Purbeck Locality Transformation Plan & Prevention at Scale
Key Health & Wellbeing Issues

1. Introduction:

For many years locality profiles have been developed by a variety of organisations.

The impact of these reports has been variable. In part because of the lack of local ownership of the data, differences in interpretation of what the data means and therefore what should be the priorities for action, plus the limited focus on effective action across local organisations and communities.

However, with the advent of the system wide Sustainability & Transformation Plan [STP] and related developments e.g. Accountable Care Systems [ACS] we need to ensure locally appropriate intelligence across all aspects of our work.

The basis for the current work on the STP is the Five Year Forward View which defined three gaps for a system response to address, namely the:

- Health & Wellbeing gap
- Care & Quality gap and the
- Finance gap

The Dorset STP by way of response to this, outlines five programmes:

- Prevention at Scale [PAS]
- Integrated Community & Primary Care Services
- One Acute Network
- Workforce and Learning
- Digital transformation

This document is an attempt to respond to these challenges in the context of the Prevention at Scale programme of the STP and the primary care locality transformation plans. The PAS programme seeks to identify actions at various times in the life-course to improve health outcomes.

Many of the proposed actions, especially in the early years, have an influence on a wide variety of health outcomes e.g. reducing childhood obesity impacts cancer, heart disease and diabetes rates [among others]. The three phases of the life-course we have used are:

- Starting well – the child and adolescent years
- Living well – the adult and working years
- Ageing well - the later working and retirement years

In addition, we have included:

- Healthy places as a work stream-recognising the importance of the environment in which we all live, work and play

These cover prevention at all levels. Importantly they focus on responses by:

- Individuals: behaviour change
- Organisation: new models of primary care and community services
- Place: including local environment, housing, economy, education.

2. Locality Data:

In implementing the national plans outlined above it is important to consider local data so any response accurately reflects local need and local priorities. Public Health England is the principal national source of data on health outcomes and they have two sets of relevant nationally validated 'local profiles'. The first is based on local authority geographical boundaries and covers a wide range of health & wellbeing outcomes. The second is based around individual general practices and uses the following headings:

- Local demography
- Quality and Outcomes Framework domains
- Cancer Services
- Child health
- Antibiotic prescribing
- Patient satisfaction

For practical purposes, we have merged the two data sets above to produce profiles for the various GP practice locality areas so we can align the various indicator sets as far as possible. These profiles focus on three broad areas:

- **Community:** wider determinants of health
- **Lifestyles**: individual behaviours that impact on health
- **Health & Ill health**: health and wellbeing outcomes

The data for these three areas are shown in the appendices.

The information we have worked with was obtained from the following websites and uses the most up to date data available.

https://fingertips.phe.org.uk.

www.localhealth.org.uk/

Our analysis will also be available in interactive format on the Public Health Dorset website:

http://www.publichealthdorset.org.uk/

There are other publicly available data sets that focus on different geographical areas which contain different indicators. In particular, additional information is available for children and for mental health conditions that you may find helpful.

3. Purbeck – Summary Findings

Purbeck locality has practices that cover rural areas, villages and small to medium sized market towns. The population has many positive aspects to support health and wellbeing, including abundant natural environments and generally a high level of income.

- **Community factors for health and wellbeing**
    - In general, Purbeck locality has low unemployment and low levels of income deprivation
    - Many people live with limiting long term illness or disability, particularly in Swanage

- Unpaid carers make a significant contribution in some areas

- **Lifestyles:**

  - Binge drinking is similar to the England average but higher in Wareham Town and St Martin
  - Smoking levels are generally lower than the England average
  - Obesity rates in children and adults are of concern
  - Emergency admissions in the <5s are higher than the England average. They are particularly high in Swanage
  - High rate of admission for injuries in young people under the age of 24

- **Health/Ill-health**:

  - There is a difference of 2 years in life expectancy across Purbeck for men and women
  - There is variation in the level of recorded depression at practices across the locality
  - There is variation in the management of diabetes across Purbeck
  - Overall numbers of deaths from stroke are similar to the England average but are higher in Swanage
  - Breast screening coverage is generally good with most practices achieving over 80%

4. Links to STP Plan:

The tables below show the links between the current challenges in the locality and existing projects within the four Prevention at Scale work streams. The next steps column is an opportunity to explore how working as part of a health and social care system some of these indicators of poor health and wellbeing outcomes could be improved. The development of GP transformation plans allows for this discussion.

It can often be overlooked that health and social care outcome measures are not evenly distributed within a population and are not only found in so called "areas of deprivation". Even within a locality there could be considerable variation (this can be seen in the example maps given in the appendices) and poor outcomes can be masked for individuals when they reside in areas that have overall good health and social outcomes.

Starting Well-the child and adolescent years

The local challenge	PAS Project objective	Next steps – potential locality implementation
Emergency admissions in the <5s are higher than the England average. They are particularly high in Swanage	Improve Health Visitor/Early Years offer	Are there any ways to intervene earlier to prevent hospital admission in young children?
Childhood obesity	Improve Health Visitor/Early Years offer	Are there new ways to support health visitors to work with families at risk?

	Increase Physical activity in school age children at school	Work has already started looking at the role of school day activity and active travel to and from school How could your practice and or locality impact on this agenda?
High rate of admission for injuries in children and young people aged 5-24	Reducing childhood injury admissions /Improving Mental Health and emotional wellbeing	What improvements can be made to support parents and carers of under 15s around injury prevention? How could different groups- health, education, third sector- work collaboratively to help families understand what is normal development and where mental health issues may be developing? Could mental health first aid be taken up more widely by schools and colleges? Where do you fit in with the whole school approach to improving health and wellbeing?

