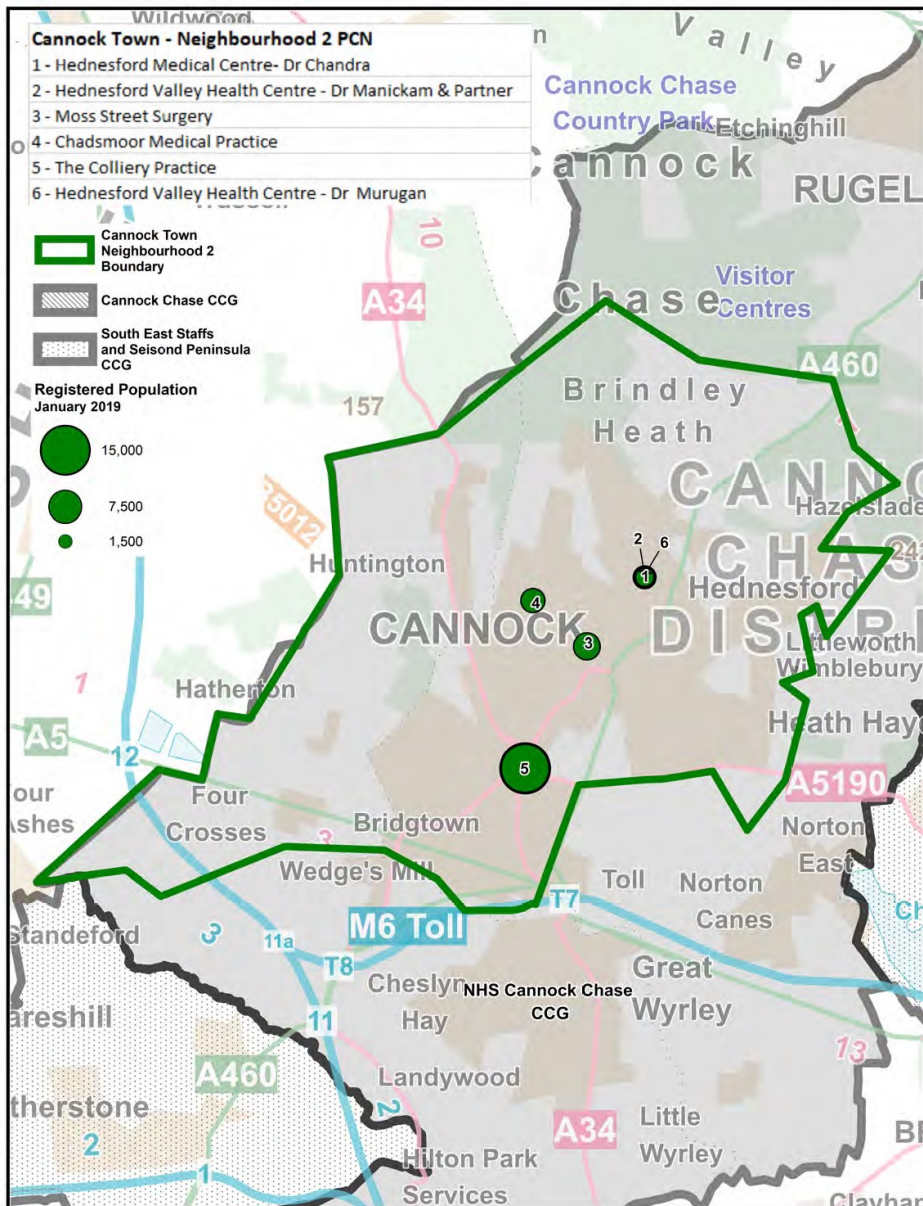


Transforming health and care for
Staffordshire & Stoke-on-Trent

Cannock North Primary Care Network - Data Pack



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

- **Children and Families** - Smoking in pregnancy, low levels of breastfeeding, child obesity, mental health and wellbeing, social service referrals and educational attainment
- **Multiple wider determinants** - Low incomes across all ages, crime, high numbers of unpaid carers and high loneliness predictions
- **An ageing population** combined with low uptake of vaccinations and unhealthy lifestyles (smoking, 3 in 4 adults overweight or obese and high alcohol admissions)
- High levels of **Long Term Conditions** (particularly depression) and **A&E attendances**



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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

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.



