

# Improvement Priority – Reduce Premature Mortality in the Most Deprived Areas

Lead Officers – John England, Brenda Fullard

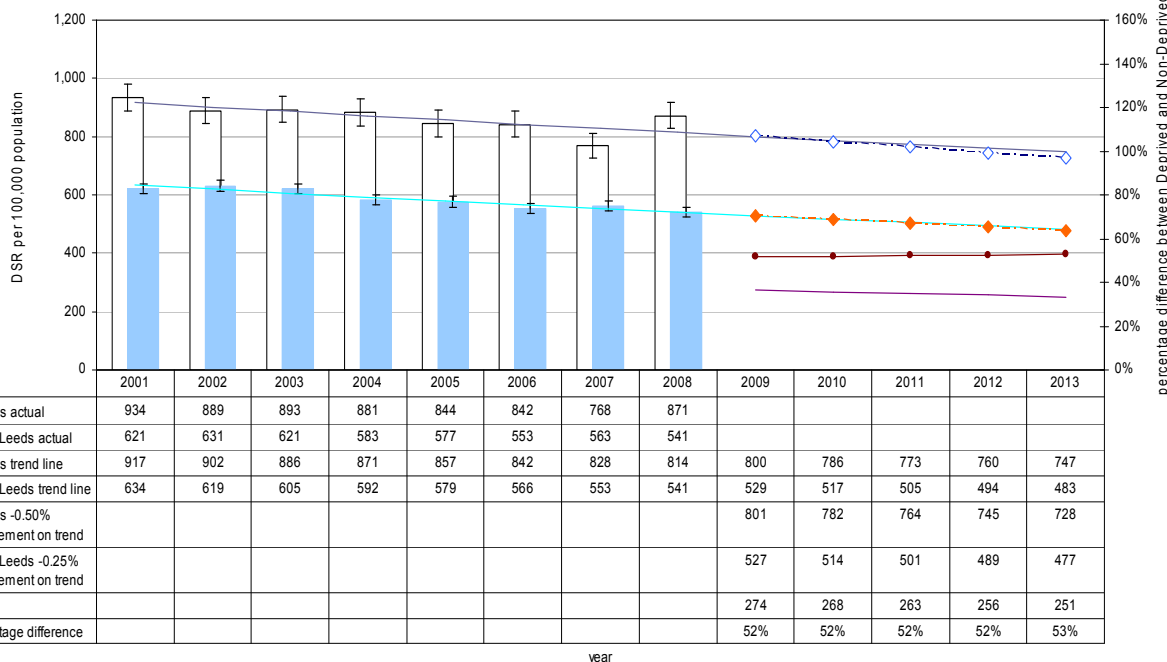


## Why is this a priority

In Leeds 20 % of the population live in the 10% most deprived Super Output Areas (SOAs) in England. There are health inequalities within Leeds for men and women by areas of deprivation:

- There is a 10.1 year gap in life expectancy for men between City & Hunslet and Harewood (71.6 years:81.7years)
- There is a 9.6 year gap in life expectancy for women between City & Hunslet and Adel/Wharfedale (76.1year:85.7years)

Leeds Deprived and Non-deprived Gap in Mortality Rates - All Persons



sources: YHPHO, NHS Leeds and LAA trajectory submissions

## Overall progress to date and outcomes achieved April 2010 – June 2010

### Summary

All age all cause mortality is still a significant issue in deprived areas of Leeds however this rate has decreased each year from 2001 to 2007 but there was increase in 2008. Based on the actual figures from the five year average periods 2001-2005 to 2004-2008 a forecast continuing at the same rate shows that difference in female and male life expectancy between the 10% most deprived and 10% least deprived LSOAs will continue to increase.

