

Purpose

- Summary of key health and wellbeing issues for your locality
- Showcase opportunities for whole system prevention, connecting need to local community offer
- Data and analysis as a supporting evidence base

Key Issues



Transforming health and care for
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- An increasingly **older population** with higher levels of unpaid carers
- Low levels of Flu and PPV **vaccine uptake**
- High levels of **Long Term Conditions**, especially Asthma and CKD.
Low levels of health checks for learning disability patients
- **A&E attendances** and **unplanned admissions** – High A&E attendances and unplanned admissions



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Connecting need to your local community offer

Please note that due to COVID-19, some services, groups and activities may have altered the way they operate. Please check with them directly for the most up to date information.

The Community Offer – Overview



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To support social prescribing the following resources and assets are available within your area, which signpost to community solutions.

GP practices can refer patients to their **Social Prescribing Link Worker** for a one to one appointment, enabling patients to access a wide range of support services which are important and helpful to them. Your Social Prescribing Link Worker is Jessica Ryan.



Digital Resources:

Staffordshire Connects – online directory connecting people to help and support in their community

<https://www.staffordshireconnects.info/>

Information, Advice and Guidance on staying healthy and independent on **Staffordshire County Council's Website**

<https://www.staffordshire.gov.uk/>

Support Staffordshire – support for the Voluntary, Community and Social Enterprise Sector

<https://www.supportstaffordshire.org.uk/>

Click [here](#) for the directory of organisations

SCVYS – values, supports and champions the voluntary sector as it strengthens local communities

<http://staffscvys.org.uk/>

MIDOS click [here](#) for directory of services

Community Assets:

Libraries – Burntwood: Regular activities and events for children and adults such as baby bounce and rhyme, tots time / storytime, reading groups and knit and natter.

Charnwood Children's Centre in Lichfield offers services and activities such as family support, child health clinics and early learning activities.

Community Centres and Community Halls:

Hammerwich Youth & Community Centre, Burntwood
Area Youth & Community Centre, The Old Mining
College Centre, Burntwood Youth Centre Detached
Playing Field, Hammerwich WI Hall, Cannock Wood and
Gentleshaw Village Hall

The Community Offer in your area

- sourced from Staffordshire Connects, Support Staffordshire and SCVYS

Places to go / things to do



Places of Welcome - bringing people together to connect and belong. For younger people girls football, Scout and Guide groups, boys brigade, youth clubs including senior youth clubs and youth for Christ and under 13s football.

There is a leisure centre that provides a gym and a swimming pool. Alongside activities/clubs available at community hubs there is over 16s football club, ladies football club, riding school, cross-stitch, friendship group.

Carers



Numerous care support, such as residential care homes along with organisations who support people to live in their own homes.

There is a Shared Lives service in Staffordshire and support for carers is available which includes respite/carers clubs. There are a number of Day Centres in nearby Lichfield.

Health and Wellbeing



There is support for patients and their families, friends and carers affected by gastric or bariatric surgery and dementia. Nearby areas also provide support for Alzheimers, parkinsons, hearing loss, arthritis. There is a falls prevention service for older people.

There are helplines and digital support is also available online and via apps.

Spark Burntwood provides support and activities to children and families.

Money advice

Citizens Advice South East provides information, advice and support.

The Rowan Organisation provides advice specifically to disabled people, elderly and people with mental illnesses.

Prevention Services- some examples

Everyone Health – Key prevention contract providing: weight management, stop smoking, physical activity and falls prevention support to people aged 50 and over who either live in specific areas of Staffordshire or who are registered with a particular GP practice*. They also provide stop smoking support to pregnant women (and their partners) and social isolation and loneliness support to anyone living in Staffordshire. NHS Health Checks are also provided for people aged 40-74 living in Staffordshire.

Web: <https://staffordshire.everyonehealth.co.uk/> Tel: [0333 005 0095](tel:03330050095)

*People aged 50+ years who are registered at **Burntwood Health and Wellbeing Centre and Darwin Medical Practice** are eligible. Practices not listed above can still refer people into and/or provide services to patients who are 50 years+ and live in one of the identified areas of high need. Contact Public Health – PublicHealth-MailboxAccess@staffordshire.gov.uk

Health and Wellbeing App Finder – Trusted library of digital health and wellbeing apps, covering a range of issues such as stopping smoking, mental health, weight loss, fitness and managing health conditions. All apps are fully reviewed by ORCHA.

