

Improvement Objectives

IO3 - Close the gap in life expectancy for residents between the most and least deprived areas in the borough

Outcomes

The main intention of this priority is to improve the lifestyles of our local population so that people recognise and take responsibility for their own health and well being. In turn this will reduce the variation in healthy life expectancy so that health and well being of individuals experiencing disadvantage improves to the levels found among the advantaged.

Why have we chosen this?

The CCBC vision is that Caerphilly Borough is a better place to live, work and visit. This must be for **all** residents. Residents living in areas of high deprivation have statistically significant higher levels of ill-health including deaths from chronic obstructive pulmonary people living in the most and leave deprived communities across our borough.

The gap for healthy life expectancy is 19.2 years for males and 17.4 years for females. This has increased in recent years and we wish to empower residents to improve their lifestyles. Unhealthy lifestyle choices are significantly higher in more deprived areas and this creates risk factors that could impact upon the health of our residents, especially smoking, obesity, physical activity and an unhealthy diet.

It is a priority of Welsh Government (Fairer Outcomes for All 2011) that by 2020 we improve health life expectancy for everyone and close the gap between each level of deprivation by an average of 2.5%. There are 5 levels in total, 1 being the most affluent and 5 being the most deprived.



A greener place to live, work and visit
Man gwyrddach i fyw, gweithio ac ymweld



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2015-16 - Six Month Progress Summary

We assessed this objective and judged it to be **partially successful** for the first six months of 2015/16 because:

What have we done well over the last 6 months?

A high number of people are now accessing lifestyle changing projects in our most deprived communities. Projects such as weight management (Food Wise), prevention of diabetes, cooking skills, physical activity opportunities and schemes to improve mental well being, are now available, on a regular basis. Good relationships are being developed with GP surgeries.

We have very strong Healthy Schools and Healthy + Sustainable Pre School Schemes within the county borough. Bedwas Juniors School achieved the National Quality Award in June 2015, the highest award in Wales for helping to support pupils and other members of the school community in becoming healthier. This brings to total number of schools achieving this top award to 6 (5 primary and 1 secondary). This is the 3rd highest achievement rate in Wales and the highest in Gwent. In the past 6 months 20 new settings have joined the Healthy + Sustainable Pre School Schemes , bring the total number of settings engaged in the scheme to 53.

In May 2015, the annual Caerphilly Challenge Series once again proved to be an incredibly popular event this year, with over 550 people from as far afield as Ireland coming together recently to take on the mammoth 'Twmbarlwm Trek'. The event, which offered a variety of routes from the monstrous 21 mile self-led route down to the more gentle one to five mile routes, were supported by over 70 volunteers from various walking groups across Caerphilly county borough including Caerphilly Adventure Group, Islwyn Ramblers, Caerphilly Ramblers and the Pengam, Bedwas and Penallta Strollers.

The Community Health Champions scheme is successfully recruiting new Champions within our most deprived communities. We now have 148 CHC active within the county borough (to improve health literacy and increase social support for changing behaviours) and new training topics have been developed in line with the needs of the communities identified by the champions themselves. This project is now being delivered sustainability and at a substantially lower cost.

The CCBC Illegal Tobacco Campaign "Cheap tobacco gets kids hooked" continues to run and has already generated the following outcomes: 29 intelligence reports received in relation to 15 individual targets, of the 15 targets 8 are non actionable and 7 have investigations ongoing.

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2015-16 - Six Month Progress Summary

What areas do we need improve on, and how are we going to do it?

The Living Well Living Longer Programme will start in the north of the county borough in November 2015. This is a Welsh Government Tackling Poverty priority and is being delivered on a pilot basis by Aneurin Bevan University Health Board and Public Health Wales. Launched in Feb 2015 over 2000 individuals have already been seen in Blaenau Gwent West. Within Caerphilly County Borough, it will cover selected GP practices from Rhymney down to Ystrad Mynach and Markham (NCN North). In addition it has also been agreed to deliver the programme in Lansbury Park. The programme invites residents aged 40-64 (who are not currently on a chronic disease register), who live in the most deprived areas of ABUHB, to receive a cardiovascular risk assessment (a midlife MOT). In Caerphilly County Borough, it is anticipated that this will be around 7000 residents; assessments will take place in local community venues.

