Foreword

We are delighted to present the Wiltshire Joint Strategic Needs Assessment (JSNA) for Health and Wellbeing, 2017/18. This JSNA is a detailed needs assessment for health and wellbeing, which provides evidence and intelligence to help guide decision making. The JSNA programme was commissioned by the Wiltshire Health and Wellbeing Board and is a key tool in informing the Health and Wellbeing Strategy.

Through the JSNA we gain a deeper understanding of the health and social care needs of our local population in Wiltshire to look ahead at emerging challenges and projected needs. The health of those in Wiltshire is generally very good compared to the national average. On the whole people in Wiltshire have a higher life expectancy and healthy life expectancy than the England average. Fewer of them are living in areas of deprivation, a smaller proportion are living unhealthy lifestyles and more of them have been vaccinated. However, some key features have been identified through the JSNA process that Wiltshire needs to address to build on this strong foundation.

We would like to thank everyone that has been involved in the development of this, our JSNA. We are confident that this will enable us to proceed to set priorities for providing services and strategic commissioning to improve the health and wellbeing of all people in Wiltshire.

Tracy Daszkiewicz
Interim Director of Public Health

Councillor Jerry Wickham
Cabinet Member for Adult Social Care,
Public Health and Public Protection

1 www.wiltshire.gov.uk/adult-care-joint-health-and-wellbeing-strategy

Introduction

The Health and Wellbeing Joint Strategic Need Assessment (JSNA) provides a summary of the current and future health and wellbeing needs of people in Wiltshire. It builds on previous JSNAs to provide a comprehensive picture of the health and wellbeing needs of Wiltshire using a broad range of indicators presented in accessible format for all parties to use.

It is important to define wellbeing as used in the JSNA to understand the scope of the information that is covered. Wellbeing in this context is described as relating to the following areas:

- personal dignity, including treatment of the individual with respect
- physical and mental health and emotional wellbeing
- protection from abuse and neglect
- control by the individual over day-to-day life (including over care and support provided and the way it is provided)
- participation in work, education, training or recreation
- social and economic wellbeing
- domestic, family and personal relationships
- suitability of living accommodation
- the individual’s contribution to society.

The JSNA brings together information on all these areas, from health and social care needs to wider factors affecting the wellbeing of our community. For example, there are indicators covering prevalence of disease, mental health, exercise, diet, immunisations, fuel poverty, welfare and education.

The Wiltshire Health and Wellbeing Board has responsibility for the development of the Joint Health and Wellbeing Strategy. This assessment will be a key document in guiding the Board’s work and supporting the further delivery of the strategy. It is also informing the development of the Better Care Fund work as we move to an Accountable Care System and the Adult Social Care Transformation programme currently ongoing.

This seventh edition of the JSNA has a number of products. At the JSNA’s core are five data packs.

These data packs are themed into the following chapters:

- Demography and overarching indicators
- Burden of ill health and premature mortality
- Health behaviours and improvement services
- Health protection
- Wider determinants

Combined the data packs contain over 100 indicators. To summarise the chapters there are five infographic packs which have been created to highlight some of the key indicators from each chapter. In addition three narrative reports have been developed to provide a broader contextual narrative on young peoples’ health, older peoples’ health and this overarching health and wellbeing report.

This report will highlight indicators taken from the Public Health Outcomes Framework which Wiltshire is performing worse than England and will explore them in more detail. It will also explore some aspects of health not represented in the PHOF that may need further investigation or are local priorities. Additionally, it will highlight any local inequalities.

Comparisons will be drawn to England, the South West and Wiltshire’s statistical neighbours. Trend analyses will also be provided in this report when appropriate. In the 5 data packs trend, area comparisons, gender, age and deprivation analyses are provided whenever possible. Throughout the report key features will be highlighted and at the end of the report these features will be assembled into a conclusion which is summarised on the next page.

2 fingertips.phe.org.uk/profile/public-health-outcomes-framework
Summary

The health of those in Wiltshire is generally very good compared to the national average. On the whole compared to England people in Wiltshire have a higher life expectancy and healthy life expectancy. Males and females in Wiltshire live a year longer than the average males and females in England. Fewer Wiltshire residents are living in areas of deprivation, a smaller proportion are living unhealthy lifestyles, more of them have been vaccinated and crime and unemployment rates are very low. However, some key features have been identified that Wiltshire needs to address to build on this strong foundation.

Compared to England, Wiltshire has few areas of high deprivation. But evidence has highlighted that the most deprived 20% of areas within Wiltshire have repeatedly poorer outcomes than the least deprived 20%. This is not new understanding but highlights that inequalities in outcomes due to deprivation still exist in Wiltshire and commissioners should continue to consider this when designing services.

The population living in Wiltshire is increasing. This increase will be particularly concentrated in the population aged 65 and over. This will bring many benefits and challenges. The Older People’s Health and Wellbeing JSNA document will explore the health of the older population in more detail.

There are some health related issues in the young population in Wiltshire. Wiltshire has been highlighted as having a high rate of unintentional and deliberate injury in 15-24 year olds. Admissions to hospital as a result of intentional injuries in the 15-24 year olds form a large proportion of these admissions. Evidence from the Wiltshire school health survey (2017) suggests that nearly 1 in 3 year 12/further education students have low or very low mental wellbeing. These two indicators could suggest that young people’s mental health and wellbeing needs to be addressed. The Younger People’s Health and Wellbeing JSNA document will explore the health of the younger population in more detail.

Other observations in this JSNA include:

- Cancer remains the biggest cause of all and premature mortality in Wiltshire. As a rate the highest cause of mortality is prostate cancer.
- Alcohol related hospital admissions for all ages have been increasing
- Some specific populations in Wiltshire are at risk of ill-health due to lifestyle choices. The population of routine and manual workers and military personnel both have higher proportions of tobacco smoking than the Wiltshire average.
- Though vaccination rates in Wiltshire are often higher than the national figure there are still certain areas where the target percentage is not being met. This is true for 65 and over flu, 2nd dose MMR and HPV vaccinations.
- In regards to screening programmes, the percentage of women screened for cervical cancer has been declining.

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Demographics and overarching indicators

Understanding the size and structure of Wiltshire’s population is fundamental if the council and its partners are to have the ability to prioritise and deliver services efficiently.

People with higher socioeconomic positions in society have a greater array of life chances and more opportunities to lead a flourishing life. They also have better health. The two are linked: the more favoured people are, socially and economically, the better their health. Inequalities within Wiltshire, and the need to maintain focus on major health issues, for example reducing premature mortality and deaths from cancer and cardiovascular disease, mean that local services should always be accessible to all. Inequalities do exist in Wiltshire and, with an ageing population structure; health needs are subject to change over future years.

The demographics and overarching indicators data pack contains information on:

- Current population
- Projected population
- Ethnicity
- Infant and child mortality
- Life expectancy
- Healthy life expectancy,
- Disability free life expectancy,
- All age all-cause mortality
- Under 75 mortality
- All age all-cause mortality

Population

488,409 people live in Wiltshire. Of those that live in Wiltshire 23% are aged 0-19, 56% are aged 20-64 and 21% are aged 65 plus. Figure 1 presents this information in a population pyramid. When compared to England Wiltshire has an older population.

The population is set to increase. It has been estimated that the Wiltshire population will increase from 489,409 in 2016 to 524,200 in 2030, an 8% growth in 14 years. The growth will not be even across age ranges. Most of the additional people will be in the 65 and over category due to increasing life expectancy. The 65 and over category will increase by 41% by 2030 compared to a small decrease in the working age population and a very small increase in the number of individuals aged 0 to 19. Figure 2 shows the change in population by broad age bands and gender.

Deprivation

The inequalities in health outcomes due to deprivation have been well documented. The Department for Communities and Local Government (DCLG) in conjunction with Oxford Consultants for Social Inclusion (OCSI) published the English Indices of Deprivation 2015. The English Indices of deprivation provide an indication as to the relative levels of deprivation between small geographies within England. Wiltshire can be considered to be less deprived than many other local authorities in England. In fact 70% of local authorities in England are more deprived than Wiltshire. However, 4% of Wiltshire’s population live in what is considered the most deprived and second most deprived deciles in England. Figure 3 provides a map of all the locations within Wiltshire shaded to show the national deprivation decile into which they fall. Most of the deprived areas are in Trowbridge and Salisbury with Chippenham and Melksham also having a number of areas with high deprivation. For more information on Wiltshire’s deprivation please read the English Indices of Deprivation 2015: Wiltshire report.

