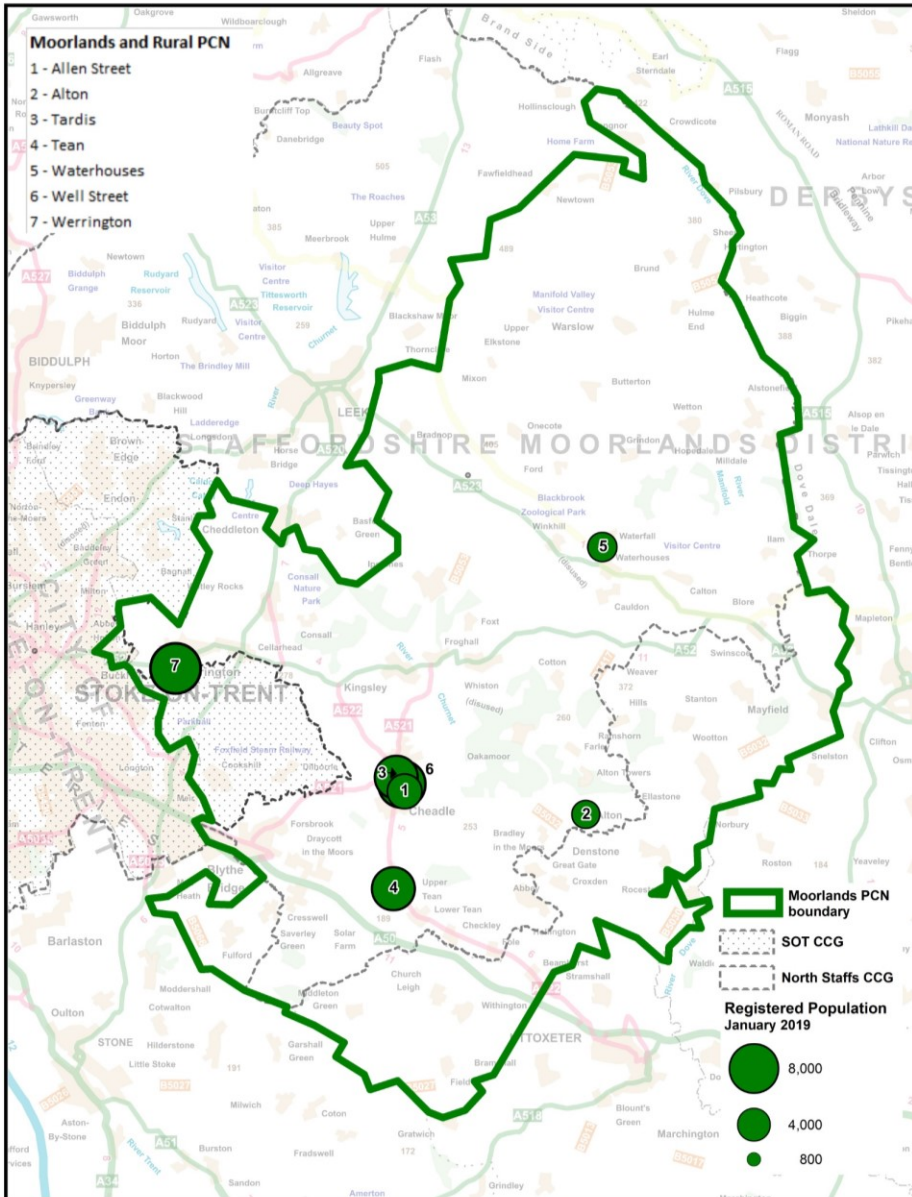


Moorlands and Rural Primary Care Network - Data Pack



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

- An increasingly **older population** and a very high proportion of **housing in poor condition**
- High levels of **adult obesity and physical inactivity**
- High levels of **long term conditions**, especially hypertension and other cardiovascular conditions
- **High unplanned admissions** – Overall, respiratory, circulatory and preventable

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:

Libraries / Community Hubs – Blythe Bridge, Cheadle and Werrington: Activities and events for children and adults such as baby bounce and rhyme, tots time / storytime and knit and natter.

