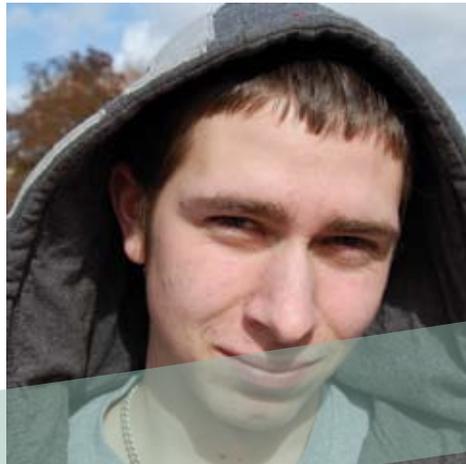


# Chippenham Community Area Joint Strategic Needs Assessment



## Table of Content

<b>Introduction .....</b>	<b>3</b>
<b>Summary.....</b>	<b>4</b>
<b>Map of Chippenham Community Area .....</b>	<b>5</b>
<b>Population.....</b>	<b>5</b>
<b>Deprivation .....</b>	<b>6</b>
<b>Life expectancy .....</b>	<b>7</b>
<b>Mortality .....</b>	<b>8</b>
<b>Health and wellbeing indicators .....</b>	<b>9</b>
<b>Teenage pregnancy .....</b>	<b>9</b>
<b>Traffic accidents .....</b>	<b>9</b>
<b>Hospital admissions related to alcohol .....</b>	<b>10</b>
<b>Childhood obesity .....</b>	<b>10</b>
<b>Smoking prevalence.....</b>	<b>11</b>
<b>Self-reported health.....</b>	<b>11</b>
<b>Domestic violence .....</b>	<b>12</b>
<b>Deaths occurring at home .....</b>	<b>12</b>
<b>Other indicators .....</b>	<b>13</b>
<b>Glossary.....</b>	<b>14</b>

## Introduction

In order to plan the right services for the people of Wiltshire, we review the future health care and wellbeing needs of the local population through a process known as the Joint Strategic Needs Assessment (JSNA) each year. This results in a report which describes those needs and transforms data into knowledge and knowledge into wisdom. This informs the strategic direction of service delivery which will help meet those needs. As we prepare this report, we discuss it with local people and their representatives through formal and informal consultation and engagement.

This year, in order to make this engagement more meaningful, we have extended the county-wide JSNA report by producing a series of community-level health profiles. This document covers the Chippenham Community Area (as at April 2009), and is intended to be part of the overall Chippenham Community Area Profile.

This document has been produced by NHS Wiltshire in collaboration with Wiltshire Council, with contributions from Wiltshire Police and Dr Foster Intelligence, and using data from the Office for National Statistics (ONS).

Some of the indicators presented in this document use data from small areas or small populations and some use data from a relatively short time period. The impact of natural random variation in these datasets is greater than in larger datasets and this must be taken into account when interpreting data.

For each indicator presented, the 20 Community Areas are ranked from best (ranked 1<sup>st</sup>), eg lowest proportion of smokers, to worst (ranked 20<sup>th</sup>), eg the lowest proportion of people self-reporting good or very good health. A glossary of terms and definitions is given at the back of this document.

A full methodology document is available on request from NHS Wiltshire, telephone 01380 733808 or email [jsna@wiltshire.nhs.uk](mailto:jsna@wiltshire.nhs.uk).

We welcome your comments or questions about this document. Please email them to [jsna@wiltshire.nhs.uk](mailto:jsna@wiltshire.nhs.uk). All of the 20 Community Area Health JSNAs will also be made available on the JSNA website <http://www.wiltshirejsna.org/> and the Wiltshire and Swindon Intelligence Network <http://www.intelligencenetwork.org.uk>.



## Summary

Chippenham Community Area has a resident population of 43,880 and has five main GP surgeries. In terms of deprivation the Chippenham Community Area includes seven Super Output Areas (SOAs) that lie in the 20% most deprived SOAs in Wiltshire.

A higher percentage of Chippenham residents report themselves as being in good health (79.9%) than the Wiltshire average (76.8%) and it ranks 4<sup>th</sup> out of the 20 Community Areas (where 1<sup>st</sup> is best).

More people (29) were killed or injured on Chippenham's roads in 2008 than in any other Community Area. It compares favourably (2<sup>nd</sup>) among the Community Areas for long standing illness, disability or infirmity (that is a relatively small percentage of people report this) but not quite favourably (18<sup>th</sup> lowest) for mortality from cancer (high mortality rate).



