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Assessment Component 2: Report

Approaches and measures aimed at fulfilling the health and social needs of the Ealing community.

Student name: Nataliya Virych Student ID: 1909127

Module name: Community Care and Development
(BMHP6022_LON)

Lecturer name: Laila Surani

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Introduction

The health and well-being of a community are fundamental pillars of its prosperity and sustainability. Ealing is a vibrant and diverse community that has experienced significant growth and transformation in recent years. As with any rapidly changing urban landscape, the community faces unique health and social challenges. This report explores and analyses the approach of the comprehensive Obesity Awareness Campaign to address health-critical issues and improve the overall well-being of the Ealing community. Information about the current state of the community and evaluate the impact of existing policies will be provided in this work.

Furthermore, this report aims to identify potential areas of improvement, highlight successful models, and propose evidence-based recommendations that can be integrated into developing and enhancing future health and social programs in Ealing's Community.

Demographic characteristics of Ealings borough

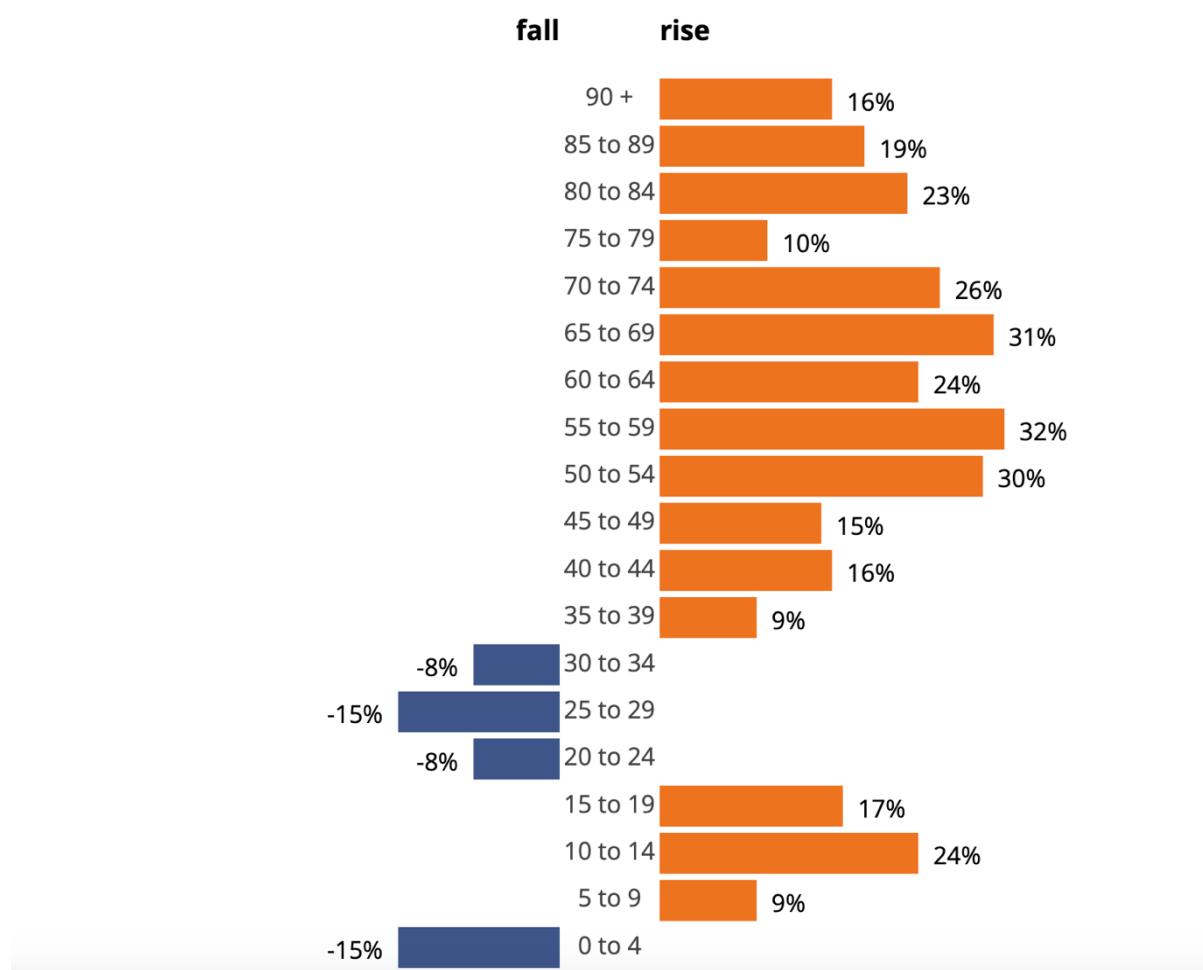
Ealing is located in West London. It is known for its distinction and vitality, full of green parks, historic structures and cultural events. It comprises seven distinct towns, each with its personality and characteristics. Ealing Borough is one of the larger London boroughs, ranking third in population. The Office for National Statistics (ONS) data suggests that Ealing's population is approximately 367,115. Since 2011, the borough's population has seen an 8.5% increase (ONS, 2022), the highest percentage among the 33 boroughs of London. For the period 2020 to 2021, the percentage of population growth rate was 6.7% higher than the average population growth rate of Ealing for the ten years to 2021 (Data Ealing, 2021). Ealing accommodates a varied populace, where residents come from diverse ethnic origins. Ealing is home to a diverse population made up of different ethnic origins. The borough has a significant proportion of White British (43.2%), Asian (30.3%), Black (10.6%) and other mixed ethnicity (5.2%) populations (Data Ealing, 2021).

