

**WHAT'S  
YOUR STEP?**



Now is the time to act.

Newham London



# Well Newham

# 50 Steps to a Healthier Borough

Health and Wellbeing Strategy  
2020-2023

**People at the Heart  
of Everything We Do**

# Foreword



Everyone in Newham has been impacted by COVID-19. It has been tough and it continues to be tough. But among these difficult times, I have been overwhelmed by extraordinary individuals and organisations, who have stepped up and focused their efforts on improving the way Newham deals with, and recovers, from COVID-19.

We have learnt that improving the health of every individual within the Newham community is more important than it ever has been.

With our 50 Steps to a Healthier Newham we can make a significant change. But we simply can't do it without the support from organisations and individuals. We are reliant on key partners to drive each approach forward, and if we can put the necessary steps in place we can all deliver lasting change for Newham. It really is the time to act and make a difference. So, what is your step going to be?

**Mayor Rokhsana Fiaz**

**Co-Chair Newham Health and Wellbeing Board**



As a GP in Newham, part of my role is to treat ill-health. However, a big part is also to identify opportunities where my colleagues and I in primary care can encourage good health, whether it's providing patients with the right access to information or encouraging them to get involved in healthy activities. By looking at health in this way, my role begins to have many dimensions and the impact I can have on improving the community's health significantly increases.

This change in approach, which can be applied across any organisation, is also important in tackling the inequalities that exist within the Newham community. It's this thinking that underpins our 50 Steps to a Healthier Newham.





We can all be healthier. We can all identify ways we can make our own lives healthier and support those around us to be healthier too. Every step helps. What's your step going to be?

**Dr Muhammad Waqqas Naqvi**

**Co-Chair Newham Health and Wellbeing Board**

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# Introduction

Our health is our wealth. With good health – both mental and physical – we can thrive at school, at work, in our family and community lives. When poor health takes its toll we suffer, not just from the pain and distress but the knock on to so many aspects of our lives.

Yet we can all be healthier. By taking a number of steps, both in our own lives, and in supporting those around us, together we can create a healthier place for us all.

While health fads come and go in the media, there is a mountain of evidence of what will really make a difference to our own health and the health of our communities.

This strategy was primarily developed pre COVID-19, through discussion and debate through the latter half of 2019 and the first weeks of 2020. However, COVID-19 has hit our country and our borough like a steam train, with significant loss of life and deep lasting impacts on people's health, social and economic wellbeing. There are some very specific actions we need to take to respond to this challenge. But in many ways the pandemic has also shone an intense spotlight on the very same issue we were focused on before – health inequalities. These inequalities are both between Newham and other areas and within the borough itself. They were already in the forefront of our plans but the disparities in COVID-19 outcomes experienced by those on low incomes and in ethnic minority communities challenge us to go further with our ambitions.

## The challenges

These challenges should not be underestimated. Health is shaped first and foremost by the social and economic circumstances into which people are born, grow, live, work and age. While Newham is rapidly changing, we still face many challenges. There are many who face high levels of poverty, difficult working conditions – including low levels

of pay, an unhealthy urban environment in terms of air quality, access to food, housing provision, and many other factors that can damage health. Our life expectancy is below the national average, and our healthy life expectancy – the years of good health we can expect to live – is a lot lower – for both men and women. This points to a significant burden of both mental and physical ill health in our borough.

We also have a rapidly changing borough. The transient nature of some of our population presents a range of challenges both to improving health and to assessing the impact we are making across the population, particularly for those with the poorest health.

But we have many assets too as a borough. Fantastic parks for an inner city area, bustling sport and leisure facilities, brilliant schools, committed community, voluntary and faith organisations, fruit and veg markets selling high quality affordable produce, a growing economy, excellent NHS resources, and amazing people across all these, to name just a few.

## Determinants of health

Our health services are of course vitally important but research shows that between 50 to 80% of our health is determined by other factors. To meet this challenge, this strategy has identified a number of ambitions:

- To create a healthier environment for our residents
- To ensure the settings where people spend their lives as workers, students and patients, promote health in the best possible way
- To make sure our services work together around our residents and patients' needs – services are inclusive and equitable, and support people holistically and preventatively around the factors underlying their health and wellbeing



- To support the further building of social capital and community life to enable our residents to better help themselves and others
- To tackle poverty and inequality which underpins so many inequalities in health

## Our principles

In doing so our ambition is to live up to a number of principles which run across the strategy:

- To use all the levers we have at our disposal to improve physical and mental health and wellbeing, including working in partnership wherever possible
- To understand and address issues of equity and inclusivity in our work
- To involve those impacted in decision making whether at an individual or community level, ensuring our residents are at the heart of everything we do
- To use evidence to invest in long term and lasting change, focusing both on immediate impact but also recognising that some of the benefits will be years into the future

## Our strategy

This strategy consists of a number of sections:

- Part 1 is our commitments – our 50 steps – to improving health and wellbeing over the next three years. These are divided into 12 priority areas. Some are about the services we deliver to people, children, young people, adults, and families. Many are about creating a healthier social and physical environment
- Part 2 sets out the health challenges we face as Newham – the evidence base that underpins the need for the 50 steps. We consider people's whole life journey from pregnancy through to older age. We look at both mental and physical health, at the wider determinants of health such as inequalities and the environment but also more immediate influences on health such as smoking, physical activity and access to services

The strategy will be supported by an outcomes framework which we will measure success, and an implementation plan.

We will also co-produce an ongoing campaign – a collective call to action to everyone living and working in our borough to take a role, however small or big, in becoming part of this journey. We know many people in their communities, schools, and businesses are doing a lot already – and this strategy wants to build on this energy. In developing this strategy we have spoken with different people and organisations who share the same goal and we know we can achieve far more if we work together.

## The priorities

The priorities of this strategy do not sit in isolation – they are part of a wider set of ambitions for Newham that our Mayor continues to champion. Health is a major part of our commitment to community wealth building, for example. Developing an inclusive economy, strong and invested in communities, and good jobs will all benefit health, and improving the health of our population will support these in turn. The climate emergency is of paramount importance to us too, and we know that the steps we need to take for the long term health of our planet will bring immediate short term dividends to the health of our population. The NHS long term plan is committed to prevention – it is best for our residents and patients – but it is also mission critical to having a sustainable NHS as our population grows and ages. It also sits alongside the commitments of Newham's NHS to provide high quality, prevention oriented and inclusive health services committed to tackling health inequalities.

## 50 steps

The scope of these 50 steps is wide. However, they do not capture the detail that sits in individual strategies and action plans focused on particular issues. From youth safety, to homelessness, air quality, to mental health, there are many focused plans for targeting particular issues.

This strategy is not about particular conditions or health issues but focused much more on the drivers and determinants. But that lens of the major drivers of early death or poor physical and mental health is important too, and as the table shows they are addressed right across the 50 steps.

Our 50 steps is a call to action to ourselves as the Health and Wellbeing Board for Newham and to the wider borough to draw on the amazing assets and opportunities we have locally. This is not a short term fix – **together we can galvanise action to bring about lasting change.**

## Newham Changemakers

We have chosen individuals and organisations who are going above and beyond to support the health and wellbeing of the community to represent one of our 50 steps. We call them Changemakers. Changemakers sit at the heart of our campaign. They demonstrate how a change in mind set and a focus on health and wellbeing can be adopted by all. There really is a step for everyone.



**Priority 1:**  
Enabling the best start through pregnancy and early years



**Priority 2:**  
Supporting our young people to be healthy and ready for adult life



**Priority 3:**  
Supporting people around the determinants of their health



**Priority 4:**  
Developing high quality inclusive services, ensuring equity and reducing variation



**Priority 5:**  
Meeting the needs of those most vulnerable to the worst health outcomes



**Priority 6:**  
Creating a healthier food environment



**Priority 7:**  
Supporting active travel and improved air quality



**Priority 8:**  
Creating an active borough



**Priority 9:**  
Supporting a Newham of communities where people are better connected and supported



**Priority 10:**  
Working towards a smoke free Newham











**Priority 11:**  
Building a borough of health promoting housing







**Priority 12:**  
Building an inclusive economy and tackling poverty



## Tackling the determinants of health addresses Newham's major health challenges

50 Steps Priorities	Mental health	CVD / diabetes	Respiratory health and cancers	Children and young people's health	COVID-19
 <b>1. Enabling the best start through pregnancy and early years</b>	Perinatal Mental Health; Early Child development	Infant Feeding	Smoke free homes	All aspects	
 <b>2. Supporting young people to be healthy and ready for adult life</b>	Young people's mental health	Healthy weight	Asthma	All aspects	Safe schooling environments
 <b>3. Supporting people around the determinants of their health</b>	Social prescribing for mental health	Specialist support around diet and physical activity	Access to specialist stop smoking services	Social prescribing for young people	Ensuring those shielding are supported
 <b>4. Developing high quality inclusive services, ensuring equity and reducing variation</b>	Inequalities in access to mental health services	Differentiation in diabetes by ethnicity	Tackling disparities in screening and late presentation	Need to understand health equity issues for young people	Disproportionate impact of COVID-19 on particular groups
 <b>5. Meeting the needs of those most vulnerable to the worst health outcomes</b>	Need for more holistic response and recognition that particular groups at risk of worse mental and physical health across range of domains				Ensuring testing, tracing, ability to shield and support reaches all
 <b>6. Creating a healthier food environment</b>	Addressing food security	Tackling roots of high prevalence diabetes		Healthier schools and high streets	Tackling obesity
 <b>7. Supporting active travel and improved air quality</b>	Clear link to improved mental health	Improving air quality and walking levels reducing diabetes and cardiovascular risk	Reducing impact of asthma	Improving the environment for children and young people	Links between poor air quality and severity of COVID-19 outcomes
 <b>8. Creating an active borough</b>	Vital to addressing all aspects of physical and mental health				

50 Steps Priorities	Mental health	CVD / diabetes	Respiratory health and cancers	Children and young people's health	COVID-19
 <b>9. Communities where people are better connected and supported</b>	Tackling social isolation	Building on people and community assets and more effective prevention support rooted in community needs		COVID-19 Health Champions	
 <b>10. Working towards a smoke free Newham</b>	Links between mental and physical health	Major contributor to early causes of death in the borough, CVD, COPD, cancers		Addressing asthma	
 <b>11. Building a borough of health promoting housing</b>	Overcrowding and mental health	Physical conditions limit ability to address health risks	Damp issues and respiratory health	Asthma, mental health	Links between housing conditions and COVID-19 risk
 <b>12. Building an inclusive economy and tackling poverty</b>	Underpins almost all aspects of health and wellbeing				

# Ensure we put health in all policies, using all our tools as partners of the Health and Wellbeing Board, to maximise the health of Newham's population

# 01

## HOW WILL WE DO THIS

- Work to ensure that all partners in the health and wellbeing system improve health and reduce health inequalities through their actions and wider influence in the community

## TRACKING PROGRESS

- Annual report on health in all policies

## WHO IS INVOLVED

- All Health and Wellbeing Board decision makers



## NEWHAM CHANGEMAKER

**Rokhsana Fiaz**  
Mayor of Newham



## ABOUT THE NEWHAM CHANGEMAKER

As Mayor, Rokhsana is responsible for leading and representing the borough. She works with local partners, such as the police, health and voluntary sectors, as well as other key stakeholders and business partners, to achieve a shared vision for the borough, delivering the best for Newham residents and businesses.

“Recent times have shown us the importance of health. With good health – both mental and physical – we can thrive in everything we do. Our health has a direct impact on our family, education, employment and our community. This is why it is so important that everyone in Newham has equal opportunities to stay healthy. We are fully committed to supporting the health of our borough and through the 50 steps, we will bring people and organisations together.”

To get involved with this step, contact [jason.strelitz@newham.gov.uk](mailto:jason.strelitz@newham.gov.uk).

# Working together to limit the impact of the COVID-19 pandemic on our residents, both through direct impact of infection and the indirect impact on other aspects of physical and mental health, and social and economic wellbeing

# 02

## HOW WILL WE DO THIS

- Delivery of our second phase and subsequent pandemic response plans focusing on a range of key health protection and health promotion measures

## TRACKING PROGRESS

- Various

## WHO IS INVOLVED

- All Health and Wellbeing Board decision makers



## NEWHAM CHANGEMAKER

**Jason Strelitz**  
Director of Public Health



## ABOUT THE NEWHAM CHANGEMAKER

As Director of Public Health, Jason and his team are responsible for determining the overall vision and objectives for public health in Newham. His role is to ensure that health is a priority for everyone.

