

**ETON EKPENYONG DUKE**

**1818179**

**ASSESSMENT 2**

**COMMUNITY CARE AND DEVELOPMENT**

**BMHP6022**

**LECTURER NAME: LAILA SURANI**

**APRIL, 2023.**

## **Introduction**

According to Thiam et al (2021), the provision of community care and development is an essential component of promoting good health and well-being in the borough of Croydon. This involves working collaboratively with communities and individuals to identify and address their health and social care needs. Community care and development approaches aim to empower individuals and communities to take an active role in their own health and well-being, as well as promoting social inclusion and addressing health inequalities. This essay will examine the key elements of community care and development in Croydon, including the challenges faced, and the strategies that can be employed to promote positive health outcomes and community development in the borough.

## **Diversity and demography of Croydon**

Croydon is a borough located in south London, England, with a population of over 386,000 people according to the 2011 UK census. According to ONS (2023), population in Croydon increased drastically by 7.5% between the 2011 and 2021 census, with the total population of 363,400 in 2011 compared with 390,700 in 2021. The borough is known for its cultural and ethnic diversity, with a wide range of communities calling Croydon home. The largest ethnic group in Croydon is White British, accounting for around 34% of the population. However, the borough also has a significant Black and Minority Ethnic (BAME) population, with Black

African, Indian, Pakistani, and Jamaican being the largest non-White ethnic groups. In fact, over 50% of Croydon's population identifies as non-White British ONS (2023).

Croydon is also home to a significant number of foreign-born residents, with around 27% of the population being born outside the UK. The largest groups of foreign-born residents in Croydon come from countries such as India, Jamaica, Poland, Sri Lanka, and Pakistan. In terms of religion, Christianity is the most common faith in Croydon, with around 56% of the population identifying as Christian. However, the borough is also home to significant Muslim, Hindu, Sikh, and Buddhist communities ONS (2023).

According to (Croydon Observatory 2012) Overall, Croydon is a vibrant and diverse borough with a rich mix of cultures, religions, and nationalities. Its demographics reflect the changing face of London as a whole, with a growing emphasis on multiculturalism and inclusivity. In terms of age, Croydon has a relatively young population, with a median age of 34.6 years old. The borough has a significant proportion of children and young adults, with over 23% of the population being under the age of 18. Croydon also has a growing population of older adults, with around 12% of the population being aged 65 or over. The borough has a range of socio-economic backgrounds, with some areas being among the most deprived in London, while others are relatively affluent. Croydon has a higher than average unemployment rate, but it is also home to a number of large employers, including Nestle, Superdrug, and the Croydon University Hospital.

Croydon has a diverse range of cultural and leisure activities, including numerous parks and green spaces, museums, galleries, and theatres. The borough is also home to a variety of restaurants and cafes, reflecting the diverse range of cuisines found in the area.

## **Health, Social, Cultural, Economic Needs, and Other Issues Faced Within Croydon**

According to Aruma and Melvins (2017), Abraham Maslow in the study of human motivation and needs developed the hierarchy of needs theory which proposed that people have five levels of needs which includes: Physiological needs, safety needs, belonging needs, esteem needs and self actualization needs. This theory also applies to the needs of people in Croydon.

According to Croydon observatory (2021), as with many areas of London, the Croydon community faces a range of health needs and social, cultural, economic, and other issues. Some of which are health inequalities, social isolation, economic challenges, housing, education, cultural and ethnic diversity, crime and safety, inability to access healthcare, environmental issue, care and safety issues as well as mental health issues and drug abuse.

According to CDAAT (2013), among the health, social, and economic needs of Croydon is the issue of drug abuse which is a major focus in this review. Drug abuse is a significant issue faced by the community of Croydon. The borough has one of the highest rates of drug-related deaths in England, with a mortality rate of 7.2 per 100,000 population. This is significantly higher than the national average of 4.7 per 100,000. The issue of drug abuse is complex, and its causes are multifactorial. The social and economic factors, including poverty, unemployment, and lack of access to healthcare, are significant contributors to drug abuse in Croydon. Additionally, the easy availability of drugs in the borough, particularly heroin and crack cocaine, has led to an increase in drug addiction and related harms, such as overdose, violence, and criminal activity.

According to Croydon Observatory(2021) the prevalence of drug misuse in Croydon is a significant public health issue, with the area having one of the highest rates of drug misuse in the

United Kingdom. According to the latest available data from the Public Health England (PHE) National Drug Treatment Monitoring System (NDTMS), there were 2,186 individuals receiving drug treatment services in Croydon in 2020/2021. Of these, 73% were male, and the most commonly misused drugs were opiates (heroin and/or other opioids) and crack cocaine. The number of individuals receiving drug treatment services in Croydon has increased over the past few years, with a 12% increase from 2016/2017 to 2020/2021. Furthermore, the rate of drug-related deaths in Croydon is higher than the average for London and England as a whole. In 2019, there were 77 drug-related deaths in Croydon, representing a rate of 9.5 deaths per 100,000 population.

