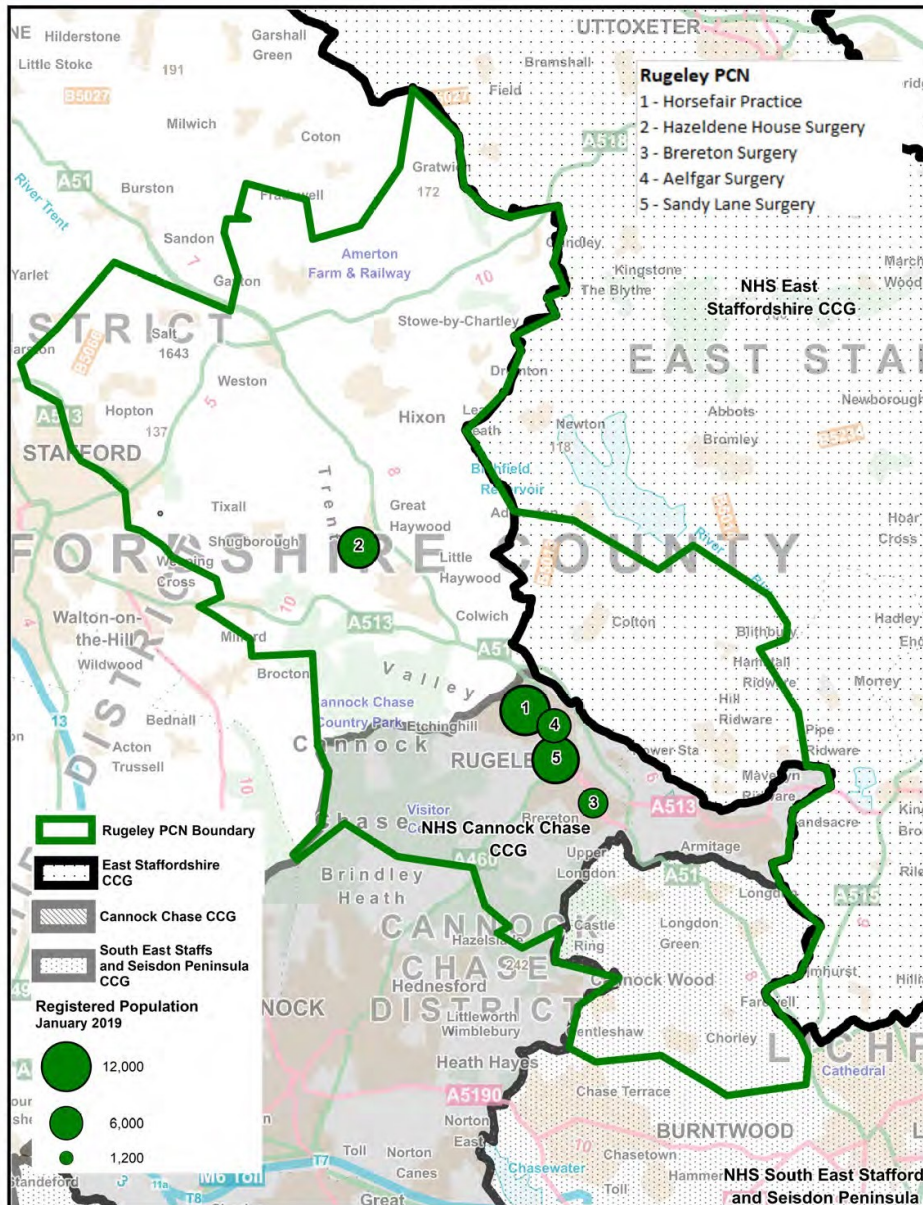




Transforming health and care for
Staffordshire & Stoke-on-Trent

Rugeley and Great Haywood 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** – high levels of unpaid carers and loneliness predictions
- **Unhealthy lifestyles** – High alcohol admissions and 3 in 4 adults overweight or obese
- **Children and Families** – Smoking in pregnancy, low levels of breastfeeding, mental health and wellbeing and educational attainment
- High levels of **Long Term Conditions** (particularly circulatory conditions), **unplanned admissions** (including Circulatory, Respiratory and preventable) 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



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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: Rugeley Library, Brereton Library, Rugeley Community Church, Rugeley Leisure Centre, Victory Church, Brereton Community Hub.

