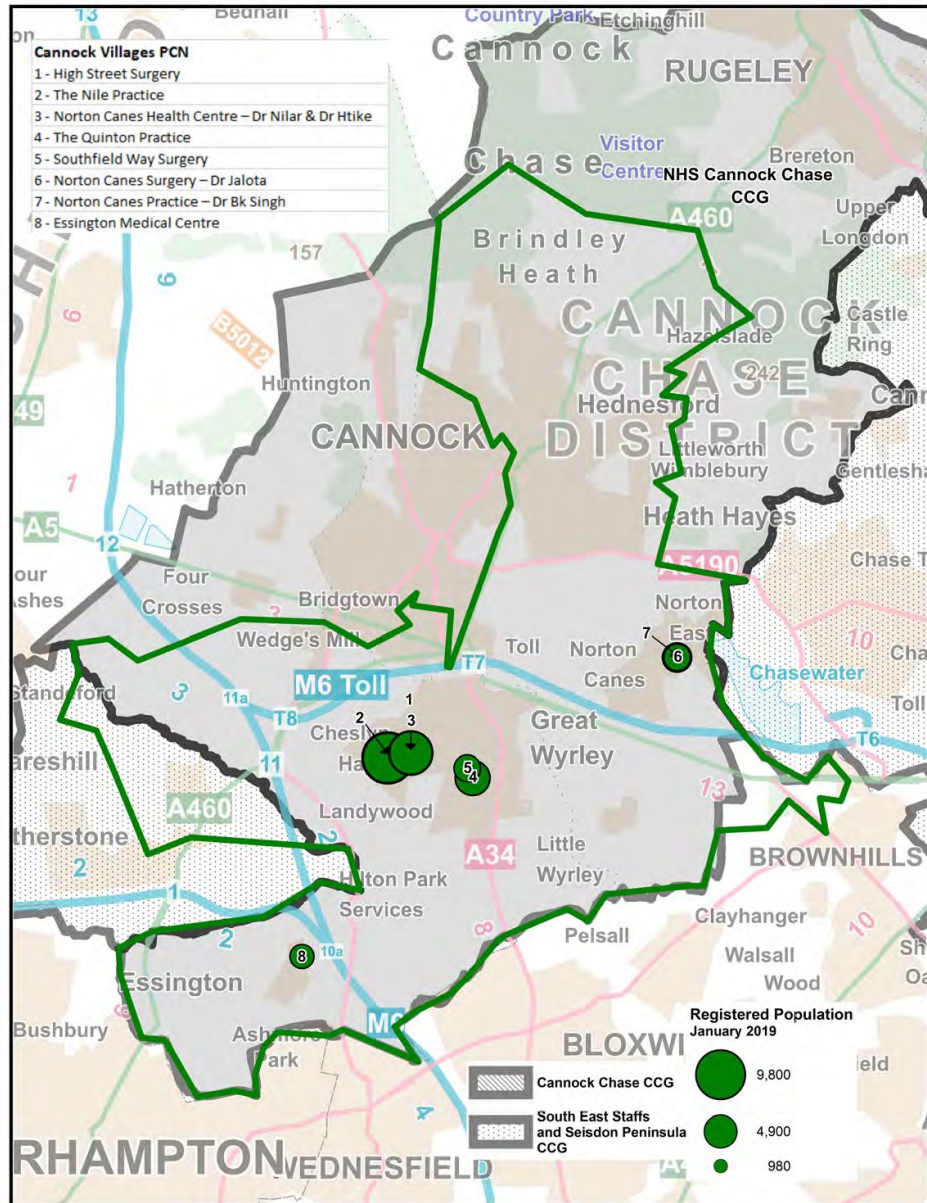


# Cannock Villages Primary Care Network - Data Pack



# 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



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- **An old and increasingly ageing population** with some unhealthy lifestyles (alcohol admissions)
- **Children and Families** – Smoking in pregnancy, low levels of breastfeeding, children in low income households, child obesity, mental health and wellbeing and educational attainment
- **Multiple wider determinants** – Older people with low incomes, air quality and high numbers of unpaid carers
- High levels of **Long Term Conditions** (particularly Diabetes) and **A&E attendances**

# 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.



## 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:** Norton Canes Library, Great Wyrley Library and Cheslyn Hay Library.