Ealing is a multicultural city, as its inhabitants speak different languages. While English remains the dominant language, various other languages can be heard across the borough, such as Polish, Arabic, Somali, Panjabi, and Urdu (Ealing JSNA, 2021). Based on the most recent 2021 census data, Christians are the largest religious group in Ealing, comprising 37.8% of the total population. The Muslim community accounts for 18.8% of the population, Buddhist - 1.1%, Hindu - 7.7%, Jewish - 0.3%, Sikh - 7.8%, and other people 26.6%.

The age composition in Ealing is varied. It encompasses a mix of youthful households, people in the workforce, and older residents. According to statistics, there is a rise in individuals aged

65 and above of 22.8%, a growth of 7.5% in the 15 to 64 age group, and an increase of 3.8% in children below 15 years old (ONS, 2021).

The table shows the population change (%) by age group in Ealing from 2011 to 2021 (Ealing Council, 2021).



The challenges the Ealing community encounters in social, economic, and other aspects.

Elements such as access to education, housing, employment and skills development, transport, green areas, social connections, poverty, and racism constitute the main determinants of health and well-being, influencing how significant the quality of our life and longevity are (NIN, 2017). Ealing community faces diverse health needs, from access to quality healthcare services, especially for vulnerable populations.

Health issues:

Addressing rising health concerns such as obesity, diabetes, mental health disorders, and chronic diseases. The data show that in Year 6, 24.3% of children are classified as obese, which is worse than the average for England (PHE, 2020). 20% of adults in Ealing have obesity (BHF, 2023). Around 34000 have been diagnosed with diabetes in Ealing (BHF, 2023).

In Ealing, 7% of adults have been diagnosed with depression. The prevalence of depression in Ealing is highest in the White and Black Caribbean and White British populations (Ealing Council, 2023).

Births are down among residents, but older people are rising, mirroring the trend in London and England. Although life expectancies have risen in recent years, in the most deprived areas of Ealing, this is reduced by 5.8 years for men and 3.6 years for women compared to less deprived areas. (PHE, 2020). This information shows that it is necessary to promote preventive measures and health education to encourage healthier lifestyles.

