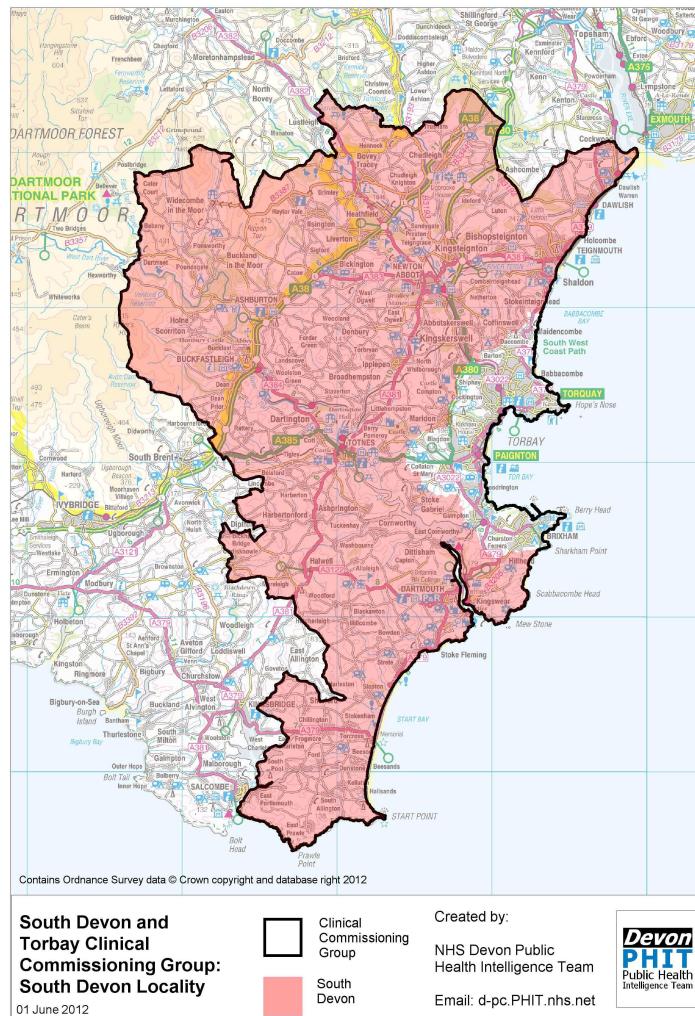


# Locality Health Improvement Plan

## South Devon

2012/13



The South Devon Locality health improvement and tackling health inequalities plan is a mechanism for monitoring and prioritising health and wellbeing issues across South Devon

## **Public Health Annual Report 2011-12**

### **Executive Summary**

The priorities for improving the health and wellbeing of the Devon population are:

1. To target preventative interventions in those people whose health is poorer and where health inequalities exist.
2. To prioritise health-promoting interventions such as smoking cessation, healthy eating, the promotion of physical activity, prevention of skin cancer, mental health and emotional health and wellbeing and sexual health.
3. To promote early detection of cancer through screening programmes or awareness-raising amongst the public.
4. To prevent falls in vulnerable populations and to ensure effective treatment if injuries occur.
5. To reduce the harm from alcohol and drugs by public protection, promoting self-help and providing accessible treatment options.
6. To encourage self-care and independence in older people.
7. To support carers, including safeguarding their wellbeing.
8. To build community resilience through social networks and increasing opportunities for volunteering.
9. To continue to work with schools, academies and communities to promote health and wellbeing.
10. To commission evidence-based services for vulnerable groups, for example children and families with complex needs, or offenders or those who experience domestic and sexual violence and abuse.