“COVID-19 has impacted everyone’s lives. Our plan focuses on prevention, as well as being able to react effectively to incidents and outbreaks. Not only must we focus on the direct impact of the infection but we must also consider the indirect effects on physical and mental health, social and economic wellbeing.”

To get involved with this step, contact [jason.strelitz@newham.gov.uk](mailto:jason.strelitz@newham.gov.uk) or [adeola.agbebiyi@newham.gov.uk](mailto:adeola.agbebiyi@newham.gov.uk).

**PRIORITY 1:**  
Enabling the best start through  
pregnancy and early  
years

**Steps 3-7**



# Promote and support healthy pregnancies, childbirth and post-natal care for parents

# 03

## HOW WILL WE DO THIS

- Develop a maternity offer that is reflective of, and responsive to, the needs of expectant mothers and new parents
- Respond to consanguinity needs by supporting families to make informed choices
- Offer smoking cessation services to pregnant women, or those trying to conceive
- Embed mental health support into Newham's maternity pathway
- Develop a Newham specific directory of pregnancy and post-natal services
- Respond to the specific maternity needs of families with no recourse to public funds

## TRACKING PROGRESS

- Number of babies exclusively breastfed at 6-8 weeks

## WHO IS INVOLVED

- Newham Council, including 0-19 Children's Health Service and Early Years
- Maternity services
- Clinical Commissioning Group
- Voluntary, Community and Faith Sectors



## NEWHAM CHANGEMAKER

### Fawn Bess-Leith

Specialist Health Visitor Perinatal and Infant Mental Health



## ABOUT THE NEWHAM CHANGEMAKER

Fawn works with women and their partners experiencing moderate to severe mental health difficulties from pregnancy through to the first year following birth. She is also part of Newham Kids Time Workshop (KTW) team.

Fawn's passion and enthusiasm has helped lay the foundation for both early identification and intervention to support families experiencing mental health problems.

**"I am passionate to work together with local communities to tackle the wider determinants of health and improve mental wellbeing so individuals can achieve their full potential. A joined up approach towards the community's health and wellbeing will no doubt have a positive far-reaching impact."**

To get involved with this step, contact [hazel.jones@newham.gov.uk](mailto:hazel.jones@newham.gov.uk) or [nicola.needham@newham.gov.uk](mailto:nicola.needham@newham.gov.uk).



# 04

## Give every child in Newham the best start to life

### HOW WILL WE DO THIS

- Strengthen Newham's parenting and family support offer
- Achieve UNICEF Stage 3 Baby Friendly accreditation
- Roll out Newham's Baby Friendly Newham initiative
- Introduce a universal offer for Healthy Start vitamins
- Strengthen the delivery and uptake of oral health services and ensure its integration across children and young people settings
- Increase the number of children and parents who are meeting the guidelines for play and physical activity

### TRACKING PROGRESS

- Achievement of UNICEF Stage 3 Baby Friendly accreditation

### WHO IS INVOLVED

- Newham Council, including 0-19 Children's Health Service and Early Years
- Maternity services
- Clinical Commissioning Group
- Voluntary, Community and Faith Sectors



### NEWHAM CHANGEMAKER

**Deborah Reid**

Best Start in Life Children Centre Lead



### ABOUT THE NEWHAM CHANGEMAKER

Deborah's focus is on improving the health and wellbeing of families with children under the age of five, with a particular emphasis on the most disadvantaged families. This is accomplished through outreach at clinics, breastfeeding support, stay and play and working with health visitors.

Deborah has created and worked with many organisations to get the message across to families that a healthy lifestyle is incredibly important.

**“Newham is one of the most deprived boroughs with an alarmingly high number of obese adults and children. Teaching children how to eat healthy at a young age is likely to have a positive impact on them throughout their entire life. We all need to work together to ensure this message reaches as many families as possible, in a consistent way.”**

To get involved with this step, contact [ashlee.teakle@newham.gov.uk](mailto:ashlee.teakle@newham.gov.uk) or [kelley.web-martin@newham.gov.uk](mailto:kelley.web-martin@newham.gov.uk).

# 05

## Improve rates of childhood immunisations

### HOW WILL WE DO THIS

- Develop and implement a borough wide immunisation action plan
- Use data, monitoring and evaluation tools to inform decision making
- Map Newham's immunisation system to understand current processes for delivery and how this can be improved
- Strengthen the availability, accessibility and acceptability of immunisation delivery
- Use communication tools to disseminate timely information about immunisations

### TRACKING PROGRESS

- Improved immunisation rates in Newham

### WHO IS INVOLVED

- Newham Council, including 0-19 Children's Health Service and Early Years
- Maternity services
- Clinical Commissioning Group
- Vaccinations UK
- Primary care



### NEWHAM CHANGEMAKER

#### Dr Farzana Hussain

GP Principal and Clinical Director for Newham Central 1



### ABOUT THE NEWHAM CHANGEMAKER

As a local GP, a big part of Farzana's role is to ensure the younger members of the community are kept safe from infectious diseases through vaccinations. London has a low uptake of childhood vaccinations and her job involves communicating with parents about how important it is to immunise their children.

**“We want to make sure that the very youngest of our residents have the best chance of being healthy and avoid the consequences of diseases, which should only be read about in history books. Vaccines are our weapon to combat these illnesses but parents have to be proactive and ensure their children get vaccinated when they're meant to. It not only benefits our children but it also stops the spread of these diseases in our community – protecting other vulnerable community members.”**

To get involved with this step, contact [ashlee.teakle@newham.gov.uk](mailto:ashlee.teakle@newham.gov.uk) or [shahreen.hossei@nhs.net](mailto:shahreen.hossei@nhs.net).

## Support school readiness for all children

# 06

### HOW WILL WE DO THIS

- Define Newham's definition of school readiness and develop a borough wide school readiness action plan
- Increase uptake of Newham's free early education entitlement for all 3 and 4 year olds, and eligible 2 year olds
- Increase the number of 2-2.5 year integrated reviews
- Work with early years' settings, the CDS team (children with complex/additional needs) and parents/guardians to encourage and support out-of-school learning, including learning within the home
- Expand Newham's offer of support and strengthen referral pathways so that all children can access the support they need to prepare them for school
- Expand the Healthy Early Years London (HEYL) programme

### TRACKING PROGRESS

- Percentage uptake of free early education entitlement

### WHO IS INVOLVED

- Newham Council, including 0-19 Children's Health Service and Early Years



### NEWHAM CHANGEMAKER

**Sarah Porter**  
Headteacher



### ABOUT THE NEWHAM CHANGEMAKER

Sarah is Headteacher at Kay Rowe Nursery School and Children's Centre, which is a maintained nursery school. This type of school is part of Newham education history and has been promoting early years education for nearly 100 years. The schools are funded by the Greater London Authority and Newham Council to work as supportive mentors for private childcare providers.

**“We know from long term research that if children get access to good quality early years education with trained practitioners, they will have better opportunities and life chances later on. However, we also know that early years education needs to be high quality and this is why the nursery schools are so important to the health and wellbeing of the community. I am really proud of our seven nursery schools who thrive to deliver excellent care for Newham's children.”**

To get involved with this step, contact [ashlee.teakle@newham.gov.uk](mailto:ashlee.teakle@newham.gov.uk) or [kirsty.reed@newham.gov.uk](mailto:kirsty.reed@newham.gov.uk).

# Strengthen partnerships across local authority, Clinical Commissioning Group, maternity, and Voluntary, Community and Faith Sectors to ensure a joined up approach to support families

# 07

## HOW WILL WE DO THIS

- Map the offer and referral pathways for services and ensure there is a consistent offer for 0-5 year olds and their families
- Strengthen multi-agency working between health, education and social care
- Expand the function of children's centre staff to include supporting families outside of the venue
- Expand Newham's social prescribing offer to include services for 0-5 year olds and their family

## TRACKING PROGRESS

- Mapping taken place. Joined up approach in place

## WHO IS INVOLVED

- Newham Council, including 0-19 Children's Health Service and Early Years
- Maternity services
- Clinical Commissioning Group
- Voluntary, Community and Faith Sectors



## NEWHAM CHANGEMAKER

### Mavis Wenham

Independent Consultant Health, Care, Community and Wellbeing



## ABOUT THE NEWHAM CHANGEMAKER

Mavis works and volunteers for a range of community sector, informal and statutory organisations and agencies to develop innovative and community-based projects, programmes and user/patient led initiatives.

**“As a black woman, parent, carer and community representative I see it as my responsibility to voice my opinion and help remove inequalities that might exist within health and wellbeing services provided in Newham. I want to ensure that equality, justice, transparency and fairness are fully and robustly woven in from a whole community perspective.”**

To get involved with this step, contact [ashlee.teakle@newham.gov.uk](mailto:ashlee.teakle@newham.gov.uk) or [geeta.subramaniam-mooney@newham.gov.uk](mailto:geeta.subramaniam-mooney@newham.gov.uk).

## **PRIORITY 2:**

Supporting our young people to be healthy and ready for adult life

**Steps 8-12**





# Enable schools, youth zones and other young people settings to be health promoting environments

# 08

## HOW WILL WE DO THIS

- Empower schools to achieve Healthy Schools London accreditation
- Scale up the 'Living your best life' transition to adulthood programme within all youth settings
- Develop a programme of Newham Young Health Champions kick started with COVID-19 Young Health Champions

## TRACKING PROGRESS

- Number of schools accredited at bronze, silver and gold (Healthy Schools London Accreditation)

## WHO IS INVOLVED

- Newham Council including children's health service 0-19, HeadStart, Youth Empowerment Service
- Schools
- Voluntary, Community and Faith Sectors

## NEWHAM CHANGEMAKERS

**Ben Levinson**  
Head Teacher

**Florina St Marthe**  
Senior Youth Worker

**Irshad, Youssef, Neo and Luis**  
Young Health Champions

**Neo Clunis**  
Young Facilitator, Aston Mansfield



## ABOUT THE NEWHAM CHANGEMAKERS



### Ben

Ben is Head Teacher of Kensington Primary School in East Ham, where 660 children attend. Ben also works alongside the Department of Education to support the wellbeing of education staff nationally and has also helped the Youth Sport Trust and BUPA Foundation create the Well Schools movement.

**“We want our school to be a place everyone loves to be and health is an important aspect of that. We are all painfully aware of the physical and**

To get involved with this step, contact [racha.fayad@newham.gov.uk](mailto:racha.fayad@newham.gov.uk) or [tim.aldcroft@newham.gov.uk](mailto:tim.aldcroft@newham.gov.uk).



**mental health challenges our young people face. Additionally, the vast majority of the time, when a child finds learning difficult, it can be linked to their emotional or physical health. The 50 steps provides the ideal framework for all schools to get involved to achieve one of our common aims – a child that learns about health will be better equipped for adult life.”**

### **Florina**

Florina is a Senior Worker at Shipman Youth zone, Newham Youth Empowerment Service. The service provides workshops, experiences and opportunities to learn and develop on topics around health and wellbeing.

The work Florina undertakes is crucial in enabling young people to develop skills for their own social, emotional, personal and social development, as well as practical skills such as cooking and exercise. Florina’s goal is to help provide them with skills now that will help shape their lives in the longer term when it comes to adult relationships, work, training and general health.

**“By working together to look after one another to achieve healthy bodies and minds, our community will become stronger, healthier and happier. And that is a goal we can all aspire to.”**



### **Irshad, Youssef, Neo and Luis**

The Young Health Champions was established following research completed by the council’s Youth Empowerment Service exploring the issues young people are worried about.

With the help of voluntary organisations, a group of 12 young people designed the Young Health Champions programme, which reaches out to the younger members of the community.

**“As champions, we are here to share information between young people and the council. As young people, we have specific challenges and issues when it comes to health. We are a group which is often overlooked when services are being developed or information is sent out. 50 steps is a way for us, as young people, to participate in a borough wide strategy for the first time, to let everyone know that we are doing our part to make Newham healthier.”**



### **Neo**

In between studies, Neo works as a Young Facilitator for Aston Mansfield, a local organisation that supports children, young people and families. Using an integrated and community focused approach, their mission is to make lasting change, offering opportunity, community and inspiration. Neo’s role involves coordinating and helping young people to achieve a common objective, such as the execution of a social action project.

