

Public Health Service Overview and Performance Update

Health and Care Overview and
Scrutiny Committee
29 November 2021

Health and wellbeing in Staffordshire

- Staffordshire is generally a healthy place to live – life expectancy is similar to the national average
- However, there are some long standing challenges, such as wide health inequalities and high rates of infant mortality
- Staffordshire has a strong public health programme with many positive outcomes, including:
 - Continual reductions in smoking-related deaths
 - Fewer under 18's conceptions
 - Over £10 million invested so far in warm and green homes.
- Staffordshire has successfully brought in £6.3 million of new investment into public health in the last 4 years and is has a strong track record for innovation, partnerships and community engagement.

Covid response and adaptations




- Many existing problems exacerbated
- Some services were adapted, some paused and some continued
- Some had nationally mandated restrictions on all but emergency provision
- Most continued to offer support with some restrictions on face-to-face contact.
- Adaptations to delivery models included virtual/telephone, and extended eligibility.
- Most services have re-opened with face-to-face now available (with some restrictions).
- Retention of some flexibility in delivery model

Drugs and Alcohol

 **Drug-related deaths** steadily **increasing** in Staffordshire (and nationally).

 Alcohol consumption is **higher** than national average and similar areas.

But...

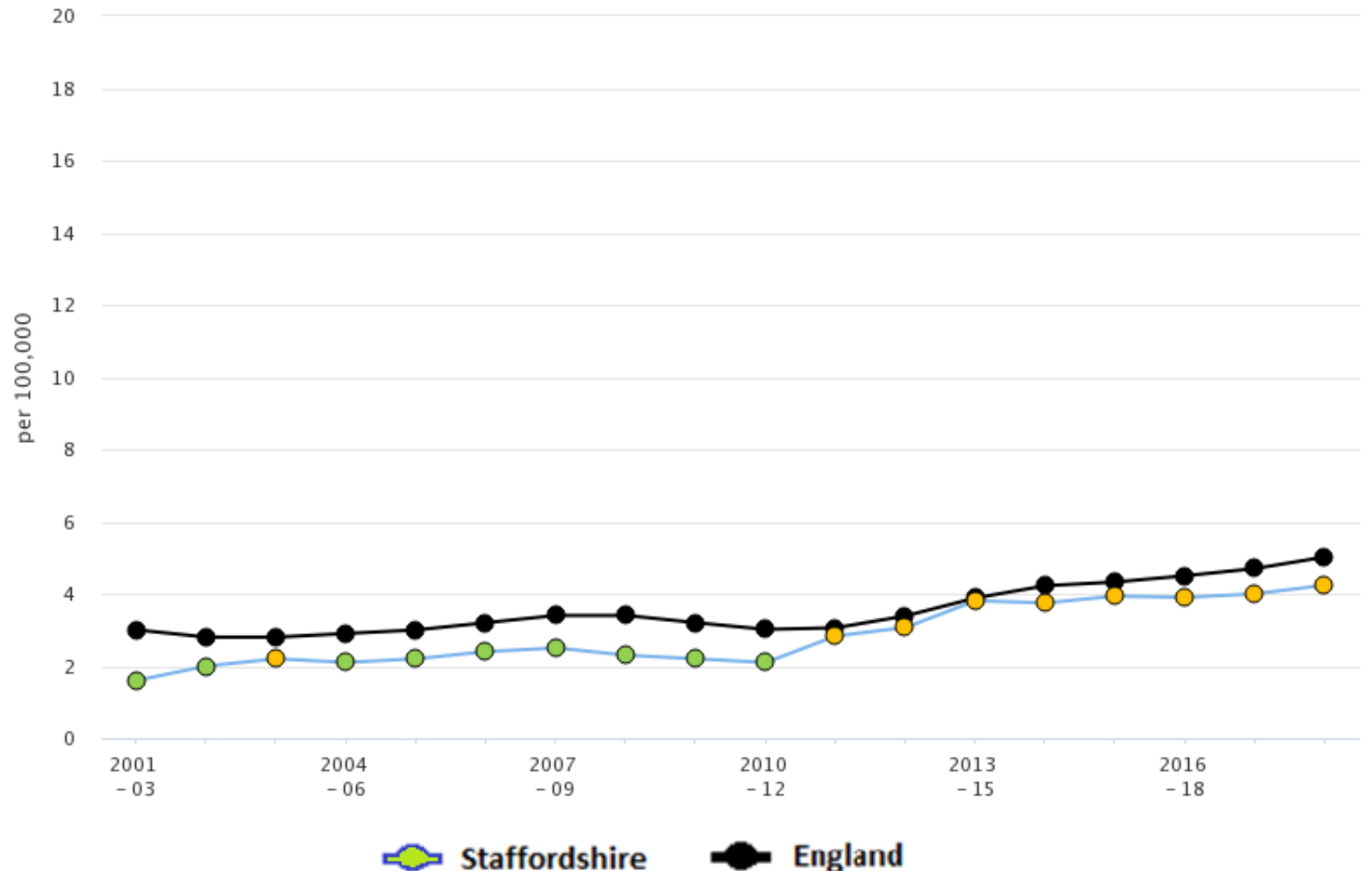
 2020-21 **increase** in the number of people receiving **treatment** for drug and/or alcohol.

 **Proportion successfully leaving treatment** in Staffordshire over the last 2 years has generally been around or **above** national average.

Drugs and Alcohol

- **Drug-related deaths** steadily increasing in Staffordshire.
- **Reflects national trend** with Staffordshire slightly **below** average*
- Reflective of an ageing cohort of drug users with other health problems, and overdose.

