

Public Health Indicators for Health and Wellbeing Board (HWB)

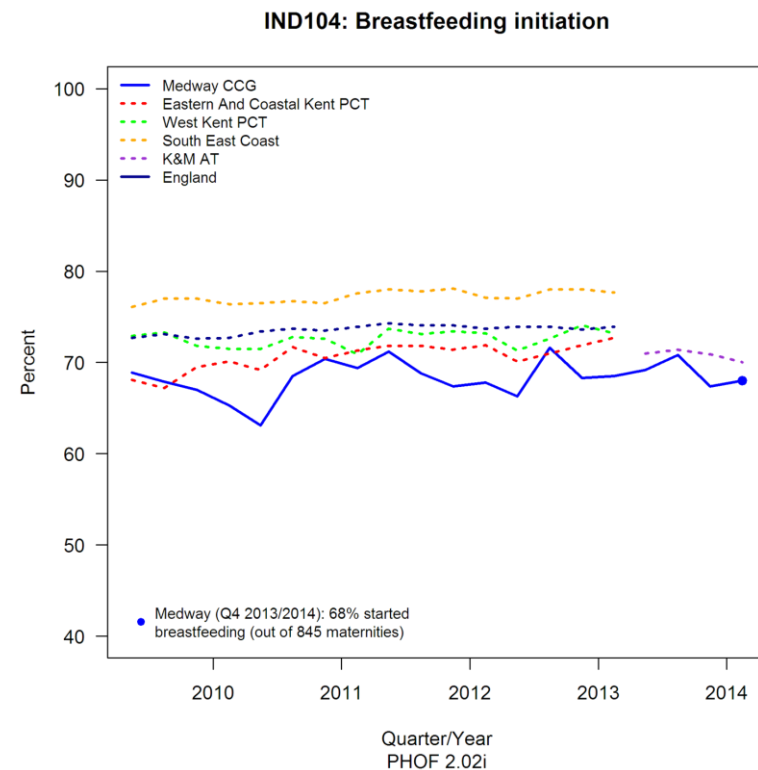
21st October 2014

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Breastfeeding initiation



Current status

Medway (Q4 2013/2014): 68% started breastfeeding (out of 845 maternities)

Summary

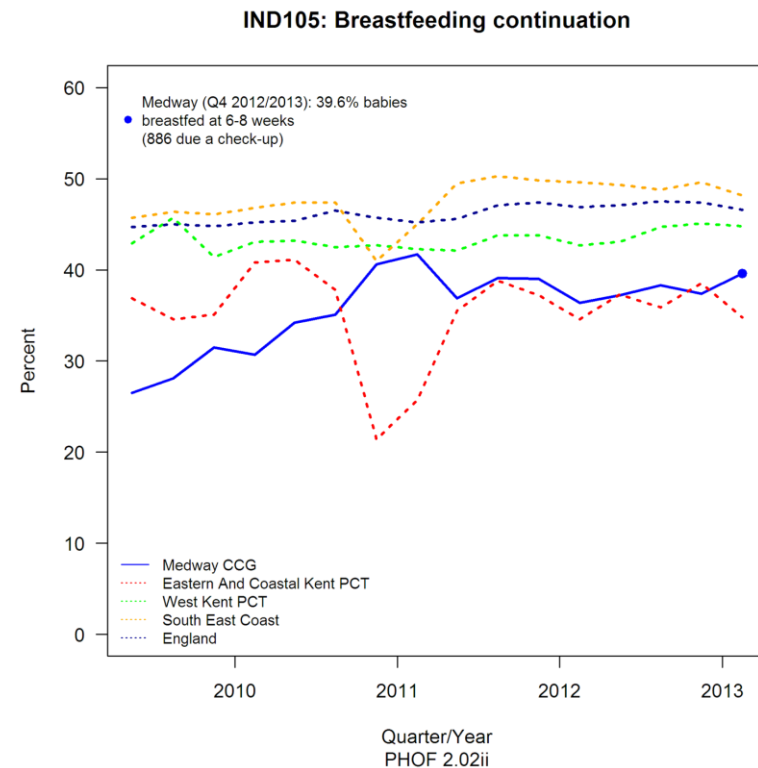
Item	Detail
Description:	IND104: Breastfeeding initiation
Definition:	Women who initiate breastfeeding in the first 48 hours after delivery
Source:	Department of Health, breastfeeding quarterly statistics
Reporting frequency	Quarter/Year
Last review	2014-09-16

Breastfeeding initiation in Medway has remained at a consistent level of around 70% for the past 3 years. This is slightly below the England average, and significantly less than for the South East Coast area. Breastfeeding continuation to six weeks has however shown a steady rise from below 30% to almost 40% over the same time period, although it still remains below national and regional rates. Medway Breastfeeding Network provides breastfeeding support and advice through local drop-ins held in Children's Centres, one-to-one meetings and support through existing family services e.g. Health Visitor clinics, libraries, Family Nurse Partnership and on the maternity wards at Medway Foundation NHS Trust (MFT).

The Infant Feeding Strategy Group which has representation from Medway Community Healthcare (MCH), MFT and Medway Council (Early Years and Public Health) was re-launched in July 2013. The previous action plan was updated and revised, and undertakings concerning working together to increase both initiation and continuation were given.

Medway Foundation Trust has confirmed that their data submission for quarters 1 to 3 was unsuccessful so they have been asked to resubmit the data with the quarter 4 submission

Breastfeeding continuation



Current status

Medway (Q4 2012/2013): 39.6% babies breastfed at 6-8 weeks (886 due a check-up)

Summary

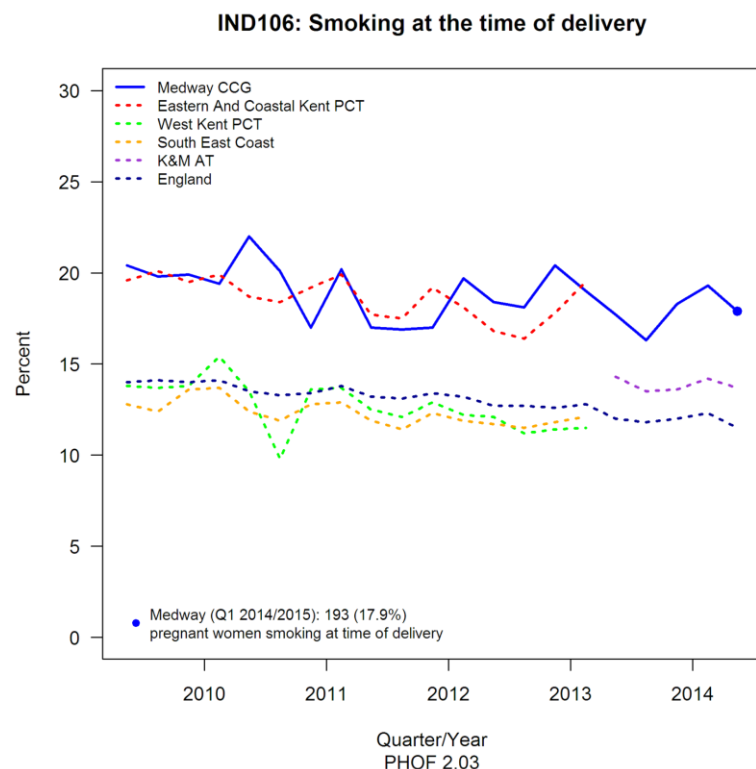
Item	Detail
Description:	IND105: Breastfeeding continuation
Definition:	Infants who are totally or partially breastfed at 6-8 week check
Source:	Department of Health, breastfeeding quarterly statistics
Reporting frequency	Quarter/Year
Last review	2014-09-16

Breastfeeding initiation in Medway has remained at a consistent level of around 70% for the past 3 years. This is slightly below the England average, and significantly less than for the South East Coast area. Breastfeeding continuation to six weeks has however shown a steady rise from below 30% to almost 40% over the same time period, although it still remains below national and regional rates. Medway Breastfeeding Network provides breastfeeding support and advice through local drop-ins held in Children's Centres, one-to-one meetings and support through existing family services e.g. Health Visitor clinics, libraries, Family Nurse Partnership and on the maternity wards at Medway Foundation NHS Trust (MFT).