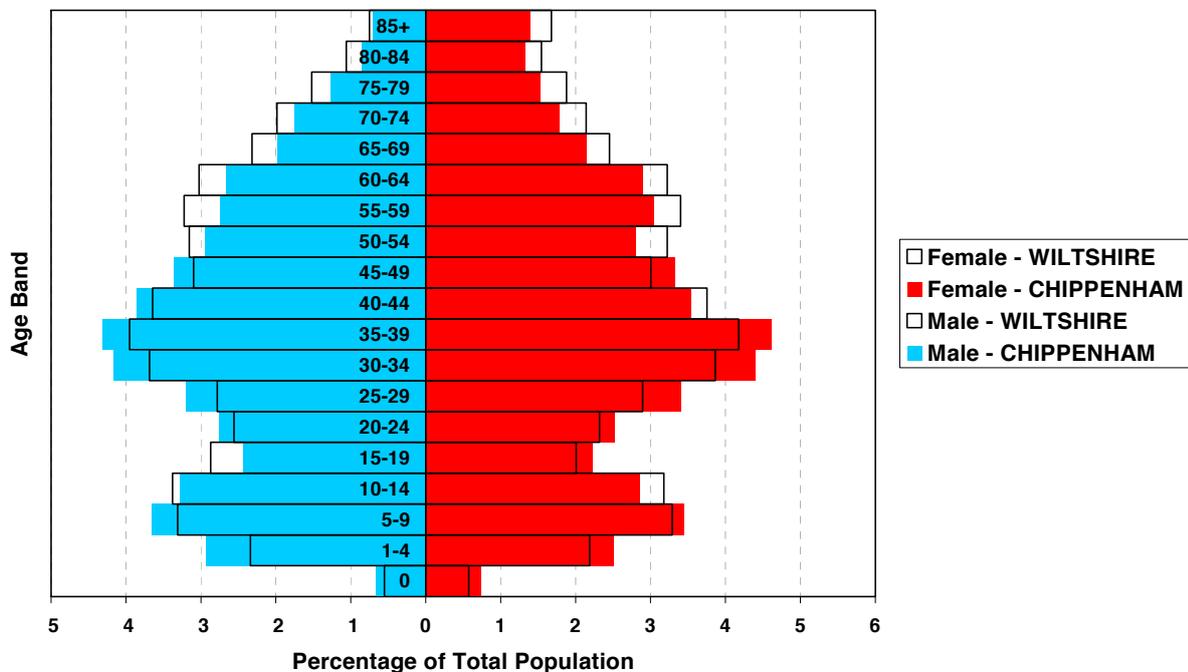
## Map of Chippenham Community Area (with GP surgeries)



© Crown copyright. All Rights Reserved. 10049050 (2009).

## Population

Chippenham Community Area has an overall resident population of 43,880. It has proportionately slightly smaller percentages of people aged over 50 years old than the Wiltshire average but relatively more males and females aged less than 39.



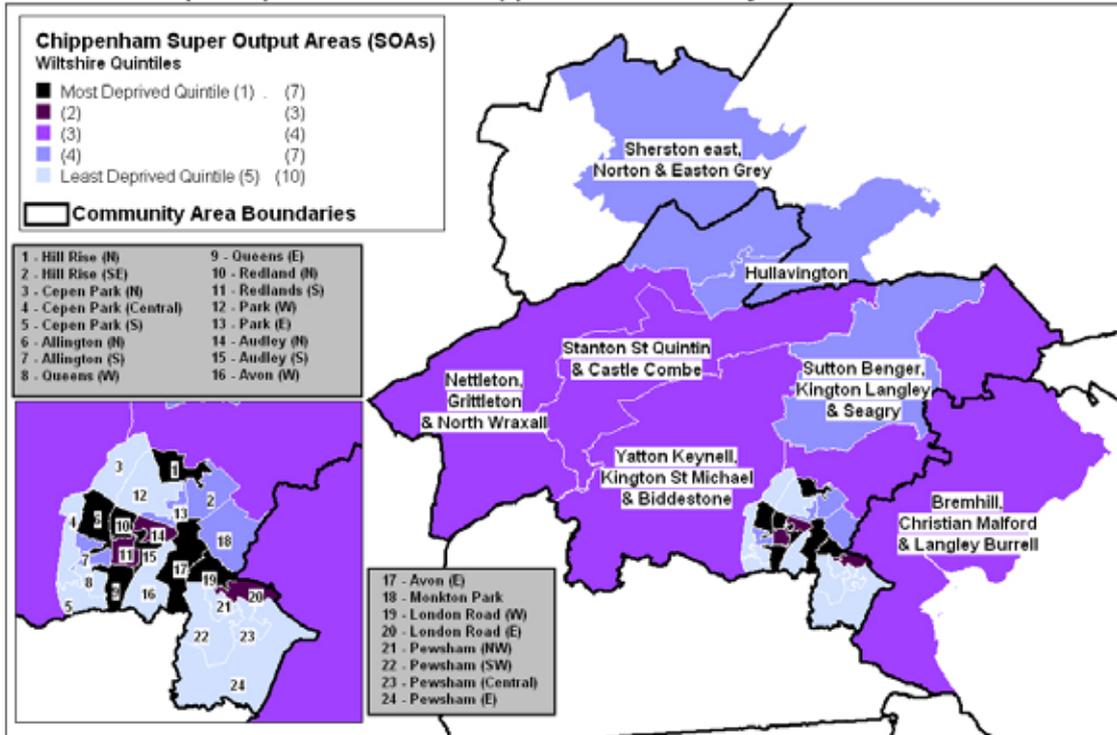
# Deprivation

Deprivation is a multi-dimensional concept that focuses on the inability of individuals to play a full part and enjoy full opportunities in the life of their community or society. It is emphasized as lack of financial or material resources, but also social, cultural and political aspects.

The Index of Multiple Deprivation (IMD) 2007 brings together 37 indicators covering specific aspects of deprivation. These aspects include income, employment, health and disability, education, skills and training, barriers to housing and services, living environment and crime. Deprivation is associated with an unmet need in these areas. The IMD provides a comparative ranking of areas of deprivation across England.

Chippenham Queens (east) is the most deprived area in Chippenham Community Area. Nationally it is in the 2<sup>nd</sup> most deprived quintile (9,150<sup>th</sup> most deprived area in England out of 32,482).