**“Aston Mansfield gives young people the opportunity to make a genuine and positive difference in their area. More people should get involved in supporting the health of the community because action has to start somewhere. People can feel that things need to change but not do anything - the 50 steps gives people the vehicle to be able to make that change.”**

To get involved with this step, contact [racha.fayad@newham.gov.uk](mailto:racha.fayad@newham.gov.uk) or [tim.aldcroft@newham.gov.uk](mailto:tim.aldcroft@newham.gov.uk).

# Improve the mental health and wellbeing of children and young people

# 09

## HOW WILL WE DO THIS

- Develop a strategy to ensure a consistency of offer, support and access across the borough from prevention to treatment
- Mental health and wellbeing in schools: Support mental health and wellbeing of children and young people in Newham through whole school approach and early mental health support team
- Co-produce a model of social prescribing for children and young people as part of Well Newham

## TRACKING PROGRESS

- Various indicators including Wellbeing Measurement Framework (WMF) annual survey, estimated prevalence of mental health disorders among 5-17

## WHO IS INVOLVED

- Newham Council including children's health service 0-19, HeadStart, Youth Empowerment Service
- Schools
- East London NHS Foundation Trust
- Child and Adolescent Mental Health Services (CAMHS)
- Voluntary, Community and Faith Sector organisations working with children and young people

## NEWHAM CHANGEMAKERS

### Suus-anna Harskamp

Primary Resilience Training Lead and Specialist Teacher



### Becky Dawson

Resilience Training lead and Secondary Specialist

### Jon Wells

Clinical Psychologist

## ABOUT THE NEWHAM CHANGEMAKERS



To get involved with this step, contact [racha.fayad@newham.gov.uk](mailto:racha.fayad@newham.gov.uk) or [becky.dawson@newham.gov.uk](mailto:becky.dawson@newham.gov.uk).

## Suus-anna and Becky

Suus-anna and Becky work at HeadStart Newham, a mental health service improving lives for young people and families in Newham.

Suus-anna and Becky work closely with schools, offering coaching and training for the whole school community. The goal is to ensure the school has a system in place for identifying young people who could benefit from additional support to improve their resilience and to develop understanding of the fundamental importance of supporting pupils' emotional needs alongside academic needs.

**“Our young people are facing things we weren't aware of, things that as adults we are still learning to manage. It is imperative that the role of education is central in supporting and educating children holistically. A system without stigmatising labels and with a full and genuine understanding of the importance of relationships and their impact will have a positive impact on everyone.”**

**Suus-anna**

**“I believe that if all adults working with young people have a good understanding of how to support wellbeing in schools and other settings then this will have a positive impact for young people. If we can support young people in the short term, then in the long term they will become confident and resilient adults.”**

**Becky**



**Jon**

Jon is a Clinical Psychologist working at Newham CAMHS with young people and their families as the service's Psychological Therapies Lead. He has worked in East London for 20 of his 27 years working in the field of mental health.

He helps develop and strengthen links between different organisations to help them work together in reaching this goal, learning about what helps young people by encouraging professionals to listen to, and learn from, them and their families so that the help they are offered remains relevant, accessible and effective.

**“I am passionate about developing community approaches to helping young people access the support they need if they are experiencing mental health difficulties.”**

To get involved with this step, contact [racha.fayad@newham.gov.uk](mailto:racha.fayad@newham.gov.uk) or [becky.dawson@newham.gov.uk](mailto:becky.dawson@newham.gov.uk).

## Develop a public health approach to youth safety

### HOW WILL WE DO THIS

Contribute to the implementation of the Youth Safety Board strategy particularly for:

- Outcome 2: Vulnerable children and young adults are kept safe from exploitation and violence through effective prevention and early intervention
- Outcome 4: Building capacity to support children and young people

### TRACKING PROGRESS

- Reduction in violent incidents
- Enhanced feelings of safety for Newham's children and young people

### WHO IS INVOLVED

- Newham Council including children's health service 0-19, HeadStart, Youth Empowerment Service, Early Help service
- Schools
- Child and Adolescent Mental Health Services (CAMHS)

# 10



### NEWHAM CHANGEMAKER

**Venetta Edwards**

Detached Youth Worker



### ABOUT THE NEWHAM CHANGEMAKER

Venetta works for Newham Brighter Futures, a Newham Youth Empowerment Service. It has created a universal service that provides positive activities and a wraparound service that supports the positive development of young people's health, wellbeing and resource.

Venetta works as part of a detached team which goes into the community to form relationships with young people who may not be engaged in any service. She listens to young people's voices and design projects that reflect their needs.

**"I hope to inspire young people to make changes within their lives for the better. Even if I don't get to personally see it, I hope that something I said or showed them stays with them. I hope to improve the opportunities for communities that do not or cannot access services by themselves."**

To get involved with this step, contact [racha.fayad@newham.gov.uk](mailto:racha.fayad@newham.gov.uk) OR [cassandra.beckford@newham.gov.uk](mailto:cassandra.beckford@newham.gov.uk).



# Support children and families in Newham to maintain healthy weight

# 11

## HOW WILL WE DO THIS

- Develop and implement a Healthy Weight Plan for families in Newham
- Upskill and educate parents of young people around nutrition and healthy living, and upskill the workforce and frontline staff
- Co-produce changes to the National Child Weight Management Programme with teachers, children and parents to move from a surveillance tool to a call to community action
- Increase participation of children and young people in physical activity and sport

## TRACKING PROGRESS

- Improved levels of fruit and vegetable uptake, proportion of population who have tried making positive behaviour changes in relation to healthy eating and physical activity, proportion of children engaged in active travel to schools (Healthy School Streets)

## WHO IS INVOLVED

- Newham Council including children's health service 0-19, HeadStart, Youth Empowerment Service, Early Help service
- Schools
- Early years settings
- Leisure centres
- Voluntary, Community and Faith Sector organisations working with children and young people



## NEWHAM CHANGEMAKER

### Siobhan Parker

Community Nursery Nurse and Public Health Programme Lead



## ABOUT THE NEWHAM CHANGEMAKER

Siobhan works in the school health service, supporting the delivery of screening programmes, the National Child Measurement Programme (NCMP) and the vision and hearing screening in Newham schools.

Siobhan identifies and improves the health gaps that exist, and listens to local residents so that she can support them to achieve their own health goals.

**“Everyone should have access to health care and education. The screening programmes help us support parents and ultimately reduce health inequalities. By bringing the community together and encouraging local businesses to invest in the young people and families, supporting sporting and leisure activities, we can create a borough that promotes and encourages a healthy lifestyle.”**

To get involved with this step, contact [racha.fayad@newham.gov.uk](mailto:racha.fayad@newham.gov.uk) OR [siobhan.parker@newham.gov.uk](mailto:siobhan.parker@newham.gov.uk).

# Enable most at risk children and young people to achieve their full potential and have access to specialist care and support services

# 12

## HOW WILL WE DO THIS

- Co-produce a strategic approach to interventions to support more vulnerable children and those with specific or complex needs

## TRACKING PROGRESS

- Interventions in place

## WHO IS INVOLVED

- Newham Council including children's health service 0-19, Special Educational Needs and Disabilities (SEND)
- Schools
- Clinical Commissioning Group
- East London NHS Foundation Trust
- Voluntary, Community and Faith Sectors

## NEWHAM CHANGEMAKERS

### Esther Salimon

Specialist Clinical Lead Nurse

### Symone Lemonius

Young Carer's Health Coordinator



## ABOUT THE NEWHAM CHANGEMAKERS



### Esther

Esther works as a public health nurse for children and young people – assisting in promoting, maintaining and improving the health outcomes of those in her care and the community around them.

A big part of Esther's role is to listen to the needs of children and young people and improve their accessibility to professionals within the necessary services.

**“Supporting the health and wellbeing of the community is important to me, as I have seen in practice the vital role health plays in educating and empowering individuals. I believe community for children and young people rests on involvement, connection and togetherness.”**

To get involved with this step, contact [racha.fayad@newham.gov.uk](mailto:racha.fayad@newham.gov.uk) or [simone.lemonius@newham.gov.uk](mailto:simone.lemonius@newham.gov.uk).





## Symone

Symone is an advocate for young carers between the age of 5 and 18 who care for a member of their family or neighbour who have a mental illness, disability and/or drug/alcohol misuse.

Symone's role helps to provide young carers with universal and bespoke support to minimise the impact being a young carer has on their health and wellbeing.

**“If services can work together, we can effectively make a positive change within Newham. To make it healthier we must start by listening to the voices of our community. We do not want our children and young people to suffer in silence.”**

To get involved with this step, contact [racha.fayad@newham.gov.uk](mailto:racha.fayad@newham.gov.uk) Or [simone.lemonius@newham.gov.uk](mailto:simone.lemonius@newham.gov.uk).

## **PRIORITY 3:**

**Supporting people around the  
determinants of their  
health**

**Steps 13-16**



# Support every resident around the determinants of their health through Well Newham

# 13

## HOW WILL WE DO THIS

- Create a community of practice for all link workers, clear in role and remit, a borough team with local neighbourhood and network based knowledge in local teams with specialist support
- Train all frontline workforce in resident centred, strengths based approaches to support the health and wellbeing of residents
- Advocate for the prioritisation of prevention for acute and long term conditions

## TRACKING PROGRESS

- Wide range of outcomes around prevention and support around mental health and physical long term conditions
- Numbers of Health Champions
- Number trained and enrolled in using Well Newham tools

## WHO IS INVOLVED

- All Newham Wellbeing Partnership partners

## NEWHAM CHANGEMAKERS

**Natasha Sutton**  
Social Prescriber

**Jacqui Pringle**  
Community Neighbourhood Link Worker (CNLW)



## ABOUT THE NEWHAM CHANGEMAKERS



### Natasha

Natasha works alongside GPs and other health professionals in six practices, by supporting patients with their non-medical needs. Any social related concerns impacting quality of life are within the criteria for referral into the service.

Natasha works with patients in a holistic way, assessing all areas of their life which could impact their overall satisfaction. Her role includes working collaboratively with the voluntary and public sector to ensure the patient has access to appropriate services.

**“Humans are social beings, they are complex and require a social support network to survive. Some are not fortunate to be surrounded by healthy**

To get involved with this step, contact [ysabella.hawkings@newham.gov.uk](mailto:ysabella.hawkings@newham.gov.uk) or [claire.helman@aston-mansfield.org.uk](mailto:claire.helman@aston-mansfield.org.uk).

positive relations who offer encouragement to live their full potential. For some, they may lack confidence to initiate change in behaviours. By providing time and effort needed to speak and work with members of the community, we can all witness a change in overall health. We can help people transform their lives for the better, through education, accessible resources and supporting one another.”

### **Jacqui**

Jacqui works in adult social care. One of her main roles is to reduce social isolation and loneliness in the borough. CNLW explore activities, groups and support available in a local area and discuss ways to reconnect an individual to their community.

Jacqui mostly works with older and disabled residents, putting together a six-week action plan, and monitoring progress by tracking improvements in the person’s health and wellbeing.

“Supporting health and wellbeing on a grass roots level is important. It will enable the development of targeted resources for local communities. By having a strong focus on prevention and supporting residents to maintain a healthy lifestyle, especially in later life, will help reduce the risk of depression, anxiety and loneliness, creating better health and stronger networks.”



To get involved with this step, contact [ysabella.hawkings@newham.gov.uk](mailto:ysabella.hawkings@newham.gov.uk)  
or [claire.helman@aston-mansfield.org.uk](mailto:claire.helman@aston-mansfield.org.uk).

## Support residents to age well and maximise quality of life

# 14

### HOW WILL WE DO THIS

- Work with and engage over 65s with appropriate prevention services, including supporting frailty prevention programmes and long term condition secondary prevention and management

### TRACKING PROGRESS

- Increase in median age for moderate and severe frailty scores

### WHO IS INVOLVED

- All Health and Wellbeing Board partners and commissioners
- NHS England commissioning (immunisations and screening)
- Voluntary, Community and Faith Sectors

### NEWHAM CHANGEMAKERS

#### Colin Ansell

Corporate Director of Adults and Health



#### Jaswinder Jutle

Retired Business Owner and Active Newham Volunteer

### ABOUT THE NEWHAM CHANGEMAKERS



#### Colin

Colin leads and manages the broad portfolio of adult services, including health and care integration across the borough, adult safeguarding, Public Health, rough sleeping prevention and commissioning arrangements to provide safe and timely services to our most vulnerable adults.

Amongst his achievements is working with the Mayor and Cabinet members to establish a task force to look at the specific challenges surrounding street homelessness and introducing the London Living Wage for care workers.

