

Update on the response to the OSC Task Group on Diabetes

A Brent HOSC Task Group addressed “Tackling Diabetes in Brent”, reporting in January 2013, with the Executive receiving the recommendations in April 2013. The Executive agreed to consider the Task Group’s recommendations in the allocation of the public health budget and the work programme of the Healthy Lifestyles Team.

The Healthy Lifestyles Team has included diabetes awareness raising and prevention within their work programme and the Council and the CCG have invested in improved diabetes services, including prevention. This report provides an update on progress against the Task Force’s recommendations.

Recommendation 1

The task group recommend that an educational film should be made in partnership with the Brent Clinical Commissioning Group to educate residents and patients about diabetes. Voluntary support groups and patient expert groups should be invited to advise how to get the message across to the people that need it the most. Heart of Gold - Heart Disease patient expert group are a very active group and should be considered for this. Patients who were referred to the Intensive Lifestyle Intervention programme and who have successfully reversed their prediabetic condition should also be considered. The allocation for Public Health has not yet been confirmed but there is potential for funding from the allocation for health promotion and this should be explored once the allocation and programme has been confirmed.

The film can be used to address the following key areas:

- Engaging with high risk communities that do not understand the problems associated with the disease
- Explanation of what happens when nothing is done
- Support patients and show examples of how they can take care of themselves and how to address the changes in lifestyle and diet in order to live a healthier lifestyle
- Explain benefits of prevention of the condition
- Signposting patients and providing a better understanding of where and how to find support and advice
- Tools and advice on how to support someone who has been diagnosed with diabetes
- Engaging with children at school - Copies of the film should be provided to school governors and nurses so that it can be used as a source of discussion - Primary schools are an ideal forum for engaging with parents about healthy eating

This recommendation is considered with recommendation 5, as both relate to increasing awareness of diabetes.

Recommendation 5

The task group recommends that there should be dedicated pages on the council’s website to provide advice and information relating to health improvement and more specifically diabetes. ‘Maslaha’ is a dedicated website that was introduced by Tower Hamlets council and was delivered in conjunction with The Young Foundation. Although the Maslaha site is specifically targeted at Muslims due to the demographics of Tower Hamlets, the Brent pages should

be targeted at all high risk communities. The group recommend that this work should be led by Brent Public Health in conjunction with the council's Communications Team and should link to nationally available information. The pages should be promoted at the various networking forums that take place in the borough to reinforce the message around how healthier lifestyles and healthy eating can help prevent diabetes.

The production of an educational film has not been progressed. However reactive and proactive communications and media activity has been undertaken to increase public awareness of the issue of diabetes in Brent, the services on offer and to signpost to authoritative sources of advice for example those of Diabetes UK.

Information on diabetes is being incorporated into the redesign of the Council website.

As an additional awareness raising and preventive effort the Healthy Lifestyles Team are in the process of procuring a Diabetes Community Champion programme, training and supporting community volunteers. The Team are also exploring the potential for Diabetes Roadshows which in addition to awareness raising and health promotion would offer risk assessments to members of the public.

Recommendation 2

The task group recommends that the NHS Health Checks Programme be fully implemented equally across the borough as this will help enable early detection of diabetes. The creation of Clinical Commissioning Groups promises to create a unified and systematic approach by integrating services that are currently fragmented. The group support this approach to stream line services in order to create a more holistic approach. Commissioning for health checks from April 2013 will be a mandatory function under the council's Public Health responsibilities and the health checks will be included in the work programme, however the promise of quicker and more coordinated health care has to be followed through.

Responsibility for the NHS Health Checks Programme has successfully transferred from the NHS to the Council. Brent GPs are offering health checks to their patients with Council funding. In the first three quarters of 2013/4, 9171 invitations to health checks have been issued with 3416 checks completed. Council public health staff and the CCG are working to increase both the number of offers and the percentage which are taken up. Referrals from Health Checks to lifestyle support including exercise referral and moving away from pre-diabetes (also known as the intensive lifestyle intervention) are being supported by Council public health staff.

Recommendation 3

The task group recommends that the pilot intensive lifestyle intervention for people with impaired glucose tolerance be developed into a local programme and rolled out across the borough. Brent Public Health are exploring further options with the current providers, Community Services, Brent Nutrition & Dietetics Service, for how intensive support can be provided in a more sustainable form.

Commissioning of the intensive lifestyle support service has been successfully transferred to the Council and contracts are being extended to 2014/5. The latest results (November 2012 to December 2013) for 112 patients that completed the intensive 6 month intervention, showed that 66% of those retested (70 patients) are no longer pre diabetic.