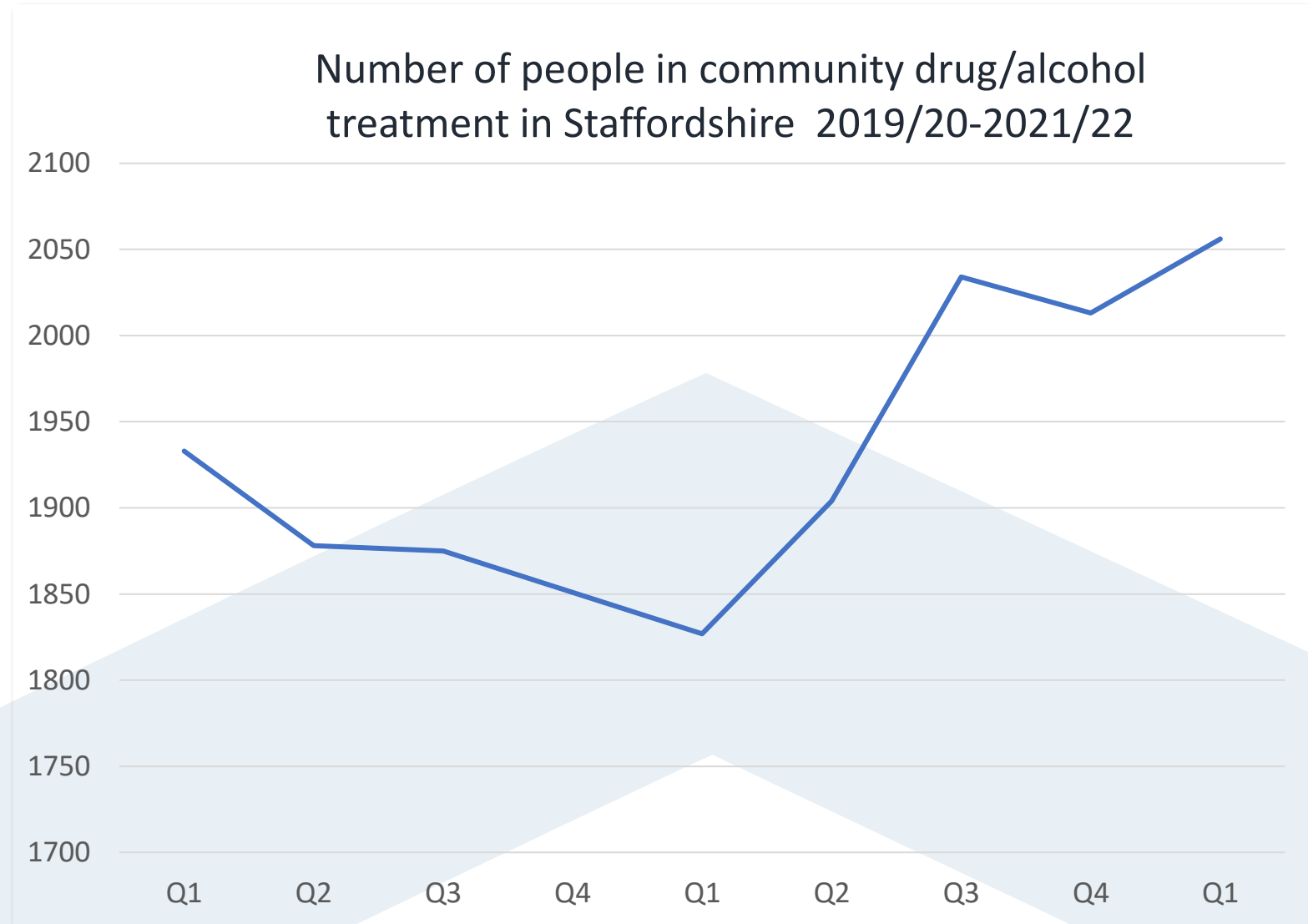
Drug-related deaths



*Although not statistically significant

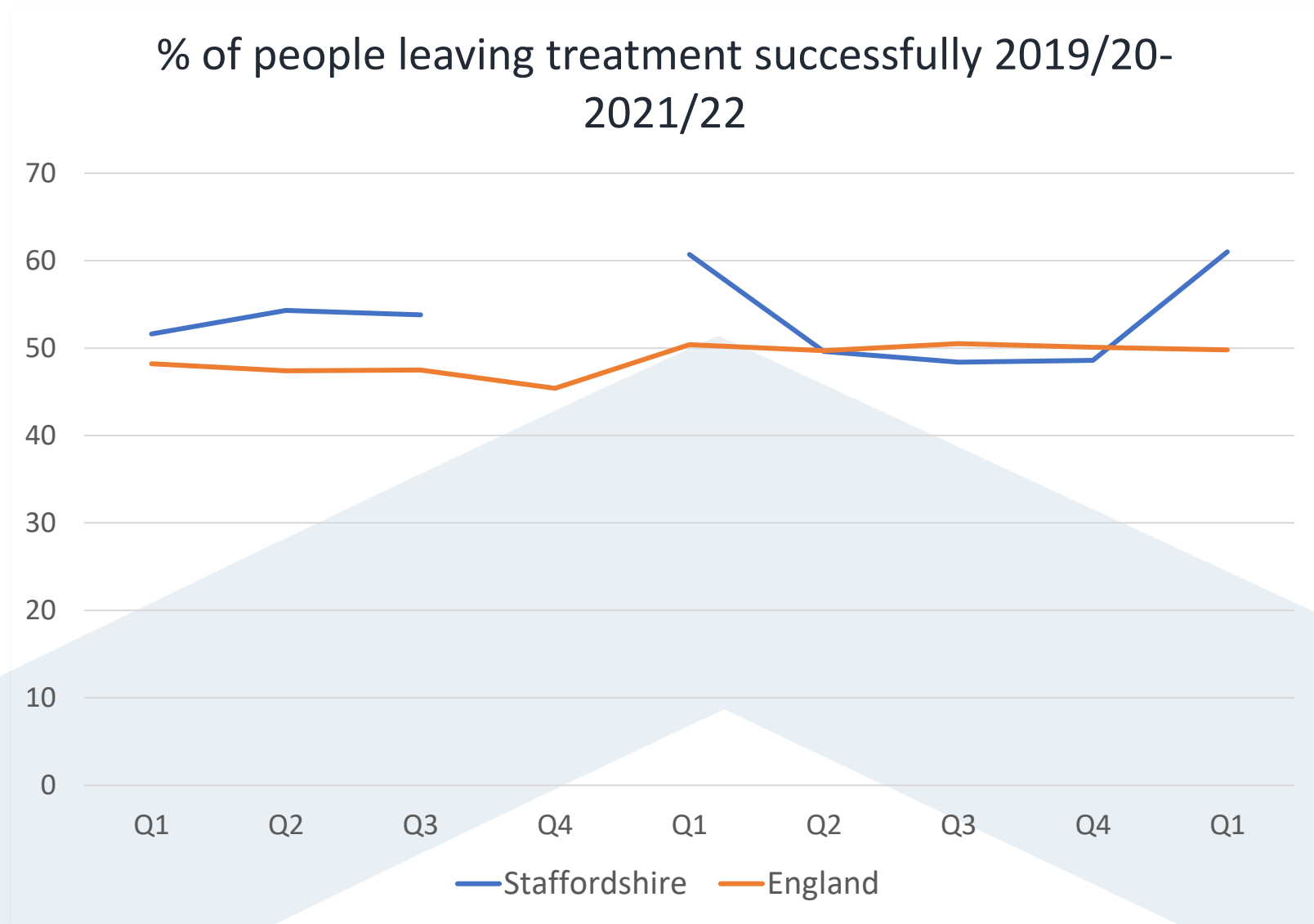
Drugs and Alcohol

- 2020-21 **increase** in the number of people receiving **community treatment** for drug and/or alcohol.
- Result of expanded service capacity and possible impact of **increased** alcohol consumption during lockdown.



Drugs and Alcohol

- In Staffordshire, 27% of adults drink more than the recommended 14 units of alcohol a week, **higher** than national figure of 23%
- However, **Successful treatment completions** in Staffordshire over the last 2 years have generally been around or above national average.



Sexual Health



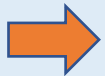
Diagnosis of **Sexually Transmitted Infections (STIs)** in Staffordshire **lower** than West Midlands and England rate. However, rates in gonorrhoea continue to gradually increase annually locally and nationally.



Annual service audits (last completed in 2019 and paused due to covid) showed **high standards** of testing, timely treatment and effective partner notification for STIs.



Diagnosed **prevalence of HIV** per 1,000 Staffordshire residents (aged 15-59 years) **better** than England.



Under-18s conception rate per 1,000 females was 15.8 in Staffordshire, similar to the rate in England.



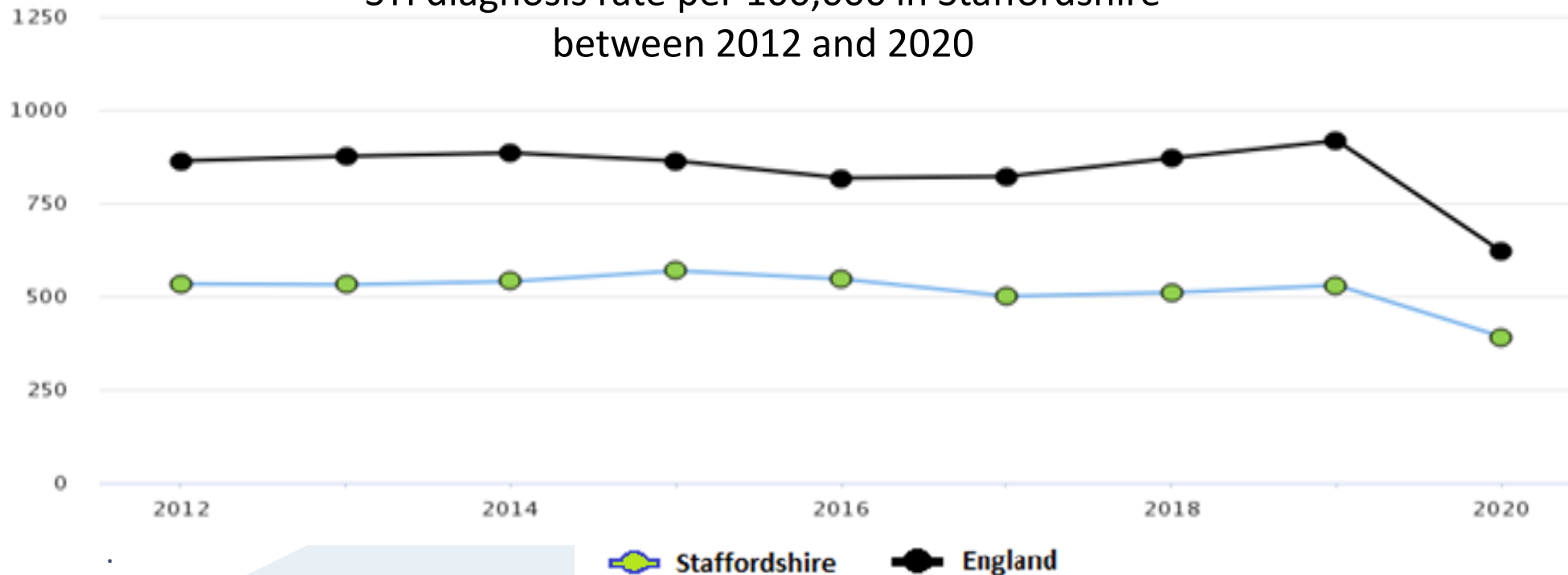
Termination rate is in line with national average, but almost half were repeat-terminations.

Sexual Health

Sexually Transmitted Infections (STIs)

The rate of diagnosed STIs in Staffordshire is **lower** than the West Midlands and England rate.

STI diagnosis rate per 100,000 in Staffordshire
between 2012 and 2020



Context

As STIs are often asymptomatic, frequent screening of at-risk groups is important

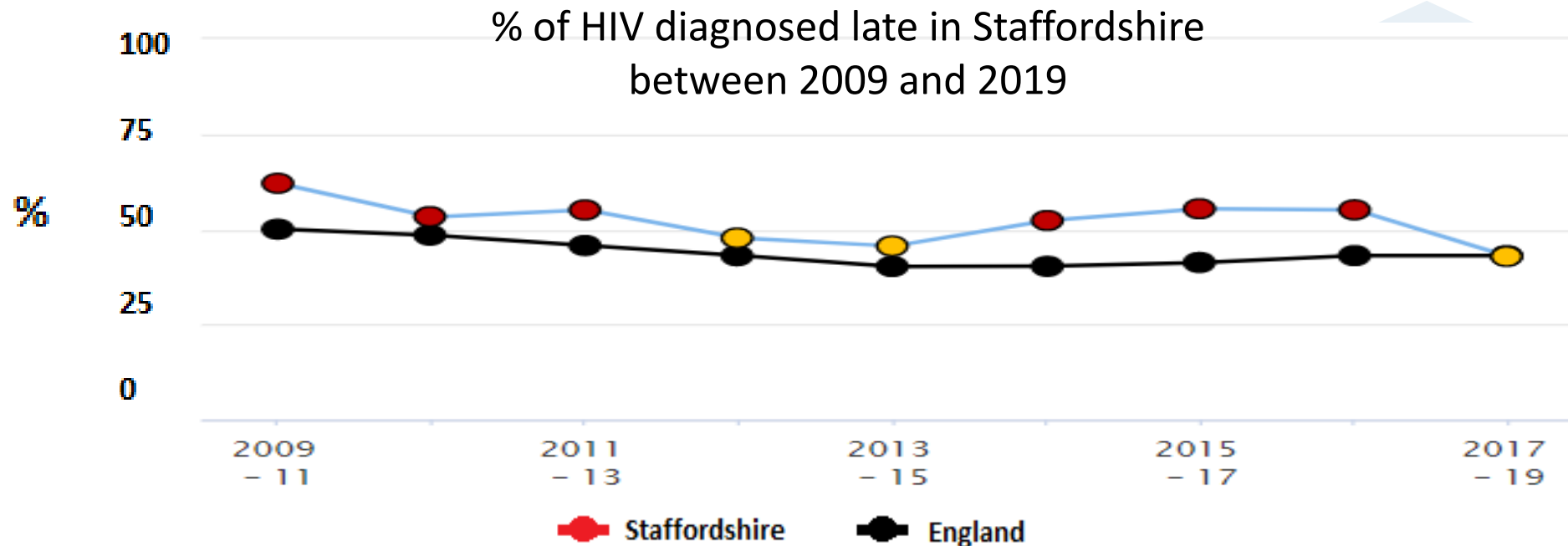
High levels of gonorrhoea transmission are of particular concern due to the emergence of extensively drug resistant gonorrhoea (XDR-NG) in England

