



Eat well



Drink sensibly

Exercise more



**A summary of the
Kingston Annual Public
Health Report 2015**



THE ROYAL BOROUGH OF
KINGSTON
UPON THAMES

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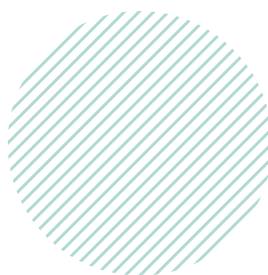
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Welcome from the Director of Public Health

I am delighted to introduce this summary of the Kingston Public Health Annual Report for 2015. The Council publishes a report on the health of local people every year and this year the areas looked at in detail are diet, exercise and alcohol.

This summary gives a glimpse into the information given in the full report, which discusses in detail what we know about how the three areas impact on our health and what is being done locally to support people to make better lifestyle choices. I hope that you will be sufficiently intrigued by this summary to explore the full report, which is available via:

www.kingston.gov.uk/health_and_wellbeing

I would like to thank everyone who is working to support residents to eat well, exercise more and drink sensibly, many of whom contributed to the report.

Many thanks also to those residents who gave permission for us to highlight how they have changed their lives. Please do read the full report to see their stories.

The report highlights that poor diet, insufficient exercise and unsafe alcohol consumption have a huge impact not only on people's lives but also on costs to the NHS, the Council and society as a whole. Addressing these issues is a huge challenge for Kingston but if we can all act together the potential is there for a better future for both our own health and our local services.

Dr Jonathan Hildebrand

Diet

A person's diet from conception to old age has a huge impact on their health, the risk they have of developing a range of diseases and ultimately the overall quality of their life. With the growing obesity epidemic, the challenge of creating a culture and environment where people achieve and maintain a healthy weight has never been more important.

A mother's diet will influence her baby's birth weight, growth and development and health status later in life.

Adequate intakes of key nutrients such as folic acid are important in reducing the risk of foetal abnormalities such as Spina Bifida.

A Kingston survey of pregnant women in 2014 highlighted that whilst the majority were aware they should have a

folic acid vitamin supplement

during the first 12 weeks of pregnancy, only 75% were aware that they should also have a

vitamin D supplement

during pregnancy and whilst breastfeeding.

In 2013 – 14 over

90% of women in Kingston initiated breastfeeding,

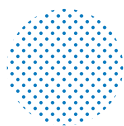
which was higher than the UK and England averages of 81% and 83% respectively.

By six to eight weeks the prevalence in Kingston had dropped to 76.5%,

but this is still higher than the national percentage (55%).

Overweight and obesity are increasing challenges for maternity services in the UK with one in five pregnant women now estimated to be obese, and therefore at increased risk of complications including gestational diabetes, pre-eclampsia, miscarriage and difficulties in establishing breastfeeding after birth. Although weight loss during pregnancy is not advised, avoiding excess weight gain can help to minimise some risks.

The first five years of life are critical in shaping health and wellbeing and giving every child the best start in life is crucial to reducing health inequalities across the life course. The Department for Health recommends exclusive breastfeeding for the first six months of a baby's life.



In Kingston 11.3% of reception aged children and 13.1% of year 6 children are overweight;

6.0% of reception children and 15.4% of year 6 children are obese.

This doubling of obesity from reception to year 6 reflects national trends.

Establishing well balanced dietary intakes and health related behaviours in children and young people is vital to maintaining lifelong health, including being a healthy weight. Healthy dietary intakes and a healthy weight in children and young people support improved academic achievement, concentration and self esteem, and can help to prevent non-communicable diseases later in life.

Poor diet is estimated to play a role in 70,000 preventable deaths in the UK every year. Most people in the UK are consuming too much salt, saturated fat and sugar and are not meeting recommendations for fruit and vegetable intakes. Over 60% of the UK population are now overweight or obese and this is predicted to increase in future years.

Figures from a local survey reveal that an estimated

31.1% of adults in Kingston are overweight with a further 14.7% obese.

