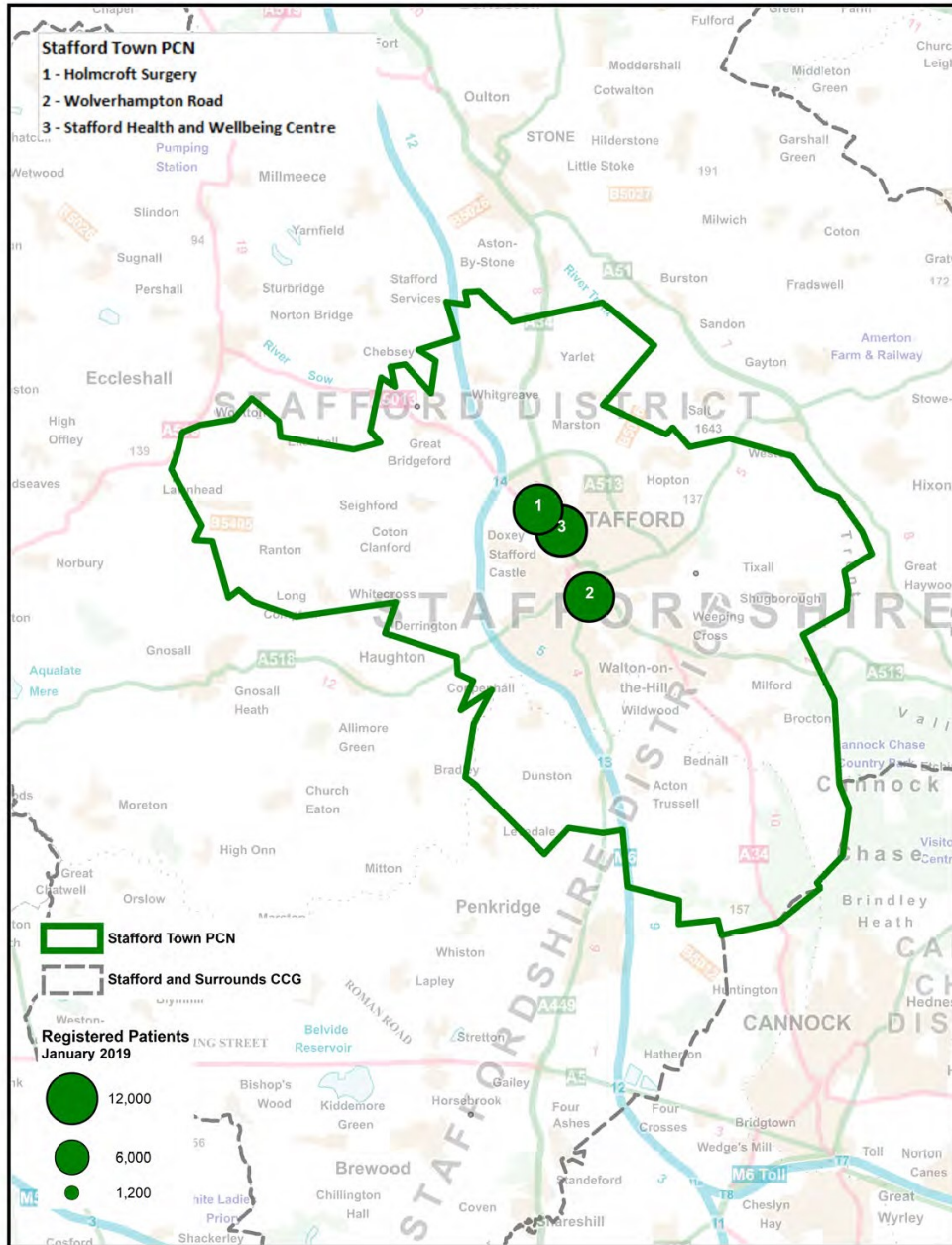




Transforming health and care for
Staffordshire & Stoke-on-Trent

Stafford Town 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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- **Multiple wider issues** – Highest crime rate in Staffordshire, high children in need, high density of fast food outlets
- **Unhealthy lifestyles** – High levels of smoking and alcohol admissions
- **Mental Health and Wellbeing** – Referrals to child mental health services, self harm admissions, GP registered depression and hospital admissions (children and all ages)
- High levels of **Long Term Conditions**, low levels of health checks for learning disability patients **and high unplanned admissions** (children and all ages)

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: Stafford Library, Doxey Village Hall, Northfield Centre, Holmcroft Library, the Social Hub

Libraries – Stafford and Holmcroft: Regular activities and events for children and adults such as baby bounce and rhyme, tots time / storytime, reading groups and knit and natter.

