

Joint Director of Public Health

Annual Report 2011

Reaching Higher

Healthy Lives, Healthy People, Healthy Warwickshire

Stratford-on-Avon District

Summary of the Health Needs in Stratford-on-Avon District

Domain	Indicator	Stratford-on-Avon District		Warwickshire	England	Data
		2010	Trend			
Communities	Deprivation	0.0	→	4.4	19.9	% living in deprivation
	Children in poverty	9.7	→	13.9	22.4	%
	Statutory homelessness	n/a	n/a	1.02	2.48	Rate per 1,000
	GCSE achieved (5A*-C inc. Eng & Maths)	63.4	↑	53.6	50.9	%
	Violent Crime	7.6	↓	11.3	16.4	Rate per 1,000
	Carbon emissions	8.2	↓	7.9	6.8	Emissions per capita
Children's and young people	Smoking in pregnancy	14.8	↓	14.8	14.6	%
	Breast feeding initiation	73.2	↑	73.2	72.5	%
	Physically active children*	46.6	↓	47.7	49.6	%
	Obese children	6.1	↓	7.5	9.6	%
	Tooth decay in children aged 5 years	0.5	↓	0.6	1.1	Rate per 1,000
	Teenage pregnancy (under 18)	23.9	↑	36.7	40.9	Rate per 1,000
Adult's health and lifestyle	Adults who smoke	15.5	↓	18.8	22.2	%
	Binge drinking adults*	22.1	↑	22.4	20.1	%
	Healthy eating adults	35.2	↑	29.0	28.7	%
	Physically active adults	10.1	↓	11.9	11.2	%
	Obese adults	23.3	↓	25.0	24.2	%
Disease and poor health	Incidence of malignant melanoma	19.3	n/a	13.1	12.6	Rate per 100,000
	Incapacity benefits for mental illness	14.6	↑	19.0	27.6	Rate per 1,000
	Hospital stays for alcohol related harm	1270	↑	1430	1580	Rate per 100,000
	Drug misuse	n/a	n/a	n/a	n/a	n/a
	People diagnosed with diabetes	3.4	↑	4.0	4.3	%
	New cases of tuberculosis	3	n/a	9	15	Number
	Hip fracture in over-65s	529.3	↑	480.5	479.2	Rate per 100,000
Life expectancy and causes of death	Excess winter deaths	20.3	↑	19.6	15.6	Ratio
	Life expectancy – male	79.3	↑	78.6	77.9	Years at birth
	Life expectancy – female	82.6	↑	82.7	82.0	Years at birth
	Infant deaths	5	↑	4.00	4.84	Rate per 1,000
	Deaths from smoking	142.6	↓	174.2	206.8	Rate per 100,000
	Early deaths: heart disease & stroke	55.4	↓	65.1	74.8	Rate per 100,000
	Early deaths: cancer	98.6	↓	107.7	114.0	Rate per 100,000
	Road injuries and deaths	96.5	↓	72.5	51.3	Rate per 100,000
Health Protection	Chlamydia*	183.4	↑	285.6	359.4	Rate per 100,000
	Gonorrhoea*	14.3	↑	24.3	30.8	Rate per 100,000
	Syphilis*	0.8	↓	2.8	4.8	Rate per 100,000
	Herpes*	37.9	↑	61.1	55.6	Rate per 100,000
	Warts*	102.6	↓	145.8	141.7	Rate per 100,000
	HIV*	0.51	n/a	0.78	1.4	Rate per 1,000
	Flu Vaccinations in over 65s	n/a	n/a	73.2	72.8	%

(Source: APHO Health Profiles www.apho.org.uk and Health Protection Agency www.hpa.org.uk)

Key Future Issues and Challenges

The 'Warwickshire Blueprint' work aims to present the key demographic, socio-economic and people trends facing the County over the next 25 year or so.