In Kingston

over 3,000 older adults are estimated to be affected by malnutrition.

As people age, their energy requirements decrease but nutrient requirements remain the same or may increase. There is a reduction in the prevalence of obesity in people aged over 75, with an increase in the prevalence of malnutrition in this age group. Malnutrition is a widespread national problem that has negative consequences to both health and quality of life. Multiple factors can contribute to malnutrition including social isolation, limited mobility and poverty.



Access to affordable healthy food is an essential component of achieving and maintaining a healthy lifestyle. The whole community can contribute to this by ensuring good food is grown and sold locally, enabling people to access growing spaces and teaching children how to grow and prepare food.

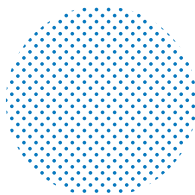
Food security is defined as when people have access to sufficient, safe and nutritious food to maintain a healthy and active life. This includes the physical availability of and economic access to food, as well as the nutritional knowledge and skills to prepare and cook healthy food. Food poverty occurs when people are unable to access or afford healthy food.

Nationally, 22% of people aged 60 and over have reported

skipping meals in order to cut back on food costs

and 42% divulged that they had

struggled to afford essential items such as food.



Providing healthy and nutritious food of high quality at nurseries and schools is vital to maintain the health of children and young people. This assists them in achieving a healthy weight which in turn eventually supports their life chances.

A total of **7,631** children in Kingston have benefitted from the School Fruit and Vegetable scheme as at March 2015.

Encouraging food growing from an early age will promote an interest in sustainability, aid healthier food choices by increasing fruit and vegetable intake and also increase overall environmental awareness. All of these will contribute to establishing a healthier lifestyle which can be maintained throughout life.

Kingston currently has over 500 allotment plots, however there are

over 350 people on the waiting list

which, in addition to a growing population,

demonstrates the need to further develop open spaces for food production.

In recent years more people are eating out instead of choosing home cooked food, with one in six meals now consumed outside the home. Food eaten outside the home tends to be more energy dense and have a higher fat and salt content than food prepared at home.

In Kingston, the Environmental Health Team and Public Health are working together with food businesses to enable them to sign up to the Healthy Catering Commitment.



**Find out more
in the full report:
see Section 1.**

Physical activity

Increased physical activity promotes both physical and emotional wellbeing. Conversely a lack of physical activity is now recognised as the fourth leading risk factor for global mortality.

Physical exercise has been shown to have positive effects on physical and psychological health in pregnancy and can improve many common pregnancy symptoms, such as fatigue, varicose veins, maternal weight gain, pre-eclampsia and lower back pain. It is recommended that pregnant women should aim to achieve at least 30 minutes per day of moderate intensity activity and this should be encouraged by offering affordable exercise opportunities with childcare facilities.

There is a gap in low cost physical activity provision for women during pregnancy and in the postnatal period. The programmes that are available in Kingston can be used as a foundation to be built upon.

Physical activity is critical to optimal growth and development during the first five years of life as babies and young children undergo rapid and wide-ranging physical and psychological developments which lay the foundations for their future health and wellbeing.

There were estimated to be just under

7,200 children aged two to four years

living in Kingston in 2014. Extrapolation from national data suggests that only about

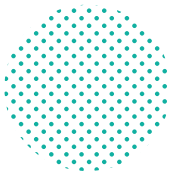
330 boys and 350 girls met or exceeded recommended levels of physical activity.

Undertaking insufficient physical activity in childhood increases the risk of developing physical and mental health conditions, such as obesity and depression. Being active has a positive impact on concentration in school and also reduces anti-social behaviour.

The Norbiton Streetgames project has been

developing girls' interest in physical activity

by introducing fun games like dodgeball and trampolining.



Adult participation in physical activity is decreasing and the majority of adults in England do not know how much physical activity they should be undertaking every week. Increasing participation in sport and physical activity locally is vital if the health of residents is to improve. There are a wide range of adult physical activity programmes already on offer in Kingston but raising awareness and improving uptake are key priorities for the Borough.