Housing and Infrastructure:

Over the next 25 years (to 2046), the number of households in Ealing is projected to grow by 23% (Ealing Council, 2021). According to statistics, the area of Ealing is projected to gain in population. To adjust to the forecast, Ealing needs new homes, developing and maintaining community infrastructure, including parks, recreational facilities, and transportation options.

There is currently an issue with housing affordability in the Borough since there is a general problem of high housing prices, and many households are having difficulty accessing decent housing (Ealing Health and Wellbeing Board, 2023).

Issues of poverty, discrimination, and inequality:

Ealing has four residential areas that are the country's 10% most deprived.

While the current cost of living crisis will impact everyone, impacts will be worse for those already experiencing poverty and inequality. About 16.9% of children live in low-income families (PHE, 2020). Evidence of a worsening of inequality in Ealing includes the increase in number of families eligible for Free School Meals, which has increased from 9500 in September 2020 to 15,600 in December 2022, and the increase in food bank usage with approximately 35% more clients in 2022 than for the same period in 2021 (Ealing Council, 2023).

For example, impoverished children are likelier to have health problems such as asthma, obesity, mental health problems, and lower education (Data Ealing, 2021). The data shows that people in Ealing have unequal life experiences, including health and well-being. This inequality is harmful to everyone in Ealing. These inequalities were more exposed during the COVID-19 pandemic, and existing health, social and economic inequalities were exacerbated (Ealing Council, 2021). In late 2020, Ealing Council established an independent Race Equality Commission (REC) to look at it in detail (Ealing Council, 2021).

In 2021, the Race Equality Commission highlighted racial disparities in Ealing (Ealing Council, 2021). The commission identified racial inequality as a critical issue necessitating swift action, urging institutions in Ealing to take decisive steps and express clear commitments in response to their findings.

Reducing inequality reduces the number of people in Ealing living with poorer health, dying prematurely, and reducing unfair differences between groups so everyone has an equal opportunity to thrive. Even people living in relative privilege, wealth, and good health are negatively impacted by residing in an unequal society. This leads to reduced social empathy and a diminished sense of community cooperation in striving for improvements. In essence, reducing inequalities benefits the health and well-being of all (Marmot et al., 2020).

Analysis and assess approach aimed at enhancing awareness within the Ealing community.

These challenges require efforts from all community members, local organisations, government bodies and stakeholders to develop solutions to improve the Ealing community's general well-being and quality of life. One of the many health problems in Ealing is obesity. Over half of Ealing's adults (61,1%) were estimated to be overweight or obese last year (Tutty, 2023).

Ealing could implement an education campaign to raise awareness of obesity in the community. This initiative aims to promote healthier behaviours, educate about health-related issues, and encourage community participation in activities that support physical and mental well-being.

Comprehensive Obesity Awareness Campaign.

Actions:

Educational Workshops: Organise collaborative workshops with nutritionists, fitness experts, and health professionals in local community centres, schools, and public spaces to provide information on the causes, risks, and prevention of obesity.

Interactive Seminars: Host seminars featuring experts who can discuss the psychological, physiological, and societal aspects of obesity. Encourage audience participation and open discussions to foster a deeper understanding of the issue.

Awareness Walks/Runs: Organise community walks or runs to promote physical activity and healthy lifestyle choices. During these events, distribute informational materials and resources to educate participants about maintaining a healthy weight.

Collaboration with Schools: Partner with local schools to integrate obesity awareness into the curriculum. Develop age-appropriate educational materials and activities that engage students in learning about the impact of nutrition and exercise on their health.

Social Media Campaigns: Use various social media platforms to share informative content, success stories, and expert advice on obesity prevention. Create engaging graphics, videos, and posts to reach a broader online audience.

By employing this comprehensive approach, the Ealing community can be empowered with knowledge and resources to make informed decisions about their health, thereby contributing to preventing obesity and its associated health risks.

The Social Learning Theory

By leveraging Bandura's social learning theory in addressing the disorder of obesity, interventions can create an environment where individuals are inspired, equipped, and supported to adopt healthier behaviours (Bandura, 2001).