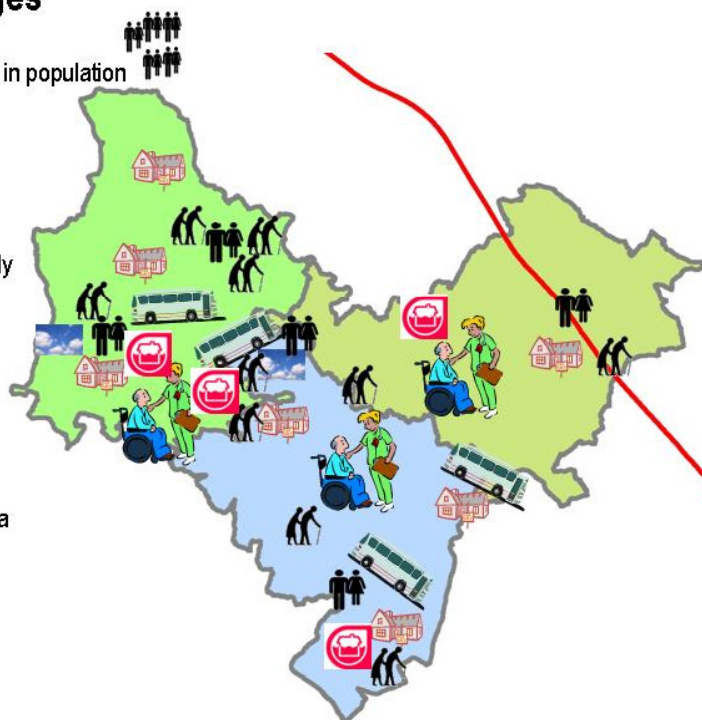
The following profile has been developed to show the inter-relationships between these variables and the geographic spread of potential future issues. It highlights possible future implications for the County's infrastructure and public sector service delivery.

More information is available at: <http://warwickshireobservatory.org/>

Stratford-on-Avon District

Key Future Issues & Challenges

- Accommodating the large projected increase in population
- An increasingly ageing population
- Future provision of care services
- Supply of labour for service industry
- Accessibility issues for rural areas, particularly for older people
- Housing affordability issues for key workers
- Air Quality
- Flooding
- Delivery of housing & employment growth in a sustainable manner
- High Speed 2 Preferred Rail Route



Life Expectancy

Life expectancy is approximately 6 months higher in Warwickshire than the England average for both males and females, with men expected to live to 78.6 years and women 82.7 years from birth in 2007/09.

At ward level, experimental data from the Office of National Statistics for 1993/2003, shows life expectancy in the Stratford-on-Avon District varies from 76.2 years in Long Itchington to a high of 84.1 years in Brailes.

Priority Areas

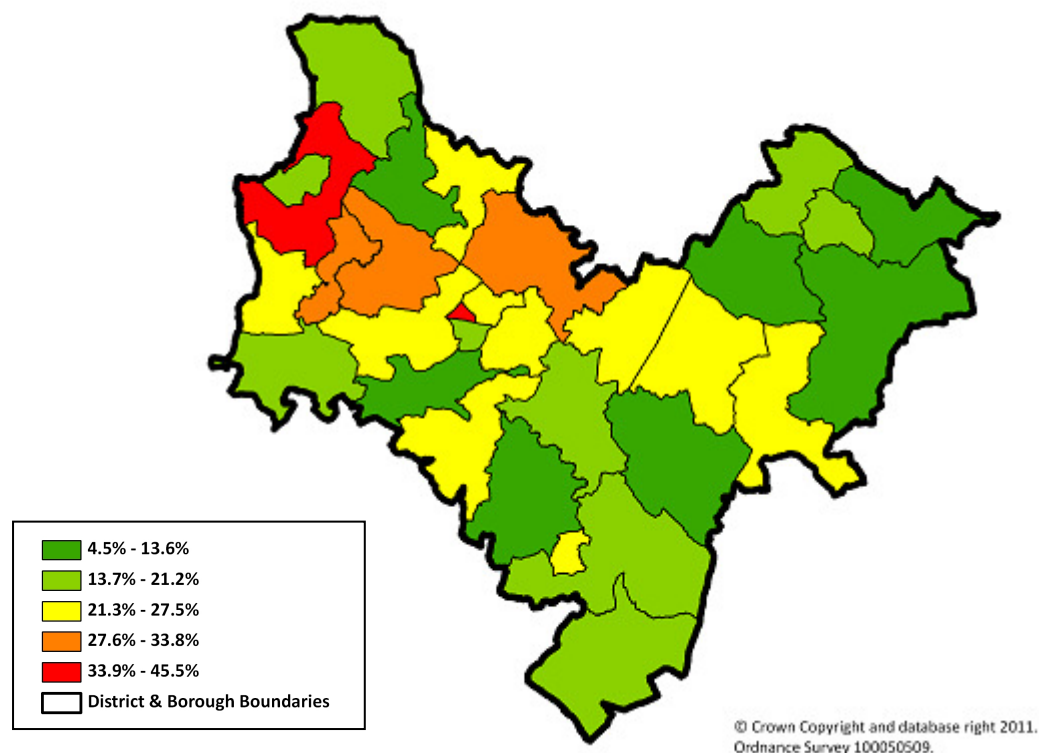
The 2011 Public Health Annual Report identifies 5 key priorities within Warwickshire in the next 12 months; obesity, alcohol, cancer and screening, mental health and well-being, and health protection – sexual health which are reflected in the focus areas within this profile.

