



HEALTH & WELLBEING

Bloomsbury

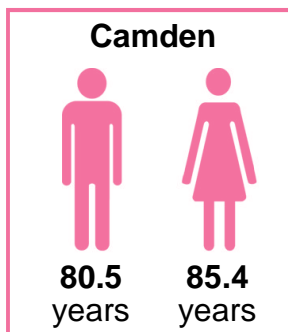
November 2013

Life expectancy

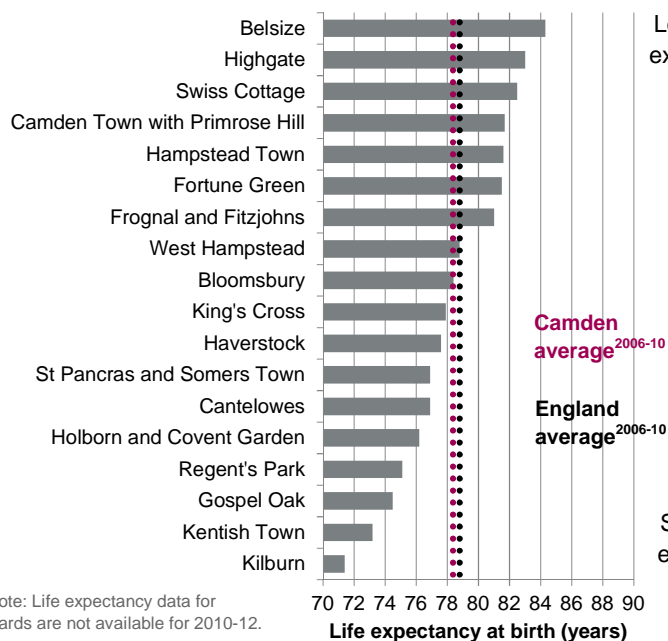
Longer lives and preventable deaths

Life expectancy has been increasing in Camden and Camden women now live longer lives compared to the England average. Men in Camden have similar life expectancies compared to men across England²⁰¹⁰⁻¹².

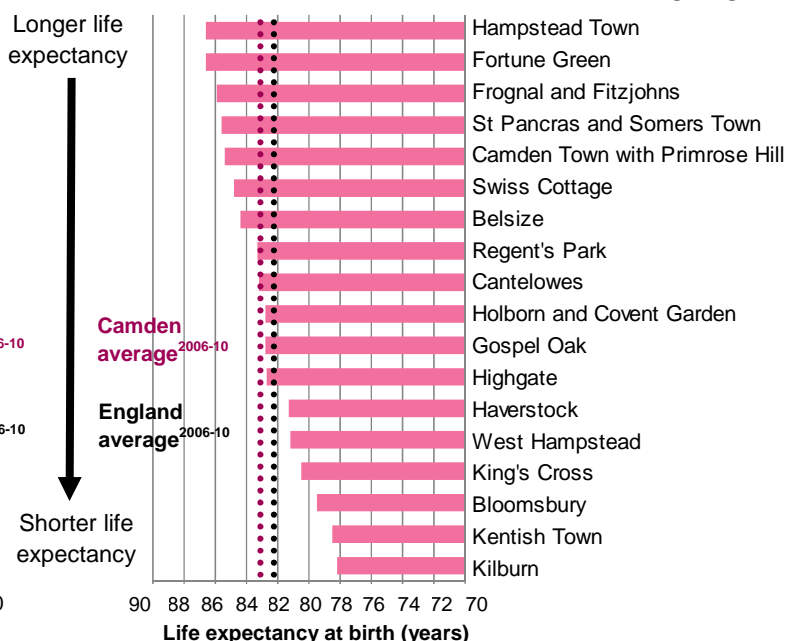
Despite these improvements, there are marked inequalities in life expectancy: the most deprived in Camden will live for 11.6 (men) and 6.2 (women) fewer years than the least deprived in Camden²⁰⁰⁶⁻¹⁰.



Men²⁰⁰⁶⁻¹⁰



Women



Note: Life expectancy data for wards are not available for 2010-12.

About **40** Bloomsbury residents die each year²⁰⁰⁹⁻¹¹.

43%

of these are aged **under 75 years**.

Cancer is the main cause of death in Bloomsbury²⁰⁰⁶⁻¹⁰.

Since 2002-06, life expectancy has **increased by 2 years** for men and **decreased by 2 years** for women in Bloomsbury.

