

HEALTH AND WELLBEING BOARD

4 FEBRUARY 2016

JOINT HEALTH AND WELLBEING STRATEGY: MONITORING REPORT

Report from: Dr Alison Barnett, Director of Public Health

Author: Dr Saloni Zaveri, Consultant in Public Health

Summary

The purpose of this report is to provide an update to the Board on Joint Health and Wellbeing Strategy (JHWS) indicators.

1. Budget and Policy Framework

- 1.1. The Health and Social Care Act 2012 places a duty on Health and Wellbeing Boards to produce a Joint Health and Wellbeing Strategy for their local area. Implementation and monitoring of the strategy and the strategy outcomes are on-going.

2. The Medway JHWS Monitoring and Outcomes Framework

- 2.1. The HWB has responsibility to ensure that robust performance and quality monitoring measures are in place with regard to the implementation and outcomes for the JHWS. The monitoring and outcomes framework for Medway's JHWS includes monitoring of outcomes taken from the National Outcomes Frameworks for the NHS, Social Care, Public Health and Children which are aligned to the Medway Joint Health and Wellbeing Strategy 2012-17. A report on key JHWS outcome indicators is attached as Appendix 1.

3. Risk management

Risk	Description	Action to avoid or mitigate risk
Lack of clarity as to progress on health and wellbeing outcomes.	Monitoring and outcomes frame work not sufficiently robust so unclear if progress is being made.	Regular progress reports to the Board.

4. Financial and legal implications

- 4.1. There are no financial or legal implications arising directly from the contents of this report.

5. Recommendation

- 5.1 The Health and Wellbeing Board is asked to consider the indicator updates.

Lead officer contact

Dr Saloni Zaveri
Consultant in Public Health Medicine
Public Health Directorate
Medway Council
Tel: 01634 332647
saloni.zaveri@medway.gov.uk

Appendices

Appendix 1 – Public Health Indicators

Background papers

Medway Clinical Commissioning Group, NHS Commissioning Board and Medway Council, 2012. *Joint Health and Wellbeing Strategy for Medway 2012-2017*

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Public Health Indicators for Health and Wellbeing board 04 February 2016

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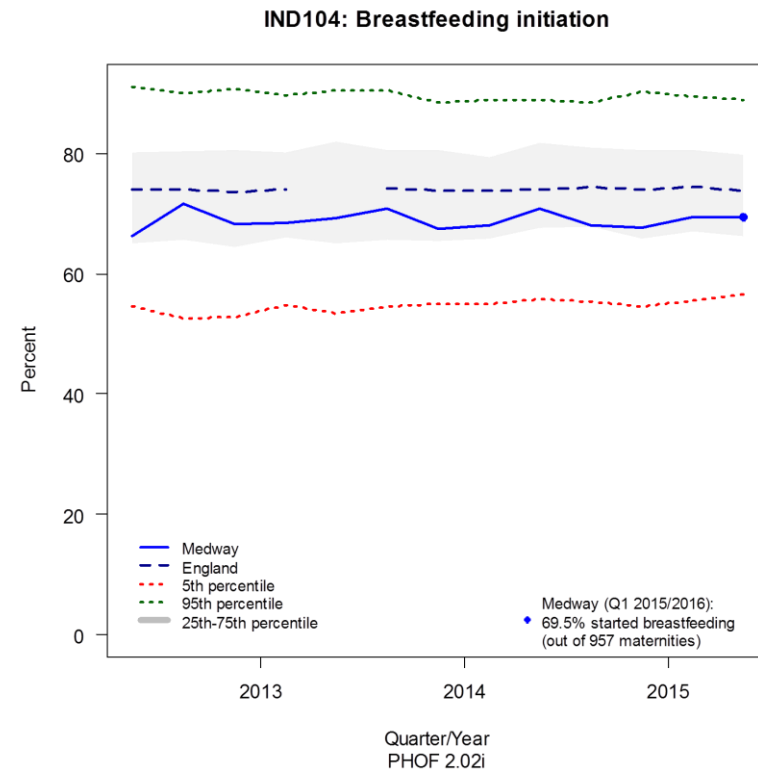
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Summary of changes since 30 June 2015

Data and commentary has been updated for all indicators except for the following:

- IND401 People using green spaces for exercise. *New commentary no new data.*
- IND206 Falls admissions 65+ (yearly). *No changes.*

Breastfeeding initiation



Current status

Medway (Q1 2015/2016):
69.5% started breastfeeding
(out of 957 maternities)

Summary (new data and commentary)

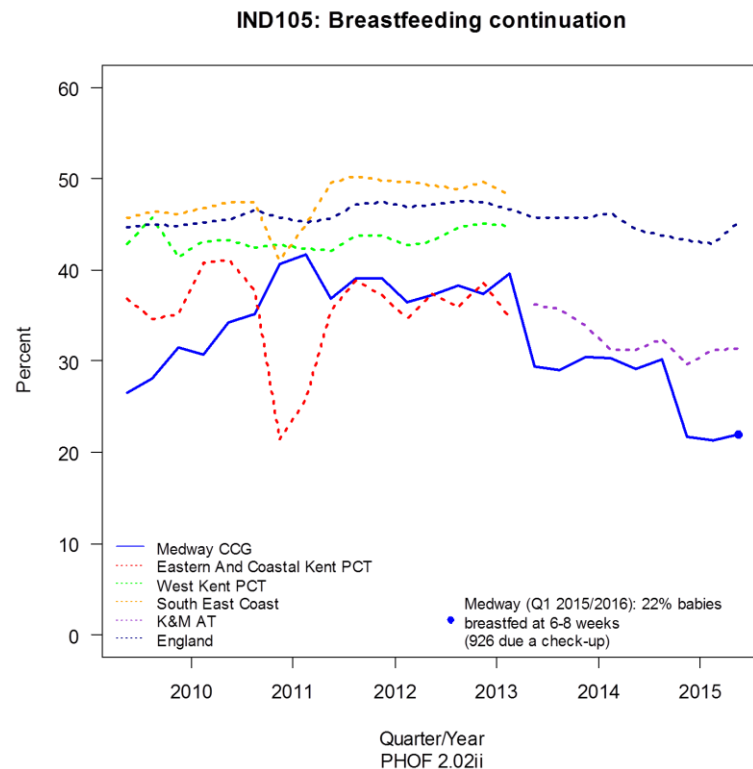
Item	Detail
Description:	IND104: Breastfeeding initiation
Definition:	Women who initiate breastfeeding in the first 48 hours after delivery
Source:	NHS England
Reporting frequency	Quarter/Year
Last review	2016-01-04
Data	Download plot data

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. 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).

Medway's Infant Feeding Strategy Group which representation from Medway Community Healthcare (MCH), MFT and Medway Council (Early Years and Public Health) and aims to, through collaboration, increase both initiation and continuation were given. One of the key objectives of the strategy group is to achieve full UNICEF Baby Friendly Initiative Accreditation for acute and community settings. MCH are have achieved stage 2, and are likely to achieve full status (stage 3), early in 2016. This follows a very positive visit and feedback from BFI, in June 2015. Medway Foundation Trust are making good progress to advance beyond their current stage 1 accreditation, with progress on training and embedding new policies across the hospital.

Another key objective of the strategy is to normalise breastfeeding, and Medway will be launching a large awareness campaign with Best Beginnings in January 2016. Best Beginnings have international recognition for their work on promoting breastfeeding, and the joint campaign is an excellent opportunity to target the groups in the population with the lowest breastfeeding rates.

Breastfeeding continuation



Current status

Medway (Q1 2015/2016): 22% babies breastfed at 6-8 weeks (926 due a check-up)

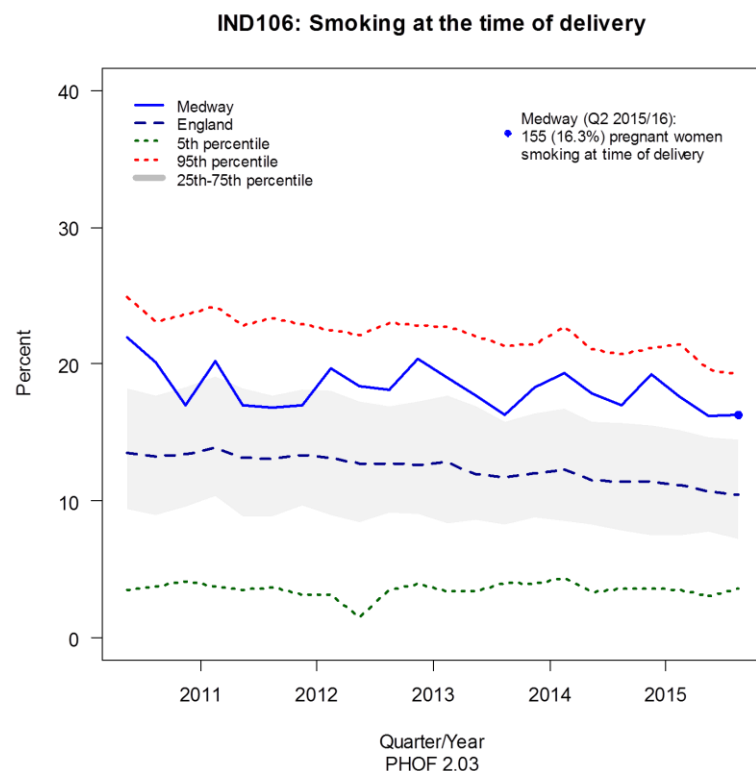
Summary (new data and commentary)

Item	Detail
Description:	IND105: Breastfeeding continuation
Definition:	Infants who are totally or partially breastfed at 6-8 week check
Source:	NHS England
Reporting frequency	Quarter/Year
Last review	2016-01-04

Since April 2013, the proportion of infants with "unknown" breastfeeding status at 6-8 weeks has increased from below 5% to over 30% (44% in Q4 2014/15). This has had a direct effect on the breastfeeding continuation rate causing it to fall dramatically. Once the number of unknowns in an area rises above 5%, the continuation rate is suppressed by NHS England in published figures. The potential solutions to this problem are under investigation by Public Health and NHS England locally.