Key feature 1
Wiltshire population has a larger proportion of older people than England and this proportion is likely to greatly increase in the future.

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ONS mid-year estimate (2016)

Office of National Statistics (ONS) sub-national projections (2016)

Fair Society, Healthy Lives (2010)


www.intelligencenetwork.org.uk/community/
Life expectancy and healthy life expectancy

In Wiltshire males have a life expectancy of 80.8 years and females have a life expectancy of 84.0 years. Life expectancy in Wiltshire is higher on average than in England and the South West for both males and females. Circulatory disease, accidents, suicides and undetermined injury play a big part in the difference between males and females.

Life expectancy has been increasing for many years, since 2004-06 life expectancy has increased by 1.8 years for males and 1.3 years for females. However, there is a noticeable difference in life expectancy regarding deprivation, with males living in the most deprived quintile in Wiltshire having a life expectancy of 77.9 (2.9 years less than the Wiltshire figure) and females a life expectancy of 82.4 (1.6 years less than the Wiltshire figure).

The length of time one lives should be considered alongside the length of time one is living healthily. Healthy life expectancy is calculated using self-reported good health. Males in Wiltshire are likely to have 64.8 healthy years of life and females are likely to have 66.8 healthy years of life. This is longer than males and females in England. However, the healthy life expectancy for males is below the normal retirement age with potential impacts on work force productivity. Considering this with the life expectancy figures, in Wiltshire males are likely to live 16 years and females are likely to live 17.3 years in poor health, this is a shorter duration of poor health than England (16.1 years for males and 19 years for females).

Deprivation analysis shows an even greater inequality in healthy life expectancy than life expectancy. Males in the most deprived quintile in Wiltshire have a healthy life expectancy of 56.0 years, 8.8 years less than the Wiltshire figure. Females in the most deprived quintile in Wiltshire have a healthy life expectancy of 56.9, 9.9 years less than the Wiltshire figure. Figure 4 shows this pattern in healthy life expectancy.

Throughout this document when exploring inequalities local deprivation quintiles will be used based on the indices of deprivation. The local deprivation quintiles only compare areas within Wiltshire.
Causes of death

In 2016, 4,611 people died in Wiltshire. 88% of these deaths were of people aged 65 and over. To compare mortality to other areas it is commonly converted into a directly standardised rate. For all age all-cause mortality Wiltshire has directly standardised rate of 880 per 100,000 people compared to England’s rate of 1020 per 100,000 people. This means that there is a lower risk of mortality in Wiltshire than in England. Cancer is the leading cause of death. In 2016 29% of deaths in all ages were caused by cancer. Circulatory disease was the second biggest cause of death causing 26%. For those under 75s cancer mortality is a much larger proportion 45%. Circulatory disease is still the second largest proportion (28%). Figure 5 and figure 6 shows the main causes of all age mortality for all ages and for under 75s.

Figure 5: All age all-cause mortality in Wiltshire (2016)

<table>
<thead>
<tr>
<th>Cause</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>29%</td>
</tr>
<tr>
<td>Circulatory</td>
<td>26%</td>
</tr>
<tr>
<td>Respiratory</td>
<td>13%</td>
</tr>
<tr>
<td>Digestive</td>
<td>5%</td>
</tr>
<tr>
<td>Mental Health</td>
<td>9%</td>
</tr>
<tr>
<td>Endocrine</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>17%</td>
</tr>
</tbody>
</table>

Figure 6: Under 75 all-cause mortality in Wiltshire (2016)

<table>
<thead>
<tr>
<th>Cause</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>45%</td>
</tr>
<tr>
<td>Circulatory</td>
<td>28%</td>
</tr>
<tr>
<td>Respiratory</td>
<td>9%</td>
</tr>
<tr>
<td>Digestive</td>
<td>7%</td>
</tr>
<tr>
<td>Mental Health</td>
<td>1%</td>
</tr>
<tr>
<td>Endocrine</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

Directly (age) standardised rates apply age-specific rates from the population being studied to a standard population structure, in this JSNA the European Standard Population 2013. This gives the overall rate that would have occurred in the subject population if it had the standard age-profile. The main advantage of directly standardised rates is that they allow comparisons between multiple populations and between time periods. However, if the age-specific rates are based on small numbers, directly standardised rates may not be reliable and in some datasets age is not provided preventing directly standardised calculations.

Key feature 4

Cancer is the main cause of death in Wiltshire followed by circulatory disease.

Burden of ill health

The variety of diseases and reasons for ill-health are very broad. It is important to understand the incidence of newly diagnosed cases of disease and the prevalence of people with the disease in the population at any given time. From this knowledge we can allocate resources to combat the predominate causes of ill-health.

The Burden of ill health data pack contains over 50 indicators. The indicators cover topics such as the main causes of premature mortality (deaths of those under 75 years of age), prevalence of disease, physical health, cancer incidence and mortality, mental health, disability and impairment and accidents and injuries.

Cancer

Cancer is the main cause of death in England in the under 75s. This is also true in Wiltshire. Over 500 under 75s died in Wiltshire from cancer in 2015. When converted to a directly standardised rate for comparisons to other areas 119.5 per 100,000 under 75s died from cancer in Wiltshire compared to 136.4 in England. Mortality in the under 75s from cancer has been falling for at least a decade. Figure 7 shows this downward trend in under 75 cancer mortality in Wiltshire, England and our statistical neighbours.

Figure 7: Trend in under 75s Cancer mortality

Statistical neighbours are a group of local authorities who have similar characteristics to Wiltshire. The definition and groupings were created by the Office of National Statistics. Wiltshire’s statistical neighbours are BANES, Cambridgeshire, Devon, Dorset, Gloucestershire, Hampshire, Oxfordshire, Shropshire, West Sussex and Worcestershire. Comparing Wiltshire to these areas gives a better indication as to how well services in Wiltshire are doing.

However, there are inequalities in cancer mortality in the under 75s that should be addressed. The most deprived areas in Wiltshire have a much higher directly standardised rate of cancer mortality in the under 75s than the rest of Wiltshire. Figure 8 presents the findings from the deprivation analysis.

10 Primary Care Mortality Database

11 Primary Care Mortality Database
Cardiovascular disease

Cardiovascular disease (CVD) is one of the biggest causes of mortality in England and the largest single cause of long term ill health and disability. Damage to the cardiovascular system increases with age, and progresses faster in men than women, in those with a family history of CVD and in some ethnic groups. These ‘fixed factors’ cannot be changed, but ‘modifiable factors’ such as smoking, obesity and high cholesterol can be altered to reduce the risk of disease occurring.

In Wiltshire during 2015 just over a thousand people died from CVD and of those 263 were under the age of 75\(^\text{12}\). When converted to a directly standardised rate for comparisons to other areas 57.9 per 100,000 under 75s died from CVD in Wiltshire compared to 74.0 in England. Wiltshire has also had a lower rate of CVD mortality than England. Figure 9 shows the CVD mortality trend for Wiltshire, England and our statistical neighbours.

Causes considered preventable

The basic concept of preventable mortality is that these deaths they could have been avoided by a Public Health intervention in the broadest sense.

In 2015 it is thought that 263 deaths of those under 75 were from causes considered preventable\(^\text{13}\). When converted to a directly standardised rate for comparisons to other areas 147.1 per 100,000 under 75s died from causes considered preventable in Wiltshire compared to 184.5 in England. Like cancer and CVD, mortality from causes considered preventable in the under 75s has been falling for many years. And also like cancer and CVD the directly standardised mortality rate in the most deprived quintile in Wiltshire is much higher than the Wiltshire figure. Figures 11 and 12 present the trend and deprivation analysis.

\(^{12}\) Primary Care Mortality Database

\(^{13}\) Primary Care Mortality Database
Cancer

It has already been mentioned that cancer is the main cause of death in England and in Wiltshire in the under 75 population. To understand this better the incidence and mortality of specific cancers have been presented in figures 13 and 14.