Ways in which deaths can be prevented include reducing levels of smoking, obesity, alcohol intake and increasing levels of physical activity and healthy eating. Residents should be encouraged to go for cancer screening, to have the winter 'flu vaccination, and to go for an NHS Health Check to assess their risk of getting heart disease. In the longer term, deaths can be prevented by reducing poverty across the borough.

This ward profile has been produced by Camden and Islington public health intelligence team. Please visit www.camdendata.info for the census 2011 ward profiles for demographic information. For more information contact publichealth.intelligence@islington.gov.uk or call 020 7527 2832.

Smoking

Supporting residents to quit smoking

Good progress has been made in reducing the number of smokers in Camden and a smaller percentage of our residents smoke compared to London as a whole. However, smoking is still a major cause of ill-health and early death in Camden. It also substantially contributes to health inequalities as poorer residents are more likely to smoke and so will disproportionately suffer from ill-health and die younger.

Smoking prevalence

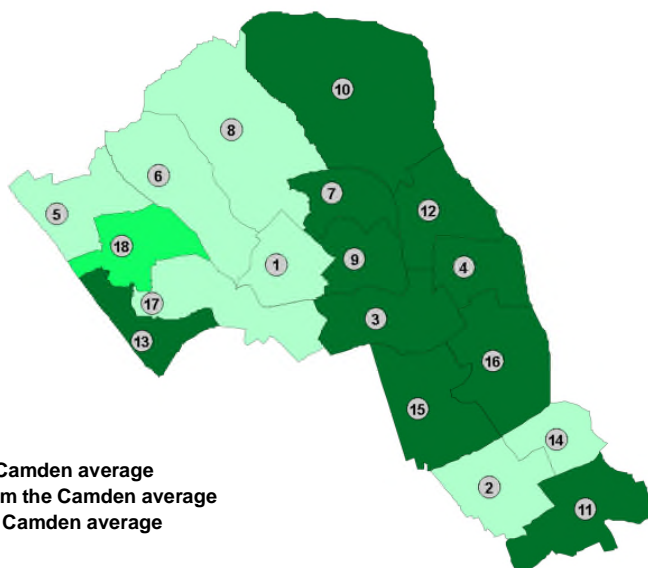
Percentage of people that are smokers, non-smokers or ex-smokers, 2012



Source: Integrated Household Survey, ONS, 2012

Prevalence of smoking by ward, compared to the Camden average, Camden's resident and GP registered population aged 16+, Camden GP PH dataset, 2012

- 1 Belsize
- 2 Bloomsbury
- 3 Camden Town with Primrose Hill
- 4 Canteloves
- 5 Fortune Green
- 6 Frogna and Fitzjohns
- 7 Gospel Oak
- 8 Hampstead Town
- 9 Haverstock
- 10 Highgate
- 11 Holborn and Covent Garden
- 12 Kentish Town
- 13 Kilburn
- 14 King's Cross
- 15 Regent's Park
- 16 St. Pancras and Somers Town
- 17 Swiss Cottage
- 18 West Hampstead



1,250

smokers in Bloomsbury ward²⁰¹².

40

Bloomsbury residents quit smoking for at least four weeks^{2012/13}.

5

Bloomsbury residents die from lung cancer or COPD* each year²⁰¹⁰⁻¹².

*Chronic Obstructive Pulmonary Disease

10

Bloomsbury residents die from heart disease each year²⁰¹⁰⁻¹².

What can you do?

- Ask constituents if they smoke and signpost them to get advice about stopping. It's never too late to make a difference to their health. Find out more by going to: www.smokefreelifecamden.co.uk
- Raise awareness in wards where smoking prevalence is highest. The Stop Smoking Service is keen to engage with communities about the benefits of becoming smokefree or to run local stop smoking clinics if there are sufficient numbers.
- Encourage people to report where underage sales of cigarettes take place, and places where shisha is smoked where young people are present.

Where people can get support

- From their GP
- From their local pharmacy
- Through the NHS Stop Smoking Service: www.smokefreecamden.nhs.uk or 0800 093 90 30

Want to find out more?

Verena Thompson (Public Health Manager)

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Adult Obesity

Helping residents to achieve and maintain a healthy weight

Encouraging healthy eating and an active life for everyone is a key priority for Camden. Despite many residents eating healthily and exercising regularly, some people are overweight or obese and so are more likely to be living with long term conditions, such as diabetes or heart disease. Those who live in the most deprived areas often have fewer opportunities to eat healthily and are less likely to engage in regular exercise, perpetuating health inequalities.