Staffordshire Moorlands Children's Centre in Biddulph offers activities including Tiny Toez, Post Natal Clinics and Parent Support Groups and hosts Homestart and Local Support.

Community Centres and Community Halls: Butterson, Checkley, Denstone, Dilhorne, Ellaston, Foxt, Fulford, Ipstones, Alstonefield, Alton, Blythe Bridge and Forsbrook, Calton St Marys, Catholic Guild Hall (Cheadle), Cauldon Lowe, Caverswall, Stanton, Swinscoe, Tean, Warslow, Werrington, Wetley Rocks, Wetton, Whiston, Kingsley, Leigh, Mayfield, Oakamoor, Onecote and Sheen.

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, young farmers and a holiday camp for ages 4 to 12.

Alongside activities/clubs available at community hubs there is friendship club for older people in rural areas, disabled club, discovery group, swimming club, walking club, luncheon club, cycling with bike hire and a leisure centre providing a gym and swimming pool.

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 cancer, brain tumours, strokes, dementia, Alzheimer's and addictions.

Mental wellbeing support such as counselling and holistic therapy and eco-therapy. Specific services are available for the bereaved, for the farming community and people with disabilities and life limiting illnesses.

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

Home-Start Staffordshire Moorlands is a local community network of trained volunteers and expert support helping families with young children through challenging times.

Money advice

Citizens Advice Bureau Staffordshire North and Stoke on Trent 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

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.starsnorth@nhs.net Tel: [01538 384361](tel:01538384361)

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.
West Hub (covering Moorlands, Newcastle-under-Lyme, Stafford surrounds and Seisdon) Tel: [0300 303 3923](tel:03003033923) Email: FHWS.west@mpft.nhs.uk or 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
- Prevention Services: PublicHealth-MailboxAccess@staffordshire.gov.uk
- Community Offer: PublicHealth-MailboxAccess@staffordshire.gov.uk
- Rightcare: ian.ellis1@nhs.net

