

## The South Derbyshire Health and Wellbeing Plan 2013 - 16

### 1. Vision and Aim

A healthier and more active lifestyle across all communities.  
(c. *Our Sustainable Community Strategy for South Derbyshire 2009-2029*)

The South Derbyshire Plan aims to improve the health and wellbeing of local people, with specific focus on people who are at risk of and/or living with significant health inequalities compared to the district as a whole.

### 2. Objectives

The Plan will continue to develop:

- strong collaborative working through partnership working, match-funding, shared capacity to deliver, joint ownership of key local outcomes
- local strategic outcomes to measure health improvement. Local outcomes will contribute and align to the priorities and indicators within wider strategies including:
  - Derbyshire Health and Wellbeing Strategy
  - Strategic priorities across partner organisations delivering locally
  - national Public Health Outcome Indicators (Appendix 1 Overview of PHOF indicators)
- opportunities to redirect current resources to better meet identified need – a shared outcomes approach
- cross-agency utilisation of staff capacity to ensure an identified health and wellbeing focus eg. staff working within a community development role to meet the varying needs of communities most in need, staff supported through Making Every Contact Count (MECC)
- cross-working with county-level services, including additional county-wide Public Health commissioned services (Appendix 2) to ensure targeting to communities living with highest health inequality
- specific focus to reduce health inequalities within South Derbyshire through the principles outlined above and through additional Public Health resource
  - Public Health staff capacity and the joint post (*Health Partnership Manager*) with South Derbyshire District Council

- New allocated financial resource 2013/15
- Maximisation of budgets to ensure efficiency and SMART outcomes across locality programmes
- planning against identified local health need, consultation with local people and local organisations and underpinned by robust evidence base
- performance monitoring to determine effectiveness
- working in liaison with the South Derbyshire Local Area Committee (LAC) who maintain an advisory role on decision-making and plan development
- locality planning through the South Derbyshire Partnership structure (Appendix 3 South Derbyshire Partnership) :
  - Health and Wellbeing Group develop and act upon the plan
  - South Derbyshire Partnership Board ratify decisions and hold accountability for the locality plan
- opportunities to develop innovative solutions to health issues identified locally

### 3. **Health Need in South Derbyshire**

South Derbyshire is the fastest growing district in the county with a projected 30.6% growth rate upto 2035, compared to 16.2% for the whole of Derbyshire and has a current population of almost 94,915 (*Census 2011, ONS*). This projected growth rate is almost double that of some other local authority second tier districts and covers both urban and rural areas. The growth crosses both younger and older age bands with increases in the under 20s, 25-44 age group particularly and the 75-84, 85+ age group. The projected growth in housing is forecast at 38% compared to 24% for Derbyshire as a whole (2008 – 2033).

Over 6% of the population are not White British, a rate exceeding Derbyshire and there are higher variations in some communities within district. This demographic is higher than Derbyshire and it is important to recognise needs specific to different race and culture.

Health in South Derbyshire is similar and/or better to England averages.

#### **Health successes include:**

- Over the last ten years the rates of death from all causes and rates of early deaths from heart disease and stroke and from cancer have all improved and are close to the England average
- Life expectancy in the district is similar to Derbyshire and England averages
- Deprivation levels are low and the proportion of children living in poverty is lower than the average for England as is free school meal eligibility

- Percentage of those economically active/ available to work is the highest in Derbyshire; long term unemployment is the lowest compared to Derbyshire
- Rate of adults educated to degree level is better than Derbyshire
- Rates of incapacity benefits for mental illness, new cases of tuberculosis and hospital stays for alcohol related harm are all better than the England average.

JSNA 2012/13 health data

However some communities are living with poorer health outcomes compared to others in the district. Challenges to health indicate a level of inequality within some communities across the district. These need specific focus in the locality plan, with identified solutions to address them and support the improvement of health and reduction of inequalities for residents.