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:

Community Hubs: Cannock, Heath Hayes and Hednesford Libraries, Cannock Children's Centre, Hayes Green Community Centre, Friends of Hednesford Park, Cannock Chase Leisure Centre, Cannock Chase Museum, Avon Business Centre, Special Needs Adventure Park, Salvation Army, West Chadsmoor Children's Centre, St Peters, Green Heath Community and St Luke's Churches, Pye Green Community Centre, Living Springs Community Centre

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

Cannock Children's Centre offers activities including Tiny Toez, Post Natal Clinics and Parent Support Groups and hosts Homestart and Local Support Teams.

Community Centres and Community Halls: Hazelslade Youth & Community Education Centre, Cannock Youth & Community Centre, St Marys Catholic Community Centre & Social Club

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, youth clubs including a specific club for young people with SEND. Leisure Centres provide a gym and swimming pool.

Alongside activities/clubs available at community hubs there is rugby for all ages, walking, cycling, ice-skating, woodwork/metalwork, senior residents group, craft, whist, art, martial arts and lunch clubs.

Carers



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

A Shared Lives service and a number of Day Centres. Support for carers is available throughout Staffordshire which includes respite and carers clubs.

Health and Wellbeing



There is support for patients and their families, friends and carers affected by Alzheimer's, Parkinson's, hearing loss, dementia, arthritis, ankylosing spondylitis and dual sensory loss. There is a falls prevention service for older people.

There are specific services available for school age children, young adults with mild to moderate learning disabilities aged 19-25 years and the bereaved. There are helplines and digital support is also available online and via apps.

Money advice

Citizens Advice South West and Cannock Advice Centre provide 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 **Moss Street Surgery, Chadsmoor Medical Practice, Hednesford Medical Practice, Dr M Murugan's Surgery, The Colliery Practice and Dr Manickam & Partner** 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. For more information 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.starswest@nhs.net Tel: [01785 270080](tel:01785270080)

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/staffordshireemotionalhealthandwellbeingservice/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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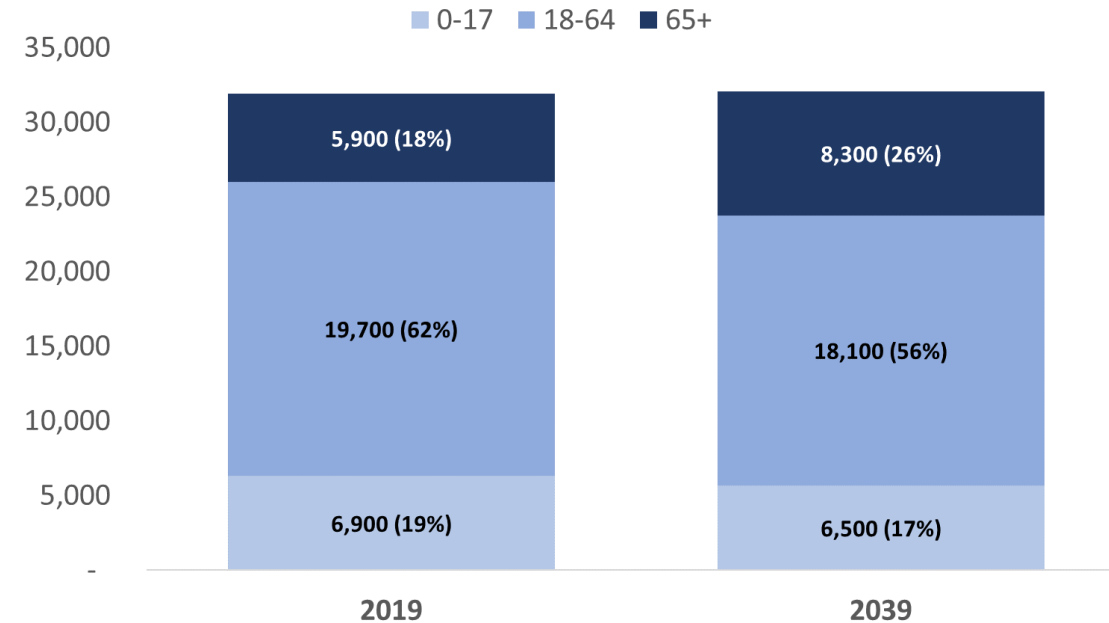
Data and Analysis