Libraries – Rugeley and Brereton: 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: Great Haywood Sports & Social Club, Hillsprings Community Association, Rugeley Youth & Community Centre, Colwich Community Centre

Village Halls: Etchinghill, Farewell & Chorley, Gayton, Hixon, Armitage & Handsacre, Stowe-by-Chartley, Victory, Weston, Longdon

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 school holiday activities, Scout and Guide groups, youth clubs.

There is a leisure centre that provides a gym and a swimming pool. Alongside activities/clubs available at community hubs there is walking, cycling, craft club, reading club, lunch club, tai chi, over 50s group, clay sculpture courses and friendship club.

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. There is support for carers including respite/carers clubs in nearby Cannock, Stafford and Burntwood. There is day centre provision.

Health and Wellbeing



There is support for patients and their families, friends and carers affected by fibromyalgia, stroke and hearing loss.

Mental health and wellbeing support including rural based health & wellbeing courses, support for anxiety, depression and low self-esteem. Specific support is available for people affected by perinatal mental illness. There is a parent support group. There are helplines and digital support is also available online and via apps.

Money advice

Citizens Advice Staffordshire South West provides information, advice and support. There is a food bank in Rugeley. 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 **Brereton Surgery and Aelfgar Surgery** 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: 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

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.stafford> Tel: [0300 303 3924](tel:03003033924) Email: FHWS.east@mpft.nhs.uk or FHWS.east@nhs.net [481](#)

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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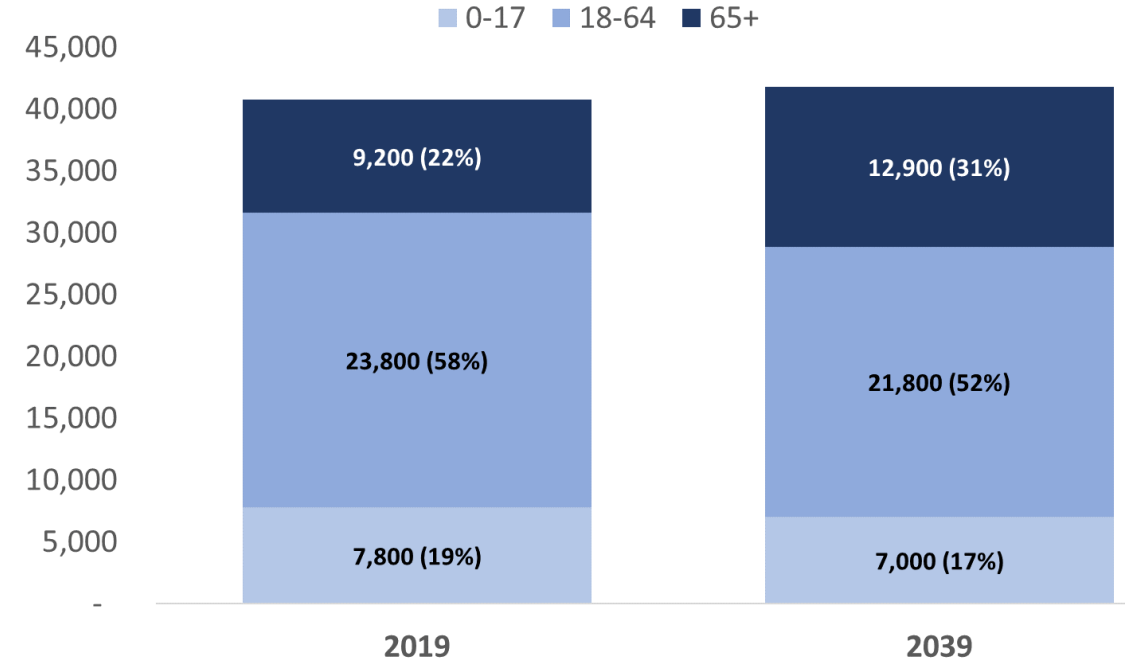
Data and Analysis