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Medway Foundation Trust has confirmed that their data submission for quarters 1 to 3 was unsuccessful so they have been asked to resubmit the data with the quarter 4 submission

Smoking at time of delivery (SATOD)



Current status

Medway (Q1 2014/2015): 193 (17.9%) pregnant women smoking at time of delivery

Summary

Item	Detail
Description:	IND106: Smoking at the time of delivery
Definition:	Rate of smoking at time of delivery per 100 maternities
Source:	HSCIC, SATOD data collection
Reporting frequency	Quarter/Year
Last review	2014-09-16

These data supplement the national information available from the Infant Feeding Survey (IFS) conducted every five years. The 2010 IFS states that just over a quarter of mothers (26%) in England smoked at some point in the 12 months immediately before or during their pregnancy. Of these, just over half (55%) in England gave up at some point before the birth.

Smoking in pregnancy remains a problem in Medway, with 17.9% women smoking at time of delivery (SATOD). The prevalence has decreased from 19.3% in quarter four. This is consistently higher than the rate in England at 11.5% and in the South East Coast area. Using unofficial data reported by MFT for their whole catchment area (which includes part of Swale), the prevalence between April and June 2014 is 17%.

Medway Stop Smoking Service provides a specialist service for pregnant women wanting to stop smoking, providing a relaxed and discreet environment where women can go to discuss their smoking habits and the challenges involved in quitting.

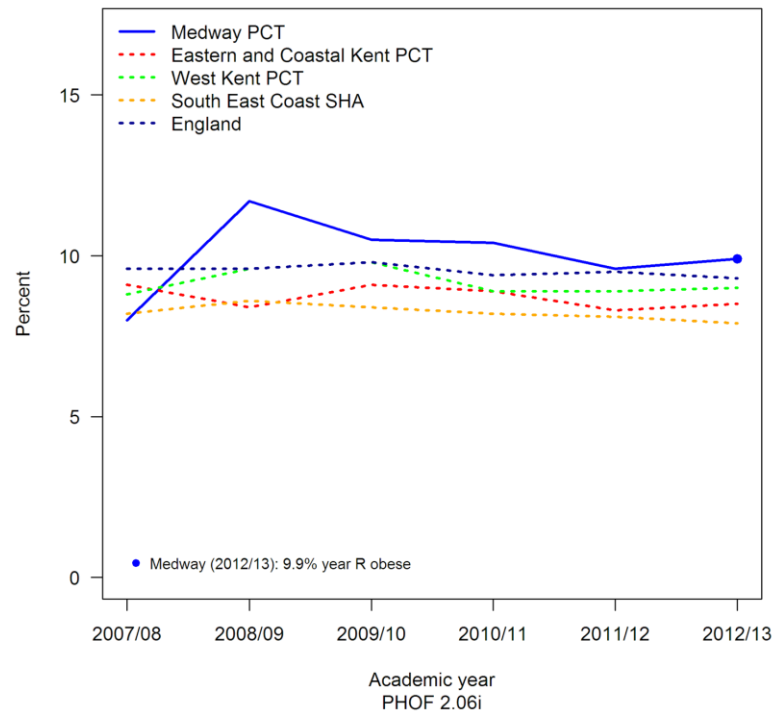
The second stage of the 'Baby clear' project has been implemented. The Risk Perception intervention is being carried out at the 12 week Nuchal scan. This intervention includes a carbon monoxide test and a discussion with the use of visual aids around the effects of smoking on the baby during pregnancy. Referrals are carried out by the sonographers: they ask all women their smoking status prior to

the scan and women are informed that this needs to be accurate as adjustments have to be made when calculating the risk for Down's syndrome. Any smokers are then advised to see our specialist midwife and following a discussion, those who have not engaged with the stop smoking services then go on to receive the intervention.

As from the 7th of November we will be running a smoking cessation clinic alongside the Fetal Medicine Consultants' IUGR clinic. The plan is to book all pregnant smokers with placental insufficiency or IUGR on a Friday so they can be directed to a specialist stop smoking adviser after their appointment.

Children aged 4-5 classified as obese

IND109: Children aged 4-5 classified as obese



Current status

Medway (2012/13): 9.9% year R obese

Summary

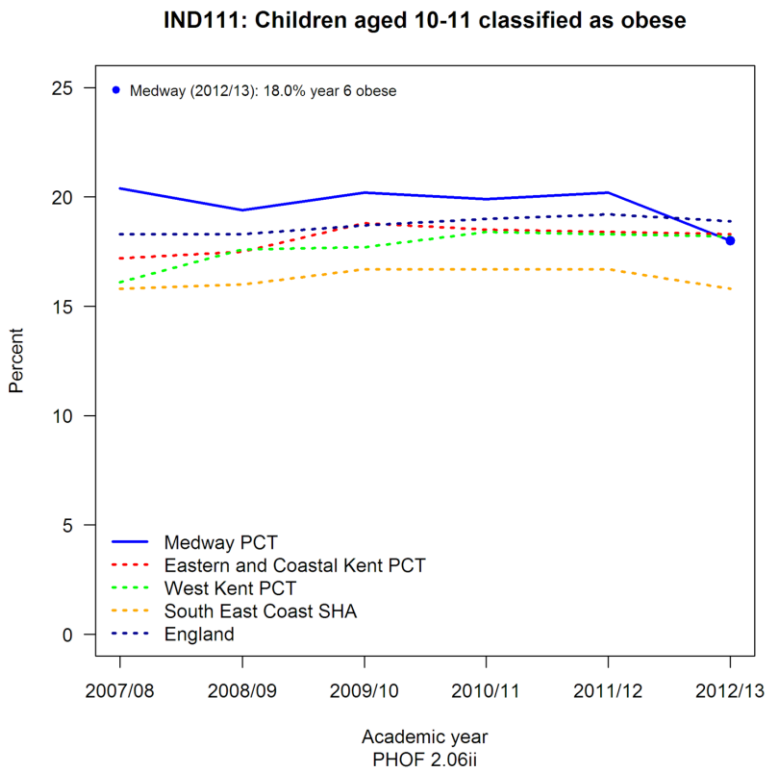
Item	Detail
Description:	IND109: Children aged 4-5 classified as obese
Definition:	Percentage of children aged 4-5 classified as overweight or obese
Source:	HSCIC NCMP
Reporting frequency	Academic year
Last review	2014-09-16

Rates of children classified as "overweight" and "obese" are monitored through the National Child Measurement Programme (NCMP), which is delivered through schools. Children's weight and height are measured in reception class (ages 4-5) and again in year 6 (ages 10-11).

For children in reception year, the rates of those classified overweight has fallen to 13.3% in Medway in 2012/13, while those classified as obese has risen since 2011/12 to 9.9% in 2012/13. Both of these most recent rates are slightly above those for England. Nationally, there has been a plateau or, at best, slight decline in this age group of children classified as overweight and obese.

In Medway, there are established services for children and young people to achieve and maintain healthy weight. Mind, Exercise, Nutrition, Do it (MEND) has a number of free courses for families with children up to 13 years old. These include MEND 2-4, MEND 5-7 and MEND 7-13, which works with children and their families for these age ranges, and a MEND graduate programme, which offers continuing support after the 10-week course has been completed. There are also a range of other community initiatives aimed at promoting healthy eating.