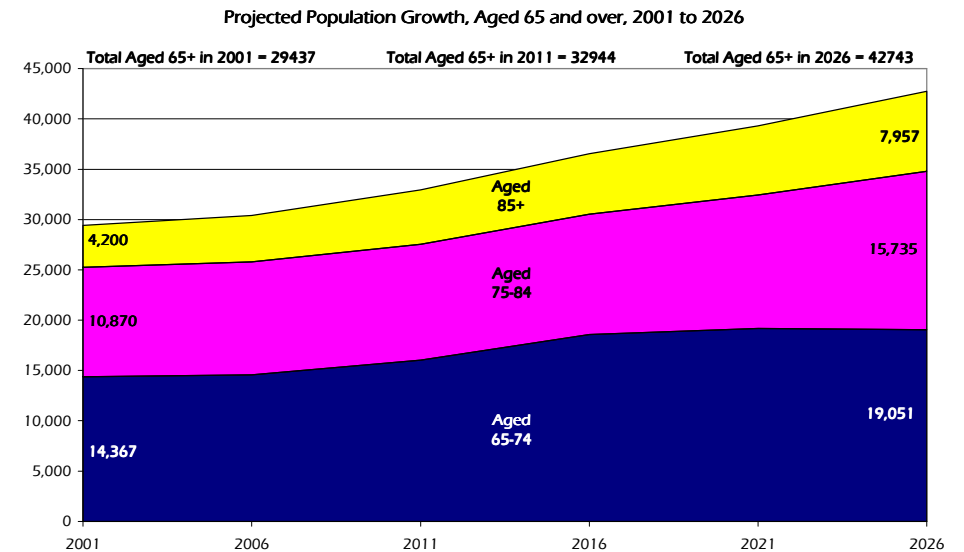
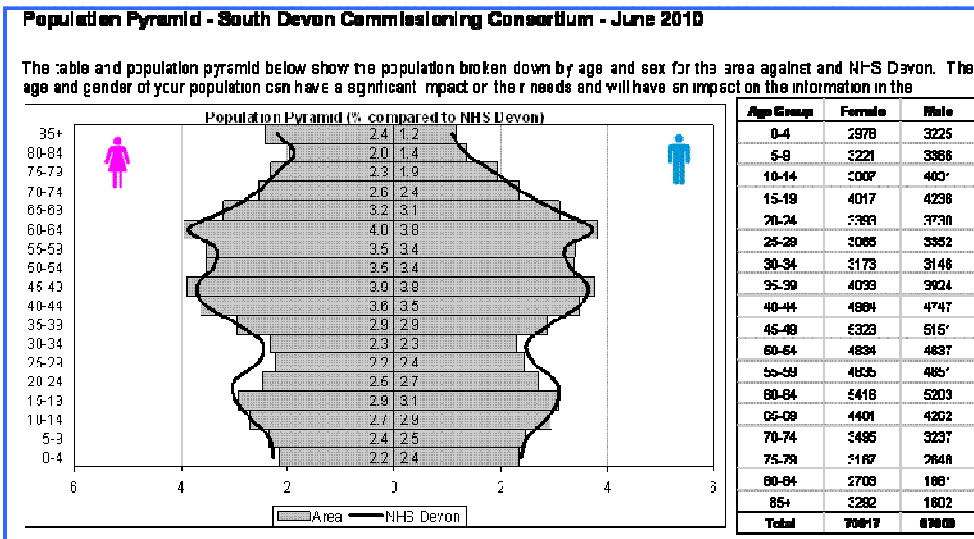
**The priorities for improving the health and wellbeing of the South Devon population are:**

**PRIORITY ISSUES:** 1. Healthy weight (including healthy eating and physical activity). 2. Skin cancer prevention and early diagnosis. 3. Teenage conceptions. 4. Oral health. 5. Smoking in routine and manual groups. 6. Alcohol. 7. Childhood immunisation. 8. Fall prevention 9. Emotional health and wellbeing.

**PRIORITY GROUPS & COMMUNITIES:** 1. Children. 2. Teignmouth West, Buckland and Bushell. 3. Young people in Teignmouth, Buckland and Bushell. 4. Carers

## Demographics

South Devon has a population c140, 000. The older population is predicted to increase significantly over the next 15 years which will have a significant impact on service design and delivery.



The area has a similar profile to Devon with a slightly lower younger working age population and slightly larger female 85+ population. Life expectancy is high when compared nationally and to Devon but there are deprived wards where life expectancy is significantly lower.