This sudden drop in data completeness coincides with the cessation of CQUIN payments made to Medway Community Healthcare for the supplementary data collection of breastfeeding status at six weeks by the health visiting service.

Smoking at time of delivery (SATOD)



Current status

Medway (Q2 2015/16):
155 (16.3%) pregnant women smoking at time of delivery

Summary (new data and commentary)

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	2016-01-04
Data	Download plot data

Smoking in pregnancy remains a problem in Medway, with 16.3% women smoking at time of delivery (SATOD). This is consistently higher than the rate in England (10.5%).

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.

Medway Foundation Trust (MFT) is continuing to ensure that information is kept up to date and to check it for accuracy. The quality of SATOD data is improving and the Stop Smoking Team are continuing to work with MFT to explore the feasibility of extending the antenatal check to be delivered at 36 weeks. A meeting to discuss the implications of this will be held in January 2016.

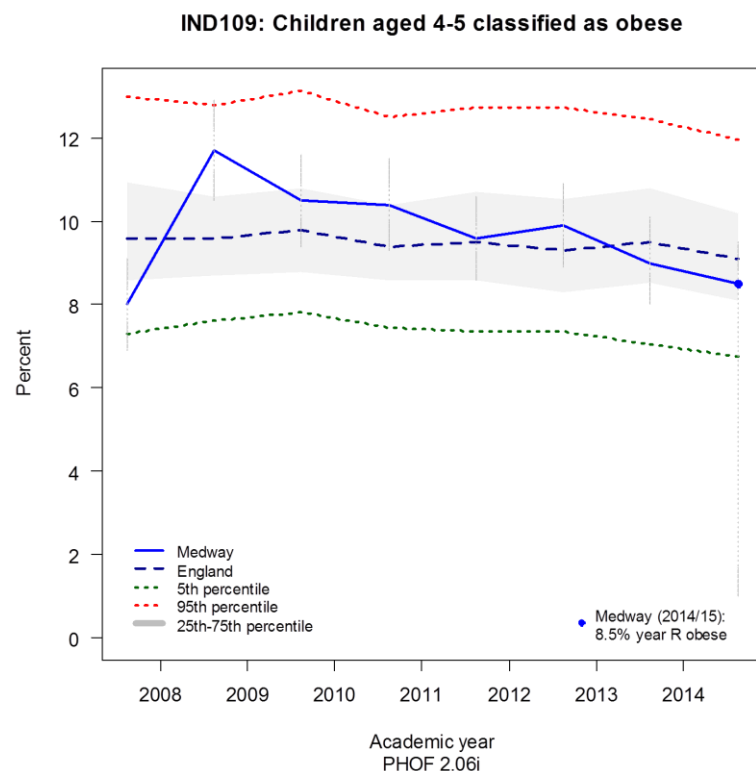
The second stage of the 'Baby clear' project has been implemented. The Risk Perception intervention is being carried out at the 12 week Nuchal scan. This intervention includes a carbon monoxide test and a discussion with the use of visual aids around the effects of smoking on the baby during pregnancy.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

midwife and following a discussion, those who have not engaged with the stop smoking services then go on to receive the intervention.

Since November 2014, a smoking cessation clinic has been running 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.

As outlined above, a number of measures are in place, planned or in negotiation which aim to reduce the SATOD rate for Medway and encourage pregnant women to quit smoking. As yet, although progress is being made, no measure has been fully implemented. Efforts continue to embed the measures, for example, through their potential inclusion in the forthcoming refresh of the maternity service specification.

Children aged 4-5 classified as obese



Current status

Medway (2014/15):
8.5% year R obese

Summary (new data and commentary)

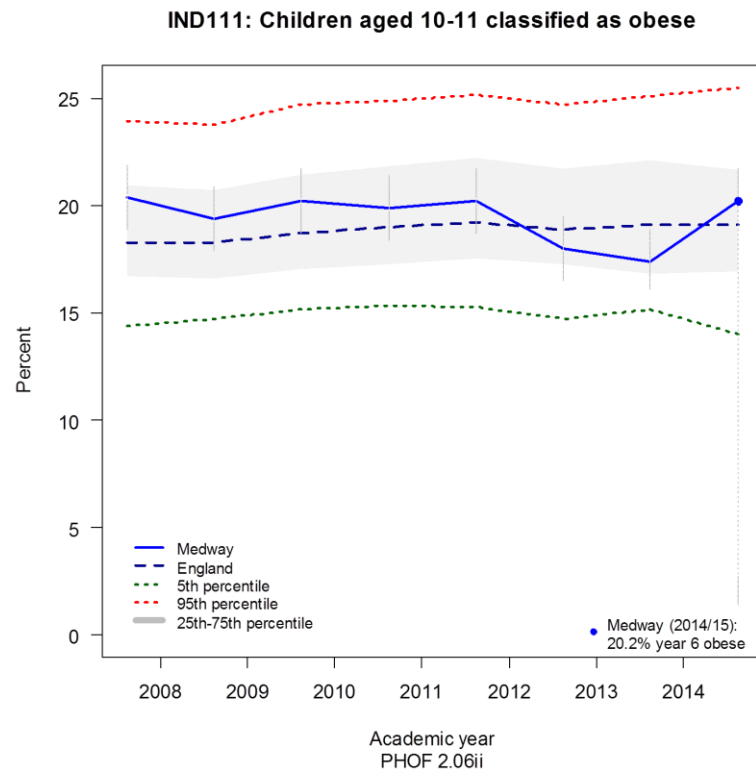
Item	Detail
Description:	IND109: Children aged 4-5 classified as obese
Definition:	Percentage of children aged 4-5 classified as overweight or obese
Source:	HSCIC NCMP
Reporting frequency	Academic year
Last review	2016-01-04
Data	Download plot data

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).

The 2014/15 results have kept Medway below the national prevalence for both obesity and overweight and obesity combined figures, and another small drop in our overall year R obesity figure has been seen. The year R prevalence of obesity for Medway in 2014/15 was 8.5% compared to 9.1% nationally, with the local drop being 0.5% in year. When combining the overweight and obesity numbers, the year R prevalence for Medway in 2014/15 was 21.6% compared to 21.9% nationally with Medway's drop being 0.3% in year.

In Medway, there are established services for children and young people to achieve and maintain healthy weight. Mind, Exercise, Nutrition, Do it (MEND) offers 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 is also a range of other community initiatives aimed at promoting healthy eating.

Children aged 10-11 classified as obese



Current status

Medway (2014/15):
20.2% year 6 obese

Summary (new data and commentary)

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	2016-01-04

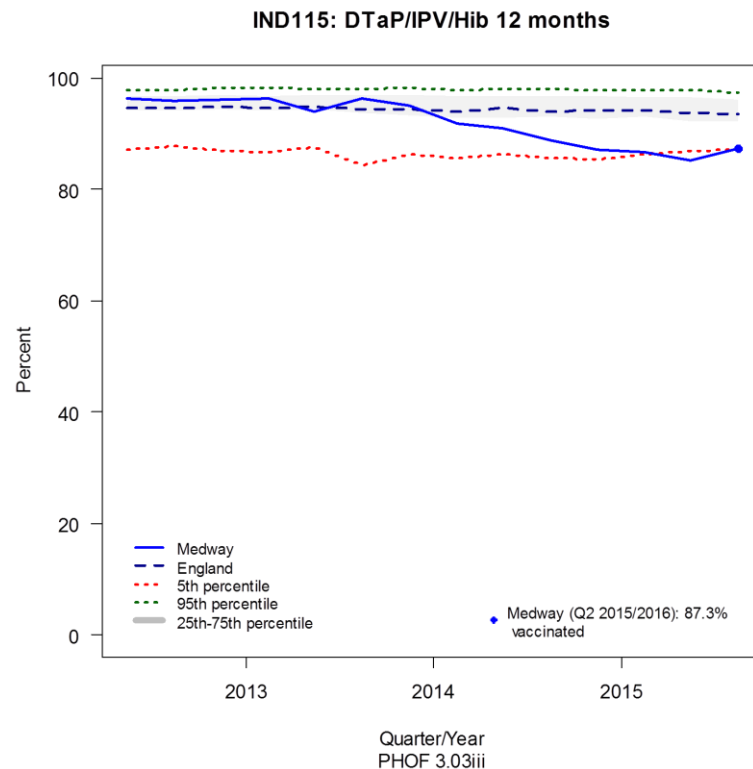
Rates of children classified as "overweight" and "obese" are monitored through the National Child Measurement Programme (NCMP), which is delivered through schools. Children's weight and height are measured in reception class (ages 4-5) and again in year 6 (ages 10-11).