Sexual Health

Human Immunodeficiency Virus (HIV)

Diagnose prevalence of HIV per 1,000 Staffordshire residents (aged 15-59 years) **better** than England.

The % late HIV diagnoses in 2017-2019 was 42.9% in Staffordshire, **similar** to England



Context

Late diagnosis is the most important predictor of HIV-related morbidity and short-term mortality

HIV testing is a significant tool in identifying HIV early, increasing treatment potential and reducing transmission

PrEP has been shown to reduce the risk of HIV infection from unprotected sex by 90%

Sexual Health

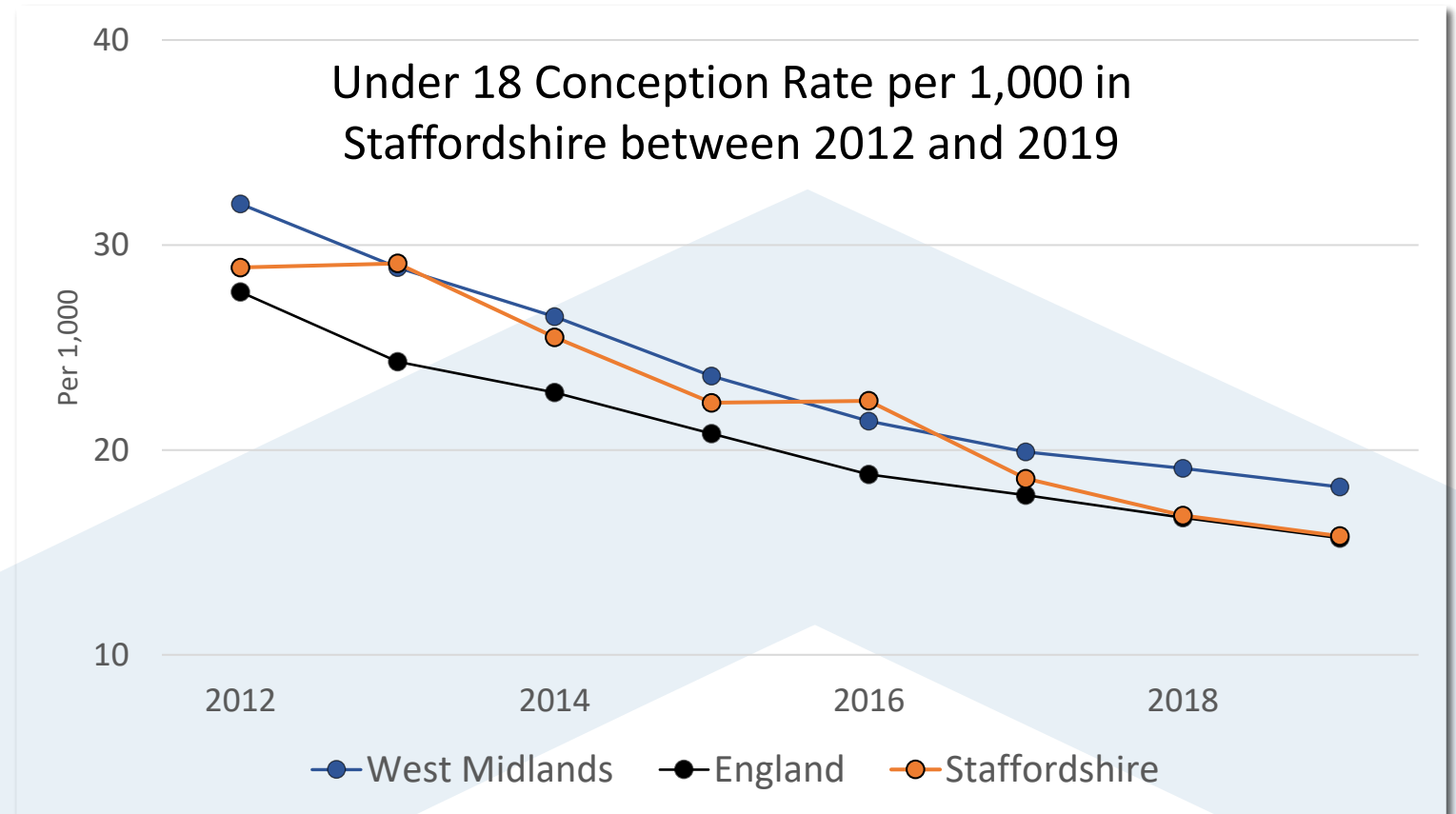
Under 18' Conceptions

In 2019, the under-18s conception rate per 1,000 females was 15.8 in Staffordshire, similar to the rate in England

Context

Teenagers are more at risk of having babies with a low birth weight or experience foetal death. Half of teenage pregnancies result in termination. Teenage mothers are less likely to finish their education and more at risk of mental health issues.

From September 2020, new legislation requires secondary schools to provide relationships and sex education.



Sexual Health

Context

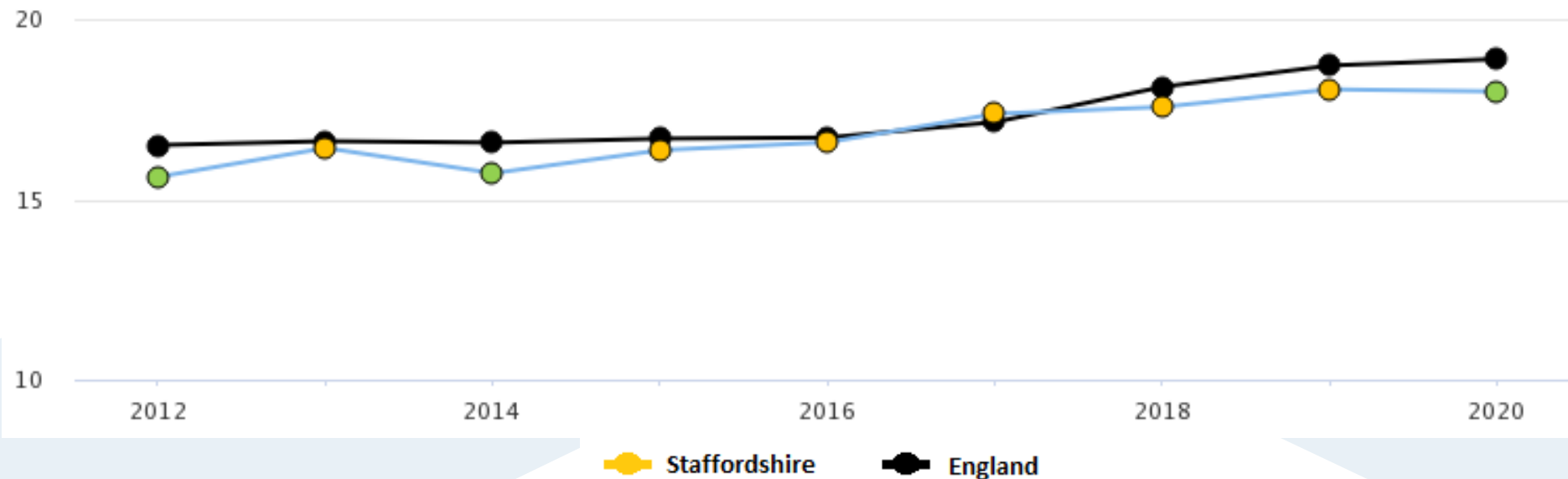
Terminations

In 2020 there were 2,660 terminations of pregnancy, 18 per 1,000 women (lower than England).

The % of NHS-funded terminations under 10 weeks was 89.1% - **similar to** the England average of 88.1

The earlier terminations are performed the lower the risk of complications

Terminations per 1,000 in
Staffordshire between 2012 and 2020



Sexual Health

Long-Acting Reversible Contraception (LARCs) (e.g. coil)



LARC (excluding injections) prescribed in Staffordshire are lower than the England average.



The pandemic caused long delays in LARC appointments as all non-essential procedures were stopped.