Recommendation 4

The task group recommends that the Desmond Programme should be rolled out across the borough so that all diagnosed patients can have access to education about diabetes. The programme is a key resource to raising awareness about diabetes and how to make the beneficial lifestyle changes. There is currently no funding structure in place which is a real concern. The Ealing Hospital Trust that services the community in Brent will review the programme and also consider alternative programmes that best meet the needs of the diverse community as this programme currently comes under the remit of NHS. There is also an opportunity to seek funding from the Public Health allocation once this has been confirmed to see if there is scope for the council to contribute.

The CCG are commissioning the DESMOND programme and an expansion of the programme is included in the plans for redesign and investment in diabetes services, which are detailed in a separate report to HOSC.

Recommendation 6

The task group recommends that more work should be done with schools to raise awareness about diabetes. Schools should be encouraged to provide children with more information about diabetes and maintaining a healthier lifestyle. Diabetes in children is on the increase and with so many fast food establishments opening up near to schools, highlighting the impacts of this disease is so important.

The group recommends that obesity management for the prevention of diabetes start in the early years and continues throughout the lifespan. One of the four strategic pillars in the Brent Obesity Strategy focuses on children, young people and infant feeding. There are currently two programmes in Brent which focus on children and young people (both are ending in March 2013). The Early Years Healthy Settings Programme involves nutrition training and one to one setting feedback for nursery staff and child minders. School age children are targeted through the Fit4Health programme, which offers those identified as above a healthy weight support in the form of a 1:1 or afterschool

The Health and Wellbeing Strategy contains the two objectives: too expand partnership working with schools, nurseries, playgroups and other early years settings to improve the wellbeing of children; and review our approach to childhood obesity and agree a revised strategy.

The Council public health team have supported the Healthy Schools Programme, with 35 schools registering with the London scheme (against a target of 30). Schools identify their own health priorities but are encouraged to consider healthy eating and

physical activity. The team are also supporting 20 child-minders, 21 nurseries and 5 children centre localities who are working towards the Brent HEY (Healthy Early Years) award. The HEY awards require settings to address 7 areas including nutrition and physical activity.

Recommendation 7

The task group recommends that as part of the council's commitment to staff in relation to their health and well being to include diabetes as part of their health and well being events. With 61% of the current staff at Brent coming from a BME background and with statistics confirming that this is the group at the highest risk it makes perfect sense to address the issue about diabetes at these events.

An offer of diabetes risk assessment has been incorporated into Brent Council Staff and Wellbeing Events.

Recommendation 8

The task group recommends that a form of commitment to support the Diabetes

Support Group be made to ensure the group can carry on the good work. This support should come in the form of information of how to contact GP surgeries and work with them to engage with diabetic patients and to seek out a source of funding. The group needs to be promoted and patients need to be made aware of what the aim of the group is and how it will benefit them. Through the work of the Healthy Lifestyles Team, information should be shared and support could be provided to such groups.

CCG and Council staff are in discussion with the Diabetes Support Groups about how best their work can be integrated into the development of diabetes services locally. It is hoped that the Diabetes Community Champions project can contribute to this

Recommendation 9

The task group recommends that a group be set up to work in partnership with the NHS, to work with establishments in the borough which sell food, i.e. fast food outlets, ethnic food shops and restaurants to establish links and educate owners about how to change practices to improve food quality and offer their customers a choice and option to purchase healthier food. A possible award scheme should be considered whereby 1 Dashboard monthly tracker, establishments that cooperate have an article written about them in the Brent magazine for example, to attract more customers. Also, having an endorsement by the local authority will boost their reputation. The Obesity Strategy group currently address this in their work and the council when reviewing such groups ahead of the public health transfer should consider retaining the group and extending their programme.

The Healthy Lifestyles team are exploring with Environmental Health whether the Healthy Catering Commitment could be introduced into Brent. This voluntary

accreditation scheme supports caterers, including fast food outlets, to provide and promote healthier choices on their menus.

The Council planning function is considering restricting the opening of fast food outlets within 400m of secondary schools in the borough.

Recommendation 10

The task group recommends that the outdoor gyms be introduced in all parks throughout the borough so that all residents can have easy access to one and everyone can benefit from them. This is something to consider once the Public Health allocation has been confirmed to scope out the possibility of funding, although it should be noted that previous funding for outdoor gyms has been non recurrent and at present they are not budgeted for in the public health allocation.

In the summer of 2013, six outdoor gyms were installed in parks in Brent. Whilst the numbers of outdoor gyms are increasing across the UK, there is little evidence of evaluation of their effectiveness. Therefore the healthy lifestyles team led on an initial 3 month post implementation evaluation of the scheme. This evaluation will be repeated in 2014, to determine if use is maintained, increased or decreased since the initial installation, and whether or not these have been an effective tool in increasing physical activity in residents.

The initial evaluation showed gym users were very positive about the gyms and 41% of gym users had increased their activity levels since the gyms had been installed. However use varied significantly between sites, with three of the six sites accounting for 82% of use. The evaluation suggested a need for better promotion of the gyms and this is being planned.

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