Breast cancer has the largest incidence of all cancers. In Wiltshire 123.1 per 100,000 women were diagnosed with breast cancer (directly standardised rate, 2012-14)\(^{14}\). This is slightly more than England (116.2 per 100,000). Prostate cancer is the second largest cause of cancer. In Wiltshire 110.9 per 100,000 men were diagnosed with prostate cancer in 2012-14. This is more than England (95.2 per 100,000). In Wiltshire the third highest rate of a cancer is colorectal cancer (38.7 per 100,000 people). However, in England lung cancer is the third highest cause of cancer in 2012-14.

Mortality from different causes of cancer has a slightly different pattern than incidence of cancers\(^{15}\). In Wiltshire prostate cancer has the highest directly standardised mortality rate with 50.7 per 100,000 men dying from prostate cancer. This is a similar directly standardised rate to England (49.6 per 100,000). However, England’s top cause of cancer mortality is lung cancer (57.6 per 100,000). In Wiltshire lung cancer is the second highest directly standardised rate of cancer deaths (45.4 per 100,000). This is a much smaller directly standardised rate than England.

Key feature 6
Although breast cancer in Wiltshire has a higher incidence than prostate cancer, prostate cancer has a higher mortality rate.

Physical health

Due to the high percentage of mortality from CVD and respiratory diseases further investigation has been made into the hospital admission and mortality of these diseases.

Wiltshire had a directly standardised rate of 1734.6 per 100,000 people admitted to hospital due to CVD in 2016/17\(^{16}\). This is less than England which had 1973.1 per 100,000 people. Deprivation analysis has shown that a higher rate of people from the most deprived quintile were admitted to hospital for CVD than the Wiltshire average.

Mortality from CVD has been slowly falling\(^{17}\). But there is an inequality in the incidence of mortality with the most deprived quintile in Wiltshire having a larger rate of deaths from CVD than the Wiltshire average. Figure 15 shows that during 2016 the most deprived quintile of Wiltshire’s population had a CVD directly standardised mortality rate of 269.4 per 100,000, much higher than the Wiltshire figure of 218.7 per 100,000.

Key feature 5
The evidence surrounding mortality for those aged under 75 years old in Wiltshire suggests that though directly age standardised rates have been falling there is still inequality in rates with regards to deprivation.

\(^{14}\)National Cancer Intelligence Network

\(^{15}\)Primary Care Mortality Database

\(^{16}\)Hospital Episode Statistics 2016/17

\(^{17}\)Primary Care mortality Database
Respiratory disease is a medical term that encompasses a wide range of conditions affecting the organs and tissues associated with breathing. Respiratory diseases range from mild and self-limiting, such as the common cold, to life-threatening entities like bacterial pneumonia, pulmonary embolism, acute asthma and chronic obstructive pulmonary disease.

In Wiltshire 1453.4 per 100,000 people were admitted to hospital for a respiratory disease (2016/17). This is lower than in England where 1900.7 per 100,000 people were admitted for a respiratory disease. Like CVD admissions there was a higher directly standardised rate of admissions in the most deprived quintile in Wiltshire for respiratory disease. In England and to a lesser extent in Wiltshire, hospital admissions from respiratory disease have been increasing in the last 4 years. Figure 16 shows that admissions from respiratory disease have increased in Wiltshire from 1286.1 in 2013-14 to 1453.4 in 2016-17.

Figure 16: Trend in hospital admissions caused by respiratory disease

It is also important to look at all the avoidable admissions to hospital often referred to as Ambulatory care sensitive (ACS) conditions. These are conditions where effective community care and case management could have prevented the need for hospital admission. Reducing avoidable emergency admissions improves the quality of life for people with long term and acute conditions and their families, as well as reducing pressures upon the resources of local hospitals. The Wiltshire directly standardised rate for ACS admissions is lower than England (582.1 per 100,000 compared to 665.8 per 100,000). Deprivation analysis found that those living in the most deprived quintile had a higher directly standardised rate compared to the Wiltshire figure. Figure 18 shows the results from the deprivation analysis.

Figure 18: Rate of ACS admissions by deprivation quintiles in Wiltshire (2016/17)

The directly standardised mortality rate from respiratory disease in Wiltshire was lower than England (134.4 per 100,000 compared to 140.5 per 100,000) during 2015. However it was higher than the South West (126.8 per 100,000) and Wiltshire’s statistical neighbours (106.5 per 100,000). The directly standardised mortality rate in Wiltshire has been fairly stable since 2007 whereas other areas have seen a slow decrease. As with CVD, cancer and causes considered preventable, deprivation analysis shows a higher rate of mortality in the most deprived quintile of Wiltshire compared to the overall Wiltshire figure. Figure 17 shows that 154.9 per 100,000 people died from respiratory disease in the most deprived quintile in Wiltshire, a higher directly standardised rate than Wiltshire (134.4 per 100,000).

Figure 17: Rate of mortality from respiratory disease by deprivation quintiles in Wiltshire (2016)
Prevalence of disease

The prevalence’s of some long term diseases are published in the Quality Outcomes Framework (QOF)[23]. Figure 19 provides the rates for important diseases for NHS Wiltshire, England and NHS Wiltshire’s nearest neighbours.

Sometimes it is not possible to provide a figure for Wiltshire residents but it is possible to provide a figure for those registered at a Wiltshire GP surgery. When this is possible it is called NHS Wiltshire. Nearest neighbours are a group of local authorities who have similar characteristics to NHS Wiltshire. The definition and groupings were created by NHS Rightcare. NHS Wiltshire’s nearest neighbours are NHS Ipswich & East Suffolk, NHS Somerset, NHS South Worcestershire, NHS West Kent, NHS East Leicestershire & Rutland, NHS E & N Hertfordshire, NHS Mid Essex, NHS Bedfordshire, NHS Gloucestershire, NHS West Hampshire.

For most items NHS Wiltshire has similar percentage to England and our nearest neighbours. Many of these long term diseases are increasing in prevalence. This is partly due to improved medical treatment allowing patients to live longer and it is also due to improved diagnosis rates. However, estimates of undiagnosed cases are still high for some conditions. For example it is thought that 2,000 people have dementia but have not yet been diagnosed and 2,500 people are undiagnosed for Chronic Obstructive Pulmonary Disease.

Figure 19 provides the rates for important diseases for NHS Wiltshire, England and NHS Wiltshire’s nearest neighbours.

Mental health

A detailed mental health needs assessment was recently published by Wiltshire Council and provides a comprehensive report using the available datasets[24]. Some findings from the needs assessment include:

- Around a quarter of the population will experience a significant mental health problem during their lifetime. This will disrupt their life, work and relationships.
- At least 1 in 4 people will experience a mental health problem at some point in their life
- 1 in 6 adults have a mental health problem at any one time
- Almost half of adults will experience at least one episode of depression during their lifetime
- Mental ill health represents up to 23% of ill health in the UK and is the largest single cause of disability
- People with severe mental illnesses die on average 20 years earlier than the general population
- The NHS spends around 11% of its budget on mental health. This is almost double the amount spent on cancer
- The estimated cost of mental ill-health in England in 2009/10 was £105.2bn

Using national prevalence estimates from the national Adult Psychiatric Morbidity Survey (2014) it is thought that approximately 67,000 adults in Wiltshire have a common mental disorder[25]. The survey also found that around 4% of the population screened positive for Post-Traumatic Stress Disorder. Of those screening positive only 1 in 8 had already been diagnosed by a health professional. This suggests potentially 15,000 people in Wiltshire have not been diagnosed. This figure may be even higher given the large veteran population in Wiltshire.

A local school health survey of children and young people in Wiltshire found that 9.9% of primary, 24.1% of secondary and 31.7% of year 12/Further education pupils have low or very low mental wellbeing[26].

Disability and impairment

It is estimated that 23,599 people in Wiltshire have a moderate physical disability and a further 7,157 have a severe disability[26]. By 2021 it is estimated the number of those with a moderate disability will increase to 23,973 and the number of those with a severe disability will increase to 7,372. Hearing impairment is also thought to be increasing. 56,154 adults are estimated to have a moderate or severe hearing impairment in 2017 and this is likely to increase to 62,167 by 2021. An increase will also be seen in the number of people with a moderate or severe visual impairment, from 9,046 in 2017 to 10,149 in 2021. A needs assessment looking at young people with both special educational needs and disabilities and those who are looked after in care is currently being created.
Accidents and injuries

Falls are the largest cause of emergency hospital admissions for older people in England, it can have a significant impact on individuals, e.g. falls are a major cause of people needing to move from their own home to long-term nursing or residential care. Falls that result in injury can be very serious - approximately 1 in 20 older people living in the community experience a fracture or need hospitalisation after a fall. Falls and fractures in those aged 65 and above account for over 4 million bed days per year in England alone, at an estimated cost of £2 billion.