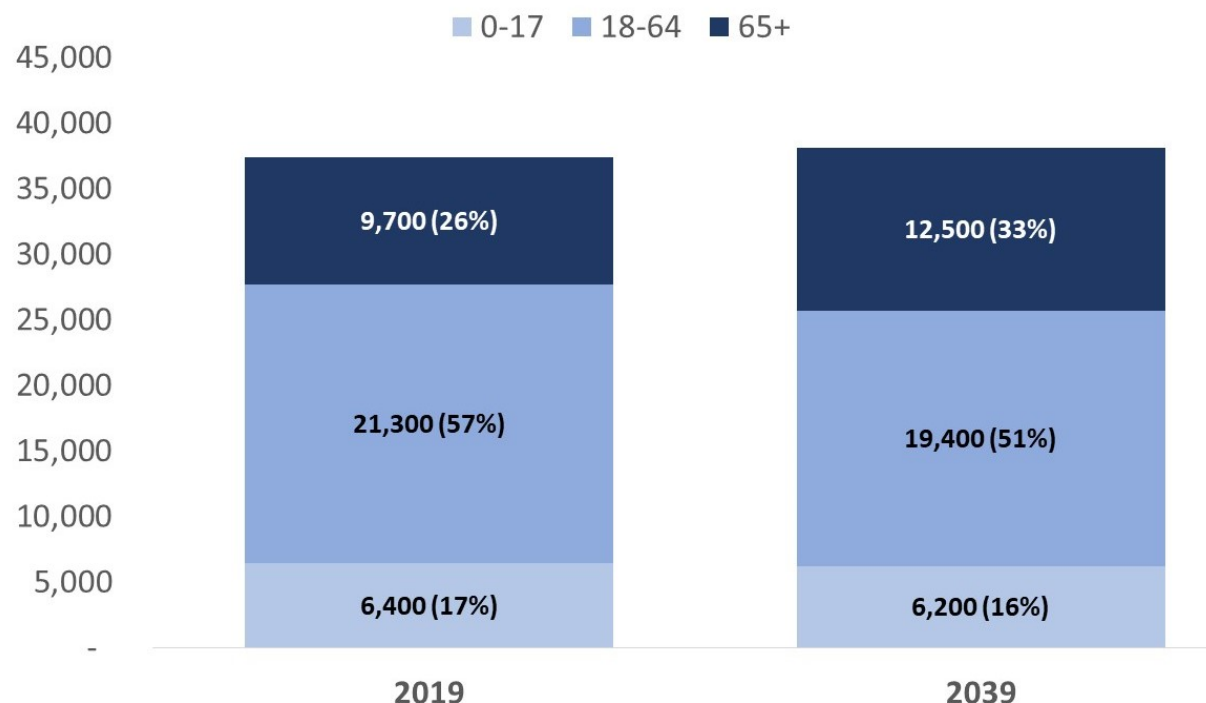


Transforming health and care for
Staffordshire & Stoke-on-Trent

Data and Analysis

An increasingly older population and challenges of rurality

Population change 2019 -2039



- One in four of the population are aged 65+ (higher than Staffordshire and National averages)
- By 2039 the older population will increase as the working age population decreases
- Fewer working age people to support the young and the old

- A higher than average proportion of the population of Moorlands and Rural live in rural areas (45%)
- Rural communities can face challenges such as hidden deprivation, access to transport services, housing, social isolation, unemployment and digital exclusion
- Male and female life expectancy (80.3 and 83.3 years) in line with national average, 2017/18
- One in six live in an Everyone Health high health need priority area

An ageing population and challenges of rurality lead to **demand on health and care services**

Multiple factors driving demand

Maternal and Infant Health

- High proportions of smoking in pregnancy (14%) in North Staffordshire (2018/19)
- Low levels of breastfeeding initiation (60%) in North Staffordshire (2018/19)

Children in low income households

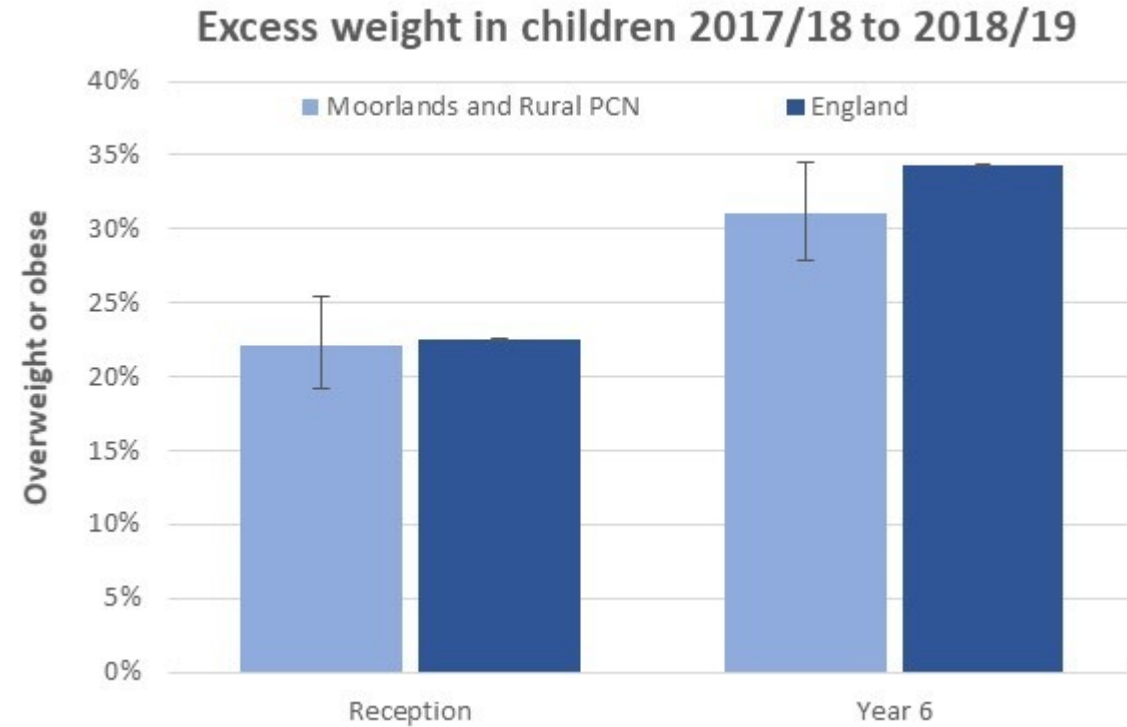
- One in eleven young people in low income households (2019 – lower than national)

