

# HADDENHAM & WADDES DON COMMUNITY BOARD

## PUBLIC HEALTH RECOMMENDATIONS

**Public Health Team – Buckinghamshire Council**  
**Your Contact: Stephanie Moffat**  
**stephanie.moffat@buckinghamshire.gov.uk**

### Haddenham and Waddesdon Community Board Public Health Recommendations

Improving and levelling up the health and wellbeing of all our residents is a priority for the Council. Buckinghamshire is one of the least deprived local authority areas in England and consequently has better health overall than the England average. However, in Buckinghamshire the health of residents varies within, and between, community board areas. For example, people living in more deprived areas are more likely to live in poor health and die earlier than people living in less deprived areas. They are also more likely to develop multiple long-term conditions earlier, such as diabetes and heart disease. Different ethnic groups also have different risks of developing some long term conditions.

These differences existed before the pandemic and COVID-19 has worsened them. For example, people living in more deprived areas have a higher risk of being infected and experiencing complications of COVID-19.

One impact of the pandemic has been an increase in the unhealthy behaviours that increase our risk of long-term conditions. Many people have been less active, eaten less healthily and drunk more alcohol. People have also experienced poorer mental health and greater social isolation. COVID-19 has also impacted some people's income, employment, and children's education - all factors that can affect their health and wellbeing.

Supporting and improving residents' physical and mental health is vital and initiatives to do so will have wider impacts on economic recovery, workforce productivity and environmental sustainability. Our County-wide "levelling-up" health priority is Cardiovascular Disease (which includes conditions such as heart attacks and stroke) because this is a significant cause of early death, is more common in deprived and some ethnic minority communities, and contributes to worse Covid-19 outcomes.

### Community Board Profile Commentary

Haddenham and Waddesdon Community Board area has over 32,000 residents. There are more residents aged 16 years and under, and fewer aged 65 years and older compared to the Buckinghamshire average. Ethnic diversity in this area is lower than the county as a whole, with 96% White residents. Life expectancy compared to the Buckinghamshire average is about one year more for both men and women. Although Haddenham and Waddesdon is less deprived than the county as a whole, nearly 5,000 residents live in households estimated to be at higher risk of food poverty.

A good start in life reduces the risk of poorer health in childhood and adulthood. These risks can increase if babies are born with low birthweight. A lower proportion of babies born to Haddenham and Waddesdon residents have a low birthweight compared to the rest of the county and compared to the average for England.

More than one in five Year 6 children measured are overweight or obese in the area. Nearly 1 in 5 adults living in Haddenham and Waddesdon are physically inactive. Before the pandemic, the proportion of adults measured in

primary care as obese was higher in Haddenham and Waddesdon than the Buckinghamshire average. Obesity increases the risk of developing heart disease, diabetes and stroke, as does smoking. There may be many more residents who are at high risk of heart disease and do not know, given that over half of eligible adults have not had an NHS Health Check. Before the pandemic, a higher proportion of adults seen in primary care were diagnosed with high blood pressure and cancer in Haddenham and Waddesdon Community Board compared to the county average, despite having a younger population. Data is currently being updated for the post COVID period.

Before the pandemic, a higher proportion of adults seen in primary care were diagnosed with depression, compared with the Buckinghamshire average. This highlights the importance of developing community activities and promoting resources around mental wellbeing and social isolation for this community. Data is currently being updated for the post COVID period.

## Recommendations

There are many opportunities for the Haddenham and Waddesdon Community Board to work with Public Health and other partners to support residents to have healthier, happier lives. We propose that you focus on the following areas:

- Preventing diabetes, heart disease and stroke
- Supporting residents to stop smoking
- Improving mental health, tackling social isolation and reducing stigma

In each of these areas, proposed actions that your Board can take are categorised into different levels of input:

1. DEVELOP/FUND  
Introduce, expand, or develop initiatives supported by Public Health and/or other partners.
2. PROMOTE, SIGNPOST, REFER or TRAIN  
Communicate information about local activities and services to residents, or develop new skills.
3. PARTICIPATE  
Represent your community in shaping public health policy and actions across Buckinghamshire.

Six selected DEVELOP/FUND proposals are:

- Fund the Active Communities programme across a group of settings in Haddenham and Waddesdon
- Fund one or more community gardens via the Grow it, Cook it, Eat it scheme
- Make your parks and playgrounds smoke free
- Organise MECC training in your local area
- Set up a Grow to Give scheme to donate surplus produce from allotments
- Enhance Healthy Ageing projects with community board funds

Further details on these actions and more can be found in the following pages.