The Wiltshire directly standardised rate in those 65 and over for falls related emergency admissions is broadly similar to that of our statistical neighbours and lower than the England average (1926.8 per 100,000 compared to 1946.8 and 2133.2 respectively)26. The rate has been close to static since 2013/14. Females have a higher directly standardised rate of admissions. Figure 20 shows that 2267 per 100,000 females in Wiltshire were admitted to hospital for a fall in 2016/17 compared to 1453.3 males. Those living in the more deprived areas of Wiltshire have an admission rate that is higher than the more affluent areas in Wiltshire.

Figure 20: Rate of falls admissions in Wiltshire in those 65 and over by gender (2016/17)

Key feature 9
Although hospital admissions for falls in Wiltshire are lower than England, there is an inequality in admissions with a higher rate of females being admitted than males.

The Public Health Outcomes Framework (PHOF) includes a few indicators on accidents and intentional injuries in children and young people. Wiltshire has been flagged as worse than England for indicator 2.07i, highlighting that the rate of unintentional and deliberate injury in 15-24 year olds in Wiltshire is significantly higher than the national average. 164.6 per 10,000 15-24 year olds in Wiltshire were admitted to hospital for unintentional or deliberate injuries27. The national rate was 134.1 per 10,000. The trend has remained fairly flat since 2011/12.

Early in 2017 this indicator was explored in more detail28. The analysis found that 46% of these admissions were from causes considered intentional; that males predominately were admitted for unintentional causes and females were predominately admitted for intentional causes. The report also found that hospital admissions for unintentional causes were generally represented evenly across the deprivation quintiles, whereas admissions for intentional causes had a higher rate in the most deprived quintile (see figure 21).

Figure 21: Rate of intentional hospital admissions in 15 to 24 year olds per 10,000 (2013/14-2015/16)

Key feature 10
Intentional admissions to hospital among 15-24 year olds represent a large proportion of the unintentional and intentional injury admissions in this age group. The most deprived suffer more intentional injury admissions than the Wiltshire average.

Self-harm and suicides are complex issues. There is no one reason why people try to harm themselves or take their own lives. Self-harm is usually a way of coping with or expressing overwhelming emotional distress. Over half of people who die by suicide have a history of self-harm. Suicide is often as a result of problems building up to the point where the person can see no other way to cope with what they are experiencing.

Wiltshire and the South West region has often been highlighted in the Public Health Outcomes framework29 as having a high directly standardised rate for emergency hospital admissions for intentional self-harm. In 2015/16 Wiltshire had a rate of 234.4 per 100,000 admissions for intentional self-harm compared to a rate in England of 196.5 per 100,000 and the South West had 254.7 per 100,000. The high rate in the South West and Wiltshire is thought to partly be due to a more effective reporting system for self-harm in the South West. That being said the figures still indicate that in Wiltshire during 2015/16 1,089 hospital admissions were caused by intentional self-harm and this should be addressed. Local analysis on the gender of those who self-harm in Wiltshire has shown a higher rate of admissions by females than males (319.4 per 100,000 males compared to 170.3 per 100,000 females)30. Further, a higher rate of intentional self-harm admissions occurred in the most deprived quintile in Wiltshire (see figure 22).

26 HES 2016/17
27 PHOF 2015/16
gtips.phe.org.uk/profile/public-health-outcomes-framework
29 fingertips.phe.org.uk/profile/public-health-outcomes-framework
30 Hospital episode statistics 2016/17
Healthy behaviours and Improvement services

Our behaviours and lifestyles have a major influence on our health. Some behaviours have instantly seen negative impacts on our health. Other behaviours if repeated frequently in a lifestyle can contribute to numerous negative health effects over time. It is thought that unhealthy lifestyles have now become the main source of ill-health. The Health Behaviours and Improvement services data pack contains over 30 indicators. It explores some of the lifestyles and behaviours that are known to have an impact on a person’s health. Behaviours such as alcohol consumption, physical activity, diet, cigarette smoking and drug misuse. These lifestyle choices are important risk factors for major diseases such as cancer, diabetes, coronary heart disease, stroke and liver disease. In this report a selection of these topics will be explored including:

- Excess weight
- Diet
- Physical activity
- Oral health
- Tobacco smoking
- Drug misuse
- Sexual health
- Alcohol consumption
- End of life care

Excess weight

The consequences of excess weight are well documented. People who are overweight and obese have an increased risk of developing a range of chronic diseases that can have a significant impact on health, including:

- Increased risk of type 2 diabetes
- Hypertension
- Cardiovascular disease
- Kidney and liver disease
- Lower quality of life
- Premature mortality

Moderate obesity (BMI 30–35 kg/m²) reduces life expectancy by an average of three years, whilst people with morbid obesity (BMI 40-45 kg/m²) live on average 8–10 years less than people who are a healthy weight; similar to the effects of life-long smoking.

In Wiltshire 29.1% of year 6 pupils were found to be overweight or obese. This is lower than England (34.2%). In Wiltshire the percentage has stabilised since 2012/13. However, it still represents nearly 1 in 3 children carrying unhealthy excess weight. In Wiltshire a larger proportion of boys than girls have excess weight (32% of boys compared to 26% of girls). Further, deprivation analysis shows inequalities in the proportions of children aged 10-11 years old who have excess weight. Figure 24 highlights the differences with 33.7% of year 6 children from the most deprived quintile in Wiltshire recorded as overweight or obese.

31 Primary Care Mortality Database 2015
33 Wiltshire Obesity strategy 2016 http://www.wiltshire.gov.uk/downloads/3397
34 National Childhood Measurement Programme 2015/16
It is estimated that 260,000 (65.8%) adults in Wiltshire are carrying excess weight. This is similar to England (64.8%)\(^{35}\). The increase in the proportion of those with excess weight with age is a commonly reported incidence\(^{36}\).

Wiltshire Council offers a number of services to support weight management tailored to different stages of life, including Healthy Me a programme supporting overweight 7-11 years and Slimming on Referral a 12 week programme supporting adults who have been referred by a GP to lose weight. Further information about these services and advice on weight management can be found on the Healthy Weight 4 Life e-toolkit\(^{37}\).

Evidence from Wiltshire’s school health survey found the percentage of children eating the recommended number of fruits and vegetables was:

- 33.7% of primary school respondents
- 21.6% of secondary
- 14.2% of those in year 12/further education\(^{39}\).

Fruit and vegetable consumption

In the White Paper ‘Healthy Lives, Healthy People’\(^{38}\) the foundation of good health comes from a good diet. Poor diet is a public health issue as it increases the risk of some cancers and cardiovascular disease (CVD), both of which are major causes of premature death. The costs of diet related chronic diseases to the NHS and more broadly to society are considerable.

Evidence from Wiltshire’s school health survey corroborates the national gender inequality. Figure 26 presents the local gender inequality information. Across all educational stages a significantly smaller proportion of girls undertake eight or more hours of physical activity than boys.

Physical activity

Physical activity has many health benefits. It is thought that people with a physically active lifestyle have 20-35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle. Maintaining an active lifestyle is also associated with a reduced risk of diabetes, obesity, osteoporosis and colon/breast cancer and with improved mental health. Further, physical activity has been associated with increased cognitive function in older adults. It is thought that the NHS could save nearly £1 billion a year if everyone was physically active\(^{41}\).

The national physical activity guidelines for those aged 5 to 18 recommend at least 60 minutes every day\(^{42}\). Wiltshire’s school health survey found that 23% of primary school children, 23.5% of secondary school children and 13% of young people in year 12 undertake eight or more hours of physical activity\(^{43}\). A national survey of children aged 5-15 in England found that 22% meet the guidelines\(^{44}\). National evidence shows that a lower proportion of girls achieve the recommended amount of physical activity than boys\(^{45}\).