Web: www.staffordshire.gov.uk/appfinder

Healthier You: NHS Diabetes Prevention Programme – Practices can refer those identified at high risk of developing type 2 diabetes onto a behaviour change programme. Contact: ndpp@staffordshire.gov.uk Web:

<https://www.england.nhs.uk/diabetes/diabetes-prevention/>

Drug and alcohol treatment – all interventions are delivered by the Staffordshire Treatment And Recovery Service (STARS) – which is a partnership led by the charity Humankind, that includes the Burton Addiction Centre (BAC), among others. If you have any concerns about someone's drug and/or alcohol use Contact Web: humankind.starseast@nhs.net Tel: [01827 50664](tel:0182750664)

Prevention Services (continued)

Contraception – Many GPs are commissioned to provide implants and coils by Staffordshire Public Health, practices can refer patients to other GPs across Staffordshire (not restricted to within individual CCG areas). Emergency oral contraception is available free from most pharmacies in Staffordshire. For further information please contact sexualhealthteam@staffordshire.gov.uk

Staffordshire Warmer Homes is an initiative managed by Staffordshire County Council in partnership with, E.ON and local district and borough councils to deliver funded first time central heating systems to eligible homes across Staffordshire.
Web: <https://www.staffordshire.gov.uk/Warmer-Homes/About-the-scheme.aspx> Freephone: [0333 202 4481](tel:03332024481)

Time 4 Sport – Fun healthy lifestyle courses for families with children aged 2 to 15 whose weight is above their ideal weight.
Web: <https://www.time4sportuk.com/healthy-lifestyle-programmes/t4s-gold/> Tel: [07707 275 409](tel:07707275409) Email: info@time4sportuk.com

Children's Health & Wellbeing Service (0-19) – Integrated service that brings together health visiting and school nursing.
East Hub (for East Staffordshire, Tamworth, Lichfield and Cannock) Tel: [0300 303 3924](tel:03003033924) Email: FHWS.east@mpft.nhs.uk or FHWS.east@nhs.net

Staffordshire Children & Young People's Emotional Health & Wellbeing Service (Action for Children) – Supports children & young people (aged 5-18 years, up to 24 years for care leavers and those with Education Health & Care Plans) with low to moderate mental health needs such as low mood and anxiety. Web: <https://www.staffordshire-ewb.actionforchildren.org.uk/staffordshireemotionalhealthandwellbeingsservice/informationforprofessionalsandreferrers>

Analysis Approach and Further Information

Analysis approach

- Used a range of national and local data sources - Public Health Outcomes Framework, NHS data (NHS digital), Education data etc.
- Analysis underpinned by statistical techniques (age standardisation, 95% confidence intervals) – difference to comparators will be a statistically significant difference
- Unless stated, statistics will be for the Primary Care Network area, either through practice-based sources or weighting of geographical based indicators
- If a CCG or local authority district statistic is used this will be stated.
- Use alongside other sources such of information including [Rightcare](#), CCGs and CSUs.

Further contacts

- Statistics used in this pack: matthew.bentley@Staffordshire.gov.uk
- Prevention Services: PublicHealth-MailboxAccess@staffordshire.gov.uk
- Community Offer: PublicHealth-MailboxAccess@staffordshire.gov.uk
- Rightcare: ian.ellis1@nhs.net



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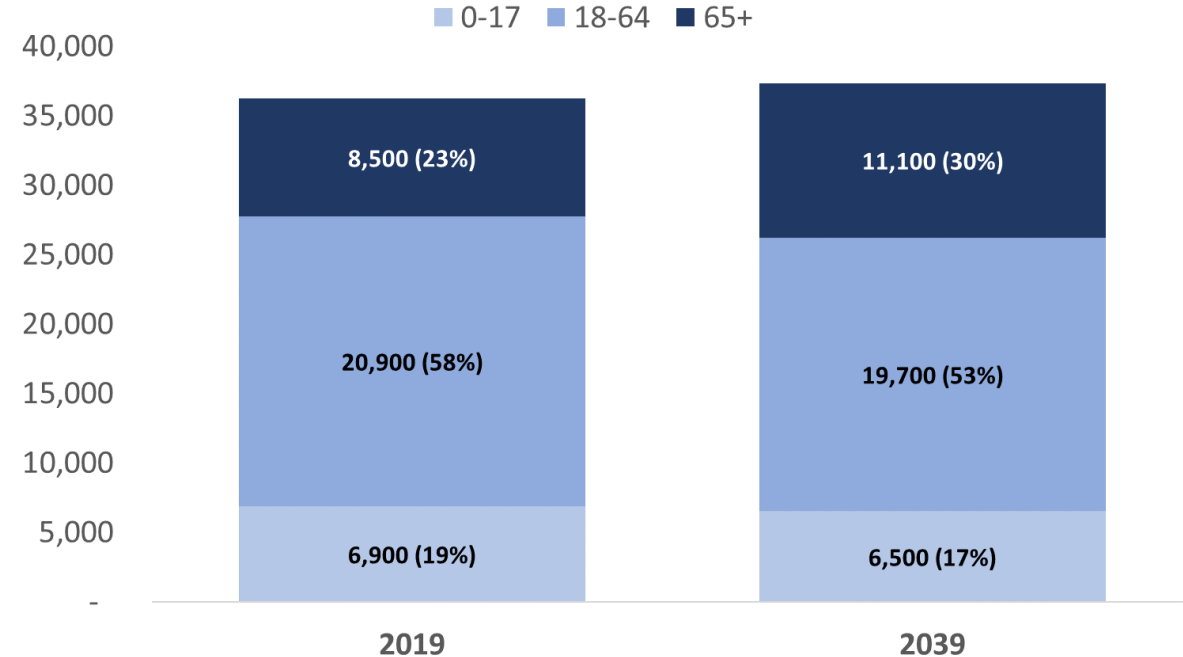
Data and Analysis

