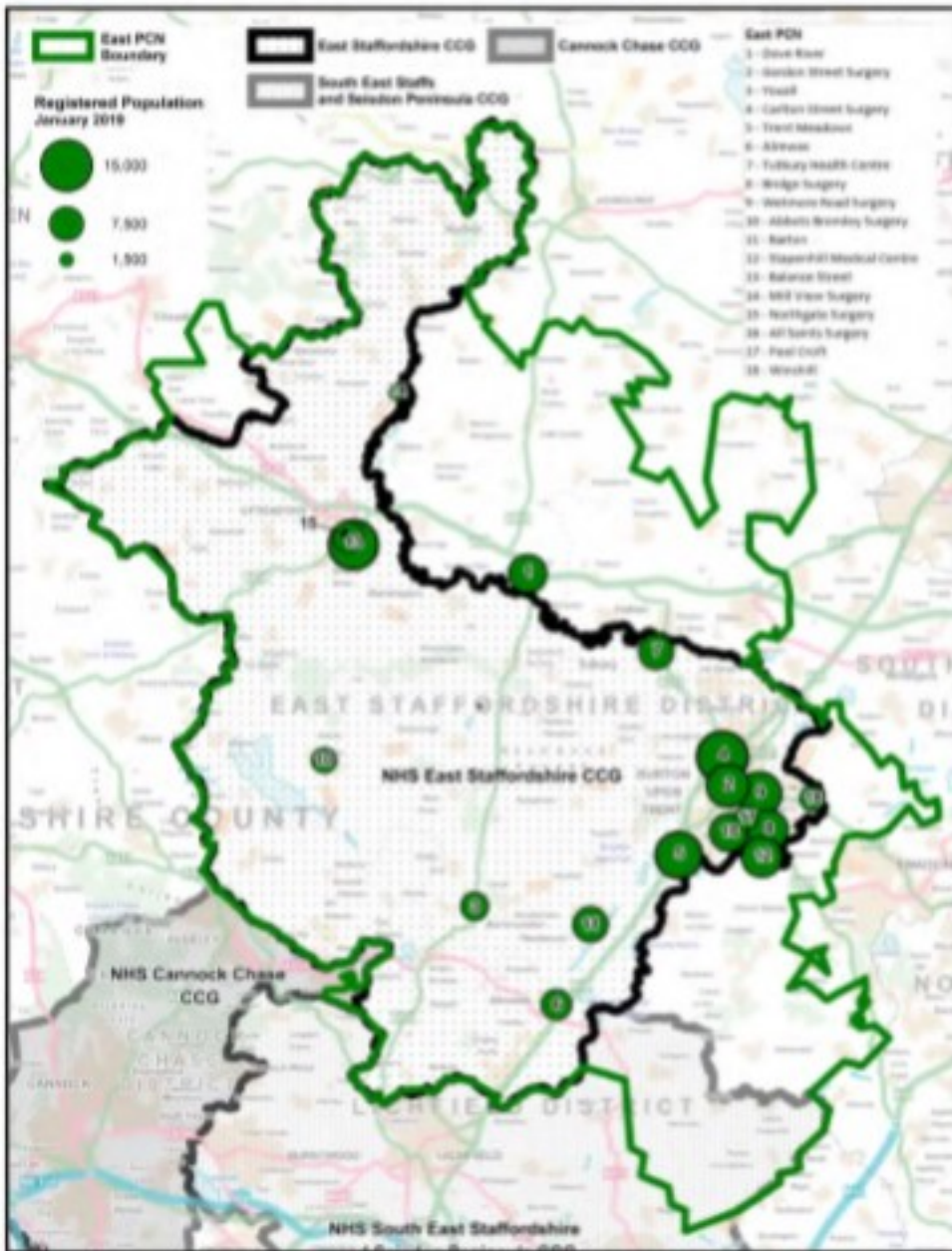


TOGETHER
WE'RE **BETTER**

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

East Staffordshire Primary Care Network - Data Pack



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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

- An increasingly **older population** and areas of significant **deprivation**
- Unhealthy lifestyles – Adult **obesity** and **alcohol** related admissions
- **Housing** – Housing in poor condition, fuel poverty, wider barriers to housing, housing affordability and housing without central heating
- **Unplanned hospital admissions** – Overall, respiratory, circulatory and preventable – adults and children

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. Your Social Prescribing Link Workers are Gulsoom Aslam / Emma Sykes (Support Staffordshire), Susan Dallison (St Giles Hospice), Catherine Gadsby (SSNMH) and Katy Lawrence (Age UK).