Index of Multiple Deprivation 2007 - Chippenham Community Area

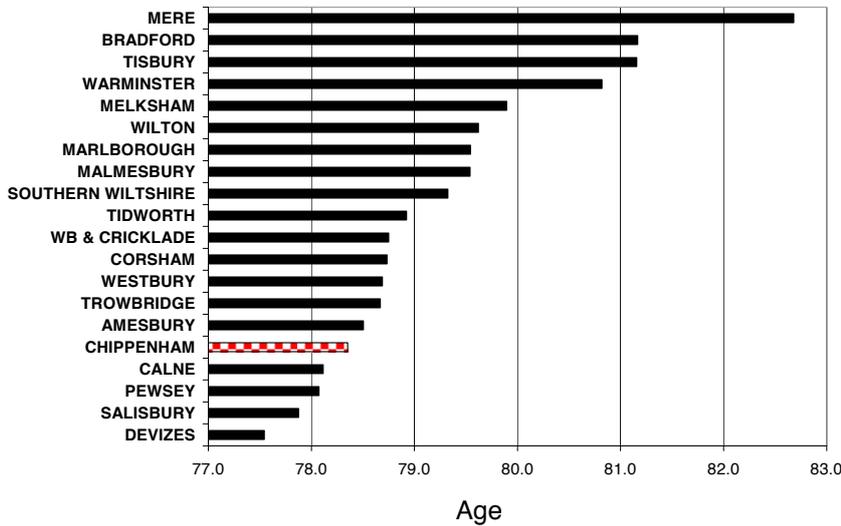


ID 2867 from Department of Communities and Local Government. © Crown Copyright. Reproduced under the terms of the Click-Use Licence

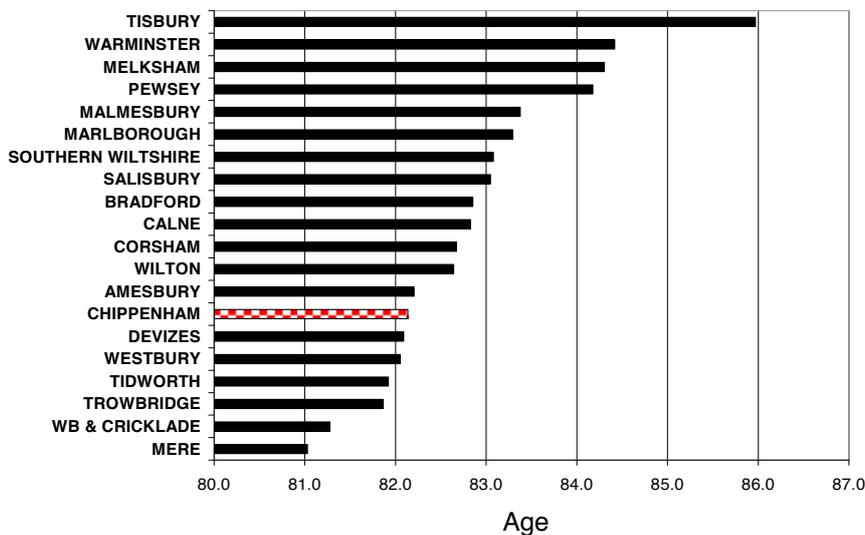
## Life expectancy

Life expectancy is a measure of overall health and is useful in highlighting health inequalities between areas. There is a clear gradient in life expectancy between the most and the least deprived wards in Wiltshire with a gap of 5.2 years between these two groups.

### Males



### Females

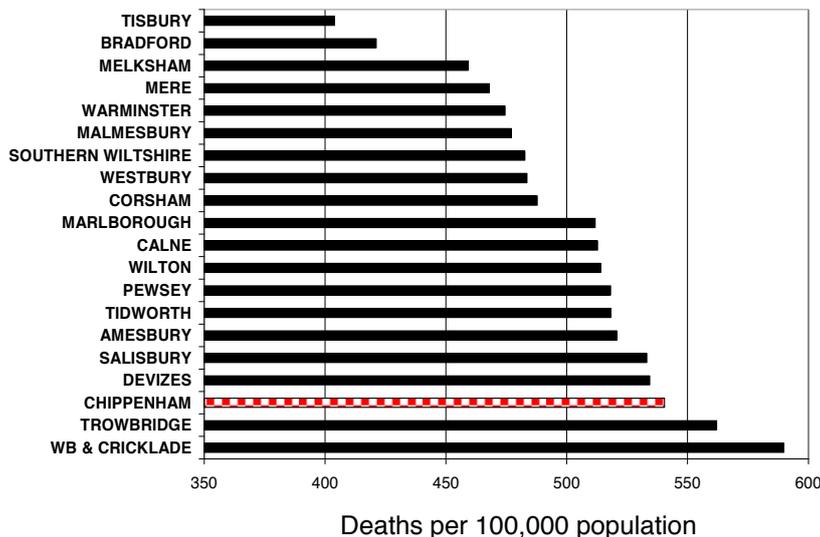


Life expectancy at birth, estimated using data from 2004 to 2006, for males in Chippenham is 78.4 years and 82.1 years for females. The averages for Wiltshire are 79.0 years for males and 82.8 years for females. Chippenham ranks 16<sup>th</sup> for males and 14<sup>th</sup> for females.

# Mortality

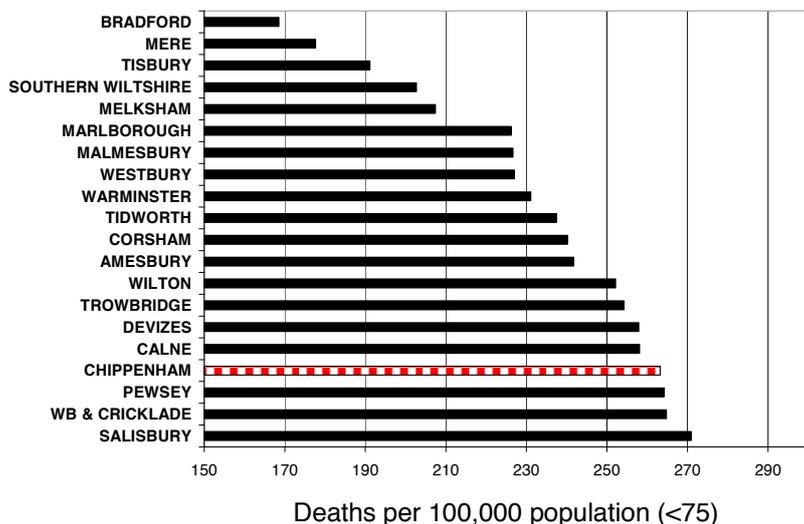
## All age all cause mortality

All age all cause mortality rates (adjusted for age differences between the Community Areas) are a measure of the overall health of a population and, together with life expectancy, are amongst the most useful indicators in highlighting health inequalities between areas.



