

HEALTH AND WELLBEING BOARD

28 JUNE 2016

JOINT HEALTH AND WELLBEING STRATEGY: MONITORING REPORT

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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 framework 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. Recommendations

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

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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 28 June 2016

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Summary of changes since 04 February 2016

New data and commentary

IND104: Breastfeeding initiation
IND105: Breastfeeding continuation
IND106: Smoking at the time of delivery
IND115: DTaP/IPV/Hib 12 months
IND125: First MMR 2 years
IND127: Second MMR 5 years
IND206: Falls admissions 65+ (yearly)
IND623: First invitations NHS Health Check

New commentary only

IND109: Children aged 4-5 classified as obese
IND111: Children aged 10-11 classified as obese
IND204: Discharged into reablement/rehab services
IND210: Population vaccine coverage - Flu (aged 65+)
IND211: Population vaccine coverage - Flu (at risk)
IND301: All circulatory disease mortality (under 75)
IND306: Cancer mortality rate (under 75)

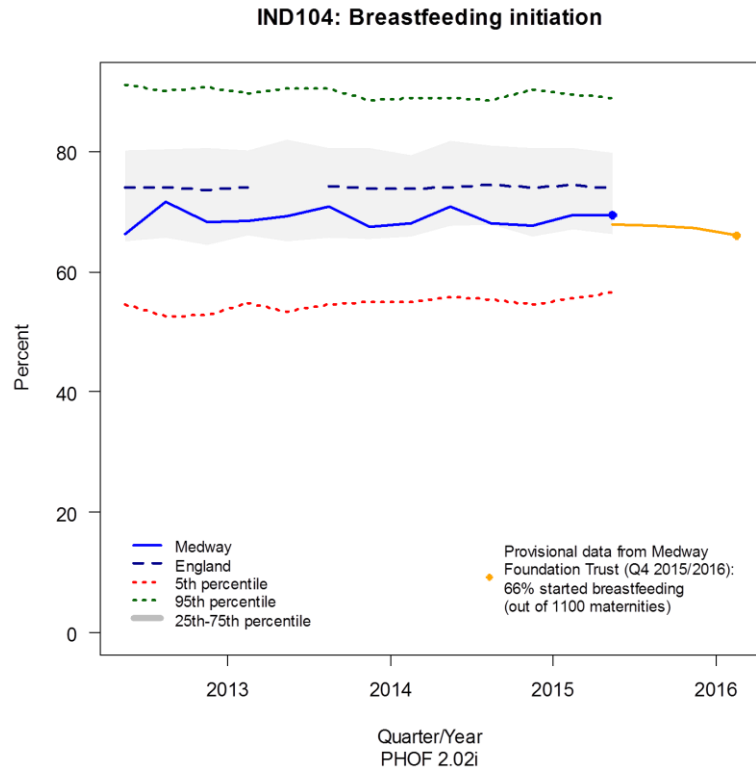
New data only

IND505: Not in Education, Employment or Training

No change

IND131: 5yr olds achieving a Good Level of Development
IND213: Estimated diagnosis rate people with dementia
IND313: Experience of community mental health services (2014)
IND401: People using green spaces for exercise
IND402: Adults achieving 150 minutes of exercise
IND406: Households in temp accommodation
IND409: Smoking prevalence (18+)
IND504: Children in low income families

Breastfeeding initiation



Current status

Provisional data from Medway Foundation Trust (Q4 2015/2016): 66% started breastfeeding (out of 1100 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	2016-04-25
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 has representation from Medway Community Healthcare (MCH), MFT and Medway Council (Early Years and Public Health). One of the key objectives of the strategy group is to achieve full UNICEF Baby Friendly Initiative Accreditation for acute and community settings. MCH have now achieved this by reaching level 3 in February 2016. 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. In excess of 80% of maternity staff have refreshed their training this year.

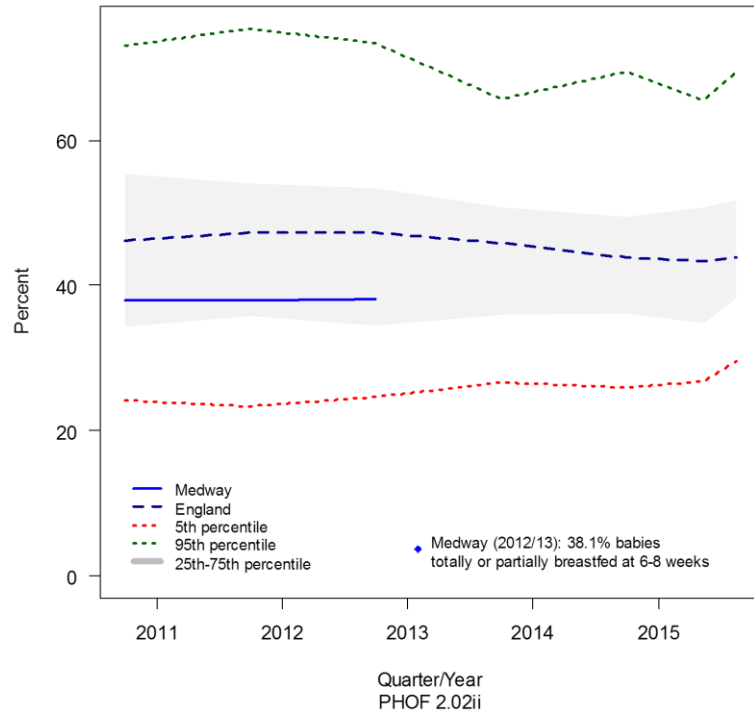
Another key objective of the strategy is to normalise breastfeeding, and Medway will be launching a large awareness campaign with Best Beginnings in 2016. Best Beginnings have international

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.

Please note: the national data collection process coordinated by NHS England has been suspended for an unknown period of time. The most recent data shown by the orange line has been provided by Medway Foundation Trust.

Breastfeeding continuation

IND105: Breastfeeding continuation



Current status

Medway (2012/13): 38.1% babies totally or partially breastfed at 6-8 weeks

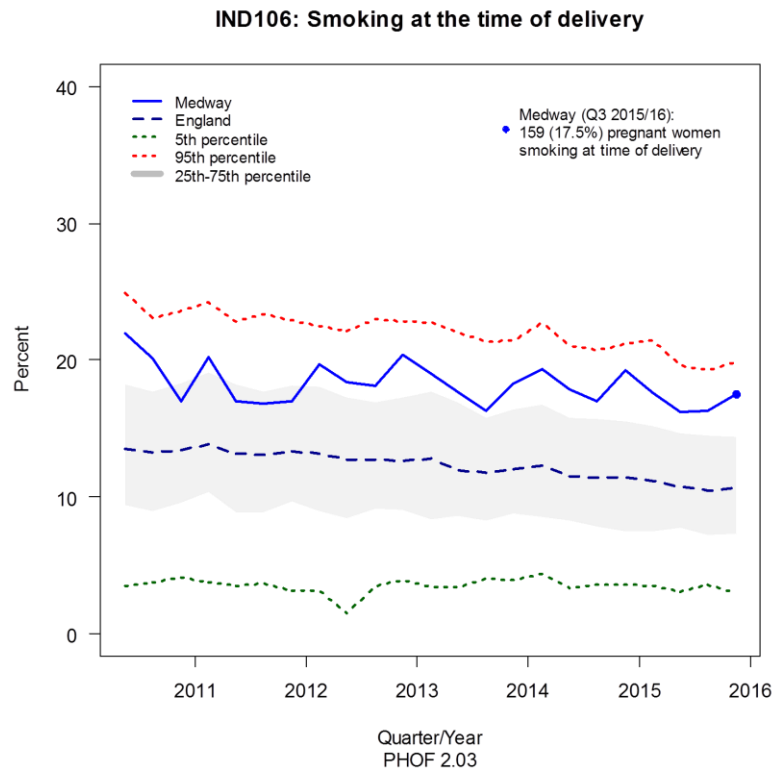
Summary (new data and commentary)