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: Burton, Uttoxeter & Barton-under-Needwood libraries, Burton Children's Centre, Uttoxeter Cares and Amberwood Care Home in Burton

Libraries – Burton, Uttoxeter & Barton-under-Needwood: Regular activities and events for children and adults such as Bounce and Rhyme, Knit and Natter, Tots Time/Storytime and Reading Group

East Staffordshire Children's Centre in Burton offers early learning activities and family support and health clinics such as midwifery and health visitors. **Hill Street Children's Centre** in Stapenhill also offers family support and activities

Community Centres and Village Halls:
23 **village halls** and 7 **community centres/community halls** in East Staffordshire

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 Scout and Guide groups, youth clubs and young farmers.

Myriad of outside activities such as walking, gardening, canoeing and fishing clubs.

Other community groups include choir, friendship clubs, arts and minority ethnic community groups.

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 illnesses such as Parkinson's, prostate cancer, brain tumours, strokes, dementia, Raynaud's and osteoporosis.

Mental wellbeing support such as counselling and holistic therapy. Specific services are available for the bereaved, for men aged over 18 years, people with disabilities and life limiting illnesses.

There is an addiction centre and helplines. Digital support is available online and via apps.

Money advice

Organisations such as the Citizens Advice Bureau Staffordshire South West, and Citizens Advice Mid Mercia provide information, advice and support on a range of issues from money, debt, housing and benefits.

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

Groups such as the YMCA offer short term food parcels.

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 **All Saints, Carlton Street, Gordon Street, Peel Croft, Winshill and Wetmore Surgeries** 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.starseast@nhs.net Tel: [01283 741053](tel:01283741053)

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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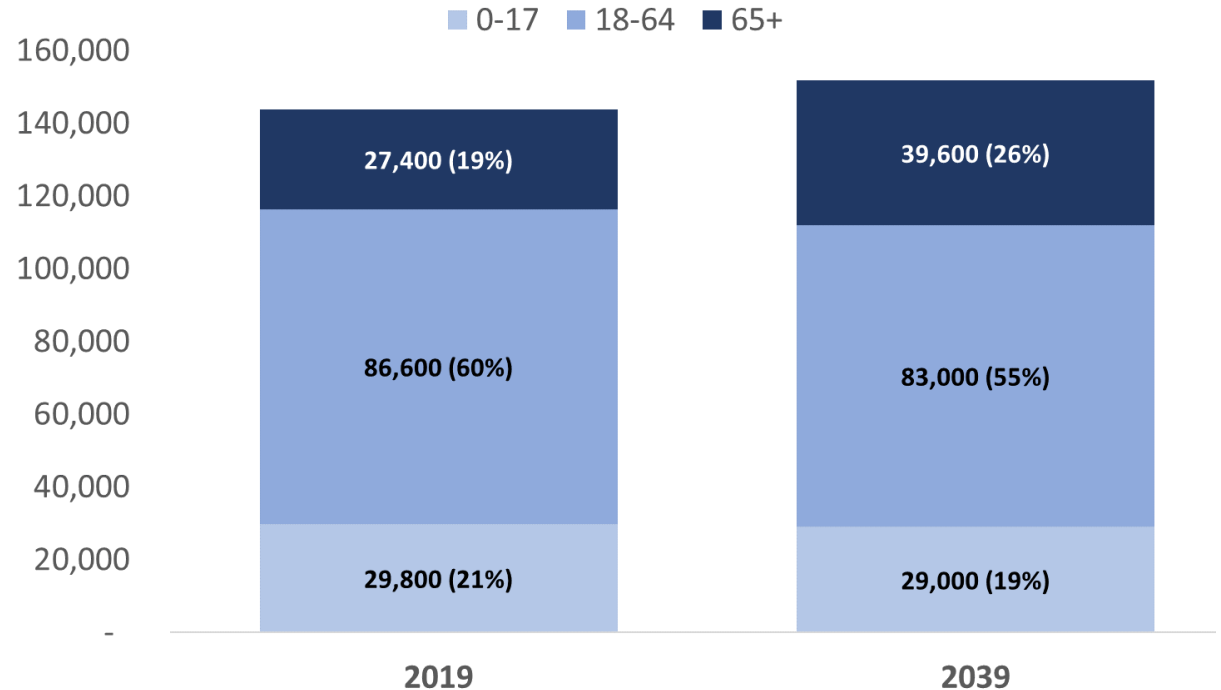
Data and Analysis