**Libraries – Norton Canes, Great Wyrley, Cheslyn Hay:** Regular activities and events for children and adults such as baby bounce and rhyme, tots time / storytime, reading groups and knit and natter.

**Community Centres and Community Halls:** Cheslyn Hay Parish Hall, Norton Canes Community Centre,

# The Community Offer in your area

- sourced from SCVYS, Staffs Connects & Support Staffordshire

## Places to go / things to do



For younger people Scout and Guide groups and youth clubs. Sports coaching and physical activities for children aged 4 to 13 years. Pre-school football based activity sessions.

Alongside activities/clubs available at community hubs there is exercise classes, poetry and reading groups, Darby and Joan club and over 60s club.

## 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



Across Cannock 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)

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](mailto: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](http://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](mailto: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: [mailto:humankind.starswest@nhs.net](mailto:mailto: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](mailto: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](mailto:info@time4sportuk.com)

**Children's Health & Wellbeing Service (0-19)** – Integrated service that brings together health visiting and school nursing.  
**East Hub** (Cannock district) Tel: [0300 303 3924](tel:03003033924) Email: [FHWS.east@mpft.nhs.uk](mailto:FHWS.east@mpft.nhs.uk) or [FHWS.east@nhs.net](mailto:FHWS.east@nhs.net)  
**West Hub** (South Staffordshire district) Tel: [0300 303 3923](tel:03003033923) Email: [FHWS.west@mpft.nhs.uk](mailto:FHWS.west@mpft.nhs.uk) or [FHWS.west@nhs.net](mailto:FHWS.west@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](mailto:matthew.bentley@Staffordshire.gov.uk)
- Prevention Services: [PublicHealth-MailboxAccess@staffordshire.gov.uk](mailto:PublicHealth-MailboxAccess@staffordshire.gov.uk)
- Community Offer: [PublicHealth-MailboxAccess@staffordshire.gov.uk](mailto:PublicHealth-MailboxAccess@staffordshire.gov.uk)
- Rightcare: [ian.ellis1@nhs.net](mailto:ian.ellis1@nhs.net)



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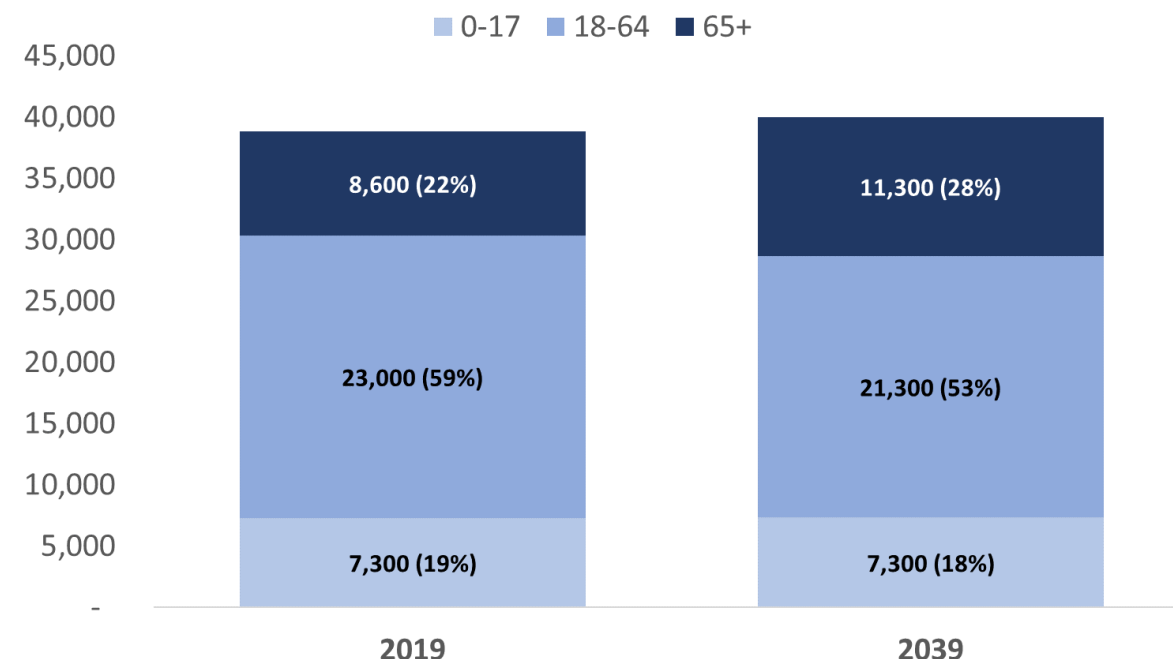
# Data and Analysis