Item	Detail
Description:	IND105: Breastfeeding continuation
Definition:	Infants who are totally or partially breastfed at 6-8 week check
Source:	Public Health England
Reporting frequency	Quarter/Year
Last review	2016-05-09
Data	Download plot data

Since April 2013, the proportion of infants with "unknown" breastfeeding status at 6-8 weeks on the Child Health Information System (CHIS) has increased from below 5% to over 30%. Once the number of unknowns in an area rises above 5%, the continuation rate is suppressed in published figures. This sudden drop in data completeness coincides with the cessation of CQUIN payments made to Medway Community Healthcare (MCH) for the supplementary data collection of breastfeeding status at six weeks by the health visiting service. Responsibility for commissioning health services for 0-5 year olds transferred from the NHS to Local Authorities in October 2015. A new system of recording breastfeeding continuation has recently been established, through which this indicator is now being measured according to information held in health visiting service records rather than the CHIS. Health Visitors are required to enquire about breastfeeding status at the 6-8 week Maternal Mood Assessment. This new system has required MCH to modify its existing data collection process, a process which may take a number of months to become fully established.

In Q4 2015/16, 86.4% of 6-8 Week Maternal Mood Assessments were undertaken. Of this total, 57% of all 6-8 week checks recorded the breastfeeding status. Public Health is closely monitoring the improvements made via regular performance monitoring meetings with MCH.

Smoking at time of delivery (SATOD)



Current status

Medway (Q3 2015/16): 159 (17.5%) 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	2016-04-22
Data	Download plot data

Smoking in pregnancy remains a problem in Medway, with 17.5% women smoking at time of delivery (SATOD). This is consistently higher than the rate in England (10.6%).

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 ensure that this is now recorded at 36 weeks gestation and validated by a CO reading.

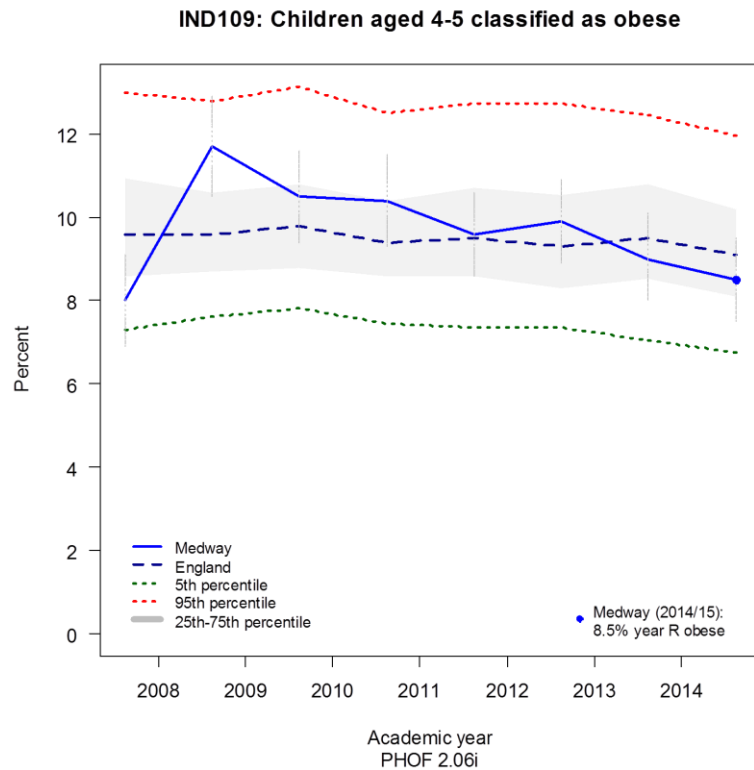
The second stage of the 'Baby clear' project has been implemented. The Risk Perception intervention is being carried out at the 12 week Nuchal scan. This intervention includes a carbon monoxide test and a discussion with the use of visual aids around the effects of smoking on the baby during pregnancy. 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.

A smoking cessation clinic had been trialled alongside the Fetal Medicine Consultants' IUGR clinic but has had to be discontinued due to a lack of room space at MFT and difficulties in engaging with these high risk women at the time of their appointment. An alternative offer is now being trialled: smokers attending the IUGR clinic will be contacted by phone and offered an appointment in the community.

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 MFT's maternity service specification.

Children aged 4-5 classified as obese



Current status

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

Summary (new 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	2016-04-25
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).

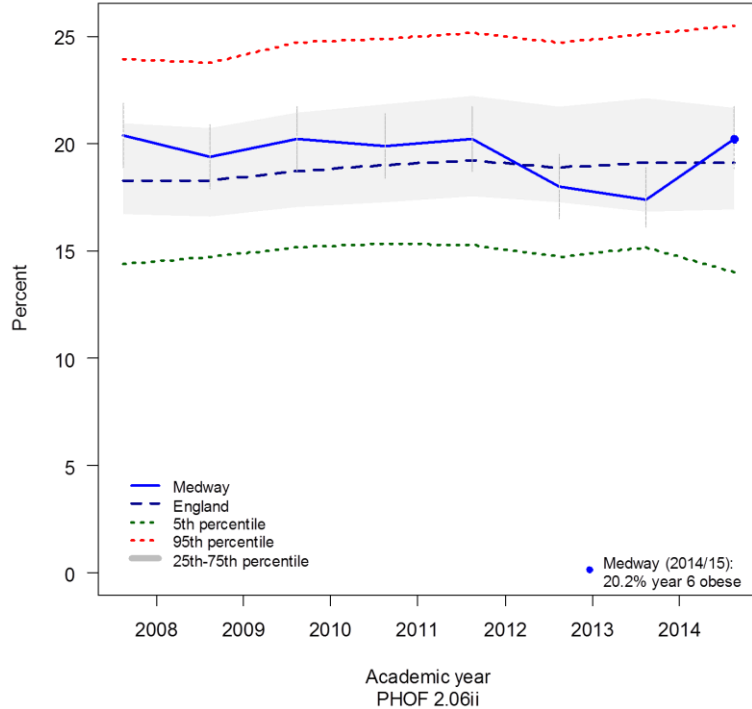
The 2014/15 results have kept Medway below the national prevalence for both obesity and overweight and obesity combined figures, and another small drop in our overall year R obesity figure has been seen. The year R prevalence of obesity for Medway in 2014/15 was 8.5% compared to 9.1% nationally, with 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.