Staffordshire's Response



Termination of Pregnancy services will offer LARCs from April 2022 to avoid repeat terminations



Waiting lists for LARCs now removed as a result of joined-up working between GP practices and sexual health services



£140k will be allocated to Primary Care Networks to train more nurses up to deliver LARCs on a PCN footprint

Context

NICE advises that Long Acting Reversible Contraception (LARCs) can result in fewer unintended pregnancies and terminations

Healthy Lifestyles



Diagnosed diabetes is **increasing** locally and nationally, but local referrals to the diabetes prevention programme are **excellent** with good outcomes.



2 in 3 adults have excess weight - **above** national



Adult smoking rates similar to England and smoking related deaths have **fallen** by almost 10% in 2 years, and **faster than national**.

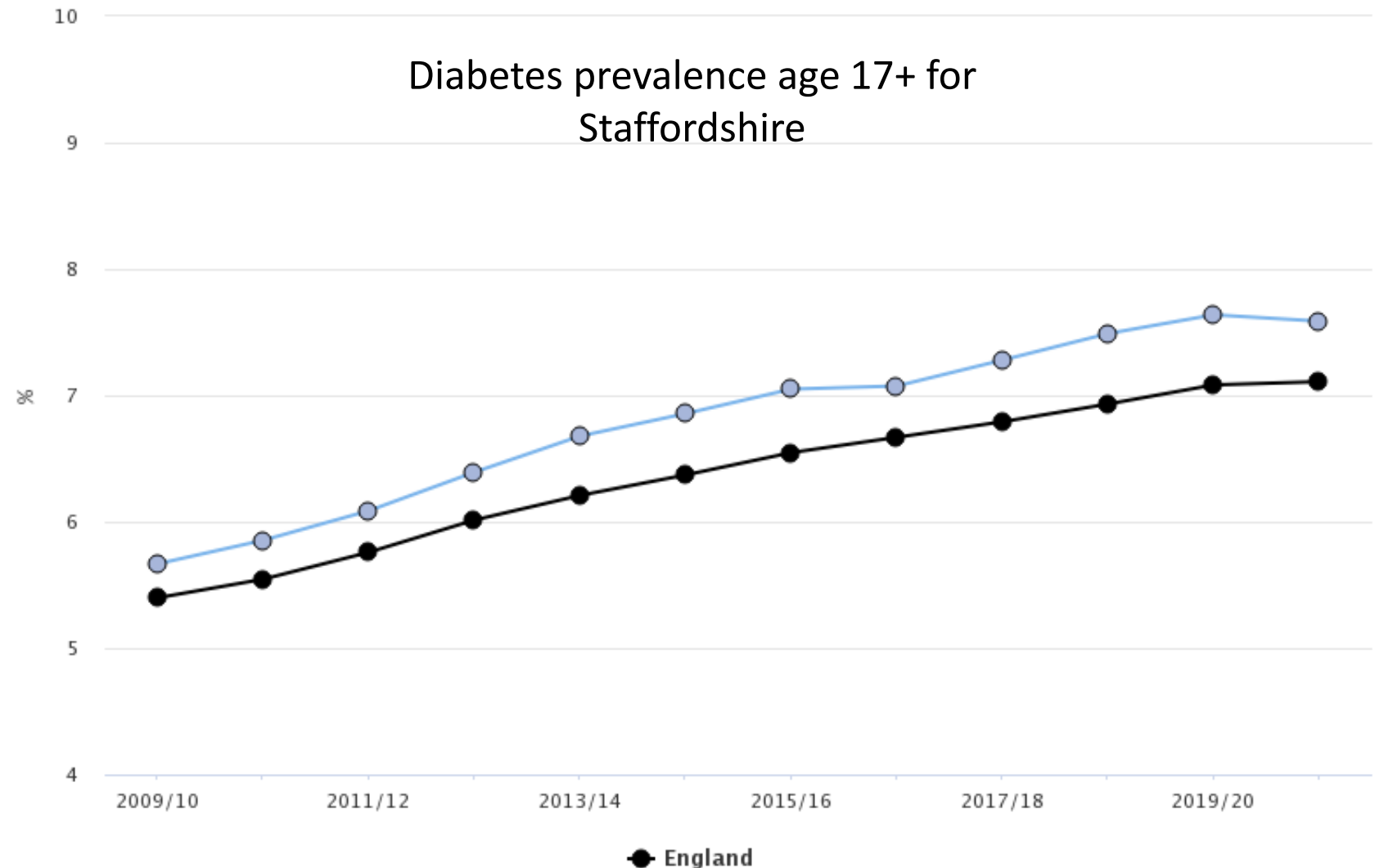


Prevalence of obesity-related conditions in Staffordshire **higher** than national (e.g. Hypertension, Diabetes, Asthma, Coronary Heart Disease and Stroke).

Healthy lifestyles

Diabetes

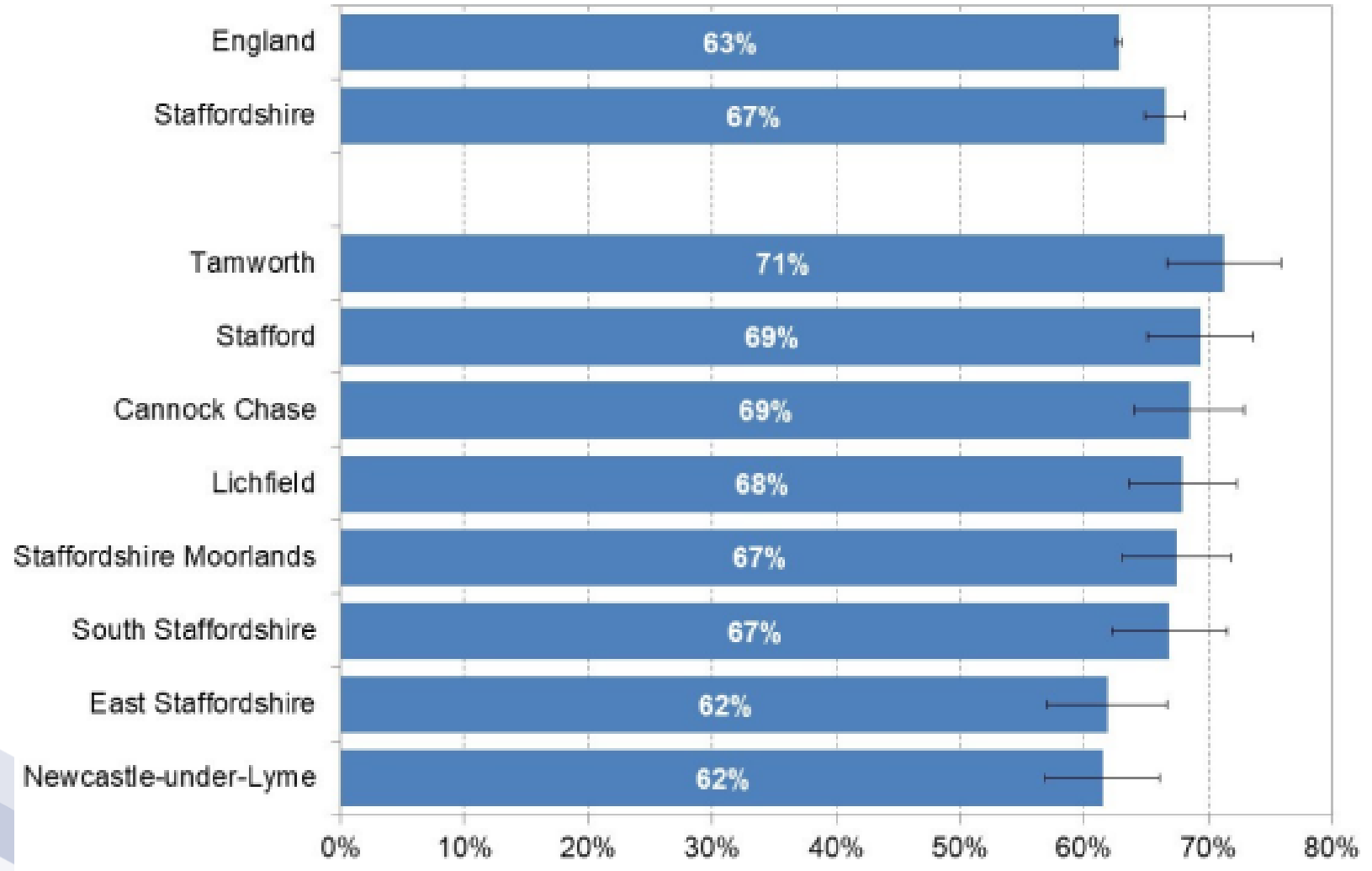
- Diabetes rates have been increasing nationally and across Staffordshire.
- 95% of local GP practices are referring to the local Diabetes Prevention Programme.
- Via this programme over 1000 Staffordshire patients have completed the 9-month programme, with an average 4.4kg lost in weight



Excess Weight

- Excess weight trends have remained stable, yet 2 in 3 adults have excess weight - **above** national.
- District variation with above average prevalence in some districts.
- Prevalence of obesity-related conditions in Staffordshire **higher** than national (e.g. Hypertension, Diabetes, Asthma, Coronary Heart Disease and Stroke).