A shrinking working age population and deprivation

- A higher than average proportion of the population live in rural areas (26%)
- Areas of Burton have high proportions of minority ethnic groups (Pakistani and Other White)
- Male life expectancy (79.4 years) in line with national average, yet female life expectancy is lower (82.3 years vs 83.1) – 2017/18
- Deprivation among the highest in Staffordshire – 17.8% living in the most deprived national quintile (areas of Burton)
- A high proportion (37%) live in an Everyone Health high health need priority area

All lead to **increased demand on health and care services**

Population change 2019 -2039



- Higher proportions of under 18 and 65+ than national
- 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

- One in ten pregnant women smoke (11% - Similar to national - 2018/19)
- Only 60% initiate breastfeeding (Lower than national - 2018/19)

Children in low income households

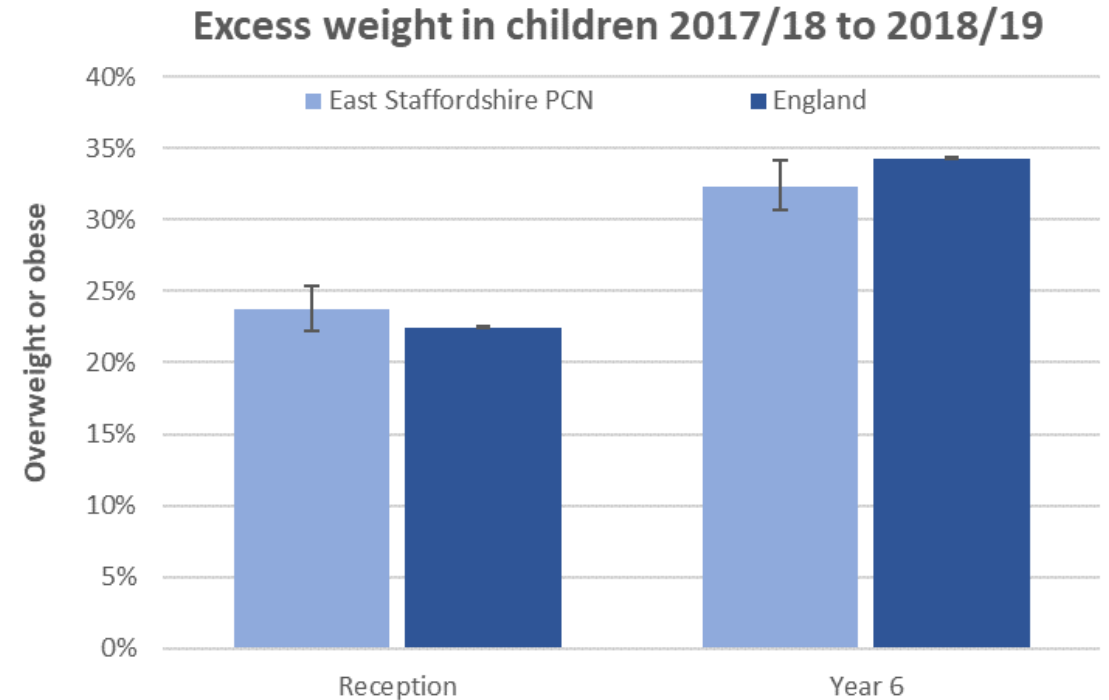
- 13% of young people live in low income households (better than national)

Education

- 72% of pre school children achieve a good level of development, similar to national
- 42% 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 (lower than national)

Multiple factors driving demand

Health Protection is a key factor in preventing demand



Downward trends and rates lower than the Staffordshire average in some child vaccinations such as MMR and DTaP/IPV/Hib (2016-2019)

Adult vaccinations (2018/19)

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

63% of 65+ getting PPV vaccine - 1 in 3 not vaccinated (lower than national)

