

Beyond workplace health

15 October 2018

C3's vision

A world where there are no preventable deaths from **non-communicable diseases (NCDs)** because people find it easier to live healthy lives.



Why is prevention important?

3 risk factors



Tobacco use

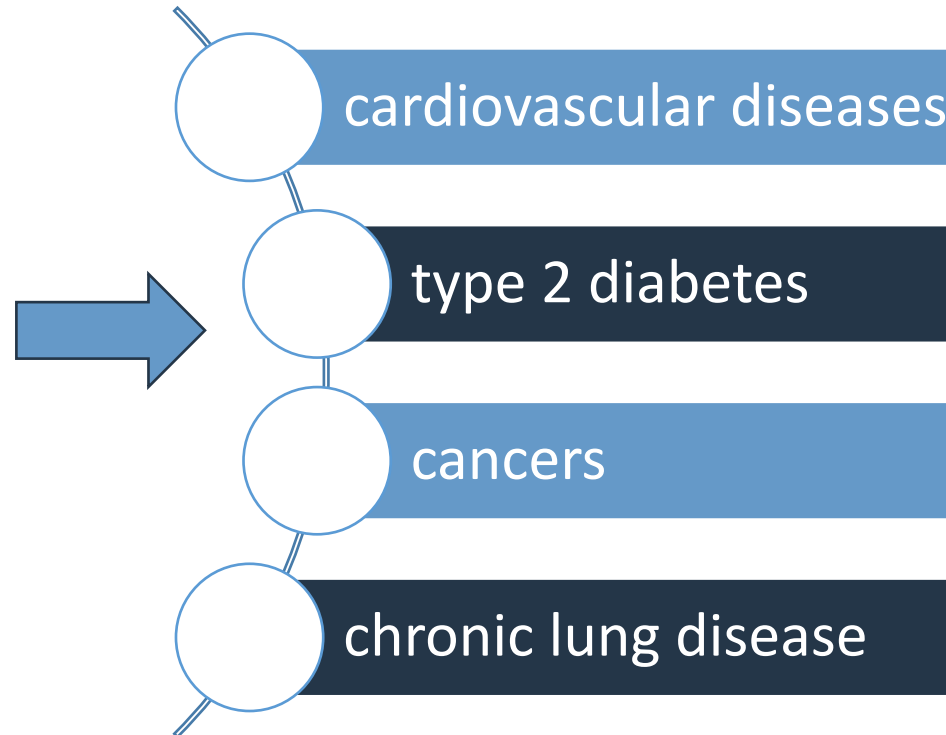


Lack of physical activity

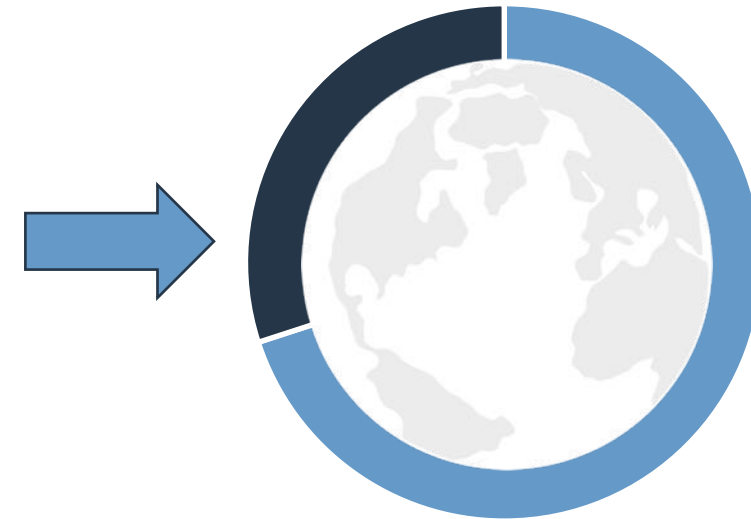


What we eat and drink

Four chronic diseases



70% of the
disease burden
worldwide





The risk factors

\$117b

In annual US
healthcare
costs



86%

~50%

of all smokers
will be killed by
their addiction

£450m

cost to NHS in England
annually





Our mission & work areas

C3 fosters multi-sector **C**ollaboration to catalyse action in the global community, to promote **3** behaviour changes:

- Improving diet and avoiding harmful alcohol use
- Stopping smoking
- Increasing physical activity

C3 works with businesses, workplace health, communities and health professionals.



About Nestlé

Recognise me?