# An old and increasingly ageing population

- Most (61%) of the registered population of Cannock Villages live in the South Staffordshire District Council area.
- 22% of the population are aged 65+ (higher than Staffordshire and National averages)
- A higher than average proportion of the population of Cannock Villages live in areas classified as rural (24%)
- Male and female life expectancy (79.4 and 83.3 years) in line with national average, 2017/18
- One in four (26%) of the population of Cannock Villages 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 (14%) in Cannock Chase CCG (2018/19)
- Low levels of breastfeeding initiation (51%) in Cannock Chase CCG (2018/19)

## Children in low income households

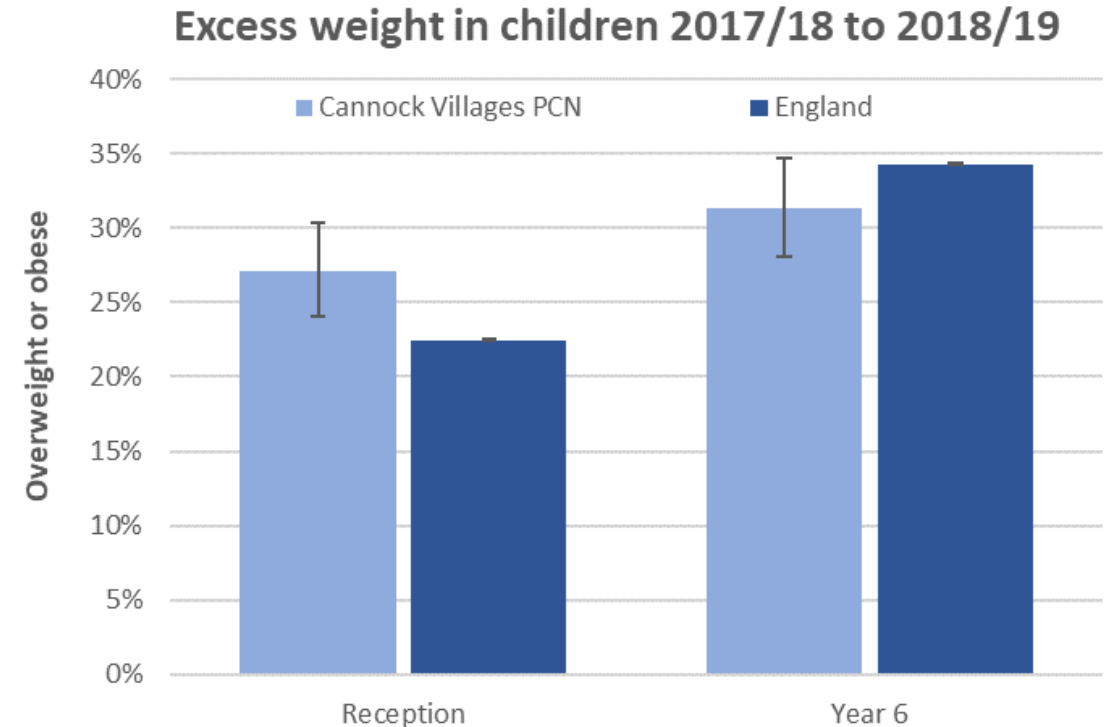
- One in seven (15%) young people in low income households (higher than the Staffordshire average)

## Education

- Three quarters (73%) of pre school children achieve a good level of development, however only 30% 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

