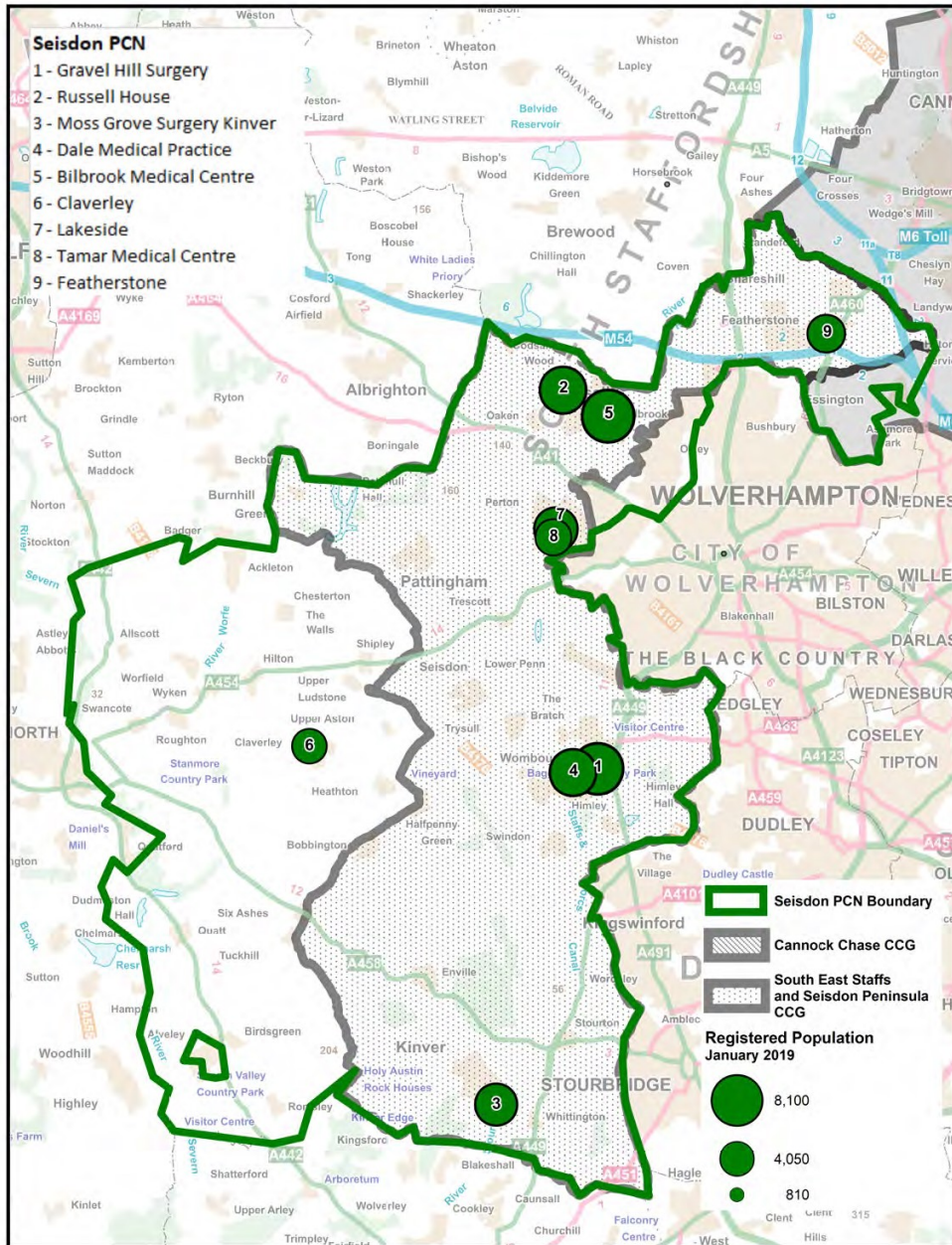




Transforming health and care for  
Staffordshire & Stoke-on-Trent

# Seisdon 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 increasingly **older population** with higher levels of unpaid carers
- **Unhealthy lifestyles** – Overweight and obesity
- Higher prevalence of **long term conditions** and increasing trend of people with LTCs
- High rates of **adult social care support**



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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

To support social prescribing the following resources and assets are available within your area, which signpost to community solutions.