These results reinforce the need for a wide range of partners to take action and attempt to tackle childhood obesity. The government is expecting to publish the Childhood Obesity Strategy in summer 2016, and we are eager to see what national action will be prioritised, as national policy action is critical if we are to be effective. Medway provides a range of family weight management, healthy eating and activity support services, offering free swimming,

fully engaged children centres and young people settings and a fully approved Obesity treatment pathway. Medway commenced a local obesity network in 2014, to engage wider stakeholder partners in taking local action and we anticipate this action to grow over the coming years and to develop this programme of work.

Children aged 10-11 classified as obese

IND111: Children aged 10-11 classified as obese



Current status

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

Summary (new 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	2016-04-25
Data	Download plot data

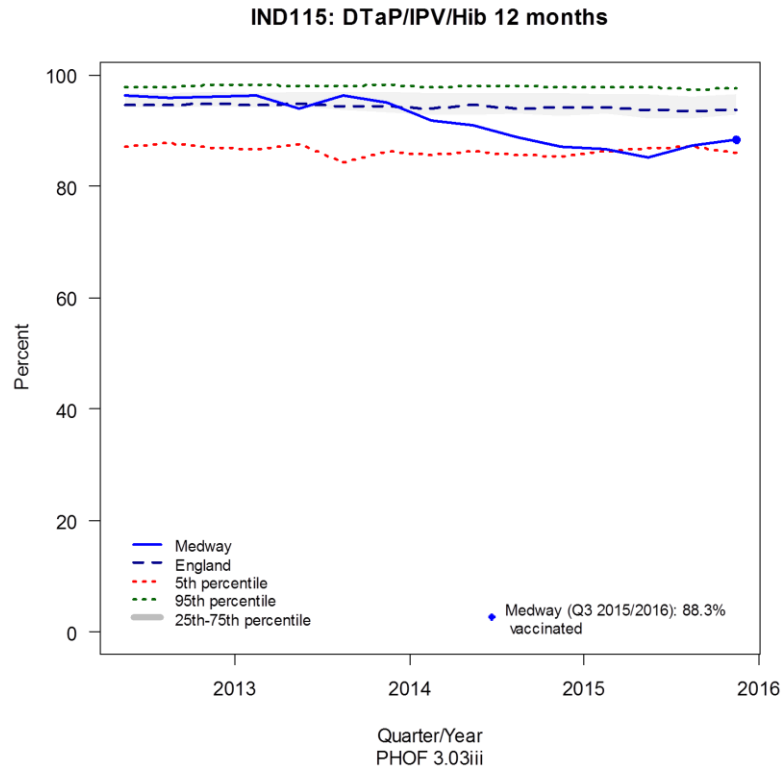
Rates of children classified as "overweight" and "obese" are monitored through the National Child Measurement Programme (NCMP), which is delivered through schools. Children's weight and height are measured in reception class (ages 4-5) and again in year 6 (ages 10-11).

Medway's Year 6 measurements have risen from last year, compared to no change nationally. Meaning Medway is no longer below the national average. The year 6 measurements were 20.2% for obesity in Medway (19.2% nationally). 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. When combining the overweight and obesity numbers, the year 6 measurements were 34.5% for obesity in Medway (33.2% nationally).

These results reinforce the need for a wide range of partners to take action and attempt to tackle childhood obesity. The government is expecting to publish the Childhood Obesity Strategy in summer 2016, and we are eager to see what national action will be prioritised, as national policy action is critical if we are to be

effective. Medway provides a range of family weight management, healthy eating and activity support services, offering free swimming, fully engaged children centres and young people settings and a fully approved Obesity treatment pathway. Medway commenced a local obesity network in 2014, to engage wider stakeholder partners in taking local action and we anticipate this action to grow over the coming years and to develop this programme of work.

DTaP/IPV/Hib 12 months



Current status

Medway (Q3 2015/2016): 88.3% 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	2016-05-09
Data	Download plot data

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".

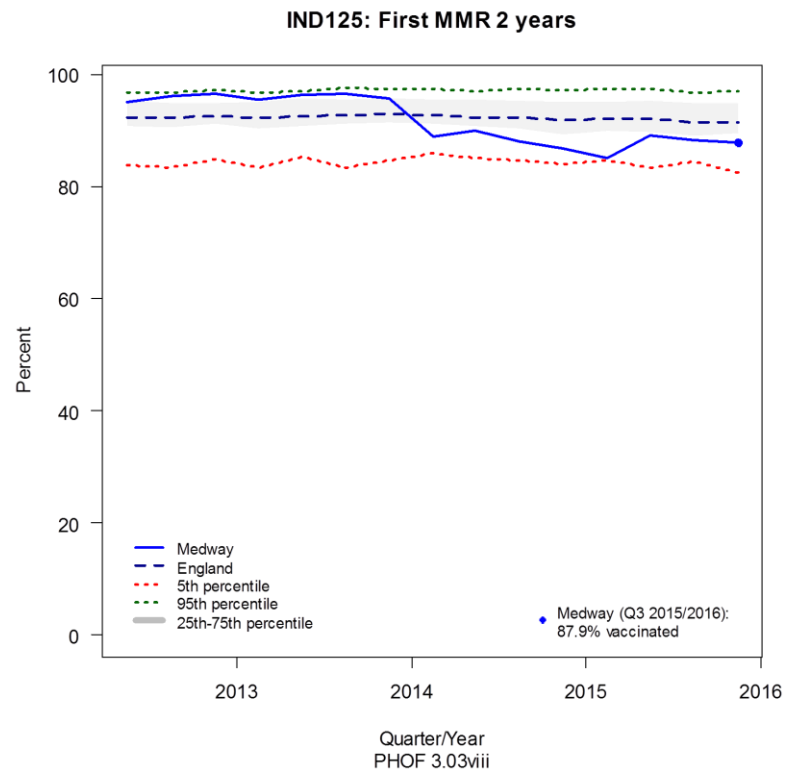
Vaccine coverage is compared against the World Health Organisation target of 95% coverage by 2 years old at the national level.

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 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.

First MMR 2 years



Summary (new data and commentary)

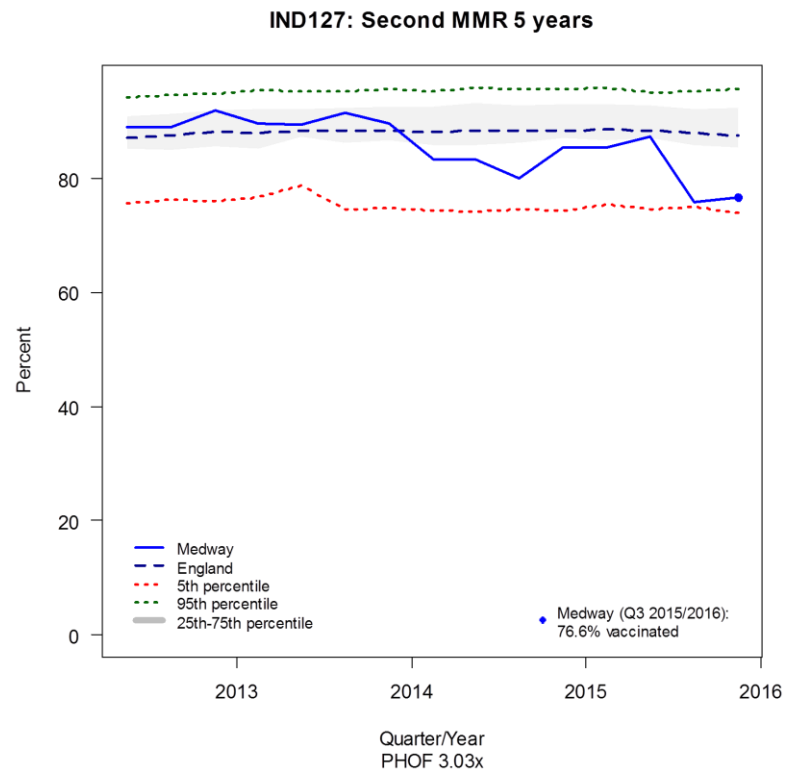
Item	Detail
Description:	IND125: First MMR 2 years
Definition:	MMR vaccination coverage for one dose
Source:	quarterly COVER published on gov.uk
Reporting frequency	Quarter/Year
Last review	2016-05-09
Data	Download plot data

Please see narrative for IND115.