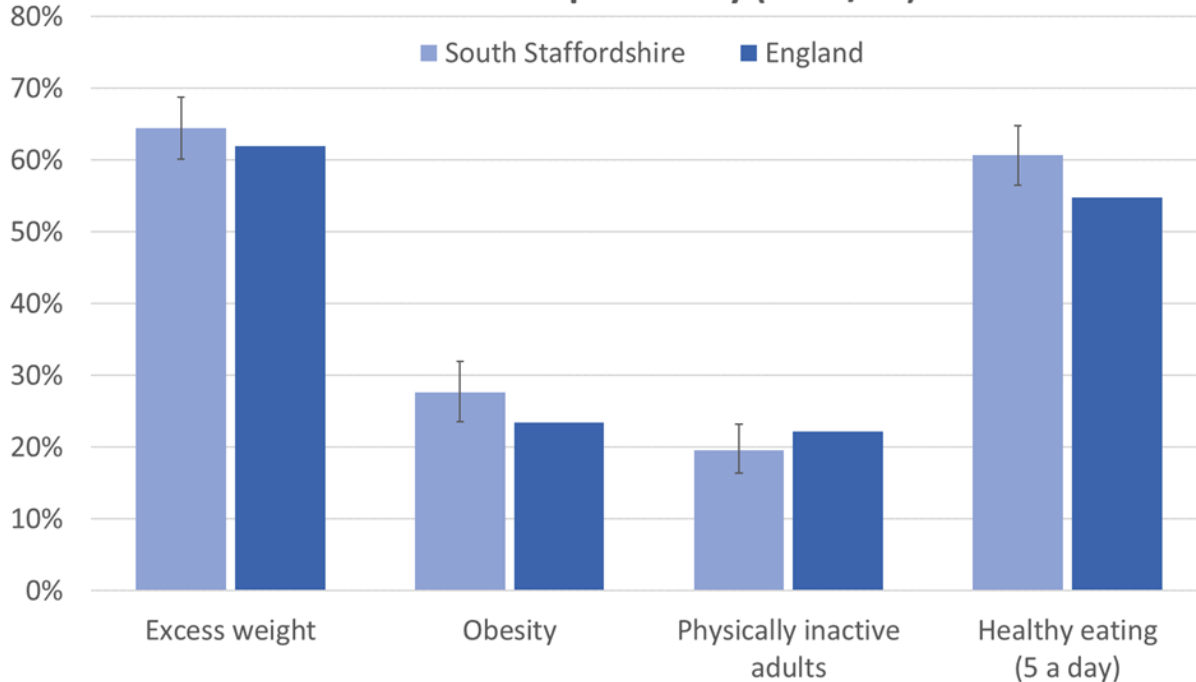


## Excess Weight

- 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

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



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

## Health Protection is a key factor in preventing demand

### Adult vaccinations

71% of 65+ getting flu vaccine - 3 in 10 not vaccinated  
(lower than national – 2018/19)



69% of 65+ getting PPV vaccine – one in three not vaccinated (similar to national – 2018/19)

Only 48% of under 65 at risk getting flu vaccine  
(similar to national – 2018/19)

### Screening – 2015 to 2018

Breast cancer - 68% - lower than national  
and one of the lowest in Staffordshire



Cervical cancer - 77% - higher than national  
Bowel cancer - 60% - similar to national



# Multiple factors driving demand

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

## In Cannock Villages:

- One in ten households in fuel poverty (9% - lower than the national average)
- Lower than average levels of older people predicted to be lonely
- 6,900 (15%) unpaid carers aged 65 and over (higher than national)

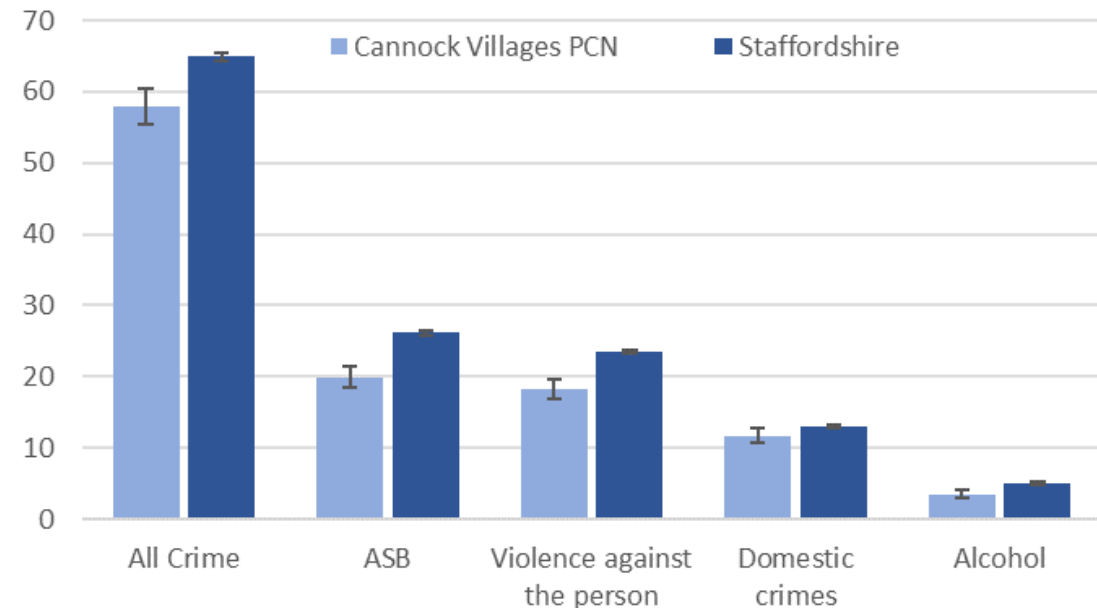
## Challenges to healthy environments in Cannock Villages:

- Crime and the fear of crime
- 1 in 7 income deprived elderly (14% - higher than the Staffordshire average)
- High density of fast food outlets across Cannock Chase District (low across South Staffordshire)
- Air quality management areas in Wedges Mill (A4601), Five ways island and parts of the A5 such as Oak Farm and the A34 junction as well as surrounding areas such as Wolverhampton and Walsall



**1 in 5** houses in poor condition

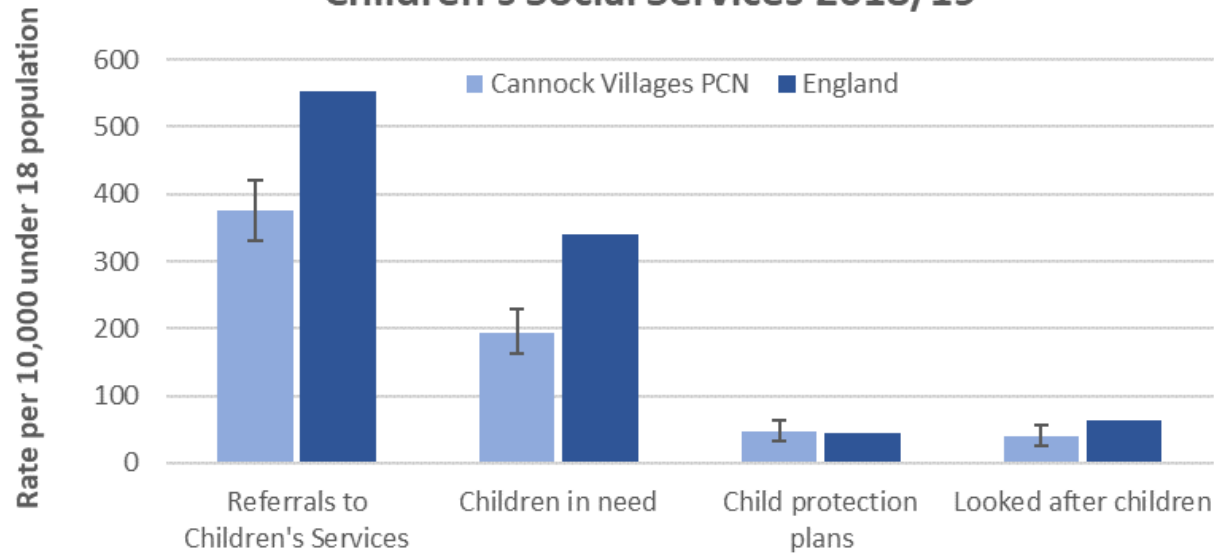
Crime rates per 1,000 population 2018/19