A shrinking working age population

- Almost 1 in 4 of the population are aged 65+ (higher than Staffordshire and national averages)
- A higher than average proportion of the population live in urban areas (96%)
- Male and female life expectancy (80.0 and 82.2 years) are both in line with the national average, 2017/18
- Lower than average levels of deprivation
- 18% live in an Everyone Health high health need priority area

An ageing population can lead to **increased demand on health and care services**

Population change 2019 -2039



- By 2039 the older population will increase as the working age population decreases
- Fewer working age people to support the young and the old

Multiple factors driving demand

Maternal and Infant Health

- High proportions of smoking in pregnancy (13%) in SES&S CCG area (2018/19)
- Only 57% of Mums initiate breastfeeding in SES&S CCG area (2018/19 – lower than national)

Children in low income households

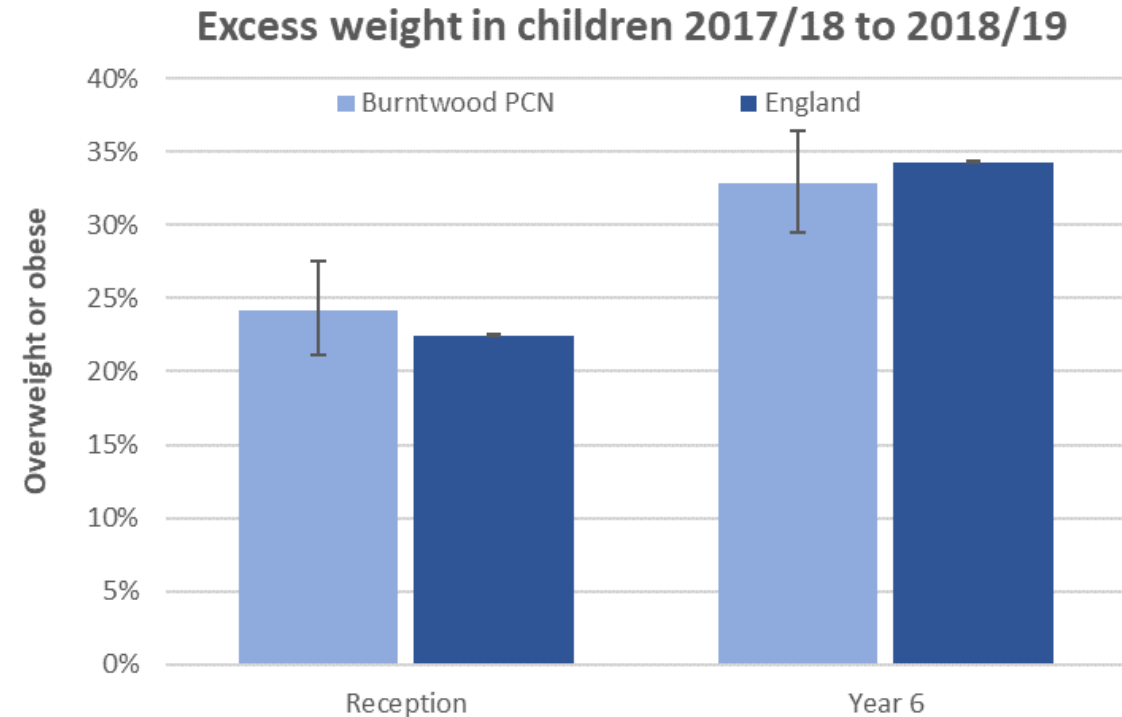
- 13% of young people live in low income households (better than national)

Education

- 73% of pre school children achieve a good level of development, similar to national (2019)
- 39% achieve core level of GCSE attainment, similar to the national average of 40% (2019)