Education

- 77% of pre school children achieve a good level of development, better than national and half (50%) achieve core level of attainment at KS4, better than the national average of 40% (2019)

Children's emotional wellbeing and mental health

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



Excess Weight

- One in five reception age and 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



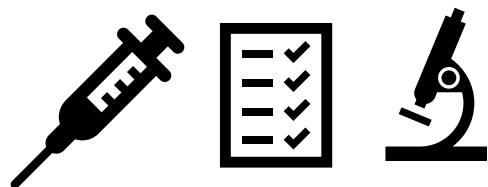
Downward trends in MMR and DTaP/IPV/Hib vaccinations (2016-2019)

Adult vaccinations

- 69% of 65+ getting flu vaccine – 1 in 3 not vaccinated (lower than national – 2018/19)
- 71% of 65+ getting PPV vaccine - 3 in 10 not vaccinated (better than national – 2018/19)
- Only 47% of under 65s at risk getting flu vaccine (similar to national – 2018/19)

Screening – 2015 to 2018

- 81% for breast cancer, 79% for cervical and 67% for bowel cancer (better than national)



Healthy lifestyles

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



- In Staffordshire Moorlands two thirds of adults are overweight or obese and levels of **obesity and physical inactivity are above the national average**
- 13% smoke** – lower than national (2018/19 QOF)
- Alcohol-related admissions** higher than national (2018/19)

Multiple factors driving demand

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

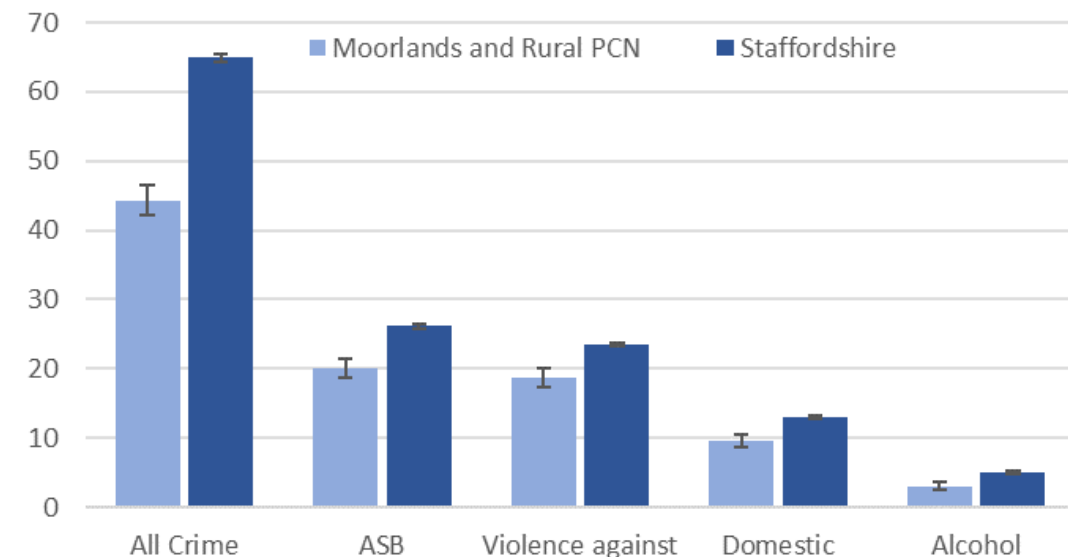
In Moorlands and Rural:

- **One in three houses in poor condition**, the highest percentage in Staffordshire and higher than the national average
- Wider barriers to housing such as homelessness, affordability or overcrowding
- Fuel poverty similar to national average
- 1,280 (16%) unpaid carers aged 65 and over (higher than national)
- High density of fast food outlets in Cheadle
- Crime rates lower than the national average