**Challenges to health** include:

- Life expectancy is 9.8yrs lower for men and 5.8yrs lower for women in the most deprived areas than in the least deprived areas
- Some smaller communities within the urban areas around Swadlincote fall within the 10-20% most deprived areas nationally
- The need to promote mental wellbeing (JSNA 2013)

Health inequality in Children and Young People:

- a higher drop-off rate/ breastfeeding from initiation to 6-8 weeks compared to England
- above England rates of smoking in pregnancy
- 17.9% of y.6 children are obese similar to England
- Childhood (5-18yrs) inpatient admission rates for asthma significantly higher than Derbyshire (2010/11)
- Above England emergency admissions (under 18s) for accidents
- Lower education attainment is low (5 A\* - C grades/GCSE level incl. Maths and English) (2011/12) –rate of 49% achieving compared to Derbyshire 57%

Health inequality in Adults:

- Above England rate of hospital admission for COPD (GP Practice Profiles 2011)
- Above Derbyshire rate of emergency readmissions within 30 days of discharge from hospital and higher rate of admissions for acute conditions that should not usually require hospital admission

- Above Derbyshire rate for acute hospital admissions due to a fall or falls injuries for over 65s
- Lower uptake of cervical screening compared to Derbyshire *although higher than England*
- Lower uptake of the NHS Healthcheck compared to Derbyshire
- Lower uptake of flu vaccination in under 65s compared to Derbyshire rate
- Poorest use of libraries within Derbyshire (out of all LAs) (may reflect access issues/ or use across borders)
- Greatest travel times to GP surgeries compared to other districts in Derbyshire

*Data is collated for a variety of sources including: JSNA 2012/13 health priorities, ONS 2011 data*

### Health inequalities across smaller communities within South Derbyshire

Significant health inequality exists between rural and urban areas (*compared to Derbyshire rates*), with most inequality focussed in urban areas around Swadlincote. Newhall and Stanton ward includes a lower super output area (LSOA) ranked in the top 10-20% most deprived in England (*Source: Department for Communities and Local Government, Indices of Deprivation 2010*). This ranking of deprivation has shown a worsening trend since 2007.

Indicator measures specific to the urban core areas around Swadlincote, compared to the district as a whole indicate

- poorer health amongst young people including emotional and mental wellbeing
- poorer health amongst adults including:
  - Higher % of people where the daily routine is limited by illhealth or disability
  - Lower life expectancy
  - Higher early death/ circulatory disease/ cancer
  - No qualifications
  - Higher proportion of lone parent families
  - Poor mental wellbeing

### **c. Area Summary Quilt 2013**

<http://observatory.derbyshire.gov.uk/IAS/Custom/Resources/Area%20Profile%202013%20Quilt%20Rank%20DCC%20v4.01.pdf>

**Local consultation (*online process and through formal meetings*) identified the following inequalities:**

- Health in the workplace – stress and muscular skeletal injury
- Mental wellbeing children, young people and adults
- Homelessness within under 18s

- Emotional wellbeing under 18s
- Quality of housing in the private rented sector

#### 4. Priorities

<b>Derbyshire County Council Health and Wellbeing Priorities</b>	<b>Derbyshire County Council health inequalities strategy</b>	<b>South Derbyshire Health and Wellbeing three key Priorities</b>
1. Improve health and wellbeing in the early years	1. Reduce and mitigate child poverty	<b>1. Reducing health inequalities within families and young people living in the urban core around Swadlincote</b>
2. Promote healthy lifestyles	2. Increase financial inclusion	<b>2. Supporting health of older people in their own home</b>
3. Improve mental and emotional health	3. Affordable warmth	<b>3 Supporting individuals and families living in rural areas experiencing health inequality (rural isolation, deprivation)</b>
4 Improve the health and wellbeing of older people	4. Supporting employment for vulnerable groups	
5 Promote the independence of people with long term conditions and their carers		

The Health and Wellbeing action plan for South Derbyshire reflects the Vision, Aim, Objectives and Health needs local to South Derbyshire. The Plan includes the three key priorities as detailed above. The additional Public Health resource (2013/15) will support the reduction of local health inequalities through addressing these **three key priorities**.

