

# Health inequalities and Prevention

Wandsworth Healthwatch Assembly  
26<sup>th</sup> September 2019

Public Health Wandsworth



# Health Inequalities and Diabetes

- Type 2 diabetes is preventable illness.
- There are a number of factors which puts someone at risk of developing Type 2 diabetes:
  - Family history
  - Ethnicity
  - Being overweight or obese (BMI greater than 30)
  - Being over 40 years
  - If you have or have had high blood pressure



This means there are certain groups who may be at greater risk because of these factors.

# How have we addressed diabetes ?

## ...a two pronged approach !

Direct communication and work 'on the ground' with residents



- Raise awareness about Type 2 diabetes
- Help to identify whether they are at risk
- How lifestyle changes and accessing services/support can reduce the risk

Strategic conversations and service provision



- To ensure health, voluntary and community organisations working with target groups are equipped to support individuals to reduce the risk and signpost to services.



# Close work with groups who may be more likely to develop diabetes

## **Focus on building capacity with target groups:**

- understand issues that matter most to these groups, particularly in relation to lifestyle
- Ideas and approaches led by communities

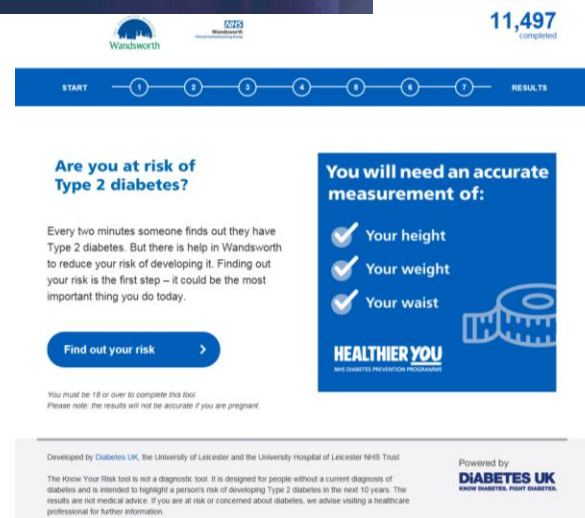
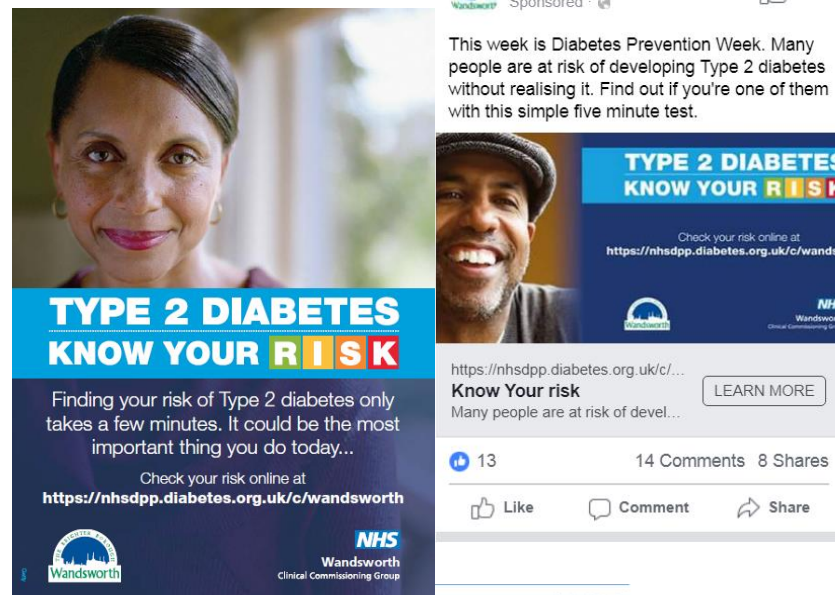
## **Identifying opportunities where awareness raising can be achieved for those groups**

- BME
  - working with community and faith leaders
- Carers
  - Raising awareness of Annual Health Checks and encouraging attendance
- Learning Disabilities
  - raising awareness with LD teams, recognising and building on work that is being delivered by partners.
  - Encouraging GPs to administer the Annual Health Check
- Events across the borough
  - Diabetes Champions, pop-up shop and mini-health checks
- Increase referrals to lifestyle services / NDPP.

# Tailoring campaigns, communication and support

**Aim: to raise awareness and direct to support**

- Know Your Risk tool – social media
- Diabetes prevention week and events across the borough in the community
- Brightside adverts – reaching out to homes in Wandsworth
- Aligning Champions to groups
- Promoting the One You NHS Diabetes Prevention Programme (NDPP)
  - 16 different languages
  - Tailored to cultural preferences
  - Carers, family members, friends welcome to support



# Public Health provide specialist input and systems leadership

- Those who work with, or deliver services for at risk groups
- Attendance at LD CRG and Wandsworth Health Action Group
- Working with the CCG diabetes steering group
- Development of a Wandsworth Diabetes Action Plan:
  - Health inequalities is an overarching theme that runs through the action plan so that targeted work takes place.
  - There are specific plans cited to support carers, LD and BME as target groups
- Ensures diabetes prevention remains a priority remains on the agenda

# We want to work with you to do more ...

We need to better reach and understand our populations to:

- Re-think how services and information are delivered
- Change the way in which we talk about Diabetes prevention and awareness, management and care so it resonates
- Encourage the messages to be spread throughout communities
- Support you to manage your own health
- Motivate you, your friends and families to make changes to behaviour to prevent ill health and experience healthier lives

# Discussion session

**Aim: to look at the diabetes work just mentioned and other examples of reaching the community with a campaign to make a difference and how to get this right.**

- The conversations are structured in to specific community groups we discussed before. Try and explore the issues.
- There are lots of groups we could consider and many ideas. If feel like there is more to say about this or other topics, you can do this via surveys, speaking to staff or contacting us in the usual ways.
- Don't worry if you're not an expert on the specifics. Shared ideas, questions and experiences shared will be as useful.



# The questions

**35-40 minutes to discuss all questions. 10-15 minutes for feedback**

Question 1A) How would such a campaign or information reach this inequality group?

Question 1B) How would it get people talking with each other?

Question 2) How might a campaign motivate people in this community and empower them to do something different?