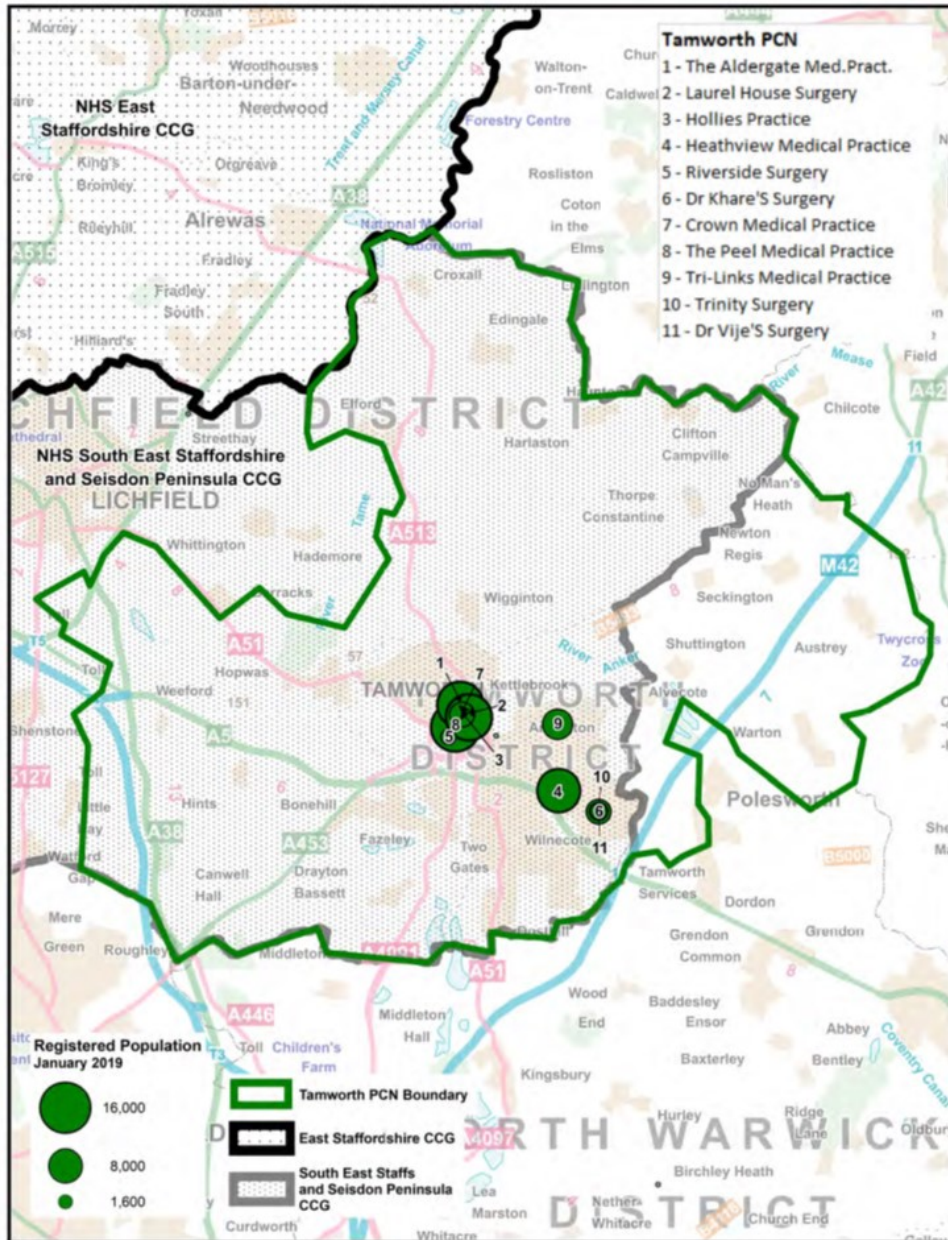


TOGETHER
WE'RE **BETTER**

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

Mercian 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
- Detailed data and analysis as an evidence base

Key Issues



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

- An increasingly **older population** and areas of significant **deprivation** with high levels of crime, loneliness and unpaid carers
- **Children and Families** – Smoking in pregnancy, low levels of breastfeeding, low income families, social care referrals and educational attainment
- **Unhealthy lifestyles** - Adult obesity and smoking
- **A&E attendances and emergency admissions** among the highest in Staffordshire - overall, A&E attendances, respiratory 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.