An old and ageing population with health needs

- 22% of the population are aged 65+ (higher than Staffordshire and national averages)
- A higher than average proportion of the population of Rugeley and Great Haywood live in areas classified as rural (38%)
- Male and female life expectancy (79.8 and 82.4 years) in line with national averages, 2017/18
- Pockets of deprivation but lower levels overall
- One in three (33%) of the population of Rugeley and Great Haywood live in an Everyone Health high health need priority area (higher than Staffordshire)

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

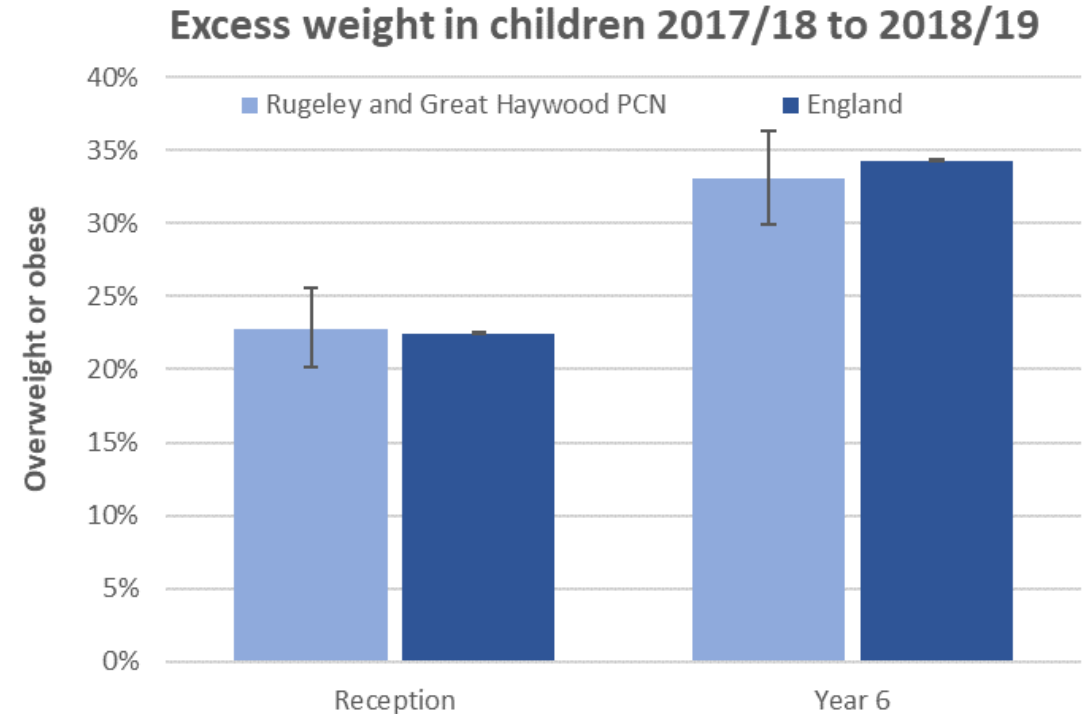
- One in seven (14%) young people in low income households (lower than national)

Education

- Three quarters (74%) of pre school children achieve a good level of development, however only one in three (33%) achieve core level of GCSE attainment, 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 (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 trends in MMR vaccinations
(2016-2019)

Adult vaccinations

70% of 65+ getting flu vaccine - 3 in 10 not vaccinated (lower than national – 2018/19)

72% of 65+ getting PPV vaccine – one in three not vaccinated (better than national – 2018/19)