Excess weight in adults aged 18 and over, 2019/20



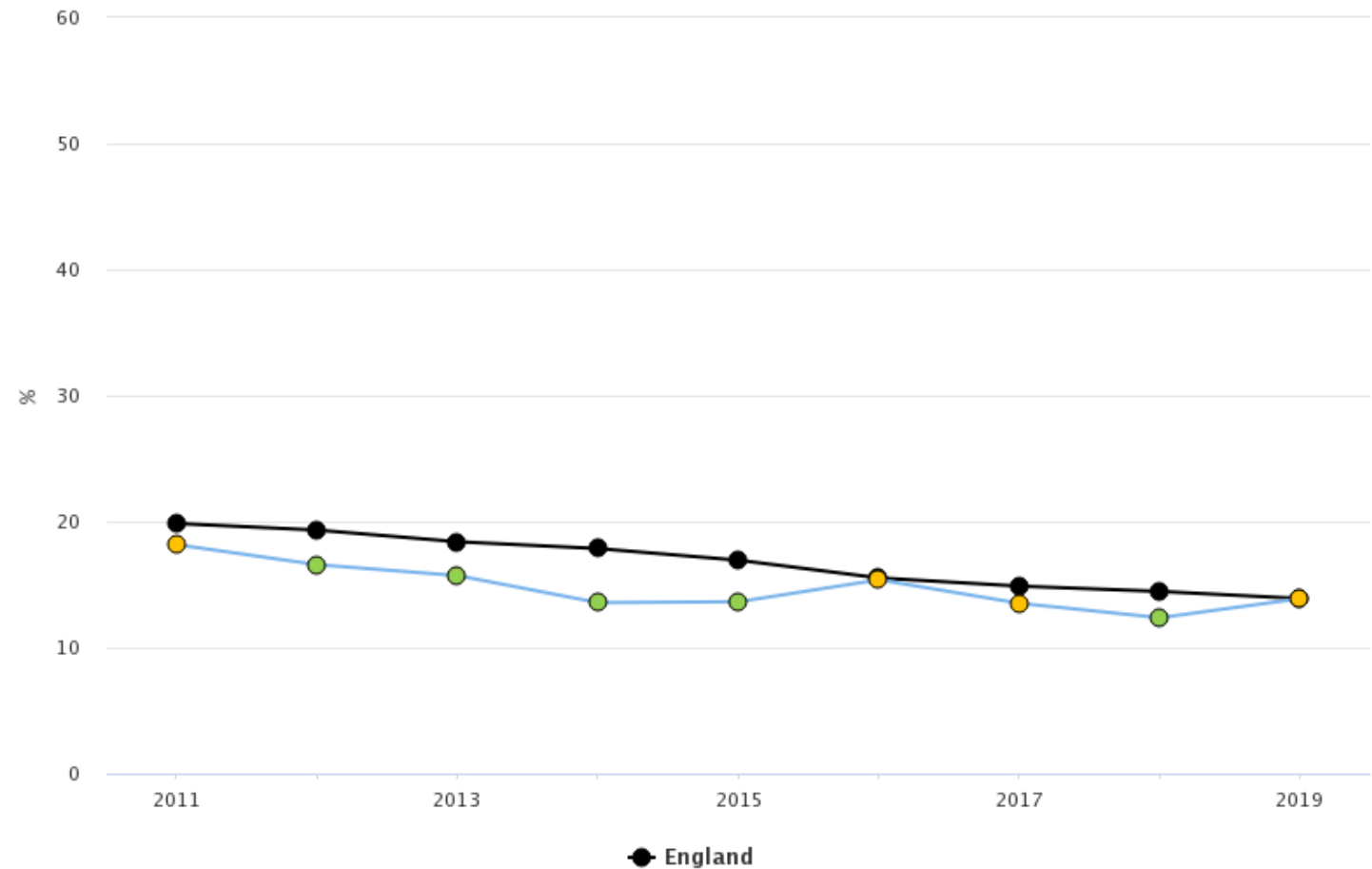
Weight Management Service

- Nutritional support and physical activity interventions over 12 weeks.
- 630 people accessed the service during 2020/21
- Almost half lost $>5\%$ of their original body weight at 12 weeks.
- In addition, 366 people accessed the stand alone physical activity service with 58% reporting increased activity levels at week 12.
- Since May 2021 using the PHE weight management grant we have been able to offer weight management support to more people by changing the eligibility criteria to Staffordshire residents aged 18+ with a Body Mass Index of 30+.
- This has enable an extra 1712 people to access the service (April-September data*)

Smoking

- In 2019 Staffordshire smoking prevalence in adults was **similar** to England average.
- Smoking related deaths have **fallen** by almost 10% in 2 years, and faster than national (8% fall).
- 931 people accessed the stop smoking service during 2020/21, with 58% **successfully quitting** smoking at 12 weeks

Smoking prevalence in adults (18+) for Staffordshire



Supportive Communities

Empowering and encouraging communities to be able to better access:

- high quality information advice and guidance
- options for better self-help
- community based support

With a view to reducing the need for people to access formal Adult Social Care.

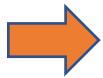
Supportive Communities



Demand for adult social care support has continued to increase.



Workforce shortages and other challenges mean services have limited capacity to respond – which then also has an impact on healthcare services.

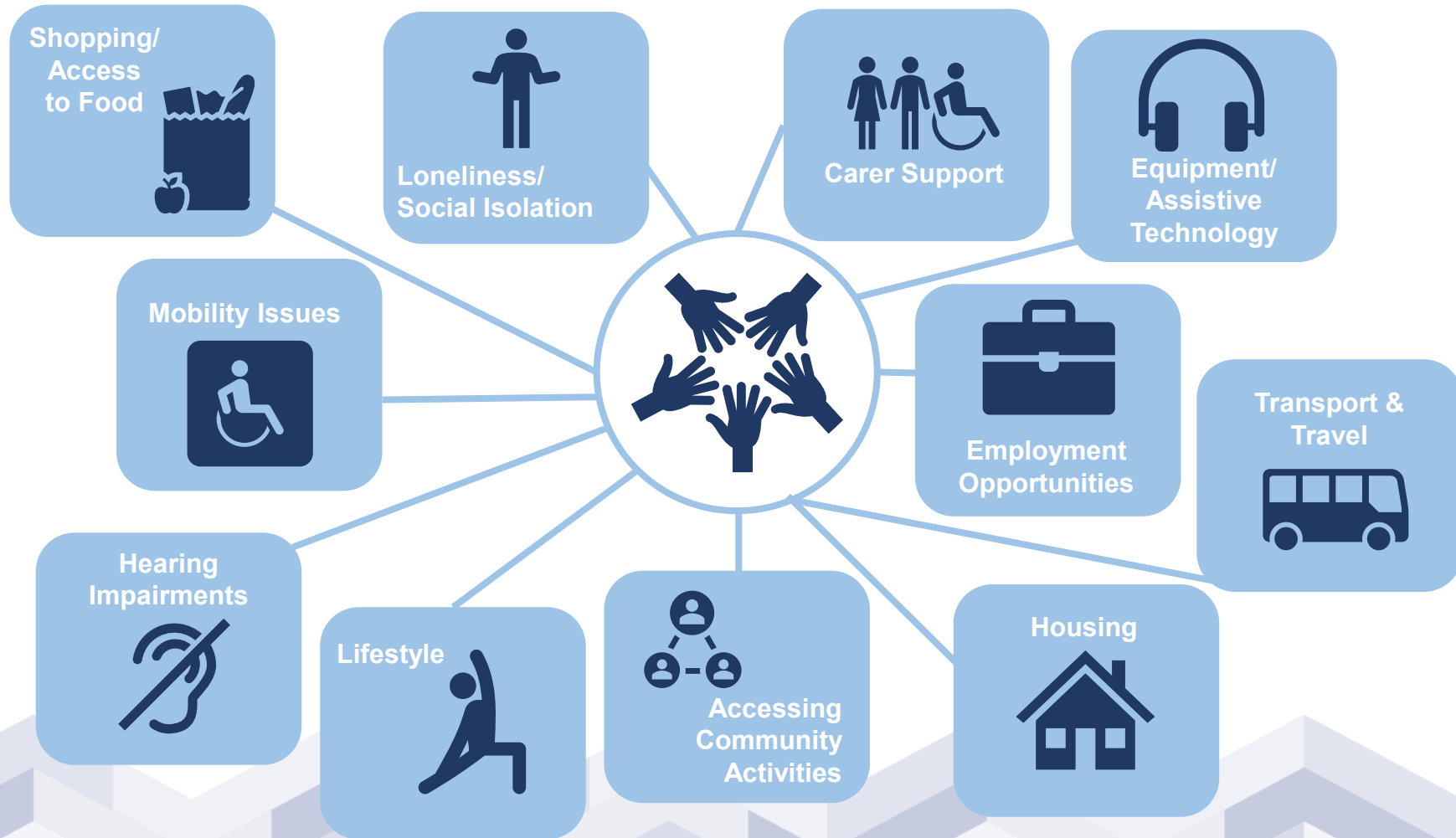


44,500 homes in Staffs are in fuel poverty (similar to England and stable in last 5 years)



But, unequal across the county, and an ageing population = loss of comfort, independence and life, and increase in winter pressure demands for health and social care.