<b>Two key Priorities</b>	<b>We will.....</b>	<b>Suggested proportion of new</b>
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		<b>Public Locality Public Health money (%)</b>
<b>Reducing health inequalities within families and young people living in the urban core around Swadlincote</b>	<p>Focus collaborative working across urban core areas to support: Improvements <u>to all failing measures</u> indicating health inequality compared to other parts of the district and including</p> <p><i>Reduction in crime and antisocial behaviour.</i>  <i>Reduced school absenteeism.</i>  <i>Reduced under 18s conceptions</i>  <i>Reducing selfharm</i>  <i>Improving emotional and mental wellbeing</i>  <i>Increased level of adults with basic skills</i></p> <p>Work in partnership to promote and improve</p> <ul style="list-style-type: none"> <li>• Financial management in families</li> <li>• Mental and emotional wellbeing across young people and families</li> <li>• Community resilience and “sense of community” across identified inequality areas</li> </ul>	75%
<b>Supporting health of older people in their own home</b>	<ul style="list-style-type: none"> <li>• Work with organisations including the voluntary sector, general practice and adult social care to identify older people at risk in their own home</li> <li>• Ensure services that enable older people to stay in their own home are fully known to organisations, older people and carers</li> <li>• Ensure pathways into services (both clinical and lifestyle) are known to organisations, older people and carers</li> <li>• Develop a community support referral scheme to address social isolation and promote strong emotional and mental wellbeing amongst carers and older people in their own homes</li> </ul>	20%

<b>Supporting individuals and families living in rural areas experiencing health inequality (rural isolation, deprivation)</b>	<ul style="list-style-type: none"> <li>• Work with organisations to ensure pathways into support services are visible, accessible and supportive for individuals and families living in rural communities</li> <li>• Develop targeted activity to minimise the harmful effects for individuals and families due to social isolation, deprivation and poor access to services</li> </ul>	5%
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Additional Public Health Staff resource and the Health Partnership Manager (joint post between SDDC/ Public Health) will lead and support the delivery of the plan outcomes.

**The Local Structure to develop and achieve the three priorities outlined above:**

The three priorities for South Derbyshire have been decided against analysis of local need, local intelligence, consultation across stakeholders and in liaison with the South Derbyshire Local area Committee (SD LAC). The plan acknowledges the discussion and agreement at the SD LAC meetings ( October 2013; January 15<sup>th</sup> 2014) and the issues raised including that the plan address “hidden” health inequality across the district and in particular within more rural communities. The SD LAC will act as a reference group for the continued development of the plan to meet the priorities.

Development and monitoring of actions within the plan will be the responsibility of the Health and Wellbeing Group with ratification through the South Derbyshire Partnership Board. Commissioning decisions and performance monitoring will be through the South Derbyshire Partnership Board.

This Health and Wellbeing Plan will seek to work closely across all other local organisations with a role in the promotion of health improvement. It aims to ensure its strategic priorities are aligned across other local plans eg. the South Derbyshire Physical Activity Plan, the Children’s and Young People’s commissioning Plan. This model will ensure collaborative and efficient working and maximisation of positive health outcomes for local residents.