Children's emotional wellbeing and mental health

- Poverty, parental mental illness, substance abuse and domestic abuse lead to poor wellbeing



Excess Weight

- One in four reception age children overweight or obese (similar to national)
- One in three year six children overweight or obese (similar to national)

Multiple factors driving demand

Health Protection is a key factor in preventing demand



Downward trends in MMR vaccinations (2016-2019)

Adult vaccinations (2018/19)

69% of 65+ getting flu vaccine - 3 in 10 not vaccinated (lower than national – 2018/19)

66% of 65+ getting PPV vaccine - 1 in 3 not vaccinated (lower than national – 2018/19)

Only 43% of under 65 at risk getting flu vaccine (lower than national – 2018/19)



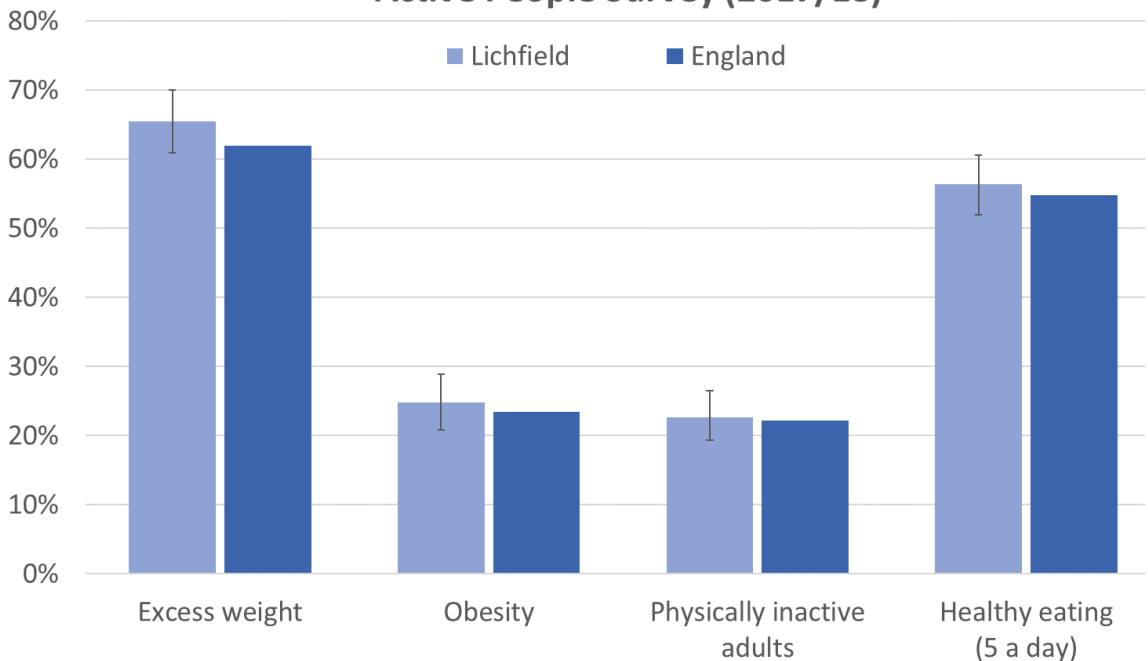
Screening – 2015 to 2018

Bowel cancer - 63% - higher than national
Breast cancer - 77% - higher than national
Cervical cancer - 74% - higher than national



Healthy lifestyles

Obesity , physical activity and healthy eating
Active People Survey (2017/18)



- Two thirds of adults are overweight or obese in Lichfield District – similar to national
- **15% smoke** – lower than national (2018/19 QOF)
- **Alcohol-related admissions** higher than the national average (2018/19)

Multiple factors driving demand

The main **drivers of adult social care** are housing, social isolation and carers.

In Burntwood:

- 10% of households in fuel poverty (lower than national)
- High housing affordability ratios in Lichfield district
- High levels of older people predicted to be lonely
- High proportions of unpaid carers aged 65+ (highest proportion in Staffordshire)