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



Screening – 2015 to 2018

Breast cancer - 72% - similar to national

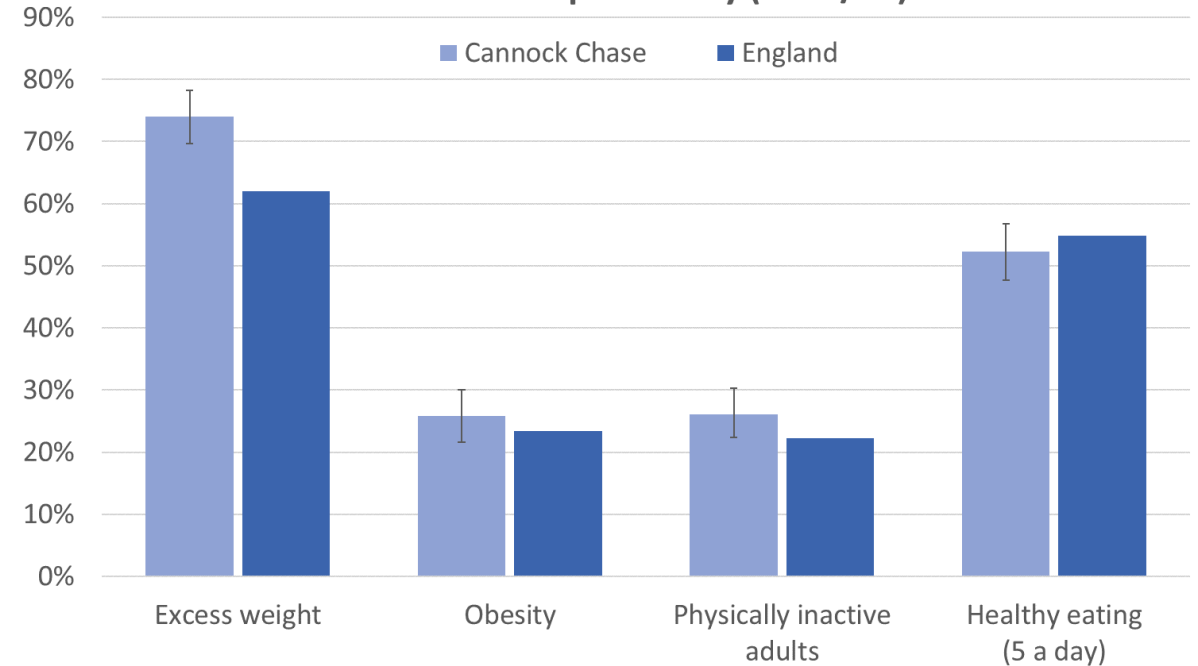
Cervical cancer - 73% - similar to national

Bowel cancer - 60% - similar to 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**
- **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 Rugeley and Great Haywood:

- One in ten households in fuel poverty (11% - similar to the national average)
- Higher levels of older people predicted to be lonely
- 7,200 (16%) unpaid carers aged 65 and over (higher than national)

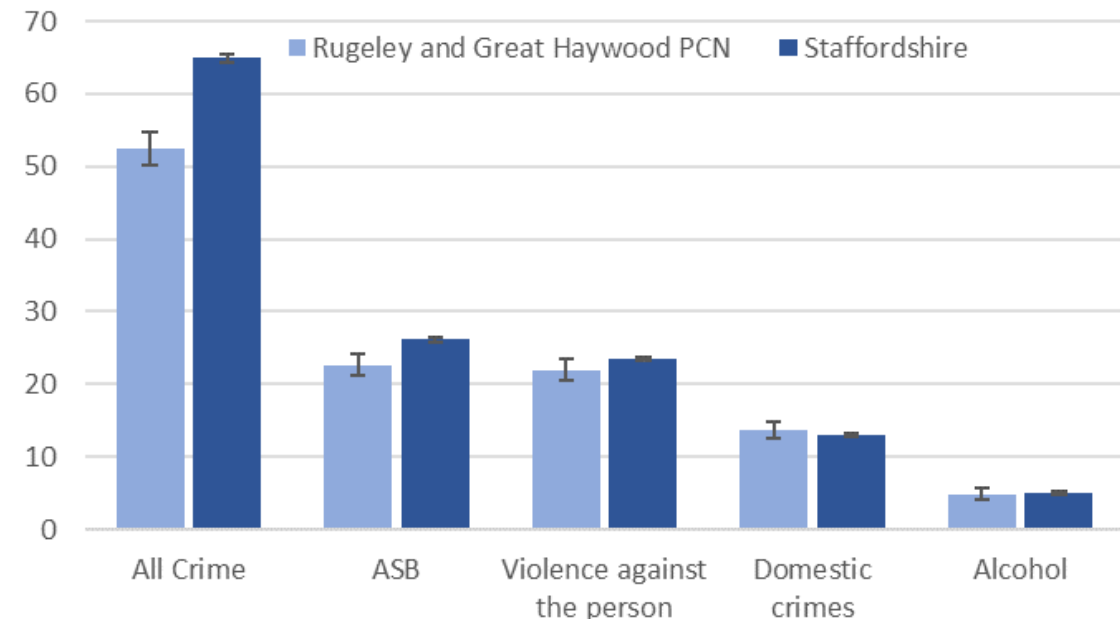
Challenges to healthy environments in Rugeley and Great Haywood:

- Crime and the fear of crime
- 1 in 9 income deprived elderly
- (11% - lower than the national average)
- High density of fast food outlets across Cannock Chase District and in Western Springs Ward (Rugeley)



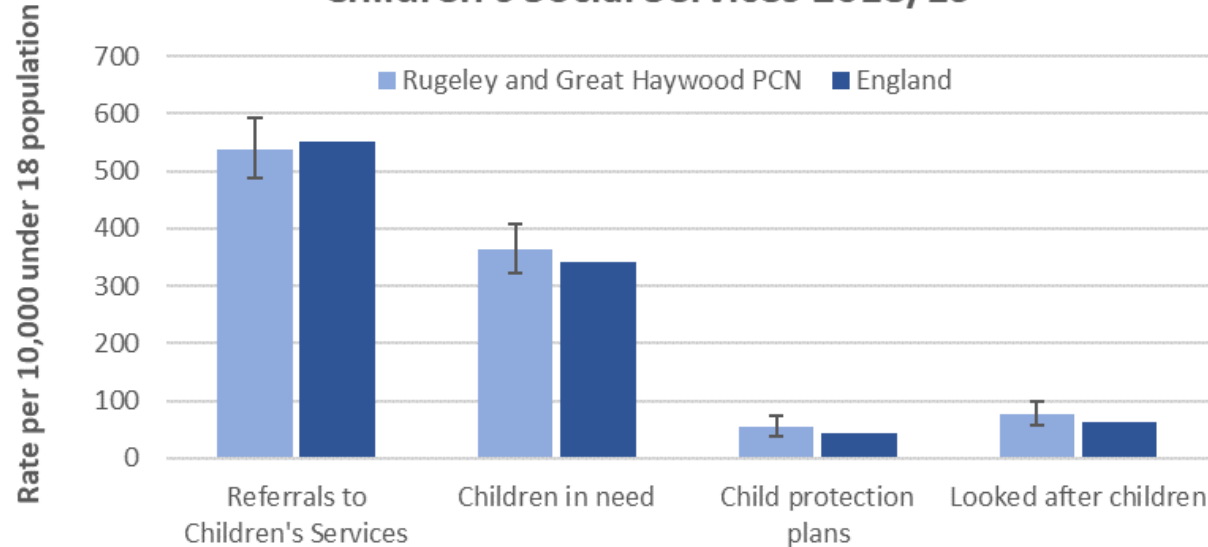
1 in 5 houses in poor condition

Crime rates per 1,000 population 2018/19



Increasing pressure on children's social care