There were 541 deaths (from any cause at any age) per 100,000 population between 2004 and 2006 in Chippenham compared to the Wiltshire average of 508 per 100,000. Chippenham ranks 18<sup>th</sup> lowest out of 20 Community Areas.

## Premature (< 75) all cause mortality

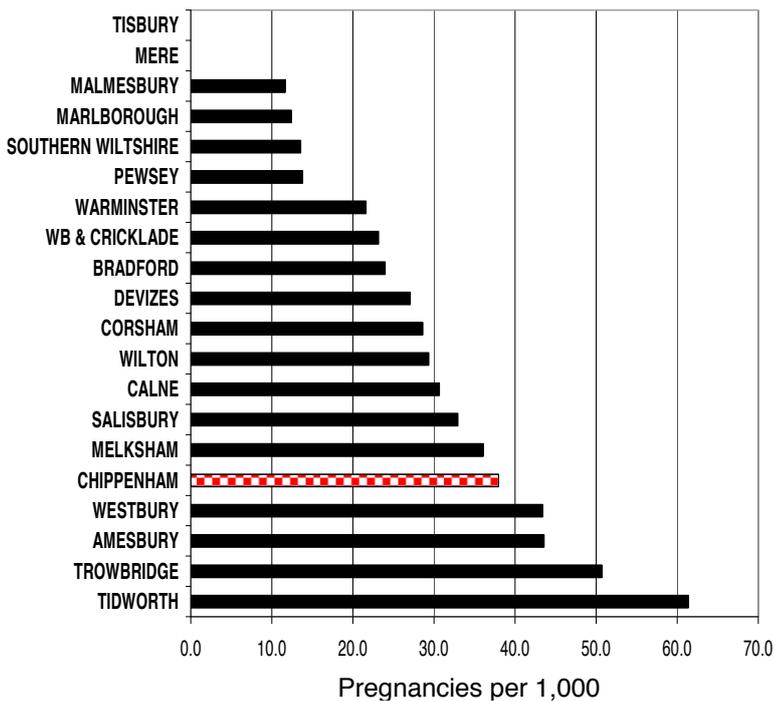


Premature mortality shows us how many and which deaths we can and should prevent. Premature mortality is defined as deaths in people younger than 75. There were 263 premature deaths per 100,000 population under 75 between 2004 and 2006 in Chippenham which is equivalent to 1 in 1,140 people under 75 dying each year. This compares to the Wiltshire average of 240 per 100,000 and ranks Chippenham 17<sup>th</sup> out of the 20 Community Areas.

## Health and wellbeing indicators

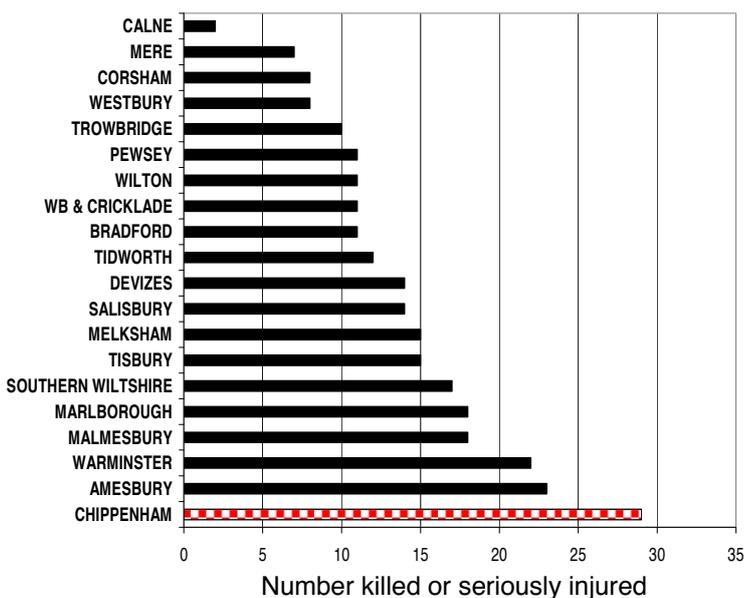
The following indicators are important and need to be addressed with appropriate initiatives in order to improve the health and wellbeing of the local population and reduce inequalities. Further details on inequalities, life-style factors and health and wellbeing are presented in the core JSNA document for Wiltshire 2008/09, which can be viewed on the JSNA website <http://www.wiltshirejsna.org>.