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

Screening – 2015 to 2018

Bowel cancer - 60% - similar to national

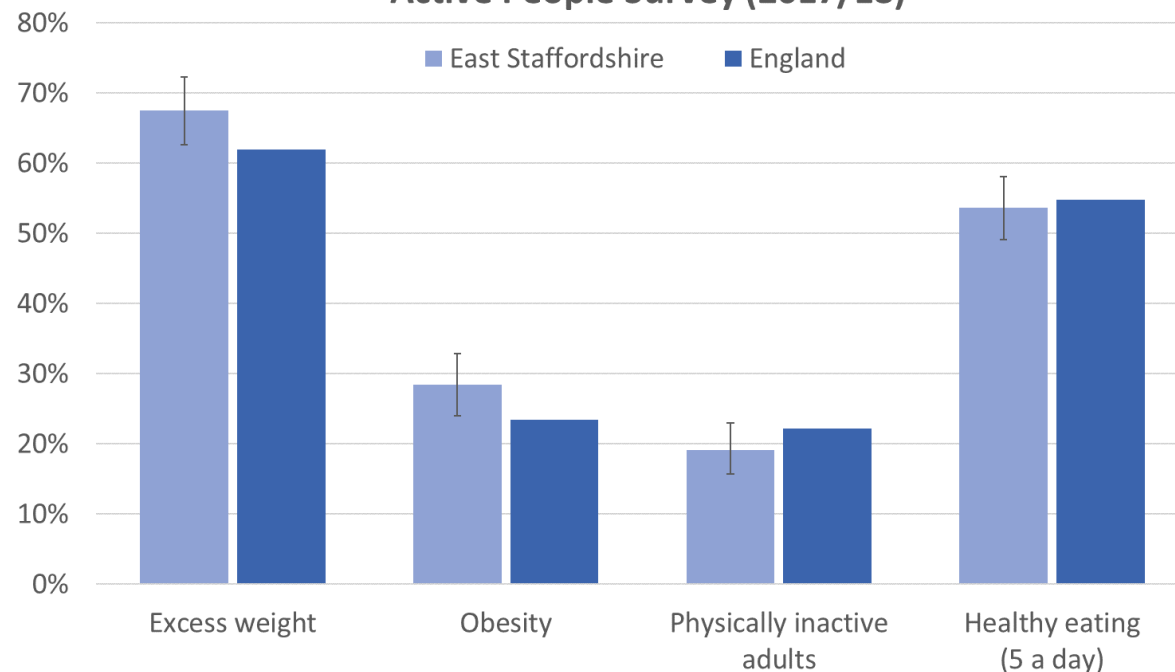
Breast cancer - 65% - lower than national

Cervical cancer - 73% 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 East Staffordshire District – higher than national
- **16% 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 East Staffordshire:

- 12% of households in Fuel poverty (higher than national)
- 4% of households without central heating (highest in Staffordshire)
- Wider barriers to housing such as homelessness, affordability or overcrowding
- Highest proportion of private rent households in Staffordshire
- High levels of older people predicted to be lonely

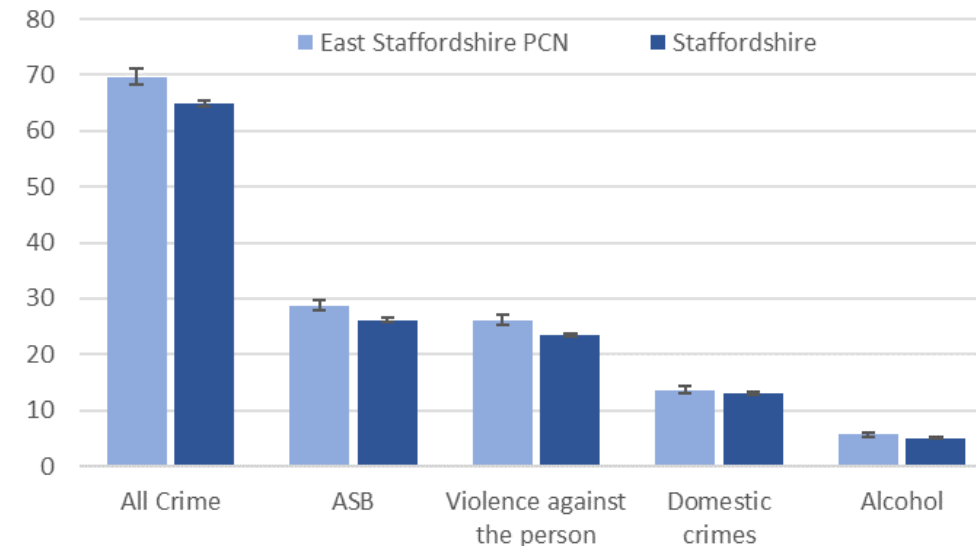
Challenges to healthy environments in East Staffordshire