Living well-the adult and working years

The local challenge	PAS project objective	Next steps-potential locality implementation
Locality has significant variation in rates of unhealthy behaviours including smoking, alcohol misuse and obesity.	Increased use of LiveWell Dorset service, MECC training and linking with targeted health checks.	Could practices work more closely with LiveWell Dorset coaches as part of improved offer in primary care in selected areas? Training of wider workforce in making every contact count, to encourage everyday conversations about health behaviours? There will be opportunities to explore behaviours more routinely using the new digital behaviour change platform in general practice, linking with the GP public health fellow Emer Forde. Could your locality work with key stakeholders to develop a systematic approach to encourage physical activity in the older age groups linked to the Sport England Active Ageing programme?
Although rates of death from cardiovascular disease are currently lower than other areas, the data suggests without action, rates will increase in future, especially in the most vulnerable groups.	Increase number of Health Checks delivered to vulnerable groups.	How can your practices work with the new health checks provider to ensure groups most at risk of cardiovascular disease are included? How do you support those identified with medium to high risks? How can we increase referrals of this group to LiveWell Dorset?

Binge drinking is a feature in some parts of the locality	Increase use of LiveWell Dorset service, linking with targeted health checks. Reduce alcohol related admissions to hospital	How can practices ensure that the audit C part of the core health check offer further supports those in need through brief intervention in primary care? Increase practice staff training opportunities around behaviour change and motivational interviewing in those practices serving the areas with higher rates

Ageing well-the later working years and retirement

The local challenge	PAS project objective	Next steps-potential locality implementation
Opportunities exist for improving the management of diabetes	Reduce variation in the secondary prevention of cardiovascular disease and pre-diabetes/chronic diabetes	How could you, working as part of a system, help more people achieve better control of their individual risks, including use of peer support approaches and improved access to LiveWell Dorset?
There are high numbers of people living with long term illness and disability. A proportion of these will be living alone	Frailty & loneliness	Could work be done with the 3rd sector support work to combat isolation and loneliness to maintain good mental health?

Healthy places-where we live, work and play

The local challenge	PAS project objective	Next steps-potential locality implementation
Whilst Dorset enjoys a generally good quality natural environment not all communities have good access or awareness.	Increase the accessibility and use of the natural environment/green spaces to encourage physical activity.	Work is ongoing to develop a map of accessibility to green space which will identify those communities with poor access. How can primary care help to increase opportunities for these communities to get more active? Could you be interested in working in partnership with others to develop walking routes around specific community locations?
National Evidence indicates that limiting access to alcohol and fast food can have a positive impact on health outcomes.	Work with Local authority licensing teams to consider opportunities to limited access to alcohol/fast food.	There are opportunities to work together to identify if there are areas in Purbeck which may benefit from limiting number of fast food outlets or licensed premises. E.g. in close proximity to schools or areas with particular issues with alcohol related harm.

It should be emphasised that this is not a prescription but a framework to start a discussion and importantly how we link local authority plans, the other strands of the STP, particularly integrated community and primary care services, and the locality specific primary care plans.

In so doing it is important to recognise that there is much of real merit already going on, and the challenge is to build on the best of the current work, share this experience with others, and integrate it within ongoing transformation plans at a local level.

Maintaining a commitment to prevention is never easy especially in times of austerity, and also as long as it is seen as somebody else's business or as 'nice to do'.

We should in future see it as an integral part of any systems approach to the development of the health and care system and in doing so ask ourselves as least the following questions:

- How do we scale up prevention and reduction of inequalities with a decreasing resource?
- What are the opportunities presented by Clinical Services Review, primary care development and the Sustainability and Transformation Plan locally?
- What is going on now?
- How do we build on what is working?
- How do we communicate most effectively with professionals, politicians and people?

Appendix One: Purbeck Community profile

Indicators	Selection value	England value	Summary chart
Income deprivation - English Indices of Deprivation 2015 (%)	9.2	14.6	
Low Birth Weight of term babies (%)	2.7	2.8	
Child Poverty - English Indices of Deprivation 2015 (%)	13.1	19.9	
Child Development at age 5 (%)	N/A - Zero divide		
GCSE Achievement (5A*-C inc. Eng & Maths) (%)	N/A - Zero divide		
Unemployment (%)	0.7	1.8	
Long Term Unemployment (Rate/1,000 working age population)	0.4	3.7	
General Health - bad or very bad (%)	5.3	5.5	
General Health - very bad (%)	1.1	1.2	
Limiting long term illness or disability (%)	20.4	17.6	
Overcrowding (%)	4.7	8.7	
Provision of 1 hour or more unpaid care per week (%)	12.8	10.2	
Provision of 50 hours or more unpaid care per week (%)	2.5	2.4	
Pensioners living alone (%)	29.6	31.5	
Older People in Deprivation - English Indices of Deprivation 2015 (%)	10.5	16.2	
Deliveries to teenage mothers (%)	0.5	1.1	
Emergency admissions in under 5s (Crude rate per 1000)	167.7	149.2	
A&E attendances in under 5s (Crude rate per 1000)	421.1	551.6	
Admissions for injuries in under 5s (Crude rate per 10,000)	150.6	138.8	
Admissions for injuries in under 15s (Crude rate per 10,000)	125.4	108.3	
Admissions for injuries in 15 - 24 year olds (Crude rate per 10,000)	168.1	133.1	
Obese adults (%)	25.6	24.1	
Binge drinking adults (%)	21.6	20	
Healthy eating adults (%)	32.6	28.7	
Obese Children (Reception Year) (%)	9.4	9.3	
Children with excess weight (Reception Year) (%)	25.3	22.2	
Obese Children (Year 6) (%)	14	19.3	
Children with excess weight (Year 6) (%)	25.1	33.6	
Emergency hospital admissions for all causes (SAR)	89.3	100	
Emergency hospital admissions for CHD (SAR)	121.2	100	
Emergency hospital admissions for stroke (SAR)	108.7	100	
Emergency hospital admissions for Myocardial Infarction (heart attack) (SAR)	114.6	100	
Emergency hospital admissions for Chronic Obstructive Pulmonary Disease (COPD) (SAR)	70.6	100	
Incidence of all cancer (SIR)	106.3	100	
Incidence of breast cancer (SIR)	129.5	100	
Incidence of colorectal cancer (SIR)	100.6	100	
Incidence of lung cancer (SIR)	76.5	100	
Incidence of prostate cancer (SIR)	124.7	100	
Hospital stays for self harm (SAR)	118.6	100	
Hospital stays for alcohol related harm (SAR)	83.8	100	
Emergency hospital admissions for hip fracture in 65+ (SAR)	84.6	100	
Elective hospital admissions for hip replacement (SAR)	119.9	100	
Elective hospital admissions for knee replacement (SAR)	108.4	100	
Deaths from all causes, all ages (SMR)	86.6	100	
Deaths from all causes, under 65 years (SMR)	83	100	
Deaths from all causes, under 75 years (SMR)	82.7	100	
Deaths from all cancer, all ages (SMR)	90.5	100	
Deaths from all cancer, under 75 years (SMR)	87	100	
Deaths from circulatory disease, all ages (SMR)	88.4	100	
Deaths from circulatory disease, under 75 years (SMR)	76.5	100	
Deaths from coronary heart disease, all ages (SMR)	87.3	100	
Deaths from coronary heart disease, under 75 years (SMR)	56.7	100	
Deaths from stroke, all ages (SMR)	91.7	100	
Deaths from respiratory diseases, all ages (SMR)	74	100	