Adults should aim to achieve

150 minutes

of moderate intensity physical activity a week e.g. brisk walking or cycling.

Over the last five years

Fit as a Fiddle has helped over 1,100 older people in Kingston to get fitter,

lose weight and increase their wellbeing.

Meeting the recommended physical activity guidelines in later life has the potential to prevent ill health, prolong life and improve physical and mental wellbeing by a range of positive effects such as reducing the risk of falls and preventing osteoarthritis. Participation in sport and physical activity amongst people aged 65 years and over in Kingston is slightly higher than both the regional and national averages, although only one in five are meeting the nationally recommended guidelines.



Kingston promotes active and healthy behaviours in parks and green spaces

through the delivery of established programmes but recognises the need to build on these to encourage greater access and use.

Research shows that access to green space is associated with better health outcomes and suggests that people who participate in physical exercise in outdoor green environments are more likely to sustain an active lifestyle.



Sport has a key role to play in improving the health and wellbeing of the local population, contributing to the local economy and improving community cohesion. Kingston has a wide range of sports clubs in the Borough, offering people the opportunity to take part in many different sports suitable for all ages to help them get fit and benefit from the social interaction involved in participation in sport.

Kingston sports clubs play an integral role

in ensuring local participation in London-wide events such as the

Balfour Beatty London Youth Games and the Virgin Giving Money London Mini Marathon.

The variety of activities offered at Kingston leisure centres includes

water-based activities such as swimming and aquacise

but also

gyms, group exercise and sports such as football and athletics.

Physical activity has a wide range of benefits for people across the life course and ensuring access to local leisure facilities such as swimming pools and gyms is one way of increasing participation locally. Kingston has a number of leisure centres in the Borough. Four of these are owned by Kingston Council but run by Places for People Leisure.

Active travel is one of the easiest ways to build exercise into daily life. Walking and cycling brings health and fitness. They also reduce travel costs and benefit the local environment by reducing traffic congestion and pollution.



Kingston has the

second highest rate of cycling in outer London

but this only equates to 5% of local adults cycling to work and 2% of children cycling to school.



With an increasing population encouraging active travel will be key to keeping the Borough moving and easing pressure on public transport. Kingston's mini-Holland programme will bring about a transformation in the environment for cycling and deliver wider benefits to Kingston's residents and businesses. It will address people's fear of cycling in traffic by providing cycle lanes and tracks separated from other traffic on a number of major roads in the Borough.

The mini-Holland programme is designed to transform the cycling environment

to enable Kingston to become every bit as cycle-friendly as Dutch towns.



**Find out more
in the full report:
see Section 2.**

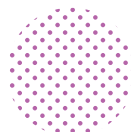
Alcohol

Alcohol has been part of British culture for centuries and has a major influence on society. Drinking alcohol in moderation is often associated with enjoyable activities such as seeing friends or relaxation. However misusing alcohol can have a major impact on our health and wellbeing and is associated with other issues such as crime, anti-social behaviour and loss of productivity.

The Royal College of Obstetricians and Gynaecologists and NICE advise that given the uncertainty regarding a safe level of alcohol during pregnancy, women should not drink at all during pregnancy if possible. Despite public health campaigns and warnings regarding the use of alcohol during pregnancy, a number of women remain at risk of alcohol misuse during this important period. Alcohol readily crosses the placenta and can affect the growth and development of the growing baby, particularly impacting on the brain.

Reliable measurement of alcohol consumption in pregnancy is challenging

as the self reporting of alcohol intake is influenced by the social stigma associated with heavy drinking during pregnancy.



Alcohol misuse can reduce a parent or carer's ability to provide a stable and supportive home as well as a safe and nurturing family environment, which may adversely affect a child's wellbeing, development and safety. Agencies in Kingston are committed to ensuring that all children and young people, including those whose parents have alcohol issues, achieve their ambition and potential. By working together, services can take practical steps to protect and improve the health and wellbeing of affected children.