- Higher crime rates than the Staffordshire average
- 1 in 10 elderly income deprived (similar to Staffordshire)
- High density of fast food outlets in Burton and Uttoxeter
- Air Quality Management Areas in Stapenhill St Peters, Horninglow and the A38 at Alrewas.



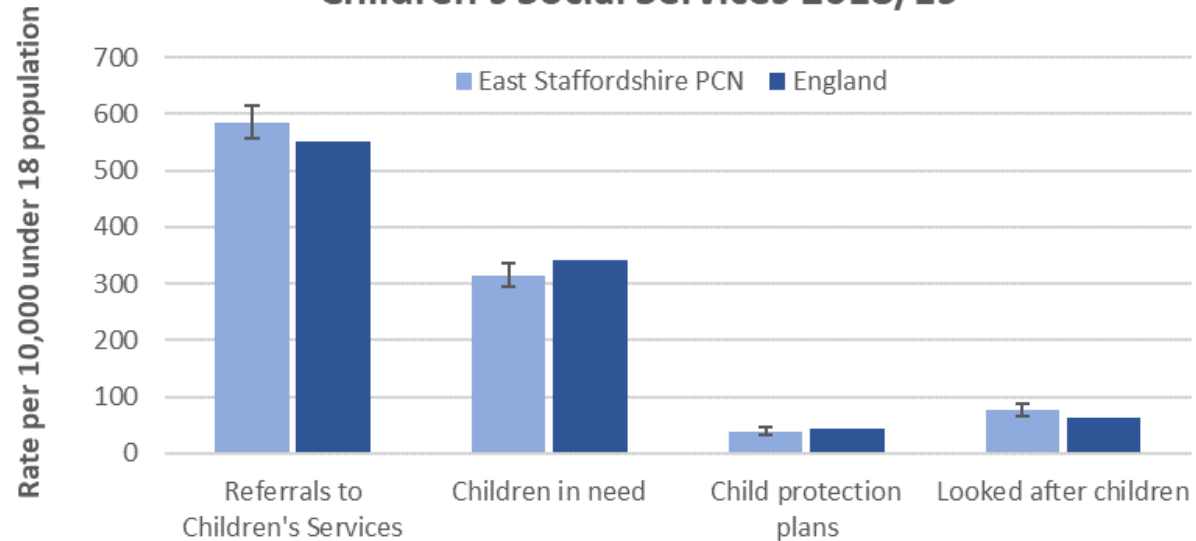
1 in 4 houses in poor condition

Crime rates per 1,000 population 2018/19



Increasing pressure on children's social care

