

Community development

Assessment 1

Obesity in Ealing: Community Development Approach

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INTRODUCTION

Ealing Context: Population Overview

DEMOGRAPHICS

Ealing is the 3rd London borough in when sorted by total population. According to the ONS (2021), Ealing has 367,115 residents, including 180,910 males and 186,205 females. Large Ethnic Group: 43.2% White, 30.3% Asian, 10.8% Black, 10.6% Other Ethnic Group, 5.2% Mixed Ethnic Group (Ealing Data, 2023).

POPULATION DENSITY

Ealing is the 16th London borough in England when ordered by population density. Population density of 6,592 people per km² is 6,157 people per km², higher than England's 435 people per km² (Varbes, 2022).

POPULATION GROWTH RATE

Ealing is the 1st London borough in England when ordered by population growth rate. Population growth rate between mid-2020 and mid-2021 was 7.6%, which is 6.7% higher than Ealing's average population growth rate for the ten years before mid-2021 (ONS, 2022).

INTRODUCTION

Ealing Context: Health

- **Aims of Ealing Community** - is to improve its residents' quality of life and well-being through various initiatives and programmes.
- **Obesity health issue** – According to the NHS (2023), obesity is an excessive accumulation of body fat, that causes a danger to health. A person is considered overweight if their BMI (body mass index) is 25.0 or higher. If the BMI is 30.0 or higher the person is classified as obese with an increased risk of health conditions including: heart disease, type 2 diabetes, breast and bowel cancer, stroke, (NHS, 2023)
- **Prevalence** - More than half of adults in Ealing were estimated to be overweight or obese last year.
A level of excess weight in Ealing of 61,1 % (Tutty, S., 2023).
- **Mortality rate** - In Ealing, 20% of the adult population is obese.
Approximately 34,000 diabetes diagnoses were made.
According to statistics, 1 in 4 people die from heart or circulatory diseases, with an average of one death every 16 hours.
There are approximately 5 000 stroke survivors (BHF, 2023).



THE WAYS OF COMMUNICATION

Internal Communications:

- **Regular Meetings** - Healthcare teams, including doctors, nurses, dietitians, and other specialists, hold regular meetings to discuss patient cases and collaboratively plan obesity management and treatment strategies.
- **Medical Records and Health Information Systems** - Health professionals maintain electronic medical records and health information systems to record and share patient information internally within healthcare facilities. This helps in tracking patient progress, treatment plans, and sharing relevant obesity-related data (WestLondon NHS, 2023).
- **Email and Internal Social network** - Massive exchange of obesity-related data, such as guidelines, updates and educational materials, is now being shared between healthcare organizations via intranet platforms or internal emails.
- **Training and Workshops** - Seminars and training courses are crucial to improve the skills and knowledge of healthcare professionals to prevent and treat obesity. (Wellcome Practice NHS, 2023).

THE WAYS OF COMMUNICATION

External Communications



- **Public Health Campaigns:** Using media channels such as the internet, social media, posters, social and health workers carry out campaigns in favor of public health and the fight against obesity; this in collaboration with community organizations with local authorities. (Around Ealing, 2019).
- **Community Events and Workshops:** Invite the community to workshops and events to engage with healthcare professionals to offer support and information about obesity. (WestLondon NHS, 2023).
- **Partnerships with Schools and Community Centers:** Medical providers work with educational institutions; community centres to inform new generations about obesity through programs and workshops.

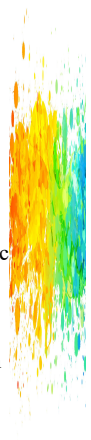
Strategies introduce to address obesity in Ealing Community

Together in Ealing Health and Wellbeing Strategy 2023-2028

This program is designed to reduce inequality, improve people's health by reducing premature deaths, and provide equal opportunities for every group of people (Ealing Health and Wellbeing Board, 2023).

Ealing Local Plan Healthy Study (Ealing Council, 2022)

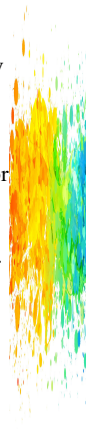
- **Diet and exercise:** provide leisure, sporting facilities, provide fair and market areas, including food, parks, community gardens.
- **Education and Access to care:** improve educational facilities; facilitating access to treatment, improving public health infrastructures, improving transport.
- **Deliver the Holiday Activities and Food Programme (HAF):** provide support with recreational activities and healthy food to vulnerable children, those with SEND, those receiving free school meals, and also support them during school closures (holidays).