- Boy aged 7
- Lives in an urban area of high socio-economic deprivation
- Family access limited to local amenities – very limited roaming distance
- Poor access to fresh food, poor diet, with high intake of fizzy drinks, snacks and convenience food
- Likes to play 'Fortnite' on the computer after school
- Local area has low access to green space and the park is poorly lit at night – safety is a prime concern for parents
- Sport and leisure facilities are the other side of town and are expensive – limited knowledge of what is available locally
- Parents have a poor understanding of nutrition and healthy food options – this issue may be low on the priority list
- Struggles with concentration at school



OUTLOOK:

High risk of obesity, increased risk of type 2 diabetes, low educational attainment, service use and co-morbidities later in life.



Daily journey

The night before

- Poor routine
- Poor sleep hygiene
- Poor supper
- Late supper
- On lap
- Sugary snacks
- Fizzy drinks
- Excess screen time
- Late to bed

Pre-school morning

- No breakfast
- Coco pops
- Or worse!

Journey to school

- On the bus/car
- Unhealthy snack on the way
- Biscuit
- Fizzy drink

School arrival

- Tired
 - Hungry
 - Late
 - PCL breakfast club
 - PCL daily mile
- PCL refers to postcode lottery*

Lesson times

- High quality PE?
- Contact time v changing etc
- Water access?
- Movement in the classroom?
- Fruit bowl?

AM/PM Break

- Access to sugary snacks
- Fizzy drinks
- Access/encouragement of PA?
- PCL School Fruit and Vegetable scheme

Lunch time

- Quality of school meals?
- Fussy eaters
- Packed lunches
- Lunchtime experience

School close

- No after school club (attendance)
- No exit food offer

Journey home

- Chicken shop
- 'Treats'
- Double eating
- Corner shop
- On the bus/car

Playing out?

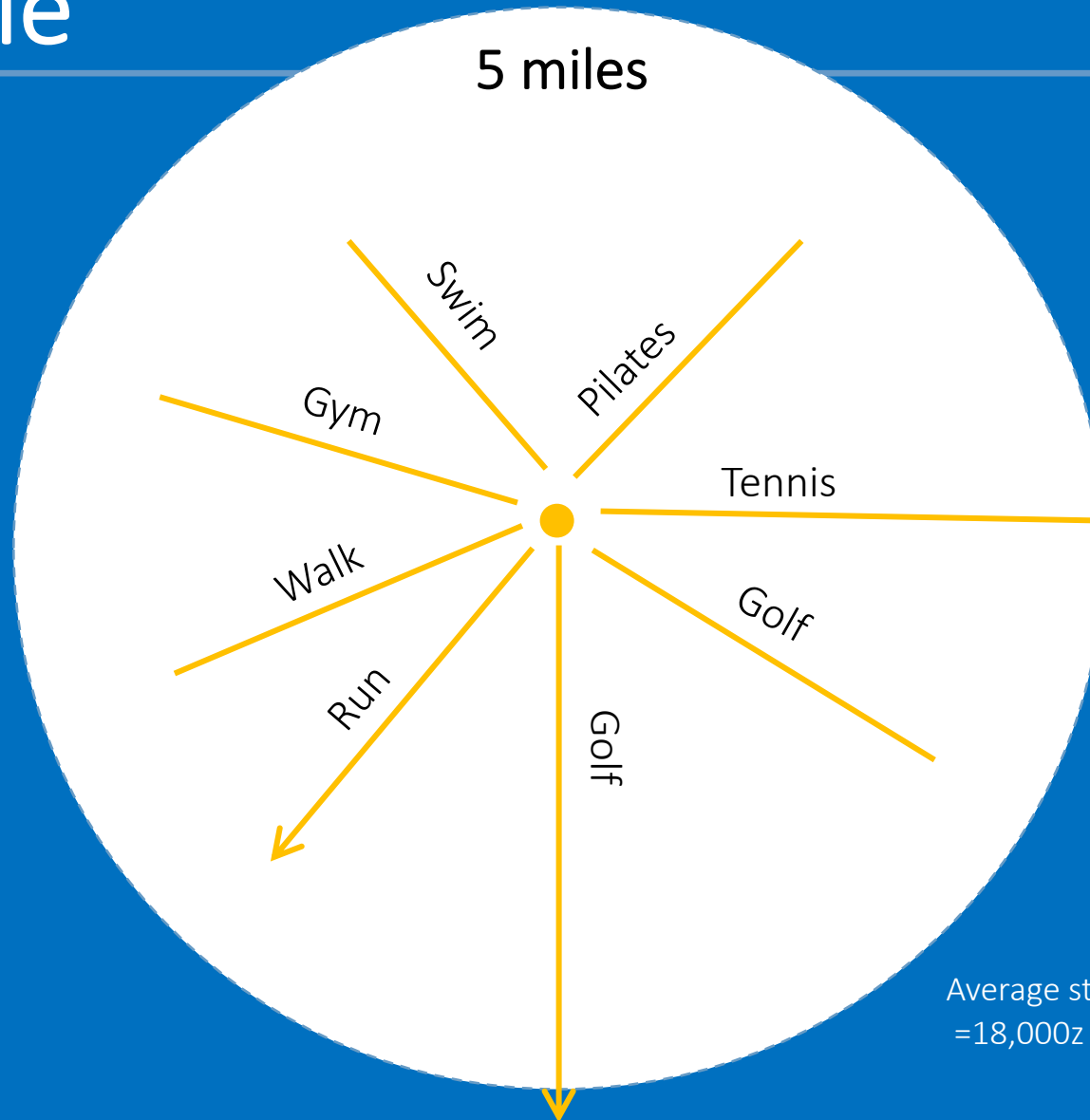
- Quality of equipment
- Safety
- Space
- Inclination
- Weather
- Quality of PA offer
- 'No ball games'