## Next Steps

Your Public Health lead, Stephanie Moffat ([stephanie.moffat@buckinghamshire.gov.uk](mailto:stephanie.moffat@buckinghamshire.gov.uk)), will be pleased to provide more information and support discussions as you explore which actions to work on this year, advise what support is available, and how these might fit in with your other priorities.

For more information and support on any of the actions suggested, get in touch with Stephanie Moffat at [stephanie.moffat@buckinghamshire.gov.uk](mailto:stephanie.moffat@buckinghamshire.gov.uk)

## Further Considerations

Based on your local insight and knowledge there may be other health and wellbeing priorities you wish to consider for support and action and/or you may already have ideas to address needs identified by the community. The

recommendations included in this document are not all encompassing and are intended to start a conversation on where and how the Community Board can get involved to improve local health and well-being.

Further opportunities for supporting a variety of health and wellbeing topics in your area can also be found in the Buckinghamshire Online Directory.

**Please see the following pages for the full list and details of proposed actions.**

## Opportunities for Action – what you can do for residents’ health and wellbeing

### 1. Prevent diabetes, heart disease and stroke by promoting healthier behaviours and knowing your risks

Preventing Cardiovascular Disease (CVD) is our Buckinghamshire-wide priority to “level-up” health. Heart disease, stroke and diabetes are very common, affecting hundreds of residents a year, more commonly in deprived and some ethnic minority communities. Heart disease and stroke account for 20-30% of the gap in life expectancy between the most and least deprived areas in Buckinghamshire.

The good news is a significant proportion of new cases can be prevented by things we can do as individuals and community boards. We can reduce the risk of heart disease, diabetes, and stroke by

- supporting residents to have healthier behaviours
- helping residents know their individual risk and getting advice to reduce this by for example increasing uptake of NHS health checks

The most important behaviours that reduce the risk of developing cardiovascular disease, diabetes, dementia, and many cancers are 1. Not smoking 2. Being physically active 3. Eating a healthy diet and being a healthy weight and 4. Not drinking too much alcohol. Adopting these 4 healthy behaviours could prevent 75% of new cases of heart disease, stroke, and Type 2 diabetes; 40% of cancer cases; and reduce the risk of people suffering serious consequences of COVID-19 and flu. In particular, efforts to reduce and stop smoking in your area can make a huge difference – smoking reduction actions are discussed in further detail separately, under key area two. Healthy behaviours also bring other benefits, at all ages, from boosting school achievement to improving mental health and boosting the economy through increased workforce productivity and reduced sickness absence.

**How the Haddenham and Waddesdon Community Board can act to support this key area:**

**CONTACT [STEPHANIE.MOFFAT@BUCKINGHAMSHIRE.GOV.UK](mailto:STEPHANIE.MOFFAT@BUCKINGHAMSHIRE.GOV.UK) FOR MORE DETAILS ON ANY OF THESE ACTIONS**

Develop / Fund	
<p><b><a href="#">Active Communities:</a></b> This is an innovative project that takes a whole community approach to reduce sedentary behaviour by helping residents add extra movement to their daily routines.</p>	<p>The Community Board can fund Active Communities projects across a group of settings (e.g. local care homes, schools, community centres – including the Waddesdon Community Centre and/or Waddesdon Wednesday Club) in your local area. Estimated costs start from £15K and will depend on the size of the community involved and number of settings chosen.</p>
<p><b><a href="#">Grow it, Cook it, Eat it:</a></b> This programme brings communities together through a common interest to grow their own food, gives them access to fresh fruit and vegetables, and offers a way to engage in low impact exercise.</p>	<p>The Board can fund one or more community gardens to benefit the health and wellbeing of the local community (this project has a wide range of benefits including reducing risk of heart disease and alleviating social isolation through promoting community spirit), as well</p>