Faraday Road and Silkmore Children's Centres offer activities including Breast Feeding support, Early Learning Activities and Early Minds

Community Centres and Community Hall: Holmcroft Youth and Community Centre, Great Bridgeford Village Hall, Oddfellows Hall

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 sea scouts, sea cadets, police cadets, Scout and Guide groups, Duke of Edinburgh, boys brigade and girls association, summer holiday activities.

There is a leisure centre that provides a gym and a swimming pool. Alongside activities/clubs available at community hubs there is a youth theatre, specific group for people with disabilities, athletics and running club.

Carers



Numerous care support, such as residential care homes along with organisations who support people to live in their own homes in the wider Stafford area.

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 childhood cancer, dementia, Alzheimer's, hearing loss, sight loss, autism and substance misuse.

Mental health and wellbeing support is available which includes online mental wellbeing courses and acupuncture therapy. Support is available for the bereaved and for grandparents with a disabled child. Support is also available for the elderly who suffer from loneliness and isolation. There are helplines and digital support is also available online and via apps.

Money advice

Citizens Advice 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 **Stafford Health & Wellbeing Surgery and Wolverhampton Road 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: 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.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 (for 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

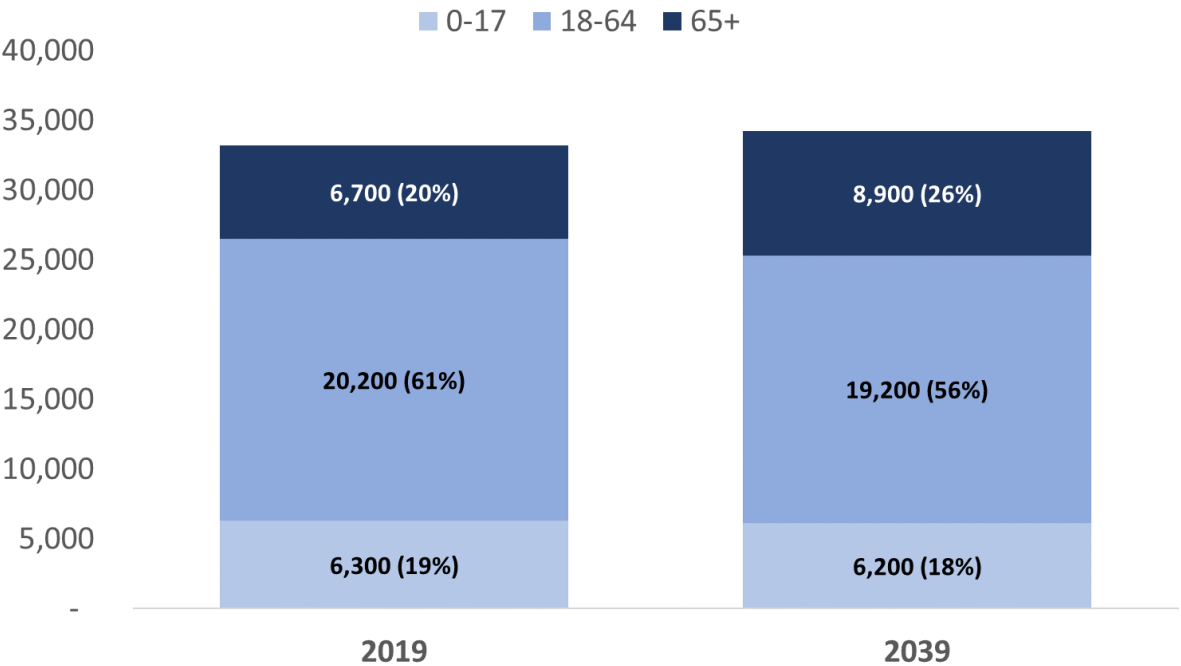


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Data and Analysis

A shrinking working age population and health needs

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

- One in five of the population of Stafford Town are aged 65+ (higher than the national average and below the Staffordshire average)
- Almost all (92%) of the proportion of the population of Stafford Town live in urban areas
- Male and female life expectancy (79.7 and 82.8 years) in line with national average, 2017/18
- Pockets of deprivation, but lower levels overall
- A high proportion (37%) 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