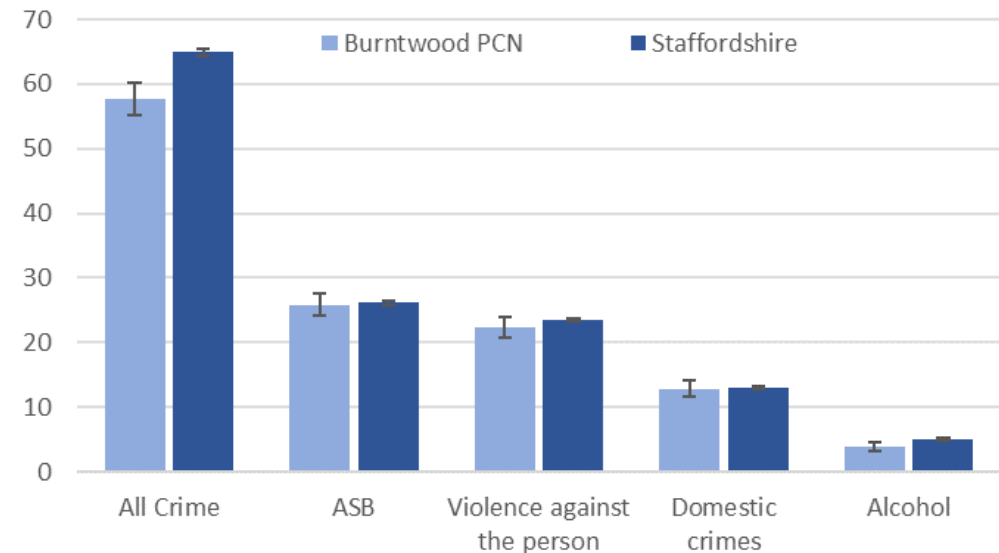
Challenges to healthy environments in Burntwood

- Crime and the fear of crime
- 1 in 10 elderly income deprived (lower than national)
- Air quality management areas at Five Ways Island, Muckley Corner and surrounding areas such as Birmingham and Walsall.