**“I am passionate about Newham and in particular health and social care and understand fully**

To get involved with this step, contact [claire.greszczuk@newham.gov.uk](mailto:claire.greszczuk@newham.gov.uk) or [lydia.drummond@newham.gov.uk](mailto:lydia.drummond@newham.gov.uk).

the challenges we face in these vital areas. I will continue to work with Mayor Fiaz and Chief Executive Althea Loderick to deliver the best possible services so that our most vulnerable residents are supported with care and compassion and have the best quality of life.”



### **Jaswinder**

Following Jaswinder’s retirement in 2008 as a self-employed shop keeper, she has been an active volunteer in Newham. Her volunteering has included supporting people with dementia as well as helping out at the 2012 Olympics and stewarding at the London Marathon.

Jaswinder has been working with, and supporting, lonely people, the elderly and those with disabilities for the past ten years.

“Being happy and healthy is important for the wellbeing of individuals, and if we all work together to support each other, the world would be a better place. I can see that my volunteering has improved the quality of lives. I have made some fantastic friendships whilst volunteering and these people will be friends for life.”

To get involved with this step, contact [claire.greszczuk@newham.gov.uk](mailto:claire.greszczuk@newham.gov.uk) or [lydia.drummond@newham.gov.uk](mailto:lydia.drummond@newham.gov.uk).



# Create a positive and healthy work environment among our Health and Wellbeing Board employers

# 15

## HOW WILL WE DO THIS

- Implement a workplace wellbeing strategy in Newham Council
- Implement London Healthy Workplace Awards in Newham for council employees and act as an accrediting body for Newham

## TRACKING PROGRESS

- Mix of awards for borough businesses, rising to 50 per cent of those eligible having excellence awards in 2025

## WHO IS INVOLVED

- Newham Council
- Waltham Forest and East London Clinical Commissioning Group
- Barts NHS Trust
- Greater London Authority



## NEWHAM CHANGEMAKER

**Maria Healy**  
Senior HR Consultant



## ABOUT THE NEWHAM CHANGEMAKER

Maria is a Senior HR Consultant at OneSource, leading on workplace wellbeing, reward and recognition for Newham Council.

The Workplace Wellbeing strategy is closely connected to the community health and wellbeing strategy. 40% of staff at OneSource live in the community, which means messages promoted in the workplace will reach families and the community of the workforce. It's her job to ensure there is an abundance of resources and access to support at the right time for employees.

**"I have a passion for all things wellbeing and truly believe psychological, physical and social wellbeing is the foundation of being a whole person and to have a purpose and meaning in life."**

To get involved with this step, contact [ysabella.hawkings@newham.gov.uk](mailto:ysabella.hawkings@newham.gov.uk) or [maria.healy@onesource.co.uk](mailto:maria.healy@onesource.co.uk).

# Develop health promoting services to maximise the impact of the Well Newham approach

# 16

## HOW WILL WE DO THIS

- Implement new approach to increase access to immigration support and advice
- Support frontline workers with an efficient referral pathway to various services including social welfare support
- Working with commissioners to develop culturally-appropriate and accessible services including smoking cessation and weight management interventions
- Facilitate continuous development and reach of existing services provided by the Council and partners

## TRACKING PROGRESS

- Uptake in service use

## WHO IS INVOLVED

- All Health and Wellbeing Board partners



## NEWHAM CHANGEMAKER

**Maria Iglesias**

Head of Operations, Praxis



## ABOUT THE NEWHAM CHANGEMAKER

Maria leads the delivery of holistic services which support around 2,000 at risk people per year, including the provision of specialist immigration advice. Without free immigration advice, families often cannot access other basic services such as healthcare, free school meals, universal credit and housing. One of their projects, The Praxis' Housing Project, won Homeless Link 2019 Innovation Award and was a finalist of the 2019 Guardian Public Service Awards and 2018 World Habitat Awards.

**“We believe that we need to address the root causes of poverty and destitution for people who have migrated – and access to services addressing the health and wellbeing of the community is an important stepping stone. Only then, can all people, including those who have made the UK their home, live in safety and dignity.”**

To get involved with this step, contact [phil.veasey@newham.gov.uk](mailto:phil.veasey@newham.gov.uk) or [kieran.scott@newham.gov.uk](mailto:kieran.scott@newham.gov.uk).

## **PRIORITY 4:**

**Developing high quality inclusive services, ensuring equity and reducing variation**

**Steps 17-20**



# Reduce impact of diabetes and obesity in Newham through targeted support to those most at risk

# 17

## HOW WILL WE DO THIS

- Develop an evidence based action plan to ensure a targeted approach to diabetes prevention and reversal including mitigations for inequitable outcomes
- Complete NHS England low calories diet pilot 2020
- Develop and co-design local low calorie diets and support programmes to increase healthy weight and healthy eating and address inequalities and support Newham residents to avoid and reverse type 2 diabetes and reduce levels of overweight

## TRACKING PROGRESS

- Obesity prevalence
- Diabetes prevalence
- Process measures/ programme completions by demographic characteristics

## WHO IS INVOLVED

- Newham Council including Public Health commissioners
- East London Health and Care Partnership
- WEL Clinical Commissioning Group
- Clinical Effectiveness Group
- Primary Care Networks
- Newham Food Alliance
- Voluntary, Community and Faith Sectors

## NEWHAM CHANGEMAKERS

**Councillor Zulfiqar Ali**  
Cabinet Lead  
Health, Adult Social Care and  
Education



**Dr Tamara Hibbert**  
GP

## ABOUT THE NEWHAM CHANGEMAKERS



### Councillor Ali

As Cabinet Lead for health, Councillor Ali focuses on challenges around health and wellbeing. Together with officers and other partners and the wider community, much needed improvements are being delivered which are drastically needed to ensure people stay healthier and live longer, happier and more prosperous lives.

**“Everyone in Newham deserves the best quality of health. They need support, encouragement and opportunities which are flexible enough and tailored to their needs.”**

**“The engagement of both individuals and**

To get involved with this step, contact [adeola.agbebiyi@newham.gov.uk](mailto:adeola.agbebiyi@newham.gov.uk) or [kieran.scott@newham.gov.uk](mailto:kieran.scott@newham.gov.uk) or [a.maher-vyas@nhs.net](mailto:a.maher-vyas@nhs.net).

the voluntary, community and faith sector is absolutely critical. During the first wave of COVID-19, many people came forward to help. The amazing network of our COVID-19 Health Champions is an excellent example of how people cared in our communities. Newham belongs to all of us. We all have a responsibility to care for each other. Together we can make a real difference to the lives of our people. Let us help each other to be healthier.”



### **Tamara**

As a local GP, Tamara has daily contact with patients in all walks of their lives, supporting them with a variety of health needs. She works with patients, their families and carers to investigate their concerns, tailor interventions, provide guidance and reassurance when needed.

“I have a specialist interest in diabetes. I would like to reduce diabetes related health inequalities by empowering patients to access the information and education programmes that are available. I believe that developing and promoting culturally appropriate messaging around healthier eating and physical activity will aid self-management and self-care.”

To get involved with this step, contact [adeola.agbebiyi@newham.gov.uk](mailto:adeola.agbebiyi@newham.gov.uk) or [kieran.scott@newham.gov.uk](mailto:kieran.scott@newham.gov.uk) or [a.maher-vyas@nhs.net](mailto:a.maher-vyas@nhs.net).



# Improve the uptake and impact of early identification and support programmes around cardiovascular diseases and cancers

# 18

## HOW WILL WE DO THIS

- Working with national and regionally commissioned programmes to make them work better for Newham's diverse population

## TRACKING PROGRESS

- Uptake, coverage and late presentation

## WHO IS INVOLVED

- All Health and Wellbeing Board partners
- NHS England commissioned services
- Voluntary, Community and Faith Sectors



## NEWHAM CHANGEMAKERS

**Dr Helen Stedeford**  
GP

**Dr Mohammed Khanji**  
Consultant Cardiologist



## ABOUT THE NEWHAM CHANGEMAKERS

### Helen

Helen is a part-time GP and a clinical lead for cancer in Newham. She works with practices, hospitals and colleagues across London to improve cancer screening services as well as medical and other support for those who need treatment. She is currently involved in trialling a self swab smear test that women can take themselves, which is much quicker and easier than going into a GP's practice. Newham has a much lower screening rate than the national average and this trial hopes to increase that figure.

“Often in general practice you see someone suffering with a problem that could have been prevented if they had had better knowledge or access to resources. Majority of the time we

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can help with medical treatment but prevention is always better than cure and everyone can do something to improve their own health.”

### **Mohammed**

Mohammed works as a Consultant Cardiologist at Newham University Hospital and the Barts Heart Centre within Barts Health NHS Trust. He works with a team that looks after patients admitted to hospital with acute heart related conditions and supports patients with long-term conditions or suspected heart disease.

He is also part of East London Prevention Group (ELoPE) within Barts Health NHS Trust, whose aim is to help improve heart health and reduce health inequalities, using multifaceted strategies including collaboration with schools, hospitals, primary care and charities.

“I have had a long-standing passion for heart disease prevention. I completed my PhD where I led a randomised controlled clinical trial assessing novel ways of helping people to reduce their risk of a heart attack. After becoming a consultant, I have continued to actively promote heart health in the belief that ‘prevention is better than cure’”.



To get involved with this step, contact [helen.page@newham.gov.uk](mailto:helen.page@newham.gov.uk) or [wayne.douglas@nhs.net](mailto:wayne.douglas@nhs.net) or [kieran.scott@newham.gov.uk](mailto:kieran.scott@newham.gov.uk).

# 19

## Improve equity in health and care service provision for all

### HOW WILL WE DO THIS

- Reduce system variation across and between providers
- Support for, and evaluation of, the primary care five year network contract
- Use equity audits and quality improvement processes to highlight progress and identify gaps and unwarranted variation; whether related to protected characteristics or other equity issues e.g. no recourse to public funds
- Development approaches with Primary Care Networks, community neighbourhoods and patients

### TRACKING PROGRESS

- Reduction in variation in primary outcomes
- Reduction in variation in access/completion

### WHO IS INVOLVED

- All Health and Wellbeing Board partners
- NHS England commissioned services



### NEWHAM CHANGEMAKER

**Dr Muhammad Naqvi**  
Chair of Newham Clinical  
Commissioning Group and GP



### ABOUT THE NEWHAM CHANGEMAKER

Muhammad has worked in Newham as a GP for 12 years. He has recently qualified as a GP trainer. As well as his role as Co-Chair of the Newham Health and Wellbeing Board, he is also involved in patient care.

“As a GP in Newham part of my role is to treat ill health. However, a big part is also to identify opportunities where my colleagues and I in primary care can encourage good health, whether it’s providing patients with the right access to information or encouraging them to get involved in healthy activities. By looking at health in this way, my role begins to have many dimensions and the impact I can have on improving the community’s health significantly increases.”

To get involved with this step, contact [adeola.agbebiyi@newham.gov.uk](mailto:adeola.agbebiyi@newham.gov.uk).

# Service provision reaches the high standards of access and inclusivity to ensure health and wellbeing for all with a particular emphasis on BAME communities

# 20

## HOW WILL WE DO THIS

- Better understanding of the needs of people with disabilities, carers, people with mental health conditions and learning difficulties and multiple challenges across all areas of the health and wellbeing strategy
- Application of learning to design and co design of inclusive supportive strength based initiatives and services
- Implement partnership actions to tackle the disproportionate impact of COVID-19 on BAME communities and people with learning difficulties



## NEWHAM CHANGEMAKER

**Richard Fradgley**  
Director of Integrated Care



## TRACKING PROGRESS

- Outcome measures – zero difference between different demographic or geographical groups
- Qualitative outcome and user experience measures

## WHO IS INVOLVED

- All Health and Wellbeing Board partners

## ABOUT THE NEWHAM CHANGEMAKER

Richard is Director of Integrated Care at East London NHS Foundation Trust (ELFT). He works collaboratively with the trust's partners, including other NHS organisations, councils and the voluntary sector to deliver more integrated services and better care and support for the community.

**“ELFT have a big commitment to working with other organisations to improve the health of the communities we serve. This means going beyond the care and treatment we provide to trying to focus on what matters to people and communities, which is often beyond health problems, like housing, jobs, income, tackling discrimination, family life and relationships and feeling part of the community. We want to do our bit to make our corner of the world a fairer place to live and work.”**

To get involved with this step, contact [adeola.agbebiyi@newham.gov.uk](mailto:adeola.agbebiyi@newham.gov.uk).