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 - Community Together CIC, St Editha's Church, Sir Robert Peel Community Hospital, Sacred Heart Church, Wilnecote, Glascote and Tamworth Libraries and Tamworth Children's Centre.

Libraries – Wilnecote, Glascote and Tamworth

Tamworth Library offers regular activities and events for children and adults such baby bounce and rhyme, reading clubs, job club, knit and natter and coffee mornings.

Glascote and Leyfields Children's Centres offer activities including breastfeeding support, play and parenting programmes.

Community Centres and Community Halls: Mercian Ward, Drayton Bassett WI, Elford, Highwaymans, Wilnecote Scout Group, Hints, Clifton Campville, Coton Green Community Hall Association, Wilnecote Parish Association and Quinney Hall

The Community Offer in your area

- sourced from SCVYS, Staffs Connects & Support Staffordshire

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 including club for over 14s with learning disabilities, boys brigade, police cadets.

There is a leisure centre that provides a gym and a swimming pool. Alongside activities/clubs available at community hubs there is amateur dramatics, art, boxing, knit and sew, ladies choir, gents club, coffee mornings.

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 Tamworth.

Health and Wellbeing



There is support for patients and their families, friends and carers affected by dementia, stroke and cancer. There is a falls prevention/management service.

Mental health and wellbeing support including counselling and equine therapy. Support is available for the bereaved, younger and older adults with learning disabilities.

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

Home-Start Tamworth provides expert support and help to families with young children through challenging times.

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 **Dr Vije's Surgery, Dr Khare's Surgery, Riverside Surgery, The Peel Medical Practice and Crown 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/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