Priority Area 1: Obesity

- By 2050, the prevalence of obesity is predicted to affect 60% of adult men, 50% of adult women and 25% of children. It is estimated that approximately 8% premature adult deaths could be reduced if the population maintained a healthy weight.

Obesity and Overweight in Stratford District, Year R and Year 6, 2009/10

(Source: National Child Measurement Programme)



The data shows that in Stratford District, during the 2009/10 academic year, over 1 in 8 (13.1%) year 6 schoolchildren were classed as being obese. This ranks as the 2nd lowest prevalence rate across all the local authority areas of the West Midlands Region and 17th lowest across England.

Recommendations

Primary Care Practitioners

- Work with primary care practitioners to promote and encourage referrals to community based weight management provision and to encourage and support individuals to maintain a healthy weight.

GP Consortia

- Give priority to weight management services when commissioning new provision
- Work collaboratively to ensure patients know where and how to access weight management support in their communities.

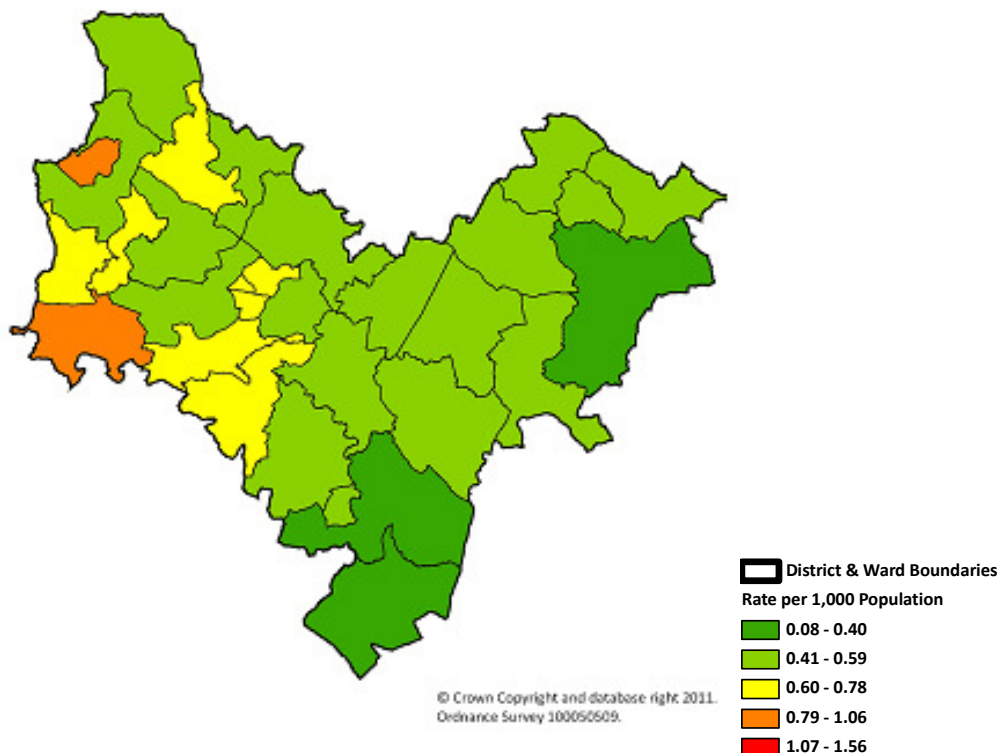
District / Borough Councils

- Implement projects aimed at encouraging a healthy weight and healthy lifestyles.
- Develop training tools for Children's Centres and communities to develop their own programmes to promote healthy weight management programmes.

Priority Area 2: Alcohol

- We are seeing a continued growth in hospital admissions and liver disease as a result of alcohol. The cost of dealing with alcohol related harm in Warwickshire each year is estimated at £300 million.