- 12% of Mums smoke during pregnancy in Stafford and Surrounds CCG (2018/19)
- 65% of Mums initiate breastfeeding in Stafford and Surrounds CCG (2018/19)

Children in low income households

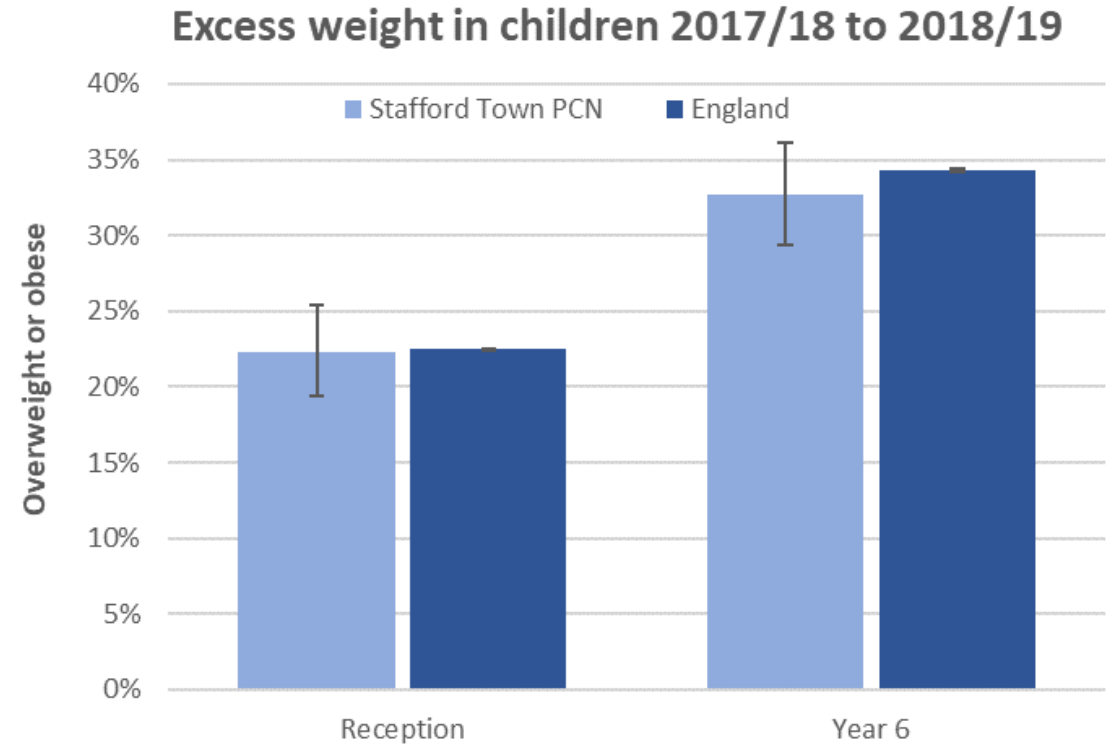
- One in seven (14%) young people in low income households (lower than national)

Education

- Three quarters (74%) of pre school children achieve a good level of development, better than national, however only 36% achieve a core level of GCSE attainment, similar to 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 five 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

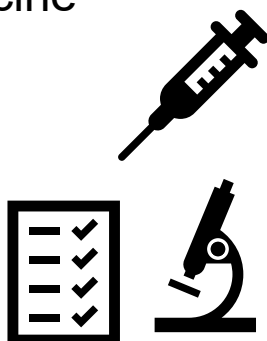
75% of 65+ getting flu vaccine – 1 in 4 not vaccinated (higher than national – 2018/19)