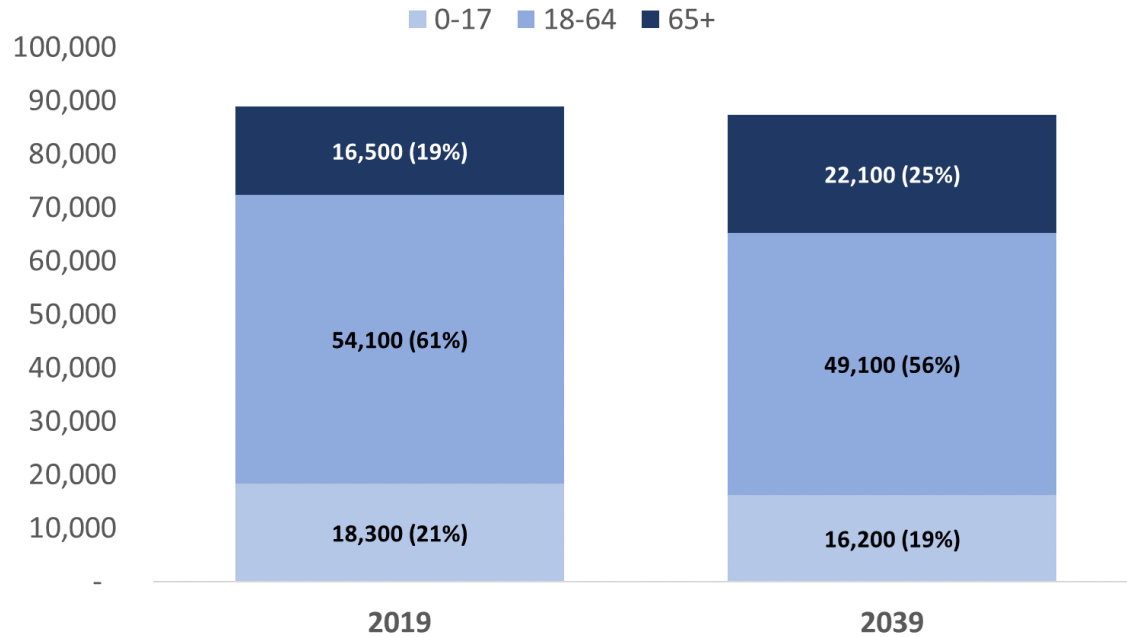


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Data and Analysis

A shrinking working age population and deprivation

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

- The age profile of Mercian is largely similar to the national age profile, with a higher proportion of children than the Staffordshire average
- Most of the population live in urban areas (95%)
- Male and Female life expectancy (78.5 and 82.7 years) are both in line with national averages, 2017/18
- Deprivation among the highest in Staffordshire – 17.6% living in the most deprived national quintile
- A high proportion (39%) live in an Everyone Health high health need priority area

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

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

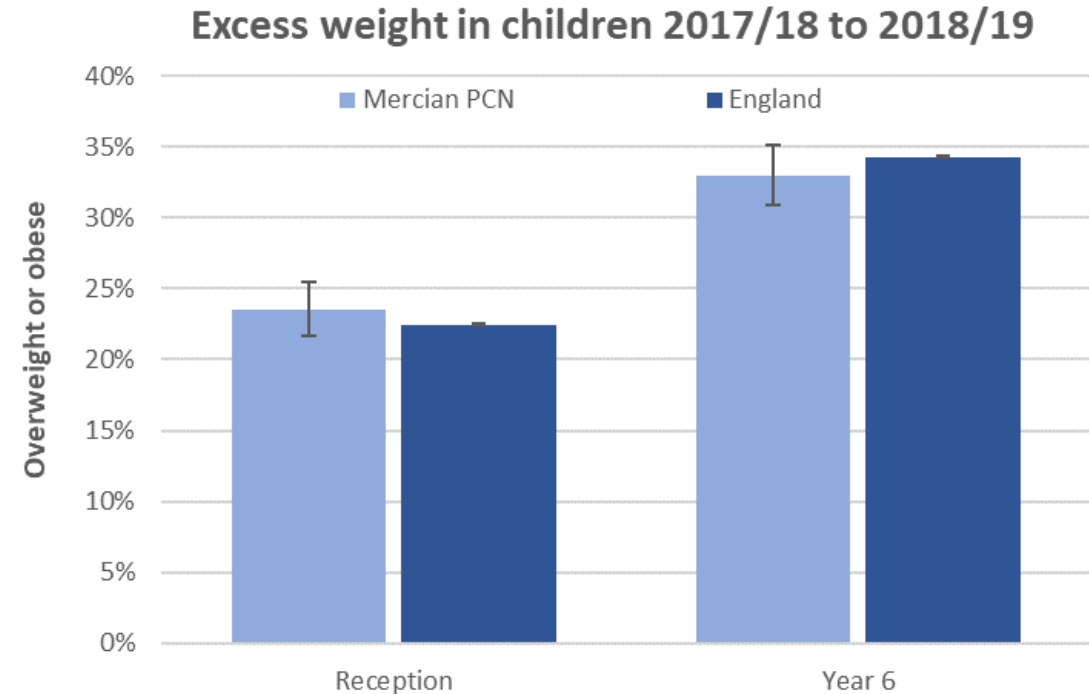
- 17% of Young people live in low income households (higher than Staffordshire average)

Education

- 71% of pre school children achieve a good level of development, similar to national but the lowest in Staffordshire (2019)
- Only 29% achieve core level of GCSE attainment, below 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 trend in DTaP/IPV/Hib vaccinations (2016 – 2019)

Adult vaccinations (2018/19)

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

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

Only 44% of under 65 at risk getting flu vaccine (lower than national)