**4.1 Partner Organisation Priorities**

South Derbyshire Partnership	South Derbyshire District Council 13/14	South Derbyshire CCG 2013/14	South Derbyshire CVS
<ul style="list-style-type: none"> <li>• Healthier communities</li> <li>• Safer communities</li> <li>• Vibrant communities; a sense of community</li> <li>• Sustainable development; affordable housing, employment</li> <li>• Children and young people</li> </ul>	<p>Sustainable growth and opportunity</p> <ul style="list-style-type: none"> <li>• Economic and employment</li> <li>• Recycling</li> <li>• Sustainable planning</li> </ul> <p>Safe and secure</p> <ul style="list-style-type: none"> <li>• Housing – decent and affordable to address local need</li> <li>• Safer communities</li> </ul> <p>Lifestyle choices</p> <ul style="list-style-type: none"> <li>• Community based recreational And cultural provision to promote healthier lifestyles</li> <li>• Supporting communities to reduce environmental impact</li> </ul> <p>Value for money</p> <ul style="list-style-type: none"> <li>• Financial resilience</li> <li>• Reduce costs NOT services</li> <li>• String leadership and governance</li> <li>• Improved customer experience</li> </ul>	<ul style="list-style-type: none"> <li>• Older people and people with long term conditions</li> <li>• Mental Health</li> <li>• Urgent care</li> <li>• Primary care</li> <li>• Children’s health</li> <li>• locality focus*</li> <li>• Quality</li> <li>• Finance</li> <li>• Patient and public engagement</li> <li>• CCG development</li> <li>• Provider relationships</li> </ul> <p>*SD Local:</p> <ul style="list-style-type: none"> <li>• Frail older people’s services/ Oakland</li> <li>• Intermediate care/ Oakland</li> <li>• Urgent Care – A&amp;E attendance</li> <li>• Care Pathway implementation – Dementia case finding; Dementia Management; A&amp;E improvement pathway – falls risk.</li> <li>• Carpal Tunnel pathway; paediatric behavioural pathway; Choose and book</li> </ul>	<ul style="list-style-type: none"> <li>• Support for individuals in need of help</li> <li>• Support for voluntary and community groups</li> <li>• Promoting and supporting volunteering</li> </ul>

## 5. Health and Wellbeing action Plan 2013-16 across the life course

Derbyshire Health and Wellbeing Priorities	South Derbyshire Priorities (JSNA)	Outcomes (SMART)	ACTION	Who? (lead agency and partners)	RAG/ Progress rating
<b>STARTING WELL/ DEVELOPING WELL</b>					
Improve health and wellbeing in the early years <i>and children and young people</i>	Maintain rates of breastfeeding from initiation to 6/8 weeks	% increase in awards in areas of inequality	SD Welcome Here Award Support county services through locality team	SDDC Welcome Here award Children's centres	
	Reduce emergency admissions accidents under 18s	Family engagement	RoSPA programme	Partners Children's centres CAYA	
	Reduce smoking in pregnancy	Decrease in smoking rates during pregnancy	Support Integrated Lifestyles Services through locality team	SDP partners CAYA	
	Decrease in school absenteeism  Improve Education attainment (GCSE 49% attainments compared to county 57%)/ GCSE	No of inspire events Case study information from young participants	Facilitate regular interventions "Inspire" through schools, colleges	EM Airport; SDP partners; local business Schools and colleges	
	Decrease in under 18	Improved access to	Facilitate county	SDP partners	

	conceptions Decrease in under 18 alcohol admissions to hospital	services	services through locality team – review working across organisations; pathways	CAYA	
	Promote emotional wellbeing across under 18s	Improved access to services for young people and families with emotional and behavioural needs	Locality team to support county development of Pathway supporting emotional wellbeing and SD CCG paediatric behavioural pathway development	Public Health CAYA SD CCG schools	
<b>DEVELOPING WELL/ LIVING WELL/ WORKING WELL</b>					
Promote healthy lifestyles and  Promote mental health and emotional wellbeing	Reduce childhood obesity  Reduce adult obesity  Improve physical health of people living with mental illhealth and/or disability	Increase in PA measure No of family interventions/% in urban core No of participants living with mental illhealth and/or disability	Family physical activity interventions; outdoor gym/ urban park interventions; use of <a href="http://www.healthiersouthderbyshire.org">www.healthiersouthderbyshire.org</a> facilitate county services through locality team – support to Five/60	SDDC DCC (PA funding – 16yrs +sedentary) Leisure Private business GAIF National Forest Primary Care Schools Integrated Lifestyle Service	

			in urban core		
<b>Reduce health inequalities amongst young people and families in Swadlincote areas (incl. Newhall and Stanton)</b>	No of people consulted Findings report	Public participatory needs appraisal project , consult and engage people within identified need areas (IMD 2010)	SD CVS Organisations/ frontline staff specific to urban areas Local people		
	% increase in participants % from LSOA most deprived communities	Financial inclusion project - support development of Money Spider Credit Union	MoneySpider Credit Union SDP partners		
	No of participants No achieving work	Facilitate an intervention, supporting people into work; aspiring vulnerable parents and carers	SDP; CAYA Local business DCC Family learning SD CVS		
	No of participants % Increase in access to services	Flourish project – self empowerment for local people	SD CVS Local people and volunteers SDP partners		
	No of participants	Family intervention project – infrastructure to support positive parenting development	SDP partners		