### Teenage pregnancy



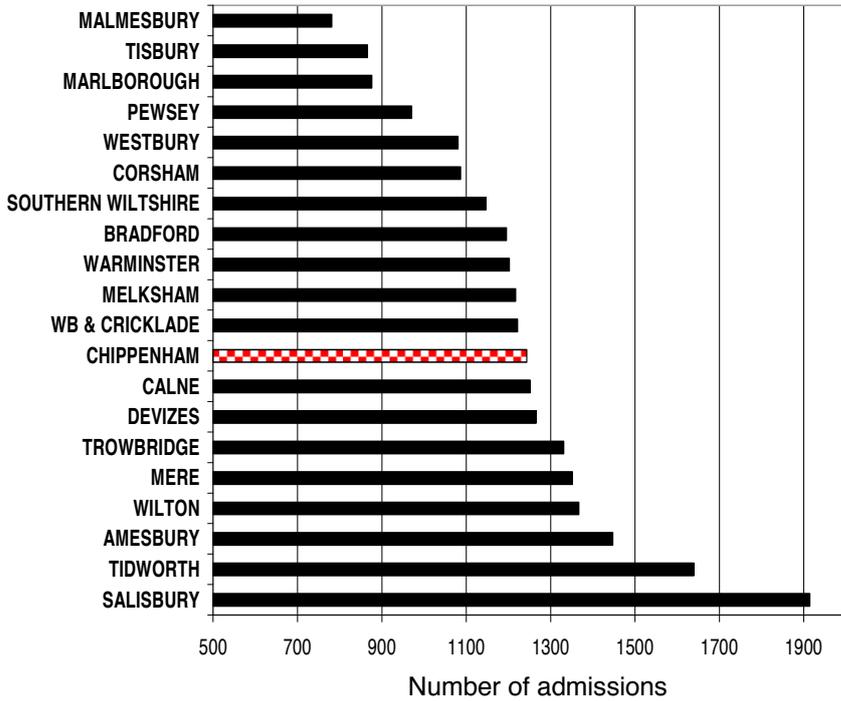
Teenage pregnancy is associated with significant health and wellbeing problems for the mother-to-be and the child. Based on 2007/08 and 2008/09 data there were 38.0 per 1,000 pregnancies to girls aged under 18 in Chippenham. This equates to 1 in 26 girls between 15 and 17 becoming pregnant. The Wiltshire average is 31.9 per 1,000. Chippenham ranks 14<sup>th</sup> lowest out of 18 Community Areas. Small numbers and, hence confidentiality issues, mean we are not able to show the data for Mere and Tisbury.

### Traffic accidents



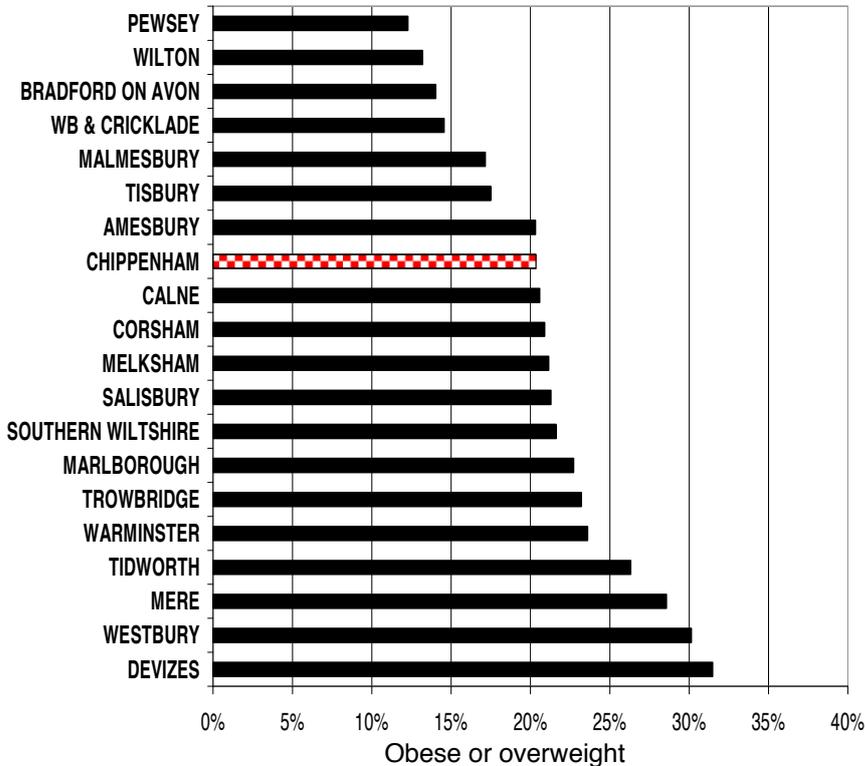
There were 29 people killed or seriously injured on roads in Chippenham in 2008 according to data from Wiltshire Police. This compares unfavourably to an average of 13.8 per Community Area in Wiltshire overall. Chippenham ranks 20<sup>th</sup> out of the 20 Community Areas. When comparing areas the volume of traffic and type of roads in each area should be taken into account.

## Hospital admissions related to alcohol



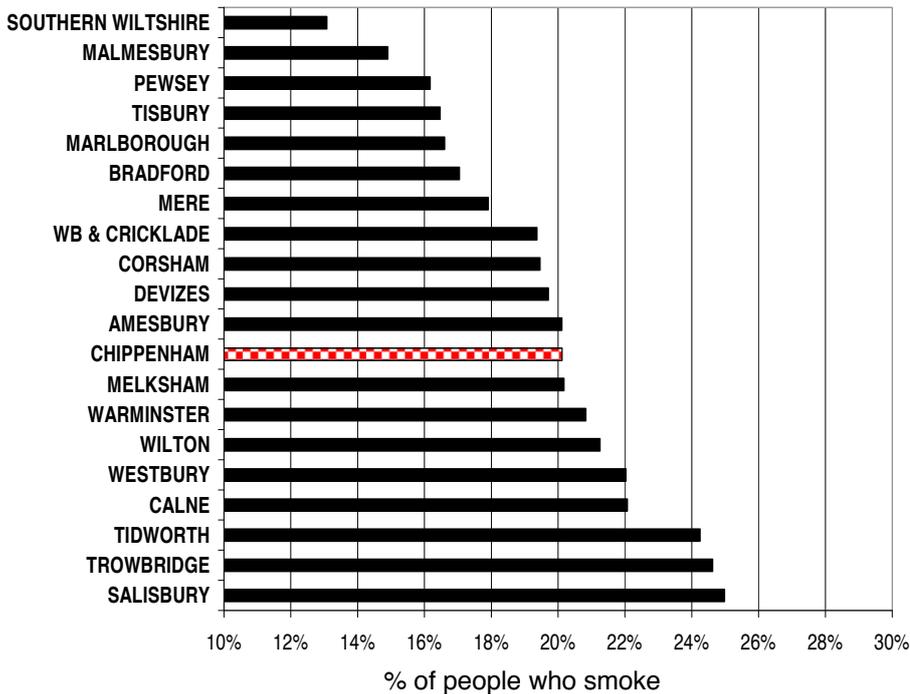
Alcohol misuse is associated with significant health, wellbeing and social problems. After taking account of its age profile, there were 1,243 hospital inpatient admissions per 100,000 people in Chippenham between May 2008 and April 2009 that were due to alcohol related causes. This is lower than the Wiltshire average of 1,324 and is equivalent to 1 admission per 80 people. Chippenham ranks 12<sup>th</sup> lowest out of the 20 Community Areas.

