

Public Health Annual Report 2016

Living and staying well in Herefordshire



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Section 1



A personal note from Councillor Patricia Morgan

'One You' is a national campaign encouraging people to look after themselves and keep as healthy as possible. In Herefordshire, we also recognise that there is only 'One You' and help is available locally to support you to becoming a healthier you.

With many of the causes of chronic illness being caused by factors which we can influence, adopting a healthy lifestyle is important for each of us.

As we get older, the importance of maintaining a healthy lifestyle becomes even greater, to prevent major illness such as diabetes and heart disease. Whilst there is much that we can do for ourselves and our families, often advice and help is needed to make and maintain healthy lifestyle choices. The NHS 'One You' website can provide information and support as well as our local WISH website and drop in shop in Hereford.



Herefordshire Council's public health team is working with council colleagues, NHS partners and the voluntary sector to help individuals and communities to achieve and maintain positive health and wellbeing.

This report highlights what you can do for yourself and signposts you to other sources of information, advice and support, such as stop smoking services, local screening programmes and NHS Health Checks, because there is only 'One You'.

Councillor Patricia Morgan
Cabinet member for health and wellbeing

Section 1



Introduction from Professor Rod Thomson

Herefordshire is a great county to live and work in and whilst many people here enjoy good health, we still have too many adults suffering from diseases that are preventable, such as diabetes, heart disease and stroke, with many types of cancer also being preventable.

So, this year, my report is focusing on adults and the things that can affect adult health, what you can do as an individual to help yourself become happier, healthier and more resilient to reduce the risks of disease and ill health. It will also focus on how communities can care and support residents.

To enable us to stay healthy, it is important to know what things put us at risk, so we can take steps to reduce these risks. In fact, taking steps by walking more frequently and for longer, is one of the most effective, as well as the cheapest way, that we can improve our health.

Most people try their best to look after themselves and be healthy, but for many adults life can get so busy that our own health slips down the priority list of things to do. This can mean that while we try to ensure that our loved ones are healthy, our own lifestyles are often less healthy than we think.

Other causes of ill health can stem from accidents during seemingly routine activities at work or at home, which sometimes happen because we forget simple safety rules or are just plain tired due to our busy lives.

This report highlights how we, as adults, can look after our own health and also covers some of the things that Herefordshire Council and its partners are doing to help us all stay healthy with signposting to organisations or groups that can provide help and support.

Professor Rod Thomson
Director of public health for Herefordshire

Section 1

Herefordshire's health headlines

What's good and what's not so good

Life expectancy for both men (80.7 years) and women (84.2 years) in Herefordshire is higher than the average for England by about a year.

However, life expectancy is over five years lower for men in the most deprived areas of Herefordshire and three and a half years lower for women, than in the least deprived areas

Deprivation is lower than the national average, although despite this, around 4,000 children in Herefordshire are living in poverty

More adults in Herefordshire are attending cancer screening opportunities with uptake rates for breast, cervical and bowel screening all higher than for the West Midlands and England



Just under half of those adults who have been offered an NHS Health Check have taken up an appointment

Just over half of Herefordshire adults report eating five portions of fruit and vegetables a day

Rates of violent crime, long term unemployment, drug misuse and early deaths from cancer are better than the average for England. Over the last 10 years, early deaths from cancer have gradually reduced, although more needs to be done

Approximately two out of three adults in Herefordshire are overweight or obese, with a quarter being obese. This is similar to the England average

Rates of sexually transmitted infections and TB are better than average, though late HIV diagnosis is high at 70%, compared to 49.8% in the West Midlands and 42.2% in England



Physical activity is higher than the average for England, but we still have approximately one in four adults saying they are physically inactive

With a prevalence of 14.1%, proportionally more people suffer from fuel poverty in Herefordshire than in either the West Midlands (13.9%) or England (10.4%)

Approximately one in three adults who are carers say they have as much social contact as they would like, which is lower than England's average

Proportionally more adults smoke in Herefordshire compared with the rest of the West Midlands and England

Key
Green = Good
Amber = Could be better
Red = Not so good



Section 2

What we are doing to improve health in Herefordshire

With many of the issues affecting the county's health being related to lifestyle factors, approaches to good health that look at lifestyle change, are now a priority for Herefordshire Council. By focusing on the prevention of ill health, rather than its treatment, we hope to help individuals keep themselves healthy and thereby build healthy and successful workplaces and communities.

The following examples show what the council and its partners are doing to help people live well.

Health check programme: To prevent heart disease, stroke and diabetes



Coronary heart disease (CHD) is the leading cause of death both in the UK and worldwide. Heart disease is also the leading cause of illness and death for both men and women in Herefordshire. In Herefordshire, an average 276 people die from CHD disease each year.