	as environmental and green priorities
<b>Promote, Signpost, Refer and Train</b>	
<p><b><u>Live Well Stay Well:</u></b></p> <p>Buckinghamshire’s Healthy Lifestyle Service provides effective and evidence-based support for people to stop smoking, lose weight and be active amongst other support and advice.</p>	<p>Stopping smoking, losing weight, and getting more active are the best things residents can do to reduce their risk of CVD.</p> <p>The Community Board can promote the service through its own communication channels and encourage partners, for example, in the voluntary sector, to refer clients and residents to self-refer.</p>
<p><b><u>NHS Health Checks:</u></b></p> <p>This is the cardiovascular disease prevention programme for people aged 40-74. It helps spot the early warning signs of stroke, diabetes, or cardiovascular disease and offers individual advice on reducing risk.</p>	<p>Help residents find out about and tackle their risk of heart disease, stroke, and diabetes by helping to organise pop-up sessions in community venues for residents to receive their NHS Health Check in a nearby, familiar setting.</p>
<p><b><u>Active medicine:</u></b></p> <p>Active Medicine offers a range of training courses to help staff and volunteers gain the knowledge, skills and confidence to promote physical activity and empower patients/clients to be more active.</p>	<p>Promote training to key partners and networks to increase physical activity awareness amongst clinical and non-clinical health staff and volunteers.</p>
<b>Participate</b>	
<p><b><u>Moving mums:</u></b></p> <p>The physical activity of women and girls is a priority in Buckinghamshire’s physical activity strategy and the Public Health team has identified that a physical activity project for new mums and/or mums to be would be beneficial for the community. Initial development is anticipated to start in early 2022.</p>	<p>The Board can support Public Health to identify partners and community assets for a Moving Mums working group, with the option to lead, co-chair, or co-ordinate, to explore opportunities for delivering a pilot project.</p> <p>There are several opportunities for the Board to be more involved once a pilot project has been identified, including gathering insights and promoting the project.</p>
<p><b><u>Whole system approach to obesity:</u></b></p> <p>Public Health have recently commenced a ‘Whole Systems Approach to Obesity’, a health in all policies approach which brings stakeholders from across the county together to create effective local approaches, engaging communities and local assets, to address obesity in Buckinghamshire. An action plan jointly owned by stakeholders will be developed creating a joined up approach to addressing obesity across Buckinghamshire.</p>	<p>Participate in the Whole Systems Approach to Obesity workshops (Sept and Nov ’21) and stakeholder events to ensure action plans developed meet the needs of your local communities and fully utilise the assets available.</p>
<p><b><u>Health behaviour campaigns:</u></b></p> <p>These are communications and engagement activities to promote healthy behaviours.</p>	<p>Your Community Board can amplify health campaigns to your local community by promoting them through your own communication channels. Examples include: Stoptober (October); Healthy weight (Better You); Alcohol Awareness Week (15-21 Nov 2021)</p>

## 2. Support residents to stop smoking

Smoking is a major priority for the Council and warrants special focus by Community Boards as a key driver of deaths from heart disease, stroke, diabetes, dementia, and cancer. Most people who currently smoke report wishing that they could quit, or at least reduce their habit, but the addictive nature of nicotine makes this very difficult to achieve. In the absence of professional assistance and peer support, people who smoke in Haddenham and Waddesdon will be likely to continue smoking, damaging their health and that of those around them. Supporting people to quit, or reduce, their smoking habit, is one of the most effective ways to improve the health of your community.

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<b>Develop / Fund</b>	
<p><b><u>Smoke free parks and playgrounds:</u></b></p> <p>This is a voluntary ban on smoking in community parks, where children and families are often present. This protects children and adults from second-hand smoke and means children are less likely to observe role models smoking which reduces their risk of taking up smoking.</p>	<p>Identify playgrounds and/or parks in your area to make smoke free and put up signage to show residents that this is a smoke free area. You can encourage community participation by, for example, having local schools enter a 'no smoking' sign competition and use the winning design in your chosen parks. The average cost for each playground is likely to cost around £600, depending on how many signs are needed and for how many parks in your area.</p>
<p><b><u>Making Every Contact Count (MECC) training:</u></b></p> <p>MECC upskills people to have effective and informal healthy conversations around making positive changes to physical and mental health and wellbeing.</p>	<p>Support MECC training within your local area by promoting its availability to your members and partners.</p> <p>You could also organise training sessions in partnership with Public Health.</p>
<b>Promote, signpost refer and train</b>	
<p><b><u><a href="#">Live Well Stay Well (smoking cessation):</a></u></b></p> <p>Buckinghamshire's Healthy Lifestyle Service, Live Well Stay Well, provides a smoking cessation service through which over 1200 residents have been supported to quit smoking.</p>	<p>Promote the service through your own communication channels, encouraging stakeholders to refer and residents to self-refer.</p>
<p><b><u>Smoke Free Side Lines:</u></b></p> <p>From January 2022, local football clubs can pledge to a voluntary ban on smoking on their pitches and in their clubs.</p>	<p>Encourage football clubs in your area to sign up to the smoke free side lines pledge</p>
<p><b><u>Tobacco roadshows:</u></b></p> <p>These are community events that highlight the impact of illicit tobacco.</p>	<p>Promote the roadshow events through your communication channels to encourage the public to attend.</p>