## **PRIORITY 5:**

**Meeting the needs of those most vulnerable to the worst health outcomes**

**Steps 21-24**





# Support our most vulnerable residents to achieve and maintain relative good health, including mental health and overall wellbeing

# 21

## HOW WILL WE DO THIS

- Identify and prioritise vulnerable groups
- Ensuring services for our most vulnerable take a holistic approach
- Develop an overview of the risk factors including adverse childhood experiences/ trauma informed response
- Use data to plan prevention, support and targeting of services and review of existing plans

## TRACKING PROGRESS

- Improved mental wellbeing indicators in target groups

## WHO IS INVOLVED

- All Health and Wellbeing Board partners
- Voluntary, Community and Faith Sectors



## NEWHAM CHANGEMAKER

### Selina Douglas

Managing Director of NHS Newham Commissioning Group (CCG)



## ABOUT THE NEWHAM CHANGEMAKER

Newham CCG is responsible for the commissioning of healthcare services across the borough. In her role as Managing Director, Selina is responsible for overseeing strategic and operational arrangements, ensuring the services commissioned are accessible, fit for purpose and meet the needs of the local population.

**“Both myself and my colleagues at the CCG strive to ensure that everything we do supports the community’s health and wellbeing. I am a member of the Health and Wellbeing Board and work with partners across the borough to ensure that the health and wellbeing of residents are always at the forefront of our decision making.”**

To get involved with this step, contact [sally.burns@newham.gov.uk](mailto:sally.burns@newham.gov.uk) or [fiona.hackland@newham.gov.uk](mailto:fiona.hackland@newham.gov.uk).

# Support the mental health of our most vulnerable residents

# 22

## HOW WILL WE DO THIS

- Develop a joined up approach between mental health and other health and social care services
- Work to increase capacity in health and social care to support improved mental wellbeing
- Support transformation of mental health service provision in the borough

## TRACKING PROGRESS

- Mental health and wellbeing indicators

## WHO IS INVOLVED

- All Health and Wellbeing Board partners
- Voluntary, Community and Faith Sectors



## NEWHAM CHANGEMAKER

**Dr Imrana Siddiqui**  
GP and Clinical Lead for  
Mental Health



## ABOUT THE NEWHAM CHANGEMAKER

Imrana is the GP Mental Health Lead for Newham. She works as a GP and is also the Lead for the Workforce Wellbeing Hub, a service recently set up to support NHS and social care staff. She is directly involved in designing and improving all aspects of mental health services, from perinatal and birth through to old age.

**“I am passionate about improving the holistic wellbeing of patients and residents. I took up my current post and continue to work in this role tirelessly as I genuinely want to reduce inequality and design services which work for all our residents. I think Newham’s health and wellbeing strategy embodies this holistic approach to help improve our lives individually and collectively.”**

To get involved with this step, contact [fiona.hackland@newham.gov.uk](mailto:fiona.hackland@newham.gov.uk) or [noorjahan.begum@newham.gov.uk](mailto:noorjahan.begum@newham.gov.uk).

# Reduce the impact of domestic and sexual violence on families and residents

# 23

## HOW WILL WE DO THIS

- Identify local need and risk groups
- Review current strategy/action plan
- Target risk communities

## TRACKING PROGRESS

- Reduced impact of domestic violence

## WHO IS INVOLVED

- Newham Council including Public Health commissioners
- Schools, colleges and universities



## NEWHAM CHANGEMAKER

**Chief Inspector Matthew Casey**  
Metropolitan Police Service



## ABOUT THE NEWHAM CHANGEMAKER

Matthew is the borough lead for domestic violence, hate crime and missing people. He has worked closely with key partners in Newham for several years supporting new initiatives. He stands as a reminder to residents that the police do more than just investigate crime.

**“Domestic and sexual violence have far reaching and long lasting impacts on people’s health and wellbeing. Being safe in your home should be a reality for everyone. Sadly, it’s not. The quietest voices amongst our community are often those most in need of safeguarding interventions. I hope to empower people to report criminality or wrongdoing so that we can protect vulnerable people and prevent them coming to harm.”**

To get involved with this step, contact [fiona.hackland@newham.gov.uk](mailto:fiona.hackland@newham.gov.uk) or [simon.whitlock@newham.gov.uk](mailto:simon.whitlock@newham.gov.uk).

# Work to prevent communicable disease with particular focus on hepatitis C eradication, TB, sexual health and late diagnosis of HIV, as well as COVID-19

# 24

## HOW WILL WE DO THIS

- Use local intelligence to understand patterns, clusters
- Develop local control plans
- Work with vulnerable communities
- Prevention advice

## TRACKING PROGRESS

- Take up and prevention indicators
- Reduced rates of sexually transmitted infections

## WHO IS INVOLVED

- Public Health England
- Newham Council
- TB nurses in community and hospital settings



## NEWHAM CHANGEMAKER

### Dr Duncan Trathen

Lead GP, Newham Transitional Practice for vulnerable groups  
TB Lead for Newham CCG



## ABOUT THE NEWHAM CHANGEMAKER

Duncan and his team help the most vulnerable people to access primary care services and assist them onward to allied health and social care. The TB team in Newham is responsible for latent and active TB screening, as well as coordinating accommodation for homeless TB patients. They work for those least likely to access the high quality care available due to circumstance, language, mental health or isolation, and strive to develop their independence, health and wellbeing.

**“The council’s health and wellbeing strategy is a vital tool, bringing together a whole variety of services, which would not function without the support of each other. The health of the individual can only be maintained if the community as a whole is fully involved with this process.”**

To get involved with this step, contact [kieran.scott@newham.gov.uk](mailto:kieran.scott@newham.gov.uk) or [fiona.hackland@newham.gov.uk](mailto:fiona.hackland@newham.gov.uk).

**PRIORITY 6:**  
**Create a healthier food environment**

**Steps 25-27**





# Implement Newham's Good Food Retail plan to support a better food environment

# 25

## HOW WILL WE DO THIS

- Transform the food service and food retail assets that the council directly control
- Encourage good food retail and service wherever we are partners in delivering this plan
- Use all our available tools and resources to positively shape the external food landscape
- Become a campaign leader on good food retail, fighting to change the national framework in which local authorities and our residents are empowered to operate

## TRACKING PROGRESS

- Increased access to healthy nutrition across food retail and service high streets, schools, workplace, leisure and cultural attractions where provision
- Develop a whole systems approach to the food landscape ensuring that everywhere we go to get food it is easier to be healthy

## WHO IS INVOLVED

- Juniper Ventures
- Newham Council including facilities management, markets, waste, regeneration, procurement and community neighbourhoods
- Colleges, schools and universities
- Partners in health and social care
- Business, innovators and social entrepreneurs



## NEWHAM CHANGEMAKER

### Ojay Denny

Barista, Trainer and Mentor, Smart Food Champion



## ABOUT THE NEWHAM CHANGEMAKER

Ojay works as a barista, mentor and trainer at The Gate Library's Smart Café in Forest Gate. He demonstrates that healthy food can be both sustainable and delicious and by creating a welcoming food environment for children, parents are more in control of what their children are eating. He also inspires young people who are NEET (Not in Education, Employment or Training), leaving prison/care or with special educational needs encouraging them to train for a career in food.

**“We need shops and cafes where good healthy food is prominent, affordable and in plain sight. When we first started serving better quality coffee, we encouraged people who take their coffee with sugar to try ours without – seven out of ten people discovered they didn't need sugar! I believe that great food spaces are important for the future of Newham, both for social connection and the mental wellbeing of our community.”**

To get involved with this step, contact [andy.gold@newham.gov.uk](mailto:andy.gold@newham.gov.uk).

# Change the borough's food culture through a Newham Food Partnership and become a Sustainable Food City

# 26

## HOW WILL WE DO THIS

- Develop a cross sector forum for food partnership
- Develop an integrated 0-5 pathway supporting parents and children to breastfeed, make a healthy transition to solids, food skills development, healthy food awareness and school readiness for all children
- Build a network of trained Good Food Champions to take the good food message out into our community
- Promote a #MadeInNewham approach where local ingredients are combined with the diverse food knowledge, skills, techniques that already exist in Newham
- Broaden access and increase participation in food growing
- Empower residents to avoid food waste
- Promote Newham as a great place to come to eat and for forward thinking businesses to come to produce food and wholesale to London
- Promote a healthy food culture as integral to workforce wellness and productivity

## TRACKING PROGRESS

- Success is the number and breadth of partnerships achieved across the food system and the ability to deliver a system wide approach to food challenges that tackle the root of the problem

## WHO IS INVOLVED

- Chamber of Commerce
- Stratford BiD
- Sustain
- VCFS
- Schools
- activeNewham
- Well Newham Kitchen



## NEWHAM CHANGEMAKER

### Ajitha Sajeev

Newham's Street Population Manager and Good Food Champion



## ABOUT THE NEWHAM CHANGEMAKER

Ajitha received the British Empire Medal for her work supporting rough sleepers into more suitable housing. She is an active champion for food culture and supports the Newham Food Alliance. During lockdown, she diverted surplus food donations to a local charity that helped over 500 people. She also ran cooking sessions on Zoom to keep the older community active and engaged in healthy eating.

*I absolutely love cooking especially with fruit and veg from my allotment. Newham is full of so much inspiration for a cook! What's more, I enjoy teaching others – showing adults and children how versatile and fun it can be. I want to make people aware of the fantastic ingredients we have available locally and encourage more people to grow food themselves."*

To get involved with this step, contact [andy.gold@newham.gov.uk](mailto:andy.gold@newham.gov.uk) or [helen.dennis@newham.gov.uk](mailto:helen.dennis@newham.gov.uk).

# 27

## Tackle food poverty in the borough

### HOW WILL WE DO THIS

- Address direct food need through the Newham Food Alliance
- Develop the Newham Food Alliance as a gateway into Well Newham services that can address the underlying causes of need
- Ensure that all learners are getting the healthy food they need to start the school day, ready to learn
- Work with schools, youth zones and other partners to ensure that holidays are never a time of hunger for any child
- Address the four A's of food poverty in the commercial food landscape – accessibility, availability, affordability and awareness
- Set standards for food infrastructure in homes, new and old, that support healthy and affordable eating

### TRACKING PROGRESS

- By successfully tracking the how many, where and why of residents in food poverty so that we can deliver a comprehensive approach to addressing food poverty, that wherever and however it manifests, is able to address direct need through the Newham Food Alliance and the underlying causes of need through Well Newham

### WHO IS INVOLVED

- The Newham Food Alliance
- Partners across education
- Newham Council including markets team, housing enforcement
- National campaigning partners
- Voluntary, Community and Faith Sectors



### NEWHAM CHANGEMAKER

**Asim Uddin**

President of UKIM Masjid Ibrahim and Islamic Centre



### ABOUT THE NEWHAM CHANGEMAKER

Asim is president of a mosque and is very active in his local community. In March, he was approached by some local residents who were struggling to feed their families during the start of the pandemic. As a result, he decided to set up a local community food hub and be part of the Newham Food Alliance. With a team of volunteers, the community food hub now supplies 800 hot meals a day, as well as handing out and delivering food packages to families wanting to cook from home.

**“Food poverty is a real issue and many people don’t know this. The 50 steps is an opportunity to make more people aware and encourage other volunteers to step forward to support their local community food hub.”**

To get involved with this step, contact [andy.gold@newham.gov.uk](mailto:andy.gold@newham.gov.uk) or [darius.baird@newham.gov.uk](mailto:darius.baird@newham.gov.uk).

## **PRIORITY 7:**

**Supporting active travel and improved air quality**

**Steps 28-32**



# Prioritise actions such as active travel and encouraging use of green spaces to support Climate Now

# 28

## HOW WILL WE DO THIS

- Completion of Sustainable Development Plans for all key organisations
- Develop Newham plan for mitigation of climate change health impacts
- Implement Newham cycling strategy

## TRACKING PROGRESS

- Plans in place
- Reduction of carbon footprint

## WHO IS INVOLVED

- Health and Wellbeing Board partners



## NEWHAM CHANGEMAKER

### Andrew Attfield

Associate Director of Public Health,  
Barts Health NHS Trust



## ABOUT THE NEWHAM CHANGEMAKER

Andrew's role as an Associate Director for Public Health is to work on health improvement of the community. His responsibilities include oversight of work addressing the wider determinants of health including local employment, as well as the improvement of air quality within the hospitals and implementation and support of Active Travel.