Children aged 10-11 classified as obese



Current status

Medway (2012/13): 18.0% year 6 obese

Summary

Item	Detail
Description:	IND111: Children aged 10-11 classified as obese
Definition:	Percentage of children aged 10-11 classified as overweight or obese
Source:	HSCIC NCMP
Reporting frequency	Academic year
Last review	2014-09-22

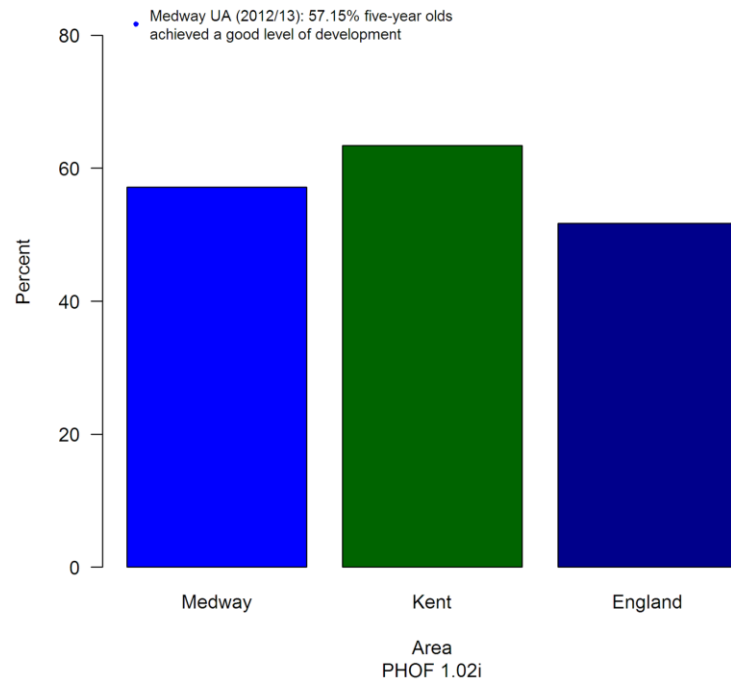
Rates of children classified as "overweight" and "obese" are monitored through the National Child Measurement Programme (NCMP), which is delivered through schools. Children's weight and height are measured in reception class (ages 4-5) and again in year 6 (ages 10-11).

For children in the year 6 age group, the rate of those classified as overweight has risen since 2011/12, to 14.3% in 2012/13. This is marginally below the national average of 14.4%. On a positive note, there has been a recent drop in children in Medway classified as obese, which had previously plateaued at around 20% between 2009/11 and 2011/12. The new figure of 18.0% in 2012/2013 takes Medway below the National average of 18.9%.

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Five-year olds achieving a good level of development

IND131: 5yr olds achieving a Good Level of Development



Current status

Medway UA (2012/13): 57.15% five-year olds achieved a good level of development

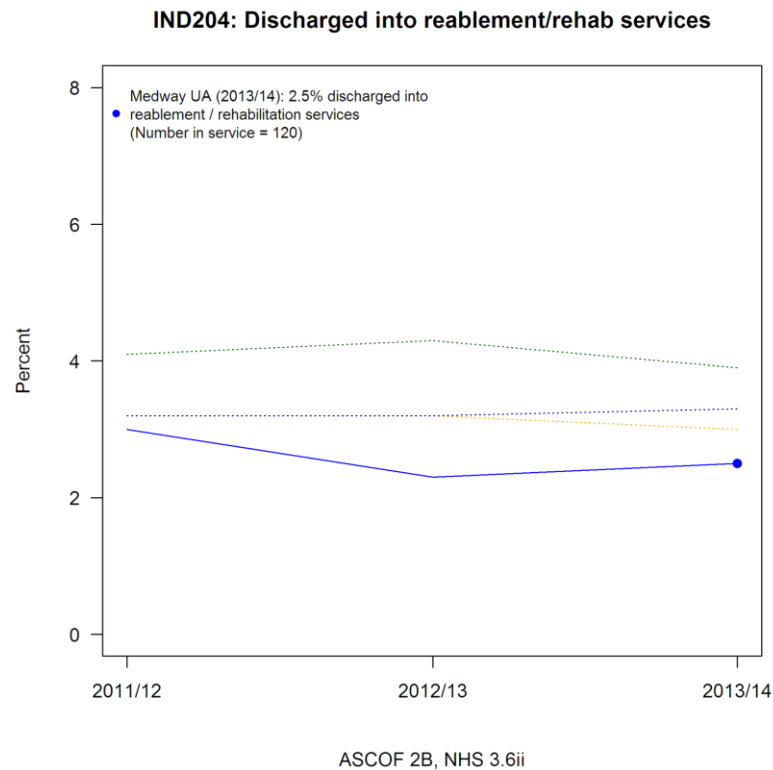
Summary

Item	Detail
Description:	IND131: 5yr olds achieving a Good Level of Development
Definition:	The percent of children from each local authority achieving a Good Level of Development by the end of the Early Years Foundation Stage (EYFS). A Good Level of Development is defined as achieving the expected level within the three prime areas of learning (communication and language, physical development and personal, social and emotional development) and the early learning goals in the specific areas of mathematics and literacy.
Source:	Department for Education
Reporting frequency	Area
Last review	2014-09-01

This indicator relates to the residents of Medway.

A new indicator for Good Level of Development was introduced in September 2012. This new indicator has a stronger emphasis on the three prime areas which are most essential for children's healthy development: communication and language; physical; and personal, social and emotional development. For each child the Level of Development is now assessed against 17 early learning goals at a newly revised EYFS (the end of the academic year in which the child turns five). Teachers indicate whether children are "meeting", "exceeding" or "not reaching" expected levels.

Discharged into reablement/rehab services



Current status

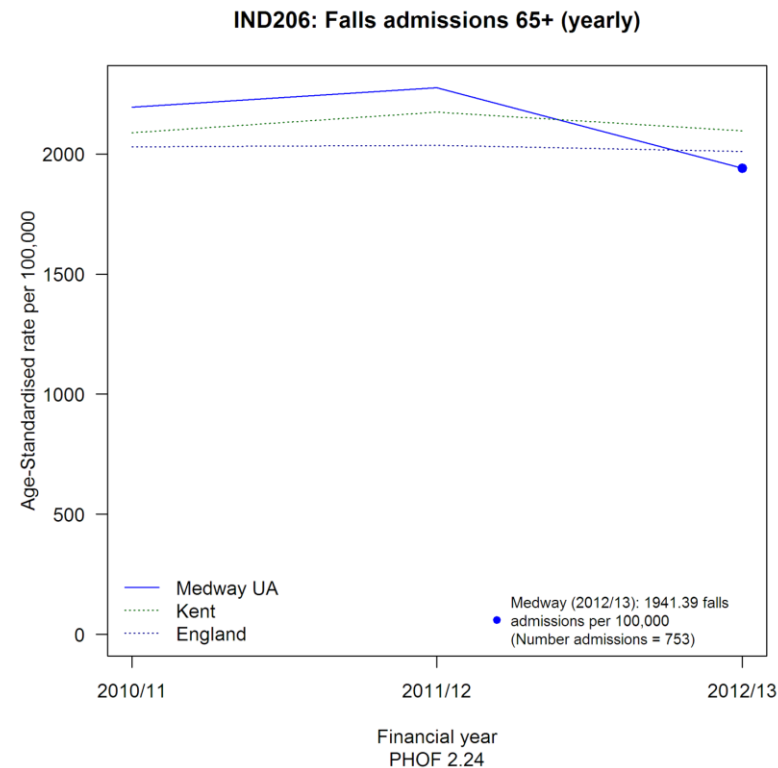
Medway UA (2013/14): 2.5% discharged into reablement / rehabilitation services (Number in service = 120)

Summary

Item	Detail
Description:	IND204: Discharged into reablement/rehab services
Definition:	Percentage of older people (aged 65 and over) offered rehabilitation following discharge from acute or community hospital
Source:	NHS Information Centre NASCIS
Reporting frequency	
Last review	2014-08-15

This indicator relates to the residents of Medway.