A shrinking working age population and deprivation

- Compared to Staffordshire, the age profile of Cannock North is younger than Staffordshire but older than national averages.
- All of the population of Cannock North live in areas classified as urban.
- Male life expectancy (78.5 years) in line with national average, yet female life expectancy is lower (81.6 years vs 83.1). Both are among the lowest in Staffordshire – 2017/18
- One in five (19%) living in the most deprived national quintile, the highest proportion in Staffordshire
- A high proportion (55%) live in an Everyone Health high health need priority area

All 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 (14%) in Cannock Chase CCG (2018/19)
- Low levels of breastfeeding initiation (51%) in Cannock Chase CCG (2018/19)

Children in low income households

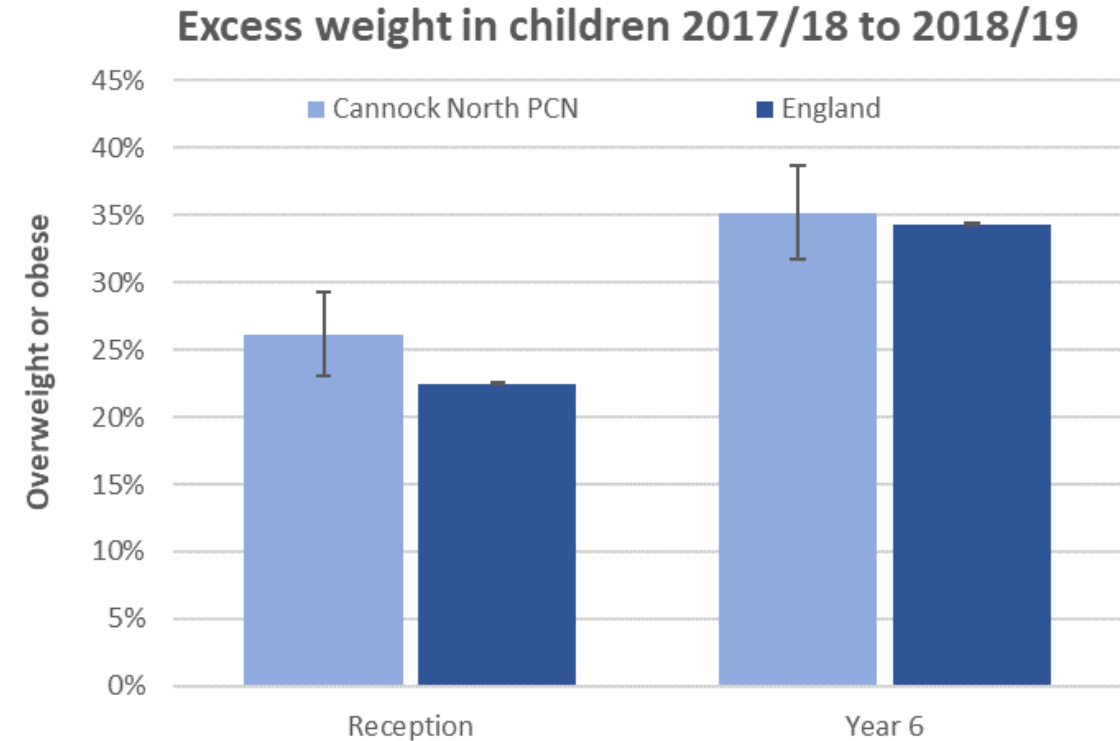
- One in five young people in low income households (higher than national and the highest in Staffordshire)

Education

- Three quarters (73%) of pre school children achieve a good level of development, however only 28% achieve core level of GCSE attainment, one of the lowest in Staffordshire and lower than the national average of 40% (2019)

Children's emotional wellbeing and mental health

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



Excess Weight

- One in four reception age children overweight or obese (higher than 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

69% of 65+ getting flu vaccine - 1 in 3 not vaccinated (lower than national – 2018/19)

55% of 65+ getting PPV vaccine (lower than national – 2018/19)

Only 47% of under 65 at risk getting flu vaccine (similar to national – 2018/19)