The night ahead

The cycle repeats



Weekly roaming distance for middle class sporty male

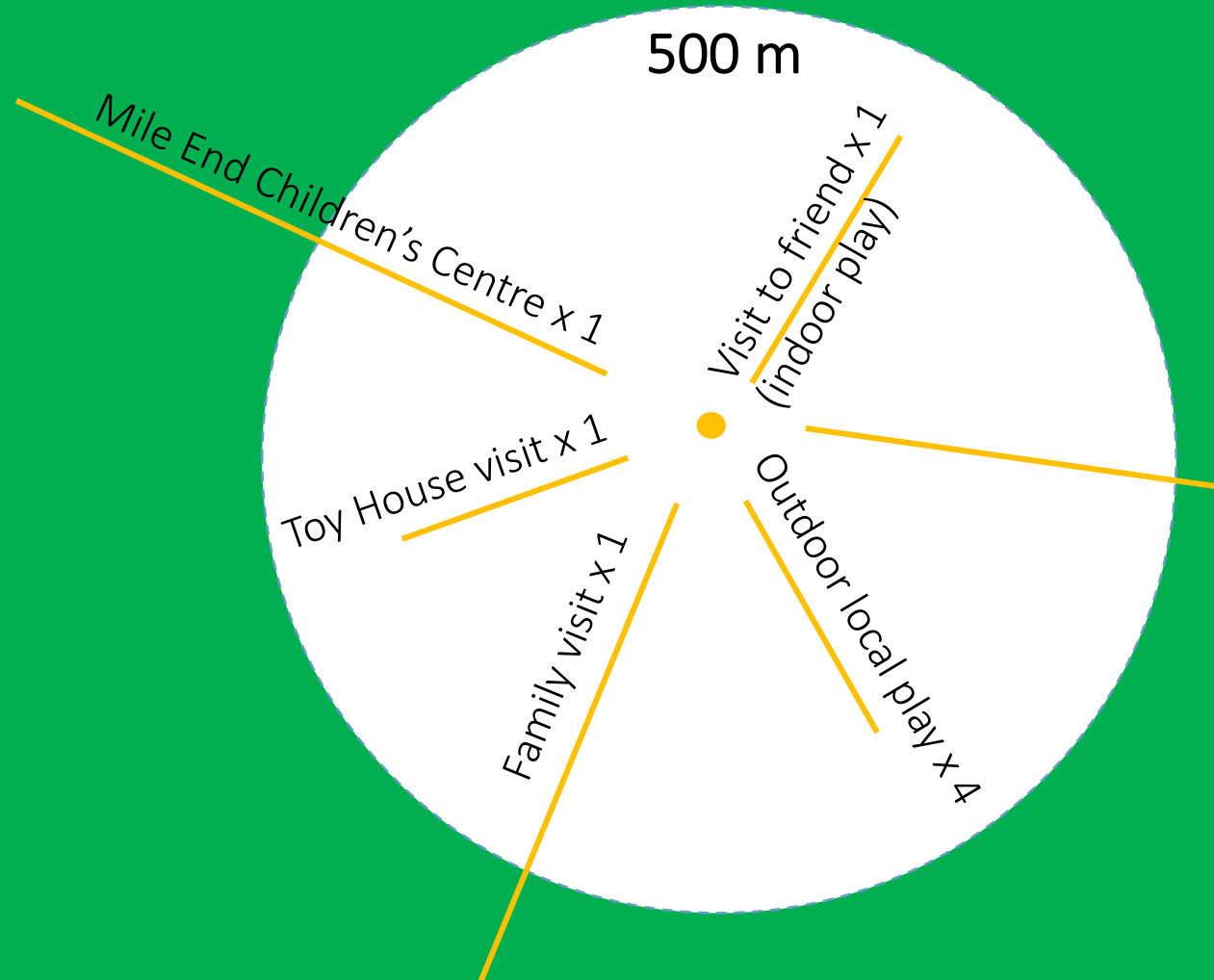