● *significantly worse* ● *significantly better* ● *not significantly different from average*

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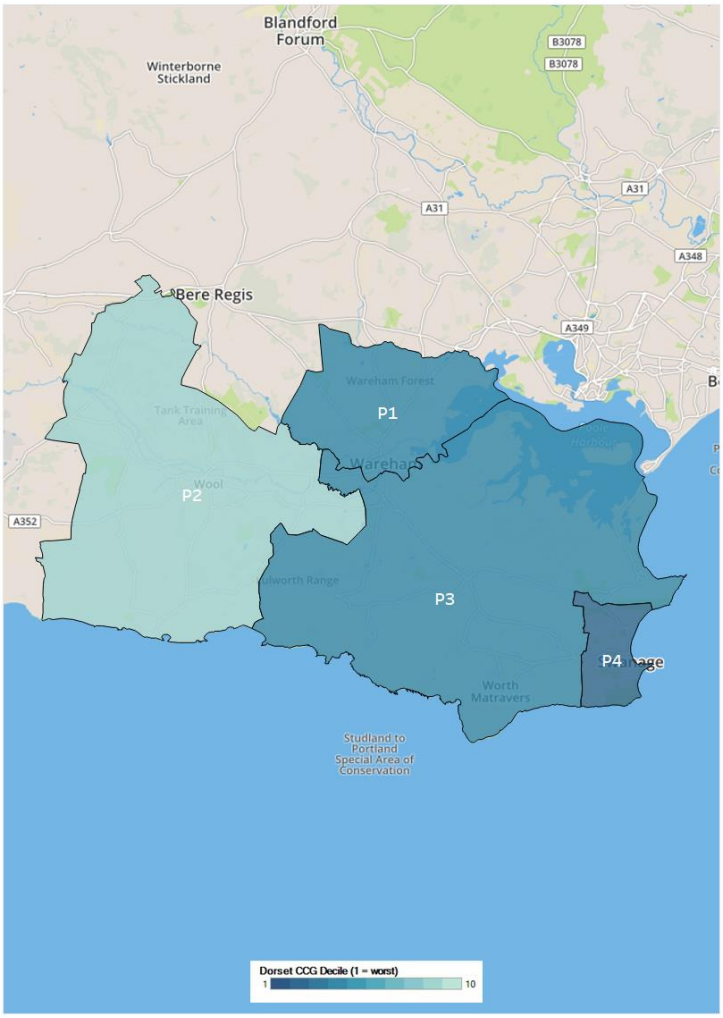
Source: Public Health England, Local Health Profile 2017

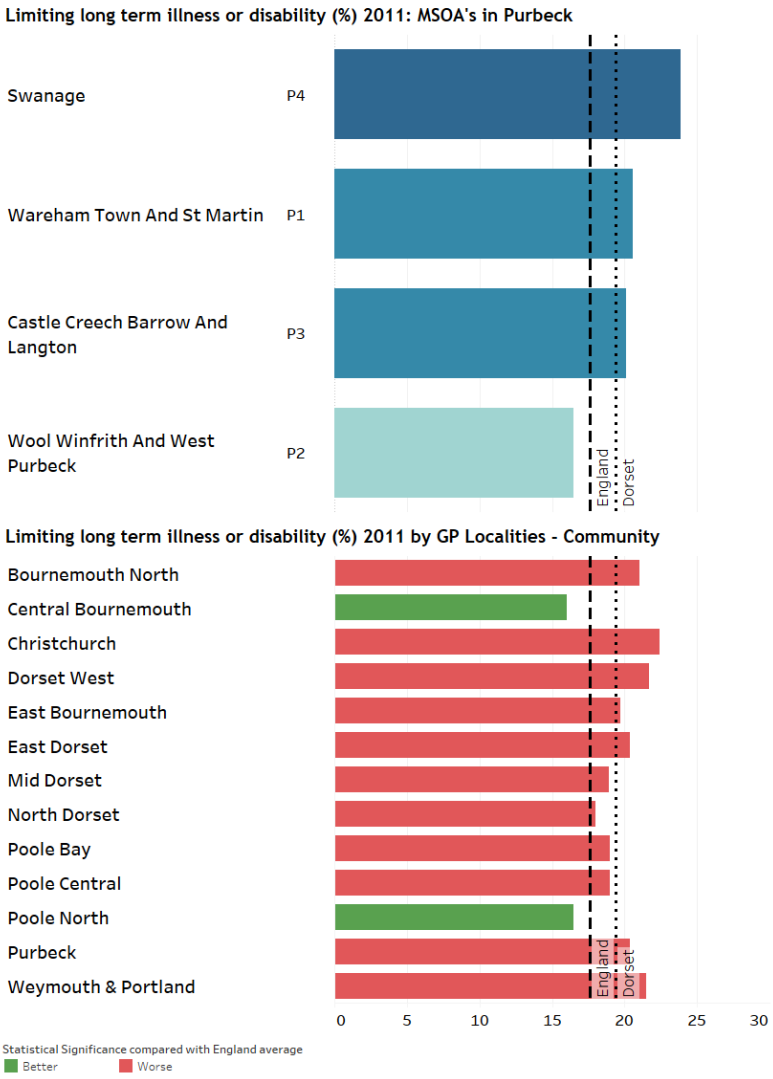
Appendix Two: Purbeck Community Factors for Health & Wellbeing