Evidence from the Wiltshire school health survey corroborates the national gender inequality. Figure 26 presents the local gender inequality information. Across all educational stages a significantly smaller proportion of girls undertake eight or more hours of physical activity than boys.

\(^{35}\) Active People Survey 2013-15
\(^{36}\) http://researchbriefings.files.parliament.uk/documents/SN03336/SN03336.pdf
\(^{37}\) http://www.wiltshire.gov.uk/public-health-weight
\(^{39}\) Wiltshire Children and Young People’s Health and Wellbeing Survey 2017

\(^{40}\) Active People Survey, Sport England 2015
\(^{41}\) Public Health Outcomes Framework
\(^{42}\) http://www.nhs.uk/Livewell/fitness/Pages/physical-activity-guidelines-for-young-people.aspx
\(^{43}\) Wiltshire school health survey 2017 LINK to WIN page
\(^{44}\) Health Survey for England, 2015
The national guidelines for the amount of time those aged 19 to 64 should undertake physical activity varies with the nature of the exercise but the most commonly used guideline is at least 150 minutes of moderate aerobic activity such as cycling or brisk walking every week\(^46\). In England 57% of adults manage the recommended amount of physical activity. Slightly more adults (60%) in Wiltshire manage at least the recommended amount of physical activity\(^47\). Like the evidence found in the Wiltshire school health survey, analysis of the adult population has shown a lower participation in physical activity in females and a steady decline with age. Figure 27 presents the pattern in adult physical activity participation by gender and broad age groups\(^48\).

Figure 27: Physical activity in adults by gender and age (2014-16)

Tooth decay results in pain, loss of sleep, time out of work or off school and is predominately preventable. Yet 21.8% of 5 year olds have some form of dental decay\(^49\). This is less than England (24.8%) but still represents 1 in 5 children aged 5 with dental decay. However, the trend in children free from dental decay has been increasing over the last few time periods recorded by the survey. Figure 28 shows the rise in the proportion of 5 year olds free from dental decay for Wiltshire, England and our statistical neighbours.

Figure 28: Trend in percentage of five year olds free from dental decay

Oral health

Tobacco smoking is a major risk factor for many diseases, such as lung cancer, chronic obstructive pulmonary disease (COPD) and heart disease. It is also associated with cancers in other organs, including lip, mouth, throat, bladder, kidney, stomach, liver and cervix\(^51\).

In Wiltshire, around 53,000 (13.9%) adults smoke tobacco\(^52\). Nationally 15.5% of adults smoke tobacco. The prevalence of tobacco smoking has been falling for many years. Since 2012 the percentage of smokers in Wiltshire has fallen by 3%. However, certain subsets of the population are more likely to smoke than others. Routine and manual occupations have a higher percentage of smokers than other employment.

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\(^{46}\) www.nhs.uk/Livewell/fitness/Pages/physical-activity-guidelines-for-adults.aspx

\(^{47}\) Active People Survey, Sport England 2015

\(^{48}\) The data available for this analysis used a different methodology to the national source with a different time period and definition for activity


\(^{50}\) http://www.gwh.nhs.uk/wards-and-services/a-to-z/dental-services/community-dental-service/oral-health-promotion-team/

\(^{51}\) Public Health Outcomes Framework

\(^{52}\) Annual population survey, 2016
Figure 29 shows the larger percentage of routine and manual workers who smoke compared to other occupations in Wiltshire. Additionally, nearly 1 in 3 army personnel have been found to smoke and Wiltshire has a high percentage of army personnel.

**Figure 29: Smoking prevalence by occupation in Wiltshire (2016)**

Local Authorities offer smoking cessation services. How these are delivered varies between local authorities. The percentage of smokers who successfully quit smoking in the Wiltshire Council run service in 2016/17 was 18 per 1000 smokers. This is less than the England rate (23 per 1000 smokers).

The public health team work to support the smoking cessation and tobacco control agenda. The team commissions community-based smoking cessation services. Stop Smoking support can be accessed in over 100 locations across Wiltshire. The Tobacco Control work in Wiltshire focuses on reducing prevalence in specific groups where smoking rates remain higher than the general population. These include smokers in routine and manual occupations, military personnel and those with mental health conditions. Work with pregnant women who smoke remains a priority as does promoting smokefree environments, supporting prisoner health and reducing the use of illegal tobacco in Wiltshire.

**Key feature 13**

Although the prevalence of tobacco smoking in Wiltshire is low there are some specific groups where smoking rates remain higher than the general population. These include smokers in routine and manual occupations and military personnel.

**Alcohol**

Alcohol consumption is a considerable cause of ill-health and mortality. It has been estimated that alcohol misuse costs the NHS £3.5 billion per year and costs society £21 billion. The Chief Medical Officer revised the alcohol consumption guidelines in 2016. The new guideline advises that to have a low level of health risk from alcohol consumption neither men nor women should consume more than 14 units of alcohol per week.

A slightly larger proportion of adults in Wiltshire (28.7%) are thought to consume more than the recommended amount than in England (25.7%). In real terms around 110,072 adults in Wiltshire are drinking alcohol above the recommended amount.

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53 Defence Annual Health and Wellbeing report, 2015
54 NHS digital 2016/17
56 Health Survey for England, 2014-2016
57 Hospital Episode Statistics 2015/16
Like hospital admissions there are two methods for calculating the number of deaths caused by alcohol. Alcohol-specific mortality uses a narrow definition based on all deaths that are directly caused by alcohol. Wiltshire has a lower directly standardised rate of alcohol-specific mortality than England (9.2 per 100,000 compared to 11.5 per 100,000). A higher rate of females (7.3 per 100,000) suffer from alcohol specific mortality than males (6.3 per 100,000).

Drug misuse

Drug addiction has a devastating impact on individuals and wider communities. It is difficult to estimate the number of people using illegal drugs. Public Health England’s latest estimate suggested that 1,140 people in Wiltshire use opiates and/or crack cocaine. As a rate this is much lower than England: 3.52 per 1000 in Wiltshire compared to 7.32 in England. A recent Wiltshire Drug and Alcohol needs assessment provides a thorough analysis of drug and alcohol impacts, use and treatment.

Treatment services are available for opiate, non-opiate and alcohol users in Wiltshire. Though Wiltshire’s success rate with opiate users is very good compared to England (13.1% compared to 6.7% in 2015) Wiltshire has performed less well in comparison to England when it comes to non-opiate users (30.7% compared to 37.3%). Figure 32 shows that Wiltshire has had a lower success rate than England and its statistical neighbours for many years.

Figure 32: Trend in the percentage successfully completing non-opiate drug treatment

From April 2018 there will be a new, integrated adult drug and alcohol service across Wiltshire and Swindon Borough Councils. The new service will encourage the provision of new, innovative approaches to tackling substance misuse from prevention, through to treatment and recovery. The substance misuse service will increasingly adopt a holistic approach:

- providing prevention
- early intervention
- brief interventions
- the increasing use of technology
- the reduction of harm
- targeted treatment and sustained recovery
- working in partnership with key stakeholders.

Sexual health

While sexual relationships are essentially private matters, good sexual health is important to individuals and to society. Sexually transmitted infections (STI) can if untreated cause lifelong ill health, in addition unplanned pregnancies have a major impact on individuals, their families and the wider society.

Wiltshire has a low rate of STI diagnosis compared to England. In 2016 the rate of STI diagnosis was 58.2 per 100,000 over 15 year olds in Wiltshire and 90.6 in England. Wiltshire has a lower under 18 conceptions rate than England. 14 per 1,000 fifteen to seventeen year old females conceived in 2015 in Wiltshire compared to 20.8 in England. Conceptions in those aged under 18 have been falling for many years. Since 2007 the rate in Wiltshire has more than halved from 31.5 to 14. Figure 33 shows the trend in under 18 conceptions since 1998 for Wiltshire, England and Wiltshire’s statistical neighbours.

Figure 33: Trend in the rate of under 18 conceptions

A Sexual Health Needs Assessment is currently being prepared which will detail all aspects of sexual health and will be published in winter 2017/18.

Sexual and reproductive wellbeing is a key Public Health priority in Wiltshire. The No Worries! service aims to have a skilled workforce available to support young people at times and places they feel comfortable attending. The service is available at GP surgeries, community pharmacies, sexual health clinics and via the school health nursing service and offers Emergency Hormonal Contraception (morning after pill), pregnancy testing, free condoms and chlamydia testing & treatment, (a sexually acquired infection (SAI)).