Stratford District Inpatient Admissions with Medium, High & Entire Alcohol Attributed Values 2006/07 - 2010/11 Pooled
(Source: NHS Warwickshire Evolve)



The effect on the NHS of alcohol misuse is immense. In 2009/10 there were 1,056,962 hospital admissions wholly or partially attributable to alcohol which continued a year on year increase in these admissions. One in four A&E attendances is related to alcohol in some areas. Although the rate of such admissions in Stratford District is lower than the county, regional and national rates it has increased by nearly 60% from 866 per 100,000 in 2004/05 to 1,376 per 100,000 in 2009/10.

Recommendations

Primary Care Practitioners

- Increase the number of newly registered patients screened through the Directly Enhanced Service and provide those who test positive on the audit tools with appropriate advice and intervention.
- Work with the Drug and Alcohol Action Team (DAAT*) and NHS Warwickshire to explore the feasibility of expanding Shared Care to include treatment for alcohol problems.

GP Consortia

- Give priority to alcohol treatment services when commissioning new provision.

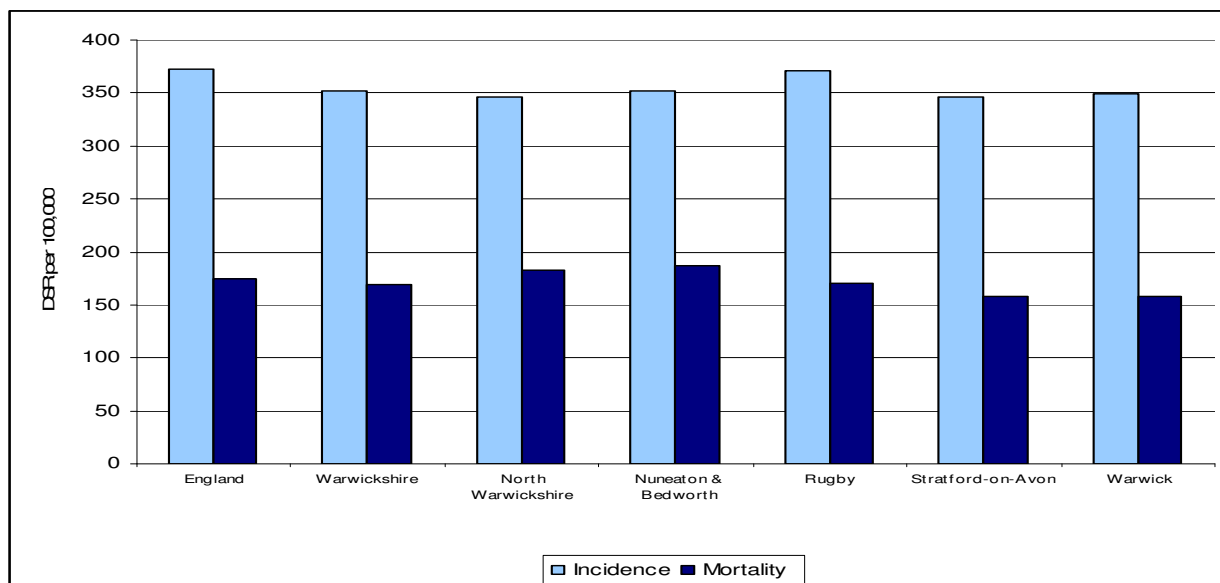
District / Borough Councils

- Implement projects to tackle alcohol related crime and anti-social behaviour in priority areas.
- Licensing authorities to take advantage of the opportunity offered by the proposed new Licensing Legislation to review existing local policies and make these more robust.