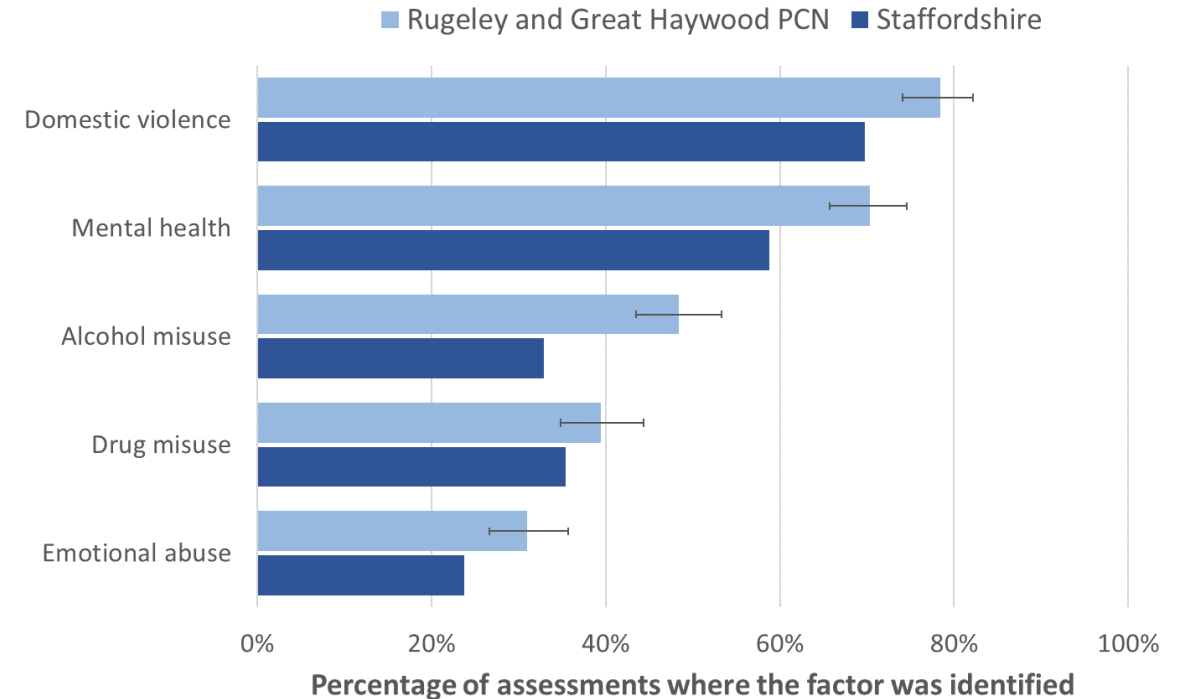
Children's Social Services 2018/19



- Rising demand across Staffordshire with increasing rates, leading to poorer outcomes
- About 230 referrals in Rugeley and Great Haywood 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

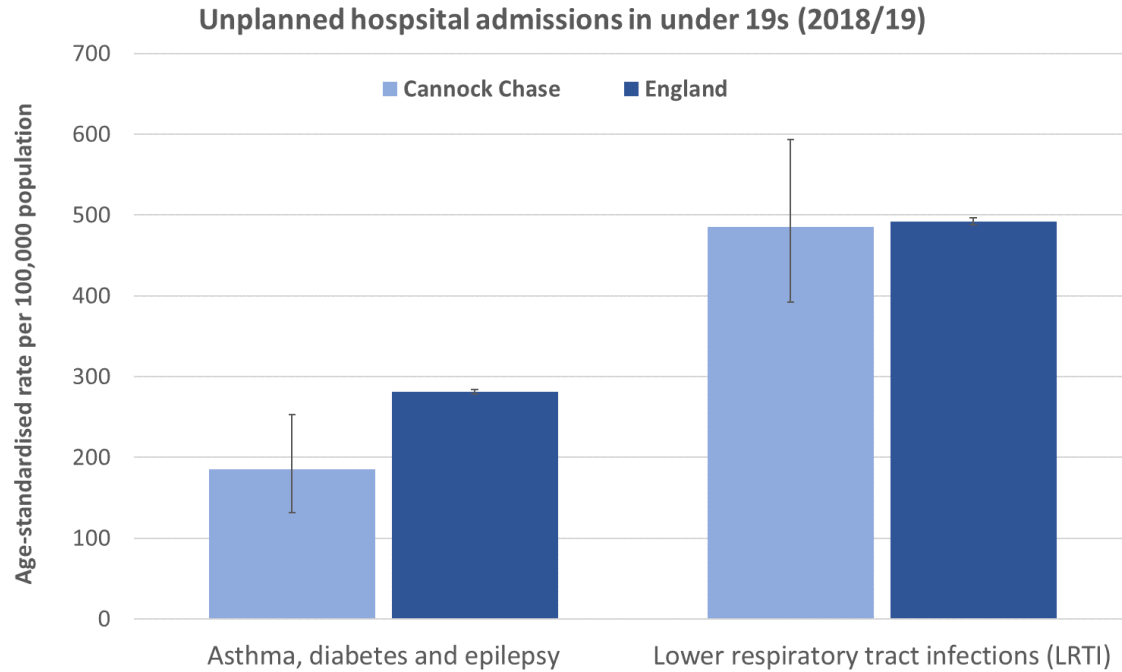
Common Factors identified at Initial CIN Assessment

