



Norwich

Clinical Commissioning Group



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Healthy Norwich aims to prevent poor health outcomes and improve the wellbeing of people living in Norwich and surrounding areas.

Healthy Norwich is a partnership project between NHS Norwich CCG, Norwich City Council, Broadland District Council and Norfolk County Council's Public Health.



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Tackling health inequality

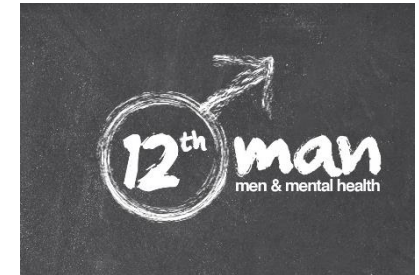
Priority areas:

1. Promoting Healthy Weight & Healthy Lifestyles

2. Smoking cessation and prevention

3. Supporting those vulnerable to fuel poverty.

Examples of projects to address priority areas.





Norwich Clinical Commissioning Group

AVERAGE LIFE EXPECTANCY

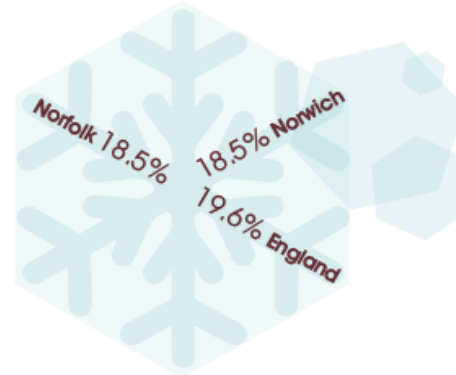
female 83.4
male 79.9

gap between most deprived
and least deprived wards are:

female 3.1 years
male 10.9 years



EXCESS WINTER DEATHS

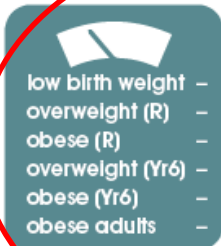


HOSPITAL STAYS/per 100,000 population



self harm 374.2
alcohol related harm 875

WEIGHT



	Norwich	Norfolk	England
low birth weight	3.3%	3.1%	2.9%
overweight (R)	14.4%	13.9%	12.9%
obese (R)	8.9%	9%	9.3%
overweight (Yr6)	13.8%	14%	14.4%
obese (Yr6)	18%	18.2%	19%
obese adults	19.6%	25.7%	24.4%

NORWICH wellbeing

CRIME AND ANTI SOCIAL BEHAVIOUR

ASB Incidents 6,043
all crimes 13,350
97.94/per 1000 population (Norfolk 53.9)
hate crimes 194
hate incidents 183



GOOD LEVEL OF DEVELOPMENT - AGE 5



NORWICH

62.8%

Nelson 89% Thorpe Hamlet 47.2%

ENGLAND

66%

EDUCATION LEVELS



	Norwich	Norfolk	England
KS2 level 4+ reading	86%	87%	89%
KS2 level 4+ writing	84%	84%	87%
KS2 level 4+ maths	83%	84%	87%
5+ GCSEs A+-C incl english and maths	45%	55%	66%

LIFE SATISFACTION (out of 10)

England 7.6
Norwich 7.71
Norfolk 7.75

HAPPINESS (out of 10)

England 7.45
Norwich 7.49
Norfolk 7.55





Sugar Smart Norwich Campaign

- Why? A need to focus 'prevention' activity on children and young people.
- Desire to work with secondary schools, as already rolling out The Daily Mile in primary schools.
- Promotion of 'water' as a social equaliser (27% Norwich families are on low income).
- Limited budget, so needed to find a partner!
- Need to evidence the impact



Working With Anglia Water

- Approached Anglia Water with a concept for an animation to promote the benefits of tap water.
- Target audience, young teen boys -on average consume 2.5x sugar RDA & 40% from drinks.
- Commissioned a short animation with £3k funding from Anglia Water.
- Feedback on film design from YABs & college students.



SugarSmart animation here



Utilising the animation

- Facebook campaign - summer 2017
 - 4 weeks and budget of £500.00
 - Targeted Norfolk secondary schools
 - Reach = 16k people, 5k watched 25%, 2k watched 100%.
 - LEARNING – Films need subtitles! & less than 60sec for some social media platforms.
- Anglia Water –
 - sharing of the animation on social media, corporate sponsor of Tour of Britain, inc. in education offer, Refill announcement ([link](#))

Secondary school engagement

- Support from Dietitians, Norfolk & Norwich Hospital.
- Sugar smart assembly - 300 year 8 students.
- Role of student Sugar champion.
- Sharing of the animation by students.





Next Steps

- Commissioning Youth Advisory Service to further develop and assess the offer for schools. Will continue to work with Dieticians.
- Improved offer will include
 - **Lifzone Drop In sessions** - sugar smart displays, quizzes, practical activities and advice.
 - **Years 7 & 8 focus group** - what young people think of sugary drinks and their ideas on behaviour change.
 - One **drop down day** with one year (years 7-9).
 - Assembly for all year groups – 1000+ students



Next steps continued

- Evidence the impact of work in schools upon student attitudes and behaviours.
- Provide an 'offer' to engage all secondary schools in Norwich with a SugarSmart programme.
- This project will contribute towards a 'Whole Systems Approach to Obesity' project which Healthy Norwich is developing.



Thank you

Contact for more information - rachel.hunt6@nhs.net

Please utilise the short animation if you need resources.

Sugarsmart film without subtitles –

www.bit.ly/sugarsmartnorwich

Sugarsmart film with subtitles –

www.bit.ly/sugarsmartnorwich2