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

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

Screening – 2015 to 2018

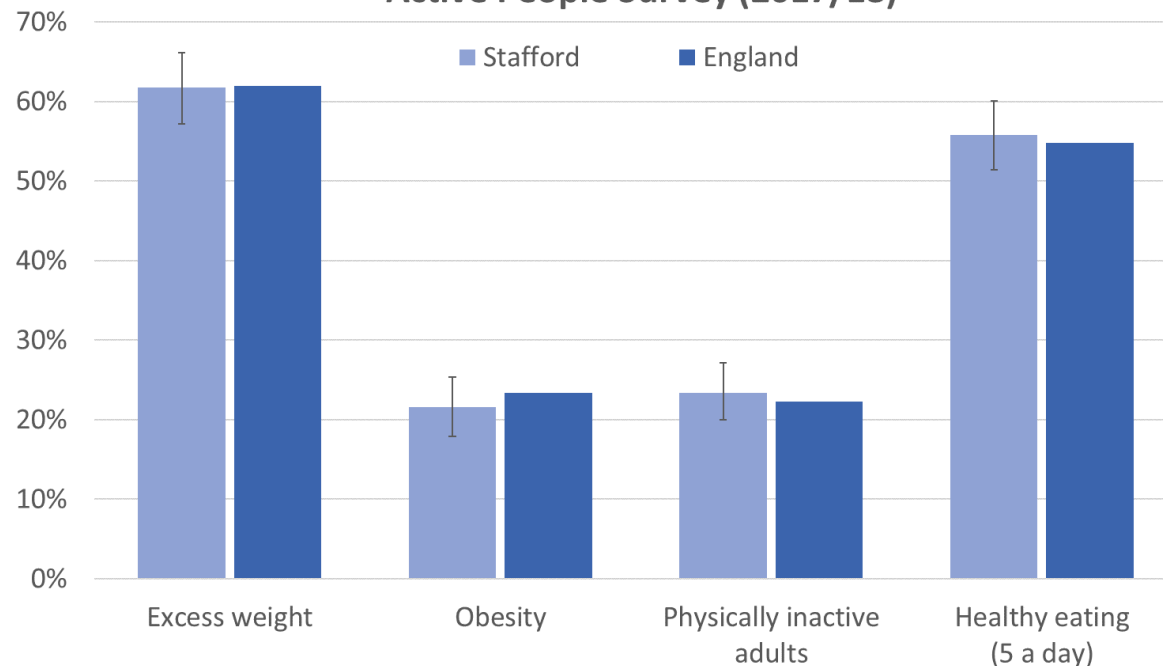
Breast cancer - 72% - similar to national
Cervical cancer - 71% - similar to national
Bowel cancer - 59% - similar to national



Healthy lifestyles

Obesity , physical activity and healthy eating

Active People Survey (2017/18)



- Six out of ten adults are overweight or obese in Stafford Borough
- **19% smoke** – higher than national (2018/19 QOF)
- **Alcohol-related admissions** higher than national and one of the highest in Staffordshire (2018/19)

Multiple factors driving demand

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

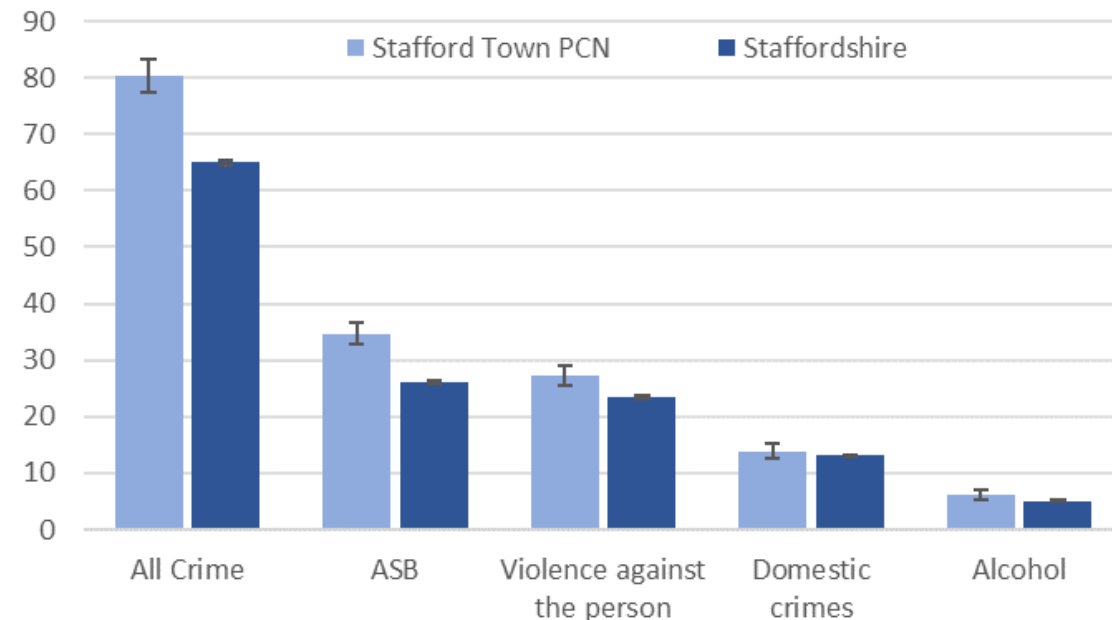
In Stafford Town:

- One in ten households in fuel poverty (lower than national)
- 16% of households privately rented, higher than the Staffordshire average
- Wider barriers to housing such as homelessness, affordability or overcrowding
- Lower than average levels of older people predicted to be lonely
- 5,600 unpaid carers aged 65 and over (14% - similar to national)



1 in 5 houses in poor condition

Crime rates per 1,000 population 2018/19

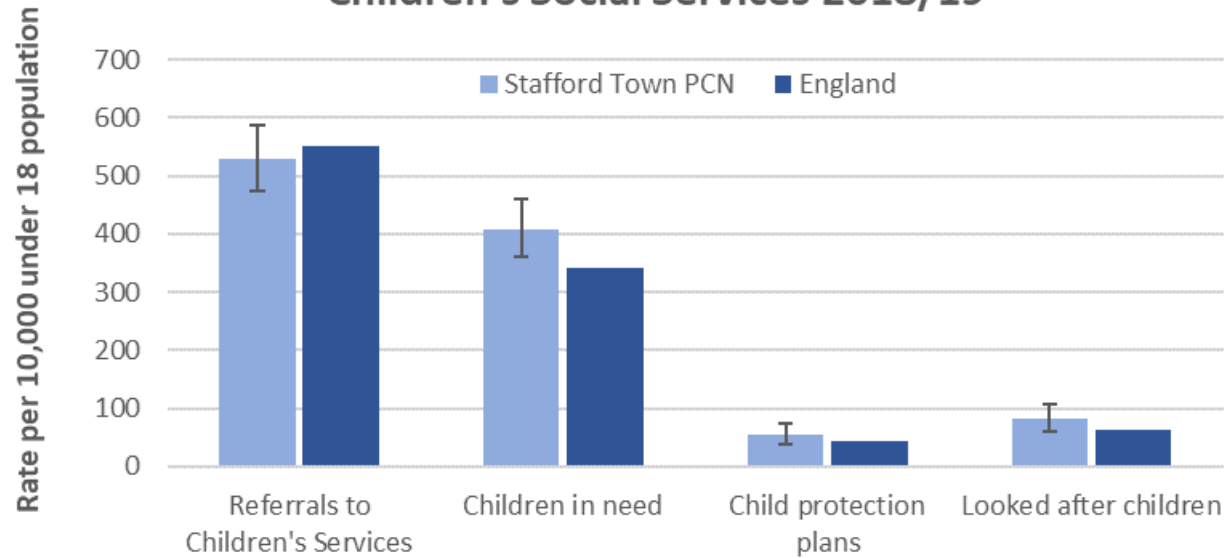


Challenges to healthy environments in Stafford Town:

- The highest all crime rate in Staffordshire
- One in nine elderly income deprived (lower than national)
- High density of fast food outlets in Common and Forebridge wards
- One air quality management area (Woodbank House, Teddesley Road, Penkridge and the adjacent M6).