Current status

Medway (Q3 2015/2016): 87.9% vaccinated

Second MMR 5 years



Current status

Medway (Q3 2015/2016): 76.6% vaccinated

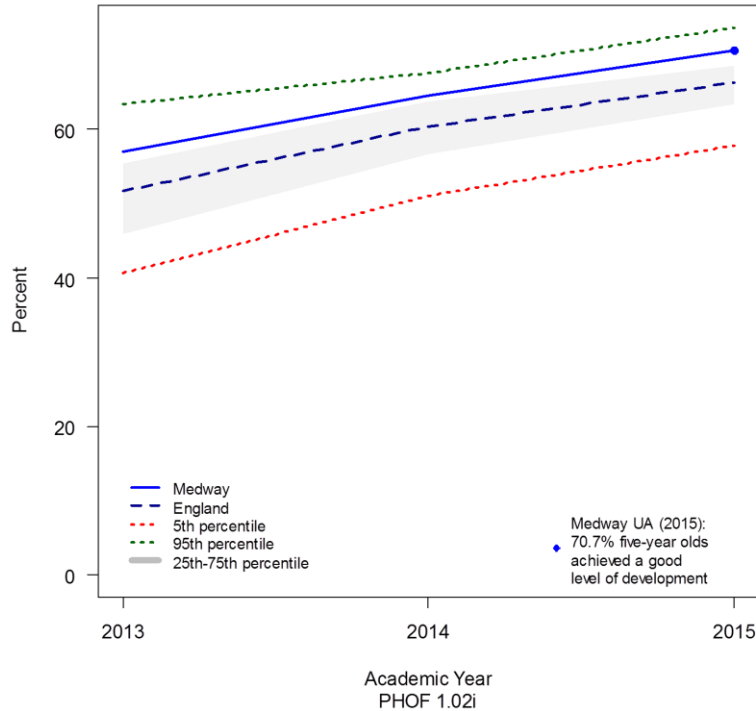
Summary (new data and commentary)

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	2016-05-09
Data	Download plot data

Please see narrative for IND115.

Five-year olds achieving a good level of development

IND131: 5yr olds achieving a Good Level of Development



Current status

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

Summary (no change)

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

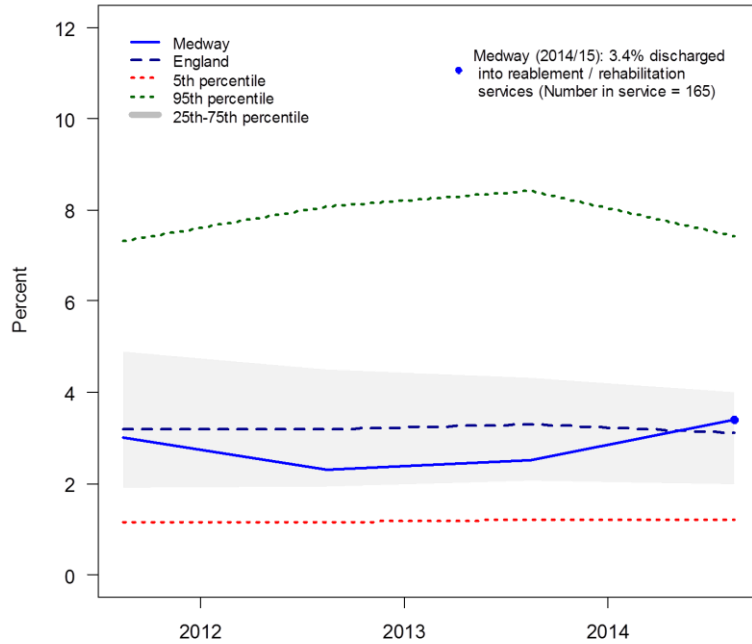
This indicator relates to the residents of Medway.

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

IND204: Discharged into reablement/rehab services



ASCOF 2B, NHS 3.6ii

Current status

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

Summary (new commentary)

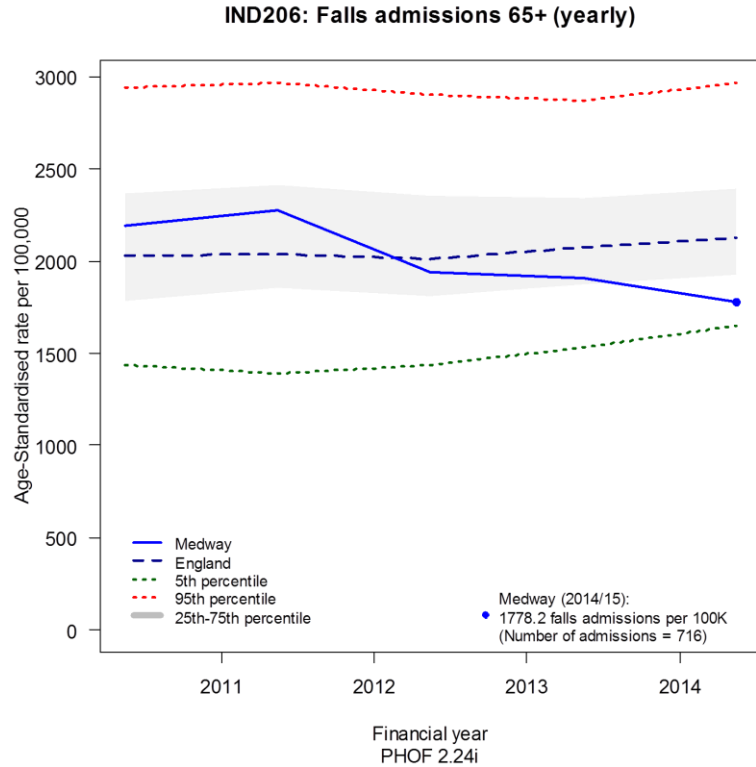
Item	Detail
Description:	IND204: Discharged into reablement/rehab services
Definition:	Percentage of older people (aged 65 and over) offered rehabilitation following discharge from acute or community hospital
Source:	NHS Information Centre NASCIS (P01768)
Reporting frequency	
Last review	2016-01-27
Data	Download plot data

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 for three months between October and December as reported 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%.

We suspect that the 2014-15 percentage figure (as originally reported) is artificially high due to the Health & Social Care Information Centre using the 2013-14 number of discharges in the denominator rather than 2014-15. The true figure is probably lower. This is beyond our direct control and is currently being investigated.

