The Healthy South Derbyshire Plan 2016-17

This is a refresh of the Plan 2013-16, maintaining the same vision, principles and 3 health priorities and adding 2 new Healthy Communities Priorities.

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 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)
- 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
- 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
• locality planning through the South Derbyshire Partnership structure (Appendix 3 South Derbyshire Partnership):
  o Health and Wellbeing Group develop and act upon the plan
  o 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 up to 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. By 2035, 57% of the population will be aged under 45 yrs compared to a Derbyshire average of 53%. There will be an increased older population with 26% of the population aged 65+ and 13% 75+.

8% of the population are not white British, a demographic higher than Derbyshire, raising the need 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.
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 5.2yrs lower for men and 8.5yrs 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
- 18% of y.6 children are obese similar to England
- Tooth decay at 5yrs
- Fixed term exclusions (3.5% of all pupils)
- Lower education attainment is low (5 A* - C grades/GCSE level incl. Maths and English) (2013/14) –rate of 51% (England average 57%)

**Health inequality in Adults:**
- 68% of adults classified as overweight (Active People Survey 2012)
- Prevalence of diabetes
- 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 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
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.

4. **South Derbyshire Priorities**
   1. Reducing health inequalities within families and young people living in the urban core around Swadlincote
   2. Supporting health of older people in their own home
   3. Supporting individuals and families living in rural areas experiencing health inequality (rural isolation, deprivation)
     Healthy Communities Priorities:
     4. Increasing Physical Activity
     5. Urban Planning and Growth – inclusion of health improvement

This plan seeks to develop, mindful of other priorities across county and local organisations:

<table>
<thead>
<tr>
<th>Derbyshire County Council Health and Wellbeing Priorities 2015/17</th>
<th>South Derbyshire CCG priorities 2015/16 (part of 5-year strategic plan)</th>
<th>5 South Derbyshire Health and Wellbeing Priorities 2016/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep people healthy and independent in their own home</td>
<td>Improving the health of individuals, families and carers living with mental health and learning disabilities</td>
<td>Reducing health inequalities within families and young people living in the urban core around Swadlincote</td>
</tr>
<tr>
<td>Build social capital</td>
<td>Urgent Care Our: To develop and embed a range of services which respond rapidly, effectively and consistently when a patient’s health needs are escalated beyond their planned levels.</td>
<td>Supporting health of older people in their own home</td>
</tr>
<tr>
<td>Create healthy communities</td>
<td>Improve health outcomes for children and young people through the effective commissioning of services which prioritise early intervention and</td>
<td>Supporting individuals and families living in rural areas experiencing health inequality (rural isolation, deprivation)</td>
</tr>
<tr>
<td>Support the emotional health and wellbeing of children and young people</td>
<td>Elective Care Services: Develop pathways for episodic care which treat more patients, gain the same or better outcomes with no increase in, or at lower average cost per head of population.</td>
<td>Physical Activity</td>
</tr>
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<td></td>
<td>To continue to improve the performance, quality and range of services provided within primary care and extended primary care settings.</td>
<td>Urban Planning and growth</td>
</tr>
<tr>
<td></td>
<td>To develop and integrate community services to improve the experience and outcomes for older people and people with long-term conditions.</td>
<td></td>
</tr>
</tbody>
</table>

The plan acknowledges the discussion and agreement at the SD LAC meetings (October 2013; January 15th 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 during 2016/17.

Development and monitoring of actions within the plan will be the responsibility of the Health and Wellbeing Group through an executive group. Decisions will be reported through the South Derbyshire Partnership Board.

This Health and Wellbeing Plan seeks to work closely across all other local organisations, aligning priorities where appropriate to maximise health and wellbeing for the South Derbyshire district population.