<b>Participate</b>	
<p><b><u>Tobacco Control Alliance and Action Plan:</u></b></p> <p>Buckinghamshire has a tobacco control strategy (and accompanying action plan) that is overseen by the Tobacco Control Alliance. The strategy aims to save lives and improve the health of thousands of people in Buckinghamshire by minimising their exposure to tobacco and works towards the national ambition for a smoke free generation.</p>	<p>Representative(s) from your community board can be part of the Tobacco Control Alliance and participate in quarterly meetings to inform the Buckinghamshire strategy and action plan for tobacco control.</p>

### 3. Co-ordinate community activities and promote resources to improve mental health, tackle social isolation and reduce stigma

The COVID-19 pandemic has had negative impacts on many people's social support networks and mental health. People who experience poor mental health and/or social isolation can be at higher risk of experiencing physical ill health and wider challenges. Community-level efforts to improve social connectivity and mental health resilience, for example, group-based physical activity sessions or campaigns to reduce stigma, can bring wide-ranging benefits to both individual and community health and wellbeing.

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<b>Develop / Fund</b>	
<p><b><u>Grow to give:</u></b></p> <p>This initiative supports communities to donate surplus fresh produce from allotments and back gardens to local food banks and community fridges. This encourages healthy eating, promotes sustainability, and fosters community connection.</p>	<p>Set up a local Grow to Give scheme by following the step-by-step guide and using the free resources on the Grow to Give website.</p>
<p><b><u>Healthy ageing collaborative:</u></b></p> <p>This is a joint initiative between Public Health, Adult Social Care, and the voluntary/community sector. A series of projects to address the emotional and cognitive impacts of isolation and lack of social contact amongst older people will be developed and tested from September 2021.</p>	<p>The Community Board can enhance the test and learn projects by matching the current funding and/or funding additional projects.</p> <p>The Board can also play a key role by encouraging the local VCSE groups to engage with the programme.</p>
<b>Promote, signpost refer and train</b>	
<p><b><u>Champion the change:</u></b></p> <p>Champion the Change Buckinghamshire is a partnership of local organisations and people who are committed to ending mental health stigma and discrimination and create hope for those affected by mental illness. Their activities include holding 'Big Bucks Chat' Awareness</p>	<p>Promote Champion the Change events, for example, Bucks Big Chat Awareness Days, through your communication channels.</p> <p>Encourage residents and board members to become champions. Champions can organise small community activities, share their stories, and/or create resources for</p>

<p>Days and welcoming people with experience of mental health to become champions.</p>	<p>schools, workplaces, and sports clubs.</p>
<p><b><u>Moving minds:</u></b></p> <p>Through this initiative, people with mild-moderate poor mental health are invited to take part in community physical activity sessions. The sessions are delivered by trained instructors and aim to build peoples resilience, self-esteem confidence and support mental health recovery. The sessions will act as a stepping stone for accessing other community based physical activity.</p>	<p>Promote the Moving Minds sessions through your communication channels.</p>
<p><b><u>Mental Health First Aid</u></b></p> <p>Mental Health First Aid (<a href="#">MHFA</a>) England provide a variety of online and face-to-face courses, including Youth and Adult Mental Health First Aid training. Further training will also be available via <a href="#">Bucks MIND</a>.</p>	<p>Board members can attend and promote training sessions covering Mental Health First Aid, Suicide First Aid, Psychological First Aid.</p>
<p><b>Participate</b></p>	
<p><b><u>Annual mental health communications:</u></b></p> <p>There are a range of communications campaigns throughout the year that promote ways to improve mental health, reduce stigma and/or promote places to get support.</p> <p>You can take part in awareness raising to reduce stigma and help signpost residents who want to get involved in supporting the mental health of their community or those who may benefit from information on services that are available for them to access.</p>	<p>Promote national campaigns through your own communication channels, such as World Suicide Prevention Day (September) and World Mental Health Day (October), using local Buckinghamshire council information, media, tweets and more.</p> <p>Share information on local services that are available for residents to improve their mental health.</p> <p>Have a themed community board meeting on Mental Health and invite local organisations to talk about their work/support that is available.</p>