Falls admissions 65+



Current status

Medway (2012/13): 1941.39 falls admissions per 100,000 (Number admissions = 753)

Summary

Item	Detail
Description:	IND206: Falls admissions 65+ (yearly)
Definition:	Number of emergency admissions for falls or fall related injuries in persons aged 65 and over
Source:	http://www.phoutcomes.info/
Reporting frequency	Financial year
Last review	2014-09-09

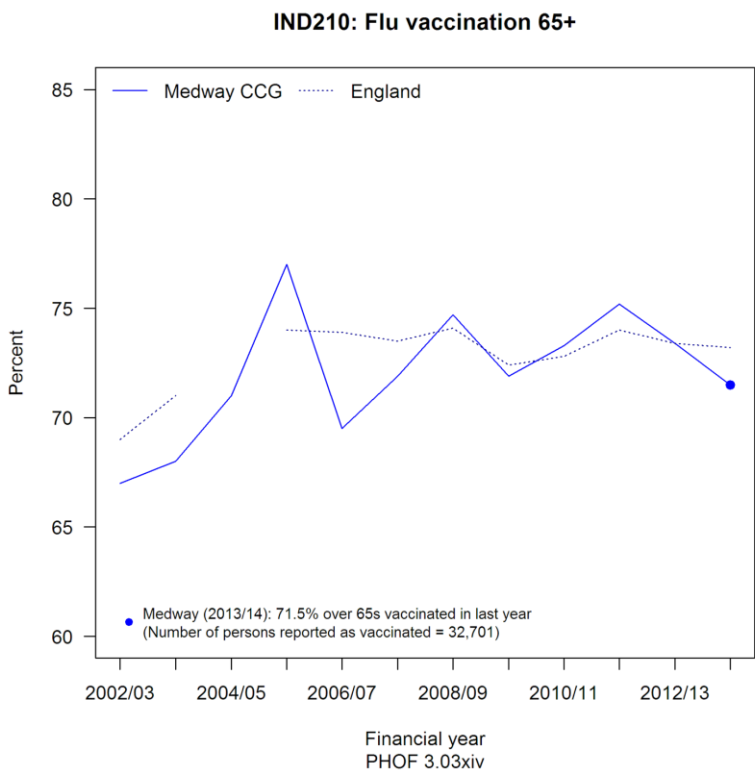
A fall is defined as 'an event whereby an individual comes to rest on the ground or another lower level with or without the loss of consciousness' (American Geriatric Society, 2001).

Falls are an increasingly significant public health issue due to our ageing population. Older people have the highest incidence of falls and the greatest susceptibility to injury. Up to 35% of people aged 65 and over fall each year increasing to up to 42% for those aged 70 years and above

Falls may result in loss of independence, injuries such as fractures and head injuries (20% of fallers sustain serious injury such as hip fracture), mobility loss, pressure related injuries, infection and sometimes injury-related death.

In the UK there were 647,721 Accident and Emergency (A&E) attendances and 204,424 hospital admissions for falls-related injuries in those aged 60 years or above in 1999. Falls and fractures in the >65s account for four million hospital bed days/year in England.

Flu vaccination 65+



Current status

Medway (2013/14): 71.5% over 65s vaccinated in last year (Number of persons reported as vaccinated = 32,701)

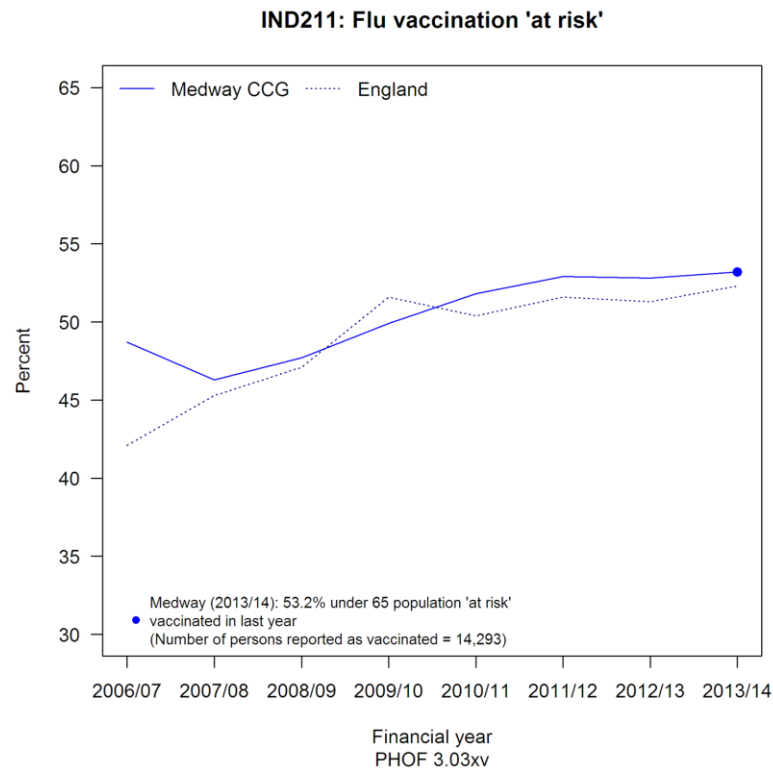
Summary

Item	Detail
Description:	IND210: Flu vaccination 65+
Definition:	Flu vaccination coverage in population aged 65+
Source:	Department of Health
Reporting frequency	Financial year
Last review	2014-09-19

Influenza is a viral infection of the respiratory tract. Symptoms include fever, dry cough, sore throat, headache, muscle pain and fatigue. Those with underlying health problems, pregnant women and children under 6 months are at an increased risk of serious illness as are those aged 65 and over. Uptake is measured from September to January each year.

In 2013/14, Medway achieved a lower uptake in adults aged 65 or over than England and has had a downward trend since 2011/12.

Flu vaccination 'at risk'



Current status

Medway (2013/14): 53.2% under 65 population 'at risk' vaccinated in last year (Number of persons reported as vaccinated = 14,293)

Summary

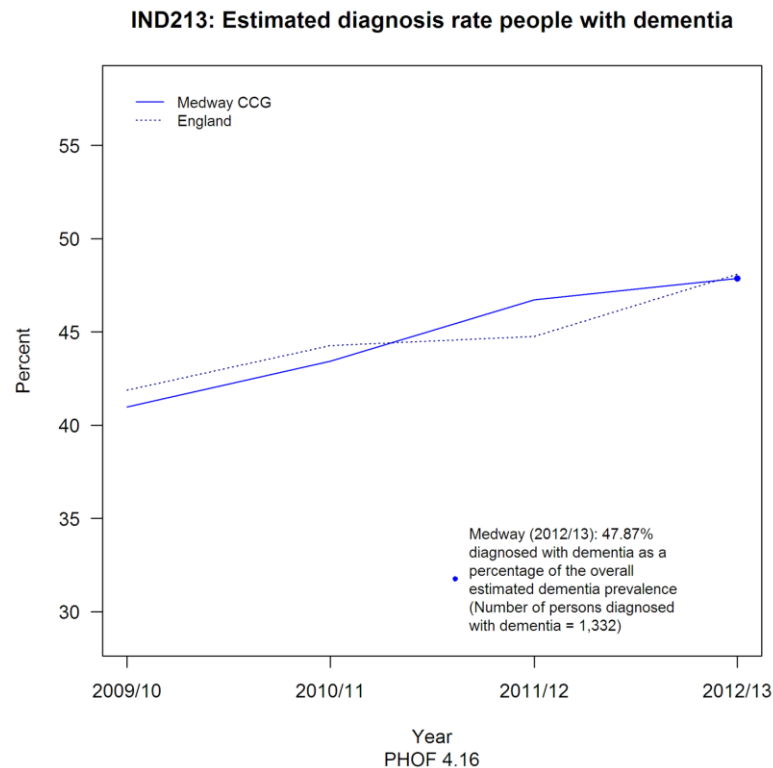
Item	Detail
Description:	IND211: Flu vaccination 'at risk'
Definition:	Flu vaccination coverage in at risk population aged 6 months to 64 years
Source:	Department of Health
Reporting frequency	Financial year
Last review	2014-09-19

Influenza is a viral infection of the respiratory tract. Symptoms include fever, dry cough, sore throat, headache, muscle pain and fatigue. Those with underlying health problems, pregnant women and children under 6 months are at an increased risk of serious illness as are those aged 65 and over.

Uptake is measured from September to January each year.

In 2013/14, Medway achieved a higher uptake in those in an at risk group than England.