Increasing pressure on children's social care

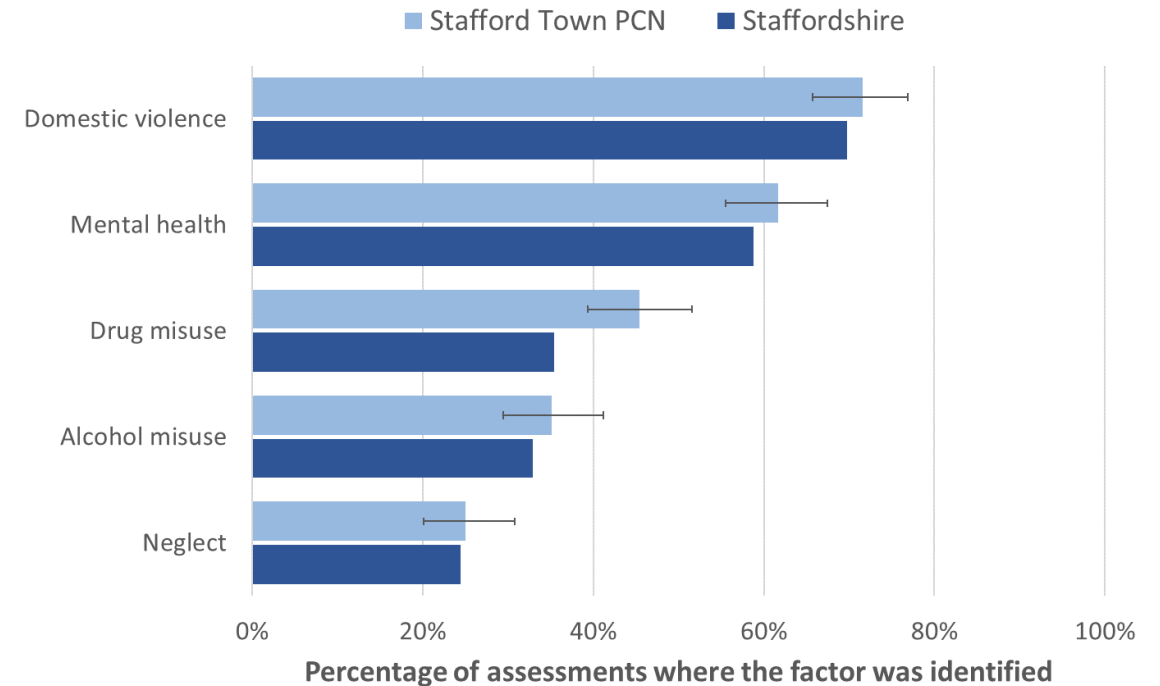
Children's Social Services 2018/19



- Rising demand across Staffordshire with increasing rates, leading to poorer outcomes
 - Rates of children in need higher than national
 - About 110 referrals in Stafford Town 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

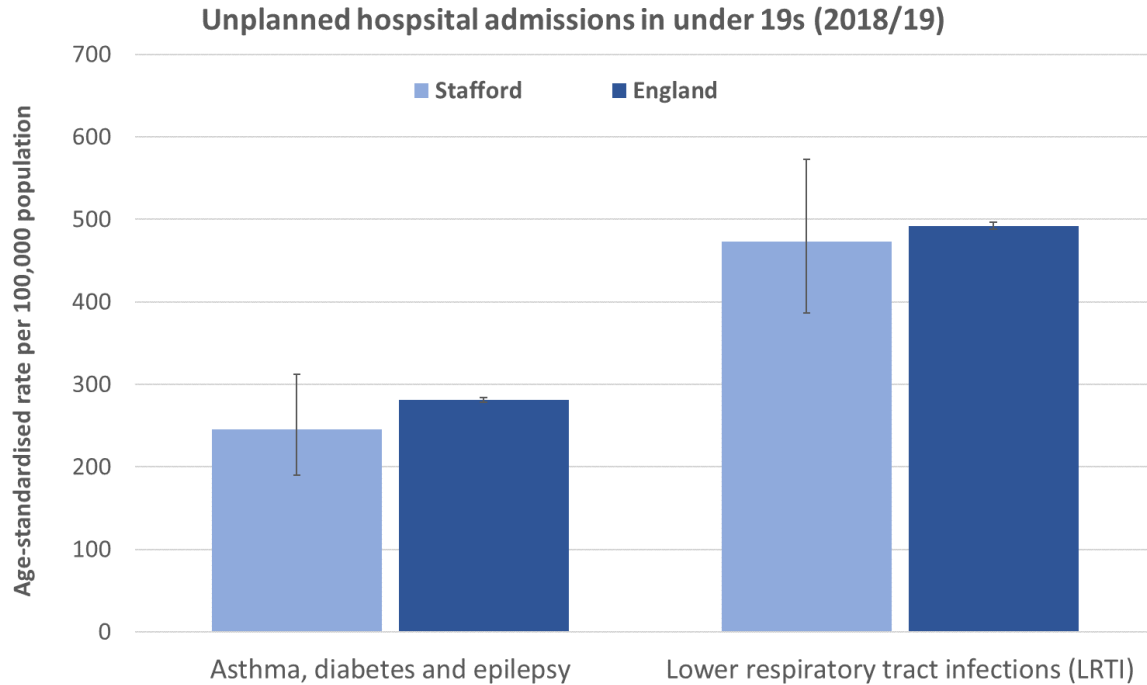
Common Factors identified at Initial CIN Assessment