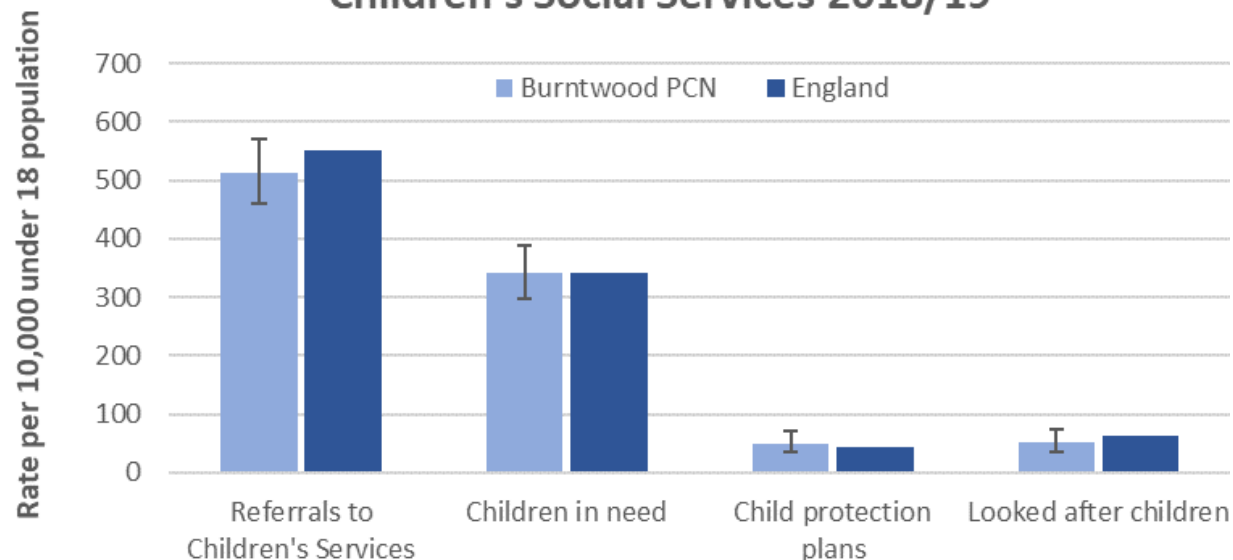
1 in 5 houses in poor condition

Crime rates per 1,000 population 2018/19



Increasing pressure on children's social care

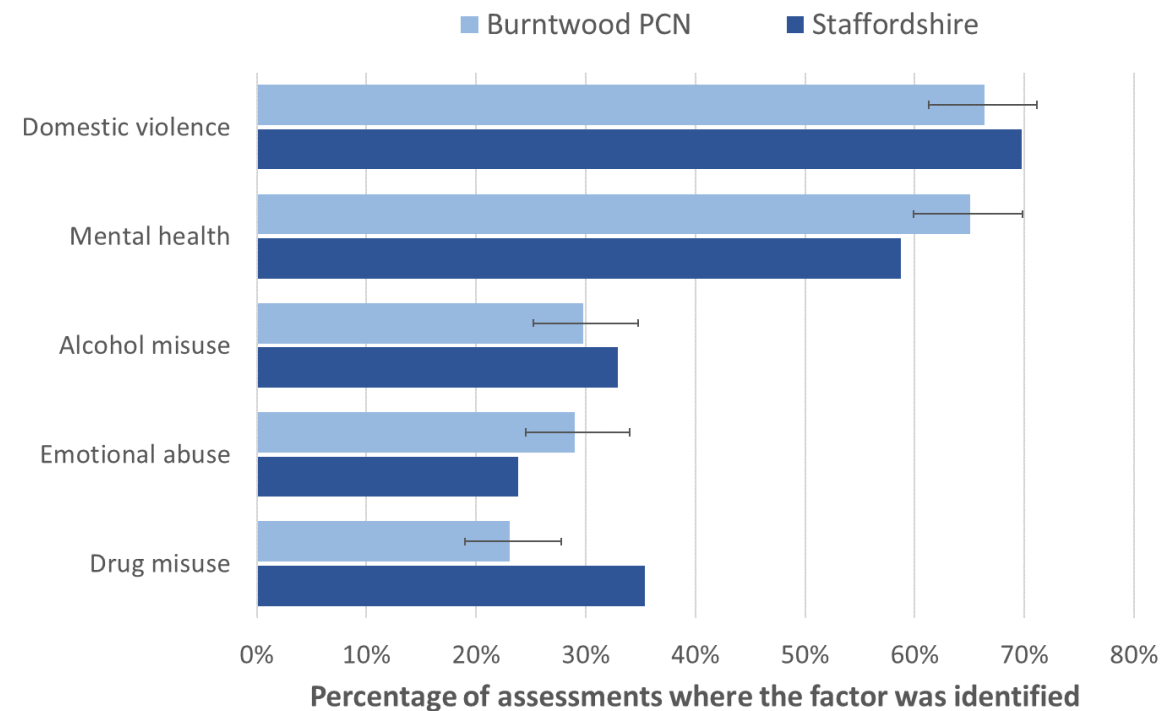
Children's Social Services 2018/19



- Rising demand across Staffordshire with increasing rates, leading to poorer outcomes
 - About 100 referrals in Burntwood for early help (via Local Support Teams) in 2018/19
 - Key characteristics of demand in Staffordshire: Deprived communities and aged 10-15 years
- Opportunities for prevention

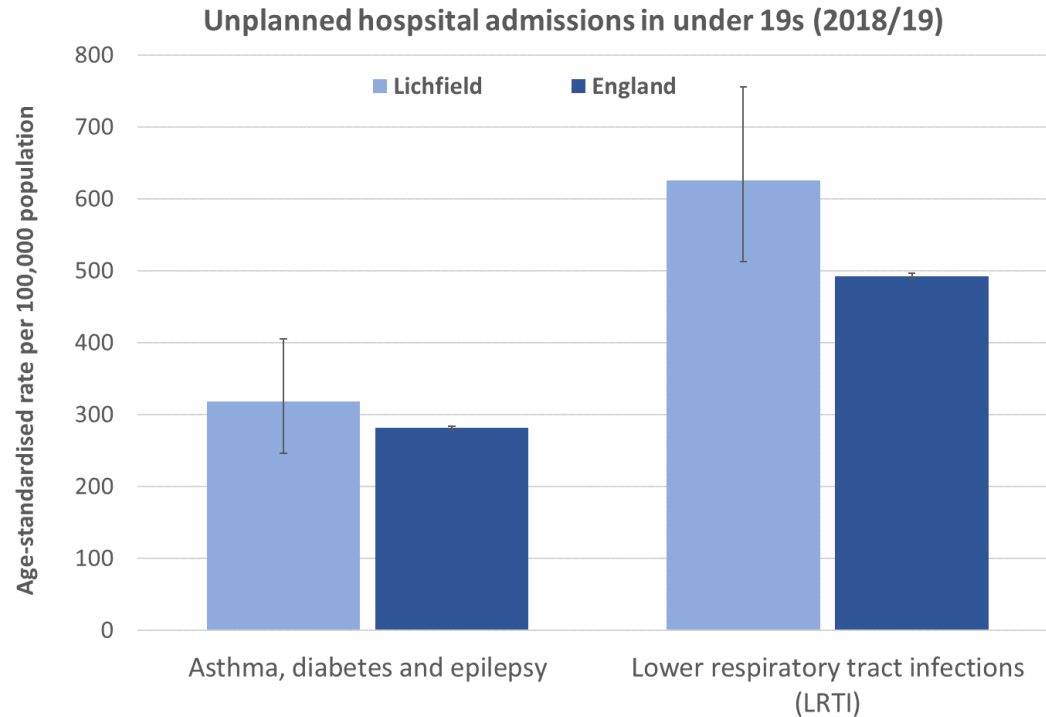
Common Factors identified at Initial CIN Assessment