Obesity prevalence

590 (9%)

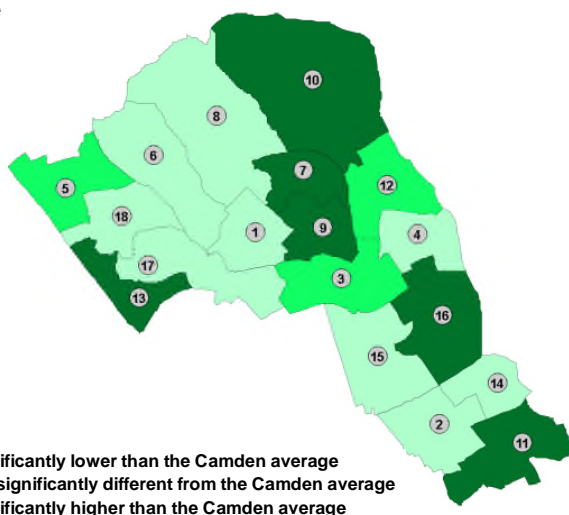
Bloomsbury residents are **obese**, compared to **13%** of Camden's population.

1,390 (20%)

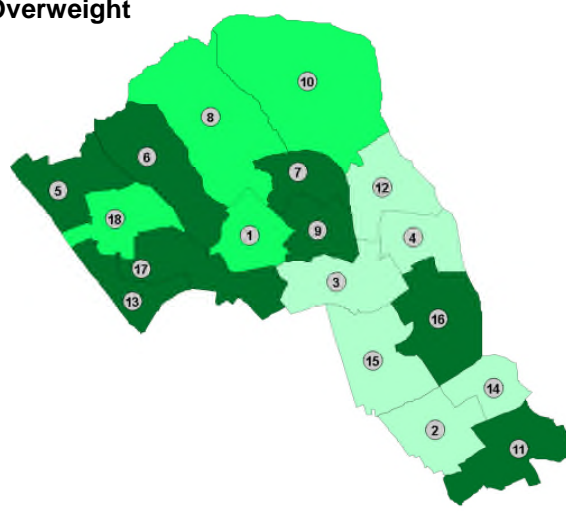
Bloomsbury residents are **overweight**, compared to **27%** of Camden's population.

Prevalence of obesity and overweight by ward, compared to the Camden average, Camden resident and GP registered population, Camden GP PH dataset, 2012

a) Obese



b) Overweight



- 1 Belsize
- 2 Bloomsbury
- 3 Camden Town with Primrose Hill
- 4 Canteloves
- 5 Fortune Green

- 6 Frognal and Fitzjohns
- 7 Gospel Oak
- 8 Hampstead Town
- 9 Haverstock
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What can you do?

- Encourage residents to have their height and weight measured by their GP to calculate their BMI.
- Promote the weight management services to residents who are overweight or obese by directly referring or providing them with information to self-refer.
- Invite our Outreach Service to come along to your community events to offer free health checks and BMI assessments.

Where people can get support

- Contact the Apples & Pears service 020 3688 1710 or applesandpears@nhs.net
- Visit www.HealthyCamden.com and view the healthy weight page
- Their GP Practice
- The Outreach Service

Want to find out more?

Aideen Dunne (Public Health Strategist)

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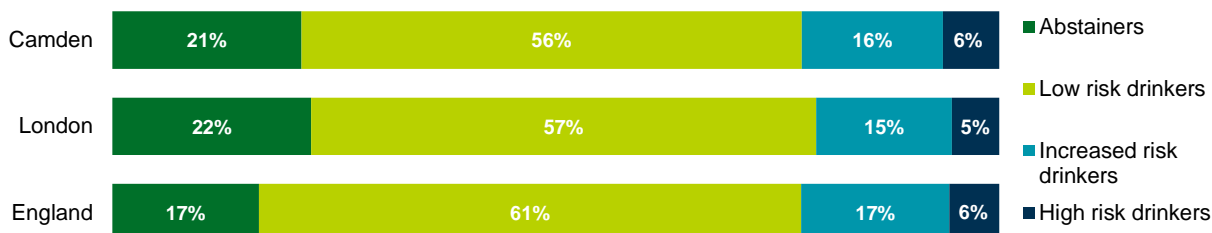
Alcohol

Reducing the harm linked to excess drinking

Alcohol can play an important and positive role in many people's social life and the majority of people who drink, do so in a way that is unlikely to cause harm. For the significant minority that drink above recommended safe levels, however, it can increase the risk of ill health and other social harms. These can affect resident's personal, social and economic lives. A joined-up approach, which includes various organisations, is essential to reduce the significant harms associated with alcohol.

