I hope to quit for good one day soon, with the help of the service from the stop smoking bus. I am also thinking about taking up golf as there are many golf courses around New Addington. I'll get myself some old clubs from a car boot sale. Still, I don't think Tiger Woods need lose any sleep!

Peter Harper

What influences health in New Addington and Fieldway?



Peter's story



Peter Harper is a regular at the mobile clinic. 'I have been living in New Addington for just about two years. The place gets a bad reputation but it does have a lot of green space. I started smoking when I was 15 and I am 75 now. The main reason for me to quit is that I have emphysema. Surbhi on the bus has helped me a few times to quit and I've used all of the different nicotine products at one time or another. Once I managed to stay quit for three months, but it's tough and I ended up smoking again. What I have managed to achieve is seriously cutting down.

There are more smokers in New Addington and Fieldway than in any other wards in Croydon. In Croydon as a whole, about 21% of adults smoke; in New Addington and Fieldway the figure is closer to 30%.

Angela and Gaye's story



Angela Pickett and her sister Gaye Cox came to the bus for help. Angela told us 'I don't live on New Addington but I've just come in with my sister, Gaye, who does. She smokes but is trying to quit and I want to support her. I gave up ten years ago using nicotine patches and support from my GP. I found that putting the money aside that I saved from not buying cigarettes really helped motivate me, as I could see the savings mount up.'

Gaye added 'I am trying hard to stop but my recent attempt didn't work out due to personal problems, including a bereavement. I am still coming to the bus and working at it though. Last week my carbon monoxide reading was high at 37, but this week it is improved at 21. I will keep trying.'

Sisters, Angela and Gaye, come for their weekly appointment

Jo's story



Jo Brown works in mental health services and is making brilliant progress with her quit attempt. 'It is five weeks today that I have been smokefree! I feel loads better – much happier. I just came to the bus to get my regular carbon monoxide breath test done. The service has been really helpful, and I guess it was just the right time for me. My faith in God has helped me in this. My next goal is to lose a bit of weight too.'

Mental health worker, Jo Brown: I feel loads better - much happier.

If you are one of the many people in the New Addington and Fieldway area who have given up smoking - well done! This is the single most important thing you can do to achieve a healthier life.

If you live on New Addington or Fieldway and you would like help to quit smoking why not visit the mobile clinic at New Addington Market every week on Tuesdays from 8.30am until 3.30pm.

Or call 0800 019 8570 to discuss options and start your journey to better health.

“My kids have a new mum, my husband has a new wife and I have a second chance to live my life.”

Healthy Weight - Clare's story

Clare is the brand new Leader for New Addington, Selsdon & South Croydon Weight Watchers.



Name: Clare Treble
Age: 31
Start Weight: 16st 5.5lbs
Weight now: 10st 10lbs
Lost 5st 5lbs from June 2012 – June 2013
Leader since April 2013

She has lost an incredible 5 stone 5lbs since June 2012 when she joined Weight Watchers in Beckenham. Here's her amazing story.

I'm a mum of 5 and started to gain weight 13 years ago when I was pregnant with my eldest child. I've never been brave enough to join a weight loss group and tried to do it at home on my own through moving more and trying to cut out my favourite treats. I lost some weight, but then I stopped because I lost motivation on my own, I then gained it back and more. At my biggest I was over 19 stone. I had health issues, bad back due to carrying weight, size G cup chest and bad knees for holding that weight, I found it hard to just stand up for a few minutes.

Even washing up I had to stop and lean on the sink because I was in pain. At the age of 25 I was on blood pressure tablets. It affected my work as I couldn't do everything I needed to do without it affecting me like sitting on child size chairs that my bum didn't fit on or playing with the children in the preschool.

Each time I got pregnant I had more issues due to my weight, the only good thing is my body did carry my beautiful babies safely and I owe my body a lot for at least managing that for me. By the time I was pregnant with the twins in 2010 I had gestational diabetes. I couldn't believe that my babies could now be affected by my greed for food.

At the doctors and hospital I always had to have the biggest cuff and that pinched my bingo wings to take by blood pressure. I did lose about 3 stone being pregnant because I couldn't eat, the twins took up room and I had little room left for food. As soon as I had the twins I gained some back as I hadn't changed my eating habits.