Falls admissions 65+



Current status

Medway (2014/15): 1778.2 falls admissions per 100K (Number of admissions = 716)

Summary (new data and commentary)

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	2016-05-26
Data	Download plot data

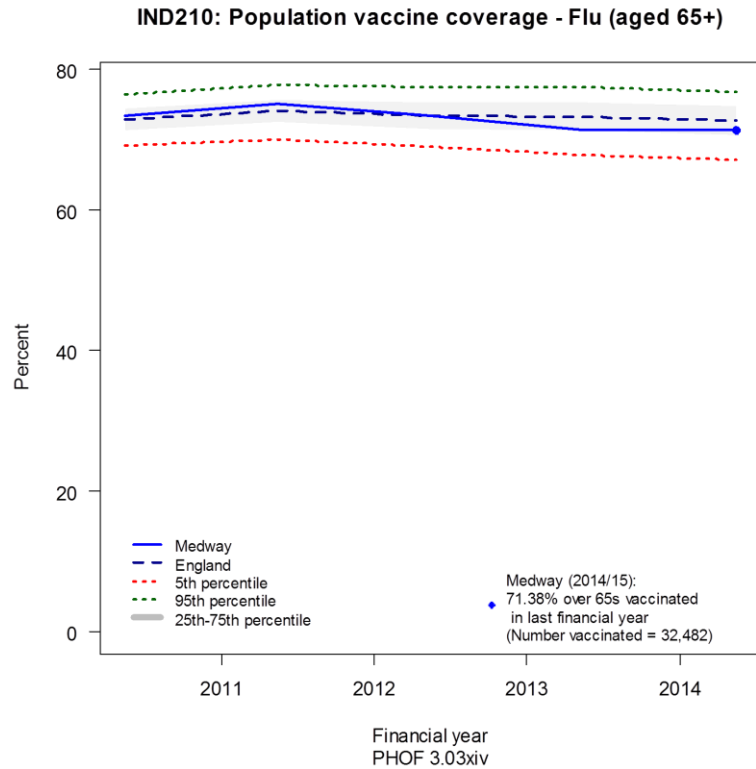
A fall is defined as 'an event whereby an individual comes to rest on the ground or another lower level with or without the loss of consciousness' (American Geriatric Society, 2001).

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 a rate of 1778.2 falls admissions per 100,000 in 2013/14. The fall admission rate is below that of 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 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 (PHOF)
Reporting frequency	Financial year
Last review	2016-05-26
Data	Download plot data

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.

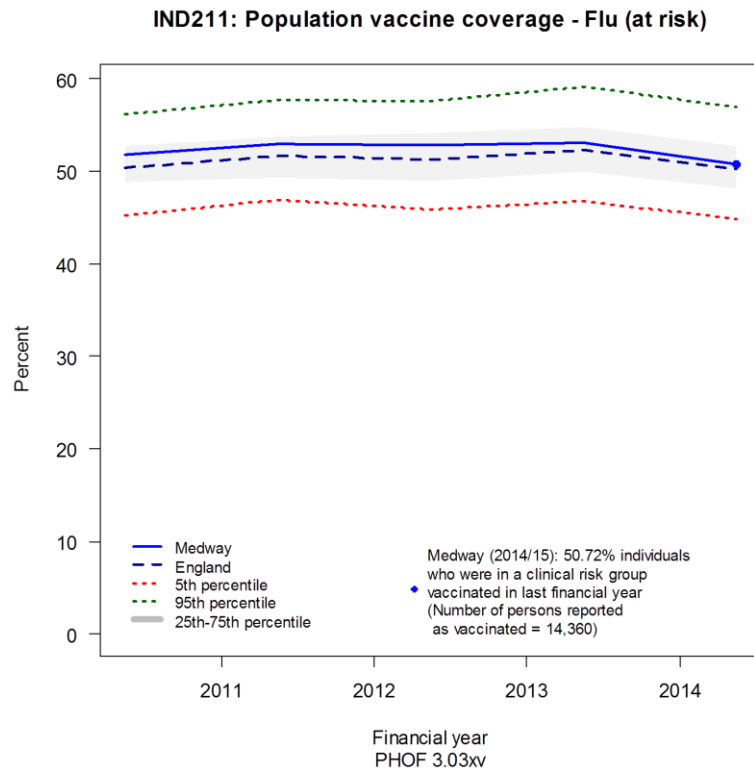
Surveillance of influenza vaccine uptake takes place throughout the season (September to January) each year.

Uptake of seasonal flu immunisation is monitored throughout the vaccination season both by PHE and, through the ImmForm website, by the Public Health Directorate.

In 2015/16, 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 2015/16 influenza season was published by Public Health England in March 2016. Medway's uptake for people aged 65 years and above was 70%: this is slightly higher than that for Kent and Medway overall but lower than the target uptake of 75%.

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 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	2016-05-27
Data	Download plot data

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.

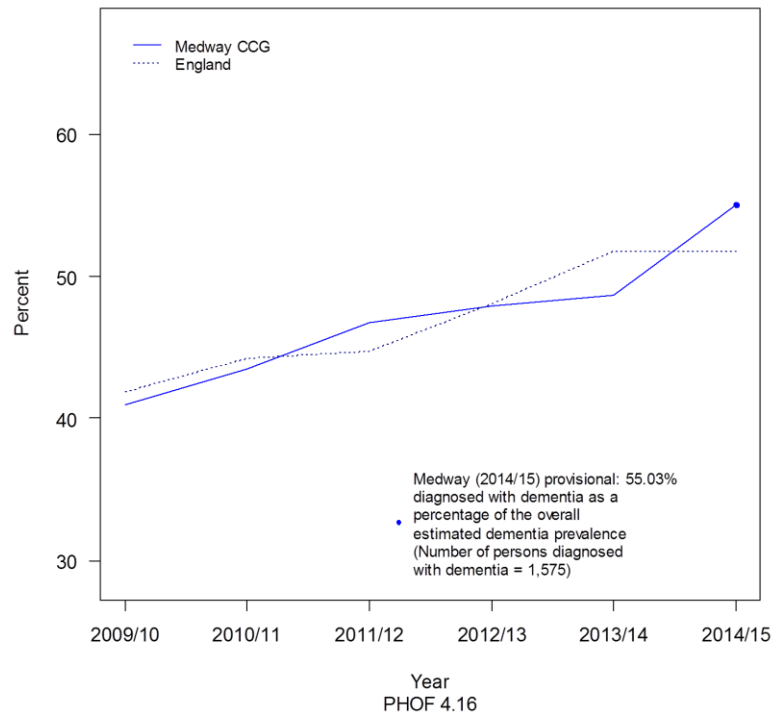
The final report for the 2015/16 influenza season was published by Public Health England in March 2016. Medway's uptake was 50.7%, for all at risk groups.

Uptake amongst this group of patients for Medway 2015/16 was 44%, which is slightly lower than for 2014/15. Uptake for 2015/16 for Medway was slightly higher than that for Kent and Medway overall but lower than the target uptake of 75%. The range of uptake varies considerably between GP practices.