Alcohol consumption

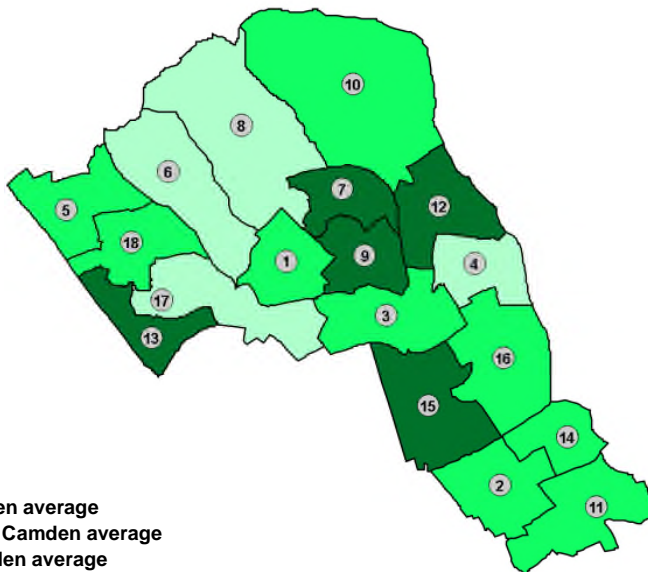
Percentage of people that are high risk drinkers, 2009



Source: LAPE, 2013

Alcohol-related admissions in Camden resident and registered GP population by ward, compared to the Camden average, SUS, 2012

- 1 Belsize
- 2 Bloomsbury
- 3 Camden Town with Primrose Hill
- 4 Canteloves
- 5 Fortune Green
- 6 Frognal and Fitzjohns
- 7 Gospel Oak
- 8 Hampstead Town
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- Significantly lower than the Camden average
- Not significantly different from the Camden average
- Significantly higher than the Camden average

There were approximately

60

alcohol-related admissions in Bloomsbury^{2011/12}.

Hypertensive diseases

are the most common causes of alcohol-related admissions in Bloomsbury^{2011/12}.

What can you do?

- Encourage all constituents to think about their drinking. Camden Council provide a short online tool to assess drinking habits, visit www.dontbottleitup.org.uk.
- Register yourself for the weekly licensing list to stay aware of any licensing applications in your ward. If you believe a new or existing alcohol licence negatively affects your ward then ask your local residents for their opinion and consider making a representation to the licensing board. Contact Camden's Licensing Team on 020 7974 4444 or visit www.camden.gov.uk/licensing.

Where people can get support

- Visit www.dontbottleitup.org.uk to make an assessment of drinking habits.
- All residents can receive further support, by contacting Camden's Alcohol Service on 020 3227 4950 or making an appointment to speak to their GP.

Want to find out more?

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NHS Health Checks

Identifying those at 'high risk' of developing heart disease

Many deaths from heart disease could be prevented if people were diagnosed earlier, supported to reduce their risk of illness (e.g. by stopping smoking or losing some weight), and given appropriate treatments.

"NHS Health Checks" is a programme that identifies people aged 40-74 years (30-74 for South Asians) in Camden who are likely to develop heart disease (because they are overweight, have high blood pressure or smoke, for example). They are invited by their GP to go for a check up. People can also receive a free check-up in some local pharmacies and in community settings. If picked up early, help and support can be given to reduce their risk of developing heart disease.

Numbers and percentages of people with undiagnosed conditions: GP practices in Bloomsbury^{2011/12}

Condition	People who are diagnosed		Estimate of people who are undiagnosed		Estimated total	
	n	%	n	%	n	%
High blood pressure	1,310	3.9%	2,570	7.6%	3,880	11.5%
Heart disease	200	0.6%	240	0.7%	440	1.3%
Diabetes	510	1.6%	800	2.6%	1,310	4.2%

There is a large number of people who are unaware that they are living with high blood pressure because there are often no symptoms — this is why having an NHS Health Check is important.

All of those identified as being at "high risk" of developing heart disease should be invited for an NHS Health Check by their GP practice.

220

people have had an NHS Health Check in Bloomsbury GP practices^{2012/13}.