If alcohol misusing parents or carers

engage with treatment services, this is a protective factor

for their children. The Kingston Wellbeing Service provides a range of evidenced based interventions to adults who are misusing alcohol.

The Schools and Students Health Education Unit Health Behaviour survey undertaken in 2013 identified that

16% of the 3,982 Kingston secondary school students that took part had drunk an alcoholic drink during the previous week.

This was higher than the 2012 national survey result of 10%.

Although harmful alcohol use is very uncommon before the age of ten, the prevalence of alcohol misuse increases steeply through adolescence. Alcohol use amongst children and young people should be seen within the larger context of engagement in risky behaviour and efforts should be focussed on ensuring a robust early intervention and prevention programme is in place.

Although many people drink responsibly and sensibly, alcohol misuse (drinking more than the recommended limits) has become a serious public health problem in the UK. NHS guidelines suggest that men should not regularly exceed 3 – 4 units a day whilst for women the corresponding figures are 2 – 3 units a day.

Approximately 85% of the adult population in Kingston drink alcohol. Of these,

67% consume alcohol within lower risk limits and 33% drink at levels that may result in alcohol related harm.

Both women and men in Kingston reportedly drink more than the London average.

A recent Kingston Lifestyle survey (2015) completed by 267 people aged over 65 years identified that

19.4% of people aged 65 to 74 drank some alcohol every day, a figure that increased to 23.3% amongst those aged over 75 years.

Research suggests that the amount of alcohol consumed generally declines with age and this trend is also seen in Kingston. Tolerance to alcohol is significantly lowered in older people, so the same amount of alcohol has a greater effect than it would on a younger person. The sudden disruption in lifestyle caused by retirement or bereavement, which can lead to decreased social activity, is thought to be a major contributory factor amongst older people who develop a drinking problem.

In 2014 – 15, the Council's Trading Standards and Public Health teams jointly launched a

pilot initiative to promote a new, safe and reliable proof of age card.

To date

569 Proof of Age London (PAL) cards

have been issued to young people in secondary schools in Kingston on their 18th birthday.

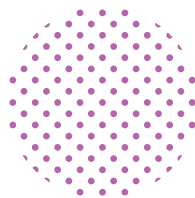
The Trading Standards Institute has reported an increase in fake or illegally produced alcohol being sold in the UK, and under age sales are a London Trading Standards Association priority. Kingston Council's corporate aims include making communities safer and to improve overall health. The Council's Trading Standards team therefore undertakes a range of enforcement activities including around the sale of alcohol.



Pubwatch is designed to make Kingston a safer place at night.

There are over 30 Pubwatch members in Kingston town centre, including the Police, Kingstonfirst, licensed premises and Street Pastors.

Kingston town centre is a major source of night time entertainment and has one of the biggest night time economies in London. This has expanded from a focus on night clubs and drinking establishments to a much more diverse offer including The Rose Theatre, the introduction of night markets and an increased choice of restaurants. National schemes have shown that a thriving and growing night time economy can operate when excessive drinking is tackled consistently and robustly.



Alcohol related crime is estimated to cost £11 billion per year across England. It ranges from low level offences such as drunkenness to more serious offences such as violent crime, domestic abuse or sexual violence. The Government's Alcohol Strategy primarily focuses on the importance of both preventing (where possible) and reducing the impact of alcohol related crime.

In 2014 – 15,

9.0% of all people receiving treatment for alcohol misuse in Kingston were in contact with the criminal justice system,

which was higher than the national figure of 6.3%.

**Find out more
in the full report:
see Section 3.**



Interplay

The interplay between diet, alcohol and physical activity has a huge impact on our health and wellbeing. These three lifestyle issues often come together in the places in which we spend our daily lives. The connectedness of these factors provides both opportunities and challenges for the health of local people.

Kingston is a relatively affluent Borough as a whole, but

pockets of deprivation

mean that there can be stark contrasts within a small area.

There is one area in Kingston that is in the most deprived 20% of all areas in England.