The prevalence of obesity amongst Medway's children in Year 6 (10-11 year olds) has risen sharply since 2013/14, compared to no change nationally but Medway is not significantly different to the England average for this indicator. The year 6 prevalence of obesity for Medway in 2014/15 was 20.2% compared to 19.2% nationally, the local rise was 2.8% in year. When combining the overweight and obesity numbers, the year 6 prevalence for Medway in 2014/15 was 34.5% compared to 33.2% nationally, with the local rise being 1.7% in year. Across the country the Year 6 obesity rate is strongly linked to the obesity rate of the same group when they entered school in Year R six years ago. The current Year 6 rate in Medway is actually lower than would be expected given the Year R rate six years ago and may represent some success in tackling childhood obesity locally.

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.

DTaP/IPV/Hib 12 months



Current status

Medway (Q2 2015/2016): 87.3% vaccinated

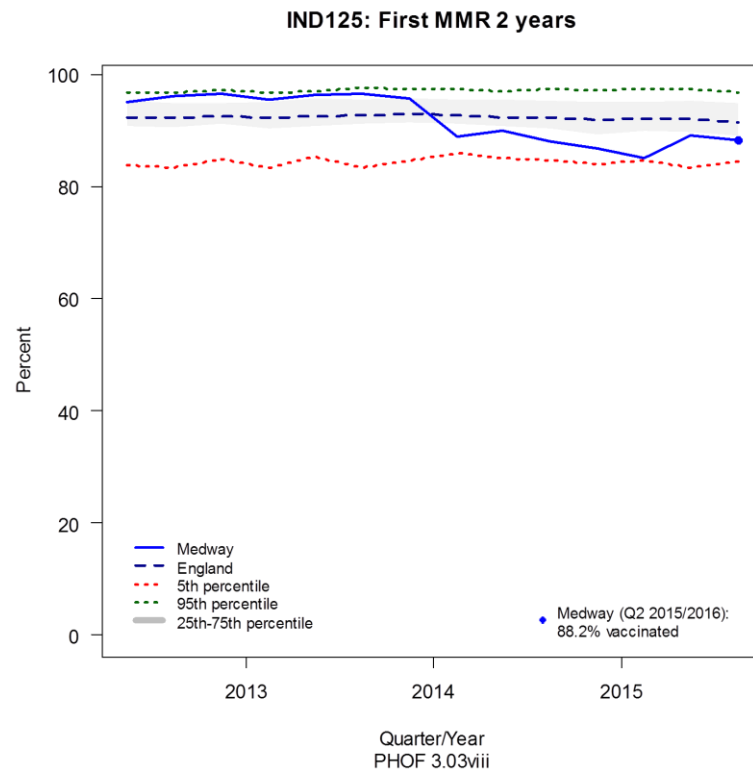
Summary (new data and commentary)

Item	Detail
Description:	IND115: DTaP/IPV/Hib 12 months
Definition:	DTaP/IPV/Hib vaccination coverage
Source:	quarterly COVER published on gov.uk
Reporting frequency	Quarter/Year
Last review	2015-12-18

A decline in the uptake of childhood vaccinations in Medway was first noted during 2013. This decline has, in general, persisted and can be seen to a varying degree across a number of the routine childhood vaccinations. Investigations by Public Health England, supported by Medway Council's Public Health Directorate, suggest that the reason for the decline in immunisation up take is likely to be a data reporting issue. The following actions are being taken to address this issue:

- The Directors of Public Health for Kent County Council and Medway Council have sought assurance from NHS England that action will be taken to address the issue of declining immunisation uptake. The Director of Commissioning Operations for NHS England (South East) has provided this assurance.
- NHS England's procurement of a data extraction tool which will automate the process of reporting of immunisation delivery by practices to the CHIS is underway.

First MMR 2 years



Current status

Medway (Q2 2015/2016):
88.2% vaccinated

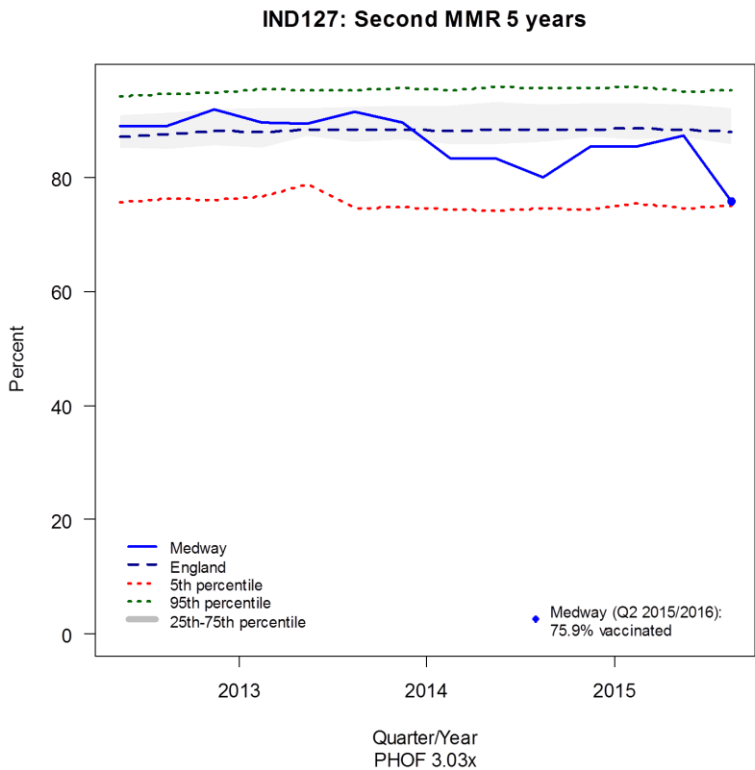
Summary (new data and commentary)

Item	Detail
Description:	IND125: First MMR 2 years
Definition:	MMR vaccination coverage for one dose
Source:	quarterly COVER published on gov.uk
Reporting frequency	Quarter/Year
Last review	2015-12-18
Data	Download plot data

A decline in the uptake of childhood vaccinations in Medway was first noted during 2013. This decline has, in general, persisted and can be seen to a varying degree across a number of the routine childhood vaccinations. Investigations by Public Health England, supported by Medway Council's Public Health Directorate, suggest that the reason for the decline in immunisation up take is likely to be a data reporting issue. The following actions are being taken to address this issue:

- The Directors of Public Health for Kent County Council and Medway Council have sought assurance from NHS England that action will be taken to address the issue of declining immunisation uptake. The Director of Commissioning Operations for NHS England (South East) has provided this assurance.
- NHS England's procurement of a data extraction tool which will automate the process of reporting of immunisation delivery by practices to the CHIS is underway.

Second MMR 5 years



Current status

Medway (Q2 2015/2016):
75.9% vaccinated

Summary (new data and commentary)

Item	Detail
Description:	IND127: Second MMR 5 years
Definition:	MMR vaccination coverage for two doses (5 year olds)
Source:	quarterly COVER published on gov.uk
Reporting frequency	Quarter/Year
Last review	2016-01-05

Indicators 115-127 refer to vaccinations within the routine childhood immunisation schedule. Vaccinations work by producing immunological memory so that when the immune system is subsequently exposed to natural infection it is able to recognise and respond to it, therefore preventing or modifying the disease.

Whilst the main aim of vaccination is to protect the individual who receives it, high levels of immunity in a population mean that those who cannot be vaccinated, for example because they are too young, are at reduced risk of being exposed to a disease. This is known as "herd immunity".

Vaccine coverage is compared against the World Health Organisation target of 95% coverage by 2 years old at the national level.

A decline in the uptake of childhood vaccinations in Medway was first noted during 2013. This decline has, in general, persisted and can be seen to a varying degree across a number of the routine childhood vaccinations. Investigations by Public Health England, supported by Medway Council's Public Health Directorate, suggest that the reason for the decline in immunisation up take is likely to be a data reporting issue.