# Increasing pressure on children's social care

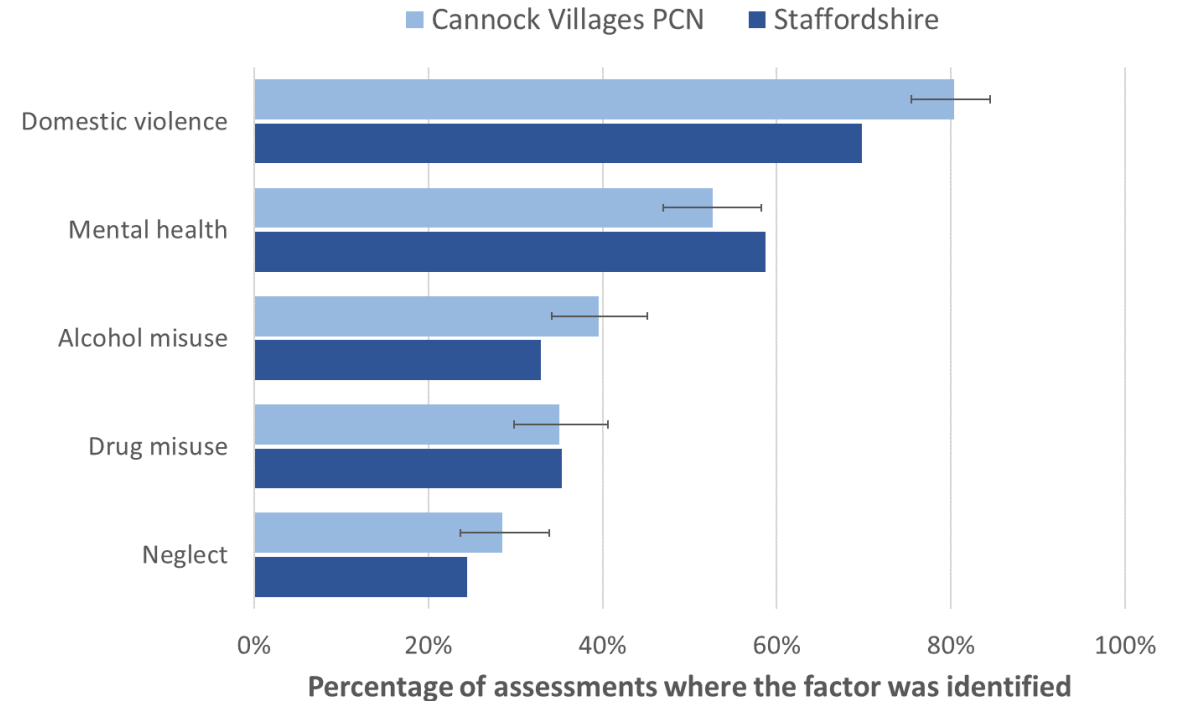
Children's Social Services 2018/19



- Rising demand across Staffordshire with increasing rates, leading to poorer outcomes
- About 140 referrals in Cannock Villages 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

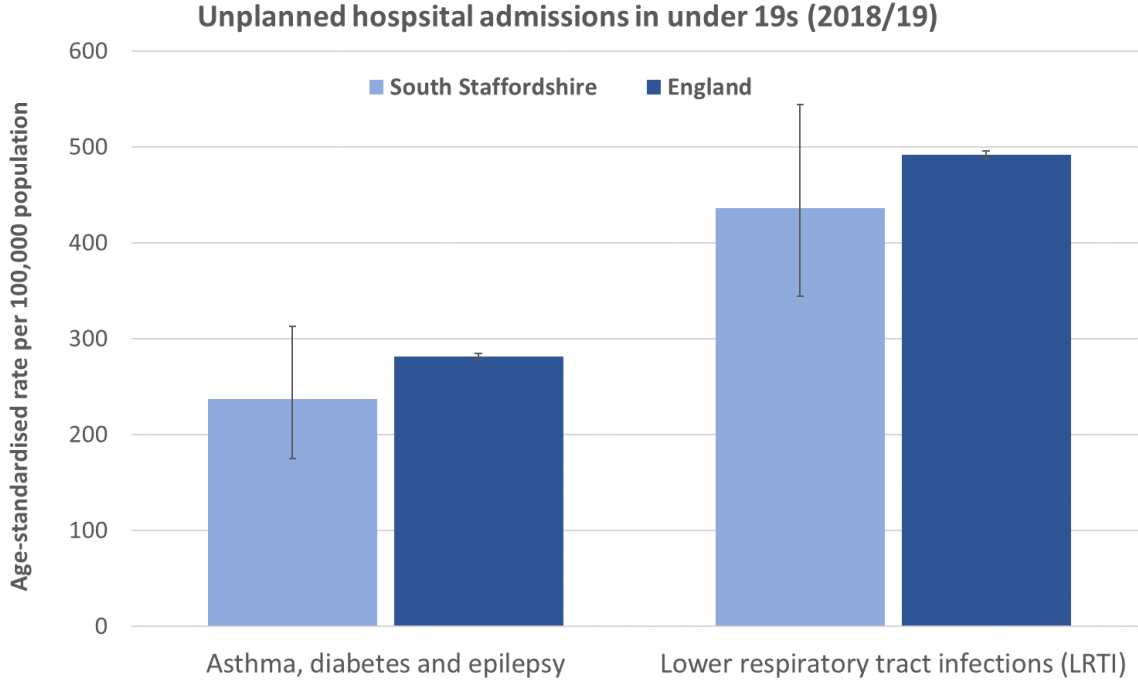
Common Factors identified at Initial CIN Assessment