(using weighted allocations from 250 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
 - Hospital admissions caused by injuries in young people (15-24) higher than national (2018/19 – CCG level)
 - Half (49%) of coded A&E attendances in ages 0-19 receiving advice and guidance (2018/19 - including walk-in and MIUs)
- 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 are higher than England (PCN and CCG areas (2018/19)

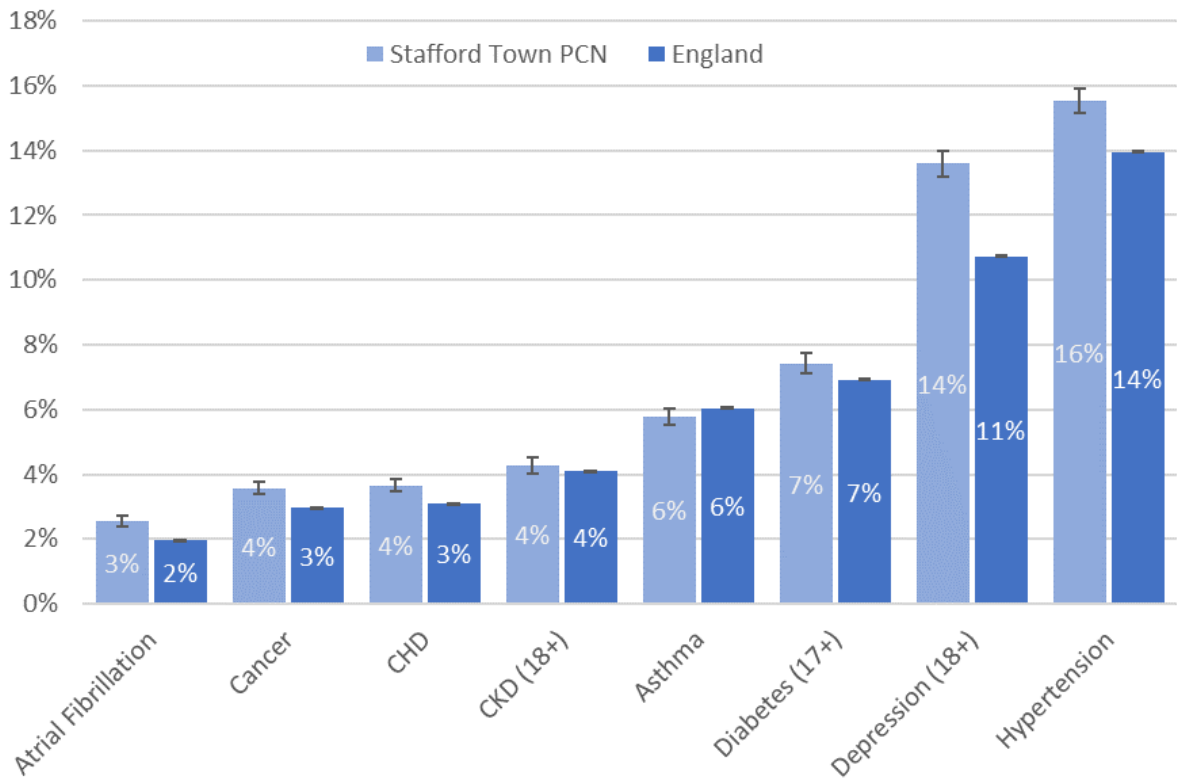
Increasing demand for primary care

In Stafford Town:

- Higher prevalence and increasing trend of people with long-term conditions
- High levels of depression
- Dementia diagnosis rates are similar to England (74% vs 70%)
- 1,600 over 65s estimated to be at risk of frailty (24% of 65+ population)
- Only 37% of learning disability QOF registered patients received a 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 791,000 general practice consultations in NHS Stafford and Surrounds CCG during 2019 - at a higher rate than Staffordshire and England (using experimental data)