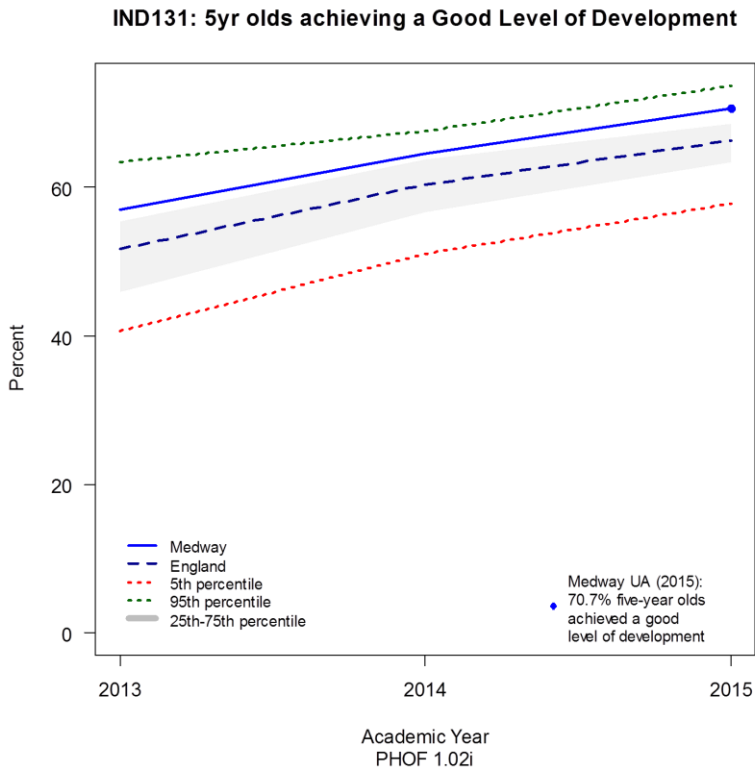
The uptake of this vaccination showed an increase in quarter three 2014/15. The increase followed an audit by Public Health England's

Screening and Immunisation Team audit across Medway general practices of MMR (second dose) uptake. The audit showed that the true uptake of this immunisation, as recorded on GP systems, was 7% higher than recorded on the Child Health Information System (CHIS) for the audit period. This is likely to mean that, for the audit period, 7% of immunisation delivery was not reported from general practices to the CHIS. A 7% uplift was then applied to the uptake for that quarter, resulting in the upturn that can be seen on the chart. Subsequently, however, it can be seen that uptake, without the uplift, has declined again during the early part of 2015/16.

The following actions are being taken to address the likely data reporting issue which is affecting the uptake of childhood immunisations:

- The Directors of Public Health for Kent County Council and Medway Council have sought assurance from NHS England that action will be taken to address the issue of declining immunisation uptake. The Director of Commissioning Operations for NHS England (South East) has provided this assurance.
- NHS England's procurement of a data extraction tool which will automate the process of reporting of immunisation delivery by practices to the CHIS is underway.

Five-year olds achieving a good level of development



Current status

Medway UA (2015):
70.7% five-year olds achieved a good level of development

Summary (new data and commentary)

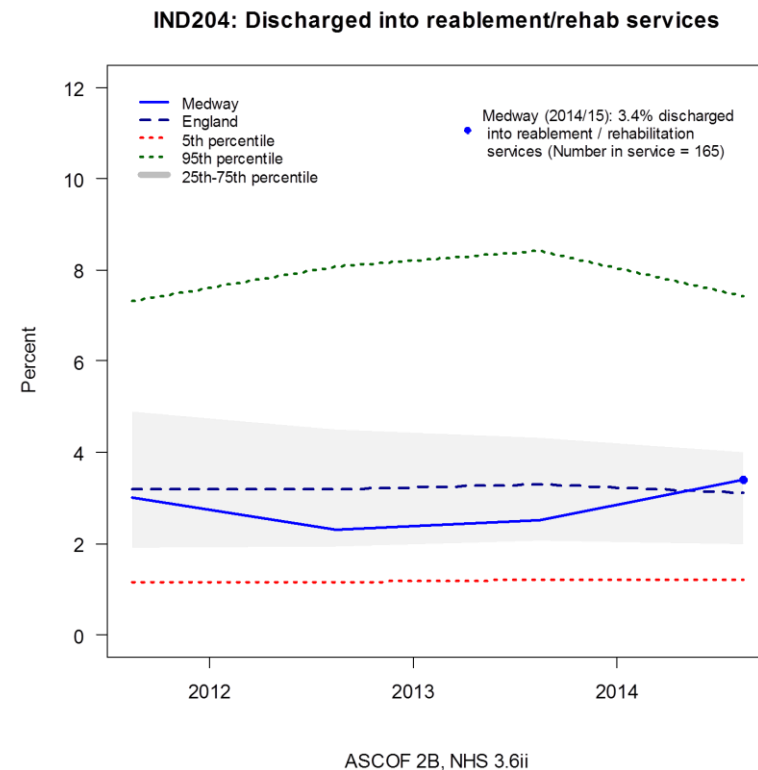
Item	Detail
Description:	IND131: 5yr olds achieving a Good Level of Development
Definition:	The percent of children from each local authority achieving a Good Level of Development by the end of the Early Years Foundation Stage (EYFS). A Good Level of Development is defined as achieving the expected level 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 EYFS profile
Reporting frequency	Academic Year
Last review	2016-01-18
Data	Download plot data

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.

For 2015, almost 71% of Medway's five-year-olds achieved a good level of development. This is significantly better than the England average.

Discharged into reablement/rehab services



Current status

Medway (2014/15): 3.4% discharged into reablement / rehabilitation services (Number in service = 165)

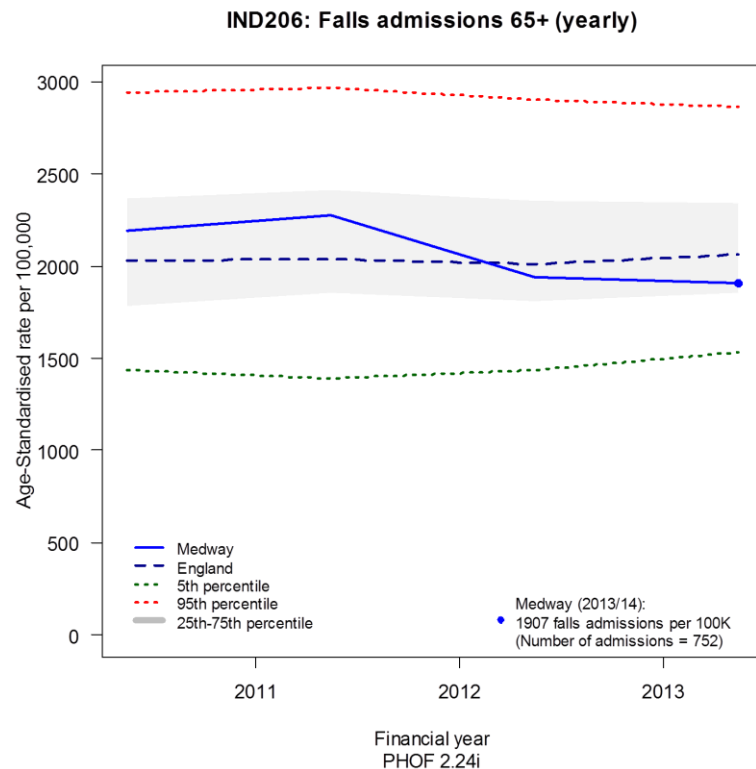
Summary (new data and commentary)

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	2015-11-25

This indicator shows the percentage of older people aged over 65 who received a short-term reablement or rehabilitation care package following discharge from hospital, with the aim of maximising their independence and enabling them to remain in their own homes following their stay in hospital. The measure is calculated using the number of hospital discharges from the Hospital Episodes Statistics (HES) data warehouse and the number of discharges into reablement and rehabilitation from the Adult Social Care Short and Long Term (SALT) return.

In Medway, the proportion of adults aged 65+ discharged into reablement/rehabilitation services increased significantly between 2013-14 and 2014-15 with a 0.9 percentage point increase. Within the comparator group of similar councils, Medway ranked 7th out of 16, in line with the average within the comparator group at 3.3%, and slightly above the England average of 3.1%.