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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:** Codsall Library, Kinver Library, Perton Library, Womborne Library

**Libraries – Codsall, Kinver, Perton, Womborne:**

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:**

Featherstone and Hilton Community Centre, Perton Civic Centre, Bilbrook Village Hall, Codsall Village Hall, Stourton Village Hall, Trysull and Seisdon Village Hall, Wombourne Civic Centre, Wombourne WI, Kinver St Peter's Church Hall, Lower Penn Victory Hall, Pattingham Village 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, police cadets.

There are leisure centres that provides a gym and a swimming pool. Alongside activities/clubs available at community hubs there is a cricket club, running club, riding school, gaming clubs, gentle exercise clubs, reading club, ladies exercise club, pop choir, lunch 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 and support for carers is available which includes respite/carers clubs.

## Health and Wellbeing



There is support for patients and their families, friends and carers affected by dementia, with a complex or incurable condition, sight loss. There is a falls prevention/management service.

Mental health and wellbeing support including meditation and mindfulness groups and life coaching. A team provides help for people with mild to moderate mental health difficulties. Support is available specifically for adults with learning disabilities and for the bereaved.

Support to families including parenting skills is available. 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. 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 **Lakeside 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](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: [humankind.starswest@nhs.net](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.  
**West Hub** (for Moorlands, Newcastle-under-Lyme, Stafford surrounds and Seisdon) 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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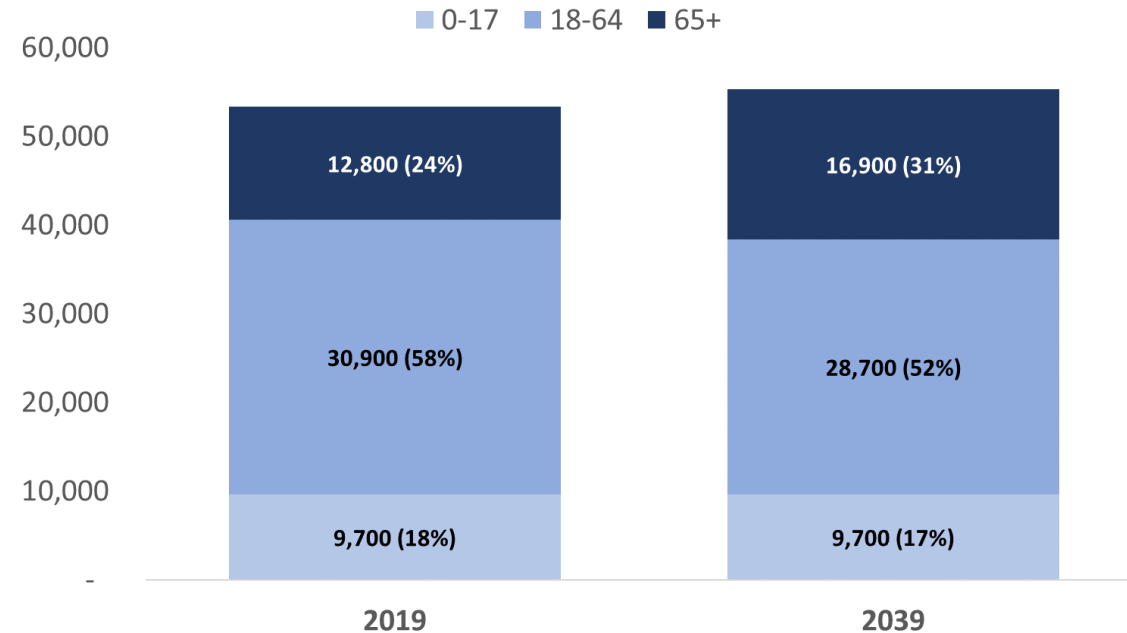
# Data and Analysis