According to the theory, people are primarily responsible for socialization and can shape their behaviour. There are several ways to apply this theory; for example, to begin to act, people must convince themselves that they can change. Once this belief is achieved, people will take action to achieve the goals (Catania et al., 2022).

For example, people who believe that losing weight will improve their health will be more motivated to have a better lifestyle (Haththotuwa et al., 2020).

With their social support, family and friends can help people prevent and fight obesity; all of these factors will help people improve their lifestyle (Haththotuwa et al., 2020).

Furthermore, the socio-cognitive theory indicates that people believe they can achieve goals (self-efficacy) and are stimulated if their efforts are appreciated by others (Catania et al., 2023). Institutions, such as workplaces or schools, must also help these people by providing them with the necessary support, such as information on healthy foods and physical activity. People will be stimulated to engage in healthier behaviours with the support and approval of those around them (Oyibo et al., 2018).

Even healthcare professionals can help improve the lifestyle of these people with constant messages and information on how to prevent or fight obesity in the short and long term. (Beauchamp et al., 2019).

Another suggestion of socio-cognitive theory is that health information must engage individuals and be targeted to them (for example, using humorous content); these messages must be available to everyone and constantly transmitted and delivered (Catania et al., 2023).

Implementation of current Policies

Currently, the UK government has implemented various policies to create an environment that fosters healthier lifestyles and reduces the prevalence of obesity. Some of these policies include:

Sugar Tax (Soft Drinks Industry Levy): Implemented in 2018, this policy imposes a tax on sugary drinks to reduce consumption. Encouraging manufacturers to reduce sugar or offer healthier alternatives (Gov.UK, 2018).

Calorie Reduction Program: This initiative encourages the food industry to reduce calorie content in products consumed by families by 20% by 2024. It focuses on products popular among children (Gov.UK, 2022).

Front-of-Pack Nutrition Labels: The "Traffic Light" labelling system provides clear nutritional information on packaged foods, using colour-coded labels to indicate the fat, sugar, and salt content (Gov.UK, 2016).

Childhood Obesity Plan: A comprehensive strategy targeting multiple factors contributing to childhood obesity, including restrictions on junk food advertising, promotion of active lifestyles, and support for healthier food options (Gov.UK, 2017).

Local Authority Health and Wellbeing Strategies: Local councils develop strategies to address obesity in their communities, involving various stakeholders and tailoring interventions to local needs (Gov.UK, 2022).

NHS Weight Management Services: The National Health Service (NHS) offers weight management services, including dietary support and exercise programs, to individuals at risk of or affected by obesity (NHS, 2023).

Recommendations and Conclusion

Finally, here are some actionable recommendations that have the potential to make a significant impact on the health and well-being of the Ealing community:

- Developing culturally sensitive health education campaigns that address prevalent health issues, emphasizing prevention, healthy lifestyle choices, and early intervention. Collaborate with local health professionals to ensure accuracy and effectiveness.
- Designing programs that actively involve young community members in health and social initiatives. Encourage their participation in designing activities that address their specific needs and concerns.
- Establish support groups, mentorship programs, and community networks that provide emotional support and guidance, particularly for vulnerable groups.

The proactive collaboration between stakeholders and residents will drive sustainable progress in addressing health and social needs.

In conclusion, the approach of the Comprehensive Obesity Awareness Campaign discussed in this report underscores the paramount importance of addressing the complex health and social needs within the Ealing community. Ealing's diversity and demographic composition bring forth a unique set of challenges that demand tailored solutions to ensure the well-being of all residents. By adopting a multifaceted approach that combines community engagement, targeted interventions, and collaborative efforts, significant strides can be made in enhancing community members' overall health, social cohesion, and quality of life.

A comprehensive examination of health and social challenges shows that a holistic strategy is essential. This strategy should encompass education, awareness, infrastructure enhancement, policy development, and active involvement of stakeholders at all levels.

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