While young people aged under 25 years have been the focus of national and local policies, it is clear that people need help and support to maintain their sexual well-being throughout their lives with access to effective contraception, access to sexually acquired infection testing and treatment services and advice on safer sex and harm reduction. Public Health works closely with partners including Primary Care and Sexual and Reproductive Health services at Salisbury Foundation Trust to have services available to the population across the county.
End of life care

The indicator ‘deaths in usual place of residence’ is often used as a proxy indicator for the quality of end of life care with a high percentage of deaths in the usual place of residence being seen as a high quality of care. Wiltshire Wiltshire has a higher percentage than England of deaths in usual place of residence (55.4% compared to 46.0%). The percentage of deaths in usual place of residence has been increasing over the last decade. Figure 34 shows this trend.

Figure 34: Trend in the percentage of deaths in usual place of residence

For more information on End of Life care please visit www.wiltshireccg.nhs.uk/end-of-life-care

Health protection

Two important aspects of Public Health’s work are screening and immunisations/vaccinations. Screening looks for early signs of disease, with the aim of diagnosing a disease as early as possible when the chance of effective treatment is highest. Immunisations can prevent a number of diseases from affecting a population and the health benefits of immunisations programmes are irrefutable. For example, in the UK we have seen a 99.9% reduction in infections like diphtheria, a 77% decline in rotavirus infections in babies and a 93% reduction in primary school children admitted to hospital for influenza. Most immunisation programmes hope to be administered to 95% of the population. This directly protects the majority of the population and if a pocket of a disease does appear the immune population should be able to contain the spread of the illness.

The Health protection data pack contains 10 indicators. These include indicators on DTaP/IPV/Hib, MMR, HPV and Flu vaccinations and cancer screening tests, chlamydia screening and NHS Health Checks.

Immunisations and vaccinations

The combined DTaP/IPV/Hib is the first in a course of vaccines offered to babies to protect them against diphtheria, pertussis (whooping cough), tetanus, haemophilus influenza type b (an important cause of childhood meningitis and pneumonia) and polio (IPV is inactivated polio vaccine). The vaccine is delivered in three doses. In Wiltshire 97.2% of children in 2015/16 received their third dose of DTaP/IPV/Hib by their second birthday. This is higher than England which managed to vaccinate 95.2%.

MMR is the combined vaccine that protects against measles, mumps and rubella. Measles, mumps and rubella are highly infectious, common conditions that can have serious complications, including meningitis, swelling of the brain (encephalitis) and deafness. They can also lead to complications in pregnancy that affect the unborn baby and can lead to miscarriage. In Wiltshire 90.7% of children in 2015/16 received their second dose of MMR by their fifth birthday. This is higher than England which managed to immunise 88.2%. However, Wiltshire’s MMR coverage is below the 95% target.

Flu vaccines are freely available to certain vulnerable groups but can also be bought from pharmacies by anyone who wishes to have a flu vaccination. The vaccine can prevent illness and hospital admissions among people who are at greater risk of developing serious complications if they catch flu. Increasing the uptake of the flu vaccine among these high risk groups should also contribute to easing winter pressure on primary care services and hospital admissions. In Wiltshire of those under 65 who are deemed at risk from flu 49.3% were vaccinated in 2016/17. This is slightly more than the national vaccination percentage. Of those aged 65 and over 72% in Wiltshire and 70.5% in England were vaccinated in 2016/17. This is below the 75% target Public Health England has set for this age range.

Wiltshire Council works closely with NHS England (who coordinate the annual flu programme) and other partners to help promote the flu vaccine to those eligible; this includes sending posters to local community areas, libraries and leisure centres as well as promoting via social media. As part of this the Council vaccinate its staff so that the risk to service users and service continuity is minimised.

The national human papillomavirus (HPV) immunisation programme was introduced to protect females against the main causes of cervical cancer. The doses are administered to all girls in year 8 and year 9 of secondary schools who volunteer for the immunisation. The target is to get 90% or more of the females vaccinated. 82.4% of Wiltshire’s eligible female population were vaccinated in 2015/16. This is slightly more than the national vaccination percentage. Of those aged 65 and over 72% in Wiltshire and 70.5% in England were vaccinated in 2016/17. This is below the 75% target Public Health England has set for this age range.

Wiltshire Health and Wellbeing JSNA

63 Immunisation in numbers – Five fascinating facts, PHE 2015

64 Cover of Vaccination Evaluated Rapidly (COVER) data collected by PHE

65 Public Health England Influenza Surveillance

66 www.gov.uk/government/collections/annual-flu-programme
In Wiltshire with agreement from the Commissioners, the service provider (Virgin Care) altered the HPV delivery schedule for 2016/17 onwards. This will allow both doses of HPV to be delivered within Year 8. This change will enable the team of nurses to ensure that those girls leaving independent middle schools at the end of Year 8 have completed the two-dose schedule. Wiltshire Council works in conjunction with PHE’s screening and immunisation team to promote vaccine uptake, include the distribution of joint communication messages.

Key feature 15
Although vaccination rates in Wiltshire are often higher than the national figures, in some cases they are below the percentage recommended to prevent a potential spread of the infection. This is true for 65 and over flu, second dose MMR and HPV vaccinations.

Cancer screening
The three main cancer screening programmes are for bowel, cervical and breast cancers. In 2016 Wiltshire screened more than the national percentage of the population for bowel (62.3% compared to 57.9%), cervical (76.3% compared to 72.7%) and breast (78.2% compared to 75.5%) cancers. However, there has been a general national and local downward trend in the percentage of women screened for cervical cancer. Figure 36 presents this trend.

Figure 36: Trend in cervical cancer screening

To combat the declining rate of cervical screening Wiltshire Council is focusing efforts on the 25-35 age group, as this group of women has the lowest uptake. During practice nurses mandatory update training low uptake is high on the agenda. Each practices data is explored and discussions are had as to how to improve uptake, participation and reduce variation of screening uptake between populations.

Key feature 16
The percentage of women screened for cervical cancer has been declining.

NHS Health checks
The NHS Health Check programme aims to help prevent heart disease, stroke, diabetes and kidney disease. Everyone between the ages of 40 and 74, who has not already been diagnosed with one of these conditions, is invited (once every five years) to have a check to assess, raise awareness and support them to manage their risk of cardiovascular disease. A high take up of the NHS Health Check is important to identify early signs of poor health leading to opportunities for early interventions.

The first year of the Health check programme was 2013/14 and as of 2016/17 82.8% of Wiltshire’s eligible population had been offered a health check. This means that Wiltshire is on track to have invited 100% of the eligible population in the first five year cycle. However, of those who were offered a health check 46.1% in Wiltshire have had a health check. This is significantly less than England (48.9%).

Wiltshire Council has taken a number of actions to try and increase the uptake of NHS health checks. Practices with low engagement have been targeted, the invitation letters have been redesigned, local community and employers have been engaged, men (who are less likely than women to take up the offer) have been contacted by phone when they become eligible at age 40, evening appointments have been offered, patients have been texted and promotional leaflets and banners have been added to repeat prescription forms. Wiltshire Council has also designed an online patient satisfactory survey to help monitor the NHS Health Check service.

Key feature 17
The percentage of those having an NHS Health check in Wiltshire is lower than England.

Wider determinants
The wider determinants of health are also known as the social determinants and have been described as ‘the causes of the causes’. They are the social, economic and environmental conditions that influence the health of individuals and populations. They include the conditions of daily life and the structural influences upon them. They determine the extent to which a person has the right physical, social and personal resources to achieve their goals, meet needs and deal with changes to their circumstances.

The wider determinants data pack contains nearly 30 indicators. The indicators cover topics like the natural and built environment, welfare, social care activity, carers, social isolation, education and community safety.

Natural and Built environment
Wiltshire is covered with sites of special scientific interest (SSSI) and areas of outstanding natural beauty (AONB). In fact 44% of Wiltshire is categorised as an AONB and 9% as a SSSI. In England and Wales AONBs cover 18% of the land and 7% of England’s land mass is designated a SSSI. Figure 37 shows the locations of these areas and the areas of county wildlife sites.