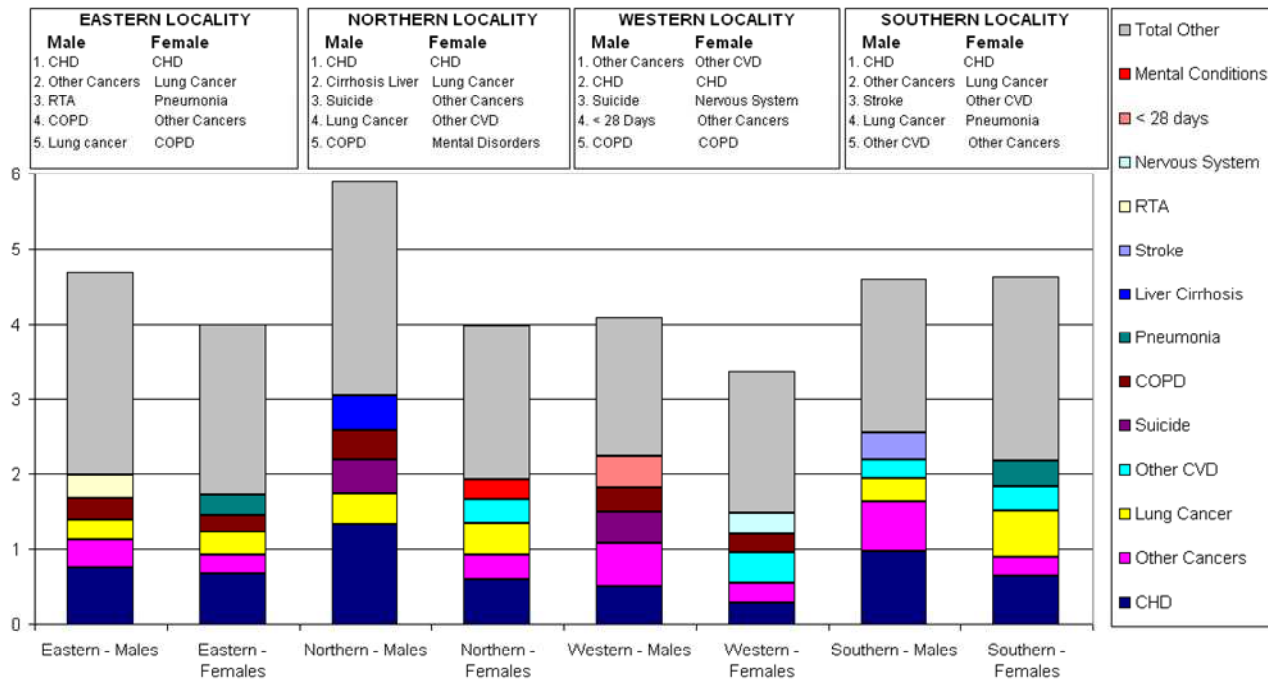
The Health Profile for Teignbridge 2012 highlights skin cancer (malignant melanoma) as where the area is significantly worse than the England rate. Link: [Health Profiles](#)

The Devon Health and Wellbeing pages provide further information in the Joint Strategic Needs Assessments (JSNA) for the Southern Locality and District Council Areas as well as GP practice profiles. Link: [Devon Health and Wellbeing Pages -JSNA](#)

## Health Inequalities

To address the health inequalities gap in South Devon health and partner interventions should particularly focus on prevention and early intervention for the top five conditions in males and females which contribute to the gap including: coronary heart disease (CHD), other cancers, lung cancer, stroke and other cardiovascular disease (CVD). Interventions would include those to ensure early diagnosis and lifestyle interventions such as stopping smoking, eating healthily and being more active. The Health Profile 2012 reveals smoking prevalence was 19.3% compared to 20.7% for England and 18.1 for Devon reducing prevalence will impact on health inequality and improve health. A focus on quitting is required in deprived areas and areas of high routine and manual workers.

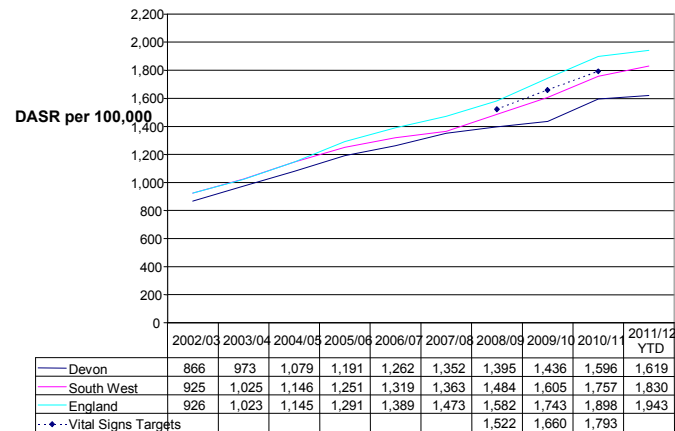
**The Gap in Life Expectancy in Years - Top Five Conditions by Locality Area, 2010**



