

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 least 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.

2015-16 – end of year Progress Summary

We assessed this objective and judged it to be successful for the year 2015/16.

NB : Trends in health outcomes can only be seen over extended periods of time (years) so it will not be possible to determine if this priority has been fully successful within the 12 month timeframe.

Because:

What have we done well over the last 12 months?

Smoking prevention continues to reduce in Caerphilly County Borough in line with targets by Welsh Government to reduce smoking rates to 16% by 2020 across Wales. In 2014/15 smoking prevalence was 21% in Caerphilly and 20% for Wales . The Caerphilly Tobacco Action Plan 2015/16 was developed and implemented to include elements of prevention, smoking cessation and the promotion of smoke free environments. This work will continue through 2016/17.

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. Demand for community classes on both managing and preventing diabetes has increased.

The opportunities to undertake physical activity, in the local community has increased.

2298 individuals took part in 585 led walks in 2015/16. Of these 299 people were new participants. In May 2015, the annual Caerphilly Challenge Series once again proved to be an incredibly popular event this year, with 531 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.

38 schools within Caerphilly County Borough have received the National Standards School Cycling Programme. This is offered to all Year 6 pupils within the school. Bedwas Junior School and Ty Isaf Infants achieved the Welsh Network of Healthy School Schemes National Quality

Award in 2015/16 – 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 7 (5 primary, 1 infants and 1 secondary). This is the 3rd highest achievement rate in Wales and the highest in Gwent. In the past 12 months 21 new settings have joined the Healthy + Sustainable Pre School Schemes, bringing the total number of settings engaged in the scheme to 52.

The Community Health Champions scheme has successfully recruited new Champions within our most deprived communities. In 2015/16 39 new Champions joined the network and there were 179 attendees at awareness raising training sessions. We now have 170 Champions active within the county borough - to improve health literacy and increase social support for changing behaviours.

The Living Well Living Longer Programme started in the north of the county borough in Dec 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. The programme invites residents, age 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 CB it is anticipated this will be around 7000 residents. Assessments 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. 669 patients have received a health check in a community based clinic. The programme will continue throughout 2016/17.

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

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 5950 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, Local Service Board and Caerphilly Well Being Delivery Group. It has been agreed that Childhood Obesity will be a key priority taken forward by the Caerphilly Well Being Delivery Group in 2016/17.

❖ **Tobacco Control**

We need to continue to implement all actions within the Caerphilly Tobacco Action Plan to continue to see a reduction in our local smoking prevalence, to meet the WG target of 16% in 2020. A specific target for next year is :

Reducing uptake of smoking in young people – Just B Initiative

The Just B programme has three core elements drawn from international evidence of effective interventions to reduce the uptake of smoking in children and young people.

1. Whole School approach to tobacco control with links to the Welsh Network of Healthy Schools
2. Peer influence model
3. Young people become aware of the tactics the tobacco industry uses to recruit smokers and incorporates elements of successful America 'Truth' campaign.

The programme will work with 60-70 schools across Wales using a targeted approach, 17 of which are in the ABUHB area and 6 within Caerphilly borough. The smoke free playgrounds initiative has also engaged to support smoke free environments for our children and young people.

Actions

Period	Title	Comment	RAG	Overall Status	% complete
Q4 15-16	Develop and implement a Caerphilly response to achieving the actions set out in the Gwent Childhood Obesity Plan	<p>ABUHB Public Health Wales facilitated a consultation programme on the Gwent Childhood Obesity strategy “Fit for Future Generations” in 2015/16. As part of this process presentations were received at :</p> <ul style="list-style-type: none"> • The Health, Social Care and Well Being Scrutiny Committee (Oct 2015) • The Local Health Board (Dec 2015) • The Well Being Delivery Group (Jan 2016) <p>It has been agreed that Childhood Obesity will be a key priority taken forward by the Well Being Delivery Group in 2016/17</p>	Amber	In progress	30%
Q4 15-16	Increase residents knowledge by developing the Community Health Champions initiative	<p>For 2015/16 the total number of new Champions trained was 39. This brings the total number of Champions within the county borough to 170</p> <p>Throughout the year 23 Awareness Raising training sessions were delivered with 176 attendees.</p> <p>On 8th March 2016, Caerphilly CBC hosted the Gwent CHC Annual Network event. Located in Llancaiach Fawr this was a huge success. Professor Peter Elwood was the guest speaker discussing healthy lifestyles and the evidence from the ground breaking Caerphilly Cohort study. 58 champions attended as well as 38 stakeholders.</p>	Green	Completed	100%
Q4 15-16	Promote broader participation in physical activity including walking, gardening, street	<p>In 2015/16 opportunities to undertake physical activity in the local community have increased.</p>	Green	Completed	100%