In 2012 my friend asked me to be a bridesmaid for her wedding. I was so happy she asked, then the reality hit that I had to try on dresses in front of her and the other bridesmaids. I was going to be in photos of her special memories looking the way I did for the end of time. I really wanted to say no because that was the easiest thing to do but instead I said yes and decided I WILL LOSE WEIGHT FOR THE WEDDING!

I walked into my first ever weight watchers meeting on June 14th 2012 and was terrified. I was shaking and embarrassed. My friend caught my eye so that was it, I couldn't turn and walk back out. That moment changed my life forever.

It all happened then, I walked away feeling positive and determined and each week I lost weight, I reached 79.5 lbs in 48wks. At the meetings we weigh in anytime in the first 30 mins then sit and listen to the weekly educational topic for 20 mins, you can participate or sit quietly whatever you prefer. The meetings are fun and you learn so much about food and what it does to your body.



Typical topics I enjoyed were portion control, starting some activity, being aware of the temptations around you, the support from other members and ideas is and was the best part.

Your weight is never said aloud, just how much you lose or if you have a small gain. You will never be humiliated, but you can expect to be supported and motivated all the way through. We use Facebook groups to keep in touch in between meetings.”

“I’ve changed, I’m full of confidence. I wore a size 14 bridesmaid dress that needed taking in to a 12. That was such an amazing feeling! I had the time of my life at the wedding. I look at the photos now and smile because I know I look great. Weight watchers changed my life, I have no health issues, I enjoy running around with the kids, dressing up to go out with friends and I love shopping.

I missed my 20s hiding behind my weight so as my first target of 50lbs by my 30th was achieved I’ve become more aware of my appearance. I still need some training with makeup and stuff as I didn’t really wear it until now but I feel good. I enjoy dressing in clothes for my age and also going into the high street and picking up a size 12 not hunting for an 18 that will stretch to a 20/22.”

“I now run 5 successful meetings per week. I am driven to ensure all my members achieve weight loss success with complete understanding of their health, limits, lifestyles and temptations.

I am a local New Addington resident with the understanding of how life is here on the estate. So far since we opened the New Addington meeting in January 2014 we have lost an amazing 18st 5lbs and seen two members achieve their goal weight. The meeting is run in The Randall Tavern, Fieldway. Come along and join us; we’ll have a cup of tea/ coffee waiting for you!

“

I’ve changed, I’m full of confidence. I wore a size 14 bridesmaid dress that needed taking in to a 12.

Clare Treble ☎07944 850 481

Calculate your own weight status by logging on to this NHS website:
www.nhs.uk/Tools/Pages/Healthyweightcalculator.aspx

Physical activity

Being active not only helps weight loss but makes you feel great.

Most of us don't do anywhere near enough activity. Here's a local woman's story:

Catherine's MI Change Journey

"Over the years I have tried to become more physically active but have always given up as I never considered myself a 'sporty' person and thought that being active wasn't for me. Following a knee operation I knew that I needed to change but just didn't know how to get started. With perfect timing I spotted the MI Change leaflet in the Healthy Living Hub in the Clocktower and arranged to see Juliet from the MI Change team.

During our first appointment we discussed what I was currently doing, my motivation for becoming more active and also what was stopping me. Together we looked at the many options available in Croydon

and I set myself some realistic goals. I also received a step counter which I used to set myself mini-goals. Every week without fail I'd get a text to help keep me on track and I knew that I could contact Juliet if I needed extra support.

At my 12-week follow-up appointment I was pleased to report that I'd been going to the Nordic walking sessions in Lloyd Park, had passed Grade 1 trampolining and had taken part in circle dancing sessions. I'm now planning to try out the cycling programme in Croydon Arena and give archery and line dancing a go. My family and partner have noticed the changes in me and say I seem

brighter and livelier and have even started coming on the walks. Until the MI Change programme I didn't know there were so many activities available for people like me.

Having realised the benefits of being more active, I am training as a volunteer walk leader so I can support people who need that little bit of extra help to get started – just like I did. So, if you want to become more active but just don't know how to get started, give the MI Change team a call and take that first step."

Call the MI Change team: **020 8667 8414**
or Email: **MIChange@croydon.gov.uk**



At my 12-week follow-up appointment I was pleased to report that I'd been going to the Nordic walking sessions in Lloyd Park, had passed Grade 1 trampolining and had taken part in circle dancing sessions.

In New Addington, the council is supporting **free swimming** for all under 16s for the school holidays. This is an example of how the council is contributing to improving health in the area.