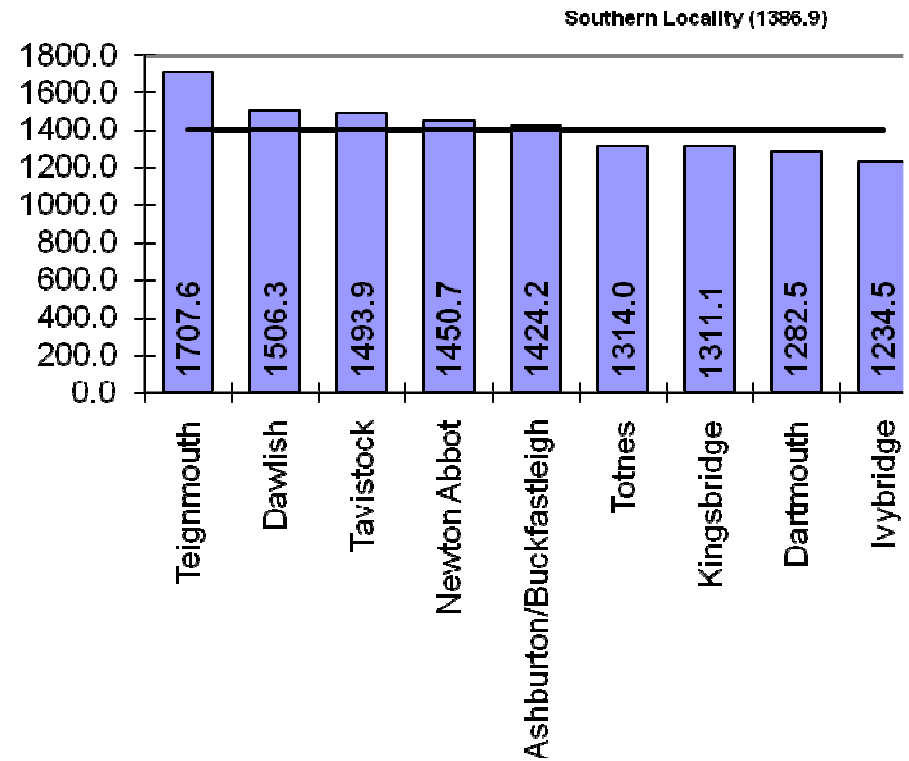
N.B. Other Cancers include prostate, pancreatic, bladder, leukaemia, cervical cancer and others; Other CVD includes Aortic aneurysm, phlebitis & thrombolisis, pulmonary embolism and others.

## Alcohol related hospital admissions

Alcohol related admissions Direct Age Standardised Rate 2008-10

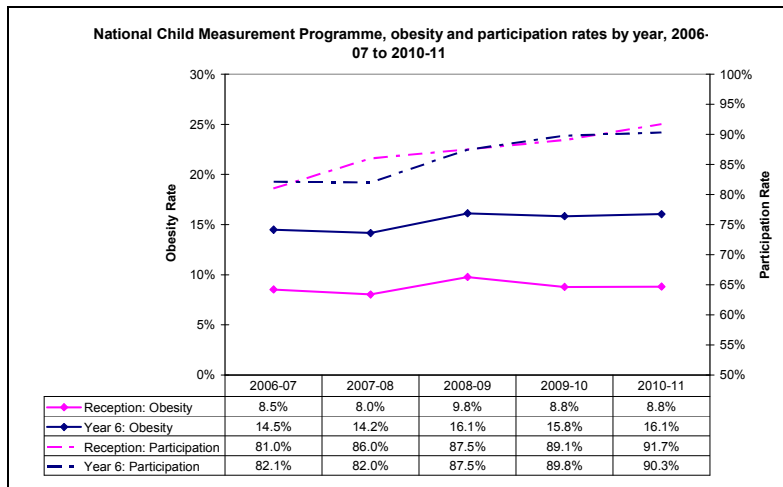


Alcohol related admissions by locality and South Devon town. Direct Age Standardised Rate 2008-10



Alcohol related hospital admissions in Devon are increasing at a slower rate against a national trend and Devon's rank is improving. There is variance across the South Devon area with Teignmouth, Dawlish and Newton Abbot statistically significantly higher than the Devon rate

## Obesity - National Child Measurement Programme



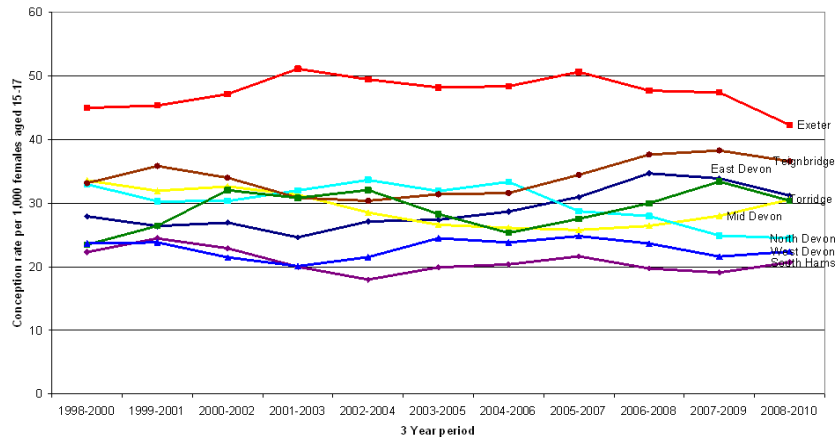
The graph shows that although the participation has steadily increased over time, the prevalence of obesity has remained relatively stable.