Screening – 2015 to 2018

Bowel cancer - 60% - similar to national

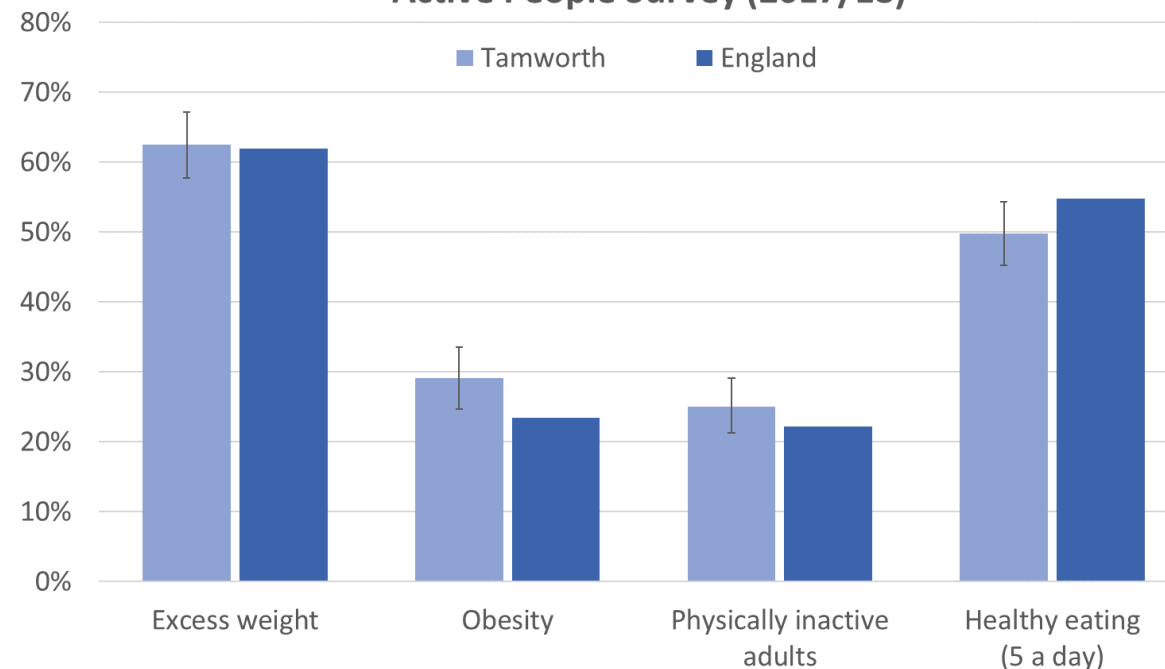
Breast cancer - 71% - lower than national

Cervical cancer - 75% higher than national



Healthy lifestyles

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



- Three in ten adults are obese in Tamworth Borough – higher than national
- **18% smoke** – higher than national (2018/19 QOF)
- **Alcohol-related admissions** are similar to the national average (2018/19)

Multiple factors driving demand

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

In Mercian:

- One in ten households in fuel poverty (lower than national)
- High housing affordability ratios in Tamworth Borough
- Higher levels of older people predicted to be lonely
- Higher proportion of unpaid carers aged 65+

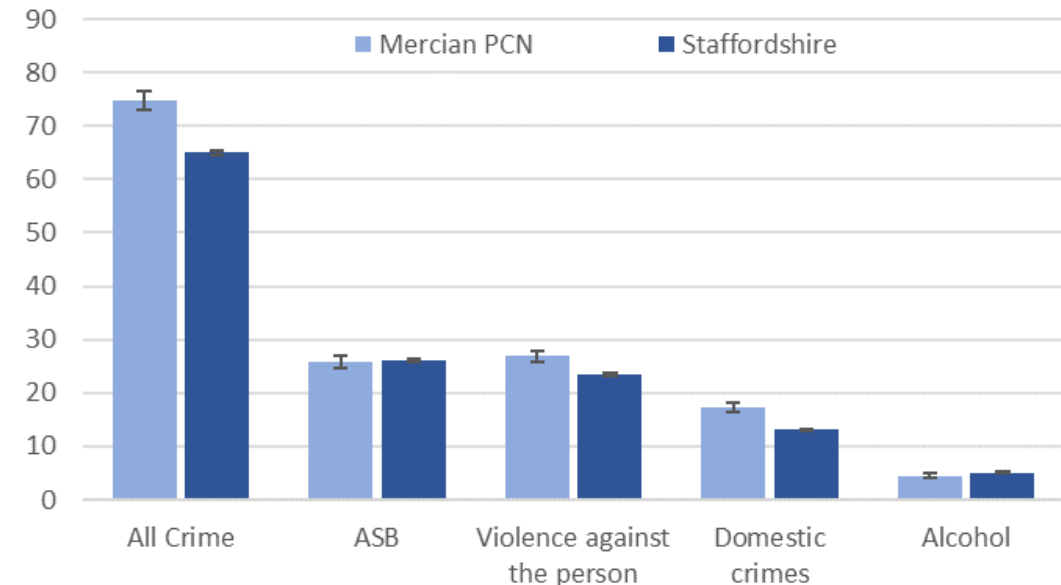
Challenges to healthy environments in Mercian