Healthy eating

Eating healthy food is also crucial for good health. Many of us lack the time or skills to eat as healthily as we might want to.

Here is an example of a fantastic new project

Good Food Matters Community Food Learning Centre

The Good Food Matters charity is dedicated to teaching people of all ages, abilities and backgrounds how to grow, cook and learn business skills. The charity has developed the **Community Food Learning Centre** in New Addington, on the borders of Fieldway, a stunning new centre, surrounded by carefully



designed gardens for growing fresh organic produce, a wildlife friendly forest, fruit trees, greenhouses, an orchard and a pond.

The entire facility will be accessible to all, with specially designed raised beds so that people with mobility issues can easily reach them from a wheelchair.

Inside the building is a huge **kitchen teaching area**, where 10 people at a time will learn to cook healthy food with produce fresh from the gardens. The project aims to help people of all ages, by teaching them about the benefits of affordable, healthy organic food, particularly those from disadvantaged

backgrounds. It will run basic and accredited cookery and horticulture courses, school and family learning courses and much more.

Building work for this ¾ million project has been supported by the Mayor of London's Regeneration Fund and built on land from Croydon Council. The project has also been generously funded by Tudor Trust, Local Food (Lottery) City Bridge Trust, Esmee Fairbairn Foundation, Fonthill Foundation and Lloyds TSB Foundation.

Founder **Evelyn Findlater** who received a Civic Award in 2012 has worked tirelessly, fund-raising and organising over 200 volunteers and young people.



"I've spent years teaching disadvantaged and disengaged children and young people who literally didn't have a decent pot to cook in. Many live in poverty and are often isolated from their community. I just knew they needed much more than a few cookery sessions.

That's why I wanted this centre - to help them become part of their community, learn skills and gain qualifications that will build confidence and self-esteem and give them a better chance to go forward in life. We will help reduce isolation, tackle inequalities, improve nutrition and make a difference to lives."

The centre will involve the whole community by offering

access to affordable, healthy, organic food in an area where it is desperately needed.

"Getting the building ready has been hard work and not without a few sleepless nights.

We have a small but dedicated team including a fantastic Horticulture Tutor, Ozichi Brewster, who has worked tirelessly, with Lalita Doig to assist her and our hoards of volunteers, through summer drought, drenching rain and freezing winds, to get the growing area dug and planted. The wait has been well worth it. It will be a wonderful centre to which all are welcome. I am so glad it is in New Addington and Fieldway."

Evelyn Findlater, Project Manager, Mickleham Way

📧 evelyn@goodfoodmatters.co.uk ☎ 0208 240 1121 📞 07951 523 109

Dunk the Junk

The Dunk the Junk project, organised by Elaine James, encourages families to learn to cook healthy meals together as an alternative to takeaways and inform them of where they can buy cheaper food or access food banks.

Families learn the importance of a balanced meal and they can learn to put together affordable menus for themselves. Elaine James, a local resident of New Addington and Fieldway, works at the Family Centre but donated her time to this project. The project, taking place at the New Addington Family Centre, is currently delivering cooking sessions with a crèche so that mothers with young children can attend.

At the first session in March 2014, the mums were enthusiastic to gain advice, support and the new skills to be able to cook at home and improve the health and wellbeing of their families. As it was Shrove Tuesday, the parents were asked to make pancakes and homemade chicken nuggets.

This was the first time any of the participants made fresh chicken nuggets as an alternative to the less healthy frozen option. They realised how easy they were to make with so few ingredients. At the end of the session all the mums decided that they would make nuggets themselves at home from then on because it was healthier and tastier!

At the second session the parents made patties and coleslaw as requested. They were encouraged to cook without support unless required. When preparing the food they were shocked by how far so few ingredients could go to feed a family.

The perceived high cost of ingredients was a major reason why those involved did not cook at home, showing the power and potential of the Dunk the Junk project. The families were informed of the Salvation Army's Food Bank at Central Parade. The church provides families in crisis with food parcels. Whilst the mothers and children were cooking together the mothers noticed that their children acted differently when they are given a task to help prepare the food as the involvement made them feel more mature.

This realisation bodes well for strengthening the relationship between the mothers and their children in the future, and for these cooking skills to be retained by the next generation.

“When preparing the food they were shocked by how far so few ingredients could go to feed a family.”



The Family Centre, Fieldway

📧 familycentre.fieldway@virgin.net

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Sexual health

Having good sexual health is also an important part of a healthy lifestyle.