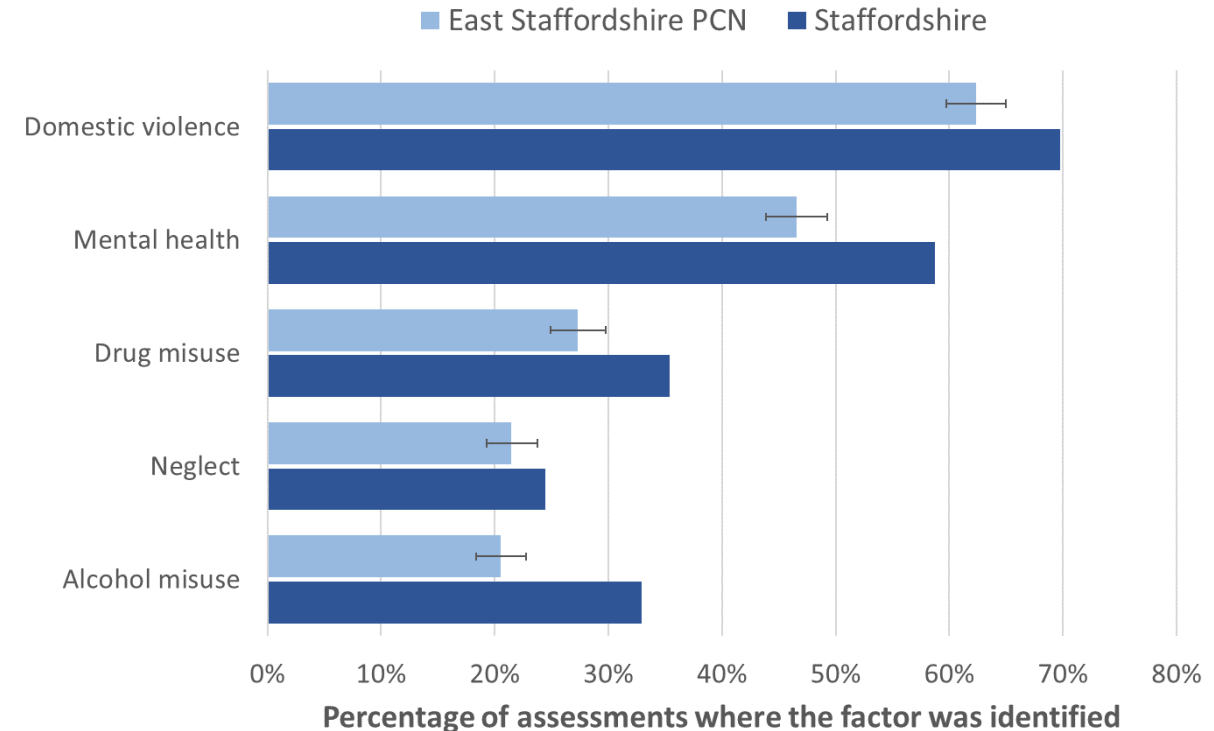
Children's Social Services 2018/19



- Rising demand across Staffordshire with increasing rates, leading to poorer outcomes
- High rates of referrals and looked after children in East Staffordshire
- About 550 referrals in East Staffordshire 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

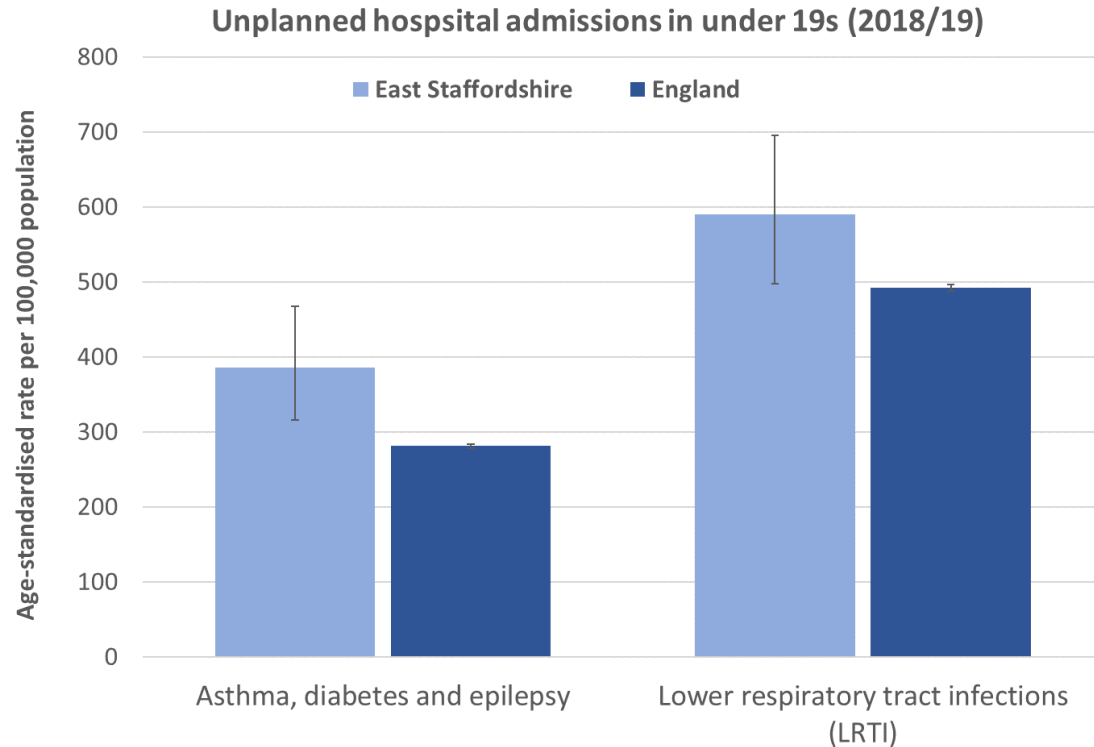
Common Factors identified at Initial CIN Assessment