Supportive Communities: Helping people to help themselves



Outcomes



Launched **18**
Community
Help Points

56 Supportive
communities
training sessions
680 attended

Volunteering

1,300 internal
2,000 VCSE



Refreshed online



IAG offer

increasing
hits by **132%**



£4.57m
additional funding
to VCSE sector

Campaign and
online tool **9571**
unique hits in first
month



Launched
'Entitled To'
benefits calculator
with **2463**
completions so far

Staffordshire Warmer Homes (SWH)

Need

- 44,500 homes in Staffs are in fuel poverty (similar to England)
- Ageing population - loss of comfort, independence and life
- Fuel poverty increases winter pressure demands for health and social care
- Cold homes and fuel poverty linked to long term illness and excess winter death

Savings

- In Staffordshire est. £207m can be saved if cold related falls alone removed
- Carbon Savings from Green Homes Grant Programmes >20k Carbon tonnes
- To date: thermal savings of c.£183k & one off savings of >£300k (Replacement boilers, WHD, Tariff switching)
- Current rate: £3 benefit to residents for every £1 invested

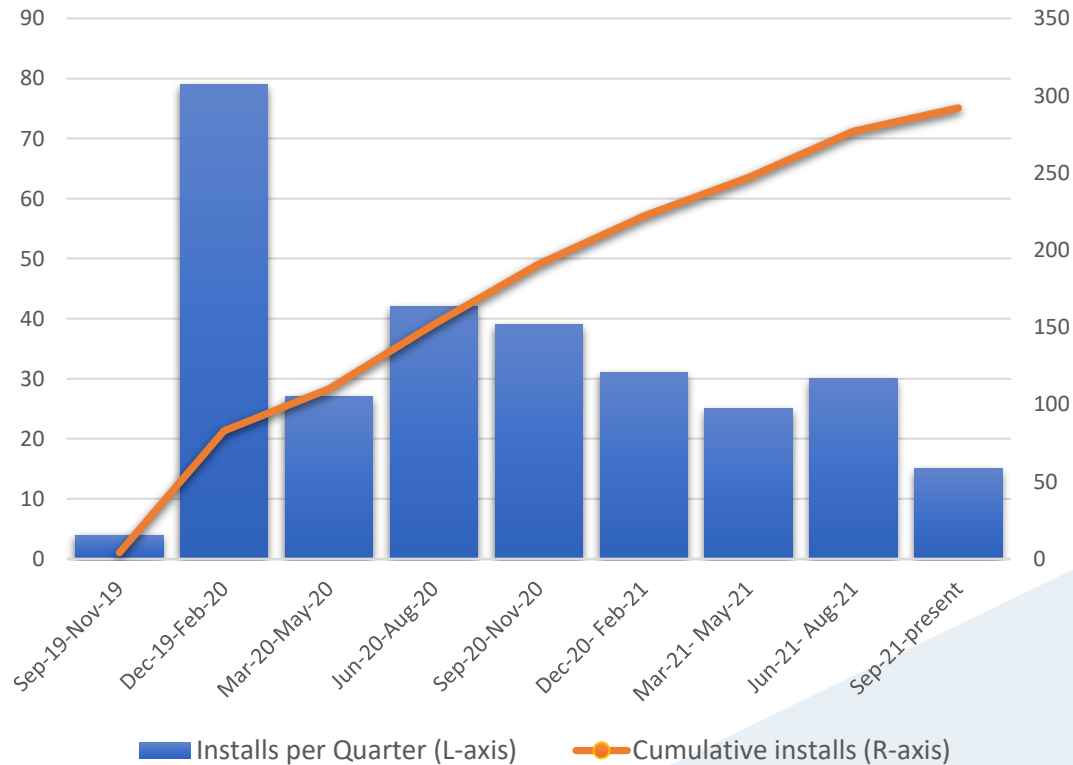
Staffordshire Warmer Homes - Programmes

Timeline

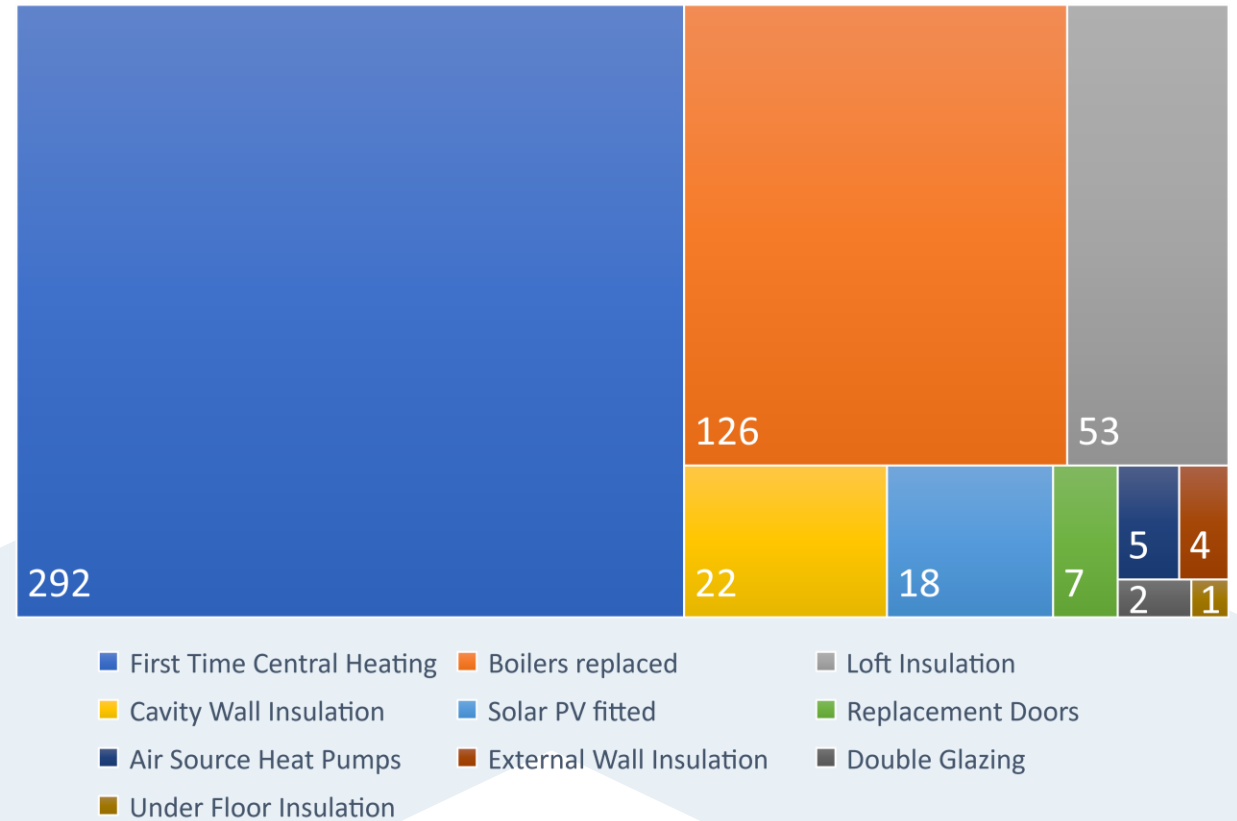
	May 2019	March 2020	Oct 2020	May 2021	Aug 2021	Nov 2021 NOW	Jan 2022	March 2022	Aug 2022	March 2023	Total grant funding awarded
Urban	█						█				£4.1m
Rural		█	█					█			£1.37m
Wraparound	█						█				£167k
GHG LADS 1a		█	█					█			£1.05m
GHG LADS 2			█	█				█			£4.17m
GHG LADS 3							█				£5.9m tbc



First Time Central Heating Installs



Measures installed



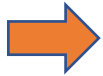
Children's public health



The **infant mortality** rate in Staffordshire was 5.0 in 2018-20, which is statistically **higher** than the national rate (3.9), and is the eighth highest rate of 14 statistical neighbours.



Rates of probable **mental disorder** increased in 6 to 16 year olds and in 17 to 19 years olds.



In 2020/21, 10.1% of Staffordshire women were **smokers at the time of delivery** (national average 9.6%).



103 pregnant women completed the 12 week **stop smoking programme** in 2020/21, with 97.1% successful at quitting smoking at 12 weeks.



The number of **overweight & obese children** within **Staffordshire** is **increasing** and **above the national average**

Families Health and Wellbeing (0-19) Service

The Families Health & Wellbeing (0-19) service provides an integrated health visiting and school nursing services for families across Staffordshire.

Performance for the 5 (statutory) mandated contacts:

Key Performance Indicator (KPI)	2018-19				2019-20				2020-21				2021-22	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
90% of mothers who received a first face to face antenatal contact with a Health Visitor at 28 weeks or above	41%	8%	2%	5%	21%	20%	30%	30%	64%	61%	65%	82%	82%	80%
95% of births that receive a face to face new birth visit within 14 days by a Health Visitor	84%	65%	79%	77%	74%	72%	78%	71%	84%	87%	80%	81%	73%	75%
95% of children who received a 6-8 week assessment	73%	77%	80%	77%	78%	79%	77%	75%	61%	60%	84%	86%	83%	82%
95% of children received a 12-month review by the time they turned 12 months	86%	34%	36%	65%	32%	44%	56%	64%	55%	52%	59%	87%	86%	82%
95% of children who received a 2-2.5 year review	83%	48%	66%	66%	40%	45%	56%	60%	55%	59%	48%	88%	87%	85%

Families Health and Wellbeing Service (0-19)