Average steps per day June 2015
=18,000z

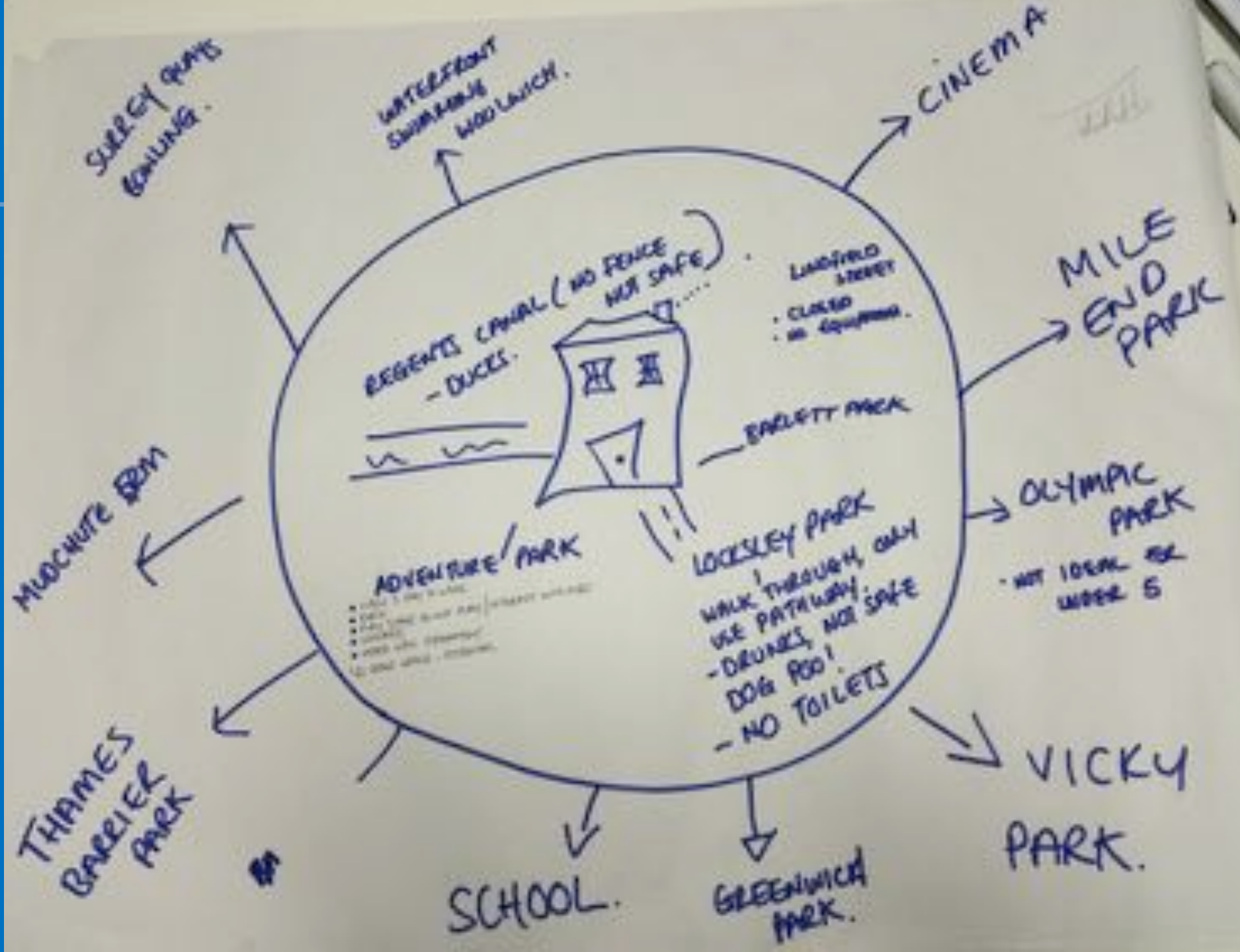
Weekly roaming distance for young person aged 12-14 in a disadvantaged community