	Increase uptake of NHS healthcheck	% increase in NHS Healthcheck uptake % uptake from LSOA postcode areas/ highest deprivation	Facilitate county service through supporting referral pathways, promoting local support information/ signposting and use of targeted model ie. Body MOTs	Primary Care/ CCG Integrated Lifestyles Service SDDC SD CVS Partners	
	Promote mental health and wellbeing	No of positive promotions/ mental health	Healthier South Derbyshire Information project Workplace health intervention	SDDC Voluntary organisations Adult Care CAYA Derbyshire Mental Health FT Library service SDDC Env Health Local businesses	
<b>AGEING WELL</b>					
Improve the health and wellbeing of older people	Reduce rate of hospital admissions due to a fall over 65s	No of referrals	Community support referral project;	SD Locality/ CCG General practices CVS/ voluntary organisations SDP partners Older people	
Promote the independence of people with long term conditions	<b>Improve health of older people including mental and emotional wellbeing</b>	Uptake of additional services	Interventions/ elders – dance, active in age;		

and their carers	Improve flu vaccination uptake		Support to county services Physical activity opportunities for older people – support to county falls prevention; dance	DCC (PA funding/16+ sedentary pop)	
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### 6. New Public Health Investment

Additional Public Health resource is allocated to South Derbyshire as follows. Funding is directed to support interventions and development specific to the identified two key priorities (section 4).

	<b>Current position</b>	<b>Proposed annual additional resource</b>	<b>Total annual allocation 2014/15</b>	<b>Part year additional funding 2013/14</b>
South Derbyshire	£51,300 Senior Public Health Manager (WTE0.2) Health Partnership Manager	£40,983 Public Health Manager (WTE0.4) <i>Maintain</i> Health Partnership Manager	£92,283 Public Health Manager (WTE0.4) Health Partnership Manager* Senior Public Health Manager (WTE0.2)	£10,245

- *Match funding for this post is included within the PH allocation*

### **REFERENCES**

Area Summary Quilt 2013

<http://observatory.derbyshire.gov.uk/IAS/Custom/Resources/Area%20Profile%202013%20Quilt%20Rank%20DCC%20v4.01.pdf>

Joint Strategic Needs Assessment (JSNA) 2012 and 2013

[http://observatory.derbyshire.gov.uk/IAS/Custom/resources/HealthandWellbeing/GeoProfiles/JSNAGeoProfile\\_2012\\_SouthDerbyshire.pdf#view=Fit](http://observatory.derbyshire.gov.uk/IAS/Custom/resources/HealthandWellbeing/GeoProfiles/JSNAGeoProfile_2012_SouthDerbyshire.pdf#view=Fit)

Our Sustainable Community Strategy for South Derbyshire 2009-2029 – Fit for the Future

[http://www.south-derbys.gov.uk/Images/Sustainable%20Community%20Strategy%20for%20web\\_tcm21-112771.pdf](http://www.south-derbys.gov.uk/Images/Sustainable%20Community%20Strategy%20for%20web_tcm21-112771.pdf)

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**March 2014**

Appendix 1. Public Health Outcomes Framework 2013-16 – Derbyshire performance

<http://www.phoutcomes.info/public-health-outcomes-framework#gid/1000041/pat/6/ati/102/page/0/par/E12000004/are/E10000007>

**Appendix 2 Derbyshire Public Health commissioned services**



PH commissioned services county.zip

**Appendix 3 South Derbyshire Partnership – organisation**



APPENDIX 3 SDP - Dec 2013.zip