# A shrinking working age population

- Almost 1 in 4 of the population are aged 65+ (higher than Staffordshire and national averages)
- A higher than average proportion of the population live in rural areas (35%)
- Rural communities can face challenges such as hidden deprivation, access to transport services, housing, social isolation, unemployment and digital exclusion
- Male life expectancy (80.4) is in line with the national average and female life expectancy (84.6) is higher than the national average (83.1), 2017/18
- 15% 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 (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

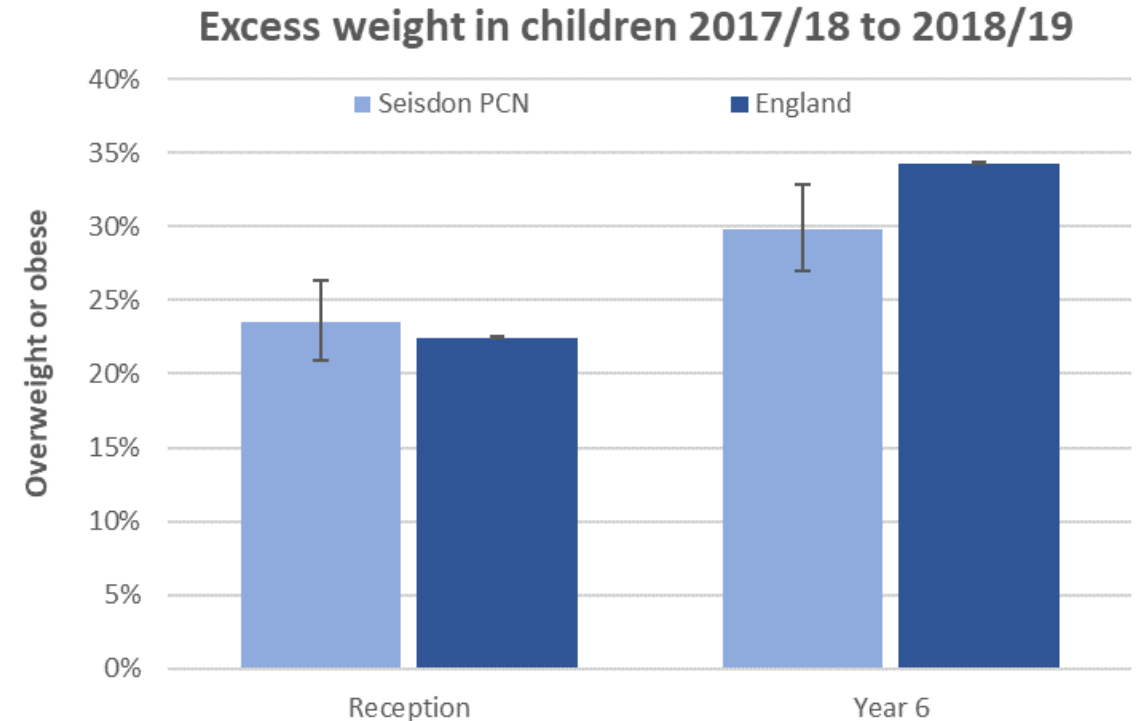
- 9% of young people live in low income households (better than national)

## Education

- 75% of pre school children achieve a good level of development, similar to national
- 44% 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)
- Three in ten year six children overweight or obese (lower than national)

# Multiple factors driving demand

Health Protection is a key factor in preventing demand



Downward trend in DTaP/IPV/Hib vaccinations (2016 – 2019)

## Vaccinations (2018/19)

Rates lower than the Staffordshire average for MMR first and second dose

75% of 65+ getting flu vaccine - 1 in 4 not vaccinated (higher than national – 2018/19)

72% of 65+ getting PPV vaccine - 1 in 4 not vaccinated (higher than national– 2018/19)

Only 52% of under 65 at risk getting flu vaccine (higher than national – 2018/19)