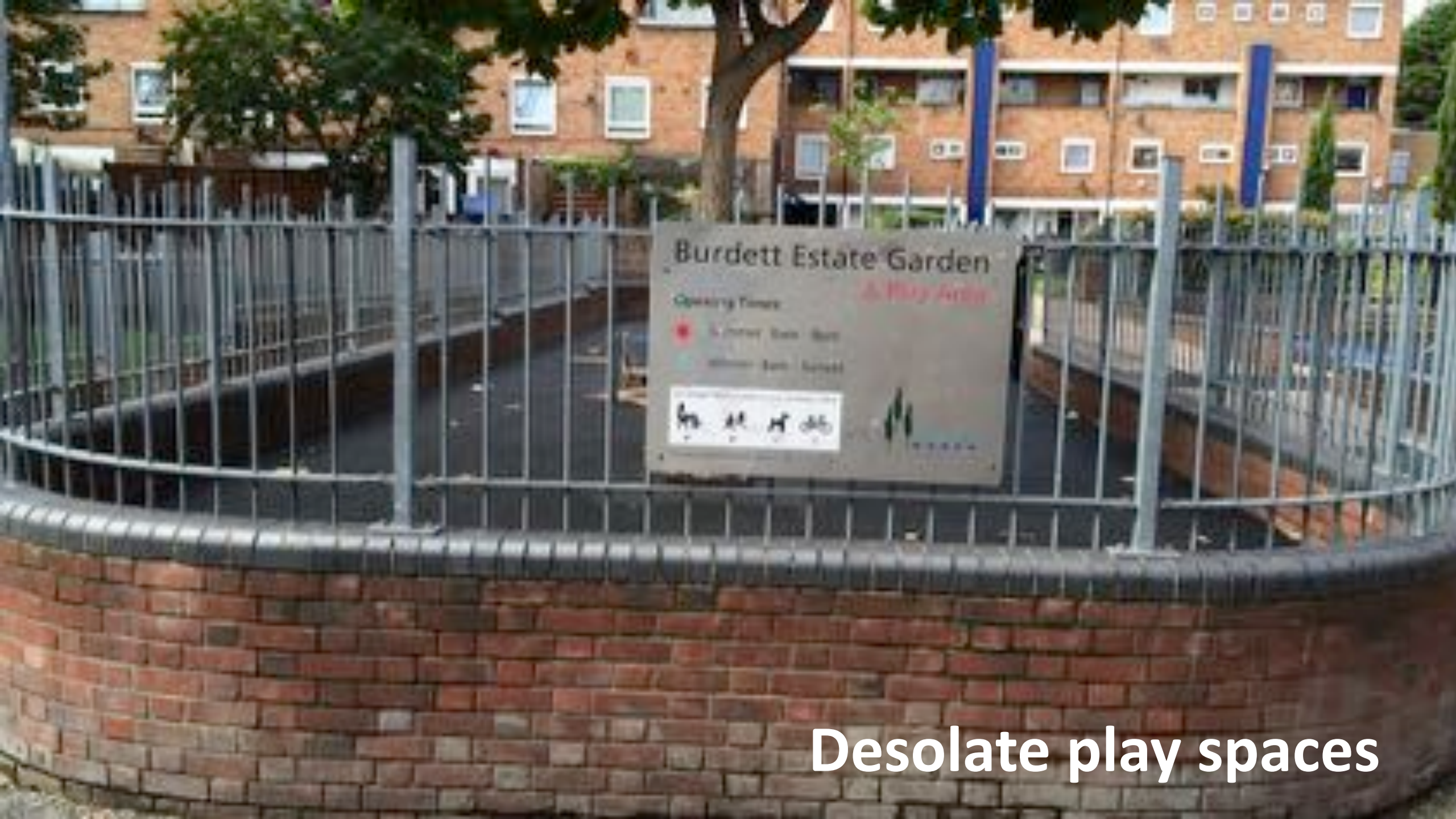


Weekly roaming distance young Bangladeshi mother (child 0-5) in a disadvantaged community



Typical
travel
patterns
to engage
in physical
activity





Burdett Estate Garden
& Play Area

Opening Times

● 9.30am - 5pm - Sun

● 10am - 5pm - Sun

Icons: dog, person, dog, bicycle

Desolate play spaces



The image shows a close-up of a brick wall with three white rectangular signs mounted horizontally. The signs have red text and a thin red border. The wall is made of weathered, reddish-brown bricks with visible mortar joints. Above the signs, there are several small, reddish-brown circular marks on the wall.