However, even though Wiltshire has a wealth of outdoor space, a survey by Natural England found the utilisation of outdoor space in Wiltshire was about average with 18% of adults using outdoor space for exercise/health reasons compared to 17.9% nationally.

67 NHS digital
68 PHOF
69 Natural England, Monitor of Engagement with the Natural Environment Survey 2015/16
The rural nature of Wiltshire does make it difficult for some services to reach local communities. In the indices of multiple deprivation 2015 the geographic distance to basic services was noted as a contributing factor to elements of deprivation in Wiltshire\(^70\). For example, many rural homes are not able to get mains gas. The difficulty with heating these rural homes is considered within a fuel poverty indicator. 23,965 (11.8%) households in Wiltshire are thought to be in fuel poverty\(^71\). This is higher than England (11.1%) but is dependent on fluctuating fuel cost and employment. Wiltshire Council has created and funds a single point of contact for cold home support called ‘Warm and Safe’\(^72\). The service has supported more than 800 people through the cold homes referral process, achieved over £52,000 worth of annual energy bill savings for households receiving support and enabled households to better achieve affordable warmth.

Wiltshire Council is reviewing its Core Strategy between 2017 and 2019 and the Public Health team will be involved throughout the process.

Key feature 18
Although Wiltshire’s rural beauty has many benefits the sparse population creates geographic barriers for services.

Figure 37: Map of Areas of Outstanding Natural Beauty, Sites of Special Scientific Interest and County Wildlife sites in Wiltshire

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**Welfare**

Poverty has a huge influence on health. Child poverty is particularly important as the early years of life have lasting implications on a person’s health. The definition of the child poverty (also known as children in low income families) used by Public Health England is the percentage of dependent children under 20 living in households where income is less than 60 per cent of median household income before housing costs. Using this definition, in Wiltshire, 11,980 (11.8%) children are in poverty compared to 19.9% in England. Even though Wiltshire may have a lower percentage of child poverty than England the serious repercussions poverty can have on the development of a child mean Wiltshire Council continues to have a focus on reducing child poverty. Wiltshire’s Child Poverty Strategy 2015-2020 aims to reduce and mitigate against the effects of child poverty in Wiltshire. The strategy\(^73\) has been informed by a comprehensive Child Poverty Needs Assessment\(^74\). An implementation plan to deliver the strategy centres on five strategic objectives:

- Provide effective support for vulnerable families with 0-5s
- Narrowing the educational attainment gap
- Develop an inclusive economy
- Provide locally focused support based on a thorough understanding of needs
- Promote engagement with the Child Poverty Strategy and Implementation Plan

One way to reduce poverty is to prevent and reduce unemployment. In April 2017, 2,805 (1.0%) working age adults in Wiltshire were on Jobseeker’s allowance\(^75\) (or equivalent Universal Credit payments). This is much lower than England where 1.9% of adults are on JSA or the equivalent Universal Credit element. However, males and young adults are more likely to be on JSA than females and older adults. Figure 38 shows the rate per 1,000 by gender and age groups.

Figure 38: Rate of those on JSA or Universal Credit equivalent (2017)

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\(^70\) English Indices of Deprivation 2015: Wiltshire Report www.intelligencenetwork.org.uk/community/

\(^71\) Department for Business, Energy and Industrial Strategy, Sub-regional fuel poverty estimates, 2015

\(^72\) www.warmandsafewiltshire.org.uk/


\(^75\) DWP claimant count, 2017
**Education**

In Wiltshire’s primary schools 54% of pupils met the expected standards in 2016. This is slightly higher than England. A lower percentage of boys in Wiltshire and England met the expected standards than girls (50% compared to 57% in both areas). Further, a lower percentage of pupils from disadvantaged backgrounds met the expected standards in Wiltshire (33%). In fact the percentage of disadvantaged pupils meeting the expected standards in Wiltshire is lower than in England (39%). Figure 39 compares Wiltshire and England’s expected standards percentages in primary schools.

Figure 39: Percentage of primary school pupils meeting the expected standards (2016)

The secondary school education system is undergoing change, one of the aspects of this change is to move from alphabetical scoring to a numerical system for GCSEs. As part of this a new method of evaluating performance has been created called attainment 8. The attainment 8 score indicates how well a pupil, school or local authority is performing across 8 different subjects. In 2016 pupils in Wiltshire achieved on average a higher attainment 8 score than the England average (51.4 compared 49.9). As with primary school performance girls obtained a higher attainment 8 score though the gap between genders was much smaller (53.4 compared to 49.4). And again pupils from disadvantaged backgrounds obtained a significantly lower attainment 8 score than the Wiltshire average and Wiltshire’s disadvantaged pupils scored lower than England’s (38.4 compared to 41.1).

**Key feature 20**

A smaller percentage of pupils from disadvantaged backgrounds obtain high academic scores compared to other pupils and those in Wiltshire perform less well than the England average.

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**Community Safety**

Public health services have an important role to play in tackling violence and look widely at issues including crime reduction, violence prevention, responses to violence and reducing levels of reoffending, which can also prevent health inequalities.

Wiltshire has a low rate of violent crime compared to England and the South West. Per 1,000 people in 2015/16 12.8 offences occurred in Wiltshire (in real terms this is 6,192 offences) compared to 17.2 in England and 15.0 in South West. However, there has been a rise in violent and sexual offences since 2011/12 with the increase being greatest between 2014/15 and 2015/16. In figure 40 violent and sexual offences increased from 7.2 per 1,000 in 2011/12 to 12.8 in 2015/16.

Figure 40: Trend in reported violent and sexual offences

Some of this increase has been driven by efforts made by police forces to improve their compliance with the National Crime Recording Standard (NCRS). However, in Wiltshire the proportional increase in the subset of reported sexual offences (117% increase in rapes, 107% in ‘other sexual offences’) is felt to be greater than could be gained from improving recording standards.

**Key feature 21**

Violent crime (including sexual offences) has been increasing in the last few years.

Wiltshire’s performance on one community safety indicator is reported in the PHOF as worse than England. Killed and seriously injured (KSI) road causalities as reported in the PHOF is presented as 46.2 per 100,000 residents which is significantly high compared to England’s rate of 38.5 per 100,000 residents (see figure 41).

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76 Pupils are ‘meeting the expected standards’ if they achieve a ‘scaled score’ of 100 or more in their reading and maths tests, and their teacher assesses them as ‘working at the expected standard’ or better in writing.

77 www.compare-school-performance.service.gov.uk/schools-by-type?step=phase&region=865&geographic=la&phase=primary&for=primary&dataSetFilter=final

78 www.gov.uk/government/publications/progress-8-school-performance-measure

77 PHOF
Social care activity

Research suggests that, where possible, people prefer to stay in their own home rather than move into residential care. This way people manage their own support as much as they wish, so that they are in control of what, how and when support is delivered to match their needs. The rate of people in Wiltshire receiving support in the community is lower than England, South West and our nearest neighbours (7.0, 10.5, 8.9 and 9.9 per 1,000 adults respectively). Community support services are means tested, bearing in mind Wiltshire’s low levels of deprivation we would expect to see a lower rate in Wiltshire of community support than the rest of England.

Avoiding permanent placements in residential and nursing care homes is a good measure of delaying dependency. However, it is acknowledged that for some client groups that admission to residential or nursing care homes can represent an improvement in their situation. The rate of new permanent admissions to care homes in NHS Wiltshire is slightly lower than the England, South West and our nearest neighbours (1.3, 1.5, 1.6 and 1.7 per 1,000 adults respectively). In terms of the inequalities analysis the rate of people coming from more deprived areas seems to be higher than those coming from the other areas of Wiltshire.

It is important to understand the trends and variations in availability of care home beds in residential care homes. It is important for support in later life when either temporary use of a care home for respite might help with longer term independence. In 2017 in NHS Wiltshire there are 2,634 nursing care beds an increase from 2072 in 2011. The rate of nursing home beds is higher in NHS Wiltshire (5.9 per 100 people 75 and over) than in England (4.9) and our nearest neighbours (5.0). There is some variation in the distribution of the beds by deprivation and the Council is working to help achieve a distribution which meets the demands of local areas. The number of residential care home beds per 100 people aged 75 and over in Wiltshire (11.2) is higher than in England (10.5) and our nearest neighbours (10.5). While NHS Wiltshire has seen some reduction in the rate of beds per 100 people the reduction in other areas has been much more severe.