Falls admissions 65+



Current status

Medway (2013/14):
1907 falls admissions per 100K
(Number of admissions = 752)

Summary (no changes)

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	2015-11-25

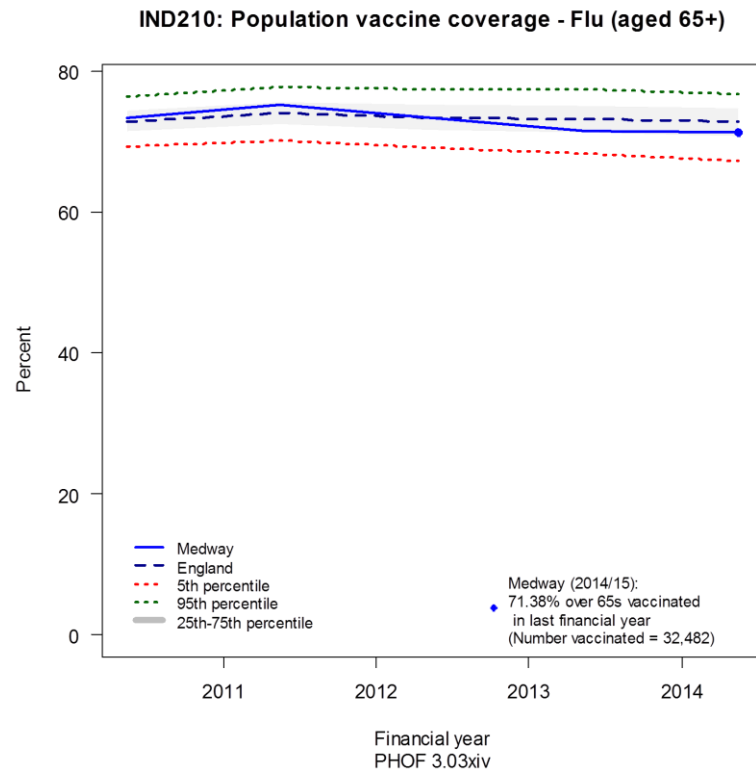
A fall is defined as 'an event whereby an individual comes to rest on the ground or another lower level with or without the loss of consciousness' (American Geriatric Society, 2001).

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.

The rate of falls admissions in over 65's in Medway has declined since 2011/12 to 1907 falls admissions per 100,000 in 2013/14. The fall admission rate is below that of Kent and England overall.

Flu vaccination 65+



Current status

Medway (2014/15):
71.38% over 65s vaccinated
in last financial year
(Number vaccinated = 32,482)

Summary (new data and commentary)

Item	Detail
Description:	IND210: Population vaccine coverage - Flu (aged 65+)
Definition:	% of eligible adults aged 65+ who have received the flu vaccine (between 1st September and 31st January of the financial year)
Source:	Department of Health
Reporting frequency	Financial year
Last review	2015-12-15

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.

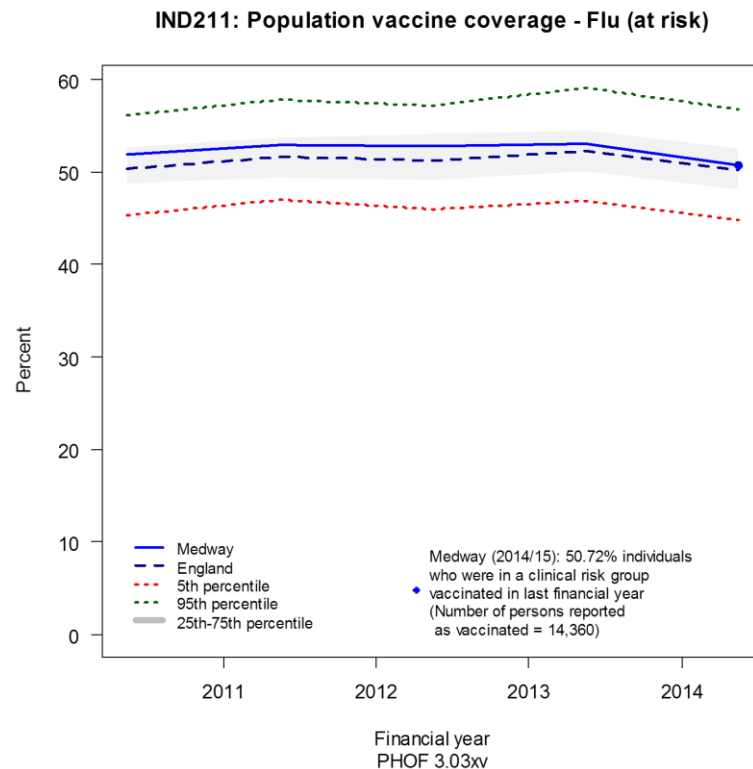
Surveillance of influenza vaccine uptake takes place throughout the season (September to January) each year.

In 2014/15, Medway achieved a lower uptake in adults aged 65 or over than England and has had a downward trend since 2011/12.

The final report for the 2014/15 influenza season was published by Public Health England in March 2015. Medway's uptake for people aged 65 years and above was 71.4%: this is slightly higher than that for Kent and Medway overall but lower than the target uptake of 75%.

Uptake of seasonal flu immunisation is being monitored both by PHE and, through the ImmForm website, by the Public health Directorate. Currently, uptake across Medway of the immunisation amongst over-65s is in line with the same time point in 2014/15, and higher than for Kent overall. Uptake for risk groups, for example, pregnant women, those aged under 65 years with certain medical conditions, and 2,3 and 4 year olds is disappointing, and may in part reflect the adverse publicity around the flu vaccination during the last season.

Flu vaccination 'at risk'



Current status

Medway (2014/15): 50.72% individuals who were in a clinical risk group vaccinated in last financial year (Number of persons reported as vaccinated = 14,360)

Summary (new data and commentary)

Item	Detail
Description:	IND211: Population vaccine coverage - Flu (at risk)
Definition:	% of individuals aged between 6 months to 64 years who are in a clinical risk group (between 1st September and 31st January of the financial year)
Source:	Department of Health
Reporting frequency	Financial year
Last review	2015-12-15

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 aged two, three and four years are at an increased risk of serious illness as are those aged 65 and over. This indicator includes those who are in a clinical risk group, but excludes pregnant women and young children. Patients considered to be in a clinical risk groups are those with:

- Chronic respiratory, heart, liver or neurological disease
- Renal disease
- Diabetes
- Immunosuppression

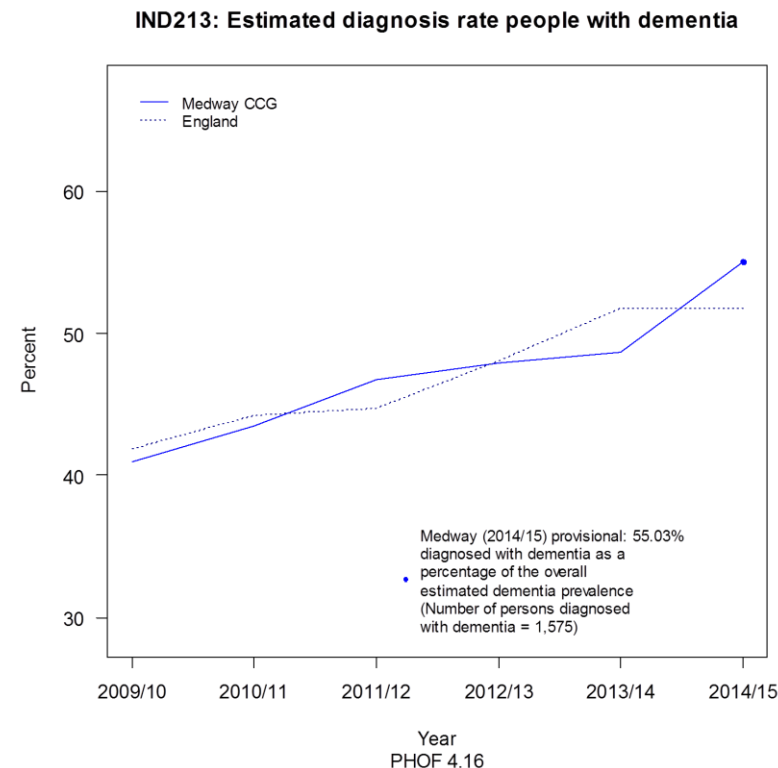
Surveillance of influenza vaccine uptake takes place throughout the season (September to January) each year.

The final report for the 2014/15 influenza season was published by Public Health England in March 2015. Medway's uptake was, for all at risk groups, slightly higher than that for Kent and Medway overall but lower than the target uptake of 75%.

Uptake amongst this group of patients for 2015/16 to date is 38.5% for Medway, which is slightly lower than for the same time point during 2014/15. The range of uptake varies considerably between GP practices: the lowest uptake amongst Medway practices is 23% and the highest 62%.

Plans are in place for Public Health to collaborate with Medway CCG to ascertain which practices are in need of support to increase their vaccination uptake, and to subsequently support these practices.