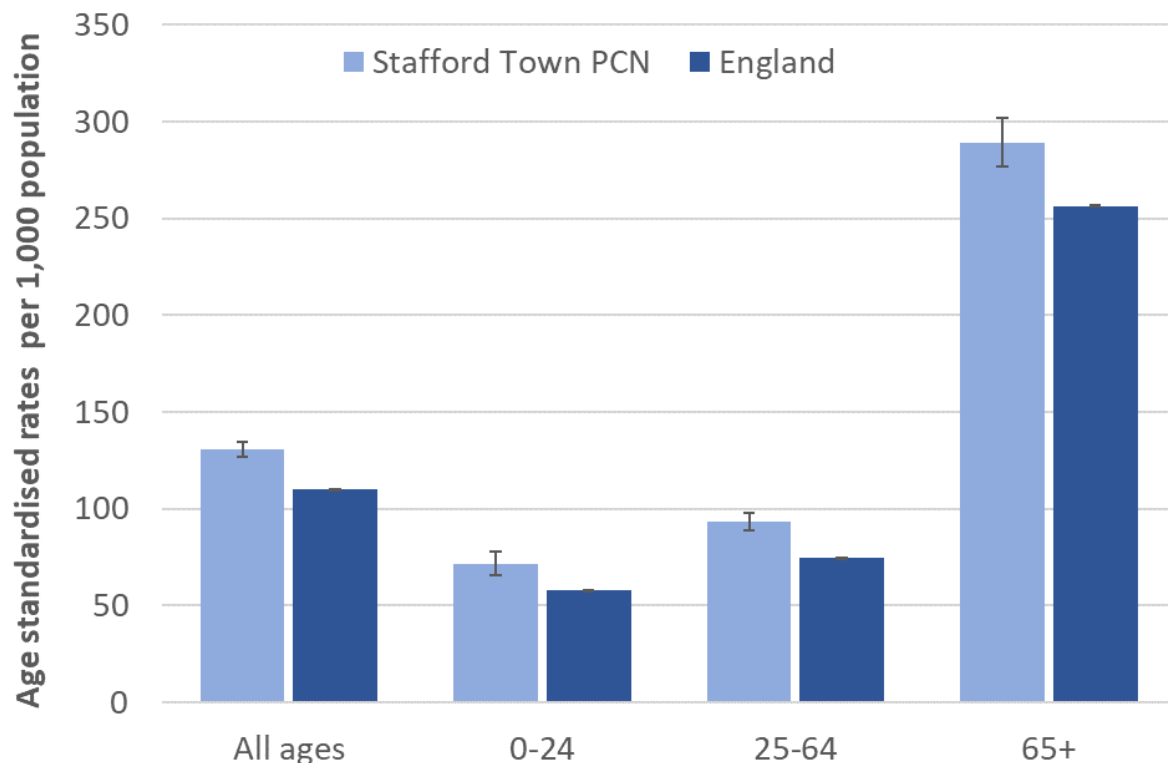


42% of consultations with a GP (lower than national – 52%)

87% 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 three emergency admissions also have a mental health diagnosis (higher than Staffordshire)

A&E attendances, 2018/19

- 12,200 attendances (including Walk-In and MIUs) at a similar rate to Staffordshire, with 38% of those coded receiving advice and guidance

In-patient care, 2018/19

- £7.7 million spent on emergency admissions - 49% of all in patient costs (Midlands and Lancashire CSU)
- Unplanned admissions higher than national
- Unplanned admissions for circulatory conditions higher than national
- High rates of unplanned admissions for acute conditions for which hospitalisation may be prevented or reduced (Stafford 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 Stafford Town (2018/19):

- 1,540 people are estimated as being at risk of needing adult social care support
- Of approximately 240 assessments completed in 2018/19, 67% resulted in a social care package
- Lower rate per 18+ population to Staffordshire
- Long term support is the biggest area of demand as at 31 March 2019
 - 50 receiving short-term support e.g. equipment provision (21% of assessments – similar to Staffordshire)
 - 105 receiving long-term support e.g. home care (44% of assessments)
- 20 care homes (8 nursing) in the Stafford Central and Stafford Town areas, providing 680 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