Some areas have been a concern over time:

Teignmouth West and Dartmouth wards

## Under 18 conception rates for Devon

Trend in Under 18 Conception Rate, 1998 to 2010, by Devon District

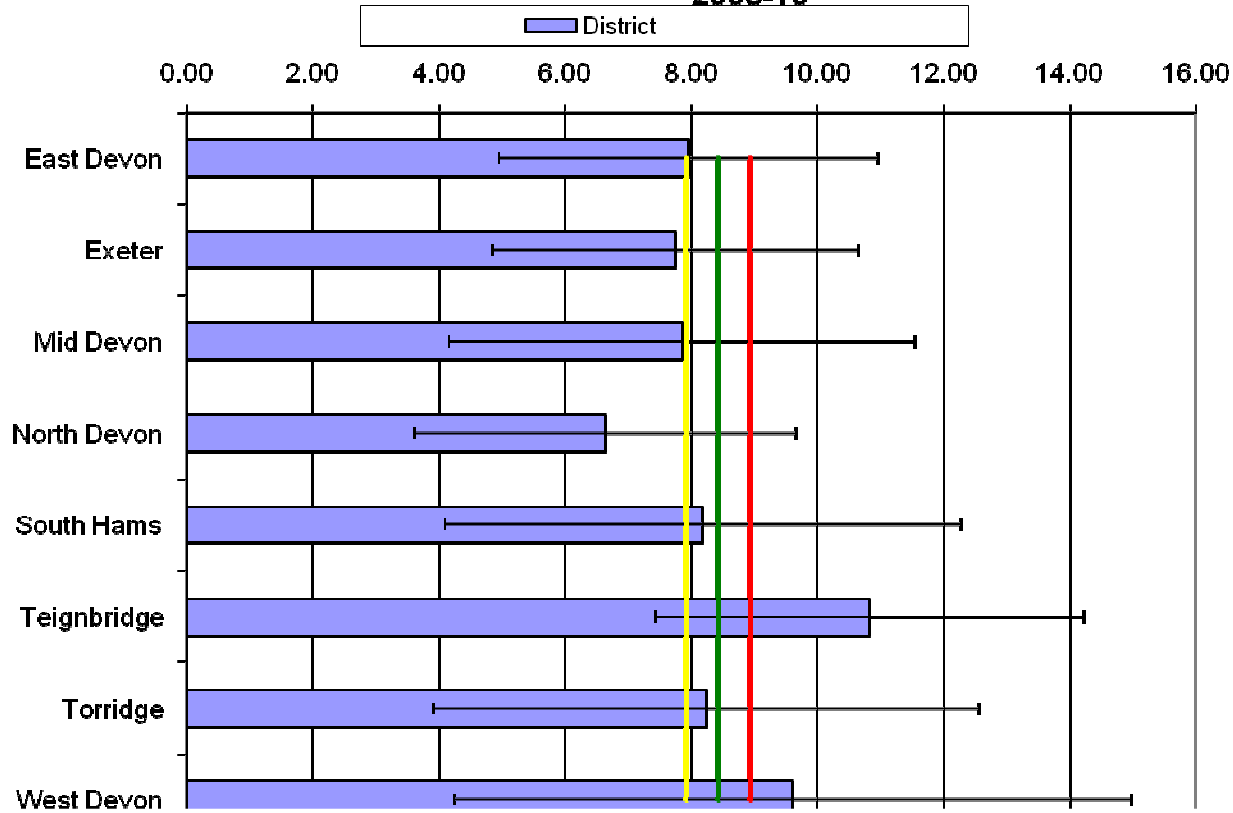


Teenage conception rates in Teignbridge have been increasing since 2004 but latest data shows they may be reducing.

The Teignmouth West, Buckland and Bushell in Newton Abbot rate are statistically significantly higher than the Devon average.