## Screening – 2015 to 2018

Bowel cancer - 63% - higher than national

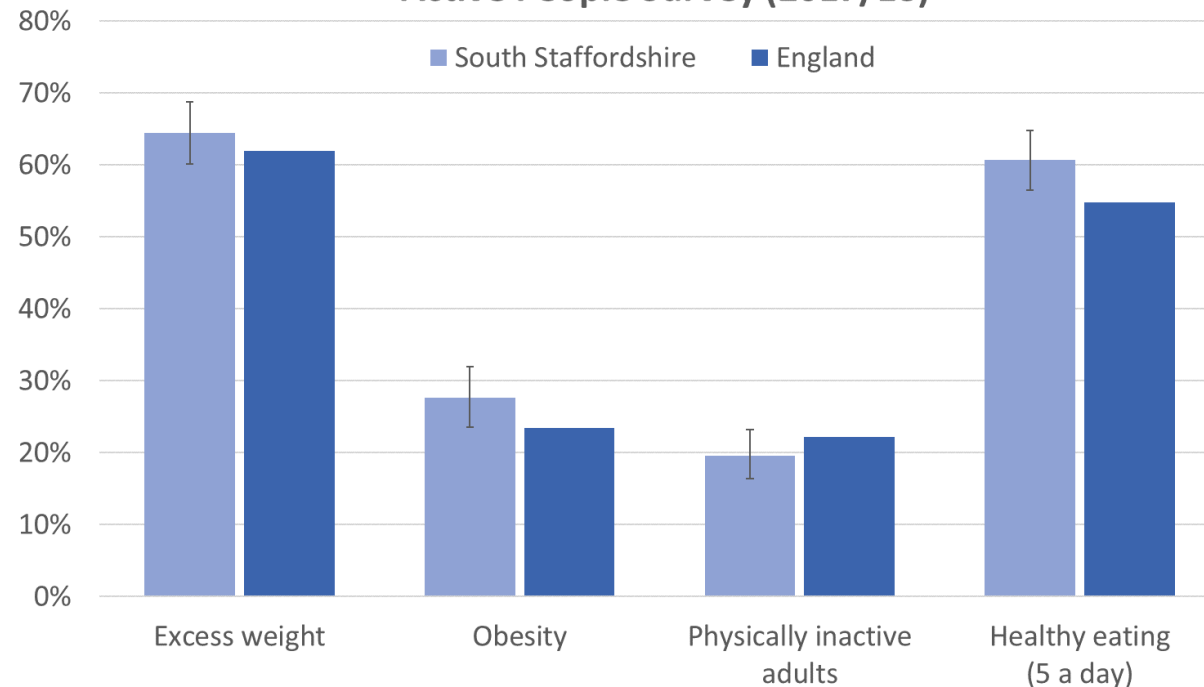
Breast cancer - 73% - similar to national

Cervical cancer - 77% - 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 South Staffordshire District – similar to national
- **12% smoke** – lower than national (2018/19 QOF)
- **Alcohol-related admissions** are lower than the national average (2018/19)

# Multiple factors driving demand

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

## In Seisdon :

- One in ten households in fuel poverty (lower than national)
- Higher housing affordability ratios in South Staffordshire district
- Low levels of older people predicted to be lonely
- High proportions of unpaid carers aged 65+

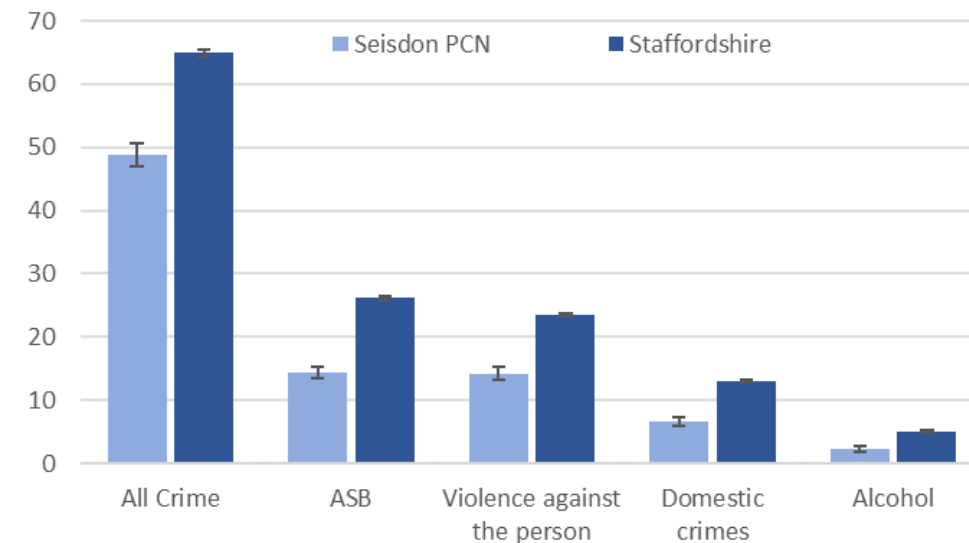
## Challenges to healthy environments in Seisdon