Estimated diagnosis rate for people with dementia



Current status

Medway (2012/13): 47.87% diagnosed with dementia as a percentage of the overall estimated dementia prevalence (Number of persons diagnosed with dementia = 1,332)

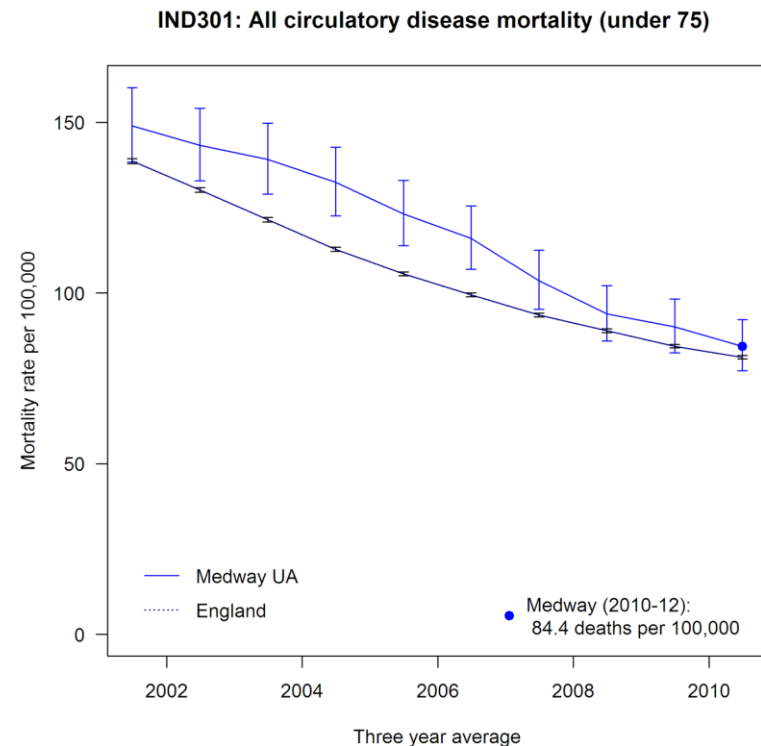
Summary

Item	Detail
Description:	IND213: Estimated diagnosis rate people with dementia
Definition:	Proportion of total population diagnosed with dementia as a percentage of estimated dementia prevalence according to NHS Outcomes Framework
Source:	NHS Outcomes Framework (The Dementia Prevalence Calculator Tool), Quality Outcomes Framework
Reporting frequency	Year
Last review	2014-09-19

The estimated rate of diagnosis of dementia in Medway was 47.87% in 2012/13. This figure refers to the number of people diagnosed with dementia as recorded in the Quality and Outcomes Framework, compared with prevalence estimates based upon the findings of a Dementia UK report in 2007. In other words, approximately half of the population one would expect to have developed dementia in Medway were successfully diagnosed and had their condition recorded. This value has risen since 2009/10, alongside the England average.

Some caution should be exercised in interpreting this data however, both because the rate is based on an estimate of prevalence, and because the nature of the condition may make early diagnosis difficult. The CCG has a focus on increasing dementia diagnosis rates.

Circulatory disease mortality (under 75)



Current status

Medway (2010-12): 84.4 deaths per 100,000

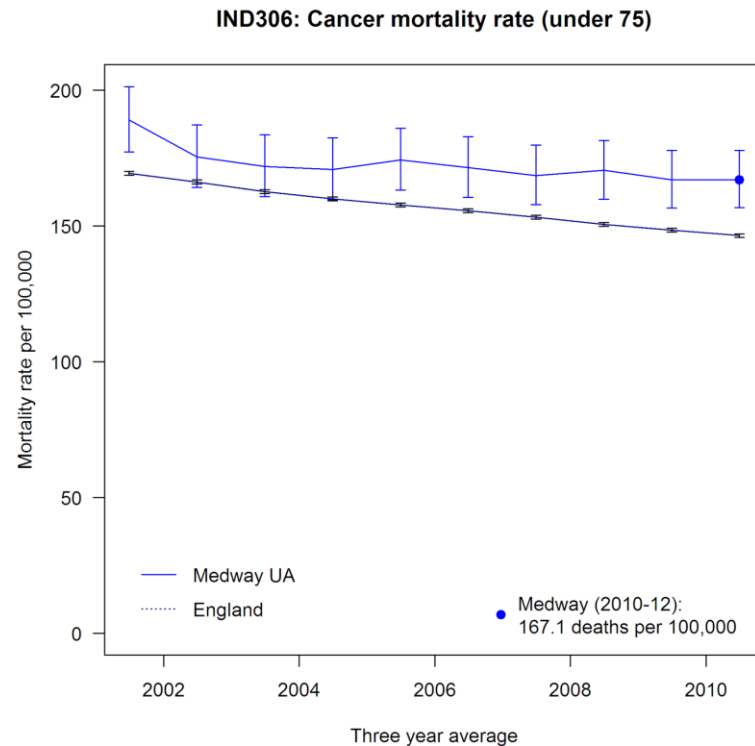
Summary

Item	Detail
Description:	IND301: All circulatory disease mortality (under 75)
Definition:	Age-standardised rate of mortality from all circulatory diseases(including heart disease and stroke) in persons less than 75 years of age per 100,000 population
Source:	Public Health England
Reporting frequency	Three year average
Last review	2014-09-22

There have been significant improvements in premature mortality rates for cardiovascular disease (including heart disease and stroke). In 2010-12, the difference between Medway and England was not statistically significant demonstrating that the gap has been closed. The Medway rate was 84.4 and the England rate was 81.2.

Medway GP practices participate in the NHS Health Checks programme, which focuses on checks for type 2 diabetes, heart disease, stroke and kidney disease for people aged between 40 and 74. Nationally, both the NHS and Public Health England (PHE) are committed to improving the nation's health and wellbeing, helping people live well for longer and reducing health inequalities across the country. PHE has published a marketing strategy (2014-2017) setting out how we will motivate and support people to make changes to improve their health.

Cancer mortality rate (under 75)



Summary

Item	Detail
Description:	IND306: Cancer mortality rate (under 75)
Definition:	Age-standardised rate of mortality from all cancers in persons less than 75 years of age per 100,000 population
Source:	Public Health England
Reporting frequency	Three year average
Last review	2014-09-22

Premature mortality due to cancer has fallen by 11.6% from a rate of 189.03 per 100,000 pre 2002 to its current (2010-12) figure of 167.1 age-standardised deaths per 100,000. However, cancer remains the leading cause of premature deaths for both genders, accounting for almost half of deaths in women and a third of deaths in men before the age of 75. Over half of these are considered preventable.

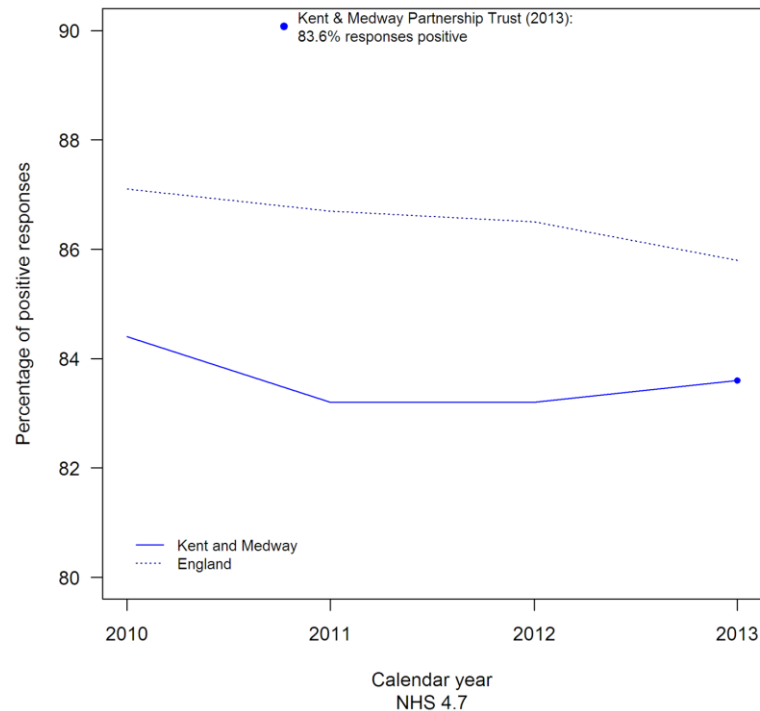
Medway has one of the highest cancer mortality rates of all areas in the South East, significantly higher than the England average. Public Health England is running various national cancer campaigns to raise awareness of cancer symptoms.

Current status

Medway (2010-12): 167.1 deaths per 100,000

Experience of community mental health services

IND313: Experience of community mental health services



Current status

Kent & Medway Partnership Trust (2013): 83.6% responses positive

Summary

Item	Detail
Description:	IND313: Experience of community mental health services
Definition:	Figures are based on the community mental health survey, which is completed by a sample of patients aged 16 and over who received care or treatment for a mental health condition, including services provided under the Care Programme Approach (CPA)
Source:	National patient survey programme, Health & Social Care Information Centre
Reporting frequency	Calendar year
Last review	2014-09-29

Just under 84% of service users of community mental health services in Medway rated their care positively in 2013, and this rate has increased from the previous year. However, this value is still below the England average of 85.8% in 2013.