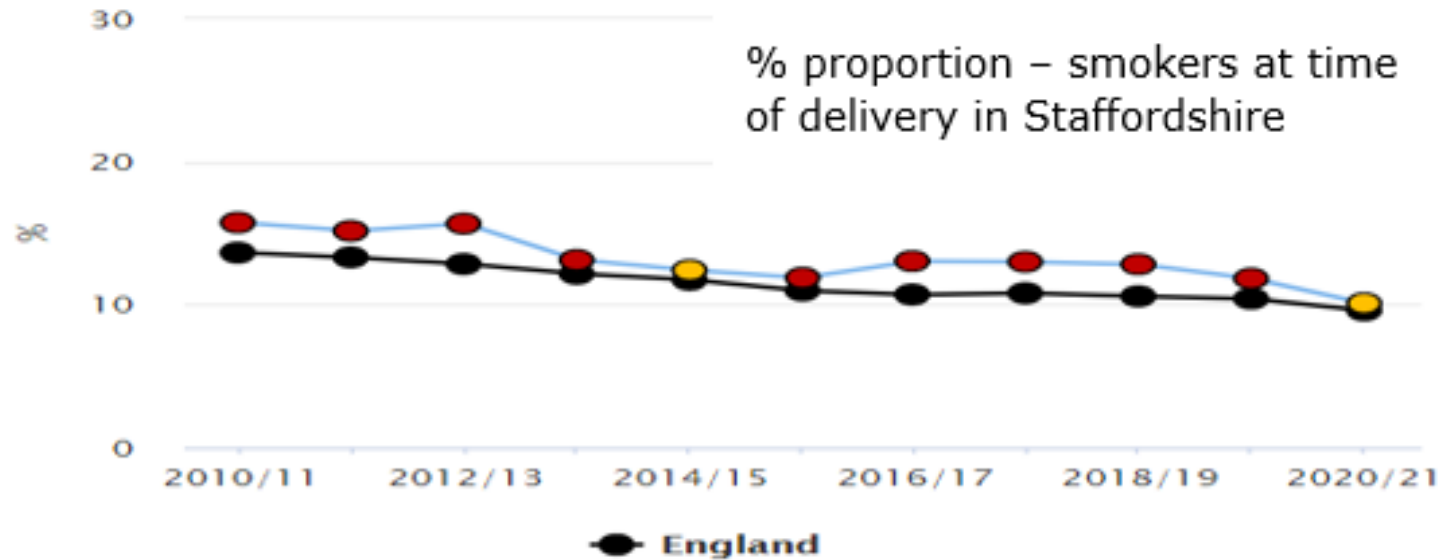
- **Hubs** are a central point of access and support for parents, young people and professionals.
- Coordinate all referrals and control appointment process.
- **Chat Health** an innovative text messaging service providing parents and young people with support and advice.

Hub activity	2018-19	2019-20	2020-21	2021-22 (Q1-Q2)
Number of calls received	Not recorded	79,224	64,867	35,223
Number of calls handled	Not recorded	74,896	60,658	32,488
No. of unique contacts	Not recorded	6,598	17,867	8,753
Number of referral actions (to district teams)	Not recorded	17,362	15,444	10,340

ChatHealth (parent / carers)	2018-19	2019-20	2020-21	2021-22 (Q1-Q2)
Number of text messages received	Not recorded	3,471	8,299	4,084
Number of messages sent by the service	Not recorded	5,149	12,210	6,380
Number of conversations opened	Not recorded	783	1,723	963

ChatHealth (young people)	2018-19	2019-20	2020-21	2021-22 (Q1-Q2)
Number of text messages received	Not recorded	866	1370	501
Number of messages sent by the service	Not recorded	1,108	1,523	681
Number of conversations opened	Not recorded	114	150	74

Smoking status at time of delivery



National Context

6% or less – National ambition to reduce the number of women smoking at the time of delivery by 2022.

Staged rollout of the **LTP Tobacco Dependence Programme** will commence 2021/22.



In 2020/21, 10.1% of Staffordshire women were smokers at the time of delivery (national average 9.6%).



There has been a 1.7% reduction in the proportion of women in Staffordshire smoking at time of delivery between 2019/20 and 2020/21.

Stop Smoking in Pregnancy (SSiP) Service Data

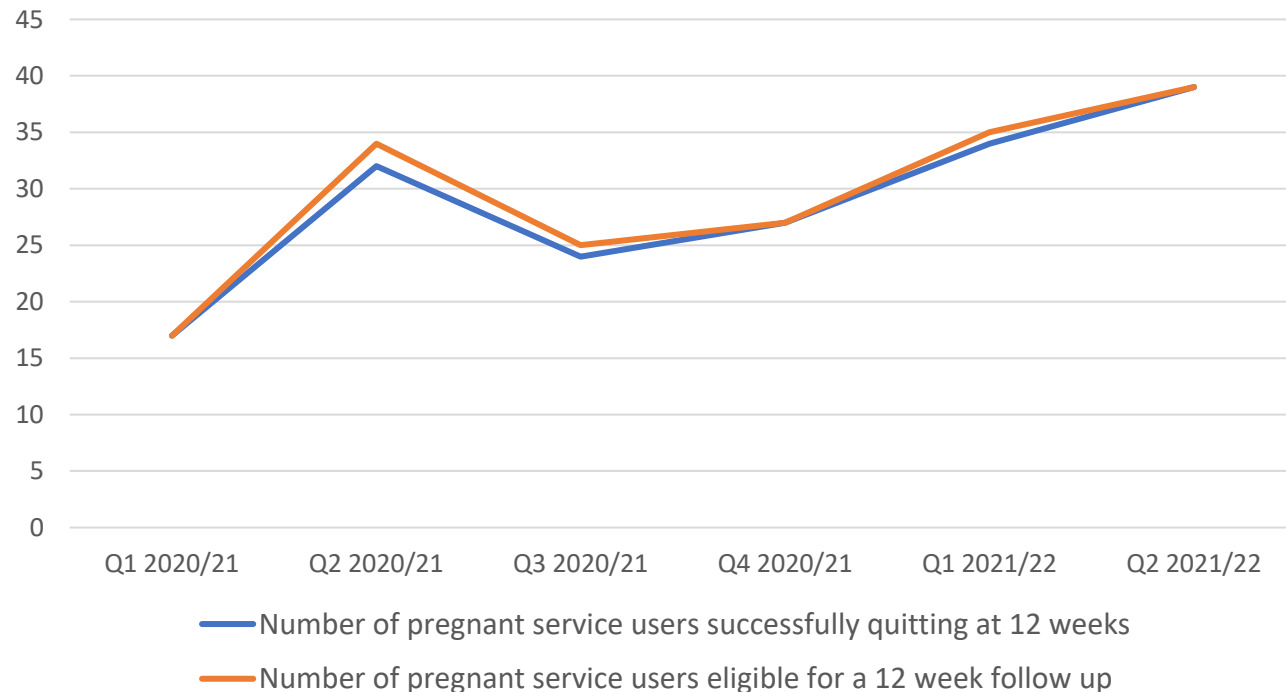


103 pregnant women completed the 12 week stop smoking programme in 2020/21, with **97.1% successful** at quitting smoking at 12 weeks.



There were 594 referrals to the SSiP service in 2020/21. There have already been 604 referrals to the SSiP service in 2021/22 (Qtr1 & Qtr2 only).

Pregnant service users completing the 12 week programme and successfully quitting at 12 weeks



Local Context

Everyone Health provide the Stop Smoking in Pregnancy (SSiP) service to women living in Staffordshire, who are pregnant and smoke tobacco products, and *any smokers who live with a pregnant smoker.

The service provides weekly support for up to 12 weeks, and includes Nicotine Replacement Therapy (NRT).

Infant mortality

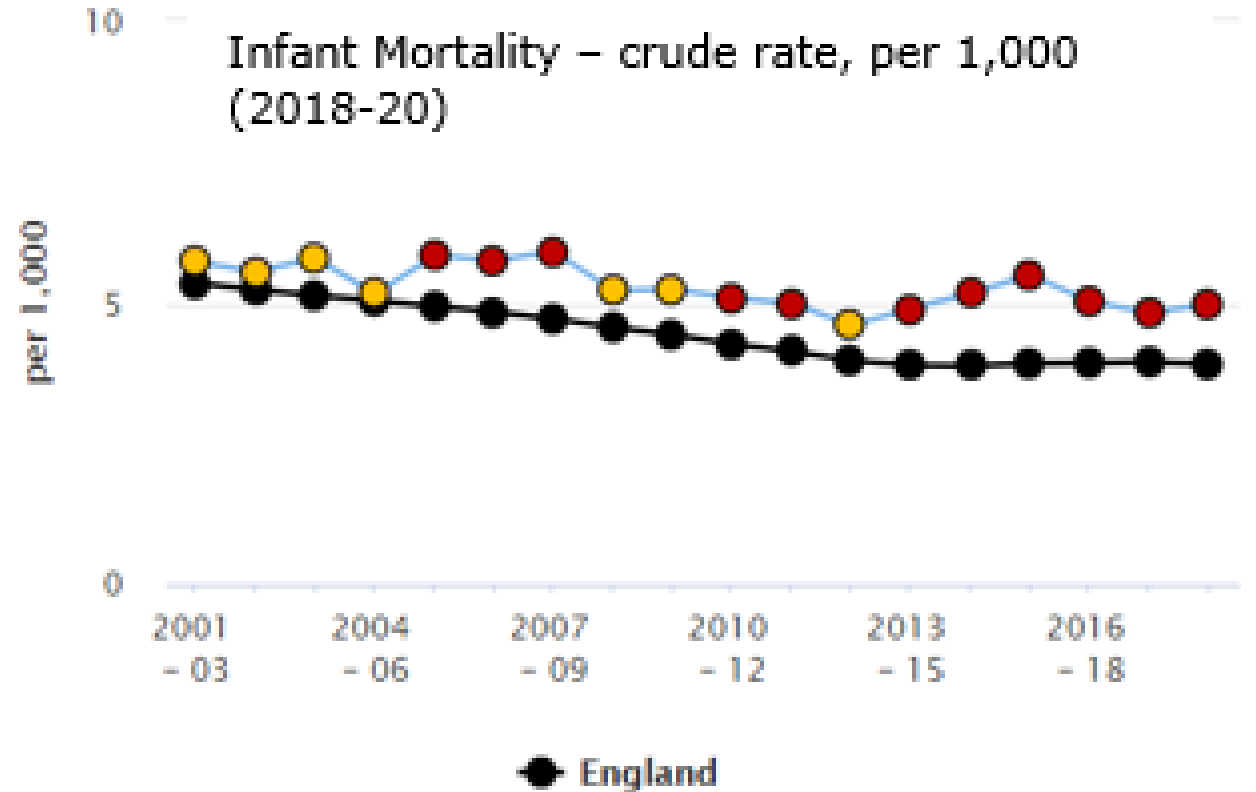


Infant mortality in Staffordshire has **decreased** since a peak of 141 infant deaths (2015-17) to 122 infant deaths



But the rate in Staffordshire was 5.0 in 2018-20, which is statistically **higher** than the national rate (3.9), and is the eighth highest rate of 14 statistical neighbours.