Since 2009/10, the proportion of people in Herefordshire with CHD has shown a gradual but steady decline, which is similar to the rest of England. However, local prevalence has been consistently higher than the national rate and in 2014/15 remained significantly higher than those recorded both regionally for the West Midlands and nationally.

Heart disease generally affects more men than women, although from the age of 50 the chances of developing the condition are similar for both sexes.

Strokes are the third most common cause of death nationally and someone has a stroke every five minutes in the UK. Stroke prevalence in Herefordshire in 2014/15, across all ages, was higher than in England, with all but one GP practice reporting prevalence above the national figure.

An NHS Health Check is offered free of charge to all adults aged between 40 and 74 years old, once every five years, in order to detect early signs of heart disease and stroke. If you already have medical treatment or regularly visit your GP, then you won't be invited to take part in the programme.

Through simple lifestyle changes, such as improved diet and increased physical activity, you can reduce your risk of developing some serious health problems.

Just under half of all adults in Herefordshire, who have been offered an NHS Health Check, have taken up an appointment. It is important that everyone who gets an invitation takes up the offer, as it could be life changing.

Last year, Herefordshire GP practices sent out invitations to 11,802 patients, with just under half making an appointment. There will need to be more done over the coming years to encourage more people to attend for screening.

Over the last year, 383 people (7% of those checked) were found to have a high risk of developing heart disease, stroke or diabetes. All of these people were immediately given personalised advice on ways they could reduce their risks and invited to go on a free lifestyle programme to help them make the necessary changes.

Section 2

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What people said:

“Remember...If you get an invitation for your NHS Health Check, you won't get another chance for four years. Make the most of it!”

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This year, alongside GP practices other partners can also carry out NHS Health Checks in a wider range of places at different times. We hope this wider, flexible choice will mean that more people will accept this important invitation.

You must have an invitation from your GP to access this service, but you can contact your GP to find out more.

To find out more:
NHS Health Checks
www.healthcheck.nhs.uk



Healthier You programme: To prevent Type 2 diabetes



In 2014/15 (the most recent figures available), 13 out of the 24 Herefordshire GP practices reported diabetes prevalence above the national figure. Since 2009/10, the local diabetes prevalence has increased year on year, which mirrors regional and national patterns, although compared to the West Midlands and England, a slower rate of increase is evident in Herefordshire.

Diabetes is a condition where the amount of glucose in your blood is too high, because the body cannot use it properly. There are two main types of diabetes: Type 1 and Type 2.

Type 2 is the most common form of diabetes and is often linked to adults who are overweight or obese, while the risk of developing it increases with age. There are steps you can take to reduce your risk of developing it by adopting a healthier lifestyle.



The Healthier You programme was launched as part of a national pilot project in 2016 and is being delivered by Reed Momenta, working closely with Herefordshire Council and Herefordshire Clinical Commissioning Group (CCG). It's a behaviour change programme that helps those at risk of developing Type 2 diabetes to reduce their odds of that happening. GP surgeries invite patients identified as being 'at risk' from diabetes to take part and it's estimated that approximately 10,000 people in the county could benefit from the programme.

Participants receive nine months of support to change their lifestyle in a friendly and supportive group environment. Courses are run by staff recruited from local communities, who are specially trained in behaviour change and diabetes prevention.

To find out more:
Diabetes prevention programme
0800 092 1191

Section 2

Cancer

Cancer is the second leading cause of death in England after heart disease.

Between 2009/10 and 2014/15, the prevalence of cancer in Herefordshire has shown a steady increase, mirroring regional and national patterns, although the local figure has consistently remained higher. However, over this period there has been a strong decrease in deaths from cancers, indicating that people are benefiting from earlier diagnosis and treatment.

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Similarly, since 2007/09, the rate of preventable cancer related deaths in Herefordshire has shown a steady decrease, with the local rate consistently lower than regional and national figures.

Screening can help detect some cancers at an early treatable stage and national screening programmes are available for breast, cervical and bowel cancer. If you are invited to attend any of these cancer screening programmes, it is important that you take up the offer.

There are different types of cancer and it is possible to reduce the risk of getting cancer.

Breast cancer

About 1 in 8 women in the UK are diagnosed with breast cancer during their lifetime. There's a good chance of recovery if the cancer is detected in its early stages.

In 2014/15, three quarters of women in Herefordshire aged between 50 and 70 attended a breast screening appointment, which is higher than the national average. However, that still means that 1 in 4 women who were invited for screening, did not attend.

If you are invited for screening please go, because we know that breast cancer screening is effective and early intervention can save lives.

Breast screening aims to find breast cancers early, by using an x-ray test called a mammogram that can detect cancers when they are too small to see or feel. As the likelihood of getting breast cancer increases with age, all women who are aged 50 to 70 and registered with a GP are automatically invited for breast cancer screening every three years.