(using weighted allocations from 350 assessments in 2018/19 - multiple factors per assessment)



Children in Need assessments highlight wider family issues, such as domestic abuse, mental health and substance abuse – demand on **health and social care services**

Increasing pressure on children's health services



- Emergency admissions in ages 0-19 similar to the national average (2018/19)
- A&E attendances (including walk-in and MIUs) in ages 0-19 are higher than the Staffordshire average (2018/19)
- About three in ten (29%) of coded A&E attendances in ages 0-19 in Burntwood receiving advice and guidance (2018/19), lower than the Staffordshire average of 41%
- Opportunities for prevention
- Child emergency **admissions** for LRTI in Lichfield District are high (2018/19)



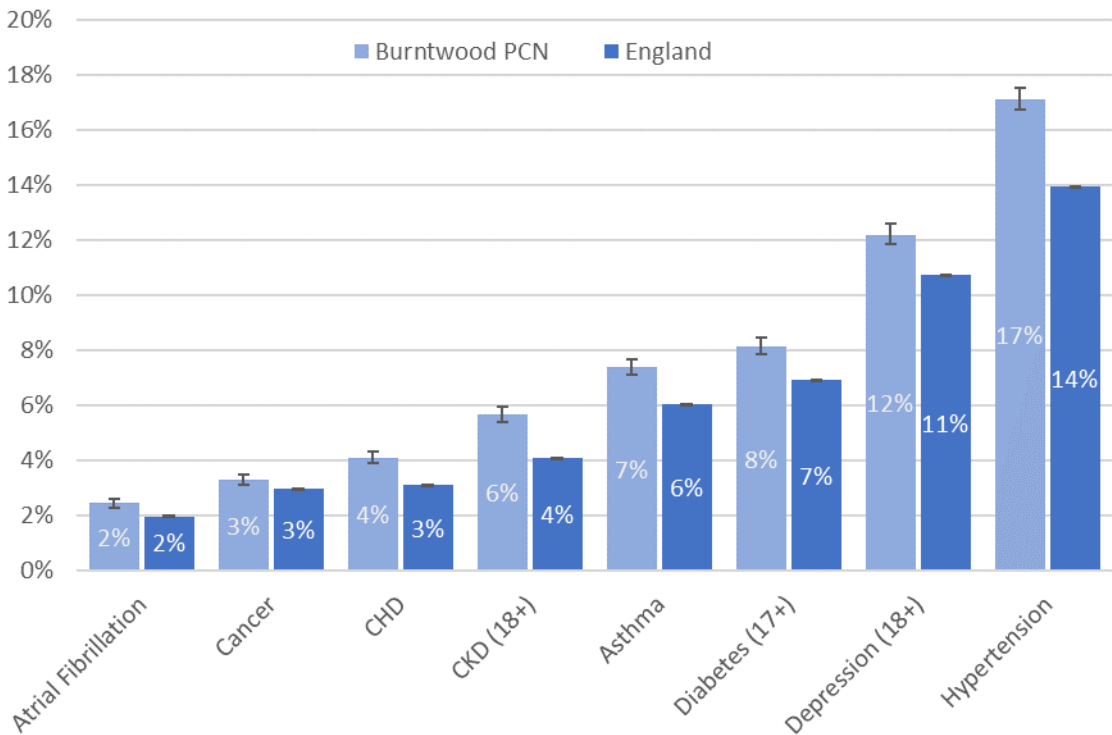
- Rates of referrals to children's mental health services higher than the national average (CCG area - 2018/19)
- Rates of self harm admissions in the under 25s similar to England (CCG area - 2018/19)
- Mental health admissions in under 25s similar to England (PCN & CCG – 2018/19)

Increasing demand for primary care

In Burntwood:

- Higher prevalence and increasing trend of people with long-term conditions
- Highest recorded levels of asthma and CKD in Staffordshire
- Dementia diagnosis rates are lower than England (63% vs 70%)
- 1,800 over 65s estimated to be at risk of frailty (22% of 65+ population)
- Only 34% of learning disability QOF registered patients received health check in 2018/19 (lower than national and lowest in Staffordshire)

Selected Long Term Conditions (QOF registered 2018/19)



An ageing population is also likely to have an impact on these numbers in the future



Over a million general practice consultations in NHS South East Staffordshire and Seisdon CCG during 2019 - at a lower rate to England (using experimental data)