Estimated diagnosis rate for people with dementia



Current status

Medway (2014/15) provisional: 55.03% diagnosed with dementia as a percentage of the overall estimated dementia prevalence (Number of persons diagnosed with dementia = 1,575)

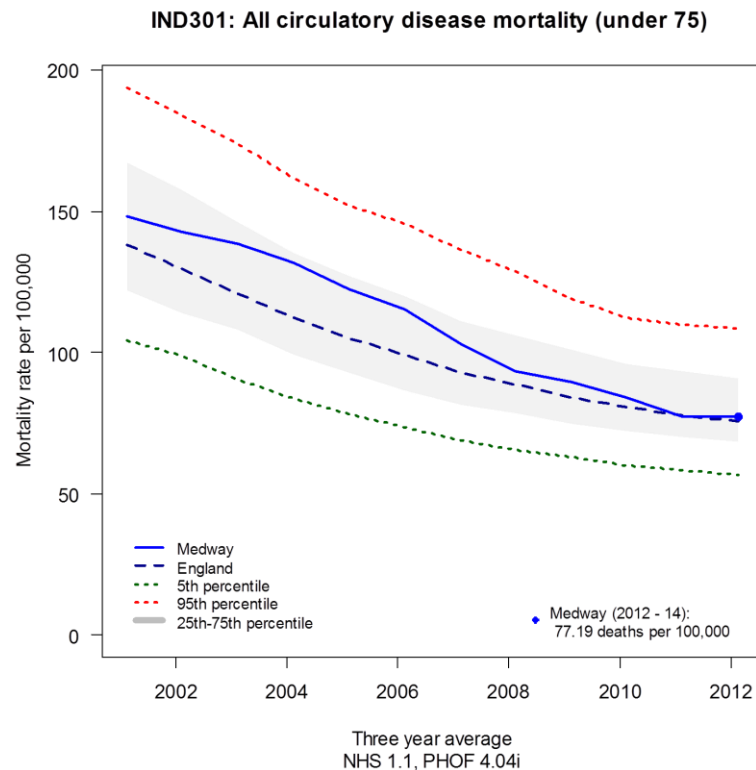
Summary (new data and commentary)

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	2016-01-06

The provisional estimated rate of diagnosis of dementia in Medway for 2014/15 (based on March 2015 data) was 55.03% in 2014/15. 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, just over 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, as has the England average. In 2014/15 there appears to have been an increase in the Medway rate of diagnosis compared with the England rate which has remained fairly static. This a positive outcome and may reflect the fact that the CCG has had a focus on increasing dementia diagnosis rates.

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.

Circulatory disease mortality (under 75)



Current status

Medway (2012 - 14):
77.19 deaths per 100,000

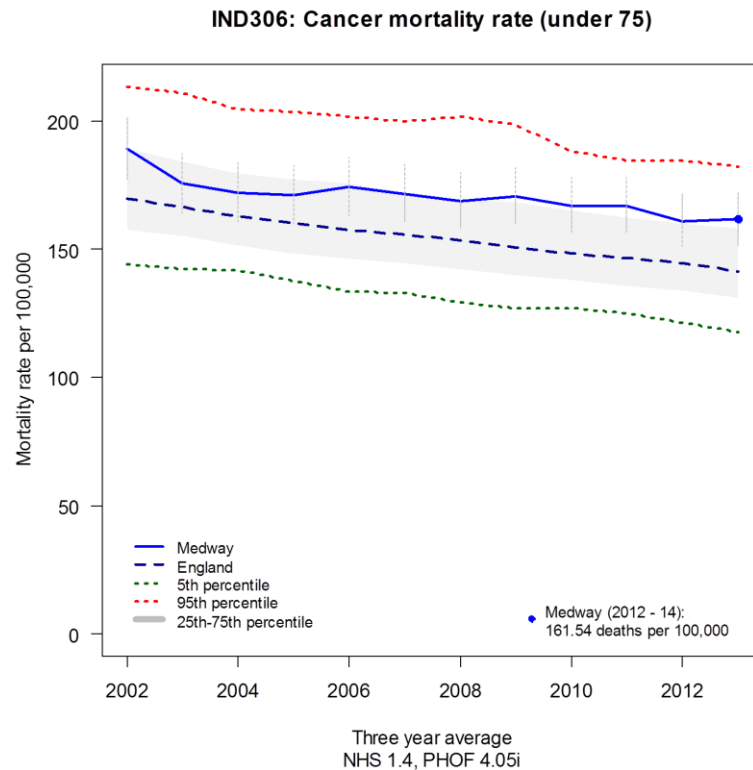
Summary (new data and commentary)

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:	2016-01-06

There have been significant improvements in premature mortality rates for cardiovascular disease (including heart disease and stroke). In 2012-14, the difference between Medway and England was not statistically significant demonstrating that the gap has been closed; the Medway rate was 77.2 per 100,000 and the England rate was 75.7 per 100,000.

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. A review of stroke services has recently been undertaken for Kent and Medway. This is informing work which is currently underway, led by NHS England, to reconfigure stroke services across Kent and Medway to ensure that they are compliant with national best practice.

Cancer mortality rate (under 75)



Current status

Medway (2012 - 14):
161.54 deaths per 100,000

Summary (new data and commentary)

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	2016-01-06
Data	Download plot data

Premature mortality due to cancer has fallen over the last 10 years by 8.0% from a rate of 175.52 per 100,000 in 2002-04 to its current (2012-14) figure of 161.54 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.

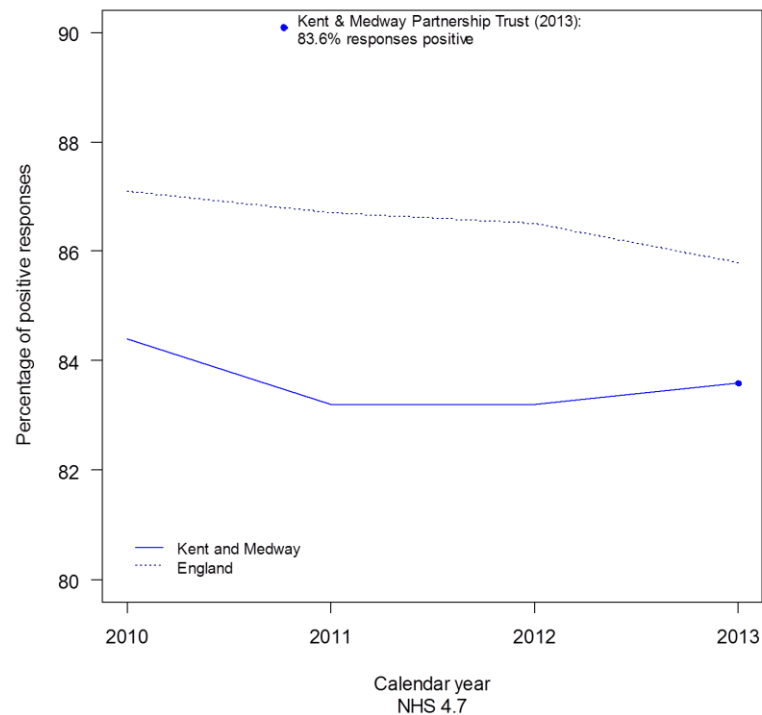
Medway has one of the highest cancer mortality rates of all areas in the South East, significantly higher than the England average (141.5 per 100,000). Public Health England is running various national cancer campaigns to raise awareness of cancer symptoms.

Locally, Public Health is coordinating the delivery of the cancer awareness campaign communications and engagement plan which focuses on lung, breast and colorectal cancers. The Pearl Project is a specific programme of work which is currently in progress between Public Health, Medway CCG and the Southern Hub Bowel Cancer Screening to increase bowel cancer screening uptake. Forty-three practices in Medway have signed up to participate in this project.

Recently an agreement has been finalised between Public Health and The Cancer Collaborative Group to obtain anonymised cancer data annually to enable improved surveillance and monitoring of cancer staging.

Experience of community mental health services

IND313: Experience of community mental health services (2014)



Current status

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

Summary (new data and commentary)

Item	Detail
Description:	IND313: Experience of community mental health services (2014)
Definition:	Figures are based on the community mental health survey, which is completed by a sample of patients aged 18 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	2016-01-06

A new style of benchmark report has been produced, replacing the previous reports for the national surveys which contained scores out of 100. This new design takes into account the complexity of 'service user experience'. A number of questions were asked relating to 9 topic areas, as listed in the table above. Questions included those relating to organising, planning and reviewing care as well as questions relating to treatments and the experience with people providing care to the patient. The Care Quality Commission advises that questions across all 9 areas should be assessed in order to establish how the trust is performing in relation to 'service user experience'.