This figure is based upon the community mental health survey which asks service users (aged over 16) four questions about their experience of the last time that they had contact with a mental health or social care worker. Patients seen only once for an assessment, current inpatients and anyone primarily in receipt of learning disability, drug and alcohol, or forensic services were not eligible to take part in the survey.

The indicator is calculated as the average of four survey questions from the community mental health survey. The questions are:

Thinking about the last time you saw this NHS health worker or social care worker for your mental health condition.

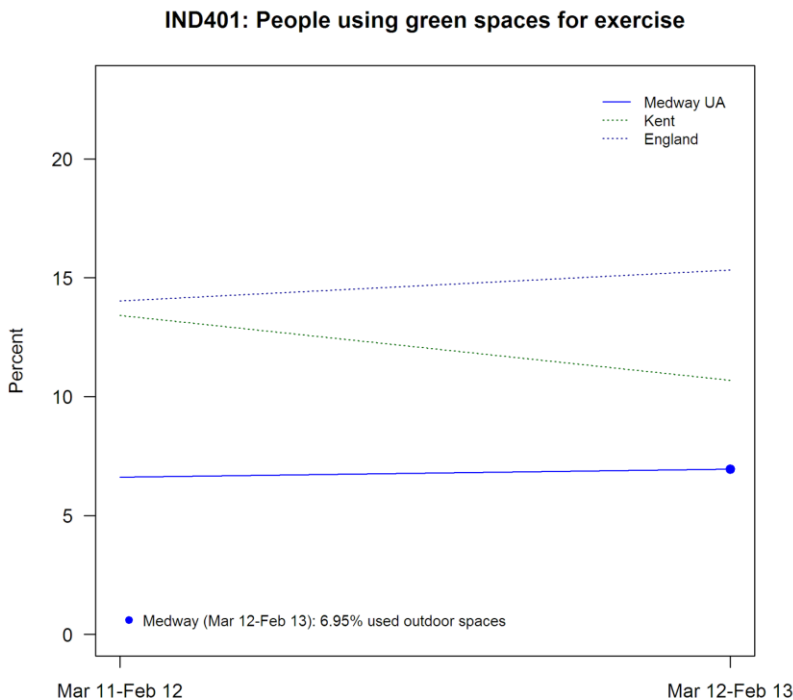
- Did this person listen carefully to you?
- Did this person take your views into account?
- Did you have trust and confidence in this person?

- Did this person treat you respect and dignity?

For each Provider an average weighted score (by age and sex) is calculated for each of the questions. Overall Trust scores are calculated as a simple average of the 4 question scores. National scores are calculated by a simple average of the overall trust scores. Only the overall score is used as the high level outcome measure.

Community mental health services in Medway are provided by Kent and Medway Partnerships NHS Trust. Medway CCG has a programme focus on improving the experience of mental health service users, including closer monitoring of experience along the care pathway, development of Patient Reported Outcome Measures (PROMs) and enhancing shared decision-making.

People using green spaces for exercise



PHOF 1.16

Current status

Medway (Mar 12-Feb 13): 6.95% used outdoor spaces

Summary

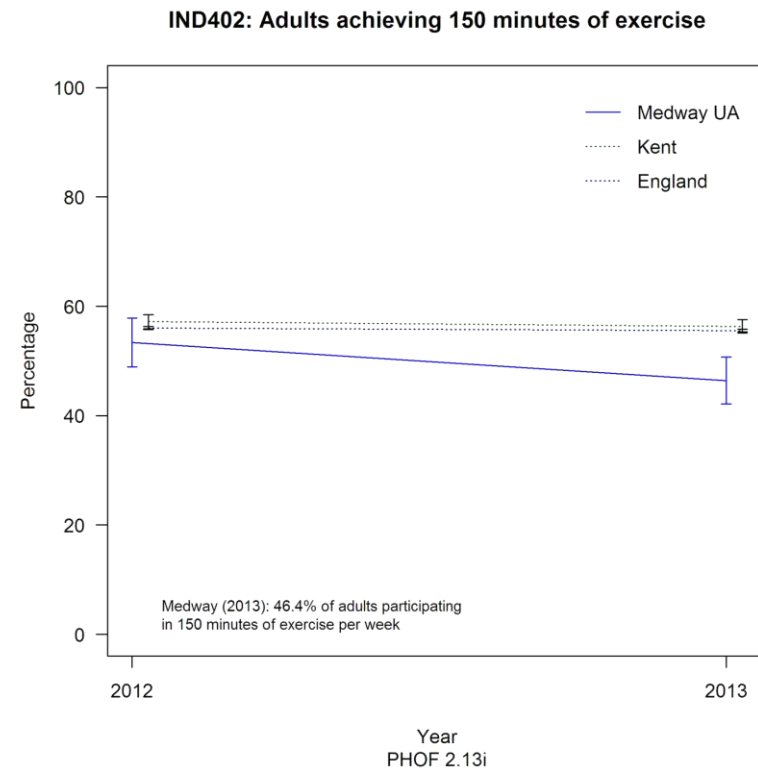
Item	Detail
Description:	IND401: People using green spaces for exercise
Definition:	Percentage of people using green space for exercise / health reasons. The value is a weighted estimate of the proportion of residents in each area taking a visit to the natural environment for health or exercise purposes
Source:	Monitor of Engagement with the Natural Environment Survey, Natural England
Reporting frequency	
Last review	2014-09-29

Every year at least 45,000 people aged 16 years and over are interviewed about their use of the natural environment in the last seven days.

This indicator is a weighted estimate of the proportion of residents in each area taking a visit to the natural environment for health or exercise purposes. Visits to the natural environment are defined as time spent "out of doors" e.g. in open spaces in and around towns and cities, including parks, canals and nature areas; the coast and beaches; and the countryside including farmland, woodland, hills and rivers. This could be anything from a few minutes to all day. It may include time spent close to home or workplace, further afield or while on holiday in England.

During each survey interview, respondents are asked how many visits they have taken to the natural environment in the last 7 days. If any visits have been taken in this period, they are then asked to provide details of one visit (if more than one has been taken, the visit asked about is randomly selected).

Adults achieving 150 minutes of exercise



Current status

Medway (2013): 46.4% of adults participating in 150 minutes of exercise per week

Summary

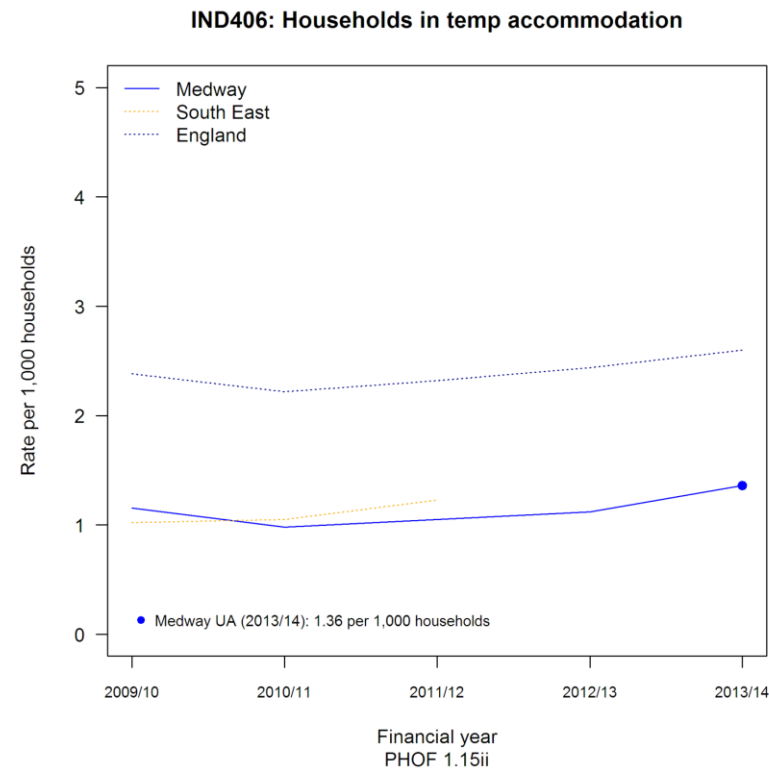
Item	Detail
Description:	IND402: Adults achieving 150 minutes of exercise
Definition:	Proportion of adults achieving at least 150 minutes of physical activity per week in accordance with UK CMO recommended guidelines on physical activity
Source:	Active People Survey, Sport England
Reporting frequency	Year
Last review	2014-09-29

This indicator is based on the residents of Medway. The definition for this indicator has changed compared to past data collected as part of Sport England's Active People Survey. It represents respondents aged 16 and over, with valid responses to questions on physical activity, doing at least 150 "equivalent" minutes of at least moderate intensity physical activity per week in bouts of 10 minutes or more in the previous 28 days.