**“Our goal is to reduce the impact we have on the climate, while improving the economic and social impact we have on the community. As part of our sustainability work, we are an anchor institution framework, which means we are a solid and secure hub for the community.”**

To get involved with this step, contact [sally.burns@newham.gov.uk](mailto:sally.burns@newham.gov.uk) or [shaan.sharda@newham.gov.uk](mailto:shaan.sharda@newham.gov.uk).



# Work in partnership to ensure all residents have access to high quality, green and active spaces in the borough

# 29

## HOW WILL WE DO THIS

- Develop priority plan for action alongside Parks and Open Spaces strategy

## TRACKING PROGRESS

- Measure progress against baseline
- Longer term increased activity, improvements in mental health, reductions in obesity

## WHO IS INVOLVED

- Newham Council including Shape Newham
- Voluntary, Community and Faith Sectors



## NEWHAM CHANGEMAKER

### Forest Gate Community Garden



## ABOUT THE NEWHAM CHANGEMAKER

Forest Gate Community Garden was set up by five residents in 2013 and is now a registered charity run by local volunteers. They turned a derelict piece of land into a green space for wildlife, plants and people. It's designed to support enjoyment and learning about nature and aims to promote an inclusive community and nurture wellbeing. It is open regularly to visitors. Its volunteers range from skilled gardeners to those wanting to enjoy the social side of volunteering.

“Forest Gate Community Garden is a space for everyone to enjoy. It's run by, and for, the local community. Newham is one of the worst boroughs for air quality, so every green space really matters. Not only does the garden offer an open and fresh place full of wonderful plants to enjoy, it's also a social hub.”

To get involved with this step, contact [sally.burns@newham.gov.uk](mailto:sally.burns@newham.gov.uk) or [louise.wilcox@newham.gov.uk](mailto:louise.wilcox@newham.gov.uk).

# Challenge major employers and new developments in the borough to lead by example on Active Travel

# 30

## HOW WILL WE DO THIS

- Produce London Borough of Newham Active Travel Plan
- Establish Toolkit and Evaluation
- Target ten organisations with largest number of employees

## TRACKING PROGRESS

- Increased levels of walking and cycling

## WHO IS INVOLVED

- Newham Council
- Newham University Hospital
- London City Airport
- University of East London
- Clinical Commissioning Group



## NEWHAM CHANGEMAKER

**Catriona Rowland**  
Quality Improvement Manager



## ABOUT THE NEWHAM CHANGEMAKER

Catriona coaches teams within the Newham University Hospital to help improve the quality of services by enabling improvement projects within the intensive care unit and projects that improve the general health and wellbeing of staff. One of the projects she worked on, was the implementation of an infrastructure and support network for staff in the hospital looking to cycle to and from work.

“I wanted to make sure that anyone that wanted to cycle could, regardless of their ability. I wanted to remove any barriers that might prevent someone from cycling - whether that's not having the right equipment, skills or lack of confidence. Being active is crucial for mental and physical health. Not only that, if our staff are more active, they are likely to inspire those around them to be more active too.”

To get involved with this step, contact [sally.burns@newham.gov.uk](mailto:sally.burns@newham.gov.uk) or [murray.woodburn@newham.gov.uk](mailto:murray.woodburn@newham.gov.uk).

# Bring a public health approach to shaping Healthier Places and Healthy Streets in our communities

# 31

## HOW WILL WE DO THIS

- Develop Newham Standard Evaluation Framework for healthy places/streets
- Develop focus for motivation behaviour change activities (play streets, anti-idling, air quality health champions etc.)

## TRACKING PROGRESS

- Baseline number of healthy streets/level achieved, conversion of short car journeys into active travel, increased walking and cycling

## WHO IS INVOLVED

- Newham Council including community neighbourhood teams
- Voluntary, Community and Faith Sectors



## NEWHAM CHANGEMAKER

**Onome Juliet Eric**  
Volunteer



## ABOUT THE NEWHAM CHANGEMAKER

Onome is an Active Newham, British Heart Foundation and COVID-19 Health Champion volunteer in Newham. As part of her involvement as a Health Champion, Onome runs a cycling club.

Onome set up the cycling club to provide people with an opportunity to exercise and socialise during these difficult times. Her goal was to help keep the community healthy – both mentally, physically and emotionally.

“Back in my country cycling was my means of transportation, literally to everywhere. But when I came here, that chance wasn’t available. When the opportunity came to set up a cycling club I jumped at the chance. We have had a range of cycling abilities – from beginners through to experts. It has been great fun.”

To get involved with this step, contact [sally.burns@newham.gov.uk](mailto:sally.burns@newham.gov.uk) or [richard.wadey@newham.gov.uk](mailto:richard.wadey@newham.gov.uk).



## Support Schools to be 'Active Travel Beacons'

# 32

### HOW WILL WE DO THIS

- Support School Active Travel Plans
- Young Air Quality Health Champions
- Targeted anti-idling projects

### TRACKING PROGRESS

- Number of schools implementing travel plans and TfL stars accreditation
- Increase walking and cycling to school

### WHO IS INVOLVED

- Schools
- Newham Council including environmental control and transport planners

To get involved with this step, contact [sally.burns@newham.gov.uk](mailto:sally.burns@newham.gov.uk) or [joel.mimbo@newham.gov.uk](mailto:joel.mimbo@newham.gov.uk).

**PRIORITY 8:**  
Supporting an active borough

**Steps 33-36**





# Develop and promote a universal offer of sport and physical activity for residents in Newham

# 33

## HOW WILL WE DO THIS

- Support the development of community facilities as physical activity hubs
- Develop a physical activity offer in a variety of community settings for all residents – parks, libraries, community centres, Voluntary, Community and Faith Sectors
- Maximise the potential of major events, such as the 2022 legacy of the London Olympic and Paralympic Games and national campaigns such as Change4Life, This Girl Can to stimulate a desire to be physically active

## TRACKING PROGRESS

- Increased levels of activity

## WHO IS INVOLVED

- Newham Council
- Sports and physical activity providers
- National governing bodies of sport

## NEWHAM CHANGEMAKER

**Christine Ohuruogu**  
Retired Olympian and law student

**West Silvertown Foundation**



## ABOUT THE NEWHAM CHANGEMAKER



### Christine

Christine became the first British woman to win a global 400m title, win Olympic and Commonwealth gold, as well as World and European Indoor 4x400m relay gold. As a retired Olympian and Newham resident, Christine is passionate about seeing the area prosper and recognises the role health plays in achieving this. She wants to remove any barriers that are preventing residents from participating in physical activity and sport, particularly young people and believes everyone should have the opportunity to be active.

**“We have some fantastic green spaces and leisure facilities in Newham, available for everyone to use. I’d love to help change perceptions that only the very sporty need to stay**

To get involved with this step, contact [carly.clarke@newham.gov.uk](mailto:carly.clarke@newham.gov.uk) or [nicole.napier@newham.gov.uk](mailto:nicole.napier@newham.gov.uk).



**active. It's critical for physical and mental health that everyone has an active lifestyle. After all, healthy communities are happy communities."**



### **West Silvertown Foundation**

The West Silvertown Foundation was set up in 1995 to help break down the barriers in a very unique area of Newham, to help the most vulnerable and to support a healthy, vibrant and sustainable community, which benefits everyone. With a programme which aims to provide support and encourage integration through community-led activities, they have a diverse programme with a focus on health and wellbeing. These include exercise classes, couch to 5k, fitness for carers, a local walking club and youth football. Most recently, the community-led renovation of a community garden has provided an outdoor space for everyone to enjoy, and to provide a much needed safe outdoor space to meet neighbours and learn new skills.

**"Now more than ever health and wellbeing is growing in importance, for increasing physical fitness, but more so, the social connections that can be made during these activities and the sense of belonging that naturally follows. Led by local residents, we're excited to see our programme grow and the countless benefits to a more active and healthier community."**

To get involved with this step, contact [carly.clarke@newham.gov.uk](mailto:carly.clarke@newham.gov.uk) or [nicole.napier@newham.gov.uk](mailto:nicole.napier@newham.gov.uk).

# Develop an inclusive programme for the least active adults to participate in sport and physical activity

# 34

## HOW WILL WE DO THIS

- Work with partners to develop inclusive programmes to support residents with long term conditions, older residents, and disabled people to be physically active as a routine part of social prescribing in the borough
- Develop a network of clubs with disability inclusion embedded into their ethos
- Develop engagement campaigns for under-represented groups

## TRACKING PROGRESS

- Targeted programmes in place; measures which support long term behaviour change

## WHO IS INVOLVED

- Newham Council
- Sports and physical activity providers
- National governing bodies of sport



## NEWHAM CHANGEMAKER

**Paul Archer**  
PE teacher



## ABOUT THE NEWHAM CHANGEMAKER

Approximately 16 years ago Paul recognised that there were no sports clubs designed for those with a disability. He believed everyone should have equal opportunities to keep fit and to participate in sports. He therefore started his very own disability multi-sports club which began with one participant, his son. It grew organically by word of mouth and has developed into multiple sessions a week for a range of individual needs.

**“As a PE teacher, I know how important it is for children and adults to stay active to be both physically and mentally healthy. That’s why I started the multi-sports club for those with a disability. I wanted to make a difference to people’s lives, and over the years I’ve seen how much these sessions can really have a positive impact on the health of residents who often get overlooked when promoting an active lifestyle.”**

To get involved with this step, contact [carly.clarke@newham.gov.uk](mailto:carly.clarke@newham.gov.uk) or [nicole.napier@newham.gov.uk](mailto:nicole.napier@newham.gov.uk).

# Increase participation of children and young people in physical activity and sport

# 35

## HOW WILL WE DO THIS

- Work with partners to develop and implement a play offer for Newham
- Work with disabled children and young people, young carers, SEND families and those in foster care and their families to identify opportunities for inclusive programmes of sport and physical activities
- Provide high quality physical activity and sports provision for children and young people in a range of settings including children's centres, schools, youth and community settings
- Provide support for talented participants to progress



## NEWHAM CHANGEMAKER

### Bisi Imafidon

Extended Schools Manager and part-time group exercise instructor/sports coach



## TRACKING PROGRESS

- Play offer developed and implemented
- Positive feedback from pupils and parents about the school offer

## WHO IS INVOLVED

- activeNewham
- Schools Sports Partnership
- University of East London
- Newham Council including Youth Empowerment team
- National governing bodies of sport
- Voluntary, Community and Faith Sectors

## ABOUT THE NEWHAM CHANGEMAKER

During the day, Bisi works at a Newham primary school organising activities for pupils before and after school. In the evenings, at weekends and during school holidays, she helps people of all ages to become more active in her role as a sports coach and group exercise instructor.

**“My role in the primary school is to provide pupils with opportunities to become more active before and after school. This may be the only chance these pupils have to participate in sports and activities outside of school. They are provided in a safe and friendly environment and delivered by a familiar face. My short term goal is to create a love of being active. In the longer term, I hope that being healthy becomes part of their every day life.”**

To get involved with this step, contact [carly.clarke@newham.gov.uk](mailto:carly.clarke@newham.gov.uk) and [nicole.napier@newham.gov.uk](mailto:nicole.napier@newham.gov.uk).

# Support place shaping for physical activity, including leisure infrastructure and the wider environment

# 36

## HOW WILL WE DO THIS

- Develop a leisure infrastructure and asset development plan
- Work in partnership to shape positive environments for physical activity
- Maximise funding opportunities including S106 to enhance existing and create new sports facilities

## TRACKING PROGRESS

- Development of a long term vision and strategic plan, including investment requirements for high quality leisure infrastructure in Newham
- Leisure infrastructure plan finalised and implemented

## WHO IS INVOLVED

- Newham Council
- Sport England



## NEWHAM CHANGEMAKER

**Ravinder Bopara**  
Professional cricketer



## ABOUT THE NEWHAM CHANGEMAKER

Ravinder is the first Newham born England International cricketer. As an elite sportsman, he is a role model to aspiring sportsmen and women in the borough and spends much of his spare time supporting young cricketers at Frenford Youth Club.

**“I was very fortunate growing up to have a local cricket club I could join, which kept me very active and provided me with a safe place to socialise. It’s important that there are physical activities and environments that suit a variety of needs for those in Newham, whether it’s a specific sport, such as a cricket, or general health activities such as walking and cycling.”**

To get involved with this step, contact [carly.clarke@newham.gov.uk](mailto:carly.clarke@newham.gov.uk).