Carers

Many people rely on the day-to-day care and support of carers to help them maintain their independence. ‘Carers’ are people who provide unpaid care to a child, relative, friend or neighbour who is in need of support because of age, addiction, mental or physical impairment or illness. It does not include people who volunteer or paid workers – they are referred to as ‘care workers’.

Carers Support provides assistance to carers in Wiltshire. Figures from Carers support state that as of January 2017 there were 12,107 carers are known to the service. And each year 3,000 carers are being referred to the service.

Social isolation

The Personal Social Services Adult Social Care Survey asks carers whether they have had as much social contact with people as they would like. A higher percentage of carers in Wiltshire report feeling socially isolated than in England (17.3% compared to 14.5%). The percentage of those feeling socially isolated has increased in all areas between 2009/10 and 2014/15. Figure 43 shows that the percentage of carers in Wiltshire feeling isolated has increased from 15.1% to 17.3%.

**Notes**

80 Department of Transport, Reported KSI casualties by region, local authority, urban/rural and road class, England (RAS30046); Department of Transport, Total road length (kilometres) by road type and local authority in Great Britain (RDLO202a)

81 NHS digital

82 Carers (Recognition and Services) Act 1995 (C(RS)A 1995)

83 Personal social services adult social care survey 2014/15
The health of those in Wiltshire is generally very good compared to the national average. On the whole compared to England people in Wiltshire have a higher life expectancy and healthy life expectancy, fewer of them are living in areas of deprivation, a smaller proportion are living unhealthy lifestyles, more of them have been vaccinated and crime and unemployment rates are very low. However, there are some key features that Wiltshire needs to overcome to build on this strong foundation.

Compared to England Wiltshire has few areas of high deprivation. But evidence in this JSNA has highlighted that the most deprived 20% within Wiltshire have repeatedly poorer outcomes than the least deprived 20%. Here is a list of some of the health outcomes that indicated poorer rates for those in the most deprived quintile in Wiltshire:

- Life expectancy
- Healthy life expectancy
- Under 75 mortality for cancer,
- CVD mortality
- Preventable mortality
- All age mortality for respiratory disease
- Avoidable admissions
- Self-harm admissions in the 15-24 year olds,
- Suicides
- Excess weight in 10 to 11 year olds

This does not present new understanding but highlights that inequalities in outcomes due to deprivation still exist in Wiltshire and commissioners should continue to consider this when designing services.

The population living in Wiltshire is increasing. As part of this increase the population of those 65 and over will increase at a much faster pace. This will bring many challenges and benefits. Long term diseases have been increasing in prevalence and this is likely to continue as the population lives longer. The rate of falls in the older population has remained stable but there is a gender inequality with far more females than males being admitted to hospital. This could be related to the gender difference in physical activity. A larger proportion of males undertake physical activity than females. Physical activity has a strong evidence base for preventing falls and fall injuries\(^{85}\). Local evidence also showed a reduction in physical activity with age. Further, related to the older population NHS Wiltshire provides a lower proportion of support in the community than England. Evidence supports that as much as possible people prefer to and benefit from being supported in the community. The Older People’s Health and Wellbeing JSNA document will explore the health of the older population in more detail.

There are some health related issues in the young population in Wiltshire. Wiltshire has been highlighted as having a high rate of unintentional and deliberate injury in 15-24 year olds. Intentional admissions to hospital in the 15-24 year olds is a large proportion of these admissions. Evidence from the Wiltshire school health survey (2017) suggests that nearly 1 in 3 year 12 students have low or very low mental wellbeing. These two indicators could suggest that young people’s mental health and wellbeing needs to be addressed. The rate of alcohol admissions for those under 18 in Wiltshire have always been higher than England and though decreasing in Wiltshire it is also decreasing in England. Nearly, 1 in 3 10 to 11 year olds were found to be overweight and obese and very few children were found to be eating the recommend number of fruits and vegetables. Further, more than 2 in 3 children reported engaging in the recommended amount of physical activity. Finally, though the education attainment of children in Wiltshire is better than England pupils from the most deprived backgrounds in Wiltshire performs worse than those from England. The Younger People’s Health and Wellbeing JSNA document will explore the health of the younger population in more detail.

\(^{84}\) ONS, CT0467 - Log odds of loneliness for those aged 65 and over

\(^{85}\) The Role of Physical Activity in the Prevention of Falls in Older Age. www.who.int/ageing/projects/6.Role%20of%20physical%20activities%20in%20falls%20prevention.pdf
Other observations in this JSNA include:

- Cancer remains the biggest cause of all and premature mortality in Wiltshire. As a rate the highest cause of mortality is prostate cancer.
- Alcohol related hospital admissions for all ages have been increasing.
- Some specific populations in Wiltshire are at risk of ill-health due to lifestyle choices. The population of routine and manual workers and military personnel both have higher proportions of tobacco smoking than the Wiltshire average.
- Though vaccination rates in Wiltshire are often higher than the national figure there are still certain areas where the target percentage is not being met. This is true for 65 and over flu, 2nd dose MMR and HPV vaccinations.
- In regards to screening programmes, the percentage of women screened for cervical cancer has been declining.

This report has provided an overview of all the indicators provided in the 5 data packs. The data packs provide some additional indicators and figures which may help direct further investigations. This report has been supported by a number of detailed needs assessments that have recently been published. Additional needs assessments are being created to explore emerging issues in Wiltshire. Two supplementary JSNA reports will be published one discussing data related to older people the other discussing data related to younger people.

Glossary

**Deprivation** analysis is gives an understanding of how well different levels of deprivation are performing in Wiltshire. Deprivation analysis uses the Indices of Multiple deprivation published by Department for Communities and Local Government (DCLG) in conjunction with Oxford Consultants for Social Inclusion (OCSI). The Indices of deprivation provides an indication as to the relative levels of deprivation between small geographies within England. Most of the time in this report deprivation is broken into quintiles of deprivation within Wiltshire.

**Directly (age) standardised** rates apply age-specific rates from the population being studied to a standard population structure, in this JSNA the European Standard Population 2013. This gives the overall rate that would have occurred in the subject population if it had the standard age-profile. The main advantage of directly standardised rates is that they allow comparisons between multiple populations and between time periods. However, if the age-specific rates are based on small numbers, directly standardised rates may not be reliable and in some datasets age is not provided preventing directly standardised calculations.

**Incidence** is the number or rate of new cases of a disease.

**NHS Wiltshire** – Sometimes it is not possible to provide a figure for Wiltshire residents but it is possible to provide a figure for those registered at a Wiltshire GP surgery. When this is possible it is called NHS Wiltshire.

**Nearest neighbours** are a group of local authorities who have similar characteristics to NHS Wiltshire. The definition and groupings were created by NHS Rightcare. NHS Wiltshire’s nearest neighbours are NHS Ipswich and East Suffolk, NHS Somerset, NHS South Worcestershire, NHS West Kent, NHS East Leicestershire & Rutland, NHS E and N Hertfordshire, NHS Mid Essex, NHS Bedfordshire, NHS Gloucestershire, NHS West Hampshire. Comparing NHS Wiltshire to these areas gives a better indication as to how well services in Wiltshire are doing.

**Prevalence** is the proportion of a population who have a specific disease.

**Statistical neighbours** are a group of local authorities who have similar characteristics to Wiltshire. The definition and groupings were created by the Office of National Statistics. Wiltshire’s statistical neighbours are BANES, Cambridgeshire, Devon, Dorset, Gloucestershire, Hampshire, Oxfordshire, Shropshire, West Sussex and Worcestershire. Comparing Wiltshire to these areas gives a better indication as to how well services in Wiltshire are doing.
Resources and Further information

For more information on any of the indicators mentioned in this report please visit www.wiltshireintelligence.org.uk there you will find 5 data packs full of the indicators present in this report and additional indicators. The indicators in the data packs will often be presented with trend, gender or inequalities information and all items are sourced so you can explore the original data sources if you wish.

The Public Health Outcomes Framework (www.phoutcomes.info) published and updated regularly by Public Health England provides a vast amount of public health data and is a useful starting point if you wish to explore public health data beyond Wiltshire.

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