Achievements since the last report

- **Leeds Strategy** - A challenge event was attended by over 80 people with 21 partnership organisations and agencies represented alongside chief officers from all directorates in Leeds City Council. Five priority areas emerged from an exercise and workshop discussion at the event. A health and wellbeing task and finish group has been formed to clarify and frame the priority areas.
- **NHS Commissioning for health inequalities plan** - under completion for approval by NHS Leeds Executive management team in August 2010
- **Obesity and Alcohol treatment services:** Health commissioning Priorities Plans developed for agreement by NHS Leeds in October 2010
- **Joint workforce development programme** development progressing - to increase in the number of Health Champions and LCC/ NHS staff skilled to address the reduction of health inequalities through their individual work objectives.
- **NHS Health Checks** - 60 GP practices have now signed up to the Local Enhanced Service (LES) for the delivery of the NHS Health Check, 6577 vascular risk assessments were under taken in the last quarter 09/10 and first quarter 2010-2011 and over 30% of those seen were at over 20% risk of developing CVD in the next 10 years, and are now within a management pathway.
- **Healthy Living Services** - A programme approach has commenced to develop and sustain behaviour change interventions across a large audience, on an 'industrial' scale and initially targeting the Cardiology Department at Leeds Teaching Hospital Trust and 6 practices within the 10% most deprived areas. Projects within the programme include: rapid appraisal of the effectiveness of stop smoking and weight management services; increase capacity and skills of front line workers to deliver brief advice and interventions; and develop, manage and promote a comprehensive Leeds data base of services and facilities.

## Improvement Priority – Reduce Premature Mortality in the Most Deprived Areas

Lead Officers – John England, Brenda Fullard

- **Under age sales of alcohol and tobacco-** West Yorkshire Trading Standards in partnership with NHS Leeds one year project to reduce illegal sales of substances to those under age in Armley and Middleton commenced June 2010
- **Reducing Excess Winter deaths –** A project is in progress to identify high risk populations from the Adult Social Care register and GP practice profiles to enable all vulnerable people on the register to be pro-actively and systematically offered, and supported to take up, a suite of interventions prior to the onset of Winter 2010.
- **Infant Mortality –** The 2 Demonstration Sites (Chapelton and Beeston Hill) continue to implement an intensive programme of interventions. Evaluation of their impact is being undertaken. Initiatives to improve the accessibility of maternity services to women continue, including an assessment of factors which influence late booking among certain ethnic groups, and the development of an asylum seeker maternity pathway. Monitoring data indicate that the proportion of women booking before 12 weeks continues to improve. Data concerning smoking levels in pregnancy continues to improve in quality. An incentive scheme to support women in challenging circumstances to remain smoke free, through intensive visiting, is showing early success. NICE guidance concerning obesity among pregnant women has just been published, and work will commence shortly to consider implementation in Leeds.
- **Increasing Community Capacity -** NHS Leeds are reviewing Voluntary, Community and Faith Sector (VCFS) contracts and are committed to protecting the VCFS sector and re-commissioned to deliver work on advocacy, participation of the voluntary sector in commissioning strategic development, Health improvement and actively targeting interventions for people in specific disease groups to prevent deterioration of the condition and maintain their independence. Annual data from VCFS showed:
  - 14,071 people accessed VCFS community health provision (6,427 were new contacts);
  - 6,662 (not including children) were supported to access services/other support to address physical health issues, including registering with a GP/dentist, taking up cervical and breast screening, quit smoking support, flu and immunisation uptake.
  - In the 12 months to April 10, an additional £427,000 was secured by VCFS, supported by NHS, to deliver health improvement work in deprived areas of Leeds.
- **Locality based Commissioning -** Three Locality action plans are being implemented on four key challenges and shared priorities of: Communication and community engagement; Commissioned services and local initiatives meeting the needs of deprived communities; translation of citywide priorities into actions at local level; reducing the Health Inequalities gap between deprived communities and the rest of Leeds through strengthening partnerships, building health capacity and maximizing resources.
- **Health Promoting Hospital:** Leeds Teaching Hospital Board approved their Public health strategy and an action plan is now in pace to with agreement to introduce the first phase of this work in the Cardiac unit.
- **Promoting health, wellbeing and health inequalities** Workshop held with heads of service in City Development on their role in promoting health and wellbeing and health inequalities.

### Challenges and Risks

- **NHS Health Check and Healthy Living Services -** Given the financial climate a 'no increase' or a reduction in investment could lead to lower levels of clinical engagement, lower uptake in key communities and inability to produce local and national monitoring requirements
- The change process resulting from the White paper 'Liberating the NHS' and the forthcoming white paper on public health is likely to affect both the content and future timescales of commissioning and health improvement plans
- Increasing the integration of health improvement and reducing health inequalities across plans and objectives across all Directorates of LCC.
- **Infant Mortality -** The rising birth rate in Leeds, together with the changing ethnic profile of the child bearing population and the impact of recession on economic wellbeing (32% of Leeds births take place within SOAs which fall into the 10% most deprived nationally), are all likely to impact on infant mortality rates.