Screening – 2015 to 2018

Breast cancer - 73% - similar to national

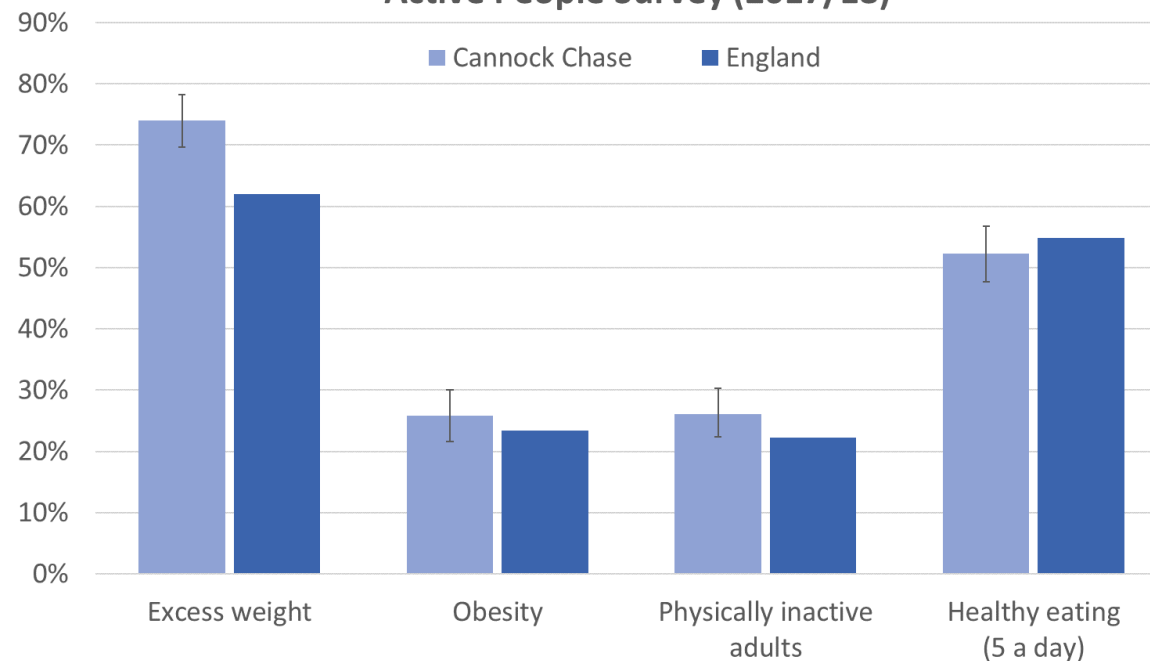
Cervical cancer - 75% - higher than national

Bowel cancer - 57% - lower than national



Healthy lifestyles

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



- **Three quarters of adults are overweight or obese** in Cannock Chase District – higher than national
- **One in four adults are physically inactive**
- **19% smoke** – higher than national and the highest in Staffordshire (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 Cannock North:

- One in nine households in fuel poverty (11% - similar to the national average)
- High levels of older people predicted to be lonely – the highest in Staffordshire
- Nearly 5,000 (16%) unpaid carers aged 65 and over (higher than national and one of the highest in Staffordshire)

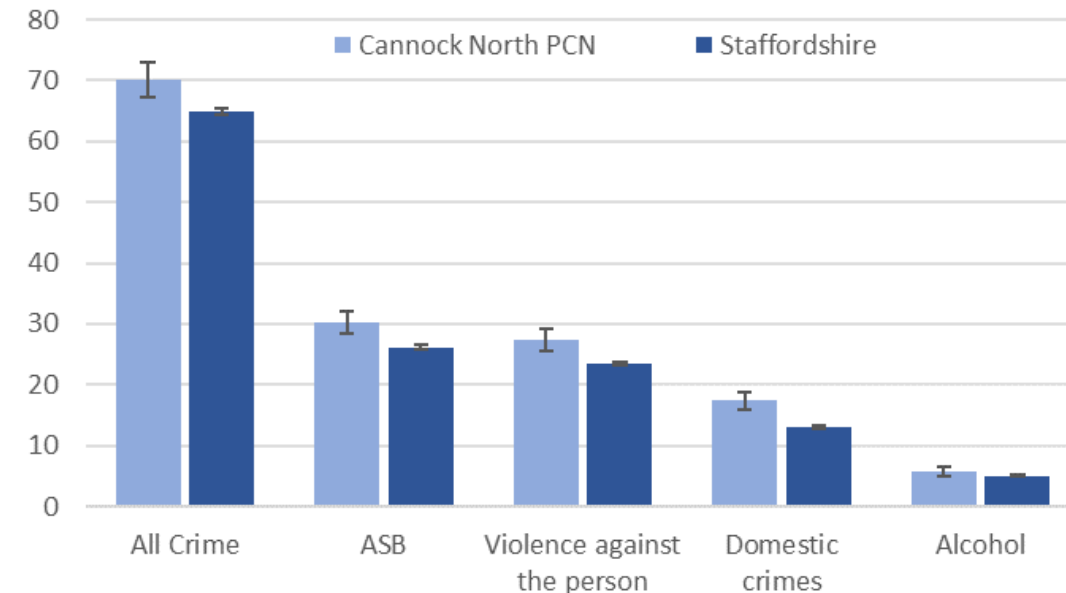
Challenges to healthy environments in Cannock North:

- Claimant count rates higher than Staffordshire
- Higher crime rates than the Staffordshire average
- 1 in 6 income deprived elderly (higher than national and the highest in Staffordshire)
- High density of fast food outlets across Cannock Chase District
- Air quality management area's in Wedges Mill (A4601 and parts of the A5 such as Oak Farm and the A34 junction).



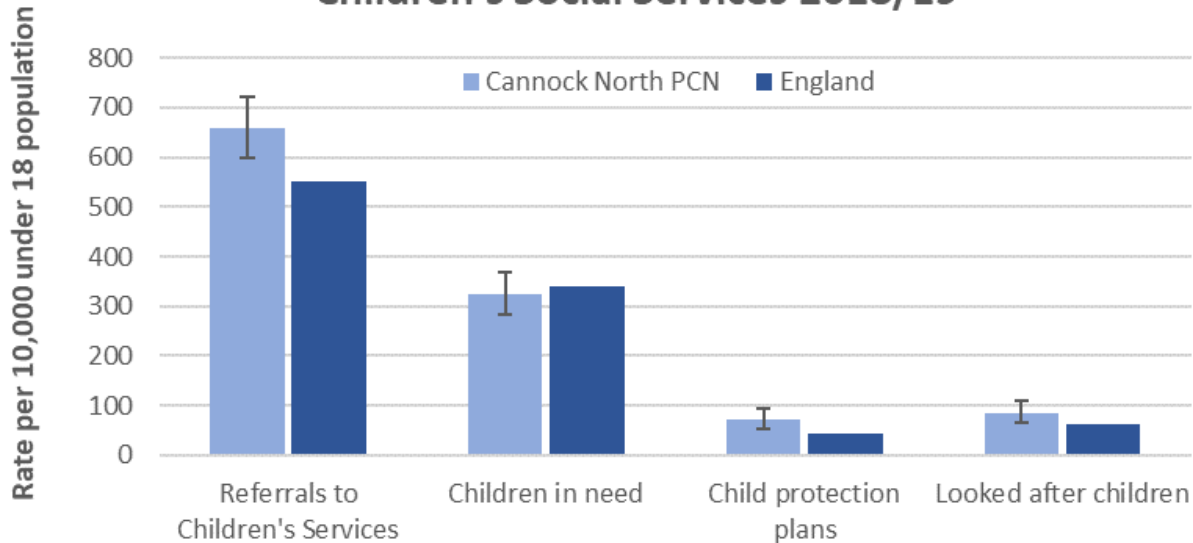
1 in 5 houses in poor condition

Crime rates per 1,000 population 2018/19