We have included some examples of the data that has been used in producing this locality profile. The full range of data can be found at:

https://public.tableau.com/profile/public.health.dorset#!/

Limiting Long Term Illness or Disability (%)

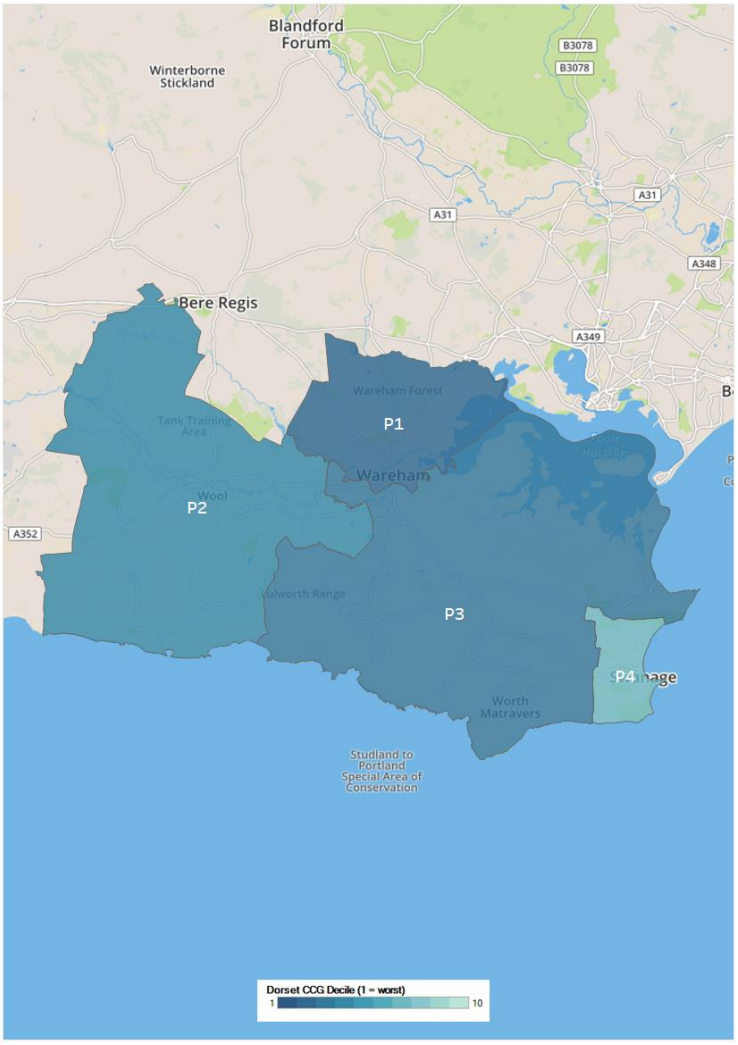


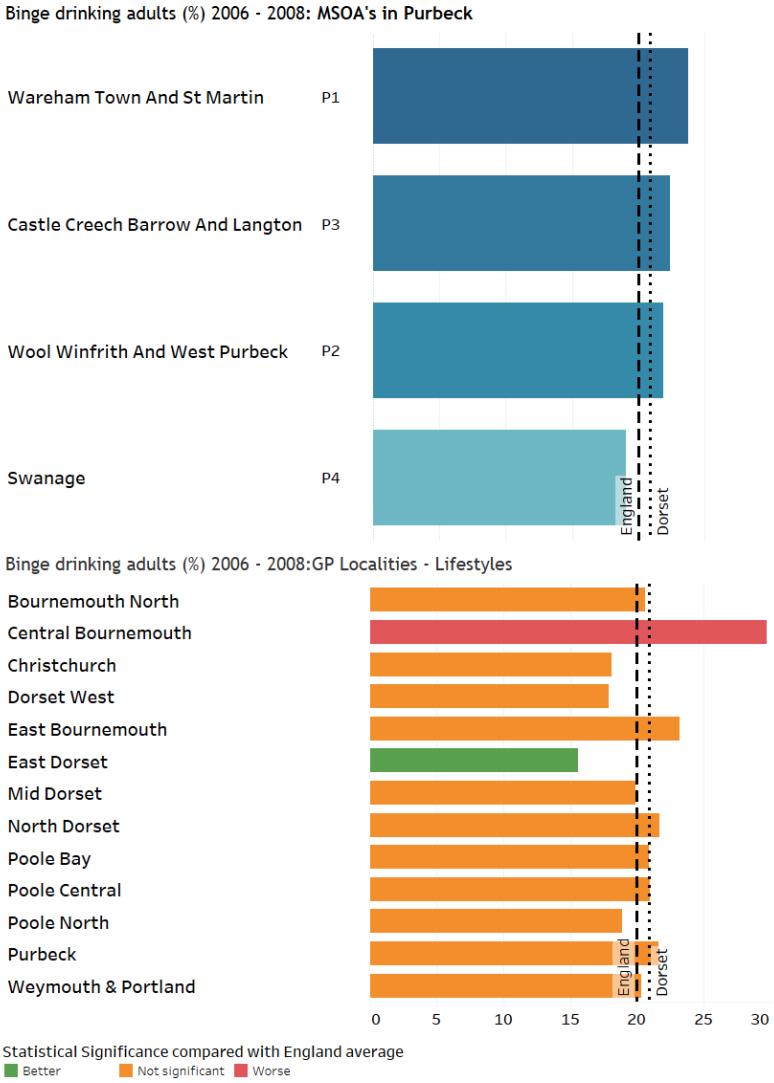


Source: 2011 Census, % of people who reported in the 2011 Census that their day to day activities were limited because of a health problem or disability which has lasted or is expected to last at least 12 months in general was bad or very bad (all ages).

Appendix Three: Purbeck Lifestyle Factors

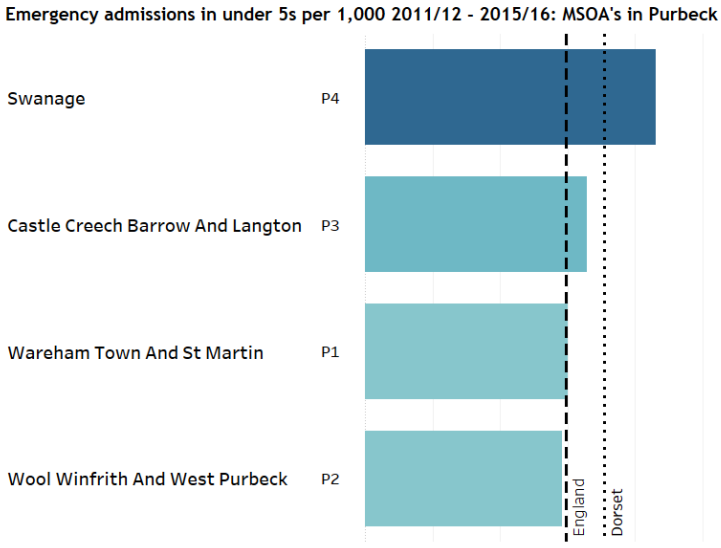
Binge Drinking Adults (%)

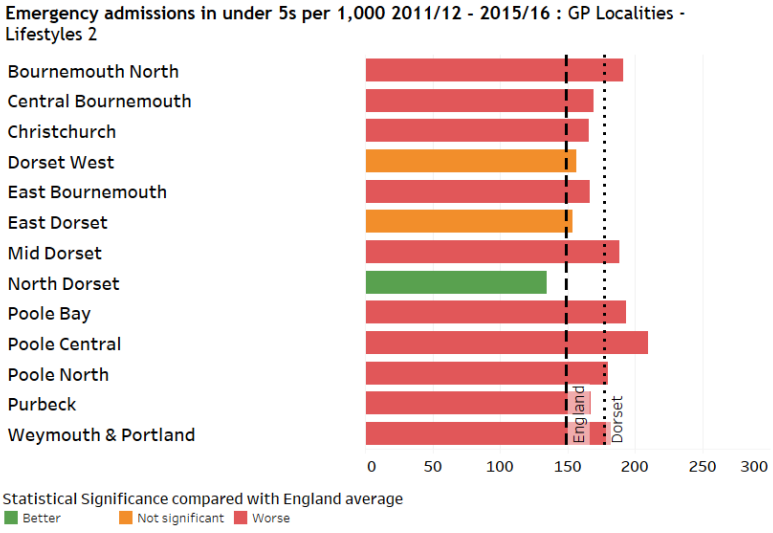




Source: Public Health England 2006 – 2008, The estimated percentage of the population that binge drink. Binge drinking is defined separately for men and women (16 and over)