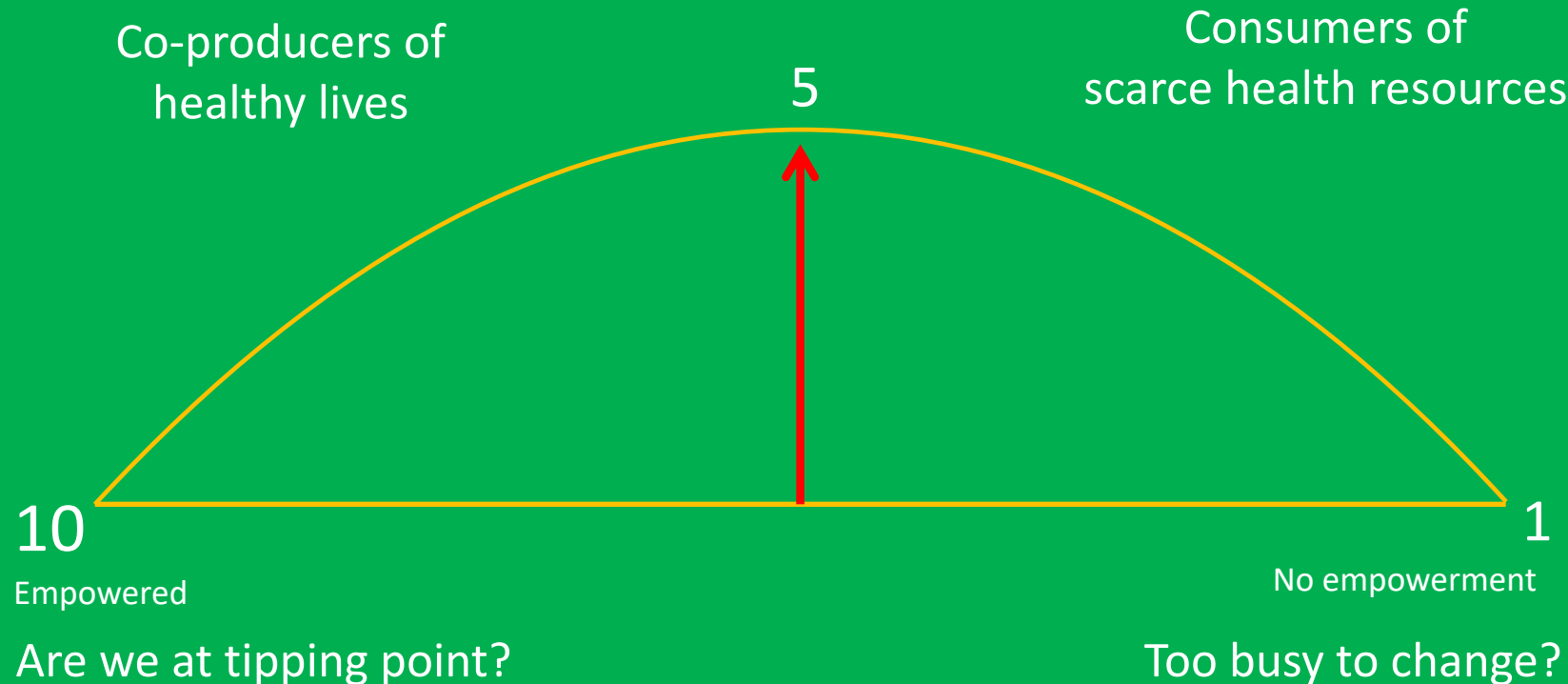
NO
PARKING

NO BALL
GAMES

NO
CYCLING

Community empowerment

- A vital component of a whole systems approach to tackling obesity

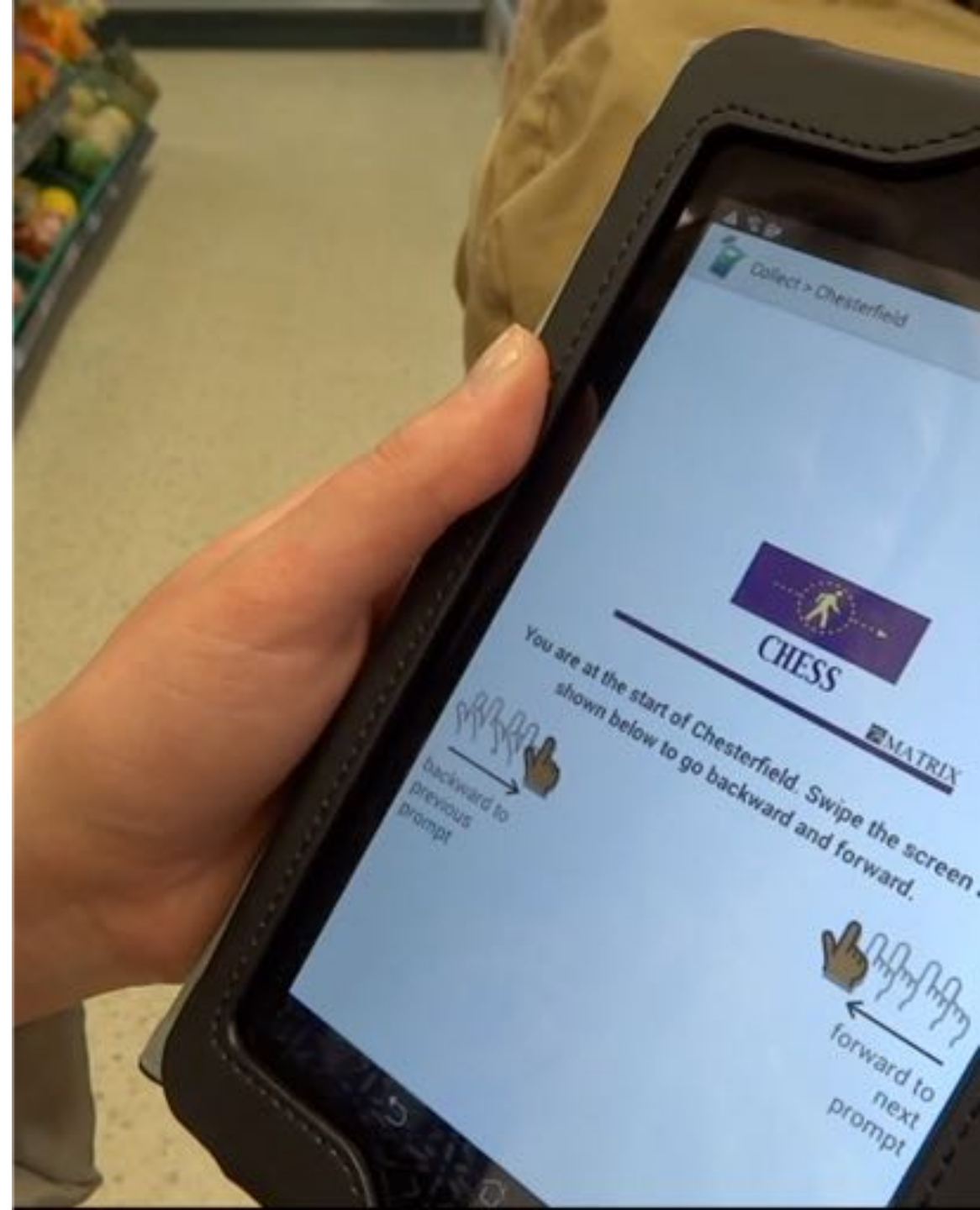


Healthy Communities project timeline



CHESS™ (Community Health Engagement Survey Solutions)

- Developed out of research from New Haven, CT
- Tablet-based mapping tool, and also a process
 - Community members play active role in investigating their environment
 - Enables greater understanding of whether an area is conducive to good health (or not!)
 - Arms the community with an argument for change + evidence for proposed solutions



Street assessment

1. What condition is the footpath in?
2. Is it possible for pedestrians to cross this street safely?
3. Is there street lighting?
4. Are there dedicated cycle lanes on the street?
5. Are there trees or greenery (grass or flowers) along the street?
6. Is the neighbourhood generally free from litter?





In one community, teenagers refused to play at a nearby park. When asked why, they reported,

‘There are signs that say “No drugs or alcohol allowed.” That must mean drug dealers use that park. We don’t want to play there.’