## Childhood obesity



Obesity in childhood leads to serious health problems in adulthood and premature mortality. Children in the School Reception year (age 4 to 5 years) had their heights and weights measured in 2007/08. Just over 1 in 5 (20.3%) of the children measured in Chippenham were found to be overweight or obese compared to an average of 21.8% in Wiltshire. Chippenham ranks 8<sup>th</sup> lowest out of the 20 Community Areas.

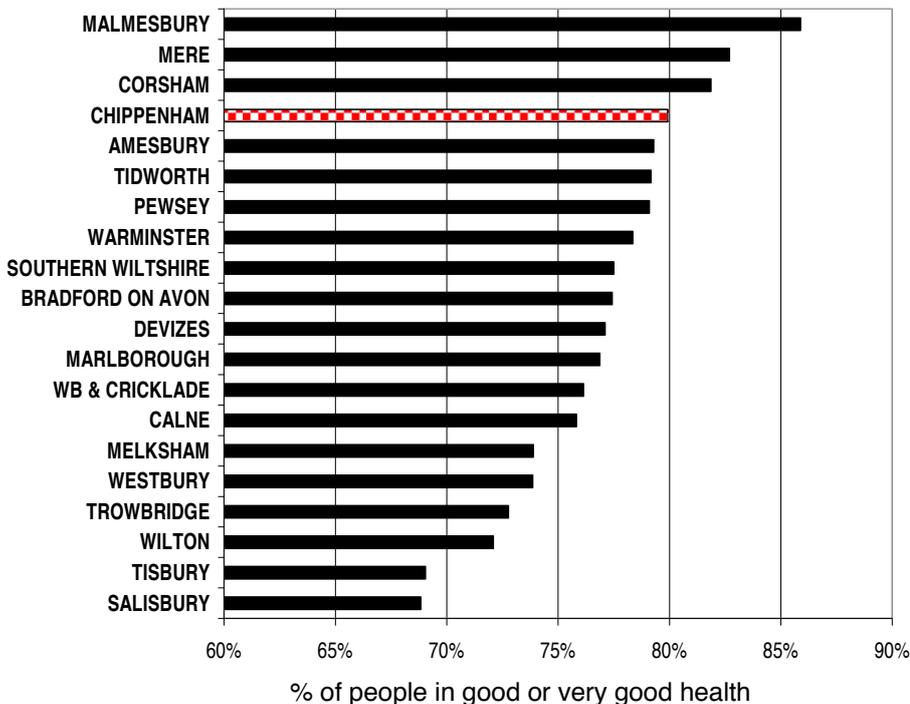
## Smoking prevalence



Smoking is strongly linked to many causes of premature mortality, such as many cancers and cardio-vascular diseases. The percentage of the total population who smoke has been estimated using 2006 survey data and local population and deprivation information. These estimates show that 20.1% of people in Chippenham smoke which is very similar to the Wiltshire average of 20.2%. Chippenham ranks 12<sup>th</sup> lowest out of

the 20 Community Areas. The Wiltshire NHS Stop Smoking service provides support for those wishing to quit smoking. The service is available at walk-in clinics, GP practices, and some pharmacies. For more information please phone the NHS Free smoking helpline 08000224332 or visit [www.nhs.uk/smokefree](http://www.nhs.uk/smokefree).

## Self-reported health



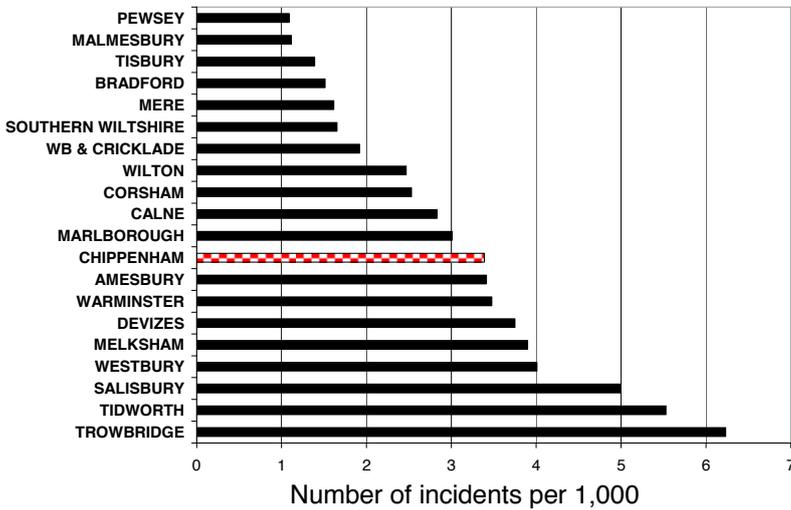
Respondents to the 2008 Wiltshire Place and Household surveys were asked how good their health was in general. The percentage of people saying they were in good or very good health in Chippenham was 79.9% compared to the Wiltshire average of 76.8%. Chippenham ranks 4<sup>th</sup> highest out of the 20 Community Areas.