The prevalence of drug misuse in Croydon is not evenly distributed across the borough, with some areas experiencing higher rates than others. For example, the ward of Broad Green had the highest rate of drug-related hospital admissions in Croydon between 2015 and 2019, with 455.1 admissions per 100,000 population, compared to a borough average of 268.2 admissions per 100,000 population Croydon Observatory(2021).

Drug abuse remains the issue of concern in this report as it affects mostly the younger population and Croydon is community populated by younger adults who have great exposure to different drugs.

### **Approaches and developments for raising awareness and effecting positive change on drug abuse in Croydon**

According to CDAAT (2013), there are various approaches and developments for raising awareness and effecting positive change on drug abuse in Croydon, some of which are discussed below:

According to Bradshaw (1971) the Misuse of Drugs Act 1971 is a UK legislation that prohibits the production, supply, and possession of controlled drugs. It provides the legal framework for controlling drug-related activities in Croydon. The law classifies drugs into different categories (A, B, and C) based on their perceived harm to individuals and society. The Act also makes it illegal to possess, produce, supply, or import/export controlled drugs except for specific purposes, such as medical or scientific research. It aimed to reduce drug abuse by criminalizing drug-related activities and imposing penalties for drug-related offenses. It also allows law enforcement agencies to seize and confiscate drugs and drug-related assets.

While the Act has been in place for several decades, it is difficult to determine its exact impact on drug abuse rates in specific regions like Croydon. Studies have suggested that drug laws and policies have had limited success in reducing drug abuse and related harms, as they often focus on punishment rather than prevention and treatment. Some critics argue that the Misuse of Drugs Act 1971 may have unintended consequences, such as increasing the stigma associated with drug use, promoting the spread of infectious diseases among drug users, and contributing to social and economic inequality Croydon Observatory (2021).

While the Misuse of Drugs Act 1971 may have played a role in reducing drug abuse in Croydon and other regions, it is only one of many factors that influence drug use and related harms. Addressing drug abuse requires a comprehensive approach that includes prevention, treatment, harm reduction, and social interventions and includes:

**Community-based interventions:** Community-based interventions can be effective in raising awareness and reducing drug abuse by engaging local residents, community groups, and stakeholders in the development and implementation of prevention and treatment programs. For

example, community-based organizations in Croydon could work together to provide education, support, and resources to individuals struggling with drug addiction.

**Multi-agency collaborations:** Multi-agency collaborations involve partnerships between different organizations, such as healthcare providers, social services, and law enforcement agencies, to coordinate efforts and resources for drug abuse prevention and treatment. In Croydon, multi-agency collaborations could involve developing protocols for identifying and referring individuals with substance use disorders to appropriate treatment programs.

**Harm reduction strategies:** Harm reduction strategies aim to reduce the negative consequences of drug use without necessarily requiring individuals to quit using drugs. In Croydon, harm reduction strategies could include providing clean needles and syringes to reduce the spread of blood-borne diseases among injection drug users, as well as offering medication-assisted treatment and overdose prevention education.

**Policy changes:** Policy changes can be used to reduce drug abuse by addressing social and economic factors that contribute to drug addiction, such as poverty, unemployment, and lack of access to healthcare. For example, policy changes could include increasing funding for drug abuse prevention and treatment programs, implementing regulations to limit access to prescription opioids, and promoting access to mental health and substance use treatment services.

**Education and awareness campaigns:** This is an effective approach for health and social improvement on drugs abuse in Croydon. Education and awareness campaigns can be used to increase knowledge and understanding of drug abuse and its consequences, as well as to promote positive behaviors and healthy lifestyles. For example, campaigns could focus on educating young people about the risks of drug abuse and encouraging them to make healthy choices.

## **Methods Used to Communicating Health and Social Improvements in Croydon**

There are various methods used to communicate health and social improvements in Croydon, some of which include:

The internet is the most used means of communication worldwide and Croydon is not an exception as the larger population is dominated by younger adults. Social media platforms such as Twitter, Facebook, and Instagram are commonly used by health and social care organizations in Croydon to share news and updates about health and social improvements. Many health and social care organizations in Croydon have dedicated Websites that provide information about health and social improvements in the area, as well as resources for residents. In Croydon the internet is being explored in the following ways:

**The Croydon Recovery Network:** The service offers online courses and resources for individuals in recovery from drug abuse and addiction. These resources can help individuals to develop skills and strategies for managing their addiction and maintaining their recovery (SLaM Recovery College, 2020).

**The Croydon Digital Service:** A program using digital technologies to transform public services and includes initiatives like Croydon Digital Community for local businesses and entrepreneurs to share knowledge and resources to address issues such as drug abuse (CCW, 2023).