- Higher crime rates than the Staffordshire average for all crime, violent and domestic crimes.
- 1 in 7 elderly income deprived (higher than national)
- High density of fast food outlets in Tamworth Town Centre
- Areas of reduced air quality



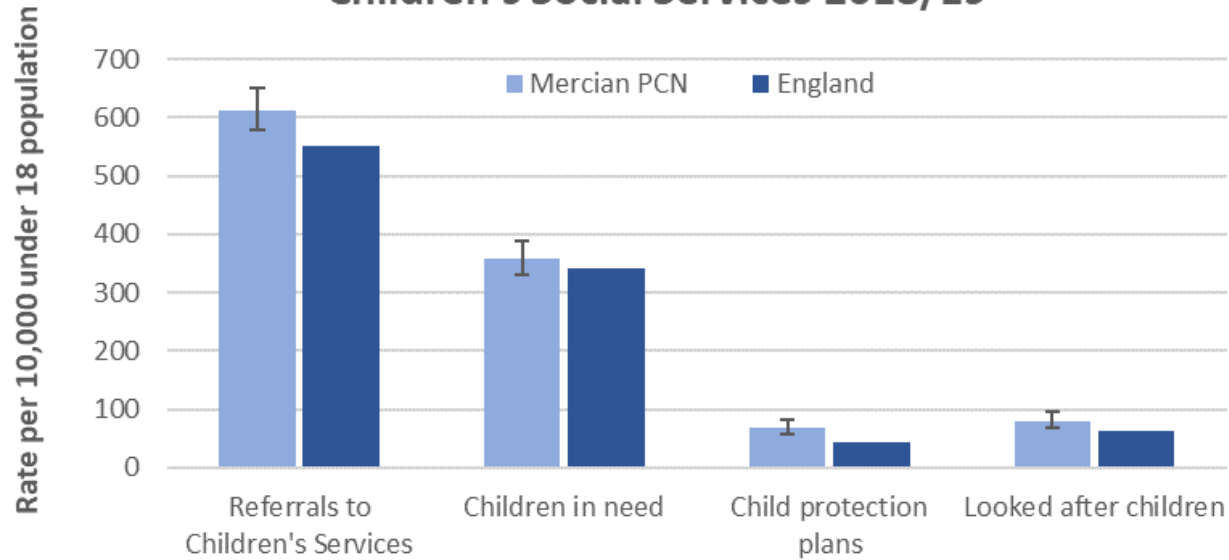
1 in 5 houses in poor condition

Crime rates per 1,000 population 2018/19



Increasing pressure on children's social care