Emergency Admissions <5

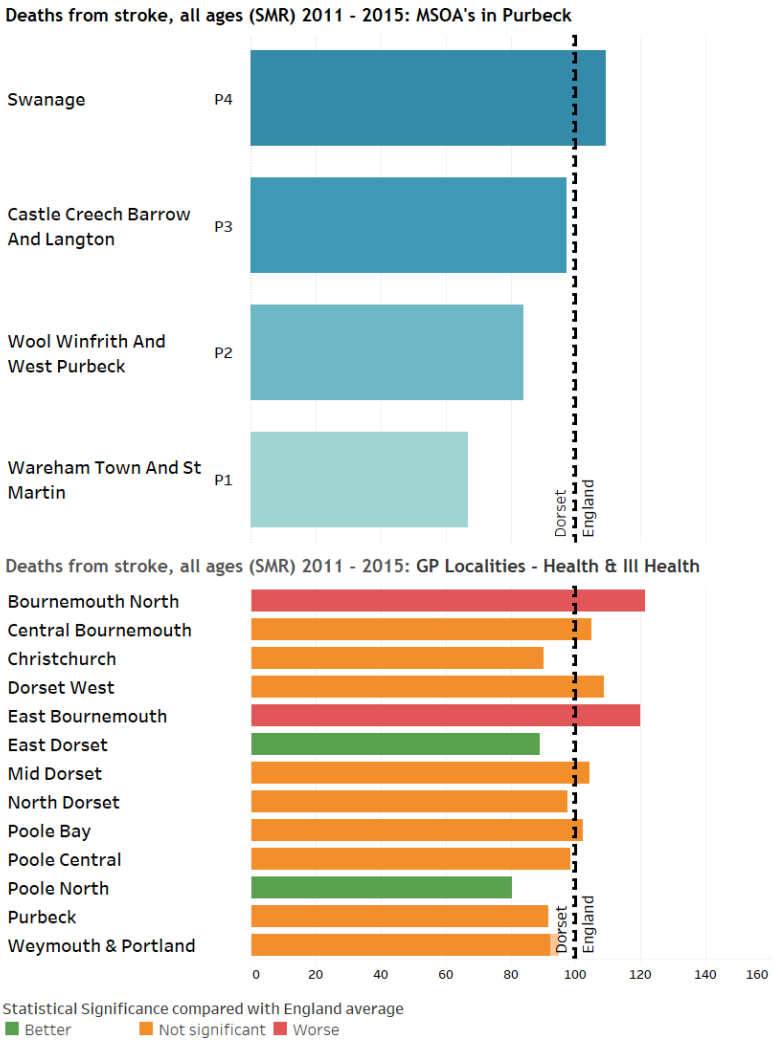




Source: Hospital Episode Statistics 2013/14-2015/16, Crude rate of emergency hospital admissions for children aged under 5 years per 1,000 resident population.