Increasing pressure on children's social care

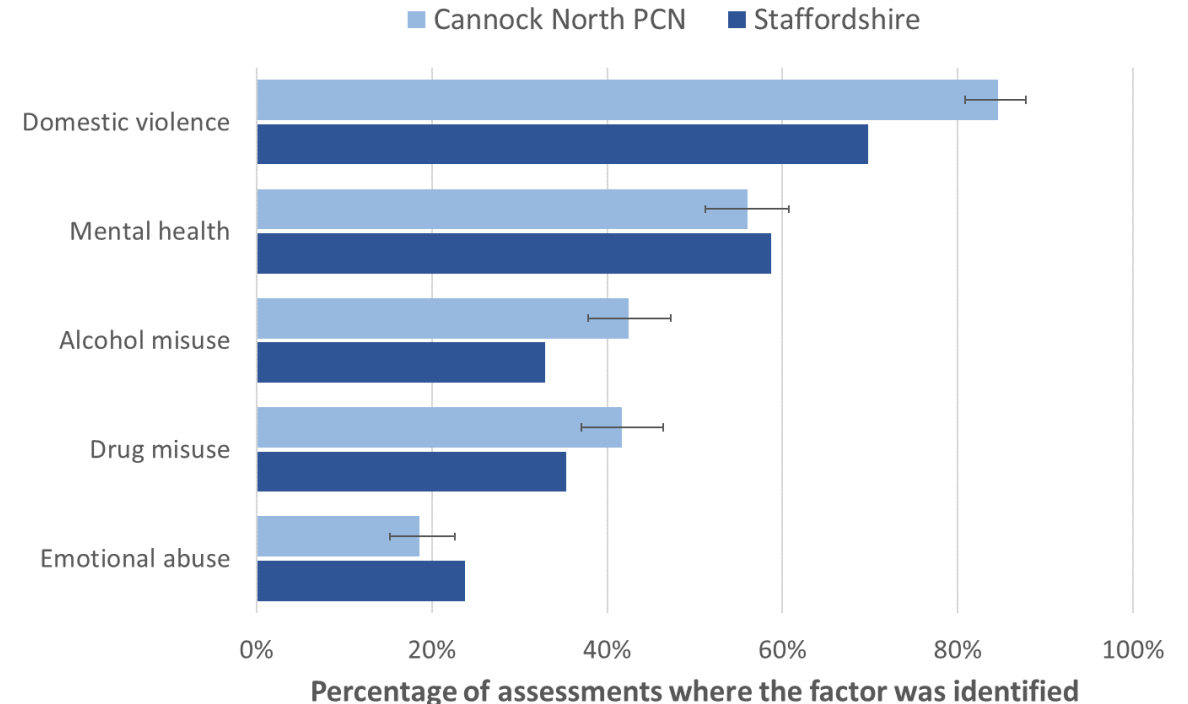
Children's Social Services 2018/19



- Rising demand across Staffordshire with increasing rates, leading to poorer outcomes
 - High rates of referrals, child protection plans and looked after children in Cannock North
 - About 250 referrals in Cannock North 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

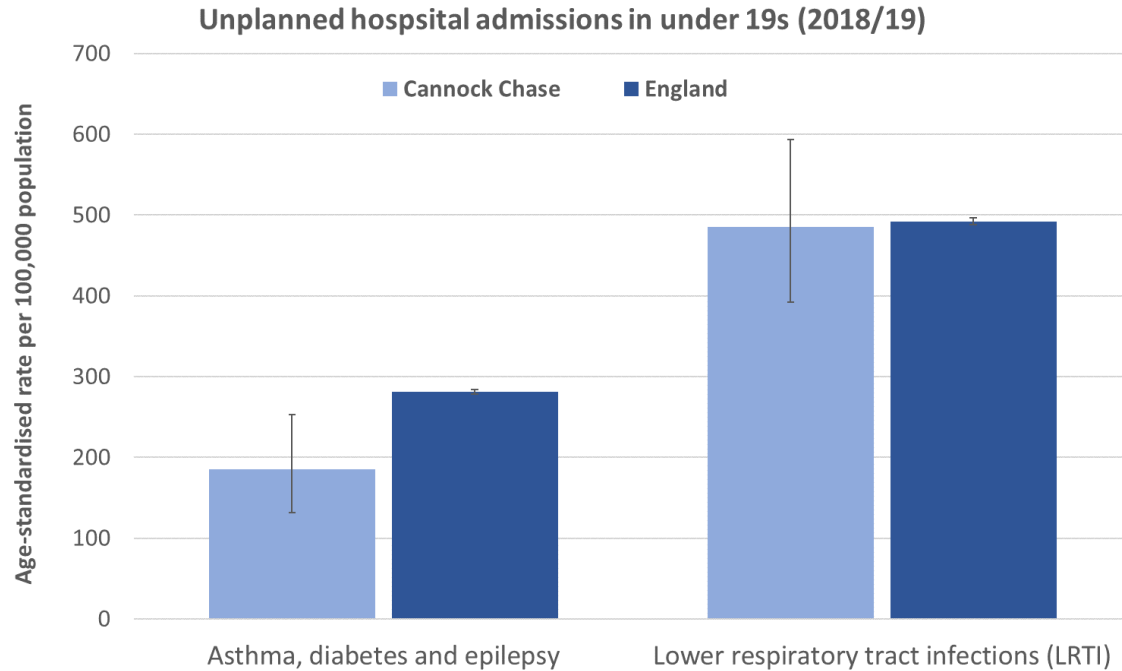
Common Factors identified at Initial CIN Assessment