Priority Area 3: Cancer and Screening

- An estimated 1 in 3 people will develop cancer at some point in their lifetime, and 1 in 4 will die from it. Half of all Cancer's are thought to be preventable through lifestyle change

Directly Standardised Incidence for 2004/06 and Mortality rates for 2006/08 of all cancers (excluding non-melanoma skin cancers for people of all ages (three-year pooled data), by District and Boroughs



(Source: Clinical and Health Outcomes Knowledge Base www.nchod.nhs.uk)

The above chart illustrates that age-standardised incidence of cancers is significantly lower in Warwickshire than nationally and that age standardised mortality is also lower (although not statistically significant).

Recommendations

Primary Care Practitioners

- Encourage patients to take opportunities for cancer screening offered by the NHS screening programmes for cervical, breast and bowel cancer; and encourage girls to have the HPV vaccine.
- Ensure prompt referral of cases of suspected cancer, in line with national guidance.
- Contribute to the formation and implementation of the local Tobacco Control Implementation Plan.

GP Consortia

- Commission appropriate diagnostic and treatment services for cancer patients.
- Support lifestyle improvement interventions.
- Contribute to the formation and implementation of the local Tobacco Control Implementation Plan.

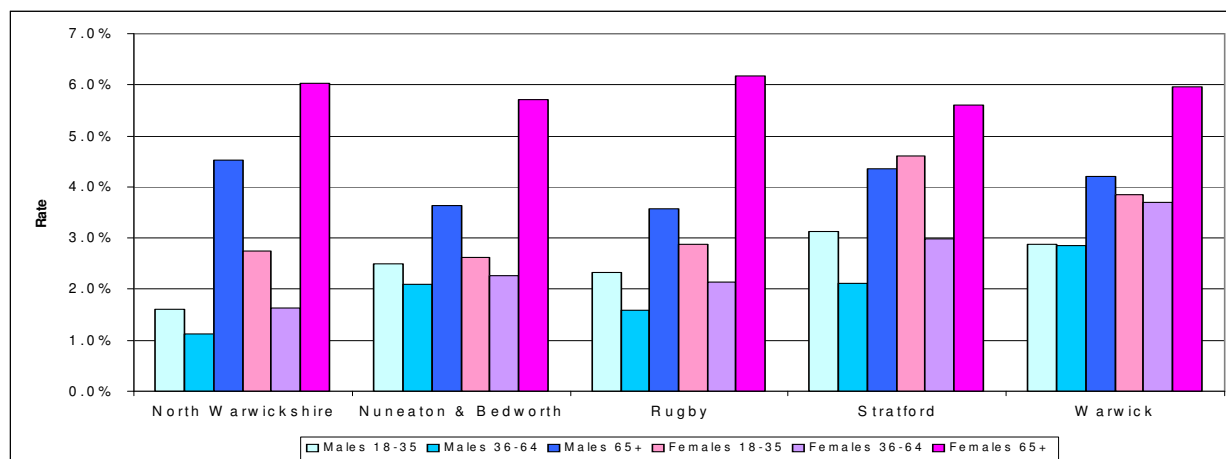
District / Borough Councils

- Enforce the Sunbeds (Regulation) Act 2010, which prohibits sunbed businesses from allowing people under 18 to have access to sunbeds.
- Ensure policies reflect healthy lifestyle choices (see CC).
- Ensure continued compliance with the smoke free law in all premises within the district/borough paying particular attention to known local problem areas.
- Contribute to the formation and implementation of the local Tobacco Control Implementation.
- Ensure that elements of the Community Safety Partnership Plans that relate to health are implemented.