Appendix Four: Purbeck Health & Ill Health

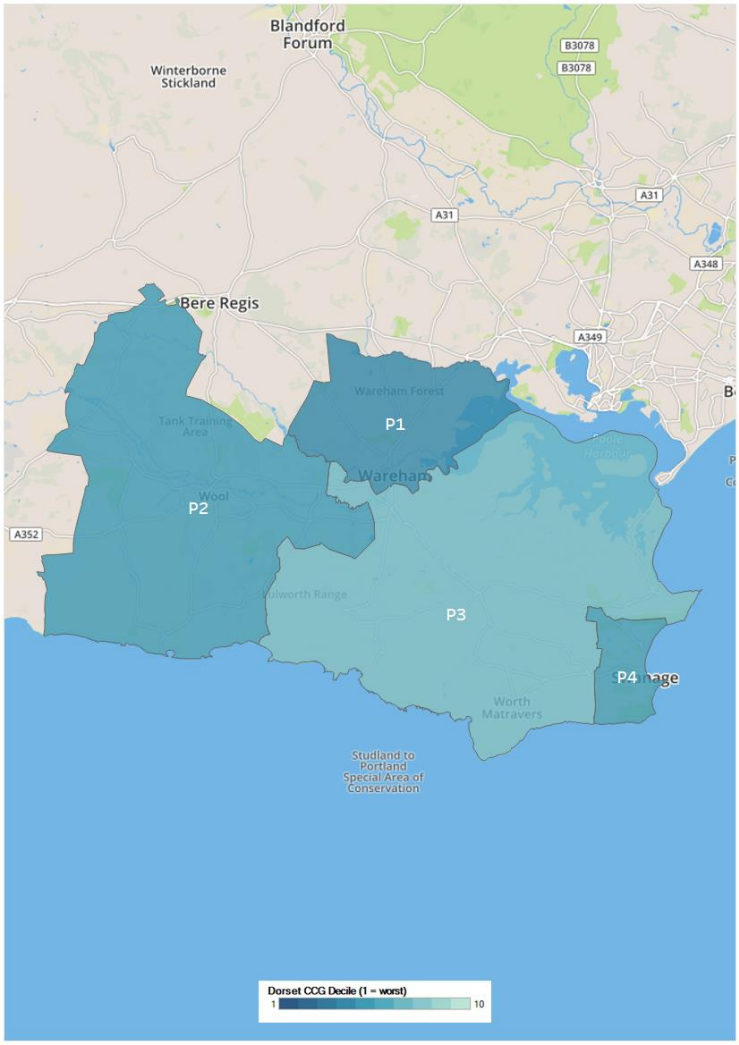
Deaths from Stroke, all ages

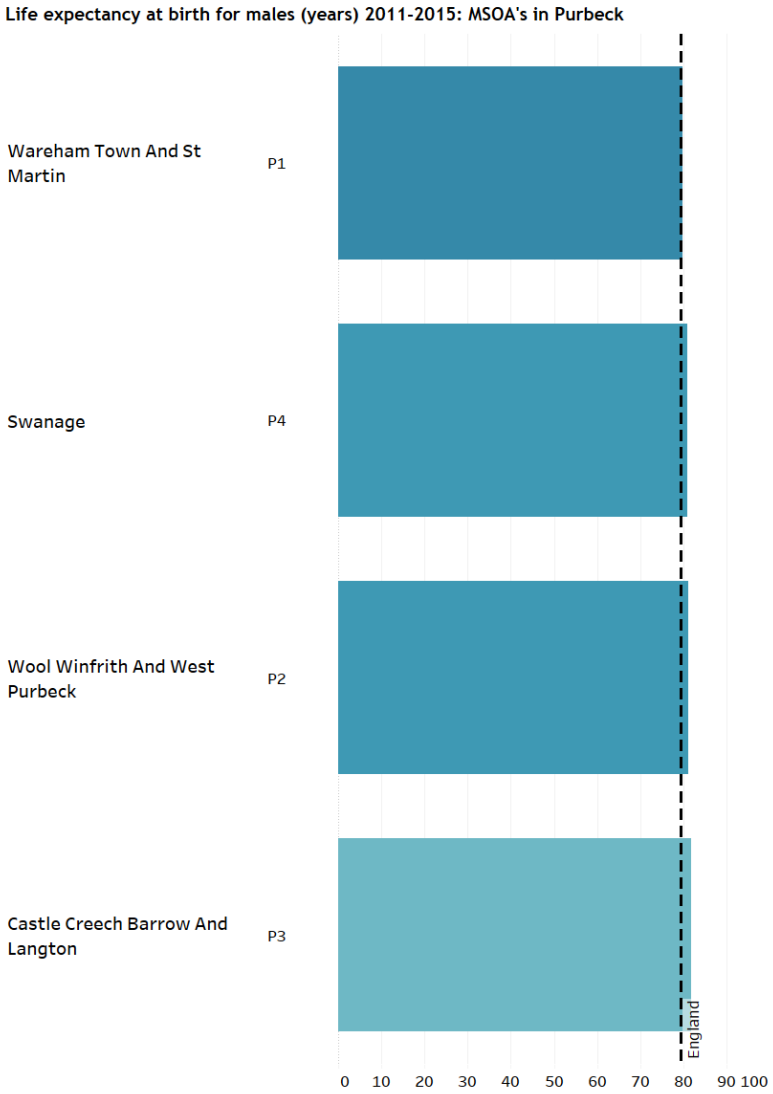


Source: Public Health England 2011-2015, Standardised mortality ratio for all deaths from stroke (all ages)