(using weighted allocations from 420 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



- Unplanned admissions in ages 0-19 are lower than the national average
 - Rates of A&E attendance (including walk-in and MIUs) in 0-19 ages are higher than Staffordshire (2018/19)
 - Almost half (45%) of coded A&E attendances in ages 0-19 receiving advice and guidance (2018/19 - including walk-in and MIUs)
- Opportunities for prevention



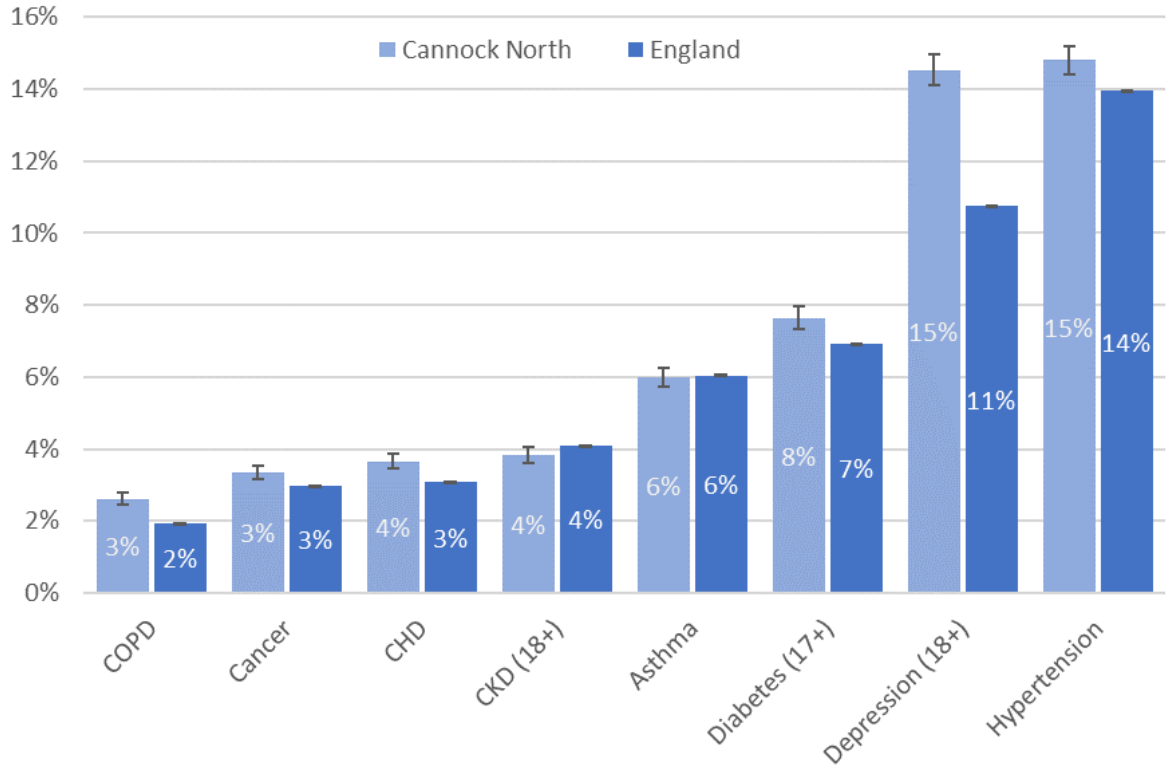
- Rates of referrals to children's mental health services higher than the national average (CCG area - 2018/19)
- Rates of self harm admissions in the under 25s higher than England (CCG area - 2018/19)
- Mental health admissions in under 25s higher than England (PCN & CCG – 2018/19)

Increasing demand for primary care

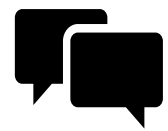
In Cannock North:

- Higher prevalence and increasing trend of people with long-term conditions
- High recorded levels of depression (highest in Staffordshire)
- Dementia diagnosis rates are lower than England (63% vs 70%)
- 1,200 over 65s estimated to be at risk of frailty (21% of 65+ population)
- 62% of learning disability QOF registered patients received health check in 2018/19 (higher than national)

Selected Long Term Conditions (QOF registered 2018/19)