# Suicide and Undetermined Injury

Suicide and Injury Undetermined, DASR per 100,000 population, 2008-10

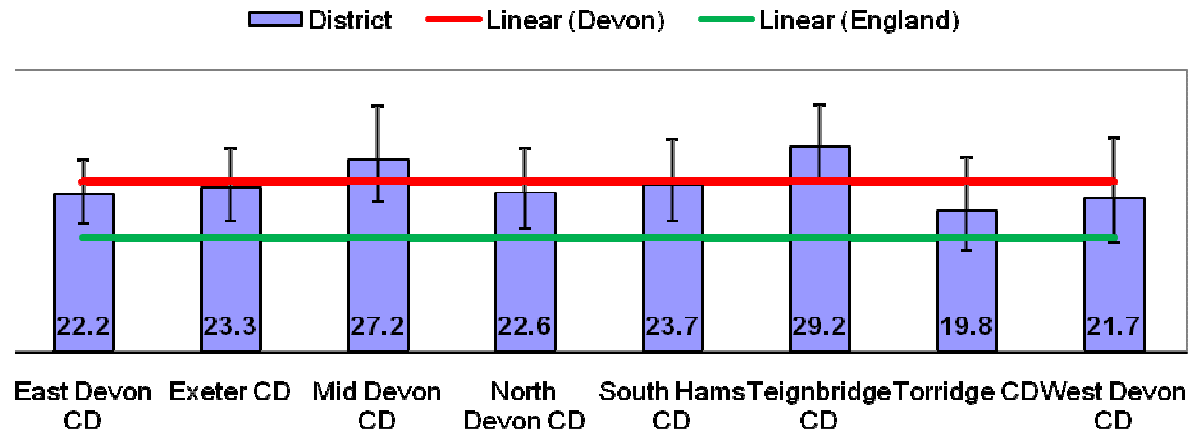


The most recent data highlights Teignbridge District Council area as having a higher direct age standardised suicide and injury undetermined rate when compared to other Devon areas.

Due to small numbers this does fluctuate.

## Malignant melanoma

### Devon Local Authority Districts Incidence of Malignant Melanoma, DASR per 100,000, 2007-09



Based on the population and indices of skin cancer, the Devon Skin Cancer Prevention Strategy 2011-14 has two priority groups: teenagers and older people (early diagnosis). Planned interventions focus on behaviour change rather than just awareness raising, using a mixture of evidence-based methods to tailor messages to the target audiences.

**LOCALITY BUDGET** The locality health improvement budget in 2012/13 has been allocated to alcohol misuse work of the community safety partnership, to support community led projects in the most deprived ward and to develop a local hub of physical activity opportunities.



**PRIORITY ACTIONS FOR 2012/13 - *Reduce inequalities in all domains***

<b>Domain</b>	<b>Action</b>	<b>Clinical Pathways</b>	<b>Public Health Outcomes</b>
Wider Determinants of Health			
Priority Communities	Teignmouth West, Buckland and Bushell	Long term condition network	Increased healthy life expectancy and reduce health inequalities
Fuel poverty	Increase uptake of support for measures to improve energy efficiency in vulnerable groups and older people in rural areas	Virtual wards/community services development	Fuel poverty
Health Improvement			
Childhood obesity and activity	Roll out of HENRY programme and food for life partnership (FFL)	Obesity CPG	Excess weight 4-5 and 10-11 year olds
Sexual health	Review sexual health offer in South Devon and promote existing services	Sexual Health CPG	Under 18 conceptions
Nutrition, physical activity, alcohol, smoking	Obesity tier 2 & 3 pathways, Tier 3 starts April 2012, tier 2 under development  Let's Get moving - primary care training  Alcohol related support and assertive alcohol outreach worker  ASSIST programme in South Devon schools (Teignmouth Community College and Coombes Head in Newton Abbot) and workplace smoking project, stop smoking support in Torbay hospital	Obesity CPG  Respiratory CPG  Fitness for referral	Breastfeeding  Diet  Excess weight  Physical activity  Alcohol related hospital admissions  Smoking status at time of delivery, smoking prevalence