## Domestic violence

Wiltshire Police record a range of domestic violence related incidents that involve violence against the person or sexual assault. It is nationally recognised that domestic violence is vastly under reported with only 20% of incidents reported to the police.

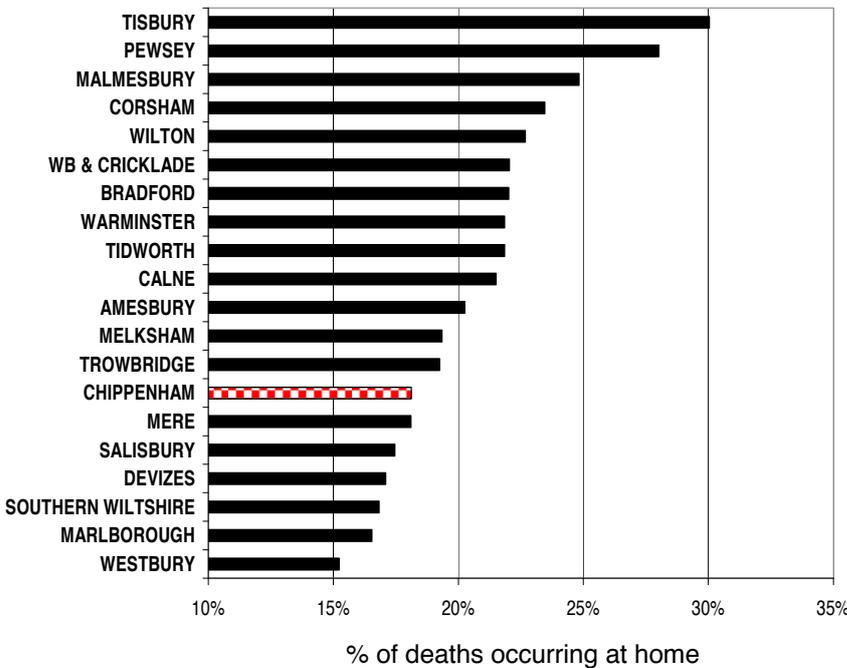
There were 3.4 incidents reported in Chippenham in April 2008 to June 2009 per 1,000 people (aged 15 or over).

This compares with the Wiltshire average of 3.4 per 1,000 and ranks Chippenham 12<sup>th</sup> out of the 20 Community Areas. Agencies in Wiltshire are working to increase the proportion of domestic violence incidents that are reported to the Police. Therefore a higher incident rate will reflect higher reporting rates as well as higher prevalence.



Anyone wishing to seek help and advice on domestic violence issues can contact the National 24hr Domestic Violence Helpline on 0808 200 0247, the Men's Advice Line and Enquiries (MALE) on 0808 801 0327, or log on to [www.speakoutwiltshire.com](http://www.speakoutwiltshire.com).

## Deaths occurring at home



Being able to choose where to die is important. Nationally 64% of people say they would wish to die at home. In Wiltshire we are following the national strategy to support people in their home at the end of their lives. In Chippenham 18.1% deaths occurred at home (2004 to 2006). This compares to the Wiltshire average of 19.9% and ranks Chippenham 14<sup>th</sup> highest out of the 20 Community Areas.

## Other indicators

The indicators presented below provide more information on the health and wellbeing of the local population for the Community Area. For each of them the percentage or prevalence in the local population is compared to the Wiltshire average (and the highest and lowest Community Area figures). The last column presents the ranking of the Community Area in the County, where 1 is the best rank and 20 the worst rank.