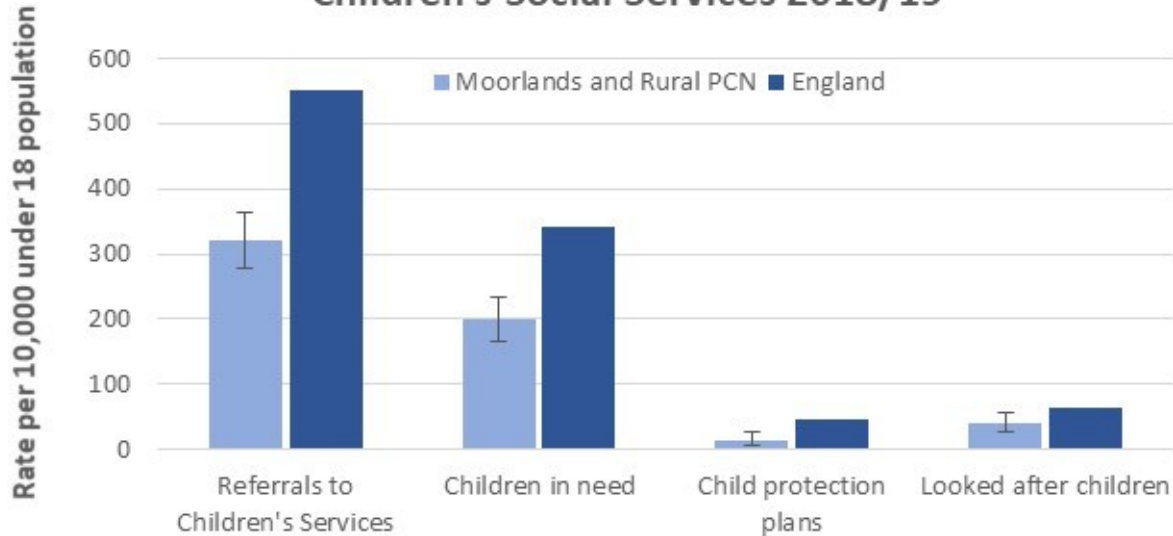
1 in 3 houses in poor condition

Crime rates per 1,000 population 2018/19



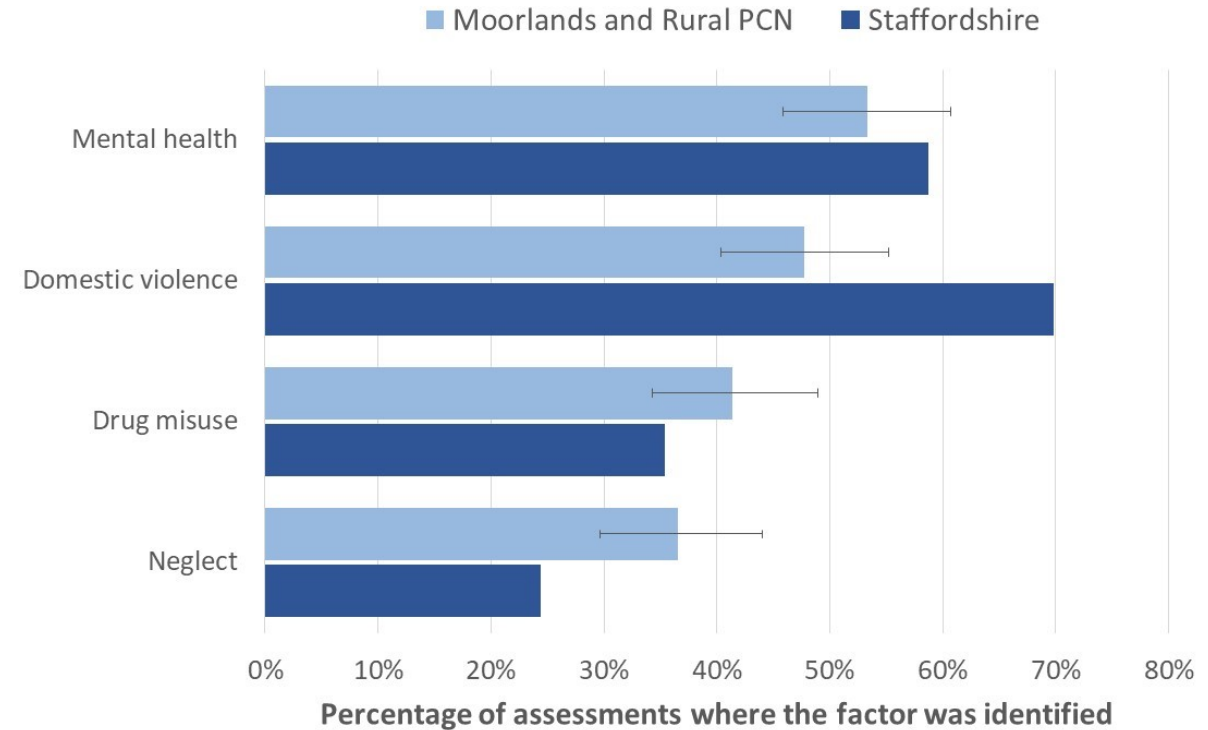
Increasing pressure on children's social care