At the start of 2015, a questionnaire was sent to 850 people who received community mental health services. Responses were received from 239 people at Kent and Medway NHS and Social Care Partnership Trust. The Trust scored 'worse than expected' for 1 question across the questionnaire as a whole, for all other questions the Trust scored about the same as when compared with other trusts. This was better than the results of the 2014 survey when the Trust performed worse in 6 questions over 5 areas (National Summary (new data and commentary) of the Results for the 2014 Community Mental Health Survey). Overall in all the areas

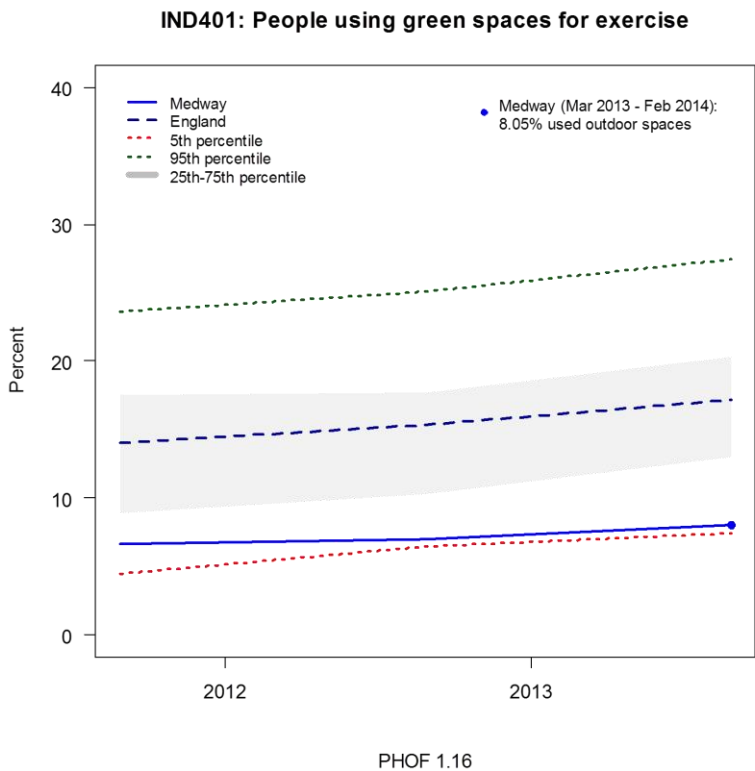
shown in the table above (for which there were multiple questions)
there is no significant difference between the Trust and its
comparator

The 2015 survey showed that the Trust performed worse than most
other trusts in the following question:

Organising care

- How well does this person organise the care and services you
need?

People using green spaces for exercise



Current status

Medway (Mar 2013 - Feb 2014):
8.05% used outdoor spaces

Summary (new commentary only)

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	2016-01-04
Data	Download plot data

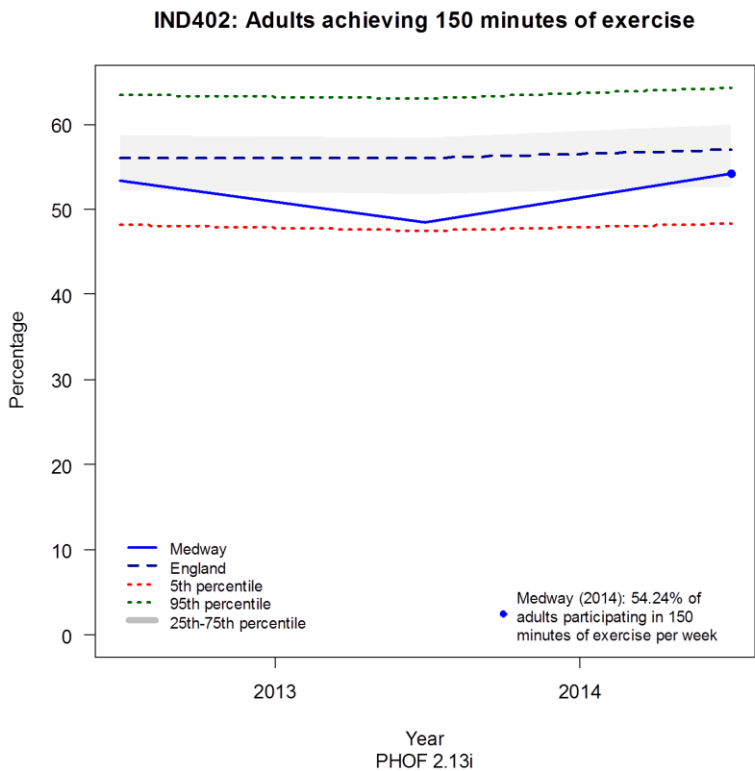
Every year at least 45,000 people aged 16 years and over across England are interviewed about their use of the natural environment in the last seven days.

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).

Due to the continued low performance of Medway compared to the rest of the country and considering its volume of high quality and seemingly popular green spaces, cross departmental officers are investigating the reason for the low performance. The data source methodology will first be reviewed and potentially replicated, to ensure it's an accurate reflection of Medway's green space usage.

Adults achieving 150 minutes of exercise



Current status

Medway (2014): 54.24% of adults participating in 150 minutes of exercise per week

Summary (new data and commentary)

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	2016-01-04

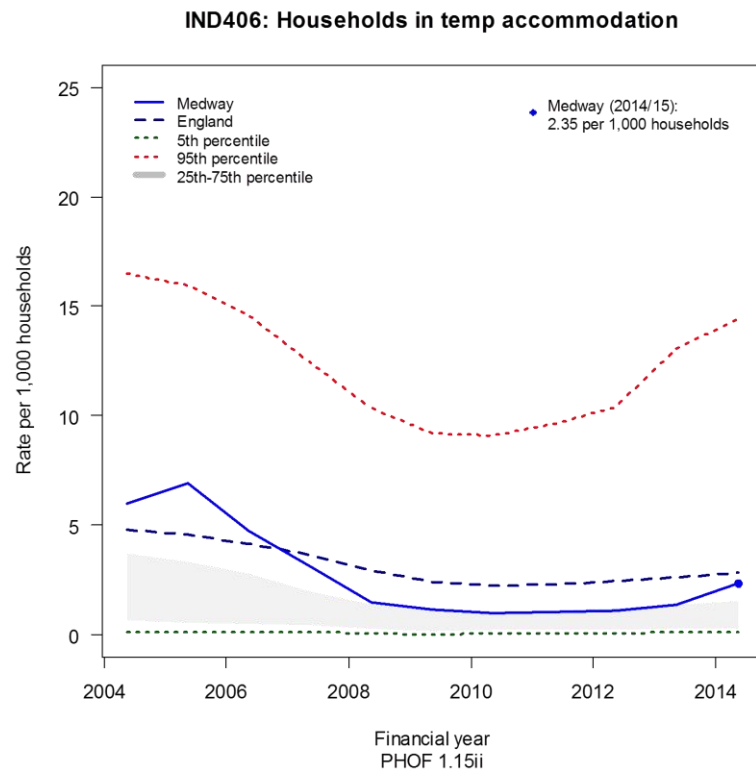
Physical inactivity is the fourth leading risk factor for global mortality accounting for 6% of deaths globally. People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle. Regular physical activity is also associated with a reduced risk of diabetes, obesity, osteoporosis and colon/breast cancer and with improved mental health. In older adults physical activity is associated with increased functional capacities. The estimated direct cost of physical inactivity to the NHS across the UK is over 1.6 billion GBP per year. The government has recently announced its Sporting Future: A new strategy for an active nation to tackle this problem.

The Chief Medical Officer currently recommends that adults undertake 150 minutes (2.5 hours) of moderate activity per week, in bouts of 10 minutes or more. The overall amount of activity is more important than the type, intensity or frequency (according to DoH Start Active, Stay Active Report). Since January 2009, the Department of Health has commissioned Sport England to include a number of questions on wider participation in physical activity in the Active People Survey in order to be able to monitor the CMO recommendations.

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.

Medway Council has a range of physical activity interventions that it provides for local residents including a new cycling action plan. 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 (2014/15):
2.35 per 1,000 households

Summary (new data and commentary)

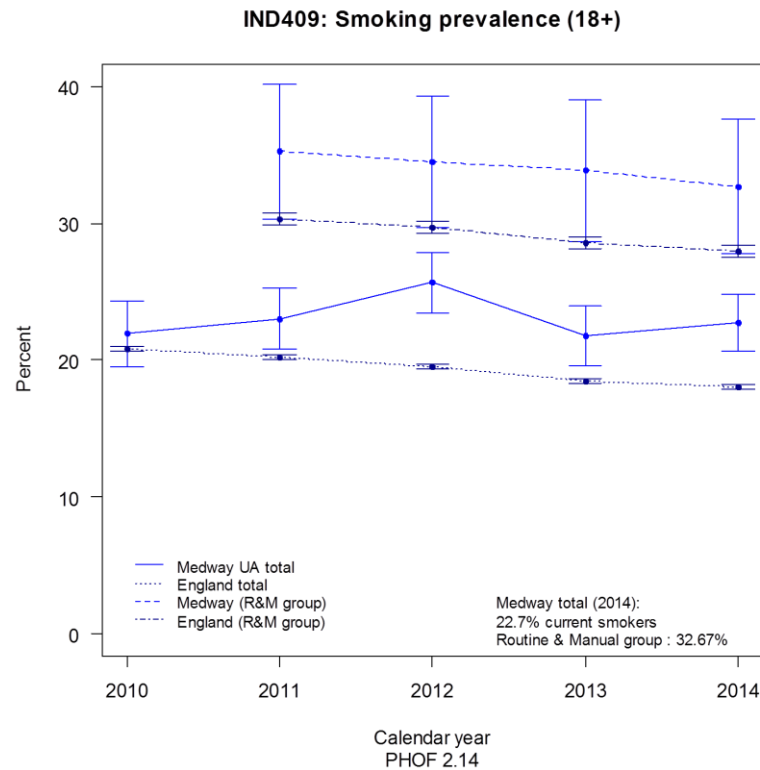
Item	Detail
Description:	IND406: Households in temp accommodation
Definition:	Households in temporary accommodation (per thousand households)
Source:	Department of Communities and Local Government
Reporting frequency	Financial year
Last review	2015-10-05