Point of care testing is undertaken, supported by customised software, to enable full results to be available within the session including calculation of diabetes risk score, cardiovascular risk score, cholesterol, blood pressure and heart age. All test results are sent back to GP practices within 24 hours. Individuals are then supported to identify lifestyle changes to lower their identified risks and signposted to local services. Preparatory work has commenced with GP practices CCBC, Communities First and local service providers to raise awareness and put structures in place.

Gwent Childhood Obesity Strategy - "Fit for Future Generations – a childhood obesity strategy for Gwent to 2025"

This draft strategy and action list, presents a vision of healthier, fitter future generations – where obesity will not be harming children and limiting the well being of future generations of Gwent as it is today. It recommends areas for action for ABUHB, Local Authorities and Public Service Boards. The strategy is a 'call to co-ordinate' and suggests shared governance and accountability and scrutiny within both organisations and Local/Public Service Boards.

Included is the case that childhood obesity should be a well being objective, for both Public Service Boards and organisations because of it's relevance to the Well Being of Future Generations (Wales) Act 2015 and the significant harm childhood obesity causes right across the well being goals. Childhood obesity harms children and young people now and damages the life chances of future generations. It causes a range of poor physical, mental and social health amongst children and young people and causes more severe chronic ill health in adulthood. In addition to health impact, childhood obesity also damages education, equality, prosperity, productivity and social inclusion.

In Caerphilly County Borough it is estimated that 11,614 children and young people (age 0-18) are overweight or obese of whom 5,950 are obese. The causes of obesity are wide ranging and complex, yet reveal areas for joint action. There is no one single organisation or policy area, let alone one single intervention which will provide the solution. Sustained, effective action on many of the key causes at the same time is required. This draft strategy has been presented, by Public Health Wales, to the Health, Social Care and Well Being Scrutiny Committee (20th October 2015) and will also be discussed at the Local Service Board in the December meeting.

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Actions

Title	Comment	RAG	Overall Status	% Complete
Reduce smoking prevalence by increasing uptake of smoking cessation services - Support 5% of all smokers to make a quit attempt in 2015-16, via smoking cessation services.	<p>A smoking cessation survey was carried out recently by Communities First, as part of the Smoking Action Plan. The survey consulted community members on their smoking behaviour and their views on quitting smoking and the support available to assist them in doing so. The survey was disseminated to community groups across the county borough as well as via an online survey posted on websites and social media. The results of this survey are currently being compiled and will be updated in the next quarter.</p> <p>Illegal Tobacco Campaign “Cheap tobacco get kids hooked”. This awareness raising campaign continues to run throughout the county borough and has already resulted in: 29 x Intelligences reports received in relation to 15 Individual Targets. Of the 15 x targets: 8 – Non actionable. 7 – actionable (investigations ongoing) (Trading Standards)</p> <p>In 2013-14 Stop Smoking Wales greatly increased the amount of one to one appointments to enable easier access to the service for priority clients such as pregnant women, young people and clients with more complex mental health problems. Improvements to the website have seen an increase of visitors. In 2013/14 the site had 32,476 visits – an increase of 25%. This is on average 624 visits a week. Also in operation are Facebook and Twitter sites. Development of a revised referral pathway to facilitate easy referral processes for partner organisations.</p> <p>Waiting times for appointments have been reduced from an average of 18 days (2012/13) to 8 days (2013/14). The service received an increase in the number of contacts from 2004 to 2012 but since then contacts have been declining. Despite this the number of treated smokers in 2013/14 was 10% higher the previous year. In Caerphilly County Borough: 22% of adults smoke. This equates to 31,944 people. Target is to treat 5% of smoking population – this calculates as 1,597 people. Actual number treated 2013/14 is 275 (0.9%).</p> <p>510 people were scheduled to attend. 275 became treated smokers. Out of these: 129 self reported quit at 4 weeks (46.9%). 85 evidenced as quit at 4 weeks (32.4%). Wales wide 37% of clients self reported that they were still not smoking at 52 weeks.</p>	⊖	In Progress	50
Support Aneurin Bevan University Health Board and Public Health Wales to implement the Living Well Living longer programme (LWLL) in the Upper Rhymney Valley (URV) area	This programme has not yet started. Work has commenced in engaging GPs, Practice Managers and local projects. Anticipated start date is November 2015.	⊖	In Progress	25