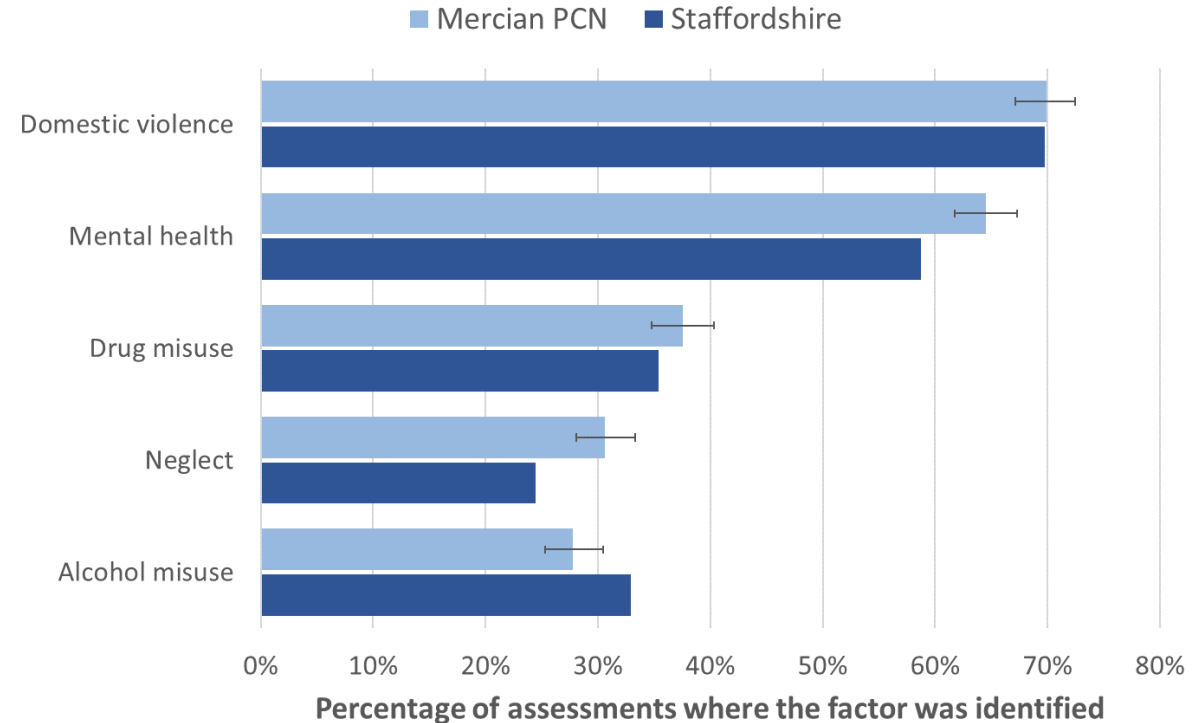
Children's Social Services 2018/19



- Rising demand across Staffordshire with increasing rates, leading to poorer outcomes
 - High rates of referrals, child protection plans and looked after children in Mercian
 - About 340 referrals in Mercian 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

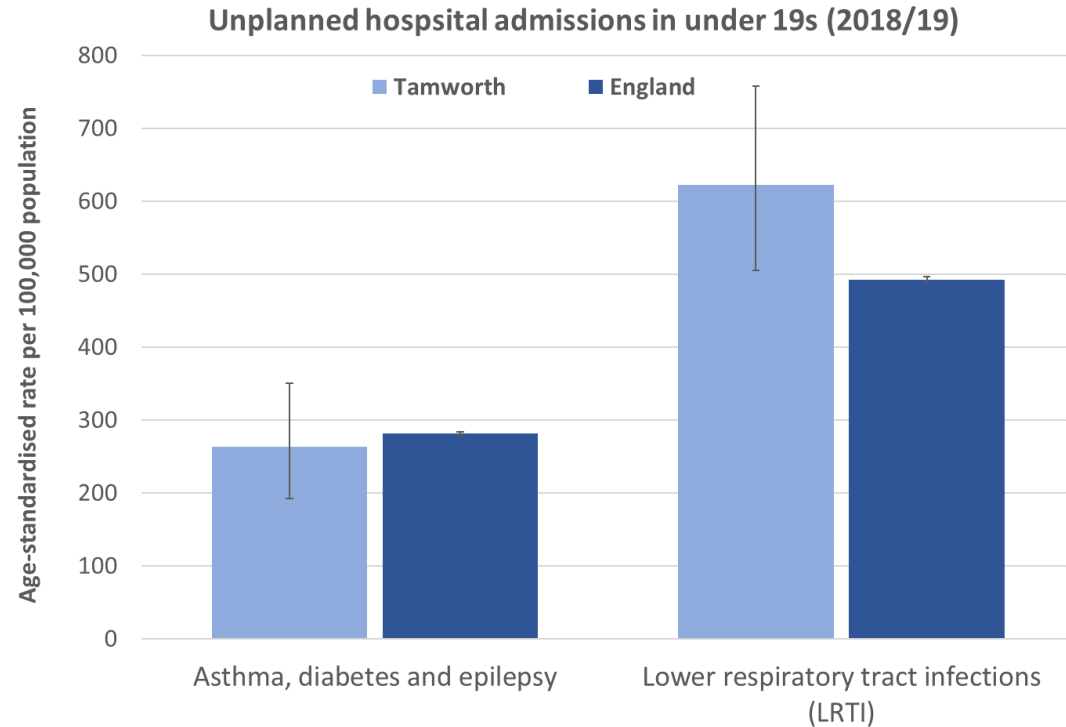
Common Factors identified at Initial CIN Assessment