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 (2014):
22.7% current smokers
Routine & Manual group : 32.67%

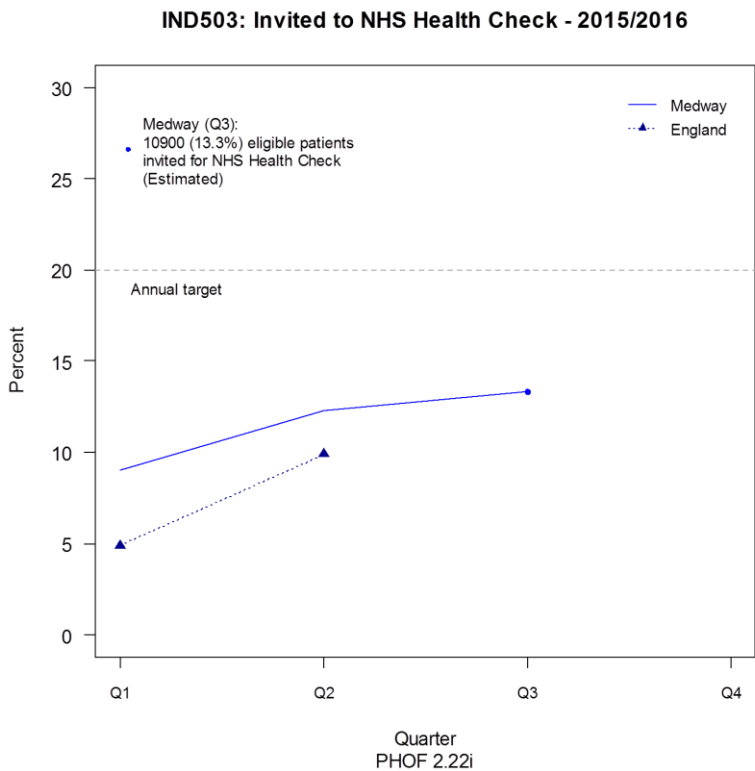
Summary (new data and commentary)

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	2015-12-15

The smoking prevalence among adults in Medway has not shown a clear trend over recent years, whilst the national rate has declined consistently. The prevalence of smoking in Medway remains significantly above the England average (18.0%). A modest downward trend, albeit not statistically significant, can be seen in the smoking prevalence in the routine and manual sub-group, with Medway and England being as 32.7% and 28.0% respectively.

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'.

Invited to NHS Health Check



Current status

Medway (Q3):
10900 (13.3%) eligible patients invited for NHS Health Check (Estimated)

Summary (new data and commentary)

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	2016-01-05
Data	Download plot data

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.

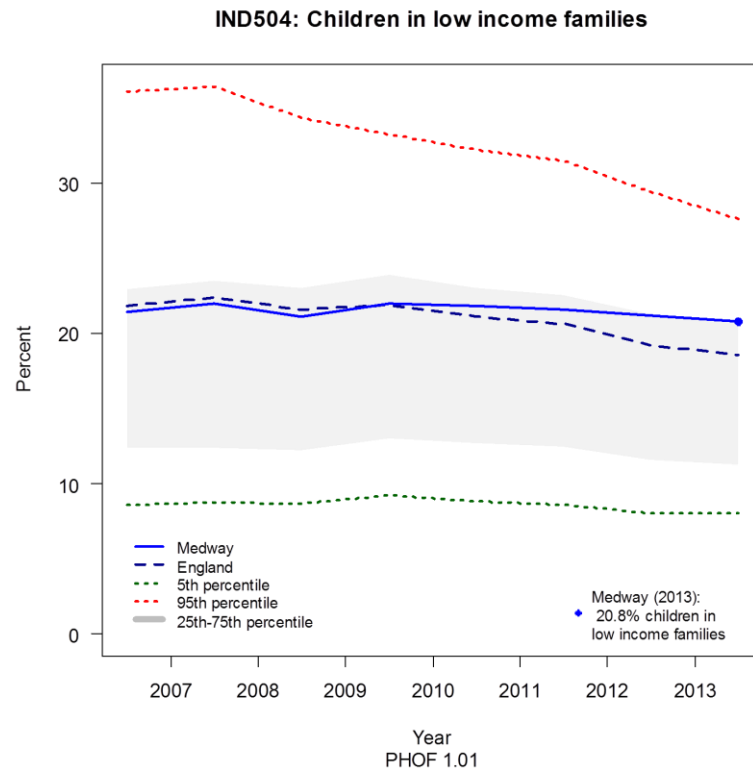
Methods of invitation in Medway include telephone calls and letters. GP practices use an IT system to manage the process of inviting eligible patients and are actively encouraged to carry this work out at the beginning of the financial year when practice workload is generally lower.

Overall, just under 20% of patients were invited for screening during the 2014/15 financial year. There is some variation in performance among practices, meaning that not all eligible patients are invited for a health check in timely manner. Therefore the Medway Public Health team has produced a summary performance report which has been sent to all practice managers.

The purpose of this report is to show practices how their performance has changed over time, how they compare to their peers and to highlight any other specific areas for improvement. The Public Health directorate provides support where needed for practices in which performance is low. The Health Improvement

Operational Manager has started in post and will be working closely with practices to meet invitation targets and increase uptake in health checks.

Children in low income families



Current status

Medway (2013):
20.8% children in
low income families

Summary (new data and commentary)

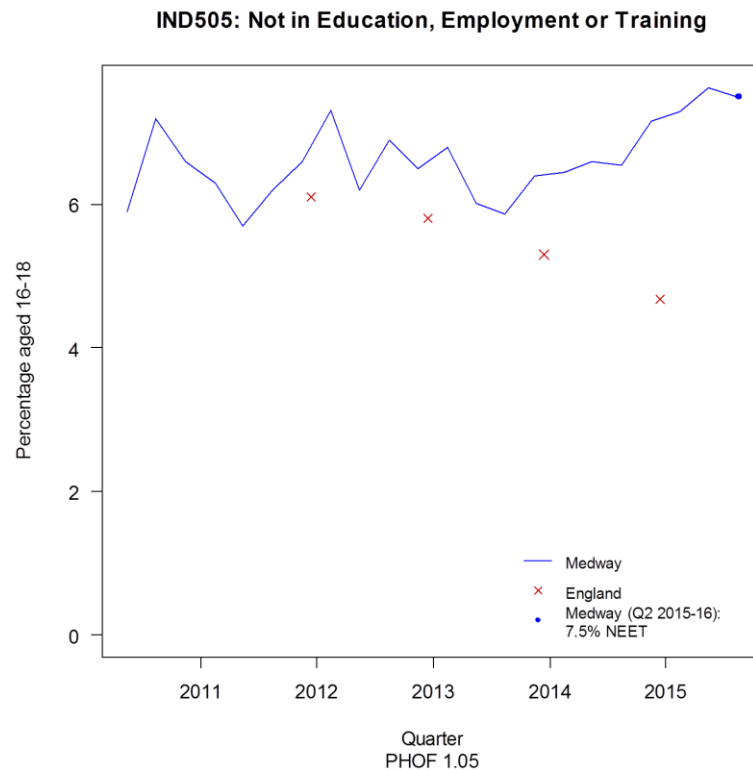
Item	Detail
Description:	IND504: Children in low income families
Definition:	Percentage of children in relative poverty (living in families where income is less than 60 per cent of median household income before housing costs and / or family is in receipt of out-of-work benefits.)
Source:	HM Revenue & Customs
Reporting frequency	Year
Last review	2015-12-14
Data	Download plot data

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 2013, a significantly greater proportion of children were living in poverty in Medway than the England and regional averages. Gillingham North, Chatham Central and Luton & Wayfield wards have the highest levels of child poverty (33-34%).

Not in Education, Employment or Training



Current status

Medway (Q2 2015-16):
7.5% NEET

Summary (new data and commentary)

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	2015-12-17
Data	Download plot data

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.

The latest quarter should be interpreted with caution as in September, Medway Youth Trust was conducting the annual 'destination survey' to track the education, employment or training status of approximately 9,000 young people. This means that young people whose status is not known increases until MYT can confirm their current situation and the percentage categorised as NEET is artificially low.