2,290

people have been offered an NHS Health Check in Bloomsbury GP practices^{2012/13}.

3,470

people are eligible for an NHS Health Check in Bloomsbury GP practices^{2012/13}.

What can you do?

- **Promote NHS Health Checks** in Camden by encouraging people aged 40-74 in your ward (30-74 for South Asians) to have a Health Check.
- Help **publicise NHS Health Checks** by having a Health Check yourself in a local pharmacy or health community check event.
- **Invite the NHS Health Checks team to come along to your community events** to offer free checks to your local residents aged 40-74 (30-74 for South Asians).

Where to go for a free NHS Health Check

- GP practice
- Selected pharmacies
- Kentish Town Health Heart Centre and Kilburn Healthy Heart Centre
- Other community venues such as supermarkets - for upcoming events in your area, see contact below.

Want to find out more?

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Mental Health

Promoting positive mental health and wellbeing

Mental ill-health is very common, affecting about one-in-ten people. Camden has higher levels of mental ill-health than elsewhere because the borough has relatively more at-risk groups, including younger and middle-aged adults. Recent increases in unemployment and financial hardship will increase levels of stress and mental ill-health in the community. This is why promoting positive mental health and wellbeing is so important at this time. One intervention which can help those with anxiety and depression is psychological therapy: people can talk through their problems and seek solutions with a trained professional.

Prevalence of mental health conditions

70 (1%)

Bloomsbury residents are diagnosed with a serious mental illness, compared to **2%** of Camden's population²⁰¹².

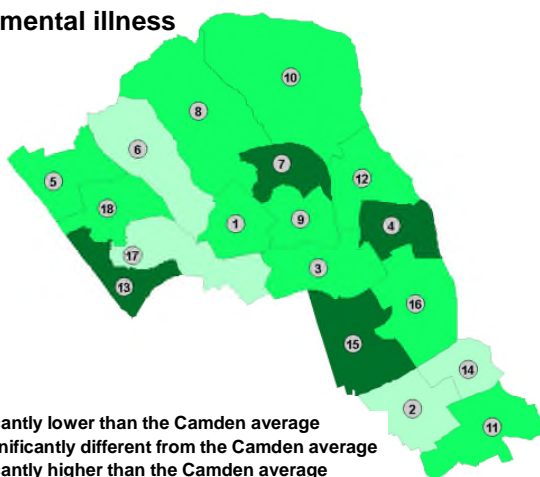
Residents in Bloomsbury are likely to report **higher** wellbeing scores compared to Camden overall²⁰¹².

580 (6%)

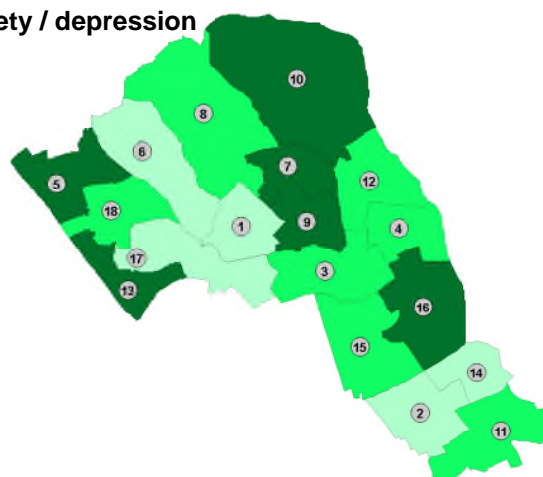
Bloomsbury residents are diagnosed with either anxiety or depression, compared to **11%** of Camden's population²⁰¹².

Prevalence of serious mental illness and anxiety/depression by ward, compared to the Camden average, Camden's resident and GP registered population, Camden GP PH dataset, 2012

a) Serious mental illness



b) Anxiety / depression



- 1 Belsize
- 2 Bloomsbury
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What can you do?

- Learn how to recognise the symptoms of mental health problems and how to deal with them — attend free **Mental Health First Aid Training** and encourage others to attend too.
- Sign up as a **Mental Health Champion** and promote mental wellbeing among your local community.
- Support the **Time to Change** campaign and promote anti-stigma messages.

Where people can get support

- Visit your GP
- To see a trained professional for support in Camden for stress, worry, depression, insomnia and other common problems call 020 3317 5600 or visit www.icope.nhs.uk
- For information about mental health conditions, symptoms and support see: www.nhs.uk/mentalhealth

Want to find out more?

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