Children's Social Services 2018/19



- Rising demand across Staffordshire with increasing rates, leading to poorer outcomes
- About 90 referrals in Moorlands and Rural 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 170 assessments in 2018/19 - multiple factors per assessment)

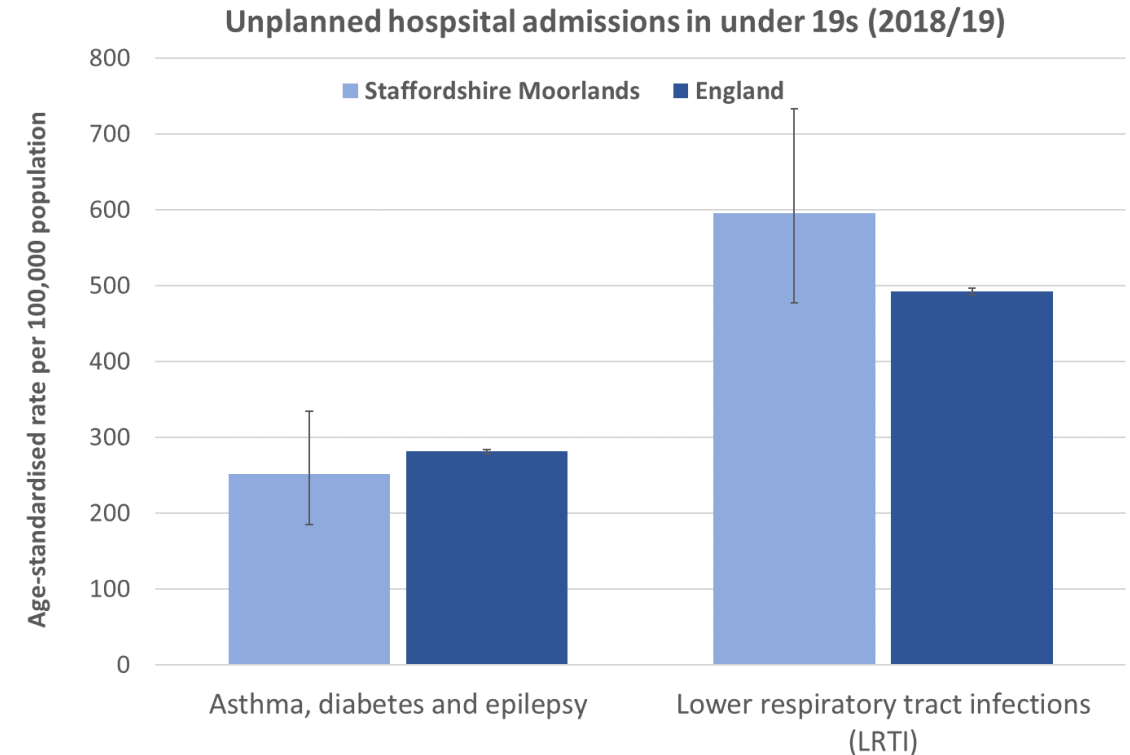


Children in Need assessments highlight wider family issues, such as domestic abuse, mental health and substance abuse – demand on **health and social care** services