**The Croydon Healthwatch website:** The website provides information, resources, and a platform for residents to share feedback on health and social care services (The Healthwatch, 2023).

**Additional Digital Communication Methods:**

**Mobile Apps**

Online Support Groups

Virtual Counseling

Social Media Campaigns

## **Conclusion**

In conclusion, there are a lot of challenges faced by individuals in Crydon and to better handle them, the internet should be explored to its fullest as majority of the population have access to the internet and can access information easily. Furthermore, addressing drug abuse in Croydon requires a multifaceted and collaborative approach that involves community members, healthcare providers, social services, law enforcement, and policymakers. By working together to raise awareness, provide education and support, and implement evidence-based strategies, it is possible to reduce drug abuse and improve health outcomes for individuals and communities affected by addiction.

References

Aruma E. O, Melvins Enwuvesi Hanachor (2017). Abraham Maslow's Hierarchy of Needs and Assessment of Needs in Community Development. International Journal of Development and Economic Sustainability Vol.5, No.7, pp.15-27.

Bradshaw, S. (1971) "Misuse of drugs act 1971.," BMJ, 4(5783), pp. 363–363. Available at: <https://doi.org/10.1136/bmj.4.5783.363-b>. (Accessed: 18 April 2023).

Croydon College (2019). Croydon College Strategic Plan 2019-24: Creating Great Futures. Available at: <https://croydon.ac.uk/wp-content/uploads/2020/04/Five-Year-Strategy-FINAL.pdf>. (Accessed: 10 April 2023).

Croydon Drug and Alcohol Action Team (2013) Drug and Alcohol Substance Misuse Needs Assessment 2013. Available at: [https://croydon.moderngov.co.uk/Data/Health%20&%20Wellbeing%20Board/20131204/Agenda/wel20131204\\_07\\_02\\_appendix\\_-\\_croydon\\_drugs\\_and5382.pdf?cmte=WEL&meet=5&href=/akscroydon/images/att3040.pdf](https://croydon.moderngov.co.uk/Data/Health%20&%20Wellbeing%20Board/20131204/Agenda/wel20131204_07_02_appendix_-_croydon_drugs_and5382.pdf?cmte=WEL&meet=5&href=/akscroydon/images/att3040.pdf). (Accessed: 11 April 2023).

Croydon Observatory (2012) Croydon – Borough Profile 2012. Available at: [https://www.croydonobservatory.org/wp-content/uploads/2016/11/Overall\\_Borough\\_Profile\\_2012\\_Final1.pdf](https://www.croydonobservatory.org/wp-content/uploads/2016/11/Overall_Borough_Profile_2012_Final1.pdf). (Accessed: 11 April 2023).

Croydon Observatory (2021). Croydon borough Profile June 2021. Available at: [https://www.croydonobservatory.org/wp-content/uploads/2021/06/BOROUGH-PROFILE\\_JUN2021-1.pdf](https://www.croydonobservatory.org/wp-content/uploads/2021/06/BOROUGH-PROFILE_JUN2021-1.pdf). (Accessed: 10 April 2023)

Croydon Observatory (2021). Croydon Challenge highlight report template: The Need for Specialist Drug & Alcohol Treatment in Croydon. Online. Available at:

<https://www.croydonobservatory.org/wp-content/uploads/2021/04/Substance-Misuse-in-Croydon-Jan-2021.pdf> (Accessed: 17 April 2023).

Director of Public Health Report (2022) Health Inequalities in Croydon.[Online]. Available at: <https://www.croydon.gov.uk/sites/default/files/2022-12/public-health-report-2022-full-report.pdf>. (Accessed: 10 April 2023)

Glover-Thomas, N. (2013) “The Health and Social Care Act 2012,” Medical Law International, 13(4), pp. 279–297. Available at: <https://doi.org/10.1177/0968533214521090>. (Accessed: 17 April 2023).

Holland, A. et al. (2022) “Analysis of the UK government’s 10-year drugs strategy—a resource for practitioners and policymakers,” Journal of Public Health [Preprint]. Available at: <https://doi.org/10.1093/pubmed/fdac114>. (Accessed: 17 April 2023).

Office for National Statistics (2023). How life has changed in Croydon: Census 2021.[Online]. Available at: <https://www.ons.gov.uk/visualisations/censusareachanges/E09000008/>.(Accessed: 11 April 2023)

Thiam Y, Allaire J, Morin P, Hyppolite S , Doré C, Zomahoun HTV, Garon S (2021). A Conceptual Framework for Integrated Community Care. Int J Integr Care. 10;21(1):5. doi: 10.5334/ijic.5555.

Woodley, Louisa. (2020) “Croydon Health And Wellbeing Strategy ,” Croydon Health & Wellbeing Board.