(using weighted allocations from 300 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 similar to the national average
- Rates of A&E attendance (including walk-in and MIUs) in 0-19 ages are similar to Staffordshire (2018/19)
- 37% 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 similar to England (PCN – 2018/19)

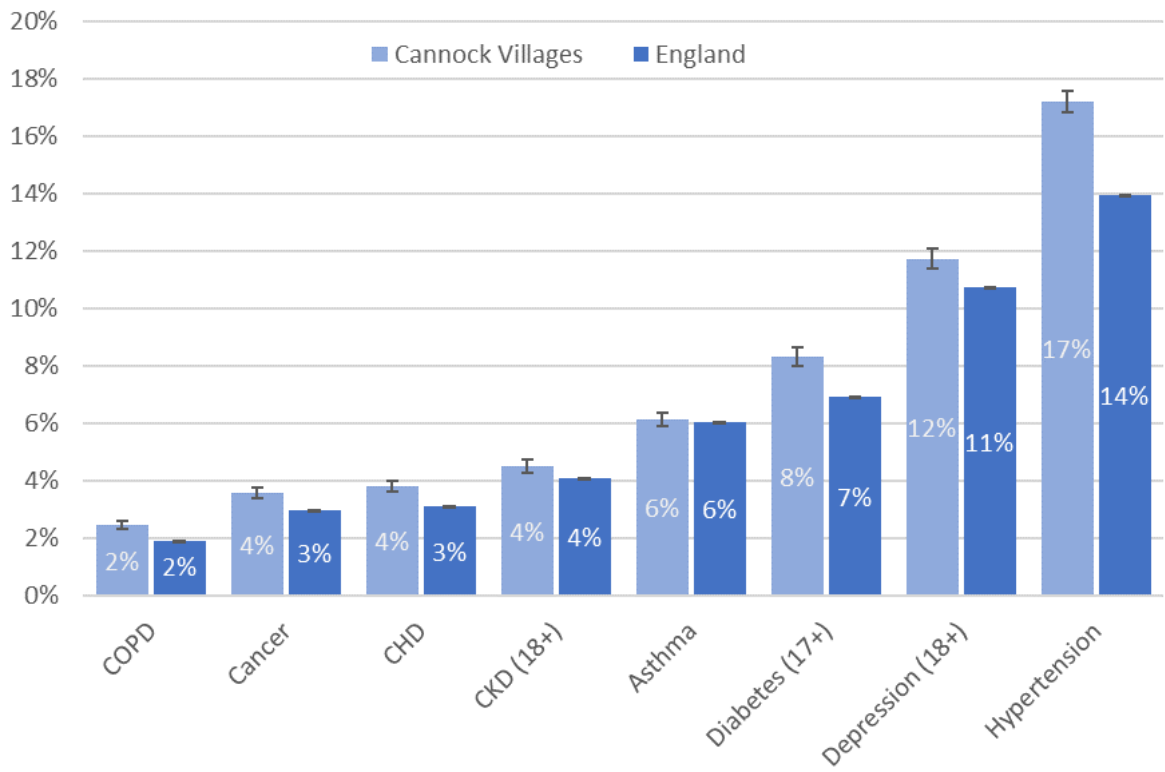
# Increasing demand for primary care

## In Cannock Villages:

- Higher prevalence and increasing trend of people with long-term conditions
- High recorded levels of diabetes
- Dementia diagnosis rates are better than England (81% vs 70%)
- 1,900 over 65s estimated to be at risk of frailty (22% of 65+ population)
- 64% of learning disability QOF registered patients received a health check in 2018/19 (higher than national)