- Crime and the fear of crime
- 1 in 10 elderly income deprived (lower than national)
- Air Quality Management Areas in surrounding areas such as Dudley, Walsall and Wolverhampton



**1 in 5** houses in poor condition

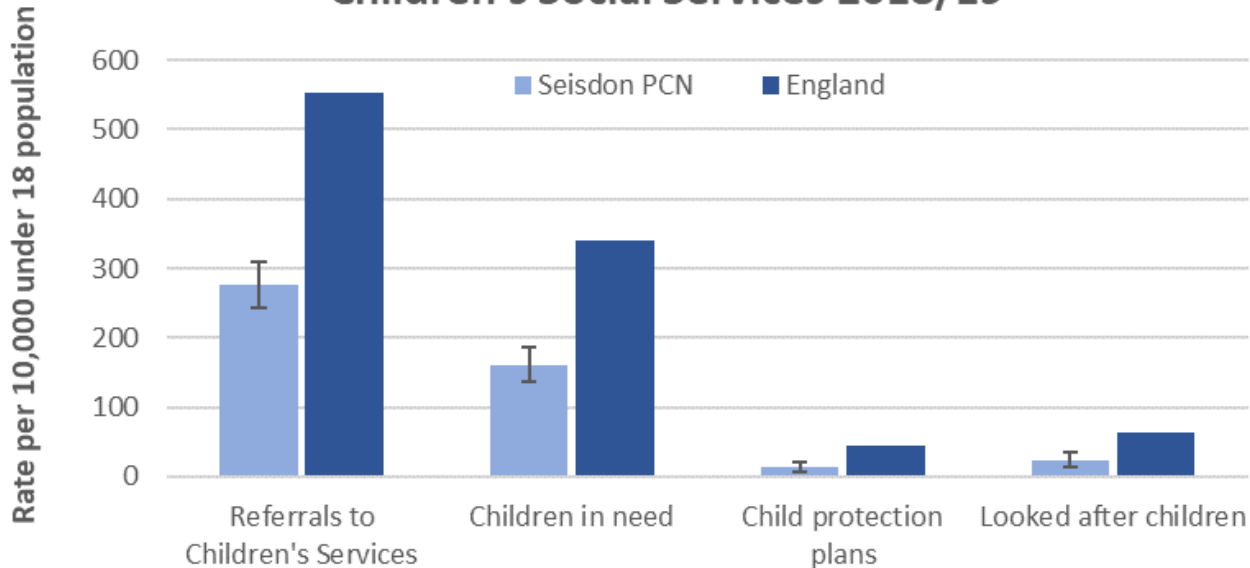
Crime rates per 1,000 population 2018/19