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Title	Comment	RAG	Overall Status	% Complete
Develop and implement a Caerphilly response to achieving the actions set out in the Gwent Childhood Obesity Plan	The Gwent Childhood Strategy "Fit for Future Generations" is now out for consultation (lead by Public Health Wales) and has been presented to the Health, Social Care and Well Being Scrutiny Committee (20th October 2015.). This will now progress to the Local Service Board in Dec 2015.	🟡	In Progress	25
Increase residents knowledge by developing the Community Health Champions initiative	<p>17 new Champions have joined the Network and completed their core training. In addition :</p> <ul style="list-style-type: none"> 6 have completed Harms of Tobacco training 6 have completed Substance Misuse training 5 have completed Harms of Alcohol training <p>All new Champions are from geographical areas of highest deprivation. Through intense partnership working with Communities First, CHC's are actively changing their life styles as well as those in their communities by attending local classes including Foodwise (Weight Management) , XPOD (Diabetes Prevention), Cooking, Healthy Hearts, and programmes to improve their mental well being.</p>	🟡	In Progress	60
Promote broader participation in physical activity including walking, gardening, street games and play, as well as increasing community based opportunitites	Communities First and Sport Caerphilly have created a new programme in our most deprived areas to encourage residents to partake in physical activity in local venues. The community based exercise referral scheme ensures specific officers are in place to develop opportunities to fit the needs of residents. Work has started to improve co-ordination of physical activity opportunities across the county borough, to avoid duplication and address gaps when planning for the future.	🟡	In Progress	50

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How much did we do?

Title	Actual	Target	Intervention	RAG	Comment
Delivery of Community Health Champion initiative	148.00	80.00	70.00	⬇️	Q2 6 new Champions completed the core training. 5 completed Harms of Alcohol training All new Champions are from geographical areas of highest deprivation.
Delivery of Health Hearts courses	1.00	2.00	0.00	⬆️	1 course delivered.
Delivery of Xpod courses (pre Diabetes, 6 weeks)	6.00	5.00	2.50	⬆️	
Number of Argoed Level 1 Nutrition initiative	1.00	4.00	0.00	⬇️	
Number of community cooking sessions	57.00	50.00	40.00	⬆️	
Number of 'Food Wise' courses (12 sessions including cooking)	12.00	8.00	6.00	⬆️	
Number of individuals taking part in led walks	1382.00	1450.00	1000.00	⬇️	
Number of National Standards courses delivered within schools Cycling programme	10.00	10.00	5.00	⬇️	9 schools have received and completed this programme. 1 school has received a Safe Cycling workshop.
Number of participants taking part in StreetGames/US Girls	593.00	600.00	500.00	⬇️	
Number of people participating in community based exercise referral scheme (Communities First)	52.00	50.00	40.00	⬇️	52 attendees since scheme started in June 2015. This is a new scheme and will embed further throughout the County Borough as the Living Well Living Longer programme is rolled out.
Number of people taking part in community based physical activity opportunities	489.00	675.00	400.00	⬆️	

How much did we do?

Title	Actual	Comment
Number of participants in delivery of community based self help support for people living with a mild to moderate mental health condition (COF24aa)	208.00	103 participants received support for self help, 31 participants attended mental health classes.
Promotion of Change4Life - Number signed up to initiative	13671.00	More up to date figures requested from Change4Life/Welsh Government. (Families = 13761) Local supporters = 172 (2013)

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How well did we do it?