Within Kingston there is evidence that deprivation is linked with poor health.

Unhealthy lifestyle activities covered in this report are known to be associated with deprivation. This is defined as the lack or denial of something considered to be a necessity. It does not just relate to poverty or a lack of material resources, but also includes the concept of social deprivation - a reduction of everyday interaction between an individual and other members of society. Reducing deprivation and limiting its impact are therefore important ways that we can try to help people live longer, healthier lives.



In order to reduce health inequalities, cultural, religious and socio-economic influences on diet, physical activity and alcohol need to be taken into account. In addition, language barriers can impact on people's lifestyle choices. Universal services need to be accessible to all in order to promote everyone's health, and targeted interventions need to be proportionate to the level of need. Working with Black, Asian, minority ethnic and refugee communities to support them to access healthy food, undertake more physical activity and to drink sensibly is crucial to improving their health and wellbeing.

A Refugees, Asylum Seekers and Migrants Needs Assessment carried out in 2014 highlighted that many people in these groups are living on a low income which is having a detrimental impact on their food choices.



By September 2015

**72% (36) of
Kingston schools**

had registered with Healthy
Schools London,

**which is above the
London average.**

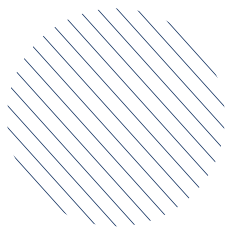
Of these

**42.7% (17) have
achieved Bronze
awards and 8.3% (3)
have achieved Silver.**

It is hoped that the first
Gold award will be achieved
in early 2016.

Children spend much of their lives in school and consequently schools can be hugely influential in shaping general wellbeing, supporting children to achieve their full academic potential and optimising their life chances once they have left school. Healthy Schools London gives recognition to schools that are working hard to improve the health and wellbeing of their children and young people as well as their staff.

The increased freedom and choices associated with college and university makes Further Education and Higher Education students vulnerable to unhealthy lifestyle choices, as well as offering an opportunity for positive change. Kingston has both a College and a University with a combined population of around 30,000 students.



At Kingston University a total of

1,470 students (7% of the total) are registered with the Student Union Sport Federation.

At Kingston College

a range of sporting facilities are available for students through the Arena Sports Hall and gym, as well as via local links with sports clubs.



A healthy workplace improves the quality of life for the people who work there and also increases overall productivity. The London Healthy Workplace Charter provides an opportunity for employers to demonstrate their commitment to the health and wellbeing of their workforce.

As at September 2015,

14 Kingston employers have received a London Healthy Workplace Charter (LHWC) award.

These include Kingston Hospital (Excellence award) and Kingston Council (Achievement award). Feedback on the LHWC from employers that have received accreditation has been extremely positive.

In Kingston there are over

100 sports clubs

registered with Active Kingston. Of these,

60 have a licence to sell alcohol and 59 serve food and soft drinks.

Sports clubs contribute to making communities healthier by providing multiple physical activity opportunities to cater for different people's interests. Conversely many sports clubs serve unhealthy food and alcohol through cafes, bars, vending machines or other forms of food provision which runs the risk of disseminating inconsistent health messages. However, sports clubs are generally trusted to be supportive of health and this platform has started to be used across the UK for health initiatives such as weight management programmes for male sports fans given that men are routinely underrepresented in more traditional weight loss programmes.

The planning system has a key role to play in creating healthy places. Healthy urban planning incorporates a number of policies and plans which promote physical activity and wellbeing, including sustainable travel, better quality housing, creating opportunities to work close to home and enhanced green spaces. Locally the health implications of local plans and planning decisions are considered to ensure the natural and built environment are sustained and where possible enhanced to promote the wellbeing of residents, businesses and visitors.

In order to create healthy and sustainable communities, the Marmot Review recommends a

fully integrated planning system

which includes housing, strategic policy, transport and neighbourhood plans. The

Kingston Core Strategy draws these strands together locally.

**Find out more
in the full report:
see Section 4.**



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