	FFL partnership. Development of health and wellbeing hub and physical activity pathway		in adults and children
Health Protection			
Increase childhood immunisation uptake rate	Childhood immunisation (CHIP) project in South Devon practices Ashburton, Buckfastleigh, Leatside and Catherine House		Vaccination coverage
Screening priorities	TB Screening and follow up (Newton Abbot)  Reviewed process for opt in or out of screening for individuals with a learning disability	Respiratory CPG	Treatment completion for TB
Health care Public health and Preventing Premature Mortality			
Oral health	Work to embed the refreshed Oral Health Strategy in locality work and linked to Oral Surgery service provision. Links to work around healthy eating/healthy lifestyle initiatives		Tooth decay in children aged five
Falls prevention	Introduce fracture liaison service in South Devon, implement increased evidence based strength and balance classes.	Falls, fractures bone health CPG	Hip fractures over 65's
Early diagnosis - skin cancer, carers health checks	'Know Your Skin' Pharmacy campaign in South Devon for over 50's early diagnosis and 'Love Your Skin' campaign in colleges	Dermatology CPG	Mortality from causes considered preventable
Emotional health and well-being  Mental health - suicide prevention	Access to evidence based interventions in South Devon	Mental Health CPG	Self reported wellbeing  Suicide
Dementia	Devonwide priority		Dementia and its impact

**Appendix 1: Clinical Commissioning Group, Locality and Local Authority Performance Summary May 2012 (MONTHLY UPDATE)**

Measure	NEW Devon CCG				South Devon and Torbay CCG			Target
	Eastern	Northern	Western	Total	South Devon	Torbay	Total	
Total GP Registered Population	377,600	164,500	355,200	897,300	139,900	145,900	285,800	-
% of population income deprived	10.1%	13.0%	13.9%	12.1%	11.9%	18.3%	15.1%	-
Breastfeeding at 6-8 weeks (recording)	98.8%	100.0%	95.5%	97.5%	98.7%	96.7%	97.6%	95.0%
Breastfeeding at 6-8 weeks (prevalence)	55.3%	48.5%	36.0%	45.5%	56.4%	33.4%	44.0%	on p.21
DTaP/IPV/Hib, Aged 1 (COVER)	95.8%	97.0%	96.5%	96.3%	94.5%	97.6%	96.2%	95.0%
PCV Booster, Aged 2 (COVER)	95.5%	90.3%	92.8%	93.4%	91.3%	90.9%	91.1%	95.0%
Hib/MenC, Aged 2 (COVER)	94.1%	90.3%	91.1%	92.1%	91.3%	90.6%	90.9%	95.0%
MMR First Dose, Aged 2 (COVER)	95.2%	88.9%	92.2%	92.7%	90.3%	91.5%	90.9%	95.0%
DTaP/IPV, Aged 5 (COVER)	94.4%	85.4%	89.3%	90.6%	86.0%	88.7%	87.5%	95.0%
MMR Second Dose, Aged 5 (COVER)	91.8%	81.6%	86.2%	87.6%	81.9%	84.8%	83.5%	95.0%
NCMP, Reception Year, % obese	9.04%	8.68%	9.26%	9.06%	8.44%	9.51%	8.93%	on p.21
NCMP, Reception Year, % coverage	91.1%	95.5%	92.2%	92.4%	92.1%	81.8%	87.4%	90.0%
NCMP, Year Six, % obese	16.44%	17.02%	17.81%	17.10%	14.77%	15.50%	15.11%	on p.21
NCMP, Year Six, % coverage	91.4%	92.4%	89.0%	90.7%	89.2%	81.8%	85.7%	90.0%
Alcohol-Related Admissions, DASR/100k	1417.5	2057.5	2194.5	1838.5	1557.0	2160.2	1850.1	on p.21
Smoking, NHS Assisted Quits	1204	510	1888	3602	618	612	1230	on p.21
Smoking, % Quits CO Validated	78.5%	74.5%	77.0%	77.2%	80.3%	74.2%	77.2%	85.0%
Smoking, Quit Rate	53.8%	48.1%	43.4%	47.1%	55.5%	45.2%	49.8%	35-70%
Chlamydia Diagnosis Rate, 15 to 24	2229.0	1368.5	2158.2	2079.1	1835.6	3115.1	2494.0	2,400
Under 18 Conception Rate per 1,000	33.9	27.0	39.3	34.7	33.3	55.7	44.3	on p.21
Clostridium Difficile, acute trust	86	16	41	143	N/A	N/A	24	on p.21
MRSA Bacteraemia, acute trust	1	0	6	7	N/A	N/A	0	on p.21
Clostridium Difficile, acute & community	306	54	83	443	57	73	130	on p.21
MRSA Bacteraemia, acute & community	5	4	7	16	2	0	2	on p.21
Death Rates, All Age All Cause, Male	545.3	593.9	646.0	594.3	551.6	613.3	582.0	on p.21
Death Rates, All Age All Cause, Female	406.7	391.8	472.2	429.9	409.5	463.9	436.3	on p.21
Death Rates, Cancer, under 75	99.6	96.0	112.7	104.2	80.1	116.5	98.1	on p.21
Death Rates, Circulatory, under 75	42.3	47.9	65.3	52.4	55.3	60.5	57.8	on p.21