(using weighted allocations from 1,300 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



- Child emergency **admissions** for long term conditions and LRTI in East Staffordshire District are high (2018/19)
- Infant Mortality rate higher than England (2016-18)
- Unplanned admissions in ages 0-19 higher than national in East Staffordshire (2018/19)
- Hospital admissions caused by injuries in children (0-14) higher than national (2018/19)
- About a third (37%) of coded A&E attendances by ages 0-19 in East Staffordshire receiving advice and guidance (inc Walk-In and MIUs - 2018/19)
- Opportunities for prevention



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

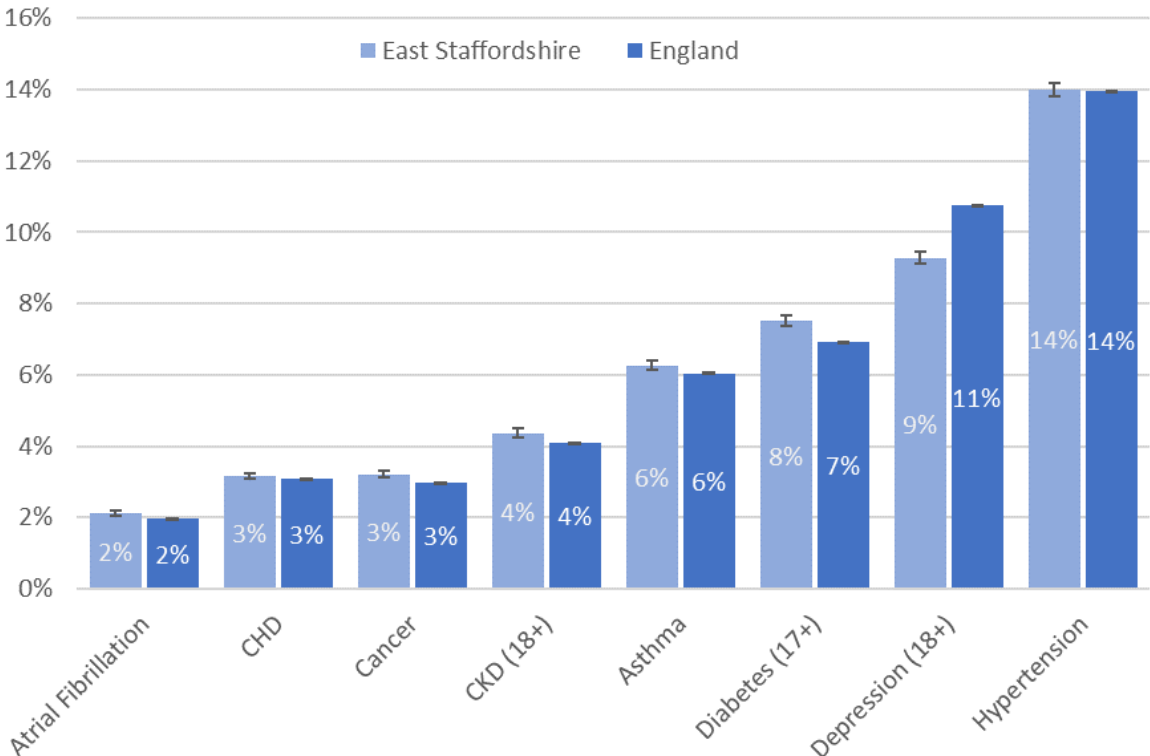
Increasing demand for primary care

In East Staffordshire:

- Higher prevalence and increasing trend of people with long-term conditions
- Higher levels of diabetes
- Dementia diagnosis rates are lower than England (65% vs 70%)
- 6,300 over 65s estimated to be at risk of frailty (23% of 65+ population)
- 46% of learning disability QOF registered patients received health check in 2018/19 (lower 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 657,000 general practice consultations in NHS East Staffordshire CCG during 2019 - at a lower rate to England (using experimental data)