(using weighted allocations from 400 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 higher than the national average
 - Rates of A&E attendance (including walk-in and MIUs) in 0-19 ages are similar to Staffordshire (2018/19)
 - 36% of coded A&E attendances in ages 0-19 receiving advice and guidance (2018/19 - including walk-in and MIUs)
- Opportunities for prevention

- Child emergency **admissions** for LRTI in Cannock Chase District are similar to national (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 higher than England (CCG area - 2018/19)
- Mental health admissions in under 25s are similar to England (PCN – 2018/19)

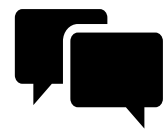
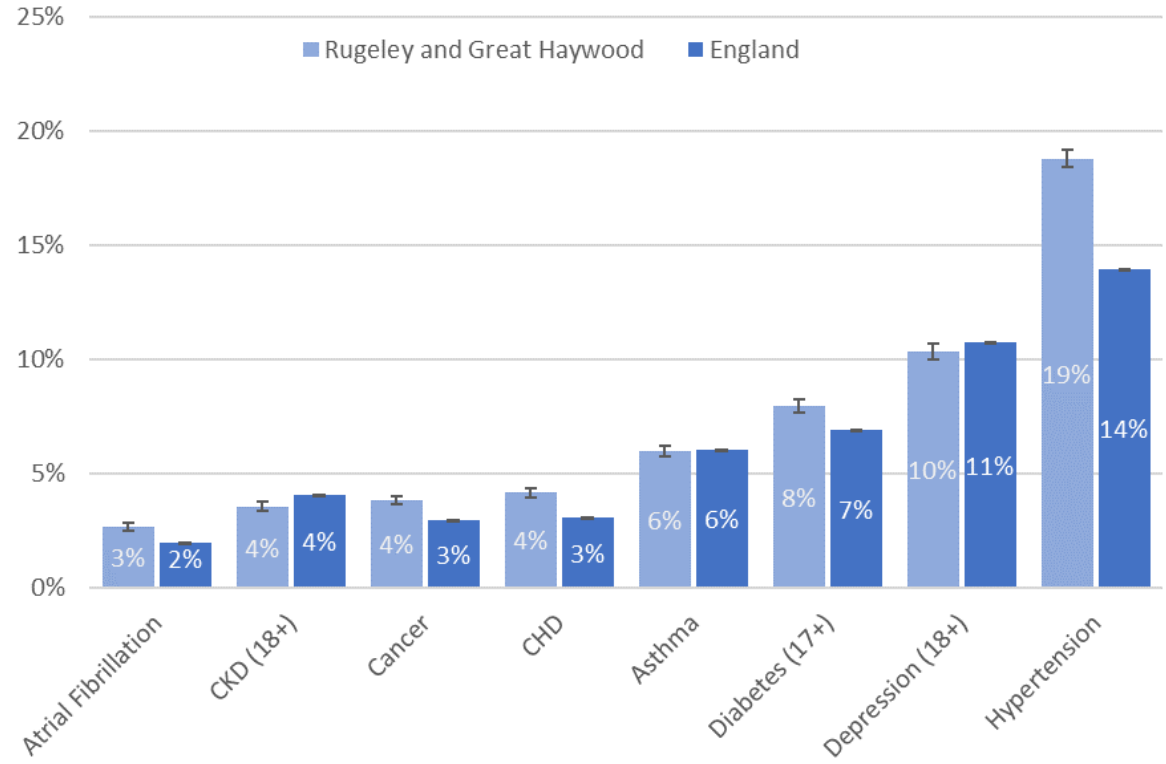
Increasing demand for primary care