# Increasing pressure on children's social care

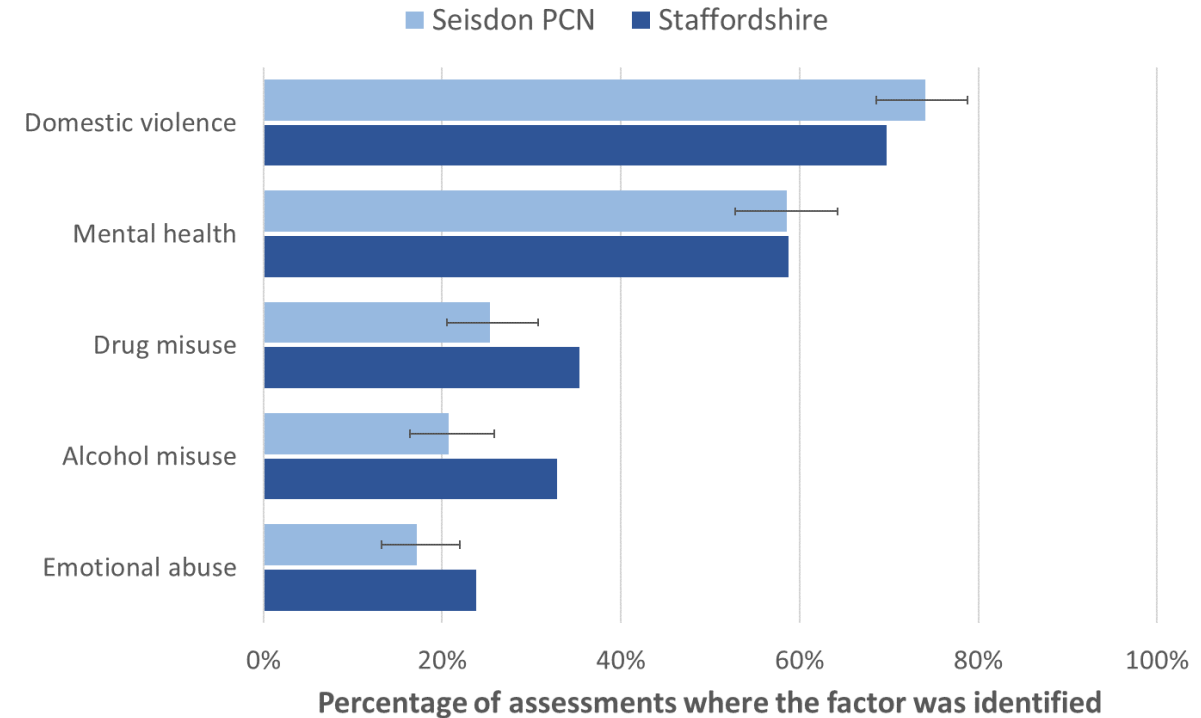
Children's Social Services 2018/19



- Rising demand across Staffordshire with increasing rates, leading to poorer outcomes
  - About 100 referrals in Seisdon 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

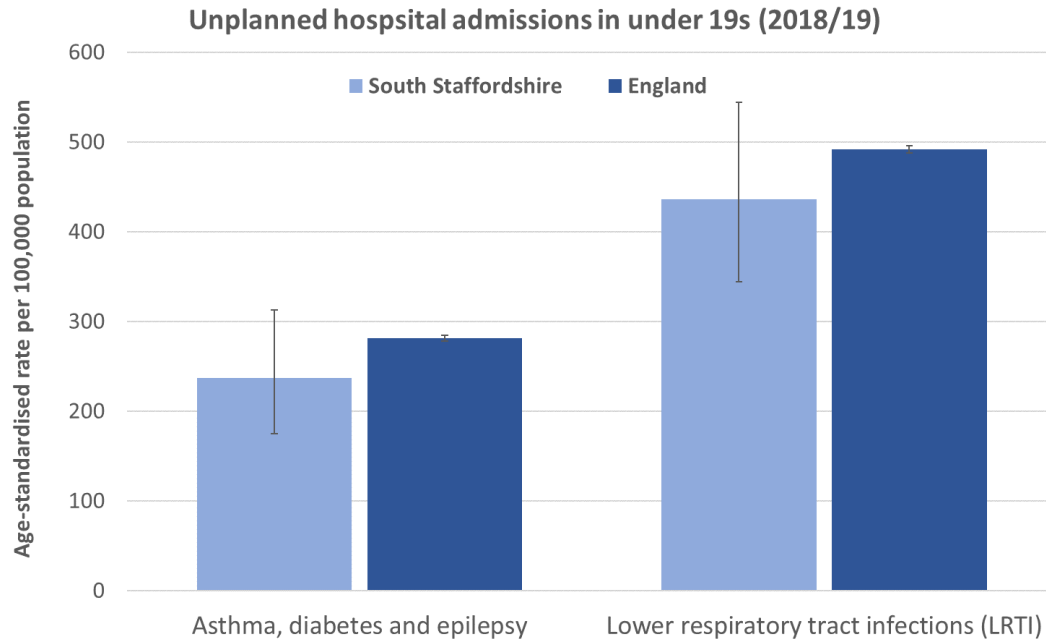
Common Factors identified at Initial CIN Assessment