A sign that was meant to be helpful was instead inhibiting use of the park.

C3's community engagement

8 London boroughs

UK communities 2





£2m

Awarded to local communities to implement interventions

Thanks to the strength of evidence collected by CHESS™



14k

Healthy meals for children provided by Morgan Stanley in east London

Based on C3 and the community's recommendations using CHESS™



2

Playgrounds co-designed by local parents, including transforming a disused carpark

Based on recommendations using CHESS™

Healthy Communities project

2-year (2016-17) project funded by Nestlé UK & Ireland

Why Nestlé?

C3 believes in a 'whole- of-society' approach to tackling chronic disease. This includes being a critical friend to big influencers, such as the food industry.

C3 selected Halifax & Girvan as 2 of the most health challenged environments among Nestlé's 6 factory sites in UK.

Why Halifax (Ovenden)?

In Halifax, deprivation is higher than average and about 20.1% (8,200) children live in poverty. Life expectancy for both men and women is lower than the England average.

Why Girvan (Glendoune)?

Girvan performs badly on income, unemployment, health, crime levels, and rate of emergency hospital admissions.



Using CHESSTM in Ovenden & Glendoune

We assessed 5 aspects of the community's built environment:

- Streets
- Shops
- Restaurants
- Outdoor physical activity spaces
- Indoor physical activity spaces

69 total assets examined

Food environment: Most significant findings

Girvan

- Fruit & veg at local Asda too expensive
- All shops (chain and independent) with signage promoting unhealthy diets over healthy options
- Alcohol at shops very visible
- Community shops with mostly unhealthy food and drink options

Ovenden

- Shop selling almost only unhealthy food across the road from a school
- Only 1 of 9 shops had healthy foods at checkout
- Children used in ads
- How visible & promoted junk food is at most of the shops

Physical activity environment: Most significant findings

Girvan

- Only community centre on housing estate disintegrating physically & figuratively
- Multi-use games area in poor condition with lots of rubbish
- Streets felt unsafe to cross
- Very limited options for cycling
- Difficult to find information for outdoor activities
- Different parts and activities of Girvan not linking up

Ovenden

- Significant amounts of litter & dog excrement in streets & parks
- Lack of accessible information about local sport centres



Interventions: Ovenden

- 32% of Ovenden's population engaged with the project
- Morrisons moved healthy options to near the till, and today has extended the number of tills with healthy options
- A local café now runs a healthy supper club
- Community clean-up day
- Creation of community gardens & family gardening club
- Dance & sport sessions
- Cooking, wellbeing classes

4,000

Community
members engaged

Interventions: Girvan

- Community centre repaired, including new fridge, cooker and kitchen units to enable a focus on healthy eating
- Re-enthused Community Association and newly elected Chair who calls the work 'inspirational'
- Drop-in group for the young and old to help with issues of social isolation
- 175 summer picnic boxes for disadvantaged school-aged children
- Classes through local restaurants about healthy food preparation
- Community clean-up



1,000

**Community
members engaged**

(30% Glendoune's population)

How can you
convince
businesses to
become involved
in community
health?



How can businesses contribute to healthier cities for all?



- Witness and recognise the difficult environments and lives of those living in disadvantaged communities. It will not be easy as these communities are often hostile to “officialdom” and it is not easy for “outsiders” to reach them.
- Understand that health is much more than knowledge about the risk factors for poor health and changing unhealthy behaviours, but is about facilitating community action around being easily able to live healthy lives.
- Include community members from the beginning of the funding decision-making process to inform the project.

How can businesses contribute to healthier cities for all?

- Provide free picnic lunches for all pupils who attend activities during holiday periods. Children should not go hungry or without healthy food just because school is not in session.
- Commit to a holiday programme of physical and recreational activities for all ages within a community.
- Deliver services from the local schools. Schools are a considerable asset in any community and should become hubs of activity.
- Upgrade centres so that each community has at least one fully functional community centre, and support programmes to optimise the centres' use.





How can businesses contribute to healthier cities for all?

- Support bans on advertising unhealthy food/drinks, especially to children, in prominent community locations.
- Support healthy food adverts and healthier foods on offer. Support bans on stores selling unhealthy food (e.g., sweets and snacks) at checkouts.
- Commit to funding longer-term programmes that increase communities' capacity and the likely sustainability of the intervention by equipping communities with skills and training to own and run the programme, rather than funding the provision of an activity to a community by an outside entity, that will then end once the initial funding is over and the outsider leaves.



Thank you

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