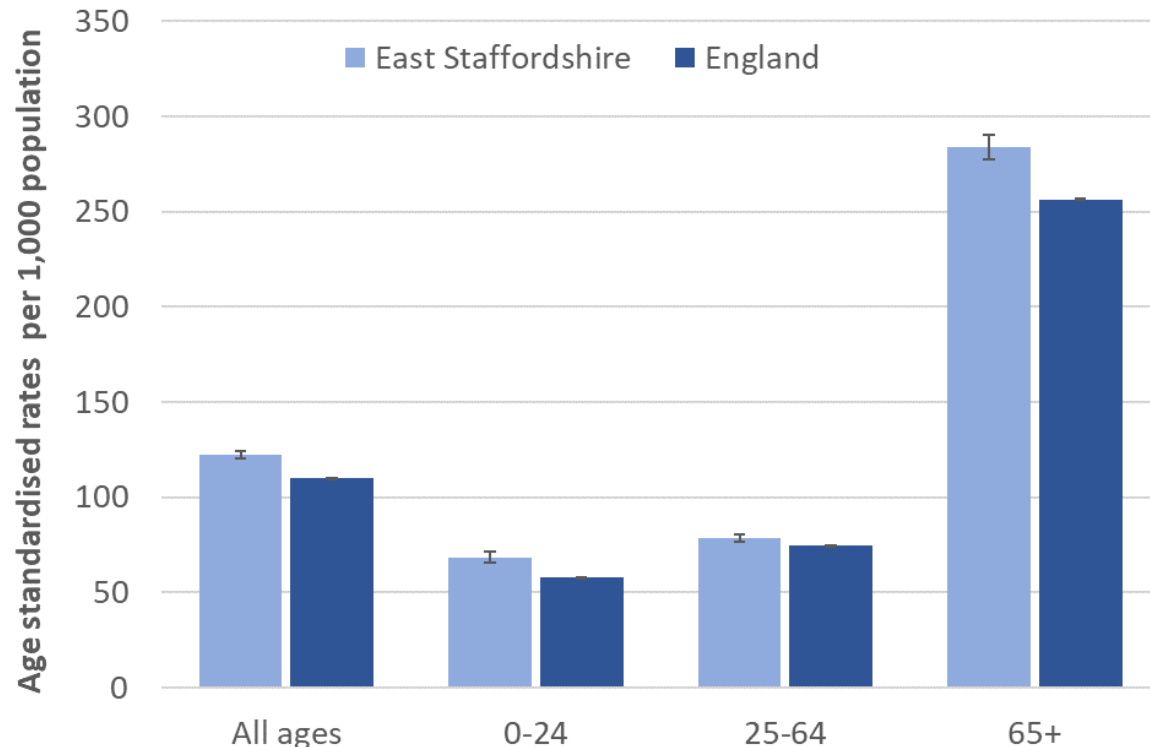
53% of consultations with a GP (higher than national – 52%)



81% of consultations face to face (lower 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

- 44,200 attendances (including Walk-In and MIUs) at a lower rate to Staffordshire

In-patient care, 2018/19

- £30.2 million spent on emergency admissions - 50% of all in patient costs (Midlands and Lancashire CSU)
- Unplanned admissions higher than national average
- Unplanned admissions for respiratory and circulatory conditions both higher than national
- High rates of unplanned admissions for chronic and acute conditions for which hospitalisation may be prevented or reduced (East Staffordshire 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 local GP Data Pack (CCG link)

Higher levels of demand for adult social care

In East Staffordshire (2018/19):

- 6,200 people are estimated as being at risk of needing adult social care support
- Of the 920 assessments completed in 2018/19, 79% resulted in a social care package
- Lower rate per 18+ population to Staffordshire
- Long term support is biggest area of demand as at 31 March 2019
 - 330 receiving short-term support e.g. equipment provision (36% of assessments)
 - 390 receiving long-term support e.g. home care (42% of assessments)
- 48 care homes (14 nursing) in the East Staffordshire area, providing 1,230 beds (a similar rate to national) – impacting demand into health services.

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