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

IND213: Estimated diagnosis rate 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)

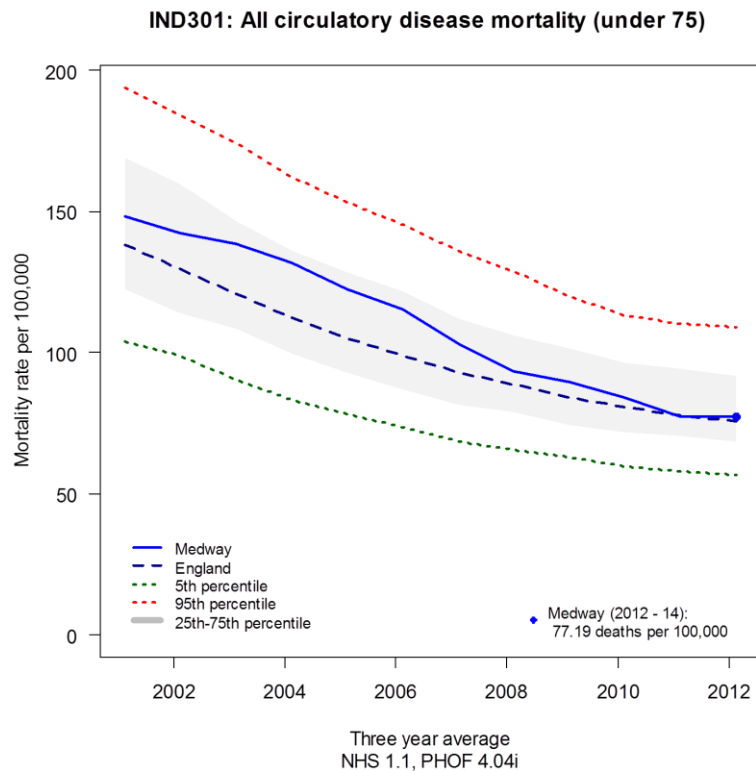
Summary (no change)

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	2016-05-04
Data	Download plot data

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 is 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

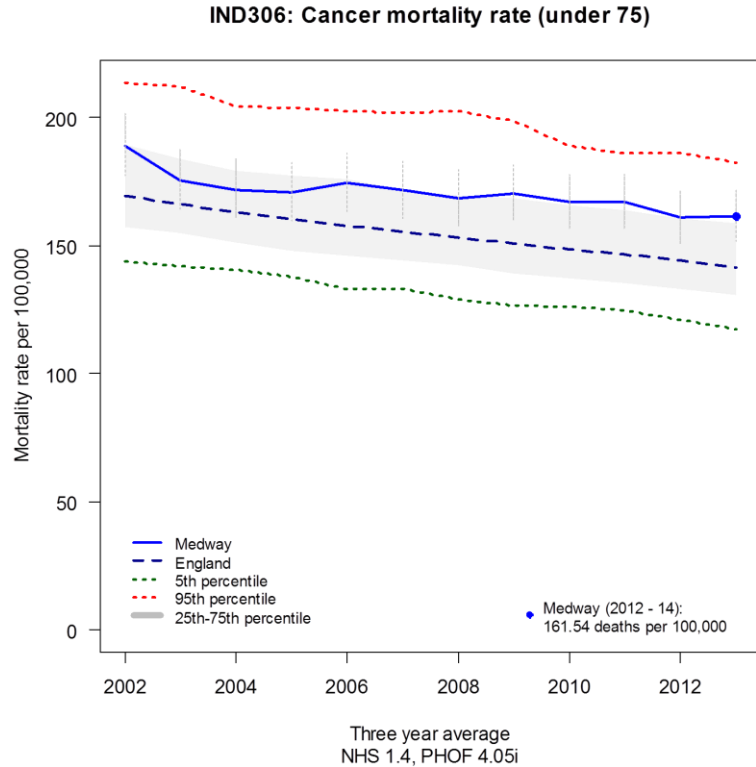
Summary (new commentary)

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 (PHOF)
Reporting frequency	Three year average
Last review	2016-05-03
Data	Download plot data

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 people aged between 40 and 74 at risk of type 2 diabetes, heart disease, stroke and kidney disease. 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. This review will be aligned to the Urgent and emergency care programme and the Kent and Medway Strategic Transformation Plans.

Cancer mortality rate (under 75)



Current status

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

Summary (new 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:	2016-05-03
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 various actions taken to reduce cancer mortality include:

- The delivery of various cancer campaigns aimed at increasing public awareness of lung, breast and colorectal cancers symptoms including CRUK cancer roadshow which was very successful.
- The Pearl Project aimed at increasing bowel cancer screening uptake, led by the Southern Hub Bowel Cancer Screening Programme in partnership with Public Health and Medway CCG has been implemented. Forty-three practices in

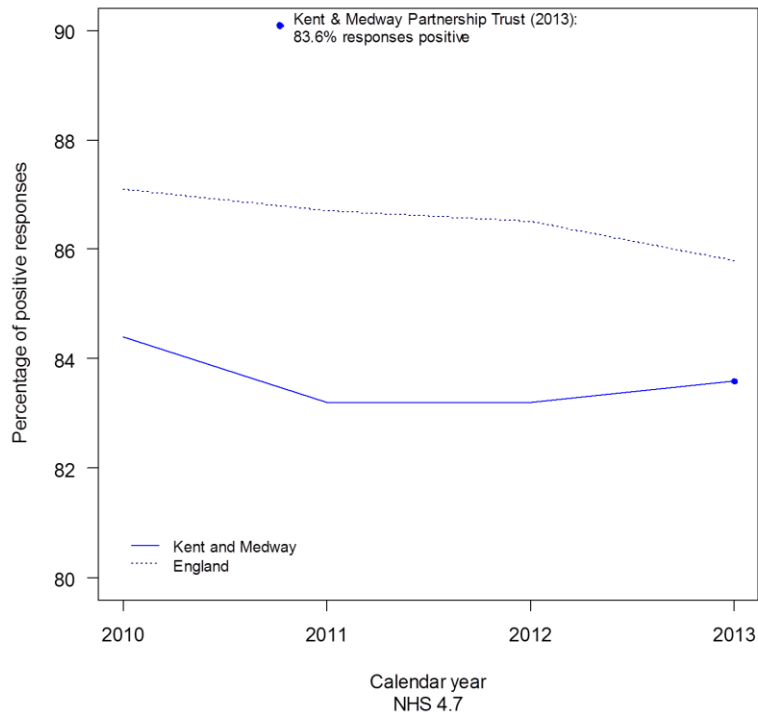
Medway signed up to participate in this project. The results from this project are awaited.

- Work with NCIN, MFT to improve the recording of staging of cancer.

Work with partners to investigate why mortality from cancer still remains high in Medway is underway.