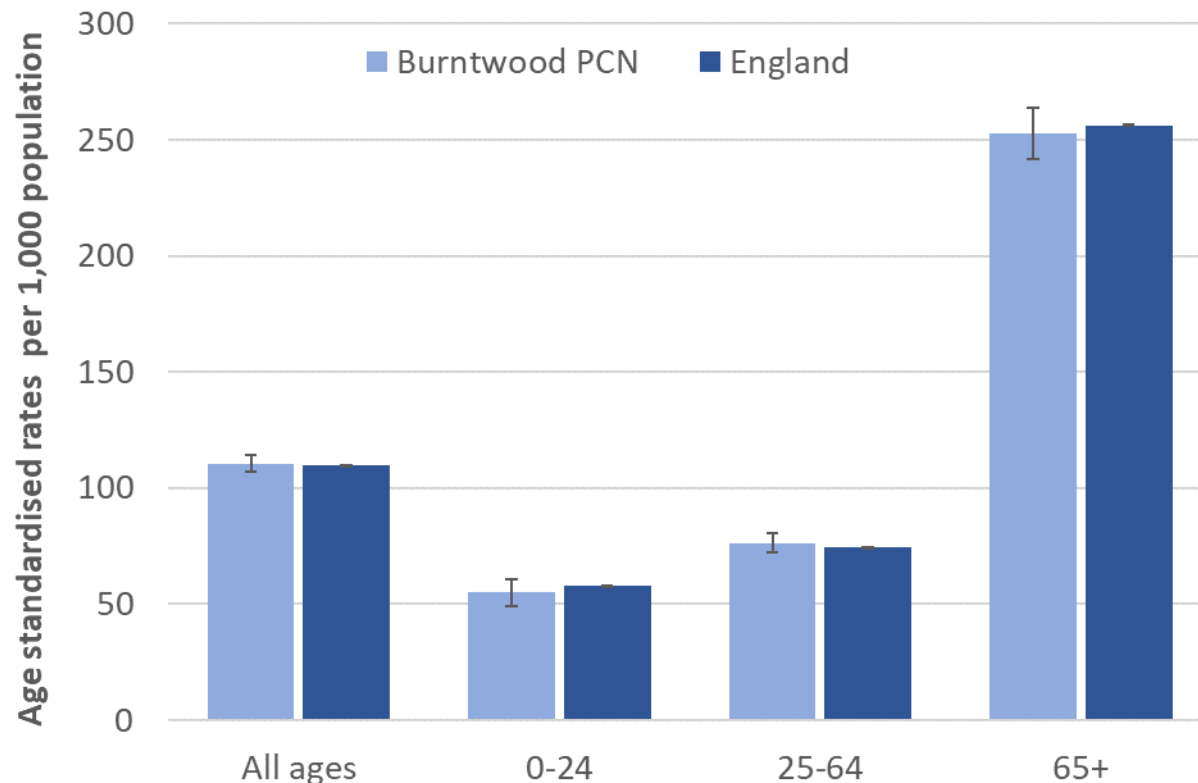


44% of consultations with a GP (lower than national – 52%)

88% of consultations face to face (higher than national – 82%)

High demand for hospital care

Emergency Admissions 2018/19



Characteristics:

- Elderly, young children and deprived communities
- One in four emergency admissions also have a mental health diagnosis (similar to Staffordshire)

A&E attendances, 2018/19

- 15,550 attendances (including Walk-In and MIUs) at a higher rate to Staffordshire

In-patient care, 2018/19

- £8 million spent on unplanned admissions - 49% of all in patient costs (Midlands and Lancashire CSU)
- Unplanned admissions similar to national average
- Unplanned admissions for circulatory conditions higher than national
- High rates of unplanned admissions for acute conditions for which hospitalisation may be prevented or reduced (Lichfield District - NHS Digital – 2018/19)
- Delayed transfers of care high in Staffordshire (both NHS and Social Care)

For more detailed information on admissions and attendances please refer to your CCG

Higher levels of demand for adult social care

In Burntwood (2018/19):

- 1,990 people are estimated as being at risk of needing adult social care support
- Of approximately 310 assessments completed in 2018/19, 84% resulted in a social care package
- Higher rate per 18+ population to Staffordshire
- Short term support is the biggest area of demand as at 31 March 2019
 - 140 receiving short-term support e.g. equipment provision (45% of assessments – higher than Staffordshire)
 - 115 receiving long-term support e.g. home care (37% of assessments)
- 10 care homes (3 nursing) in the Burntwood area, providing 240 beds (a lower rate to national)

Similar to hospital demand, adult social care service users are most likely to be:

- Aged 75 years or over
- White British origin
- Living in deprived areas
- Have physical support needs such as personal care or mobility

Opportunities to reduce demand through prevention and earlier intervention