Knowing the facts about contraception and sexually transmitted infections (STIs) empowers people to make healthy choices for an enjoyable sex life. Young people have many

questions about sex, so there are services across Croydon specially designed for them, where they can receive free advice, support, treatment and contraception. In addition

to a local young person's sexual health clinic, young people in New Addington and Fieldway receive sexual health support through community outreach, such as the Croydon Drop

In Talkbus, which brings support directly to them.

Here are some examples of how people in New Addington and Fieldway are supported in this.



Left to right: Una Adarkwa, Senior outreach worker, Angela Ben-Arie, Manager, Sonia Garnett, Senior outreach worker

Croydon Drop In

"I've lived in the area all my life, originally in Fieldway then moving to the Boot's Estate. I've always used the facilities on offer in New Addington such as the leisure centre, parks and lots of different schemes that have gone on over time.

I started as a volunteer with Croydon Drop In at the age of 17. With my background of sports and fitness, I really wanted

to give young people an understanding of healthy living. Croydon Drop In and the Talkbus have been key factors in helping young people have a positive view of themselves, others and everything around them. As a young person who used to use the service regularly, I understood how my skills could be used to help young people become more active,

healthy and learn new skills and also develop the many skills young people may have but don't have the confidence to use.

Growing up in the area has given me an advantage of being able to communicate with young people of this community because I've grown up with many of them. I also know the right vocabulary to use that helps young people

enjoy and understand the information and advice that's been given.

The work I do with Croydon Drop In gives me so much satisfaction. After every Talkbus session, I know the young people have benefitted. If the young people are too busy to engage in a full consultation, they will still pop their heads in to say 'hi'."

Sam Ben-Arie



Did you know?

The Chairman of the First National Housing Trust was Charles Boot, hence the earliest part of New Addington is sometimes called The Boot's Estate.

Talkbus

Croydon Drop In deliver Talkbus sessions in the New Addington area every Tuesday at varied times.

Their Senior Outreach Worker, Sonia Garnett says:

“We park up at Central Parade, Milne Park and Walton Green and we spend 3 hours talking with young people who access our service on topics such as sexual health, healthy eating, drugs... We work with a non-advice approach – we allow young people to make their own minds up about their situation.

I moved to New Addington just over a year ago and I love it – I have always enjoyed living in a tight community and New Addington is no different.

The variety of people, open green spaces, local markets and great services are just what me and my family love about New Addington and we are

planning to stay up there for a while!

I got into this work because I was a very challenging young person and spent most of my youth in trouble, missing or unhappy. It took the dedication and commitment of one worker to help me see that I was worth more than the crazy life I was living. She helped me change my life.

A few years later, with the support of my key worker, I began my career in youth work.

In 2000 I landed a job supporting children and families. Ever since then I have decided to work with vulnerable young people and do my very best to change the lives of young people, just as

someone did for me.

My key worker was Angela Ben-Arie who is currently my manager at Croydon Drop In.

The Talkbus is known to young people all over the Borough but I feel we have a special connection with the young people in New Addington because we have developed different systems to enable this client group to access our service with ease.

For example, we are part of the C-Card scheme and register young people on the Talkbus, complete the sexual health consultation and then give them their card, condoms and leaflets.

When delivering this service in New Addington young men

“ I hope that we can continue to deliver services via the Talkbus as I believe this really works for this group.

kept forgetting their cards or losing them and staff had to re-register them each time they came on, as you can imagine this took a lot of time and became an issue. So our Manager came up with a great idea to register the young men then keep their cards on the Talkbus and it worked brilliantly!! We still use this process now and the young men prefer to access their contraception this way – problem solved.

As some of the young people have got older they have taken their cards and used them all over the Borough so we are still flexible with how we work but we always ensure that young people are paramount in what we do and

that they get the service they need.

I really enjoying working with hard to reach young people as it's a challenge. I hope that we can continue to deliver services via the Talkbus as I believe this really works for this group because it's confidential and in their community where they feel safe.”

Ten years ago, both Fieldway and New Addington had teenage pregnancy rates which were amongst the highest in Croydon. New Addington is now lower than the Croydon average. Rates in Fieldway remain high.