Increasing pressure on children's health services

- Child emergency admissions for long term conditions and LRTI in Staffordshire Moorlands similar to national (2018/19)
- Unplanned admissions in ages 0-19 higher than national in Moorlands and Rural (2018/19)
- Half (55%) of coded A&E attendances by ages 0-19 in Moorlands and Rural receiving advice and guidance (including walk-in and MIUs - 2018/19)

➤ Opportunities for prevention



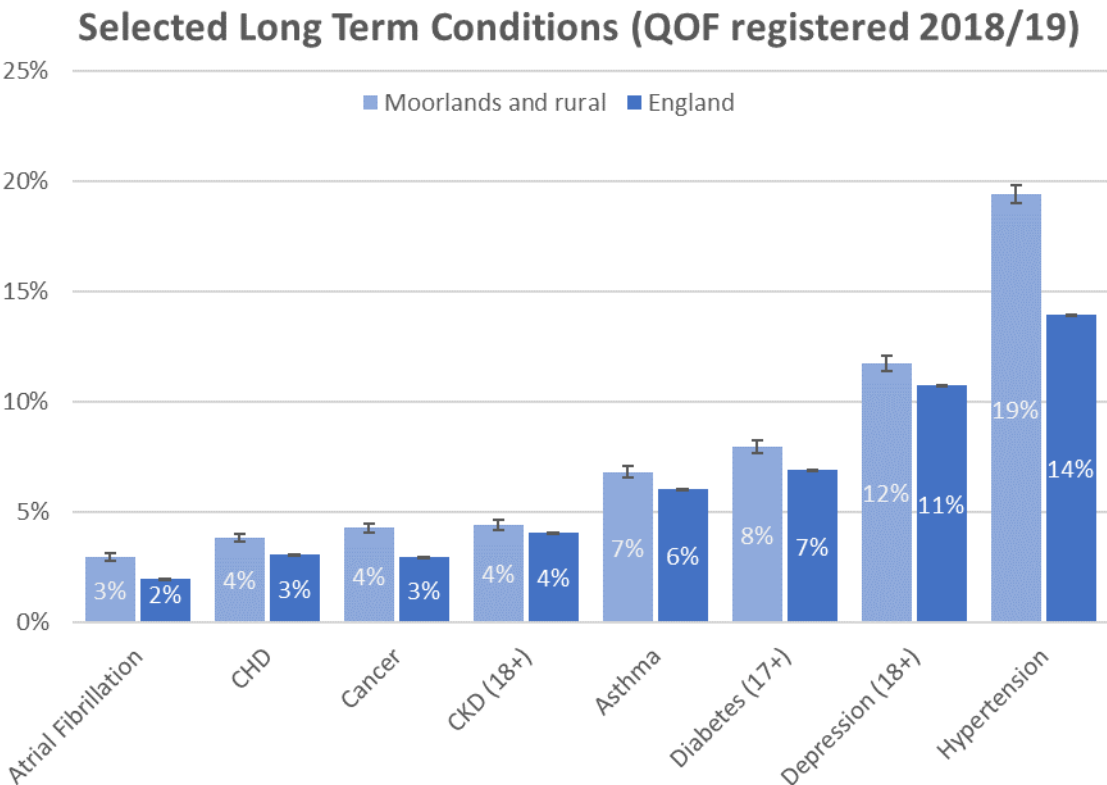
- Rates of referrals to children's mental health services higher than the national average (CCG area - 2018/19)
- Rates of self harm admissions in the under 25s higher than England (CCG area - 2018/19)
- Mental health admissions in under 25s similar to England (PCN & CCG – 2018/19)

Increasing demand for primary care

In Moorlands and Rural:

- Higher prevalence and increasing trend of people with long-term conditions
- High levels of hypertension, atrial fibrillation, CHD, and stroke.
- Dementia diagnosis rates are lower than England (60% vs 70%)
- 2,100 over 65s estimated to be at risk of frailty (22% of 65+ population)
- 63% of learning disability QOF registered patients received health check in 2018/19 (higher than national)