Appendix Five: Purbeck Health & Ill Health: Life Expectancy

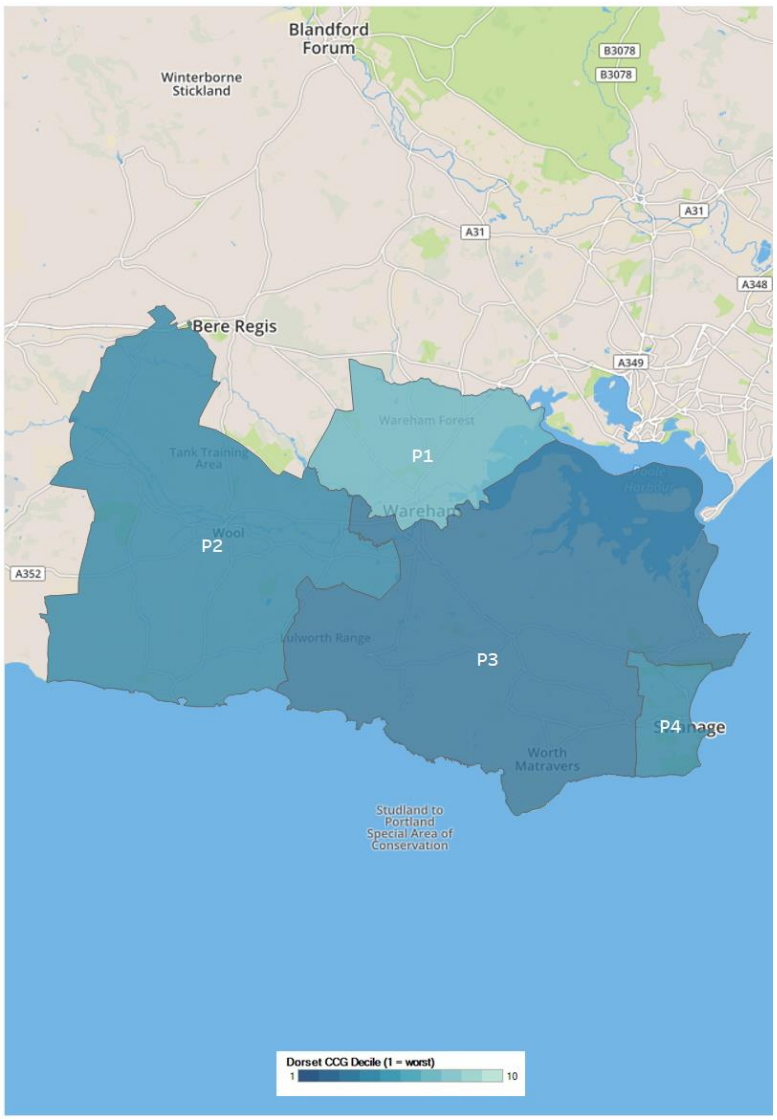
Life expectancy at birth: males

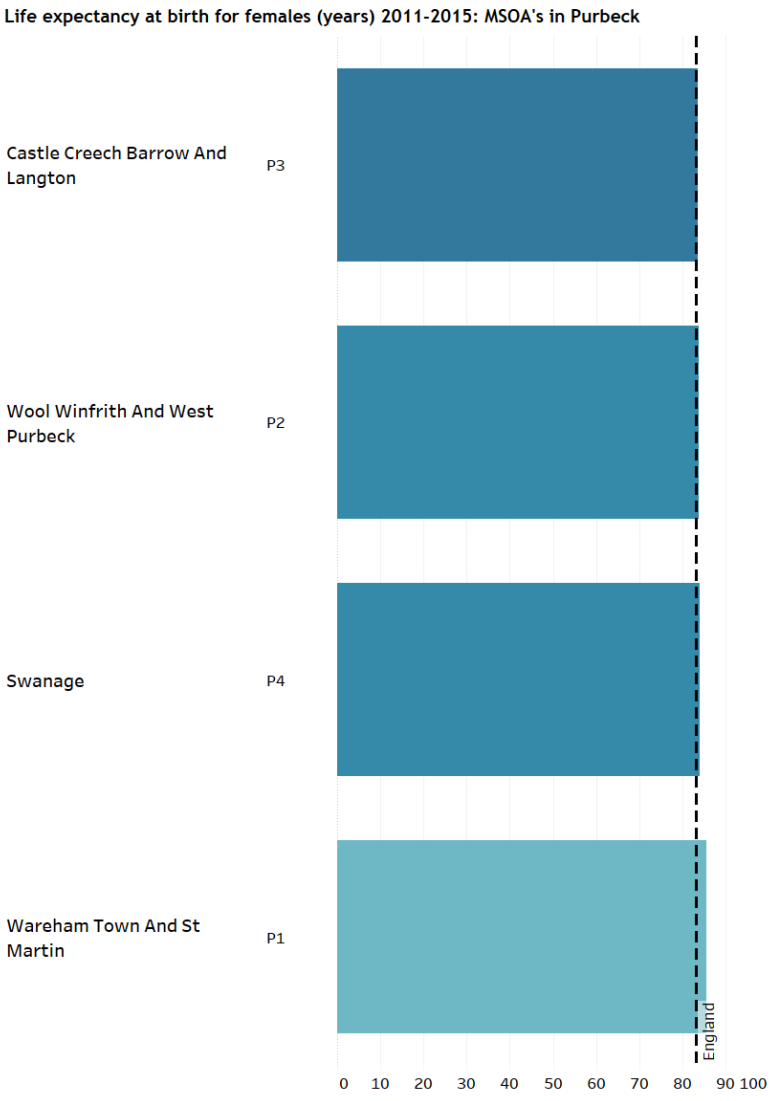




Source: Office of National Statistics, 2011-2015, Life expectancy at birth for males in years (all ages). Period life expectancy is the average number of years a person would expect to live based on contemporary mortality rates. For a particular area and time period, it is an estimate of the average number of years a new-born baby would survive if he or she experienced the age-specific mortality rates for that area and time period throughout his or her life.

Life expectancy at birth: females





Source: Office of National Statistics, 2011-2015, Life expectancy at birth for females in years (all ages). Period life expectancy is the average number of years a person would expect to live based on contemporary mortality rates. For a particular area and time period, it is an estimate of the average number of years a new-born baby would survive if he or she experienced the age-specific mortality rates for that area and time period throughout his or her life.

Appendix Six: Purbeck GP practice data

Management of Diabetes

Management of diabetes for Purbeck