In the meantime, if you are worried about breast cancer symptoms, don't wait to be offered screening, see your GP.

Cervical cancer

In 2014/15, the majority of Herefordshire GP practices reported that more women aged 25 to 64 were attending cervical screening, with rates higher than those recorded nationally. However, 1 in 4 women in Herefordshire did not attend.

Bowel cancer

In 2014/15, the number of individuals who were screened for bowel cancer within six months of invitation, in Herefordshire, was higher than the national rate.

The national cancer screening programmes save lives, so please accept your invitation to screening.

Vaccines also reduce cancer risk. For example, the human papillomavirus vaccine (HPV) helps prevent some cervical, vaginal, vulva and other cancers, so it's important that young people are encouraged to engage with the vaccination programme.

The cost of cancer to the NHS is huge, but the cost also extends beyond the number of lives lost. For those who survive cancer, their family, friends and carers often face physical, emotional, social and spiritual challenges as a result of their cancer diagnosis and treatment.

Section 2

Healthy lifestyle trainer service



This service has provided personal support to over 400 people in Herefordshire during 2015/16, who would otherwise have found it difficult to access healthy lifestyle services.



53% of those accessing the service were from our most deprived communities and 63% achieved the goals that they had set.

Most people were supported to make the changes they wanted in order to get healthier or make good progress towards their goals. These included healthy eating, losing weight, increasing activity levels, stopping smoking and reducing alcohol consumption. Many say they now feel more confident to make changes in their lives and have a greater sense of wellbeing.

The service also supported 674 community events, providing brief advice and promotion of healthy lifestyles to at least 6,000 people in Herefordshire.

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What people said:
“I am much more aware of what I'm eating and what I'm doing since seeing the trainer. I now think before having an unhealthy option and am aware of keeping much more active. I would never have tried Tai Chi...now I go on a weekly basis and thoroughly enjoy it!”
”



To find out more:
Healthy lifestyle trainer service
01432 383567
hls@herefordshire.gov.uk

Section 2

Smoking



Last year, 261 people in Herefordshire set a quit smoking date and 132 were confirmed quitters at four weeks; a 50% success rate, which compares with the national average. As we have slightly more adults smoking in Herefordshire compared with the national average for England, we want to encourage more adults to stop smoking and to stay stopped for good.

If you are a smoker then quitting can be the biggest step you will ever take to improve your health, and you are much more likely to succeed with help from the county's stop smoking services.

Stop smoking services offer behavioural support to help you change your lifestyle to avoid the daily habits associated with smoking and the temptations to smoke, as well as being able to prescribe nicotine replacement therapies (NRT), such as gum, lozenges or sprays. These reduce the body's chemical dependence on nicotine, making it easier to resist cravings for a cigarette in the early stages of giving up.

The council is working to increase the variety of stop smoking support available, so those wanting to stop smoking will be able to choose what type of support they want and how they can access it.

To find out more:
Healthy lifestyle trainer service
01432 383567
hlts@herefordshire.gov.uk



What people said:

"This is a fantastic support service when stopping. It gives you an extra reason not to lapse. Keep the programme going!"



Physical activity



The ActiveHERE project is supported by Sport England's 'get healthy get active' fund and is delivered locally by Brightstripe. It aims to encourage people who do no physical activity at all to 'get active' by matching them to a type of activity they are comfortable with.

The overall feedback from participants, activity providers and stakeholders in Herefordshire provides a positive indication that ActiveHERE, in its initial phase, has been successful in developing effective support to enable inactive people to participate in sport or physical activity.

The Kings Fund (www.kingsfund.org.uk) has calculated that getting just one more person to walk to school, pays back £768 or to cycle to work rather than driving, pays back between £539 and £641 in terms of NHS savings, productivity improvements and reductions in air pollution and congestion.

The council has asked all its health and social care staff to make everyone in Herefordshire aware of ActiveHERE.

To find out more:
Healthy lifestyle trainer service
01432 383567
hlts@herefordshire.gov.uk

Section 2

Community falls prevention service

Every year, more than one in three people over 65 suffer a fall that can cause serious injury and even death. That's approximately 3.4 million people nationally.

In Herefordshire, our older adults aged between 79 and 85 are more likely to fall.

During 2015/16, over a third of all hospital admissions for falls in the county were the result of a slip, trip or stumble. The next most common cause of fall related admissions was from stairs or steps at 17%.

Most falls do not result in serious injury, although there is always a risk that a fall could lead to broken bones, which can cause a person to lose confidence, become withdrawn and feel as if they have lost their independence.