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



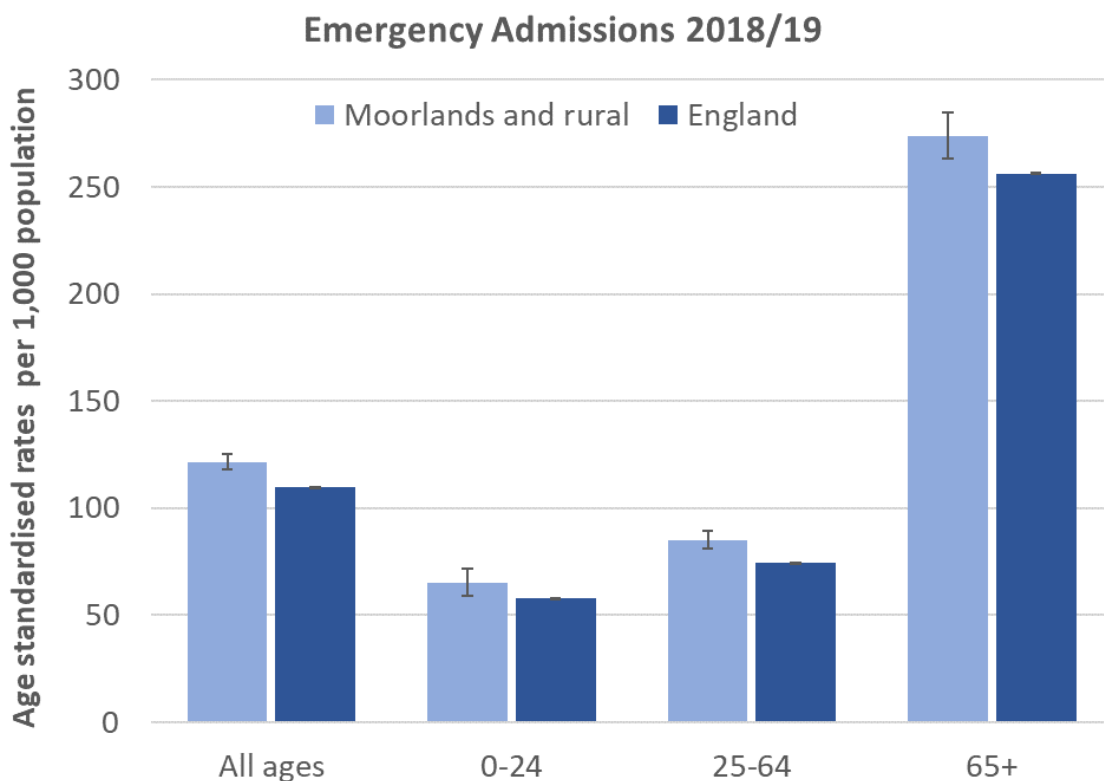
Almost one million (998,000) general practice consultations in NHS North Staffordshire CCG during 2019 - at a lower rate than England (using experimental data)



50% of consultations with a GP (lower than national – 52%)

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

High demand for hospital care



Characteristics:

- Elderly, young children and deprived communities
- One in four emergency admissions also have a mental health diagnosis

A&E attendances, 2018/19

- 11,300 attendances (including Walk-In and MIUs) at a lower rate to Staffordshire, with 43% of those coded receiving advice and guidance

In-patient care, 2018/19

- £8.77 million spent on emergency admissions - 49% 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
- Unplanned admissions for which hospitalisation may be prevented or reduced (acute and chronic) are similar to national (Staffordshire Moorlands 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 Moorlands and Rural:

- 2,230 people are estimated as being at risk of needing adult social care support
- Of approximately 361 assessments completed in 2018/19, 64% resulted in a social care package
- Similar rate per 18+ population to Staffordshire
- Long term support is biggest area of demand as at 31 March 2019
 - 55 receiving short-term support e.g. equipment provision (15% of assessments)
 - 168 receiving long-term support e.g. home care (46% of assessments)
- 10 care homes (4 nursing) in the Moorlands and Rural area, providing 290 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