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



Around 667,000 general practice consultations in NHS Cannock Chase CCG during 2019 - at a lower rate than England (using experimental data)

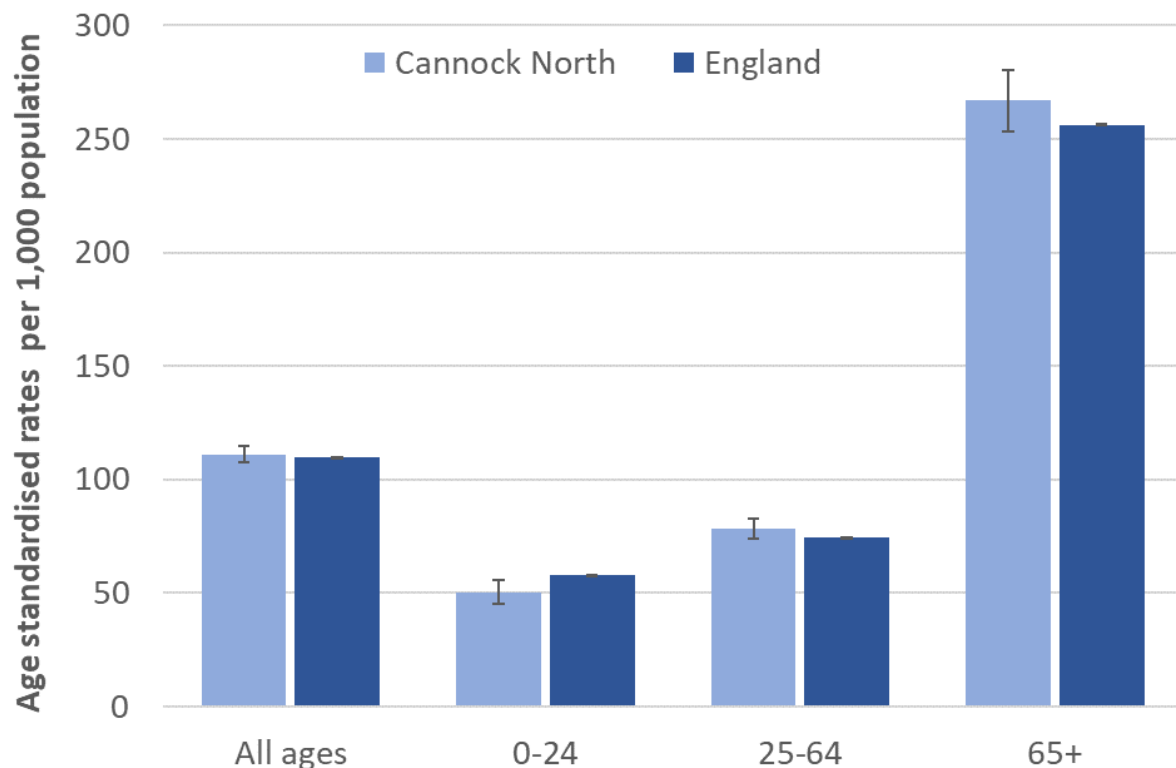


48% of consultations with a GP (lower than national – 52%)

93% 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 three emergency admissions also have a mental health diagnosis (higher than Staffordshire)

A&E attendances, 2018/19

- 14,000 attendances (including Walk-In and MIUs) at a higher rate to Staffordshire, with 38% of those coded receiving advice and guidance

In-patient care, 2018/19

- £7 million spent on emergency admissions - 49% of all in patient costs (Midlands and Lancashire CSU)
- Unplanned admissions similar to national
- Unplanned admissions for circulatory conditions higher than national
- High rates of unplanned admissions for chronic conditions for which hospitalisation may be prevented or reduced (Cannock Chase District 2018/19 - NHS Digital)
- 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 Cannock North (2018/19):

- 1,340 people are estimated as being at risk of needing adult social care support
- Of approximately 260 assessments completed in 2018/19, 76% resulted in a social care package
- Similar rate per 18+ population to Staffordshire
- Long term support is the biggest area of demand as at 31 March 2019
 - 70 receiving short-term support e.g. equipment provision (25% of assessments – similar to Staffordshire)
 - 120 receiving long-term support e.g. home care (47% of assessments)
- 15 care homes (8 nursing) in the Cannock North and South areas, providing 490 beds (a similar 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