	% of population registered as diabetic	% of whom are exception reported for diabetes	Blood pressure control (% in whom <140/80 mm Hg)	Effective sugar control (% in whom Hba1c <59mmol/mol)
Bere Regis Surgery	6.7	11.8	80.9	59.3
Corfe Castle Surgery	7.5	10.4	77.2	67.1
Sandford Surgery	7.5	9.3	83.6	65.7
Swanage Medical Centre	7.4	18.4	61.8	59.8
Wareham Surgery	7.5	11.5	72.8	59.3
Wellbridge Practice	6.4	5.6	70.6	59.8
Dorset CCG	6.1	15.6	68.2	58.1
England	6.5	11.6	70.4	60.1

Compared to England value or percentiles
Higher Lower Same

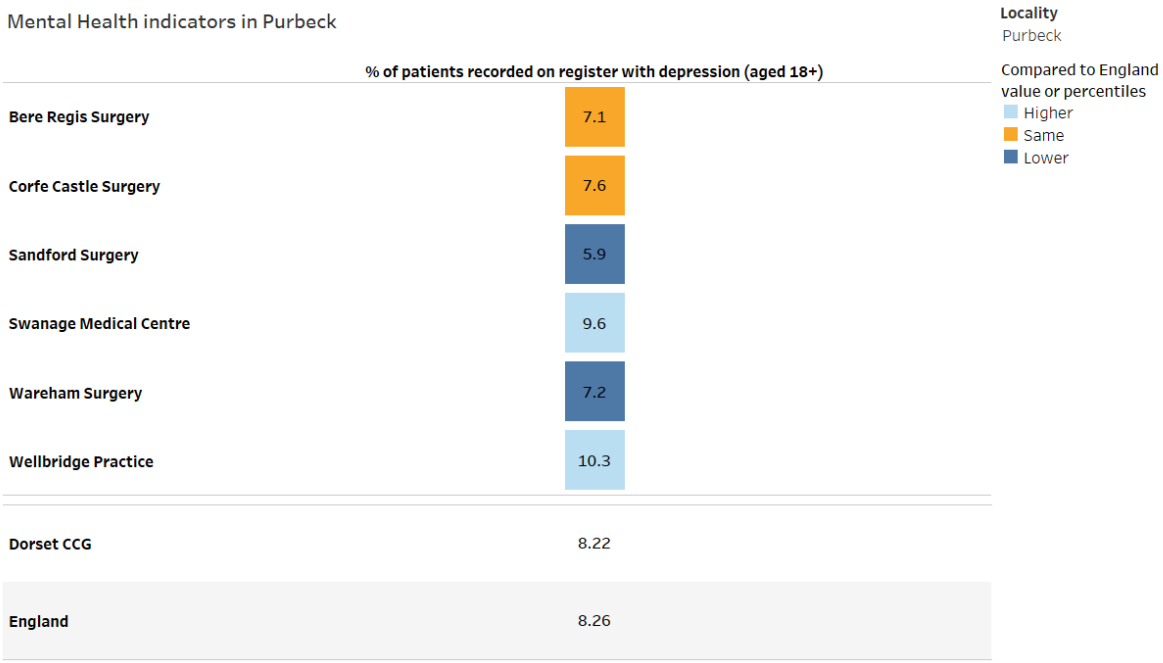
Source: Public Health England 2015/16, % of patients aged 17 years and over with diabetes mellitus, as recorded on practice disease registers.

Source: Public Health England 2015/16, The effective rate for diabetes indicators defined as the sum of exceptions as a proportion of the sum of exception and denominators in the diab etes group.

Source: Public Health England 2015/16, The percentage of patients with diabetes in whom the last blood pressure is 140/80 mm or less in the preceding 12 months.

Source: Public Health England 2015/16, The percentage of patients with diabetes in whom the latest IFCC-HbA1c is 59 mmol/mol or less in the preceding 12 months.

Prevalence of depression



Source: Public Health England 2015/16, Percentage of patients aged 18 and over with depression, as recorded on practice disease registers.