Fixed influences: age, gender, ethnicity, genes

Finally, there are those factors we can't do a great deal about:

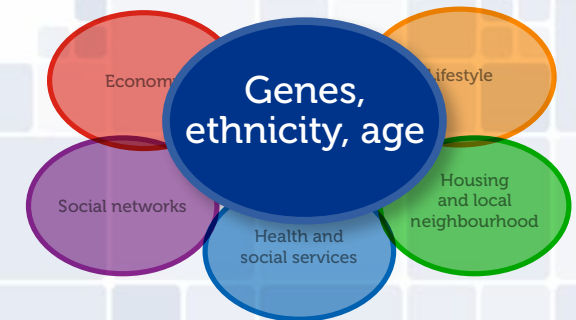
- the genes we've inherited,
- our ethnicity (there are some diseases that only certain ethnic groups can get),
- the fact that we will all age...

A small number of diseases, such as sickle cell, thalassaemia and Huntington's disease, are purely genetic. As these are inherited, we cannot do anything to prevent these in our local population, but can support them where appropriate.

Similarly, we can't do anything about the inevitability that we will all age – illness and disease is more common with age. However, although we can't reverse the aging process, we can slow it down, and do what we can to ensure that we spend as much time as possible in good health.

Sometimes it is hard. Often it takes small steps forward and some backwards until we get there. But the people we have highlighted in this report, and many others, are living proof that it is possible. Time and time again, as we spoke to people in New Addington and Fieldway, we heard that the people are the biggest asset in the area. If you're not already, get involved in working to make it an even better place to live.

What influences health in New Addington and Fieldway?



So what does this all mean for Croydon?

The projects, initiatives and people highlighted in this report are making a real difference to people's lives in New Addington and Fieldway. This is happening on a daily basis. Health inequalities – the differences that we witness between the health of those living in more and less affluent areas – are a major public health concern in this country. In Croydon, the people of New Addington and Fieldway are leading the way in finding solutions to these. There may be lessons to be learned from this for Croydon as a whole.



ABCD celebration event in New Addington

Asset Based Community Development (ABCD) in Action

ABCD is a methodology recognising that in every neighbourhood there is a wealth of human, associational and institutional assets that should be identified, connected and mobilised for the benefit of that community and before seeking help from outside. Croydon Voluntary Action, advised by leading experts Nurture Development, have been working with local people to map their community assets. The maps that have been produced as part of this process are included in the Appendix 2 of this report. For more information on ABCD in Croydon see: <http://www.cvalive.org.uk/CVANEighbourhoods/AssetBasedCommunityDevelopmentinCroydon.aspx> or contact sarah.burns@cvalive.org.uk



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Croydon Voluntary Action

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Residents and members of Community Organisations

Wendy Barker	Peter Harper	Angela Pickett
Angela Ben-Arie	Trish Islam	Rik Pears
Sam Ben-Arie	Elaine James	Kirsty Pierce
Annette Bexley	Chris Junak	Mark Russell
Jo Brown	Pascale Kilonzo	Jill Smith
Marion Burchell	Jayne Laville	Emma Spencer
Gaye Cox	Abdihakim Mohamed	Matt Spencer
Simon Dale	Sandra Moran	Shaaban Tambwe
Lalita Doig	Shirley Murphy	Clare Treble
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Evelyn Findlater	Sushma Palukuru	Paul Wellecome
Sonia Garnett	Catherine Pestano	Julia Weller
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Health Summary for Croydon

The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator, however, a green circle may still indicate an important public health problem.