(using weighted allocations from 1,160 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



- Rates of A&E attendance (including walk-in and MIUs) in 0-19 ages are the highest in Staffordshire (2018/19)
- 38% of coded A&E attendances in ages 0-19 in Mercian receiving advice and guidance (2018/19), lower than the Staffordshire average of 41%
- Emergency admissions in ages 0-19 higher than the national average (2018/19)
- Opportunities for prevention
- Child emergency **admissions** for LRTI in Tamworth Borough 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 Mercian under 25s higher than England (2018/19)

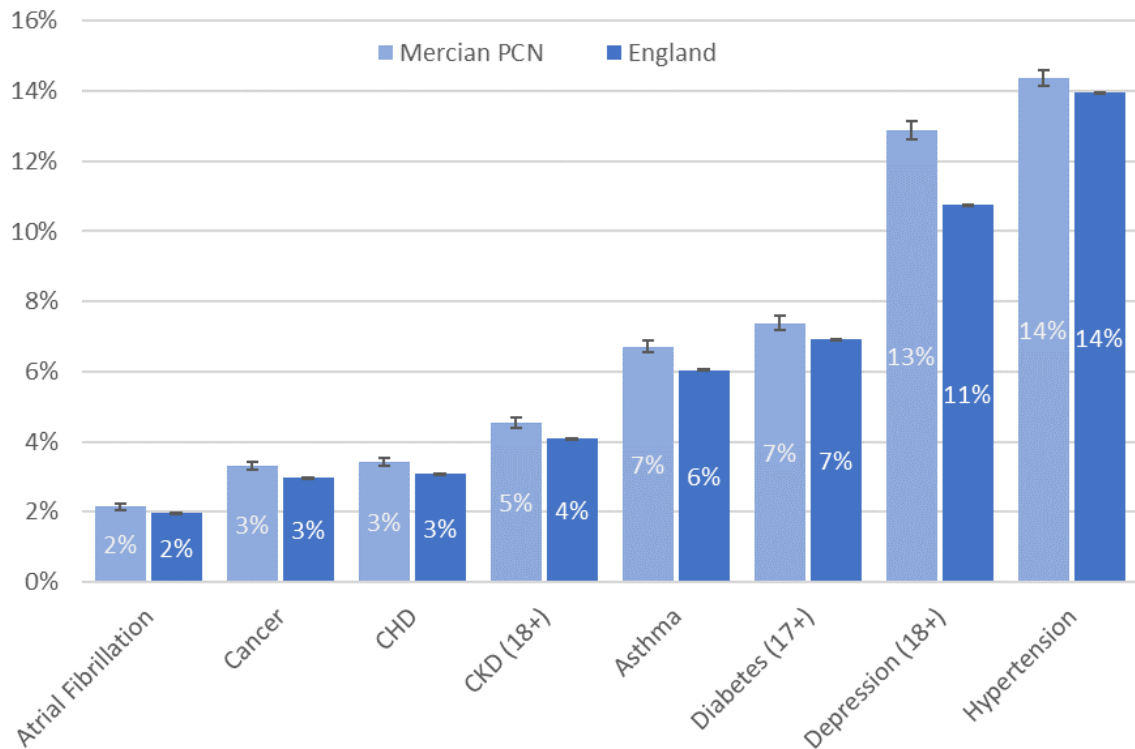
Increasing demand for primary care

In Mercian:

- Higher prevalence and increasing trend of people with long-term conditions
- Dementia diagnosis rates similar to England (69% vs 70%)
- 3,400 over 65s estimated to be at risk of frailty (21% 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)



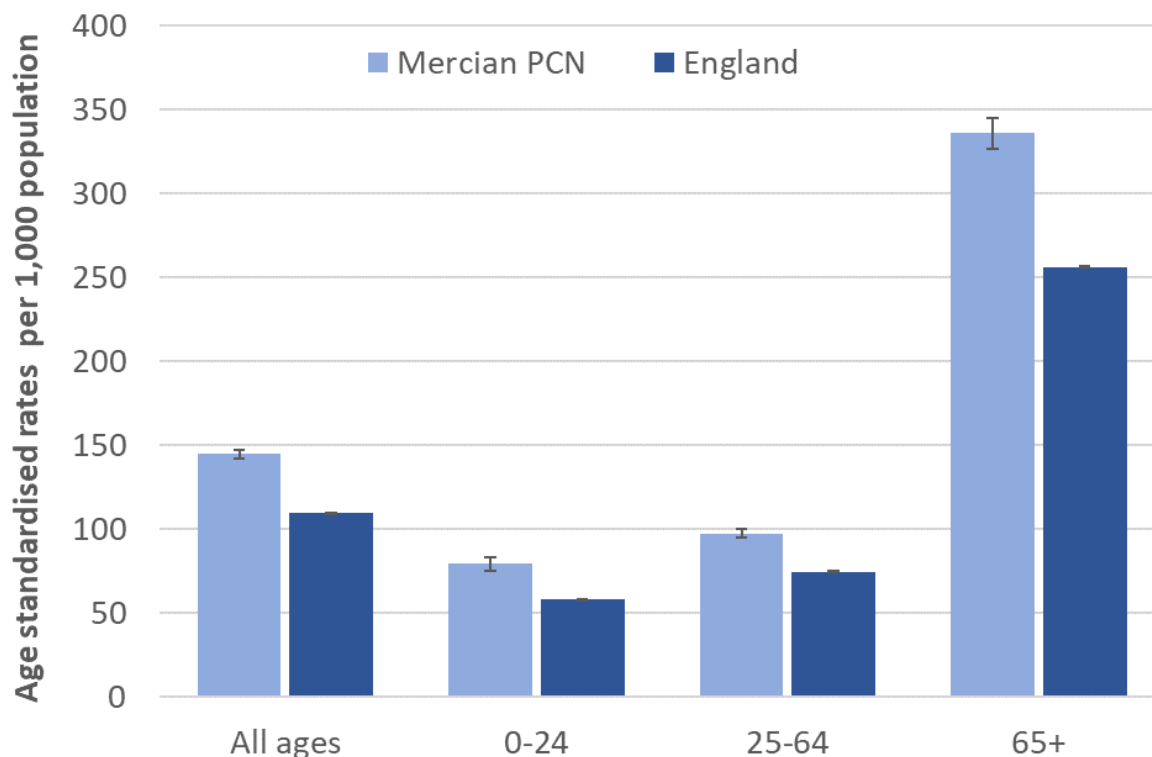
53% of consultations with a GP (higher than national – 52%)



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

- 43,600 attendances including Walk-In and MIUs (highest rate in Staffordshire), with 31% of those coded receiving advice and guidance

In-patient care, 2018/19

- £20.8 million spent on emergency admissions - 53% of all in patient costs (Midlands and Lancashire CSU)
- Unplanned admissions higher than national average and the second highest in Staffordshire
- Unplanned admissions for respiratory conditions higher than national
- High rates of unplanned admissions for chronic and acute conditions for which hospitalisation may be prevented or reduced (Tamworth Borough 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 Mercian (2018/19):

- 3,750 people are estimated as being at risk of needing adult social care support
- Of approximately 750 assessments completed in 2018/19, 82% 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
 - 315 receiving short-term support e.g. equipment provision (42% of assessments – higher than Staffordshire)
 - 280 receiving long-term support e.g. home care (37% of assessments)
- 18 care homes (4 nursing) in the Mercian area, providing 540 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