	<p>games and play, as well as increasing community based opportunities</p>	<p>Communities First now have a team of officers that deliver door step activity opportunities. Additional opportunities have also been created through the development of programmes such as Streetgames, Us Girls and Positive Futures.</p> <p>A new programme – Large Scale Change has started across the Heads of the Valleys area to encourage inactive women (age 14-40) to be more physical active. This is a 3 year programme, targeting residents in communities of high multiple deprivation to make a visible community wide change.</p>			
<p>Q4 15-16</p>	<p>Reduce smoking prevalence by increasing the uptake of smoking cessation programmes</p>	<p>Smoking prevention continues to reduce in Caerphilly County Borough in line with targets by Welsh Government to reduce smoking rates to 16% by 2020 across Wales. In 2012/13 smoking prevalence was 22% in Caerphilly and 23% for ABUHB . The Caerphilly Tobacco Action Plan 2015/16 was developed and implemented to include elements of prevention, smoking cessation and the promotion of smoke free environments. This work will continue through 2016/17.</p> <p><u>Stop Smoking Champions Initiative</u></p> <p>Smoking cessation was identified as a GP Cluster Network Plan priority in 2014/15. All NCN surgeries have been asked to nominate a Stop Smoking Champion/s to represent to improve systematic referral of patients to Stop Smoking Wales on a regular weekly basis using a designated e-referral system.</p> <p>In excess of 90 Stop Smoking Champions have been trained across ABUHB with 21 of these from Caerphilly borough.</p>	<p>Green</p>	<p>Completed</p>	<p>100%</p>

		<p><u>Community Pharmacy Level 3 Enhanced Service</u> Trained and accredited Community Pharmacists and technicians are now offering specialist advice on stop smoking treatments and intensive behavioural support on a one to one basis. The Community Pharmacy Level 3 smoking cessation service has been expanded with a total of 17 pharmacies now delivering the scheme in Caerphilly, compared with 4 in 2015/16.</p> <p><u>Help 2 Quit Campaign</u> The Aneurin Bevan Gwent Public Health Team launched a Gwent wide Help 2 Quit Campaign. The 10 week campaign aimed at the general public was designed to raise awareness across Gwent of smoking cessation services available to help and support an individual to successfully stop smoking.</p> <p>The campaign was developed following insight and focus group work with a range of target groups. The theme of the campaign reinforced stopping smoking and saving money, to be able to afford aspirational items, such as a dream car or a luxury holiday.</p> <p>Smoking cessation services available include groups, telephone support and on-line support provided by Stop Smoking Wales, and a 1 to 1 service provided by participating Community Pharmacies.</p> <p>The campaign was designed to appeal to a range of target groups, using a variety of different mediums which included digital/social media, outdoor media, radio adverts and pop up shops.</p> <p>The campaign ran from Monday 25th January – 31st March 2016 and is currently being evaluated.</p>			
--	--	--	--	--	--