The counts were weighted to be representative of the whole population at each level of geography. Approximately 500 people are contacted in each district and single tier local authority during the survey.

Medway Council has a range of physical activity interventions that it provides for local residents including leisure centres, sporting legacy projects and public health programmes. The community and third sector also play a crucial role in providing sport and exercise opportunities in Medway.

Households in temp accommodation



Current status

Medway UA (2013/14): 1.36 per 1,000 households

Summary

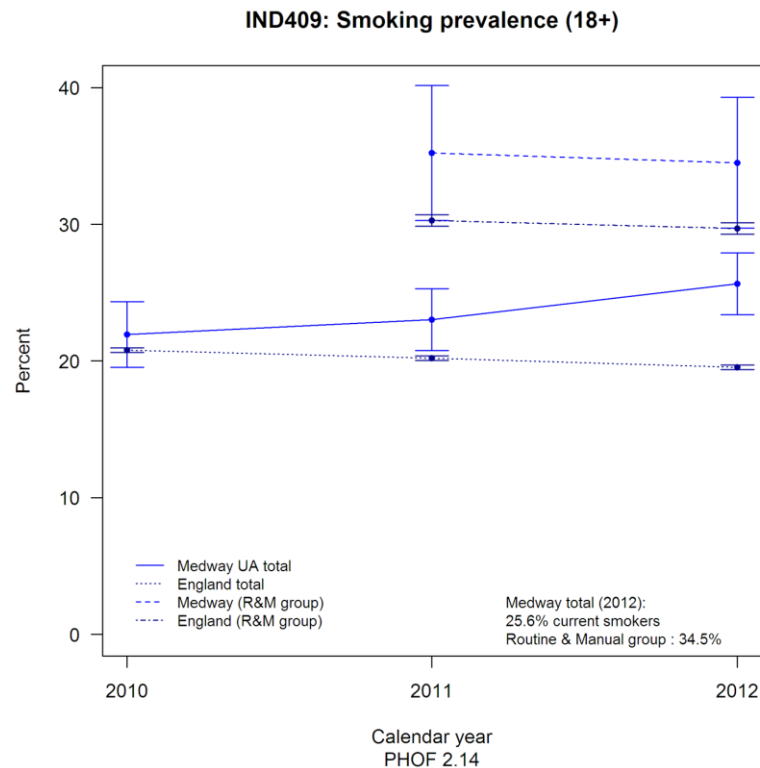
Item	Detail
Description:	IND406: Households in temp accommodation
Definition:	Households in temporary accommodation (per thousand households)
Source:	Department of Communities and Local Government
Reporting frequency	Financial year
Last review	2014-09-01

Medway Council places people in temporary accommodation if they are homeless (as defined by legislation), have nowhere to stay and have been accepted as being in priority need. The increase in homeless applications and acceptances has had an impact on the number of clients placed into temporary accommodation. At the end of February 2014, there were 140 households living in temporary accommodation against a target of 135.

The service quickly sources and moves clients in to permanent accommodation and discharges duties on cases. Where the Council has no other option but to place households in temporary accommodation it will ensure that vulnerable people have targeted support to help them move on into settled accommodation.

Medway has shown consistently lower rates of households in temporary accommodation than England as a whole.

Smoking prevalence (18+)



Current status

Medway total (2012): 25.6% current smokers, Routine & Manual group : 34.5%

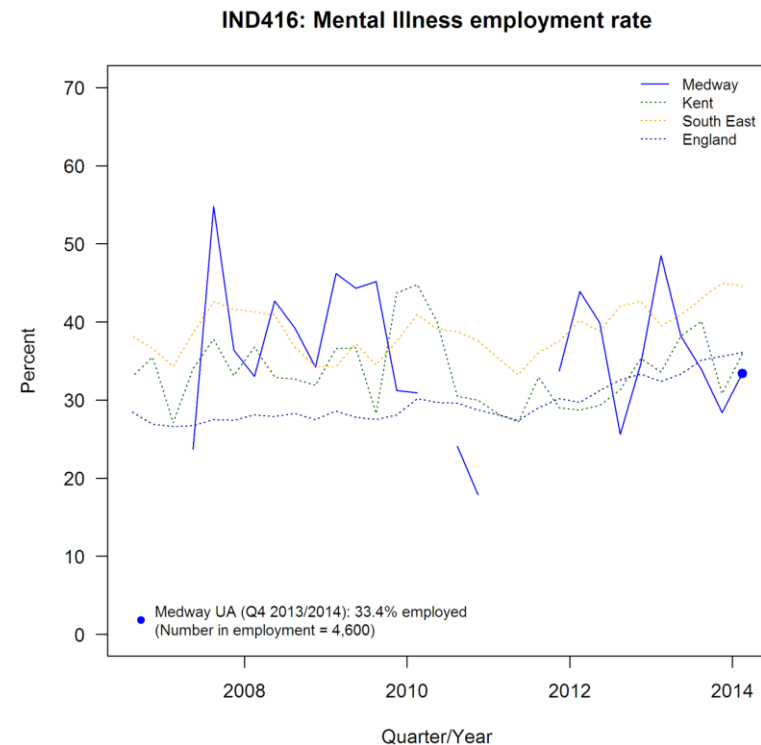
Summary

Item	Detail
Description:	IND409: Smoking prevalence (18+)
Definition:	Prevalence of smoking among persons aged 18 years and over - persons aged 18+ who are self-reported smokers in the Integrated Household Survey
Source:	Public Health England
Reporting frequency	Calendar year
Last review	2014-09-01

The smoking prevalence among adults in Medway is significantly higher than the England average. The percentage has increased from 2010 to 2012 although the difference between 2010 and 2012 is not significant. The prevalence in routine and manual sub-group is over 34% (England is 29.7%). The difference is not significant.

The data has been published on the PH Outcomes website with the definitions and supporting information (indicator number 2.14). The original data is from the quarterly Labour Force Survey conducted by ONS. This is combined with other surveys to form the 'Integrated Household Survey'. These estimates have been updated to include the whole of 2012 and the number of respondents has been weighted in order to improve representativeness of the sample. The weights take into account survey design and non-response.

Mental Illness employment rate



Current status

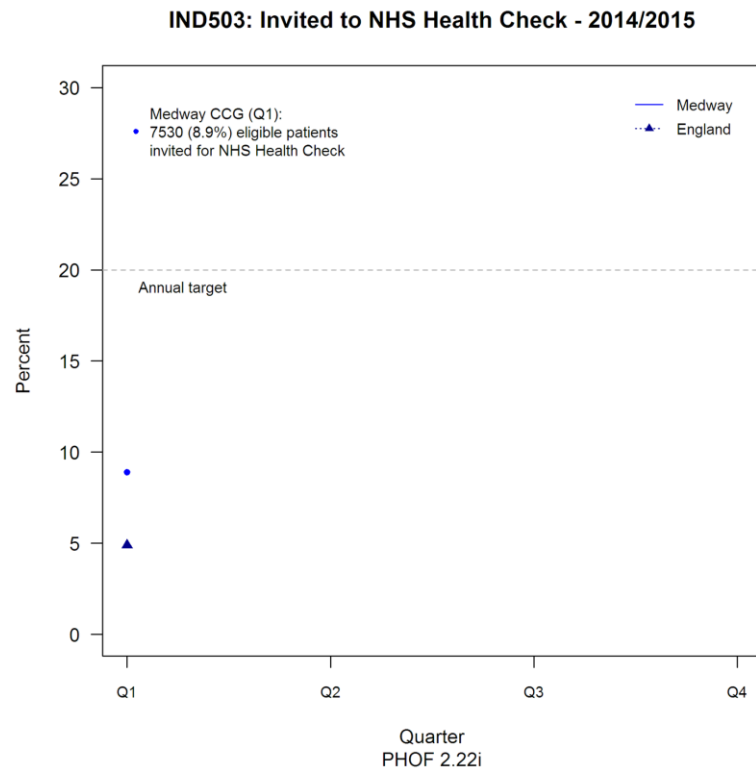
Medway UA (Q4 2013/2014): 33.4% employed
(Number in employment = 4,600)