(using weighted allocations from 280 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 LRTI in South Staffordshire District are similar to England (2018/19)

- Over 4,000 A&E attendances (including walk-in and MIUs) in 0-19 ages (lower than the Staffordshire average - 2018/19)
- A&E attendances in under 5s are higher than the National average (CCG area - 2018/19)
- One in three (35%) of coded A&E attendances in 0-19 ages in Seisdon for advice and guidance (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 similar to England (CCG area - 2018/19)
- Mental health admissions in under 25s lower than England (PCN – 2018/19)

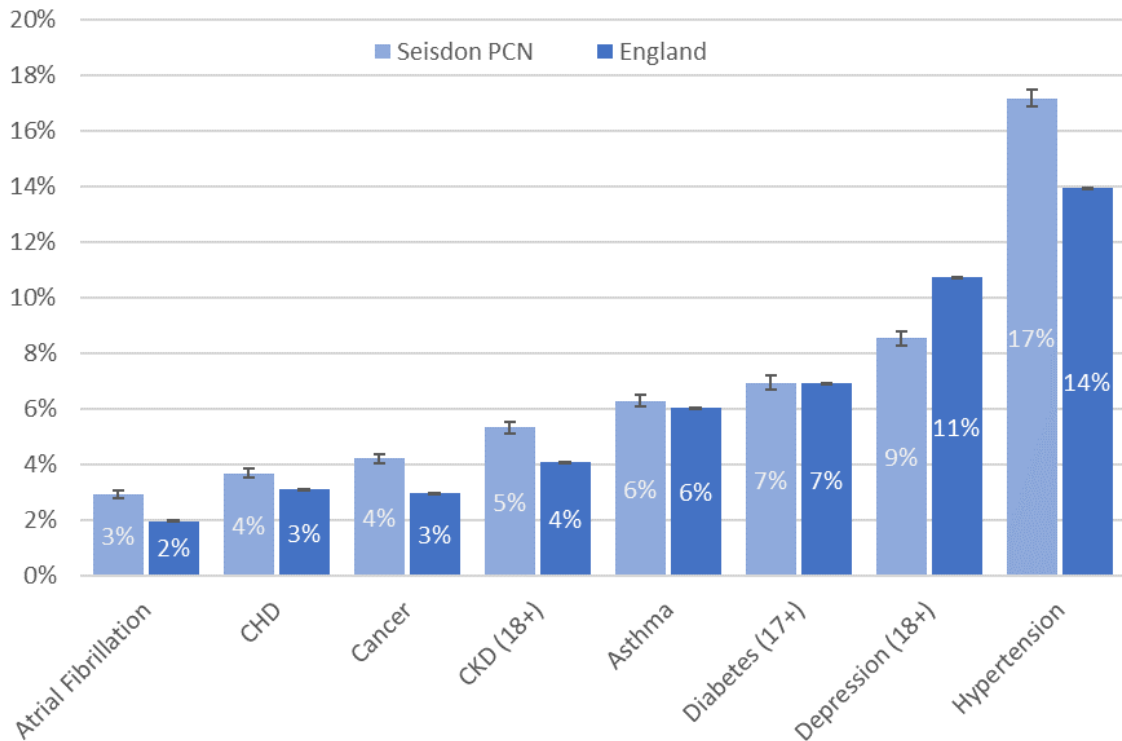
# Increasing demand for primary care

## In Seisdon:

- Higher prevalence and increasing trend of people with long-term conditions
- Dementia diagnosis rates similar to England (67% vs 70%)
- 3,100 over 65s estimated to be at risk of frailty (24% of 65+ population)
- 53% of learning disability QOF registered patients received health check in 2018/19 (similar to 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)