Indicator Footnote	CHIPPENHAM CA Value	CHIPPENHAM CA Rate*	Lowest rate	Wiltshire Average Rate	Highest rate	CA Rank (out of 20)
<b>Long-standing illness, disability or infirmity<sup>1</sup></b> Source: Wiltshire Council. % self-reporting "Yes" on 2008 Place Survey (unstandardised)	57	24.4	23.5	32.4	41.5	<b>2</b>
<b>Chlamydia Screening<sup>2</sup></b> Source: NHS Wiltshire Screening Programme. Screens per 1,000 15-24 population 2007/08	401	83.7	27.3	91.0	215.9	<b>9</b>
<b>Child Wellbeing Index 2009<sup>number</sup></b> Source: DCLG. Lower score indicates a higher level of well being		69.2	56.5	79.8	126.0	<b>6</b>
<b>Disability Living Allowance claimants<sup>2</sup></b> Source: DWP. Crude rate per 1,000 population	1548	34.9	21.2	32.4	42.8	<b>16</b>
<b>Alcohol consumption<sup>1</sup></b> Source: Experian Target Group Index survey. % of people reporting that they have an alcoholic drink every day	5867	13.2	9.5	13.7	16.5	<b>7</b>
<b>Purchasing of fruit<sup>1</sup></b> Source: Experian Target Group Index survey. % of people reporting that they did NOT spend £2 on fruit in the week previous to the survey	3155	7.1	4.2	6.5	9.3	<b>15</b>
<b>Exercise - leisure centre attendance<sup>1</sup></b> Source: Experian Target Group Index survey. % of people reporting that they have NOT visited a leisure centre in the last 12 months	26361	59.4	54.0	62.0	71.4	<b>6</b>
<b>Fractured Neck of Femur - Hospital Admissions<sup>3</sup></b> 2007/08. Hospital Episode Statistics (Inpatient Admissions) by Primary Diagnosis. Directly standardised rates (by age) per 100,000 population. ICD10 S72	44	64.2	30.5	75.7	121.3	<b>4</b>
<b>Stroke - Hospital Admissions<sup>3</sup></b> 2007/08. Hospital Episode Statistics (Inpatient Admissions) by Primary Diagnosis. Directly standardised rates (by age) per 100,000 population. ICD10 I60-I69	61	91.4	60.9	111.4	182.6	<b>8</b>
<b>Chronic Obstructive Pulmonary Disease - Hospital Admissions<sup>3</sup></b> 2007/08. Hospital Episode Statistics (Inpatient Admissions) by Primary Diagnosis. Directly standardised rates (by age) per 100,000 population. ICD10 J40-J44	51	99.0	45.3	96.0	184.5	<b>13</b>
<b>Asthma - Hospital Admissions<sup>3</sup></b> 2007/08. Hospital Episode Statistics (Inpatient Admissions) by Primary Diagnosis. Directly standardised rates (by age) per 100,000 population. ICD10 J45-J46	31	72.9	11.7	97.1	172.7	<b>6</b>
<b>Coronary Heart Disease (CHD) - Hospital Admissions<sup>3</sup></b> 2007/08. Hospital Episode Statistics (Inpatient Admissions) by Primary Diagnosis. Directly standardised rates (by age) per 100,000 population. ICD10 I20-I25	138	275.6	186.5	302.6	419.5	<b>8</b>
<b>Diabetes - Hospital Admissions<sup>3</sup></b> 2007/08. Hospital Episode Statistics (Inpatient Admissions) by Primary Diagnosis. Directly standardised rates (by age) per 100,000 population. ICD10 E10-E14	36	74.7	22.0	58.4	102.9	<b>14</b>
<b>Cancer - Hospital Admissions<sup>3</sup></b> 2007/08. Hospital Episode Statistics (Inpatient Admissions) by Primary Diagnosis. Directly standardised rates (by age) per 100,000 population. ICD10 C00-C97	942	1885.1	1381.4	1958.4	4015.0	<b>11</b>
<b>Falls - Hospital Admissions<sup>3</sup></b> 2007/08. Hospital Episode Statistics (Inpatient Admissions) by Primary Diagnosis. Directly standardised rates (by age) per 100,000 population. ICD10 W00-W19	222	432.1	290.7	392.1	452.4	<b>17</b>
<b>Mortality from Circulatory Disease (CVD)<sup>3</sup></b> 2004-06 mortality data. Directly standardised rates (by age) per 100,000 population. ICD10 I00-I99	371	168.8	146.0	171.1	207.0	<b>11</b>
<b>Mortality from Cancer<sup>3</sup></b> 2004-06 mortality data. Directly standardised rates (by age) per 100,000 population. ICD10 C00-C97	303	171.8	110.7	153.5	176.1	<b>18</b>
<b>Breastfeeding<sup>1</sup></b> Source: NHS Wiltshire. % of mothers breastfeeding (partially or completely) at 6 to 8 weeks. 2008/09 data	276	47.6	15.0	35.5	57.2	<b>4</b>
<b>Dental Health - children<sup>number</sup></b> Average number of fillings, decayed or missing teeth per child aged 5 surveyed. Modelled from 2005/06 Dental Health Survey data		1.5	0.0	1.6	3.4	<b>9</b>

<sup>1</sup> %, <sup>2</sup> per 1,000, <sup>3</sup> per 100,000

## Glossary

<b>All age all cause mortality</b>	Deaths from any cause at any age.
<b>BMI</b>	Body mass index
<b>CHD</b>	Coronary heart disease
<b>Commissioning</b>	A continuous cycle of activities that contribute to the securing of services, including the specification of services to be delivered, contract negotiations, target setting, monitoring and managing performance.
<b>Community Area</b>	20 local administrative areas of Wiltshire based on research into local communities and normally centred around a local town.
<b>Community Area Board</b>	18 formally constituted arms of Wiltshire Council with delegated authority to act as a local executive of the Council. The Boards consist of elected Council members and representatives from health, police, fire and other organizations. All Boards apart from South West Wiltshire are co-terminous with Area Partnerships.
<b>Community Area Partnership</b>	20 key local bodies to act as the co-ordinated voice of the community with representation from town and parish councils, local business, the voluntary sector, local people and community leaders. The partnerships carry out consultations, debate local issues and prioritise community needs in Community Area Plans.
<b>COPD</b>	Chronic obstructive pulmonary disease
<b>CVD</b>	Cardio-vascular disease
<b>DCLG</b>	Department for Communities and Local Government
<b>DH/DoH</b>	Department of Health
<b>Dr Foster Intelligence</b>	A public-private partnership between the NHS Information Centre (a special health authority of the NHS) and Dr Foster, a commercial provider of healthcare information.
<b>IMD</b>	Index of Multiple Deprivation
<b>Life expectancy at birth</b>	Life expectancy at birth is an estimate of the average number of years a new-born baby would survive if they experienced the particular area's age-specific mortality rates for the time period under consideration throughout their life. The figure reflects mortality among those living in the area in each time period, rather than mortality among those born in each area.
<b>NHS Wiltshire</b>	New name for Wiltshire PCT
<b>Obese (child)</b>	Above the 98 <sup>th</sup> percentile when compared with the UK 1990 growth chart for age and gender of the child.
<b>ONS</b>	Office for National Statistics
<b>Overweight (child)</b>	Between the 91 <sup>st</sup> and 98 <sup>th</sup> percentile when compared with the UK 1990 growth chart for age and gender of the child.
<b>SOA</b>	Super Output Area: nationally defined geographical area for use in small area statistics containing 1,000 to 2,000 people.
<b>Wiltshire Council</b>	Unitary council formed 1 <sup>st</sup> April 2009.