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average

Domain	Indicator	Local No Per Year	Local value		England Average ^a		England Best
			Eng value	Eng worst	25th Percentile	75th Percentile	
Our communities	1 Deprivation	63,482	17.2	20.4	83.8		0.0
	2 Children in poverty (under 16s)	18,890	25.2	20.6	43.6		6.4
	3 Statutory homelessness	2,161	14.3	2.4	33.2		0.0
	4 GCSE achieved (5A*-C inc. Eng & Maths)	2,424	64.4	60.8	38.1		81.9
	5 Violent crime (violence offences)	5,659	15.5	10.6	27.1		3.3
Children's and young people's health	6 Long term unemployment	2,422	10.0	9.9	32.6		1.3
	7 Smoking status at time of delivery	407	7.8	12.7	30.8		2.3
	8 Breastfeeding initiation	4,488	86.0	73.9	40.8		94.7
	9 Obese children (Year 6)	788	22.3	18.9	27.3		10.1
	10 Alcohol-specific hospital stays (under 18)	23	26.2	44.9	126.7		11.9
Adults' health and lifestyle	11 Under 18 conceptions	206	28.6	27.7	52.0		8.8
	12 Smoking prevalence	n/a	17.1	19.5	30.1		8.4
	13 Percentage of physically active adults	n/a	56.8	56.0	43.8		68.5
	14 Obese adults	n/a	24.3	23.0	35.2		11.2
	15 Excess weight in adults	533	62.1	63.8	75.9		45.9
Disease and poor health	16 Incidence of malignant melanoma	42	12.6	14.8	31.8		3.6
	17 Hospital stays for self-harm	486	124.8	188.0	596.0		50.4
	18 Hospital stays for alcohol related harm	1,726	526	637	1,121		365
	19 Drug misuse	1,676	6.9	8.6	26.3		0.8
	20 Recorded diabetes	19,219	6.4	6.0	8.7		3.5
Life expectancy and causes of death	21 Incidence of TB	40	33.3	15.1	112.3		0.0
	22 Acute sexually transmitted infections	4,792	1,314	804	3,210		162
	23 Hip fractures in people aged 65 and over	278	564	568	828		403
	24 Excess winter deaths (three year)	106	13.9	16.5	32.1		-3.0
	25 Life expectancy at birth (Male)	n/a	79.2	79.2	74.0		82.9
26 Life expectancy at birth (Female)	n/a	83.2	83.0	79.5		86.6	
27 Infant mortality	22	3.9	4.1	7.5		0.7	
28 Smoking related deaths	398	270	292	480		172	
29 Suicide rate	22	6.2	8.5				
30 Under 75 mortality rate: cardiovascular	200	84.1	81.1	144.7		37.4	
31 Under 75 mortality rate: cancer	333	139	146	213		106	
32 Killed and seriously injured on roads	101	27.7	40.5	116.3		11.3	

Indicator Notes

1 % people in this area living in 20% most deprived areas in England, 2010 2 % children (under 16) in families receiving means-tested benefits & low income, 2011 3 Crude rate per 1,000 households, 2012/13 4 % key stage 4, 2012/13 5 Recorded violence against the person crimes, crude rate per 1,000 population, 2012/13 6 Crude rate per 1,000 population aged 15-64, 2013 7 % of women who smoke at time of delivery, 2012/13 8 % of all mothers who breastfeed their babies in the first 48hrs after delivery, 2012/13 9 % school children in Year 6 (age 10-11), 2012/13 10 Persons under 18 admitted to hospital due to alcohol-specific conditions, crude rate per 100,000 population, 2010/11 to 2012/13 (pooled) 11 Under-18 conception rate per 1,000 females aged 15-17 (crude rate) 2012 12 % adults aged 18 and over, 2012 13 % adults achieving at least 150 mins physical activity per week, 2012 14 % adults classified as obese, Active People Survey, 2012 15 % adults classified as overweight or obese, Active People Survey, 2012 16 Directly age standardised rate per 100,000 population, aged under 75, 2009-2011 17 Directly age sex standardised rate per 100,000 population, 2012/13 18 The number of admissions involving an alcohol-related primary diagnosis or an alcohol-related external cause, directly age standardised rate per 100,000 population, 2012/13 19 Estimated users of opiate and/or crack cocaine aged 15-64, crude rate per 1,000 population, 2010/11 20 % people on GP registers with a recorded diagnosis of diabetes and sex standardised rate of emergency admissions, per 100,000 population, 2010-2012 21 Crude rate per 1,000 population, 2010/11 22 Crude rate per 1,000 population, 2010-2012 23 Directly age expected deaths based on non-winter deaths to average non-winter deaths 1.08.09-31.07.12 24 Ratio of excess winter deaths (observed winter deaths minus expected deaths) 2010-2012 25 Directly age standardised rate per 100,000 population aged 35 and over, 2010-2012 26 At birth, 2010-2012 27 Rate per 1,000 live births, 2010-2012 28 Directly age standardised rate per 100,000 population aged 35 and over, 2010-2012 29 Directly age standardised mortality rate from suicide and injury of undetermined intent per 100,000 population, 2010-2012 30 Directly age standardised rate per 100,000 population aged under 75, 2010-2012 31 Directly age standardised rate per 100,000 population aged under 75, 2010-2012 32 Rate per 100,000 population, 2010-2012 ^a "Regional" refers to the former government regions.

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