Priority Area 4: Mental Health and Wellbeing

- Mental illness affects not only the individual with the condition, but also family, friends and society. Around 1 in 4 people will have mental illness during their lifetime and it accounts for 12% of the health spend.

Proportion of adults accessing NHS Specialist Mental Health Services, by District/Borough, 2008/09



(Source: Clinical and Health Outcomes Knowledge Base www.nchod.nhs.uk)

Over 13,000 Warwickshire residents accessed specialist mental health services in 2008/09 with proportions higher for females and increasing by age for both sexes.

Recommendations

Primary Care Practitioners

- Agree the thresholds between primary and secondary care services to ensure mental health users are managed effectively in primary care and returned timely into GP support.
- Recognise the importance of lifestyle to good mental health and well-being & maximise the use of broader health promotion resources available, eg. Books on Prescription and Measured Miles.
- Take a proactive role in identifying emerging anxieties and depression in older people and people with long term conditions in order to provide early signposting or support through commissioned services such as Improving Access to Psychological Therapies.
- Support the work of the specialist nurse with GP practices and Care Homes where necessary and appropriate to reduce inappropriate dementia prescribing.

GP Consortia

- Give priority to a Coventry and Warwickshire wide approach to mental health commissioning to maximise the resources across the whole locality.
- Endorse and review thresholds between primary and secondary care in order to ensure GPs are supported to take on a more proactive role in managing people with mental health issues.

District / Borough Councils

- Recognise their role in the broad health and well-being agenda though close working with NHS Warwickshire and Warwickshire County Council promote well-being across their portfolio of services.
- Continue to work proactively with mental health practitioners to facilitate access to housing services for mental health users.

Priority Area 5: Sexual Health and Health Protection

Over the past decade, there has been an increase in the number of sexually transmitted infections (STIs). Teens are particularly at risk. Many STIs are without symptoms but left untreated can lead to complications.

The 2009 under-18 conception rate for England of 38.2 conceptions per 1,000 girls aged 15-17 represents an overall decline of 18.1% since 1998. In Warwickshire the rate remains below the England rate at 36.7, which has seen a decline of 13.6% over the same period. Only Warwick District had a higher rate for 2007-09 than the baseline period 1998-00. Whilst the Nuneaton & Bedworth rate has steadily reduced, Stratford-on-Avon has stalled at around 24 conceptions per 1,000 females aged 15-17.

Under-18 Conception Rate, by Local Authority

Area of usual residence	Conception rate, per 1000 females 15-17						% Change 1998-00 to 2007-09
	1998-00	2001-03	2004-06	2005-07	2006-2008	2007-2009	
England		42.5	41.1	41.2	40.9	40.2	-18.1%
Warwickshire	41.7	38.1	37.1	36.8	36.7	36.7	-13.6%
North Warwickshire	46.0	38.8	36.1	32.4	35.0	40.4	-13.8%
Nuneaton and Bedworth	51.5	52.7	52.0	50.1	47.6	45.9	-12.1%
Rugby	46.0	37.2	33.8	35.9	34.7	34.5	-33.4%
Stratford-on-Avon	30.4	24.0	23.8	23.8	23.9	24.3	-25.3%
Warwick	36.0	34.7	36.2	38.1	39.6	38.4	+6.3%

(Source: ONS)

In 2009, for women under the age of 18, 54% of pregnancies were terminated, compared to an England average of 51%. Of these, only 6% had had a previous termination and there were significantly less terminations for women living in the most deprived areas of the County. The majority of terminations are between 4 and 6 weeks gestation.

The number of sexually transmitted infections (STIs) in Warwickshire has increased by more than 20% since 2003 with the greatest increase in the 15-24 year age group although Chlamydia, which has the highest number of infections, mainly affects the 16 to 19 year age group.

Recommendations

GP Consortia:

- Continue to give priority to Sexual Health and well being across the county when commissioning services.
- Contribute through the Joint Strategic Needs Assessment to the HIV needs assessment due to be undertaken during the summer of 2010 across Coventry and Warwickshire.

District / Borough Councils:

- Develop and strengthen local partnership approaches that contribute towards the reduction of teenage pregnancies and an improvement sexual health and well-being.