In Rugeley and Great Haywood:

- Higher prevalence and increasing trend of people with long-term conditions
- High levels of circulatory conditions (CHD, heart failure and hypertension)
- Dementia diagnosis rates are better than England (79% vs 70%)
- 2,000 over 65s estimated to be at risk of frailty (22% of 65+ population)
- 66% 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)

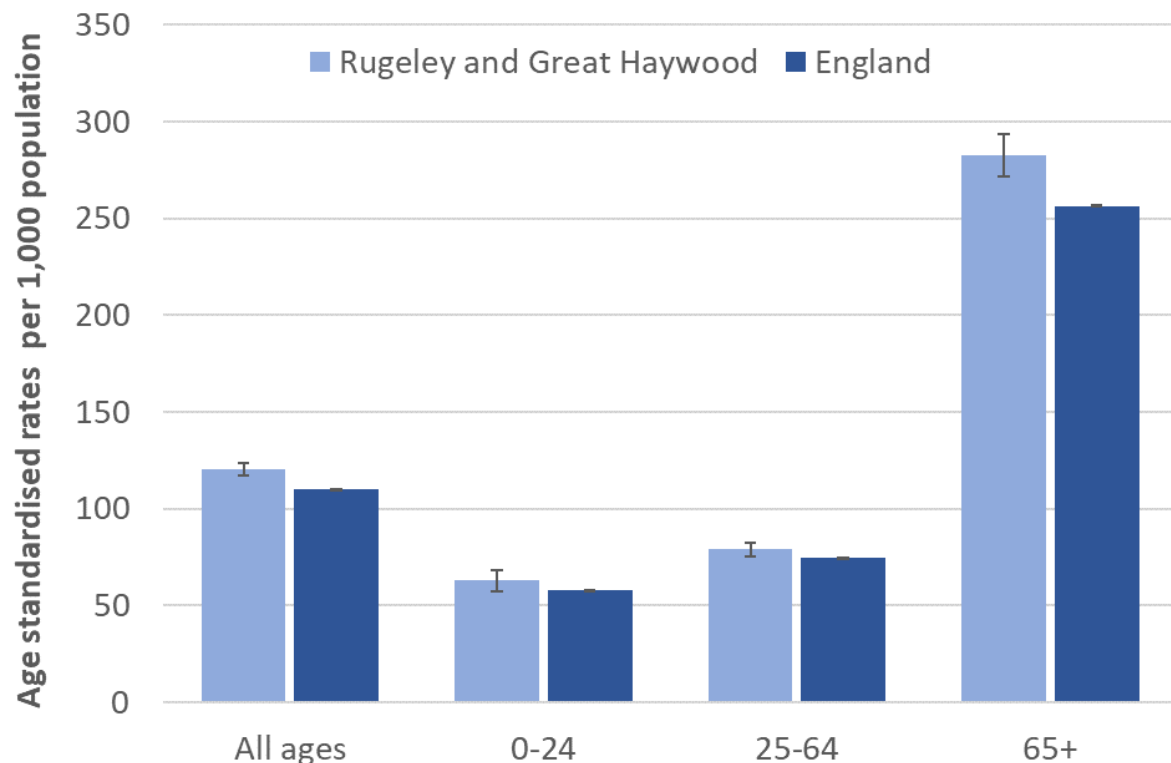


48% of consultations with a GP (lower than national – 52%)

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

A&E attendances, 2018/19

- 15,800 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

- £9.4 million spent on emergency admissions - 48% of all in patient costs (Midlands and Lancashire CSU)
- Unplanned admissions higher than national
- Unplanned admissions for circulatory and respiratory 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 Rugeley and Great Heywood (2018/19):

- 2,080 people are estimated as being at risk of needing adult social care support
- Of approximately 330 assessments completed in 2018/19, 73% 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
 - 100 receiving short-term support e.g. equipment provision (31% of assessments – similar to Staffordshire)
 - 130 receiving long-term support e.g. home care (39% of assessments)
- 13 care homes (3 nursing) in the Rugeley and Great Heywood area, providing 405 beds (a higher rate per 18+ 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