## **PRIORITY 9:**

**Supporting a Newham of communities where people are better connected and supported**

**Steps 37-40**





# Promote and increase opportunities for social connectedness to improve residents' health and wellbeing and reduce isolation and loneliness

# 37

## HOW WILL WE DO THIS

- Use local knowledge and resource directories to map, effectively communicate (irrespective of language, skills and disability) and deliver community based activities which promote social connections and integration
- Develop an integrated programme of social connectedness with key partners
- Support residents to take social action building on existing and new movements including mutual aid groups and patient participation groups
- Improve levels of digital inclusion

## TRACKING PROGRESS

- The Grant Thornton Vibrant Economy Index measures in particular 'community, trust and belonging' index

## WHO IS INVOLVED

- Newham Council including community neighbourhoods
- Voluntary, Community and Faith Sectors
- University of East London
- Birkbeck University



## NEWHAM CHANGEMAKERS

**Mala Muthu**  
Projects Manager, Skills Enterprise  
Birkbeck, University of London



## ABOUT THE NEWHAM CHANGEMAKERS

### Mala

Mala is a projects manager at Skills Enterprise, a charity that supports vulnerable and marginalised people. One of their main services is digital inclusion. Mala feels strongly about the impact a lack of digital skills can have on a person's life – it can lead to poorer health and lower life expectancy, increased loneliness and social isolation and limited access to jobs and education.

**“We want all our residents to have the skills they need for modern life. The 50 Steps will help us to highlight some of the not so obvious issues that can have a huge impact on the health of our residents – digital skills can change a person's life and bring them closer to their community.”**

To get involved with this step, contact [phil.veasey@newham.gov.uk](mailto:phil.veasey@newham.gov.uk) or [claire.greszczuk@newham.gov.uk](mailto:claire.greszczuk@newham.gov.uk).

## **Birkbeck, University of London**

Birkbeck is London's evening course specialists and a leading research and teaching university. Although their main campus is in central London, they have been working in Newham for over ten years delivering courses and educational outreach work in the borough for learners with non-traditional qualifications and people who face barriers to education such as people seeking asylum and adults who have had a long break since they were last in formal education.

Birkbeck delivers free learning activities in the borough such as the 'Get Started: Big Ideas' programme which brings Birkbeck research to community venues such Stratford Library through free one off lectures and workshops, and their Community Leadership course which brings Newham residents involved in volunteering or community work together to learn, network with one another and share good practice in local venues or on online platforms which people can join from their computer, laptop or phone.

**“We know that learning new skills can improve mental wellbeing, boost self-confidence and raise self-esteem. Learning can also be an important way of building social connections – it provides a space for people to come together and meet people with similar interests to them.”**

To get involved with this step, contact [phil.veasey@newham.gov.uk](mailto:phil.veasey@newham.gov.uk) or [claire.greszczuk@newham.gov.uk](mailto:claire.greszczuk@newham.gov.uk).

# Increase levels of volunteering

## HOW WILL WE DO THIS

- Deliver a borough wide volunteering strategy
- Deliver an agile and fast paced COVID-19 Health Champions Programme
- Build a long term, sustainable approach to the Community Health Champions Programme

## TRACKING PROGRESS

- Numbers of active volunteers

## WHO IS INVOLVED

- Newham Council including community neighbourhoods
- Voluntary, Community and Faith Sectors
- University of East London
- Birkbeck University

# 38

## NEWHAM CHANGEMAKER

### Mike Shallcross

Psychotherapist, software developer and COVID-19 Health Champion



### Joanne Dean

HR and Governance Management Consultant and COVID-19 Health Champion

### Phyllis Grant

COVID-19 Health Champion

## ABOUT THE NEWHAM CHANGEMAKER



### Mike

Mike works from home as a counsellor and psychotherapist. Being well connected in his local community, he decided to volunteer as a COVID-19 Health Champion.

The champions help Newham residents to remain up-to-date on the latest advice and guidance about the virus. The council supports and keeps in regular contact with the champions so they in turn can provide accurate and vital information to their family, friends and local communities.

To get involved with this step, contact [phil.veasey@newham.gov.uk](mailto:phil.veasey@newham.gov.uk) or [anne.bowers@newham.gov.uk](mailto:anne.bowers@newham.gov.uk).

“Newham has many different communities, and things work best when we all get on together and support each other. I don’t have any special role, but I just try to play my part in helping to maintain a thriving and active local area. Plus, it’s a really good feeling, knowing that you are a positive and active member of your local community.”



### Joanne

Joanne is a governance and strategic human resource management professional, offering bespoke consultancy, training, development and interim management service solutions to education and charity sector clients. Joanne is also a COVID-19 Health Champion volunteer.

She is the Vice Chair of Newham Sixth Form College Corporation where she serves on the COVID-19 Task Finish Group. This has given her the opportunity to comment on the COVID-19 Risk Assessment and Action Plan, share intelligence gleaned from the COVID-19 Champions Zoom meetings and link key players.

“As somebody who was born, educated, and has always lived in Newham, community and place are important to me. I had felt that as one individual, there was nothing that I could do about the pandemic but then I spotted an advertisement inviting residents to join together; be briefed on the Boroughs latest COVID-19 data, plans, action; pool experiences; skills and ideas with the support of a professional facilitator. This gave me a vehicle through which I could contribute at a difficult time.”



### Phyllis

Phyllis is a retired nurse and one of our COVID-19 Health Champions. As a retired nurse, Phyllis has always had a keen interest in health and helping others. Her role as a COVID-19 Health Champion enabled her to give back to the community and support residents at a challenging time.

“If everyone has a healthy lifestyle, it brings a healthy community. Only with good health can a community grow. I hope that as a COVID-19 Health Champion, I will have a positive impact on those around me.”

To get involved with this step, contact [phil.veasey@newham.gov.uk](mailto:phil.veasey@newham.gov.uk) or [anne.bowers@newham.gov.uk](mailto:anne.bowers@newham.gov.uk).



# Develop strong relationships with the voluntary, community and faith sector to help improve the health and wellbeing of residents

# 39

## HOW WILL WE DO THIS

- Establish a Voluntary, Community and Faith Sector (VCFS) umbrella support organisation/ infrastructure
- Regularly review Newham Council and community assets to enable organisations to thrive
- Identify key issues in the borough and work on systems based solutions with all partners to find solutions

## TRACKING PROGRESS

- The establishment of a Voluntary, Community and Faith Sector umbrella support organisation/ infrastructure

## WHO IS INVOLVED

- Voluntary, Community and Faith Sectors
- All Health and Wellbeing partners



## NEWHAM CHANGEMAKER

### Taskin Saleem

Chief Executive, Subco Trust



## ABOUT THE NEWHAM CHANGEMAKER

Taskin has been involved with many VCFS organisations over the years, setting up services and campaigning on a range of issues. As part of her current role as Chief Executive of Subco Trust, she has collaborated with both local and national organisations to raise awareness and find solutions around many health and wellbeing issues. More recently as the new Chair of the BAME Working Group, she has the additional responsibility of ensuring that services are accessible and appropriately developed for BAME communities.

**“By having access to information and services that are culturally and linguistically appropriate we can ensure that each individual engages in a way that is practical and personalised to their circumstances.”**

To get involved with this step, contact [helena.taylor@newham.gov.uk](mailto:helena.taylor@newham.gov.uk) or [samantha.latouche@newham.gov.uk](mailto:samantha.latouche@newham.gov.uk).



# 40

## Make Newham a mental health friendly borough

### HOW WILL WE DO THIS

- Implement a borough wide befriending service to reduce levels of isolation and loneliness – particularly in the recovery phase of the pandemic
- Develop a volunteer network of Mental Health Champions and Befrienders
- Promote the five ways to wellbeing across all universal and community services
- Develop an extensive mental wellbeing toolkit providing training and support in community and workplace settings

### TRACKING PROGRESS

- Widespread take up of Mental Health First Aid, establishment of sustainable volunteer led befriending service as post COVID-19 legacy

### WHO IS INVOLVED

- Newham Council
- Voluntary, Community and Faith Sectors
- East London NHS Foundation Trust
- Clinical Commissioning Group

### NEWHAM CHANGEMAKERS

#### Bailey Mitchell

Interim Borough Director at East London NHS Foundation Trust



#### Sandra Amoah

Chair of ASK and Co-chair of the co-production forum for health and adult social care

### ABOUT THE NEWHAM CHANGEMAKERS



#### Bailey

Bailey is involved in co-producing a new model for mental health services that will be adopted nationwide. Newham is 1 of 12 regions in the country that is helping to do this. This model is revolutionising the way we look at mental health services, moving away from just treating the symptoms of a condition in isolation and towards a more holistic and integrated approach.

**“We want Newham to be healthy in every way. Thinking about healthcare is often overshadowed by physical health, but having good mental health is just as vital because it can go on to effect so many things in life, including physical health.”**

To get involved with this step, contact [phil.veasey@newham.gov.uk](mailto:phil.veasey@newham.gov.uk) or [fiona.hackland@newham.gov.uk](mailto:fiona.hackland@newham.gov.uk).



### **Sandra**

As someone who has struggled with mental health herself, Sandra is incredibly passionate about making Newham a more mental health friendly borough. She is Chair of ASK, a user led participation group that offers organisations the opportunity to listen, learn and ultimately adapt the services they offer to those that suffer with mental health issues.

**“There is huge stigma that exists around mental health issues and this is something that has to change. If we can make Newham a mental health friendly borough, we can really change people’s lives. Everyone should understand mental health and everyone struggling with mental health should have access to the support they need at their fingertips. Let’s all be more open and honest about mental health.”**



To get involved with this step, contact [phil.veasey@newham.gov.uk](mailto:phil.veasey@newham.gov.uk) or [fiona.hackland@newham.gov.uk](mailto:fiona.hackland@newham.gov.uk).

**PRIORITY 10:**  
Working towards a smoke  
free Newham

**Steps 41-42**



# Make Newham tobacco free by 2030

# 41

## HOW WILL WE DO THIS

- Develop a tobacco free Newham partnership to support smoke free environments for our residents and workforce

## TRACKING PROGRESS

- Number of completely zero tobacco estates and businesses

## WHO IS INVOLVED

- Anchor institutions
- NHS commissioning
- Newham Council
- Voluntary, Community and Faith Sectors



## NEWHAM CHANGEMAKER

**Cathy Falvey-Browne**  
Consultant Midwife



## ABOUT THE NEWHAM CHANGEMAKER

Cathy is the professional lead for Public Health and Midwife led care at Newham Maternity. Her role is multifaceted and includes leading on some public health initiatives, such as smoking cessation.

**“We are mostly dealing with healthy women who are generally motivated to make a positive behavioural change that can impact on the health and wellbeing of them and their babies. We provide information and support to women who want to stop smoking. We use the latest reports and documents, like Better Births and Saving Babies Lives Care Bundle to improve outcomes.”**

To get involved with this step, contact [elizabeth.owen@newham.gov.uk](mailto:elizabeth.owen@newham.gov.uk) or [kieran.scott@newham.gov.uk](mailto:kieran.scott@newham.gov.uk).

# 42

## Provide access to high quality support to quit smoking

### HOW WILL WE DO THIS

- Enhanced smoking cessation support pathway
- Increased quit provision
- Increased pharmacy support services
- E-cig quit support (regulated dedicated outlets)

### TRACKING PROGRESS

- Increase in four week quits
- Reduction in referral to treatment time

### WHO IS INVOLVED

- All Health and Wellbeing Board partners
- Community pharmacies
- Retail sector

### NEWHAM CHANGEMAKERS

#### Angela Bartley

Consultant in Public Health

#### Bahia Gherabli

Team Leader, HLC, Stop Smoking Advisor, Jetsol Pharmacy



### ABOUT THE NEWHAM CHANGEMAKERS



#### Angela

Angela works for East London NHS Foundation Trust as a consultant in public health to better understand the health needs of the local population and examine some of the causes of poor health and wellbeing such as smoking. She works with the council and mental health service users to explore how people with poor mental health can be better supported to quit smoking and remain smoke free.

**“Data shows that compared to the general population people experiencing poor mental health are much more likely to smoke and don’t do as well in community stop smoking services. If mental health service users get the support they need to quit smoking we know it will improve their health almost immediately and**

To get involved with this step, contact [elizabeth.owen@newham.gov.uk](mailto:elizabeth.owen@newham.gov.uk) or [kieran.scott@newham.gov.uk](mailto:kieran.scott@newham.gov.uk).



improve their finances as well. In the long term we know this will help close the gap of 20 years in life expectancy between people experiencing serious mental health problems and the general population. Smoking is the single biggest factor causing this difference.”