Strategies introduce to address obesity in Ealing Community

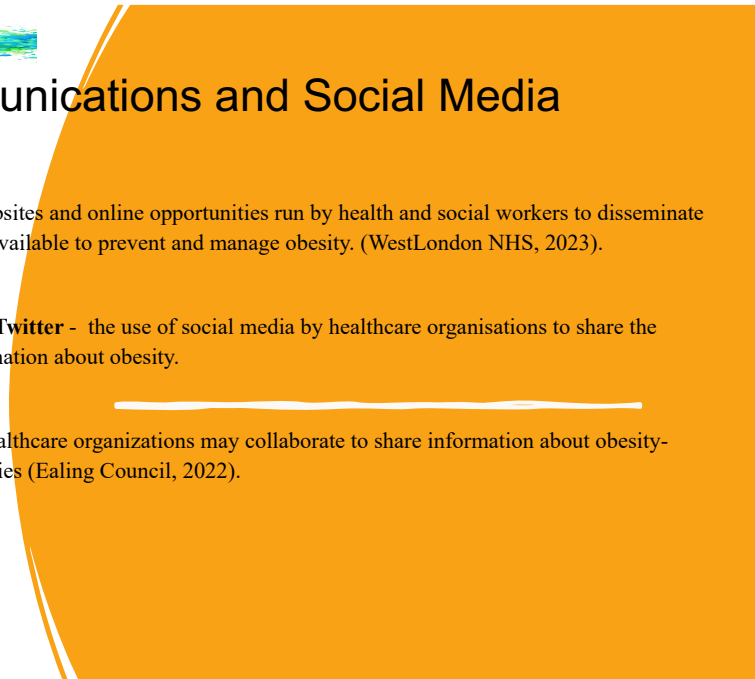
Ealing Healthy Weight Healthy Lives Strategy 2016-2019

- **The Ealing Walks led walks programmed** - program provided by the Southall Community Alliance especially for sedentary residents across the borough.
- **Commissioning of Ealing's multi-component lifestyle Programmed** - Ealing Community HealthCare have developed this program for Ealing residents (registered with the GP), aged 16 to 74 with a BMI above 25 (23 for South Asians).
- **Ealing Council's Health Trainers programmed** - personalized support to promote and improve a healthy life.
- **Ealing Health Champion programme** - Ealing Community Voluntary Service (ECVS) and Ealing Council appointees provide training with messages in support of health and wellbeing.
- **Active Ealing** makes available a wide variety of physical activities. (Ealing Council, 2023)
- **Training of Oral Health Champions** – for families information sessions available at childcare centres.



Digital Communications and Social Media

- **Website and Online Researches-** websites and online opportunities run by health and social workers to disseminate healthy habits, exercise and supports available to prevent and manage obesity. (WestLondon NHS, 2023).
- **Social Media Platforms: Facebook, Twitter** - the use of social media by healthcare organisations to share the broadest range of resources and information about obesity.
- **Media Relations** - local media and healthcare organizations may collaborate to share information about obesity-related issues and peoples success stories (Ealing Council, 2022).



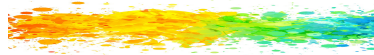
Conclusion



Solving a health problem as related-obesity issues requires a comprehensive approach that involves:

- community engagement,
 - education,
 - healthcare access,
 - changing policies to prevent and treat obesity,
 - collaboration between healthcare providers, community organizations, and local government to fight obesity for a healthier peoples life.
- By targeting these health concerns, the overall well-being of the Ealing community can be improved.
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Recommendations To support people with obesity in Ealing Community



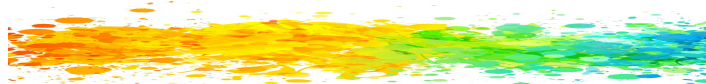
- **Provide Accessible Nutritious Food:** Working with local governments and businesses will help increase access to cheaper, subsistence foods. Businesses must perform to various healthy eating standards, such as portion sizes and reduced salt, fat and sugar capacity.
 - **Development and promotion of educational companies** - The Change 4 Life's 'Be Food Smart' app helps people make lite food options by indicating the amount of sugar, saturated fat, and salt in their food and drinks.
 - **Implement Policy Interventions:** Encourage policies to prevent and combat obesity, such as promoting healthy food in schools and public facilities and reducing the advertising of junk foods to children.(May. K., et al, 2019).
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