Measure	E Devon	Exeter	M Devon	N Devon	S Hams	Teign	Torrige	W Devon	Devon	Target
Total GP Registered Population (000s)	132.9	119.6	76.1	91.5	83.7	127.3	65.8	53.1	749.9	-
% of population income deprived	9.1%	11.2%	10.4%	13.1%	10.1%	11.3%	12.7%	10.3%	10.9%	-
Breastfeeding at 6-8 weeks (recording)	98.4%	98.8%	98.6%	100.0%	97.0%	98.0%	100.0%	97.3%	98.8%	95.0%
Breastfeeding at 6-8 weeks (prevalence)	51.6%	59.2%	47.7%	47.8%	60.7%	59.1%	51.2%	54.9%	53.8%	45.2%
DTaP/IPV/Hib, Aged 1 (COVER)	96.4%	97.0%	93.4%	96.8%	92.6%	96.3%	97.6%	92.9%	95.5%	95.0%
PCV Booster, Aged 2 (COVER)	97.2%	94.6%	94.9%	87.5%	85.4%	94.2%	95.8%	95.1%	93.2%	95.0%
Hib/MenC, Aged 2 (COVER)	96.8%	92.9%	91.8%	87.5%	87.9%	94.2%	95.2%	97.1%	92.7%	95.0%
MMR First Dose, Aged 2 (COVER)	98.0%	94.3%	92.9%	86.5%	86.6%	93.2%	93.9%	96.1%	92.7%	95.0%
DTaP/IPV, Aged 5 (COVER)	93.9%	96.2%	92.9%	81.3%	84.0%	87.8%	94.2%	89.0%	89.5%	95.0%
MMR Second Dose, Aged 5 (COVER)	91.3%	94.2%	90.0%	78.1%	78.3%	85.3%	89.9%	83.6%	86.2%	95.0%
NCMP, Reception Year, % obese	8.08%	9.43%	9.93%	8.65%	8.38%	8.46%	8.72%	9.17%	8.81%	8.75%
NCMP, Reception Year, % coverage	91.3%	84.4%	97.1%	96.0%	84.5%	93.9%	94.6%	93.5%	91.7%	90.0%
NCMP, Year Six, % obese	15.68%	17.68%	16.88%	17.38%	13.99%	14.95%	16.46%	15.44%	16.05%	15.80%
NCMP, Year Six, % coverage	93.8%	90.1%	90.3%	92.1%	82.7%	90.7%	92.9%	86.4%	90.3%	90.0%
Alcohol-Related Admissions, DASR/100k	1306.3	1606.6	1238.3	2144.7	1621.8	1537.7	1936.2	1584.9	1582.8	1793.0
Smoking, NHS Assisted Quits	382	464	262	241	193	586	269	194	2598	on p.21
Smoking, % Quits CO Validated	83.8%	76.7%	75.2%	73.0%	59.1%	85.3%	75.8%	83.5%	78.1%	85.0%
Smoking, Quit Rate	59.1%	48.8%	61.2%	50.2%	44.2%	54.9%	46.3%	48.7%	51.7%	35-70%
Chlamydia Diagnosis Rate, 15 to 24	2597.7	2311.4	1515.7	1494.2	1161.9	2023.4	1178.7	1881.9	2043.0	2,400
Under 18 Conception Rate per 1,000	31.2	42.3	30.6	24.5	20.7	36.6	30.4	22.4	30.8	30.0
Clostridium Difficile, acute trust	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MRSA Bacteraemia, acute trust	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Clostridium Difficile, acute & community	142	82	46	32	27	64	22	31	446	on p.21
MRSA Bacteraemia, acute & community	3	0	1	2	0	3	2	0	11	on p.21
Death Rates, All Age All Cause, Male	495.6	582.8	576.2	603.4	539.2	554.9	580.8	520.5	551.4	568.0
Death Rates, All Age All Cause, Female	379.6	435.4	403.0	409.6	392.4	413.8	367.1	425.0	401.4	402.0
Death Rates, Cancer, under 75	83.4	117.9	103.8	101.3	79.6	80.3	88.8	99.5	92.0	101.1
Death Rates, Circulatory, under 75	34.2	39.4	56.2	46.0	43.1	58.4	50.7	46.7	46.2	47.5