### **Bahia**



Bahia and the team at Jetsol Pharmacy support local residents to stop smoking.

“We aim to give the best support to our residents. We play a crucial role in motivating them to quit for good. We explain to them the principles of nicotine, what cigarettes contain and how it harms their health to enable them to make an informed choice about quitting.

Stopping smoking brings a lot of benefits to the health – it improves blood circulation, lowers blood pressure and allows a better lung function.”

To get involved with this step, contact [elizabeth.owen@newham.gov.uk](mailto:elizabeth.owen@newham.gov.uk) or [kieran.scott@newham.gov.uk](mailto:kieran.scott@newham.gov.uk).

## **PRIORITY 11:**

**Building a borough of health promoting housing**

**Steps 43-47**



# Address fuel poverty and help Newham residents live in warm homes

# 43

## HOW WILL WE DO THIS

- Establish baseline and develop affordable warmth plan
- Raise awareness, and provide advice and information
- Target those who are most vulnerable to fuel poverty
- Improve home energy efficiency through improvement and enforcement

## TRACKING PROGRESS

- Energy efficiency of homes, take up of winter payment
- Reduction in levels of fuel poverty

## WHO IS INVOLVED

- Newham Council
- Private sector landlords
- Home owners
- Registered Social Landlords
- eEnergy suppliers



## NEWHAM CHANGEMAKER

**Burhan Uddin**  
Service Manager, MoneyWorks



## ABOUT THE NEWHAM CHANGEMAKER

Burhan is the Service Manager at MoneyWorks, a service that exclusively offers support to Newham residents who may be struggling with debt or the everyday cost of living. They help residents with the payment of utility bills, whether that's providing energy vouchers for emergency support or offering advice on how residents can reduce bills, renew tariffs and get reconnected.

**“We are essentially helping residents put food on the table and keep warm. Our goal is to understand their complete situation and provide them with the holistic support they need. If we can't assist them, we usually know another service that can. There is a direct link between mental health and financial difficulties and it's our job to help reduce the financial burden as much as possible and make sure people keep warm and healthy during winter.”**

To get involved with this step, contact [hafsa.elmi@newham.gov.uk](mailto:hafsa.elmi@newham.gov.uk) or [burhan.uddin@newham.gov.uk](mailto:burhan.uddin@newham.gov.uk).

# 44

## Tackle levels of overcrowding in Newham homes

### HOW WILL WE DO THIS

- Establish baseline through housing/health needs assessment
- Develop overcrowding reduction strategy
- Review licensing

### TRACKING PROGRESS

- Reduction in properties that are overcrowded, reduction in levels of TB

### WHO IS INVOLVED

- Private sector landlords
- Registered Social Landlords
- Newham Council including housing and private sector rental enforcement



### NEWHAM CHANGEMAKER

**Toby Scrutton**  
The Landlords Forum



### ABOUT THE NEWHAM CHANGEMAKER

Toby is the fourth generation running a family property business and has been involved in property in Newham since 1980. He is part of the Landlords Forum, a growing group of landlords who are working with partners to ensure that the accommodation in the borough is of good quality and well managed – housing that is safe and free from damp and disrepair is really important to support good health.

**“The private rented sector houses some of the borough’s most vulnerable families and residents. As landlords, it’s our responsibility to supply these families with housing that is of high quality. Everyone is entitled to live in a decent home and the Landlords Forum is designed to achieve this. Our goal is to work to improve local housing conditions in the private sector, which in turn will have a positive impact on Newham, whilst also making the area more attractive for investors.”**

To get involved with this step, contact [sally.burns@newham.gov.uk](mailto:sally.burns@newham.gov.uk) or [helen.masterson@newham.gov.uk](mailto:helen.masterson@newham.gov.uk).

# 45

## Reduce levels of homelessness and rough sleeping in Newham

### HOW WILL WE DO THIS

- Implement recommendations in Homelessness and Rough Sleeping Strategy
- Develop preventative approach based on risk factors
- Improve health pathways to support

### TRACKING PROGRESS

- Reduction in numbers of rough sleepers
- Improved routes to supported tenancies

### WHO IS INVOLVED

- Newham Council including housing and adult social care
- Voluntary, Community and Faith Sectors



### NEWHAM CHANGEMAKER

**Lorraine Tabone**  
Lola's Homeless



### ABOUT THE NEWHAM CHANGEMAKER

Lola's Homeless is a community group supporting the homeless in Newham. After her own experiences of being homeless and an encounter with a young homeless girl called Chloe, Lorraine decided to set up the group. They offer a wide range of support to those sleeping rough, including food, clothing, advice, paying for accommodation and attending hospital appointments.

**"I run the community group via Facebook and have relied solely on local residents when I post appeals for support. I couldn't have done it without all these amazing volunteers. Not only does being homeless impact your physical health, we have found that most people living on the streets have an underlying mental health problem too. There is more to be done and I will continue to be the voice for homeless people in Newham."**

To get involved with this step, contact [karl.henson@newham.gov.uk](mailto:karl.henson@newham.gov.uk) or [simon.reid@newham.gov.uk](mailto:simon.reid@newham.gov.uk).



## Reduce the numbers of children living in temporary accommodation (family homelessness)

# 46

### HOW WILL WE DO THIS

- Establish baseline through housing health needs assessment and then review policies and standards

### TRACKING PROGRESS

- Reduction in number of children in temporary housing

### WHO IS INVOLVED

- Private landlords
- Newham Council including children's health team



### NEWHAM CHANGEMAKER

**Jane Williams**  
CEO, The Magpie Project



### ABOUT THE NEWHAM CHANGEMAKER

In 2017, Jane and some other concerned mothers and aunties set up The Magpie Project, with the purpose to make mum's and children's lives better during their time in temporary accommodation. They provide practical support and advice to mothers and children under five in temporary or insecure accommodation.

**“We believe all children have a right to a secure, safe place to play, healthy food, engaged parents and access to support, no matter what their family circumstances. We are also determined to be the voice for those that can't be heard on the housing debate. We believe that poor housing and the health inequalities and problems it creates is everybody's problem – but also, luckily, everybody can do something to help solve the issue.”**

To get involved with this step, contact [hafsa.elmi@newham.gov.uk](mailto:hafsa.elmi@newham.gov.uk).



# 47

## Support the design of health promoting and inclusive homes

### HOW WILL WE DO THIS

- Establish baseline through housing health needs assessment and identify vulnerable groups
- Develop a Health Impact Assessment Guide for new developments
- Work in partnership to promote broadband connectivity (digital inclusion) in social housing
- Maximise funding opportunities including S106 to enhance existing environments and create health promoting neighbourhoods
- Develop home safety plan and campaign to reduce falls, fires and accidents

### TRACKING PROGRESS

- Reduction in the levels of accidents
- Reduction in A&E presentations
- Reduction in fires, number of planning applications using Health Impact Assessments

### WHO IS INVOLVED

- Newham Council
- Developers
- Occupational therapists
- Fire Service

To get involved with this step, contact [hafsa.elmi@newham.gov.uk](mailto:hafsa.elmi@newham.gov.uk).

## **PRIORITY 12:** **Building an inclusive economy and tackling poverty**

**Steps 48-50**



# Encourage actions that address the links between poor health and employment status

# 48

## HOW WILL WE DO THIS

- Support and encourage actions that focus on the links between poor health and employment status including opportunities for income maximisation, debt support, welfare rights

## TRACKING PROGRESS

- Link to Community Wealth Building and Recovery Strategy indicators

## WHO IS INVOLVED

- Newham Council including Money Works
- Voluntary, Community and Faith Sectors



## NEWHAM CHANGEMAKER

### Florence Acen

Team Leader Newham

Citizens Advice East End

*(back row, second from left in photo)*



## ABOUT THE NEWHAM CHANGEMAKER

Florence helps run advice services for Newham residents at Citizens Advice East End. Citizens Advice are a local independent charity and are members of the national Citizens Advice network. They provide advice and casework on debt, welfare benefits, employment rights, housing, basic immigration, consumer, family and personal issues. Last year, they helped 37,000 people increase their incomes by £22 million through support such as, savings on their gas bills, reversing incorrect benefit decisions, budgeting, writing off and rescheduling debts.

“When people come to us for advice, they often tell us how stressed they are, and one of the amazing things about this job is seeing people move forward and resolve their issues. It’s fantastic to see what a positive impact this can have on their health and wellbeing.”

To get involved with this step, contact [phil.veasey@newham.gov.uk](mailto:phil.veasey@newham.gov.uk) or [helena.taylor@newham.gov.uk](mailto:helena.taylor@newham.gov.uk).

# 49

## Maximise the reach of the London Living Wage in the borough

### HOW WILL WE DO THIS

- Become an accredited London Living Wage employer and contractor, champion the London Living Wage with local employers and become a friendly funder

### TRACKING PROGRESS

- Number of organisations with London Living Wage accreditation

### WHO IS INVOLVED

- Newham Council
- NHS
- Birkbeck University
- University of East London
- Businesses



### NEWHAM CHANGEMAKER

#### Mathew Sheehan

Managing Director  
Enabled Living Healthcare  
Health and social care service



### ABOUT THE NEWHAM CHANGEMAKER

Enabled Living Healthcare provide a range of services that help Newham residents live the life they choose. They offer community equipment, sensory support and wheelchair and specialist seating services to support people to continue to live independently in their own homes. They are proud to be a Newham Council owned company and have been an accredited London Living Wage employer since 2018.

“It is extremely important to us that our staff get paid a fair wage, which is why we are committed to being a London Living Wage employer. By paying the London Living Wage we make sure our own employees are not subjected to unnecessary pressures from low pay, which can affect their wellbeing and inadvertently cause damage to their health and the health of their families.”

To get involved with this step, contact [jon.cox@newham.gov.uk](mailto:jon.cox@newham.gov.uk) or [burhan.uddin@newham.gov.uk](mailto:burhan.uddin@newham.gov.uk).



# Maximise the contributions of Newham's Anchor institutions to tackle socio-economic inequalities

# 50

## HOW WILL WE DO THIS

In-line with the North East London Anchor Charter:

- Widening access to employment and training: As major employers, Newham Council, along with NHS trusts and Universities, can contribute substantially to the local economy by upskilling and employing local people and committing to inclusive practices.
- Procurement for social value: The NHS and local authorities spend large sums of money on goods and services. This spending could be used more effectively to support local inclusive growth and reduce inequalities.
- Maximising the social value of our buildings and land: The NHS and local authorities command a substantial amount of capital and physical assets. We should maximise their value for our local communities.
- Supporting a greener and healthier future: Our health and the environment are inextricably linked. Therefore, mitigating our environmental impact can contribute to reducing health inequalities.

All of these actions will contribute to Newham's Community Wealth Building Strategy.

## TRACKING PROGRESS

- Progress and implementation will be tracked through the North East London Anchor Charter monitoring framework.

## WHO IS INVOLVED

- Newham Council
- NHS Trusts
- Universities
- Large businesses



## NEWHAM CHANGEMAKER

### Marie Gabriel CBE

Chair of the North East London Integrated Care System



## ABOUT THE NEWHAM CHANGEMAKER

Marie is chair of the North East London Integrated Care System, chair of Norfolk and Suffolk Foundation Trust and chair of the NHS Race and Health Observatory. Her honours include Freedom of the London Borough of Newham and the Tony Cheeseman Award in recognition of her contribution to equality and the communities of East London. She was recently named on the 2020 Football Black List for her work with West Ham Foundation and as one of 80 most influential people in health due to her work on race equality.

“I am proud to have started my life in Canning Town and still live in the borough today. I have worked in health and care for over 20 years and voluntarily within the voluntary sector all my adult life. My ambition has always been to radically address the social injustice, inequity and health inequalities faced by the communities I live within. I am specifically dedicated to reducing the health inequalities that exist within our borough, which have been pushed into the spotlight recently due to COVID-19.”

To get involved with this step, contact [adeola.agbebiyi@newham.gov.uk](mailto:adeola.agbebiyi@newham.gov.uk).

# WHAT'S YOUR STEP?



Now is the time to act.

## Contact:

Public Health Team  
Newham Council

Email: [hifsah.malik@newham.gov.uk](mailto:hifsah.malik@newham.gov.uk)

[www.newham.gov.uk](http://www.newham.gov.uk)

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