<p>Q4 15-16</p>	<p>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</p>	<p>This programme started in the north of the county borough in Dec 2015. The programme will cover GP Practices in Rhymney, New Tredegar, Bargoed, Gelligaer, Markham, Nelson, Ystrad Mynach, Pengam, Fleur De Lys and Lansbury Park. The pilot scheme commenced in Caerphilly north in December 2015 with the three GP practices of Lawn Medical Practice, Bryntirion Surgery and Myddygfa Cwm Rhymney. Following a process of validating GP lists to identify eligible patients, <u>669</u> patients have received a health check in a community based clinic. Of these 669 patients:</p> <ul style="list-style-type: none"> • 15% (98) were identified as having an increased risk $\geq 10\%$ of cardio vascular disease in the next 10 years, • 79% (527) were overweight with a BMI over 25; 44% (297) were obese with a BMI >30 • 21% (138) stated they smoked and 30 patients were referred to Stop Smoking Wales • 43%(285) have had previously undiagnosed health conditions identified and been referred back to their GP • 14 patients were referred to the National Exercise Referral Scheme (NERS) • 6 patients were referred to the Adult Weight Management service • 2 patients were referred to the GDAS (Gwent Drug and Alcohol Service). <p>The programme will shortly commence in South Street Surgery, Markham Surgery and Bargoed Hall following the completion of practices clinically validating their patient lists.</p>	<p>Green</p>	<p>Completed</p>	<p>100%</p>
------------------------	--	--	---------------------	-------------------------	--------------------

How much did we do?

Title	Actual	Target	Comment	Updater
Delivery of Community Health Champion initiative	170	155	<p><i>Total number of Community Health Champions is 170</i></p> <p><i>Total number of new champions = 39</i></p> <p><i>Throughout the year 23 Awareness Raising training sessions have been delivered with a total number of 176 attendees</i></p> <p><i>New Champions are from geographical areas of highest deprivation</i></p>	
Delivery of Healthy Hearts courses (5 weeks)	2	4	Two courses completed. Demand for this course has been low and thus staff focus has been redirected to other courses.	
Delivery of Xpod courses (pre Diabetes, 6 weeks)	15	10	Demand for community courses on diabetes has increased. Officers have worked closely with ABUHB to deliver community programmes to support residents to both, manage diabetes and prevent the onset of diabetes.	
Number of Argoed Level 1 Nutrition initiative	1	8	Demand for this course has been low and thus staff focus has been redirected to other courses.	

Number of community cooking sessions	113	100+	There is a high demand for these sessions which are resource intensive. Where possible these sessions will be linked to other courses to improve lifestyle behaviours	
Number of 'Food Wise' courses (12 sessions including cooking)	22	16	These courses include 8 weeks of theory plus cooking sessions. Altogether over 250 training sessions have been delivered within this programme alone.	
Number of individuals taking part in led walks	2198	2900	2198 individuals took part in led walks in 2015/16. 299 of these were new participants while 585 led walks took place.	
Number of National Standards courses delivered within Schools Cycling programme	38	20	This is well above the target for the year.	
Number of participants taking part in StreetGames/US Girls	1871	1200	This is well above the target for the year.	
Number of people participating in community based exercise referral scheme (Communities First)	N/A	Under development	This scheme no longer exists. Focus has been redirected to providing more physical activity opportunities in local communities.	
Number of people taking part in community based physical activity opportunities	887	1350	NB. These figures do not include participants in Street Games or Us Girls as these are included as separate actions above. Physical activity measures have been reviewed and amended for 2016/17.	

How much did we do? (Metrics)

Title	Actual	Comment	Updater
Number of participants in delivery of community based self help support for people living with a mild to moderate mental health condition (COF24aa)	388	Participants are engaged via Self Help Groups Living Life to the Full programme Road to Wellbeing Programme Womens' Self Help Anxiety and Depression Group Gardening/Get Well Get Work Group Surf and Chat Group Mens' Sheds Project Luncheon Club Stress Control sessions.	
Promotion of Change4Life - Number signed up to initiative		No data provided from Welsh Government	

How well did we do it?