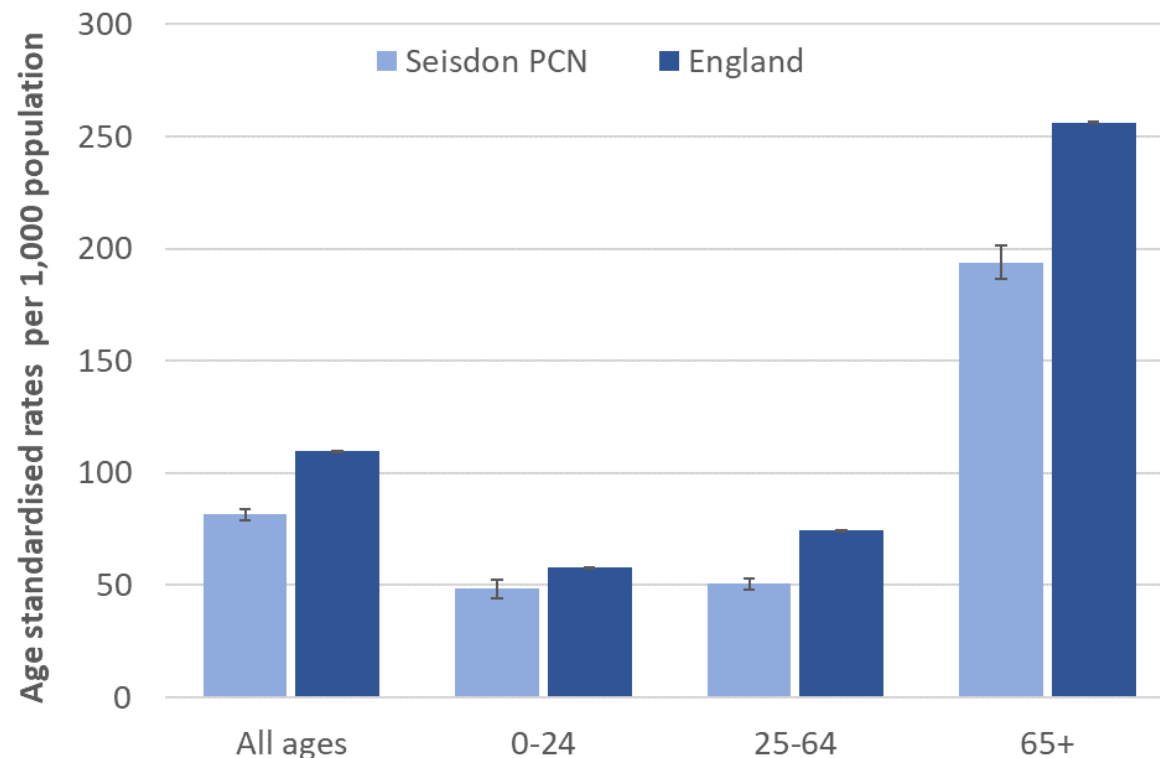


53% of consultations with a GP (higher than national – 52%)

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 (higher than Staffordshire)

## A&E attendances, 2018/19

- 17,300 attendances (including Walk-In and MIUs) at a lower rate to Staffordshire, with 28% of those coded receiving advice and guidance

## In-patient care, 2018/19

- £11.1 million spent on emergency admissions - 50% of all in patient costs (Midlands and Lancashire CSU)
- Unplanned admissions lower than national average
- Low rates of unplanned admissions for chronic and acute 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 Seisdon (2018/19):

- 2,910 people are estimated as being at risk of needing adult social care support
- Of approximately 550 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
  - 200 receiving short-term support e.g. equipment provision (36% of assessments – higher than the Staffordshire average)
  - 220 receiving long-term support e.g. home care (40% of assessments)
- 20 care homes (9 nursing) in the Seisdon area, providing 690 beds (a higher 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