6. **Health and Wellbeing action Plan 2016/17 (some actions will overlap into more than one priority area)**

The action plan is a working document and is currently within a round of funding applications to complete detail on actions against priorities.
<table>
<thead>
<tr>
<th>Priority</th>
<th>Actions</th>
<th>Lead Partner</th>
<th>Outcome</th>
<th>Funding allocation (TBC)</th>
<th>Monitoring success</th>
</tr>
</thead>
</table>
| Reducing health inequalities within families and young people living in the urban core around Swadlincote | • Deliver SD Welcome Here Award  
• Community food hub  
• ALICE  
• Community Job Club  
Emergency funding programme –  
• Small grants  
• Food bank  
• Vulnerable | SDDC Environmental Health  
SD CVS Working in partnership with Superkitchen project  
SD CVS  
SDDC/ SD CVS | To ensure comfortable environments for mums wanting to breast feed  
Increase opportunities for healthy eating, cooking skills  
Support self-esteem, self-confidence raising to vulnerable individuals- to enter training, volunteering, secure employment.  
Support basic healthy living needs of vulnerable families and individuals. Improve mental | Partner support  
TBC  
£3500  
£3500  
TBC  
TBC  
£1000 | % increase of awards across venues in urban core and district wide  
SLA performance targets  
SLA performance targets  
SLA performance targets; case studies |
<table>
<thead>
<tr>
<th><strong>Supporting health of older people in their own home</strong></th>
<th><strong>Occupiers</strong></th>
<th><strong>Multiple partners</strong></th>
<th><strong>Health and wellbeing</strong></th>
<th><strong>TBC – round of grant applications</strong></th>
<th><strong>SLA performance targets</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Voluntary Single Point of Access (VSPA)</td>
<td>SD CVS</td>
<td>SD CCG</td>
<td>Improved health and wellbeing of older people to live independently in their own homes</td>
<td>£12000</td>
<td>Case studies KPI Data through Service Level agreement with provider</td>
</tr>
<tr>
<td>• Dementia action alliance</td>
<td>Town Centre Forum/DCC/ SDDC</td>
<td>Improved awareness of dementia and how to support people living with dementia and their carers</td>
<td>£2000</td>
<td>Case studies KPI Data collated through the DAA Action Plan</td>
<td></td>
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</table>

| **Supporting individuals and families living in rural areas experiencing health inequality** | **Occupiers** | **DCC Public Health/ SDDC Parish Councils** | **Promote knowledge of health improvement services** | **£1000** | **Communications Plan to promote activities and services directly to reach rural communities. No of promotional sites** |
| Physical Activity | Parklife programme | SDDC and multiple partners | Promoting active lifestyles through infrastructure development | £10,000 | SLA performance data
|-------------------|-------------------|-----------------------------|---------------------------------------------------------------|---------|--------------------------------------------------|
| Urban Planning and growth | Training to use “health impact” tools across new policies and projects | Health and Wellbeing Group | Raise awareness towards embedding health improvement across planning, | £5000 | SLA performance data

As above

Case studies KPI Data through Service Level agreement with provider

Case studies KPI Data collated through the DAA Action Plan
- Support to the Supplementary Planning Document for BNE1 Design Excellence Policy – inclusion of health
- South Derbyshire Planning and Health Summit

<table>
<thead>
<tr>
<th>County programme: Healthy Workplaces</th>
<th>South Derbyshire Healthy Workplace project</th>
<th>Health and Wellbeing Group DCC Public Health</th>
<th>Improve health of employees</th>
<th>£5000</th>
<th>SLA performance data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership post between DCC/ SDDC</td>
<td>Health Partnership Manager</td>
<td>South Derbyshire District Council</td>
<td>Strategic Coordination of the Health and Wellbeing plan</td>
<td>£20,000</td>
<td>SLA performance data</td>
</tr>
<tr>
<td><strong>Total allocation</strong></td>
<td></td>
<td></td>
<td></td>
<td>£99,203</td>
<td></td>
</tr>
</tbody>
</table>

**REFERENCES**

Health Profile for South Derbyshire 2015
[link to Health Profile 2015 South Derbyshire](file:///C:/Users/71022841/Downloads/HealthProfile2015SouthDerbyshire17UK%20(6).pdf)
Geo Profile 2015:

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


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

Appendix 3 South Derbyshire Partnership – organisation

Mary Hague