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 (no change)

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
Data:	Download plot data

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 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

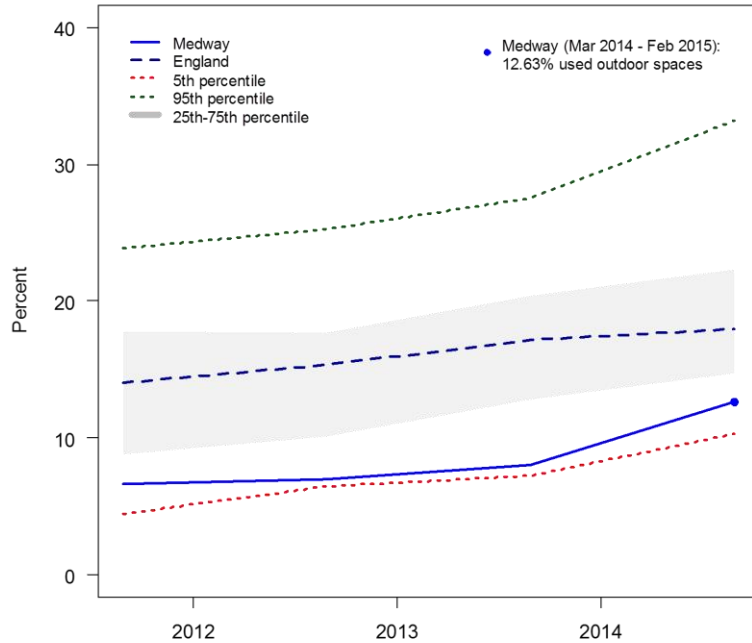
The 2015 survey showed that the Trust performed worse than most other trusts in the following question:

Organising care

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

People using green spaces for exercise

IND401: People using green spaces for exercise



PHOF 1.16

Current status

Medway (Mar 2014 - Feb 2015): 12.63% used outdoor spaces

Summary (no change)

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:	PH Outcomes, PHE ; Monitor of Engagement with the Natural Environment Survey, Natural England
Reporting frequency	
Last review	2016-05-12
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.

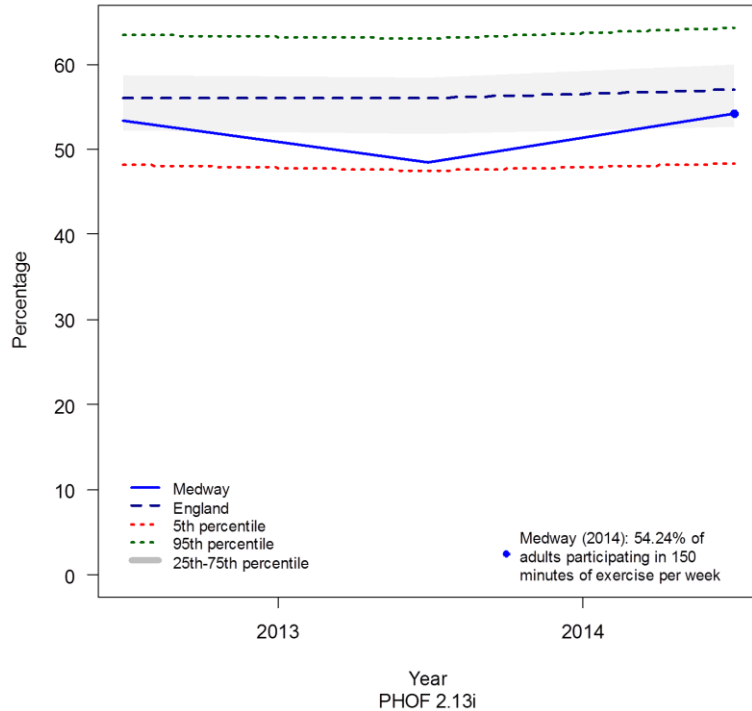
This indicator is a weighted estimate of the proportion of residents in each area taking a visit to the natural environment for health or exercise purposes. Visits to the natural environment are defined as time spent "out of doors" e.g. in open spaces in and around towns and cities, including parks, 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

IND402: Adults achieving 150 minutes of exercise



Current status

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

Summary (no change)

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
Data	Download plot data

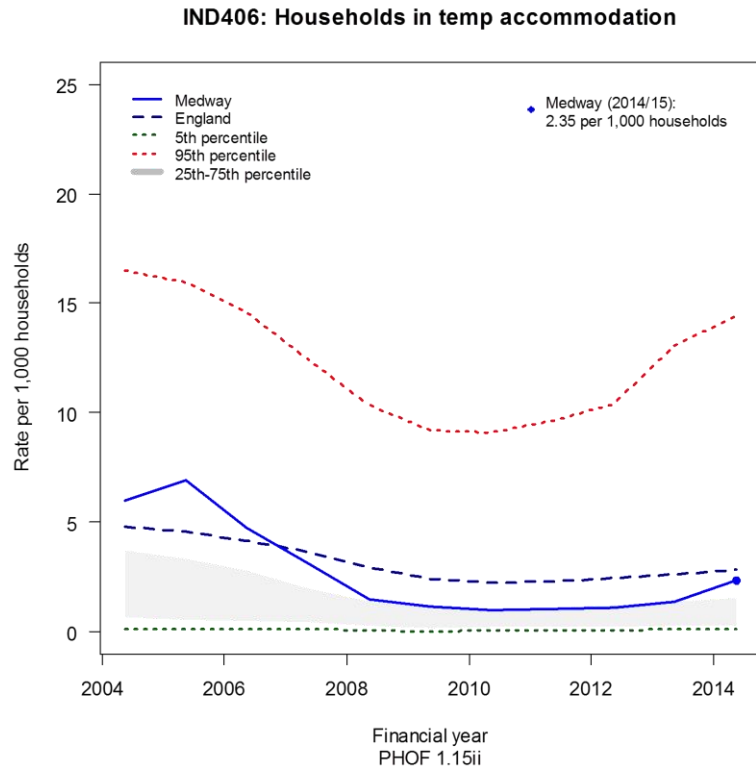
Physical inactivity is the fourth leading risk factor for global mortality accounting for 6% of deaths globally. People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle. Regular 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 (no change)

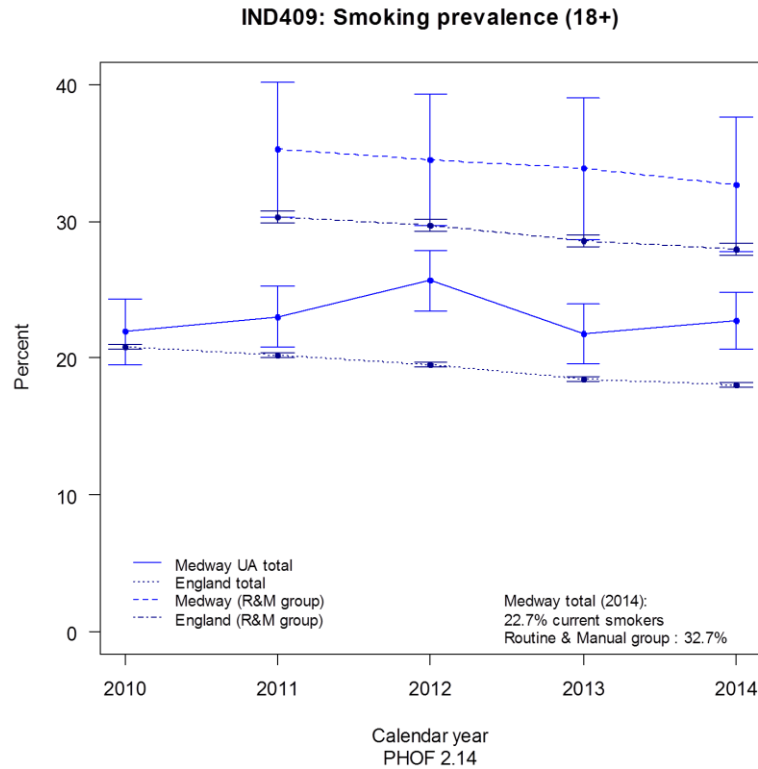
Item	Detail
Description:	IND406: Households in temp accommodation
Definition:	Households in temporary accommodation (per thousand households)
Source:	Department of Communities and Local Government (Table 784)
Reporting frequency	Financial year
Last review	2016-05-27
Data	Download plot data

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+)



Summary (no change)

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:	2016-05-12
Data:	Download plot data

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.