Summary

Item	Detail
Description:	IND416: Mental Illness employment rate
Definition:	Proportion of people with a mental illness in employment. Number of people with mental illness in employment are those where the respondent has a health problem or disabilities that they expect will last for more than a year AND has Depression, bad nerves or anxiety or Severe or specific learning difficulties (mental handicap), or Mental illness, or suffer from phobia, panics or other nervous disorder AND is in employment - either an employee, self-employed, in Government employment & training programmes, or and unpaid family worker (this is the ILO definition of Basic economic activity) AND is of working age (ages 16-64)
Source:	NHS IC Indicator Portal
Reporting frequency	Quarter/Year
Last review	2014-09-30

This indicator only covers those aged 18-69 in contact secondary mental health services on the Care Programme Approach.

Invited to NHS Health Check



Current status

Medway CCG (Q1): 7530 (8.9%) eligible patients invited for NHS Health Check

Summary

Item	Detail
Description:	IND503: Invited to NHS Health Check
Definition:	Percentage of eligible people who receive an NHS Health Check invite
Source:	Public Health England
Reporting frequency	Quarter
Last review	2014-09-30

Please note: Q1-Q3 2013/14 data has been revised with Q4 submission. Q1 2014/15 data is due to be published 28th August.

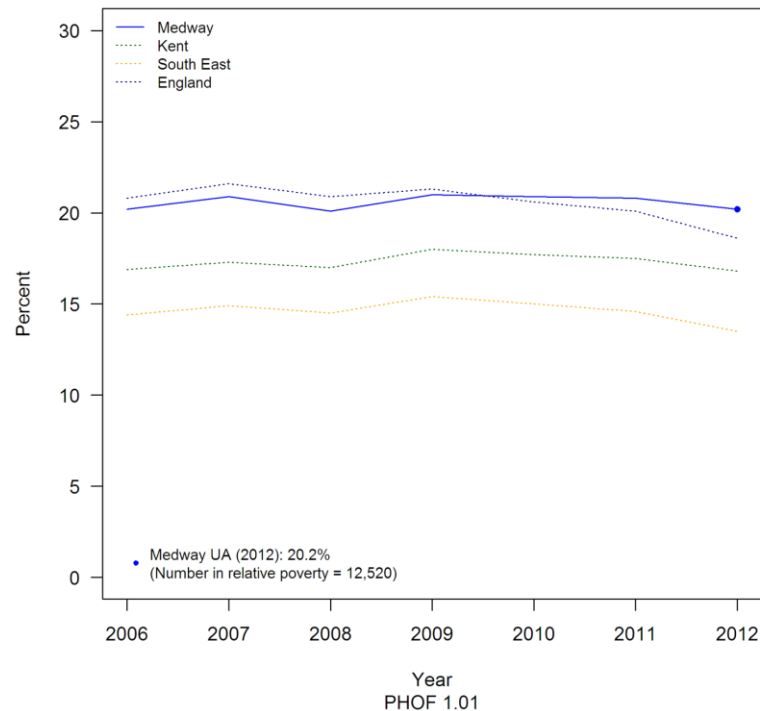
The Medway NHS Health Check programme was first implemented in April 2010. All Medway registered patients aged 40-74 without existing cardiovascular disease are eligible for screening once every five years, this equates to 84,700 individuals.

Methods of invitation in Medway include telephone calls and letters (roll out is based on date of birth). The GP practices use an IT system to produce the letters and send out batches based on their practice capacity. GPs are encouraged to carry this work out at the beginning of the financial year when other work streams are lower, so that invitations generally peak in quarter one. There has been an increase each year where the programme has become embedded into the practices.

Because of the IT system used in GP practices in Medway, we can be assured that all patients eligible for an NHS health check will receive an invitation by the end of the financial year.

Children in poverty

IND504: Children in poverty



Current status

Medway UA (2012): 20.2% (Number in relative poverty = 12,520)

Summary

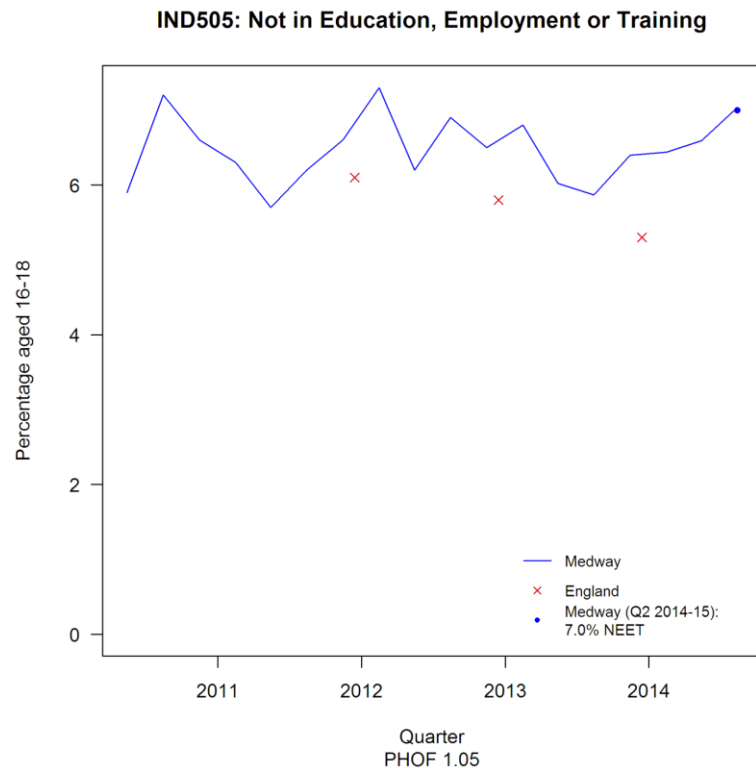
Item	Detail
Description:	IND504: Children in poverty
Definition:	Percentage of children in relative poverty (living in households where income is less than 60 per cent of median household income before housing costs)
Source:	HM Revenue & Customs
Reporting frequency	Year
Last review	2014-09-30

Previously known as the Revised Local Child Poverty Measure or National Indicator 116, this publication has been renamed Children in Low-Income Families Local Measure to help distinguish these statistics from the Households Below Average Income (HBAI) publication, which provides the definitive national measure of relative child poverty as set out in the Child Poverty Act 2010.

The Children in Low-Income Families Local Measure shows the proportion of children living in families in receipt of out-of-work (means-tested) benefits or in receipt of tax credits where their reported income is less than 60 per cent of UK median income.

In 2012, a significantly greater proportion of children were living in poverty in Medway than the England and regional averages. Gillingham North, Chatham Central and Gillingham South have the highest levels of child poverty (32-34%).

Not in Education, Employment or Training



Current status

Medway (Q2 2014-15): 7.0% NEET

Summary

Item	Detail
Description:	IND505: Not in Education, Employment or Training
Definition:	Percentage of 16-18 year olds not in education, employment or training (NEET)
Source:	Medway Youth Trust, Department for Education
Reporting frequency	Quarter
Last review	2014-10-02

Awaiting new commentary from Medway Youth Trust - not available at time of reporting.

The percentage of young people aged 16-18 years not in education, employment or training (NEET) reflects skill development during school years and indicates those at greater risk of a range of negative outcomes, including poor health and early parenthood.

This trend data shows quarterly percentages based on data provided by Medway Youth Trust and has been used in Council performance reporting.

European Social Fund programmes are run throughout Kent and Medway and target young people aged 14 to 19 who are classed as NEET or are likely to become so.