Huge variation - East Staffordshire and Tamworth have the highest rates in Staffordshire (and 10th worst in England).



Infant mortality



Key risk factors for infant mortality in Staffordshire are smoking during early pregnancy and at time of delivery and, access to early infant health care checks.

14.2%

Of mothers' smoke during early pregnancy

15.9%

Conceptions in women aged under 18

2 in 5

Mothers do not start breastfeeding

1 in 13

Babies born with low birthweight

10.1%

Of mothers' smoke at time of delivery

53%

Of pregnant women in Staffordshire do not get a flu jab

1 in 5

New Birth Visits (NBVs) not completed

3 in 10

Babies did not receive a 6-8-week review

Source of data: PHE 2021, NHS Digital 2021, ONS 2021. Key – Statistical difference to National: **Better**, Similar, **Worse**

Staffordshire's Response



[Everyone Health](#) is commissioned to provide a Stop Smoking in Pregnancy (SSiP) service to women living in Staffordshire, who are pregnant and smoke tobacco products, and any smokers who live with a pregnant smoker.



[Saving Babies Lives Care Bundle](#) aims to provide detailed information for providers and commissioners of maternity care on how to reduce perinatal and infant mortality.



[ICON](#) (prevention of abusive head trauma) has been implemented across Staffordshire.

Children and young people's mental health



Around half of all adults with mental health issues develop symptoms before the age of 14 and 60% of children's social care assessments in Staffordshire cite mental health.

37.3%

Of care experienced children and young people in Staffordshire whose emotional wellbeing is a cause for concern (2020)

493.1

10 – 24-year-olds were admitted to hospital as a result of self-harm in Staffordshire (2019/20)

**79.3 per
100,000**

Children and young people under 18 years admitted to hospital for mental health conditions (2019/20)

Between 1 and 2 in 10 children in Early Years have poor emotional health and wellbeing (2017/18)



2,780 to 5,550
Staffordshire children

Almost 1 in 10 children of school age have a mental health disorder (2017/18)



15,218 Staffordshire children / young people aged 5-17 years.

National Context

Rates of probable mental disorder **increased** between 2017 and 2021 in children and young people

39.2% of those aged 6 to 16 years in 2021 had **experienced deterioration in mental health** since 2017, and **21.8%** experienced **improvement**.

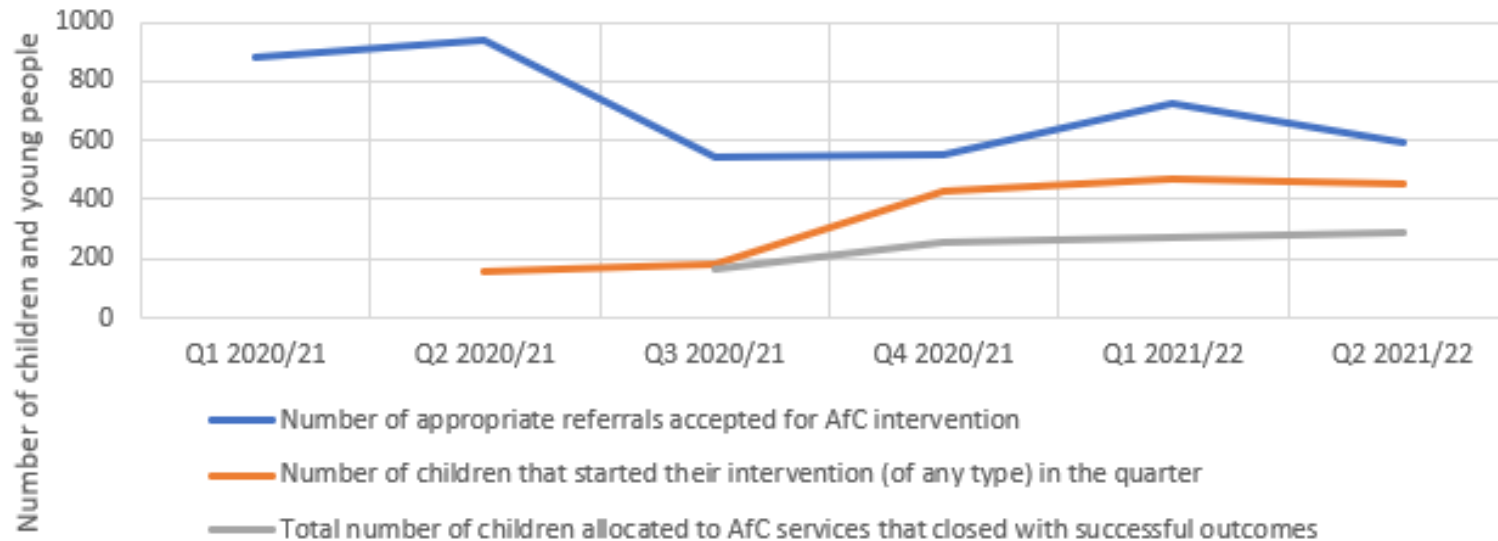


Many issues have been exacerbated for children and young people during the pandemic, including increased anxiety, behavioural problems and increased conflict at home.

Children and Young People’s Emotional Health and Wellbeing service



Children and young people referred to the emotional health and wellbeing service, that started their intervention and closed with successful outcomes.



Local Context

Action for Children provide the Staffordshire Emotional Health and Wellbeing Service, aimed at children and young people with low to moderate mental health needs, aged 5-*18 years living in Staffordshire.

There are four elements to the service: Direct Support, Risk Management, Prevention and Early Intervention and the Digital Offer.



During 200/21, 2,918 appropriate referrals were accepted by Action for Children, and 770 started an intervention.



422 children and young people allocated left the service having successfully achieve their goal-based outcomes.

The number of overweight & obese children within **Staffordshire** is **increasing** and **above** the national average

% of reception age children overweight or obese

Nearly **25% of reception aged children** are overweight or obese (2019)

Cannock	East Staffs	Lichfield	NUL	South Staffs	Stafford	Staffs Moorlands	Tamworth	COUNTY	NATIONAL AVERAGE
24.7%	24%	25%	27.9%	27.6%	22.4%	23.5%	23.4%	24.8%	22.6%

% of Year 6 children overweight or obese

Nearly **35% of Year 6 children** are overweight or obese (2019)

Cannock	East Staffs	Lichfield	NUL	South Staffs	Stafford	Staffs Moorlands	Tamworth	COUNTY	NATIONAL AVERAGE
37%	34.4%	32.4%	36.1%	33.3%	33.2%	35%	36%	34.6%	34.3%

Family Weight Management Service



Provided by Time4Sport for children and young people including those with SEND, aged between **2 to 17 years** who live in Staffordshire or attend a Staffordshire school.



Who are **above their ideal weight** for their age, height and sex



Entire family are invited to join the sessions



Fun, flexible, family focused sessions delivered via **face to face, digital or telephone support**



A **new gamified app** including videos will be used to encourage positive behaviour changes and outcomes that can be **accessed 24 hrs any time, any day**



Staff work with **groups of peers, parents or carers.**



Includes **nutrition and food** education, **fun physical activity** participation, **behaviour change** information, advice and guidance and **positive parenting skills.**



Family Weight Management Service Performance



1,666 children & young people were assessed between 2018 – 2021 (Q2)



99.8% of children & young people maintained or reduced their Body Mass Index at 12 weeks



95% children & young people made a positive change in dietary behaviour



94% children & young people made a positive change in physical activity

	2018/19	2019/2020	2020/21 (to Q2)
Number of CYP assessed	423	873	370
% of service users who maintain (or reduce) their baseline BMI at 12 weeks	99.5%	100%	100%
Positive change in healthy dietary behaviours as a result of the programme	97.1%	94.5%	93.5%
Positive change in physical activity as a result of the programme	94.2%	94.8%	92.9%

Better Health Staffordshire



What is Better Health Staffordshire?

- Whole Systems Approach (all age) to support healthy weight and tackle the causes of obesity
- Best possible use of existing resources by working differently
- Working with partners in pathfinder districts (initially Staffordshire Moorlands, East Staffordshire and Cannock Chase) to map the local system and assets already in place.

What are the next steps?

- Stakeholder workshops commencing November 2021
- Community engagement and campaigns planned
- Stakeholders will propose collaborative system -wide actions for the short, medium and long term.

This requires a long-term commitment from all partners. This is not a project and it will take time to see the impact of our collective efforts.

In summary

- Significant progress being made in many key public health issues, such as smoking-related illness and under 18s conceptions.
- However, many challenges remain, particularly in relation to reducing levels of excess weight and infant mortality.
- We will continue to respond to these priorities by improving services, attracting new investment and developing collaborative approaches to improving health with public sector partners, businesses and communities.

Thank you