<b><u>Approved by</u></b>	John England	<b><u>Date</u></b>	09/08/10
<b><u>Delivery Board</u></b>			

## Improvement Priority – Reduce Premature Mortality in the Most Deprived Areas

Lead Officers – John England, Brenda Fullard

### Key actions for the next 6 months

	Action	Lead Officer	Milestone	Timescale	Date Action Last Reviewed
	<p>The <u>Leeds Strategic plan</u>: will be revised during 2010-11 and this is likely to include many of the recommendations set out in the 2010 national strategic review of health inequalities: Fair Society, healthy Lives (Marmot review) plus the actions from the NHS commissioning for reducing health inequalities plan</p> <p><b><u>Joint workforce development programme</u></b></p> <p><b><u>Infant mortality</u></b>: Combined antenatal Down's Syndrome screening to commence. Implementation of the breastfeeding strategy, "Food for Life" is ongoing. A social marketing campaign promoting breastfeeding is being taken forward in South Leeds. A social marketing campaign concerning co-sleeping is being planned. A training programme, commissioned from the University of Bradford, for front line staff aiming to enhance their understanding of cousin marriage, is being rolled out in October and November.</p> <p><b><u>Health and Wellbeing Locality Partnership Action Plans</u></b></p> <p>To inform the new <b><u>Housing Strategy for Leeds</u></b>, a piece of work was commissioned by Leeds City Council from Sheffield Hallam University to understand the impact of poor housing on health in Leeds and estimate the future cost of housing related ill health. The final document is expected late August and recommendations will for discussion at the Leeds Health Improvement Board.</p> <p>Building on the outcomes of the regional workshop held in February 2010, develop and agree a joint approach to improve health and <b><u>reduce health inequalities through spatial planning</u></b></p>	<p>John England/Brenda Fullard</p> <p>Brenda Fullard/John England</p> <p>Sharon Yellin</p> <p>John England/Brenda Fullard</p> <p>Christine Farrar</p>	<p>Secure joint ownership of a revised Health and Wellbeing Partnership action plan with short to medium term objectives agreed</p> <p>Agreed and project plan in place to increase in the number of LCC and NHS Leeds staff skilled to address the reduction of health inequalities through their individual work</p> <p>Further reduction of infant mortality in demonstration sites</p> <p>Action plans implemented and monitored</p> <p>Recommendations of this work included in the Leeds Strategy subject to consultation and investment</p> <p>Joint approach to improve health and reduce health inequalities through spatial planning agreed</p>	<p>October 2010</p> <p>December 2010</p> <p>November 2010</p> <p>January 2011</p> <p>October 2010</p> <p>October 2010</p>	

## Improvement Priority – Reduce Premature Mortality in the Most Deprived Areas

### Lead Officers – John England, Brenda Fullard

	<p>Increase in number of people reducing lifestyle risk through <u>NHS Health Check and Healthy Living Services.</u></p> <p><u>Reduce under age sales of alcohol and tobacco</u> in Armley and Middleton</p> <p>Implement NHS Leeds and LCC joint programme of work to <u>reduce excess winter deaths</u>, including reducing fuel poverty,</p> <p>Agree the <u>LTHT health promoting hospital</u> plan and recruit a programme manger with the aim of implementing and measuring action to reduce lifestyle risk in patients, visitors and staff</p>	<p>Lucy Jackson/Ruth Middleton/ Brenda Fullard</p> <p>Tony Downham/Heather Thomson</p> <p>Dawn Bailey/ John England</p> <p>Phil Ayers/Dawn Bailey</p>	<p>Rapid appraisal of healthy living services completed, brief intervention capacity building programme commenced and healthy living database completed.</p> <p>Initial results to be reported</p> <p>Increase in the number of at risk people identified and offered intervention programme</p> <ol style="list-style-type: none"> <li>1. Health promotion Hospital project manager recruited</li> <li>2. Working example in cardiology commenced</li> <li>3. Benchmarked against HPH standards in best hospitals with a view to proposal to join network to Board</li> </ol>	<p>December 2010</p> <p>January 2011</p> <p>January 2011</p> <p>January 2011</p>	
	<p>Priorities to be identified with City Development of key areas of joint work with health</p>	<p>Gary Bartlett/ Janette Munton/ Christine Farrar</p>		<p>Sept 2010</p>	
	<p>A health innovation event has been arranged with LCC and key Health staff to explore new/different ways of working on health inequalities</p>	<p>John England</p>		<p>November 2010</p>	