Title	Actual	Target	Intervention	RAG	Comment
% Schools that have achieved Healthy Schools accreditation at phase 3 or beyond (Qtly accum - Year to date)	96.00	95.00	94.00	–	
% Schools that have achieved Healthy Schools accreditation at phase 5 (Qtly accum - Year to date)	63.00	65.00	60.00	–	
Number of childcare settings in Healthy Early Years Scheme - schools (Qtly accum - Year to date)	53.00	45.00	42.00	–	20 new settings have joined the scheme in Q2.
Number of schools achieving the final phase of the Healthy Schools Scheme - 'the Welsh Governments National Quality Award' (Annual)	6.00	9.00	5.00	↓	<p>Bedwas Junior School achieved the Healthy Schools National Quality Award – the highest award in Wales for helping to support pupils and other members of the school community in becoming healthier.</p> <p>This brings the total number of schools achieving this award in Caerphilly CB to 6. (5 primary and 1 secondary school). Three others are actively working their way towards this award. This is the fourth highest achievement in Wales and the highest across Gwent.</p>
Number of smokers treated by smoking cessation service	510.00	800.00	500.00	–	510 people were scheduled to attend. 275 became treated smokers. Out of these 129 self reported quit at 4 weeks (46.9%), 85 evidenced as quit at 4 weeks (32.4%). Wales wide 37% of clients self reported that they were still not smoking at 52 weeks.
Number of staff trained in Brief Interventions Training	154.00				<p>Stop Smoking Wales 2013-14 has developed a maternity training package which is delivered specifically to midwives and maternity support workers. In 2013-14 the following Brief Intervention Training was delivered across Aneurin Bevan Health Board areas :</p> <p>12 general courses with 98 attendees 2 maternity courses with 12 attendees 4 requested courses with 44 attendees</p> <p>In addition an e-learning package is also available to NHS staff.</p>
Number of under age test purchases undertaken for other age restricted purchases	0.00	10.00	5.00	–	No intelligence received re sales from shops. Illicit Tobacco campaign has provided intelligence re sales from private houses which are unsuitable to send children in. One retail premises identified as selling to known children & evidence secured to take proceedings.

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How well did we do it? - Metrics

Title	Actual	Comment
% Children aged 4/5 years categorised as overweight or obese in Caerphill	27.10	<p>The prevalence of those overweight or obese in Wales in reception year (26%) was significantly higher than that for England (23%). It was also significantly higher in Wales than in any of the individual English regions where the highest prevalence was 24%.</p> <p>Caerphilly prevalence is higher than the Welsh average and thus higher than the English also.</p> <p>There was a strong relationship between levels of obesity and deprivation – 28.5% of children living in the most deprived areas of Wales were overweight or obese, compared to 22.2% in the least deprived areas.</p>
Adults who reported eating five or more fruit and vegetables the previous day (Age standardised) - Caerphilly	28.00	This has shown a decline over the past few years and we are below the Welsh average which is 32%.
Illegal tobacco campaign - number of enforcements made	0.00	No enforcements have been made to date as a result of latest intelligence reports gathered.
Illegal tobacco campaign - number of intelligence reports received	29.00	29 x Intelligences reports received in relation to 15 Individual Targets/cases. Of the 15 x targets: 8 – Non actionable 7 – actionable (investigations ongoing)
Number of residents signposted from screening MOTs to additional services		This programme has not yet started. Work has commenced in engaging GPs, Practice Managers and local projects. Anticipated start date is November 2015.
Overweight or obese - Age standardised percentage of adults - Caerphilly	63.00	Since 2008-09 this figure has stayed between 61 - 64%. This is one of the highest rates in Wales. All Wales average figure is 58% (Welsh Health Survey 2013).
Physically active on 5 or more days in the past week - Age standardised percentage of adults - Caerphilly	28.00	This rate has stayed pretty steady since 2008/09. This is lower than the Wales average (31%)
Smoker - Adults who reported being a current smoker (age standardised - 16 plus) - Calendar year (two year calendar average)	22.00	We have seen a steady decrease in the rate of adults smokers since 27% in 2007/08. This remains slightly above the Welsh Average (20%). Welsh Government have set a target of 16% by 2020.

Is anyone better off?

Title	Actual	Comment
Gap in healthy life expectancy between the most and least deprived areas across Caerphilly for Females	17.40	Caerphilly 17.4 years (2005-09). This represents a worsening picture since 2001-05 when the figure was 16.8 years.
Gap in healthy life expectancy between the most and least deprived areas across Caerphilly for Males	19.20	Caerphilly 19.2 years (2005-09). This represents a worsening picture since 2001-05 when the figure was 18.7 years.
Premature death rates for Adults	374.80	Caerphilly county borough has a substantially higher rate of premature deaths than the Wales (332.1) average (mortality rate in people less than 75 years old)