Not all falls cause injuries. However, serious injuries such as broken arms, wrists or hip fractures and head injuries are common. These injuries can mean that a person cannot get around as easily or could find it difficult or impossible to do everyday activities such as cooking and taking a bath. Sometimes, people can no longer live on their own and need support.

The local community falls prevention service, which is run by Wye Valley NHS Trust, is for older people who have fallen, are at risk of or are worried about falling or have concerns about their balance. The service received 1,400 referrals during 2015/16.

The number of hip fractures in the county has improved with a decline from 2013 to 2015. This is despite an ageing and growing older population.

As part of the service, a team of physiotherapists, occupational therapists and support workers see patients in dedicated falls clinics or at their home to provide free advice, assessment or interventions on how to reduce the risk of falls, which includes exercise, education and home safety advice.



What people said:

"You gave me information that helped explain the problem and that was very useful. Plus exercises I could easily do and that helped. And you were friendly and helpful."



To find out more:
Wye Valley NHS Trust
01568 617309
fallsreferrals@nhs.net
www.wyevalley.nhs.uk



Section 3

What you can do to improve your health



For yourself

The One You national campaign is designed and targeted at the older working age population. The website is full of information and provides links to apps that are designed to help you keep track of your lifestyle issues, such as smoking, drinking and eating.

As an employer

As well as encouraging your staff to visit One You, there are other resources available for you to build a healthy workplace.

- Get involved in the Workplace Challenge: www.workplacechallenge.org.uk
- Take a look at the National Institute for Health and Care Excellence (NICE) website: www.nice.org.uk (search workplace health)

An active campaign is being developed to engage with workplaces and the business community to support and promote health, including a health and wellbeing toolkit for employers.



As a voluntary organisation or community group

Alongside encouraging people to visit One You, why not also try 'Making Every Contact Count' and undertaking the training and using the resources on the 'Making Every Contact Count' website: www.makeeverycontactcount.co.uk.

You can also contact the healthy lifestyle trainer service (01432 383567 hlts@herefordshire.gov.uk) and ask about training staff and volunteers as Community Health Champions, who can help develop specific initiatives for the communities you work with.

An active campaign is also being developed with voluntary organisations and community groups, to provide leadership for the Making Every Contact Count approach.

To find out more: One You www.nhs.uk/oneyou



Section 3

Healthy lifestyle support

It can quite often be the case that small changes in our health behaviour which is linked to lifestyle, such as drinking less alcohol, eating more fruit and vegetables and walking more, can lead to a measurable reduction in the risk of developing conditions such as coronary heart disease, cancers, stroke and diabetes.

The council has developed a series of healthy lifestyle leaflets, which can help you make changes to your lifestyle to be healthier and reduce your risk of serious diseases.

- Healthy eating / healthy weight
- Drinking alcohol sensibly
- Physical activity
- Quitting smoking
- Mental wellbeing

You can print any of our healthy lifestyle leaflets at www.herefordshire.gov.uk/healthy-lifestyle-booklets, along with visiting the One You website, to find the lifestyle change you'd like to make. You can also try any of the local services listed within this report or search for other local providers on the Wellbeing Information and Signposting for Herefordshire (WISH) website.



To find out more: WISH www.wisherefordshire.org One You www.nhs.uk/oneyou



Section 3

Additional information

Alongside the information, advice and support already provided in this annual report, you can also visit the following websites:

Herefordshire Council
www.herefordshire.gov.uk

NHS Choices
www.nhs.uk

Samaritans
www.samaritans.org

Change4Life
www.nhs.uk/change4life

If you'd like further background information, health data, information relating to children's health and previous public health annual reports, please visit the council's Facts & Figures for Herefordshire website at factsandfigures.herefordshire.gov.uk.

Acknowledgements

Thank you to staff, colleagues and partner organisations for their contributions, which have helped produce this annual report and for their ongoing efforts and hard work to promote and improve health and wellbeing in Herefordshire.

Photographs used with kind permission of Brightstripe and Herefordshire Council.

Section 4

Public health financial summary 2015/16

The funding for public health in 2015/16 came from:

	£000's
Public health grant	7,970
Herefordshire Council	121
Health visitors (Half year from 1 October 2015)	1,266
Pharmacy needle exchange	186
Total	9,543

The expenditure allocation for 2015/16 was:

	£000's
Staffing costs	850
Agency staff	403
Public health outcomes delivered by Herefordshire Council	1,738
Sexual health	1,590
Drugs and alcohol	1,834
Stop smoking	156
School nursing	513
Health checks	356
Healthy lifestyles	54
Oral health	24
Projects	460
Public health overheads	231
Total expenditure before transfers from Herefordshire Clinical Commissioning Group	8,209
Health visitors	1,148
Pharmacy needle exchange	186
Total expenditure	9,543



herefordshire.gov.uk