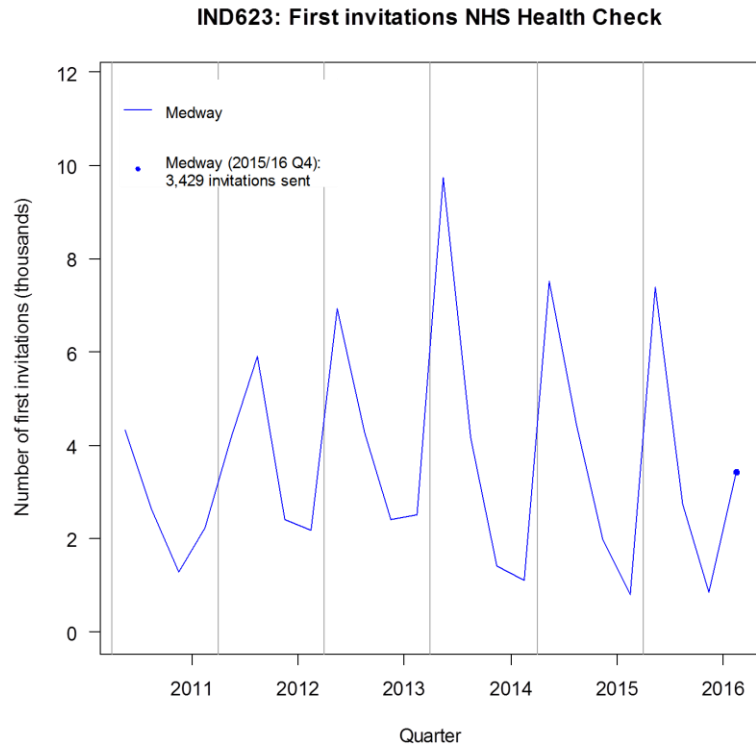
The data has been published on the PH Outcomes website with the definitions and supporting information (indicator number 2.14). The original data is from the quarterly Labour Force Survey conducted by ONS. This is combined with other surveys to form the 'Integrated Household Survey'.

Current status

Medway total (2014): 22.7% current smokers. Routine & Manual group: 32.7%

First invitations for NHS Health Check

Summary (new data and commentary)



Item	Detail
Description:	IND623: First invitations NHS Health Check
Definition:	Number of people sent an initial invitation for NHS Health check programme
Source:	Medway Health Check dataset compiled from Audit+ and other sources
Reporting frequency	Quarter
Last review	2016-04-22
Data	Download plot data

The number of invitations sent out in quarter 4 2015/16 is higher than in quarter 4 in 2014/15. However, overall figures for the year are down from 19.8% to 18.2%. The target is 20% each year over a five year period.

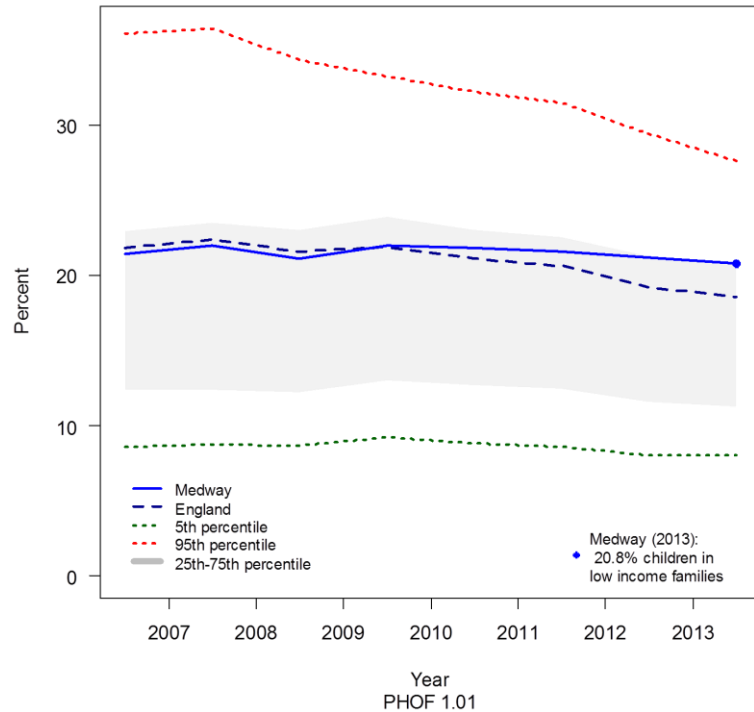
The new Health Improvement Operational Manager has worked closely with GP practices to increase the number of eligible patients invited in the last quarter of 2015/16, which resulted in an upturn. This post had been vacant for the first six months of the year. One practice in Medway did not invite any eligible patients, and this practice has now closed.

Current status

Medway (2015/16 Q4): 3,429 invitations sent

Children in low income families

IND504: Children in low income families



Current status

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

Summary (no change)

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:	2016-05-27
Data:	Download plot data

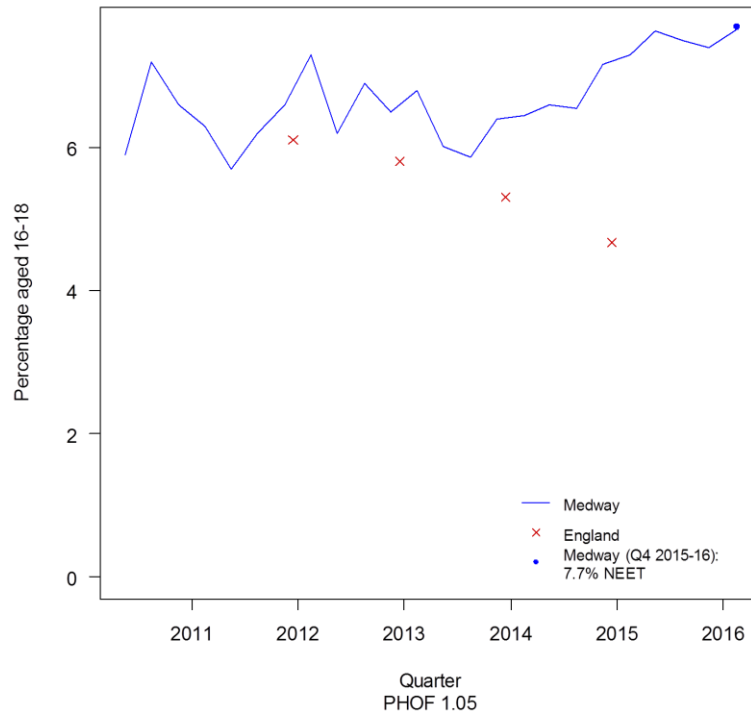
Previously known as the Revised Local Child Poverty Measure or National Indicator 116, this publication has been renamed Children in Low-Income Families Local Measure to help distinguish these statistics from the Households Below Average Income (HBAI) publication, which provides the definitive national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

IND505: Not in Education, Employment or Training



Current status

Medway (Q4 2015-16): 7.7% NEET

Summary (new data)

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	2016-05-17
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.