Title	Actual	Target	Comment	Updater
% Children aged 4/5 years categorised as overweight or obese in Caerphilly	27.1 2013/14	Not appropriate	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>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>	
% Schools that have achieved Healthy Schools accreditation at phase 3 or beyond	96%	95%		
% Schools that have achieved Healthy Schools accreditation at phase 5	63%	65%		
Illegal tobacco campaign - number of intelligence reports received and resulting enforcements	22	Not appropriate	22 Intelligences reports received in relation to 16 Individual Targets. Of the 16 x targets: 5 – Non actionable, 11– actionable (investigations ongoing)	
Number of childcare settings in Healthy Early Years Scheme - schools (Healthy and Sustainable Pre-School Scheme)	52	45	<p>29 SETTINGS COMPLETED PHASE 1</p> <p>19 SETTINGS COMPLETED PHASE 2</p> <p>4 SETTINGS COMPLETED PHASE 3</p> <p>NB. When settings have completed the scheme they are no longer counted.</p>	

<p>Number of schools achieving the final phase of the Healthy Schools Scheme - 'the Welsh Governments National Quality Award' (Annual)</p>	<p>7</p>	<p>9</p>	<p>Bedwas Junior School + Ty Isaf Infants have 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. This brings the total number of schools achieving this award in Caerphilly CB to 7. (5 primary, 1 infants and 1 secondary school). 3 others are actively working their way towards this award.</p>	
<p>Number of smokers treated by smoking cessation service</p>		<p>5% of all smokers</p>	<p>Stop Smoking Wales Q1 2015/16 = 110 treated smokers Q2 2015/16 = 108 treated smokers Q3 2015/16 = 91 treated smokers Q4 2015/16 = not yet available</p> <p>Current estimates predict that the overall 2015/16 figure will be over 2% - this is an increase on 2014/15</p> <p>677 people accessed Stop Smoking Wales 2012/13</p> <p>501 people accessed Stop Smoking Wales in 2013/14</p>	
<p>Number of staff trained in Brief Interventions Training</p>			<p>Awaiting information from Public Health Wales</p>	

Number of under age test purchases undertaken for other age restricted purchases	14	20	CCBC Trading Standards Team continues to implement test sales to young people. They have carried out 14 test purchases on tobacco products. 12 of these focused on Nicotine Inhaling Devices (E Cigs), 1 on cigarettes and 1 on butane lighters. No sales were recorded. As test purchases now need to be intelligence led, this amount of activity is to be taken as a positive – a low number of intelligence leads indicates a smaller problem restricted to a core number of premises.	
---	-----------	-----------	--	--

How well did we do it? (Metrics)

Title	Actual	Comment	Updater
Adults who reported eating five or more fruit and vegetables the previous day (Age standardised) - Caerphilly	28% 2013/14	This has shown a decline over the past few years and we are below the Welsh average which is 32%	
Number of residents signposted from screening MOTs to additional services	337	<p><u>669</u> patients, so far, have received a health check in a community based clinic. Of these 669 patients:</p> <ul style="list-style-type: none"> • 15% (98) were identified as having an increased risk $\geq 10\%$ of cardio vascular disease in the next 10 years, • 79% (527) were overweight with a BMI over 25; 44% (297) were obese with a BMI >30 • 21% (138) stated they smoked and 30 patients were referred to Stop Smoking Wales • 43%(285) have had previously undiagnosed health conditions identified and been referred back to their GP 	

		<ul style="list-style-type: none"> • 14 patients were referred to the National Exercise Referral Scheme (NERS) • 6 patients were referred to the Adult Weight Management service • 2 patients were referred to the GDAS (Gwent Drug and Alcohol Service). 	
Overweight or obese - Age standardised percentage of adults - Caerphilly	63% 2013/14	Since 2008-09 this figure has stayed between 61 + 64%. This is one of the highest rates in Wales.	
Physically active on 5 or more days in the past week - Age standardised percentage of adults - Caerphilly	28% 2013/14	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% 2013/14	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? (Metrics)

Title	Actual	Comment	Updater
Gap in healthy life expectancy between the most and least deprived areas across Caerphilly for Females	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	19.2 years (2005-09)	This represents a worsening picture since 2001-05 when the figure was 18.7 years	
Premature death rates for Adults	374.8 persons per 100,000 population 2007	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)	