



50 Steps News

Issue 1 / April 2021

Key updates



Priority 4 - COVID-19 vaccination roll-out

Like with many of our programmes, partnerships have been key to delivering. The COVID-19 vaccination roll-out has been no different. A borough wide partnership between Barts, ELFT, CCG, HNC (the GP federation) and Newham Council has ensured uptake of the vaccination has been, and continues to be, a success. As of 18 April 2021 there have been 112,163 first dose vaccinations in Newham, which is 34% of the population. We have a lot more to do but we are also pleased to see the inequality gap between white/other Asian and black residents is narrowing.



How are we doing this:

- **Making it easy for residents:** vaccination facilities established in close proximity to residents, such as the new community vaccine centre in East Ham leisure centre and the creation of 'pop up sites' in places of worship.
- **Informing and supporting residents:** informative infographics, Q&A panels, peer supporters and events for residents, distributed via COVID-19 Health Champions and run by volunteers.
- **Creating a 'we come to you' model:** ensuring rough sleepers and those housebound are also able to be vaccinated from their location.

Share your news with us

Please do let us know what you've been up to in support of one of the 50 Steps. We would love to include your stories in future news updates. Send any stories or photos to Hifsah Malik at hifsah.malik@newham.gov.uk. Together we can make Newham a healthier borough.

Key updates

Priority 2 – Healthy Start



Our goal is to increase the number of families applying for the national Healthy Start scheme and we are in the process of spreading awareness among those eligible. The Healthy Start scheme provides families with weekly vouchers to spend on fruit and vegetables (fresh, frozen or tinned), pulses (fresh, dried, and tinned), milk and infant formula. Families will also receive free vitamins. We want to make sure eligible families in Newham are making the most of this exciting scheme, so if you would like to help us spread the word, just get in touch. The scheme is for those pregnant, or those with a child under 4 years old and are in receipt of certain benefits. Click [here](#) to find out more.

Click [here](#) to read more about **Priority 2: Supporting our young people to be healthy and ready for adult life.**

Priority 3 – Live Well Newham



Public Health England estimates indicate that 63% of adults in Newham are overweight or obese and around 10.5% of adults are considered to be obese. Live Well Newham is a newly commissioned service to support 3600 residents achieve a healthy weight. It is a 12-week weight management service, which includes nutrition, physical activity and behaviour change to help residents achieve their weight loss goals. Following the 12-week programme, residents will be supported for 3 to 6 months through drop-in peer support sessions and a final 6-month one-to-one call. Although it's early days, we have already received 79 referrals who have started their weight management programme.

For more information visit www.newham.gov.uk/health-adult-social-care/weight-management

Click [here](#) to read more about **Priority 3: Supporting people around the determinants of their health.**

Priority 6 – Newham Food Alliance



The Newham Food Alliance group now has 33 partners in total. To date, the Newham Food Alliance has delivered 200,000 food parcels to residents, with this figure increasing on a daily basis. Beyond the 'emergency pandemic relief' our goal is to build on what we've all created by offering short term emergencies, as well as supporting residents with longer term issues of food insecurity with a network of food clubs. We will be working closely with Felix and FareShare to ensure there is food available to residents, whilst avoiding food waste.

Click [here](#) to read more about **Priority 6: Create a healthier food environment.**



Key updates

Priority 8 – Get Newham Moving



We have been working with activeNewham to develop a new 12-week online physical activity offer for residents, which was launched on the 1st February 2021. The goal is simple, 'Get Newham Moving' with free, fun and low impact sessions for all ages and levels. We are running thirteen sessions a week all accessible online. In the first four weeks, we had 249 unique participants, 414 attendees at live sessions and 571 views on YouTube.



Priority 9 – Newham Migrant Community Action Plan



In order to offer more support to immigrants, a cross sector project team have worked collaboratively to develop the Newham Migrant Community Action plan.

In addition, six Voluntary and Community Sector partners are working together with Refugee Action to secure OISC level 1 and 2 accredited status, which will see them becoming regulated immigration advisers. The six partners are Community Links, Somali Association, Sphere Support CIC, Bonny Downs, NEWway Project and Positive East.

Priority 9 – Digital Inclusion Project

Ensuring all residents have the ability to get online is key, whether it's to stay connected to the community or access information. Our 'Get Newham Online' programme has already established four Digital Hubs across the borough – Canning Town Library, Stratford Library, The Renewal Programme in Manor Park and Skills Enterprise in East Ham.

The Digital Hubs gift devices and data to our most vulnerable residents and provide digital assistance to support residents with their basic digital skills. 80 devices have been gifted since November last year and 20 volunteers have attended Digital Champion training. The libraries are working in partnership with Care for Calais to provide 30 devices for migrant families based at the Dockside Hotel, giving children the opportunity to take part in online lessons and allowing parents to complete online documentation and ESOL classes.

Click [here](#) to read more about **Priority 9: Supporting a Newham of communities where people are better connected and supported.**

Key updates

Priority 10 – Newham Smokefree Alliance

On 11th February the first meeting of the Newham Smokefree Alliance took place. Partners joined from across different areas of tobacco control including environmental health, trading standards, stop smoking services in the community as well as inpatient settings. The Alliance will work together to develop a local action plan for tobacco control with the aim of coordinating joint partnership work to deliver the plan.



Priority 10 – No Smoking Day

No Smoking Day took place on the 10th of March. The Newham Stop Smoking Service hosted a series of online drop-in information sessions to encourage residents to sign up to their service and to give tips and practical advice on quitting smoking. A digital marketing drive was hosted on Newham's social media accounts leading up to the day.

Priority 10 – Free Stop Smoking support service

In January, a free stop smoking support service was launched. Smoking remains the biggest cause of mortality and morbidity in Newham and almost 40,000 residents in the borough are smokers. This represents around 14% of the adult population, which is higher than the London average (13%).

The new service, provided by experts at Queen Mary University of London, covers all of Newham and targets smokers at greatest risk of developing serious health problems (including COVID-19). For more information on the service visit www.newham.gov.uk/stopsmoking

Click [here](#) to read more about **Priority 10: Working towards a smoke free Newham.**

Get involved

Read more about the 12 priorities and steps on our website www.50steps.co.uk or contact hifsah.malik@newham.gov.uk for more information.

We want to make sure that we fill our newsletter with things you want to hear about. Please let us know if there is anything you'd like us to include more of, or less of, just email hifsah.malik@newham.gov.uk.

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