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

Selected Long Term Conditions (QOF registered 2018/19)



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

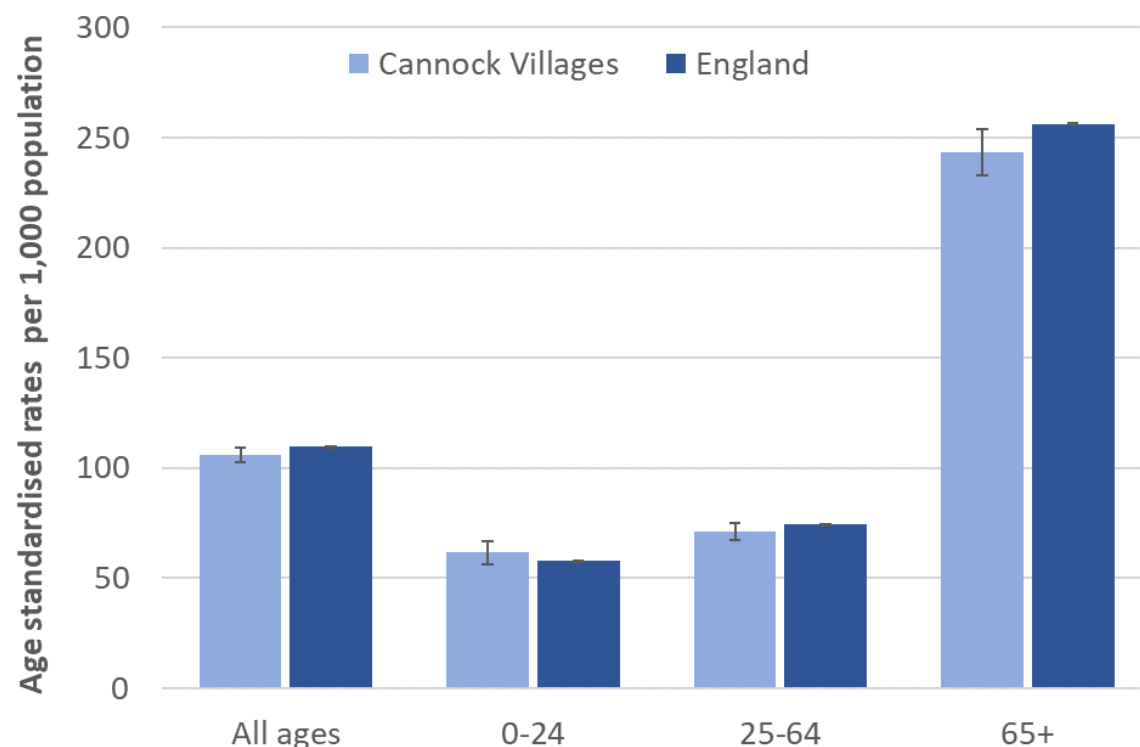


48% of consultations with a GP (lower than national – 52%)

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 four emergency admissions also have a mental health diagnosis (similar to Staffordshire)

## A&E attendances, 2018/19

- 14,300 attendances (including Walk-In and MIUs) at a higher rate to Staffordshire, with 32% of those coded receiving advice and guidance

## In-patient care, 2018/19

- £8.9 million spent on emergency admissions - 48% of all in patient costs (Midlands and Lancashire CSU)
- Unplanned admissions lower than national
- Unplanned admissions for circulatory diseases higher than national
- Low rates of unplanned admissions for acute and chronic conditions for which hospitalisation may be prevented or reduced (South Staffordshire 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 Villages (2018/19):

- 1,960 people are estimated as being at risk of needing adult social care support
- Of approximately 335 assessments completed in 2018/19, 79% resulted in a social care package
- Higher rate per 18+ population to Staffordshire
- Long term support is the biggest area of demand as at 31 March 2019
  - 100 receiving short-term support e.g. equipment provision (29% of assessments – similar to Staffordshire)
  - 160 receiving long-term support e.g. home care (48% of assessments)
- 6 care homes (2 nursing) in the Cannock Villages area, providing 310 beds (a lower rate per 65+ population than 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

