

Subject:	Director of Public Health Annual Report 2017
Reason for briefing note:	To provide an overview of the Director Public Health's annual report 2017
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Date:	8 th August 2017

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Royal Borough
of Windsor &
Maidenhead

SUMMARY: In England men are expected to live up to 79.5 years and women up to 83 years. This varies across the country and people dying earlier are considered to have died prematurely. This year, the Director of Public Health Annual Report for the Royal Borough of Windsor and Maidenhead (RBWM) considers premature deaths which could be Avoidable and Preventable. Almost a quarter of all deaths in England and Wales in 2014 were considered avoidable through effective healthcare or public health interventions

1 BACKGROUND

- 1.1 Directors of Public Health have a statutory duty to write an Annual Public Health report which informs people about the health of their community, health gaps and priorities that need to be addressed. It enables the Director of Public Health to make an independent judgement about the state of health of the local population and ensures that the report will be published and in the public domain. The report provides necessary information for decision making in local health and wellbeing services
- 1.2 In RBWM the rate of preventable deaths is lower than the national average, and reducing year on year, in both men and women. These figures are not surprising given that RBWM has the 9th best rate of premature deaths in England with fewer people dying before the national life expectancy age. However, we need to continue to reduce these premature deaths with more sustained public health interventions by health and social care organisations, communities and individuals. This will reduce early deaths and also the demand on services and improve health and wellbeing considerably at a local level.
- 1.3 Multiple poor health behaviours are associated with increased risk of hospital admissions among older people in the UK and life course interventions to reduce the number of poor health behaviours could have a substantial beneficial impact on health and use of healthcare in later life.

2 KEY IMPLICATIONS

- 2.1 Within this report, there are five commonly agreed risk factors that if addressed would reduce preventable deaths; alcohol use, tobacco use, high blood pressure, obesity and physical inactivity. These lifestyle factors not only cause early death within our communities, but are also a major cause of illness, driving our increasing use of health and care services.
- 2.2 It should be noted that whilst the report looks at the individual lifestyle factors and their effects, risky health behaviours interact and have a multiplicative impact. That is, they have a greater effect together than the sum of each individual risk.

3 DETAILS & RISKS

3.1 Smoking:

- Smoking remains the biggest single lifestyle cause of preventable death and ill health in the world. The Tobacco Control Plan for England states that it accounts for 1 in 6 of all deaths in England.
- In 2012-14, there were 275 deaths attributed to smoking per 100,000 population aged 35 and over in England. The rate in RBWM was 224 per 100,000.
- The impact of smoking related ill health on the social care system, is estimated to be a cost of £1.4 billion every year, up from £1.1 billion in 2014. This is made up of £760 million in costs borne by local authorities, with a further £630 million being spent by those who have to self-fund their care.

3.2 High blood pressure:

- Over 24% of people in England are estimated to have high BP and it is one of the leading causes of premature death and disability in England.
- At least half of all heart attacks and strokes are associated with high BP and it is a major risk factor for chronic kidney disease, heart failure, stroke, heart attack and vascular dementia.
- Across Windsor, Ascot and Maidenhead (WAM) CCG, there are estimated to be 31,000 people with high blood pressure, with 17,300 currently being treated. This means that there are approximately 14,000 people unaware of their high BP.

3.3 Alcohol:

- Alcohol is the leading cause of death among 15 to 49 year olds and heavy alcohol use has been identified as a cause of more than 200 health conditions. Among those aged 15 to 49 in England, alcohol it is now the leading risk factor for ill-health, early mortality and disability.
- Alcohol caused more years of life lost to the workforce than from the 10 most common cancers combined in 2015, totalling 167,000 years of working life lost.
- Within RBWM there are over 21,000 people drinking above the recommended levels, which increases the risk of damaging their health and just under 9,000 admissions annually due to alcohol - not unexpected since alcohol accounts for 3% of all NHS costs.

3.4 Obesity:

- In the UK obesity is estimated to affect around one in every four adults and around one in every five children aged 10 to 11.
- The annual costs associated with obesity to the NHS and social care systems are estimated to be £6.1 billion a year and £352 million respectively.
- Obesity prevalence increased very steeply between 1993 and 2000 and continued to rise more steadily between 2000 and 2006. Since 2006 however the prevalence of obesity has remained at a similar level.
- Locally in RBWM, we can see that we are below the national average with regards to obesity levels, however we exceed the national average for percentage of residents who are overweight.
- In RBWM in 2015/16 17.9% of children in reception were measured as overweight or obese, rising to 25.8% in year 6 (England figures were higher at 22.1% and 34.2% respectively).

3.5 Physical Activity:

- Low physical activity is one of the top 10 causes of disease and disability in England. UK studies have estimated that around 1% of cancers in the UK (around 3,400 cases every year) are linked to people doing less than the recommended 150 minutes of physical activity each week.
- Lack of physical activity is costing the UK an estimated £7.4 billion a year, including £0.9 billion to the NHS alone.
- It is estimated that physical inactivity contributes to almost one in ten premature deaths from coronary heart disease (CHD) and one in six deaths from any cause.

4 NEXT STEPS

4.1 Smoking:

- The biggest short-term savings opportunity lies in helping smokers who are in contact with the NHS to quit. The greatest long-term savings would come from preventing people from ever smoking altogether.
- Smoking cessation services are widely available and the RBWM service continues to see more residents than the England average. Although we offer some support to patients within health care settings to give up smoking, we have still to maximise this approach.

4.2 High Blood Pressure:

- Reduce the number of patients with known high blood pressure for whom treatment is not adequate using annual audits of GP practice registers to identify affected patients. A 20% improvement in blood pressure control can be cost saving for health and care services within 5 years.
- Wider use of self-monitoring by patients. Encourage them to develop the skills and understanding to monitor their blood pressure in their daily lives to minimise false readings.
- Identify residents in the community who are unaware that they have high blood pressure using programmes such as NHS Health checks to identify those people.

4.3 Alcohol:

- The public health ambition for alcohol is to reduce excessive alcohol consumption and therefore the associated burden on NHS and local authorities and the wider society.
- Deliver a brief intervention in health care settings; including giving advice to raise knowledge on safe alcohol levels, potential harm and ways to reduce alcohol intake.

4.4 Obesity:

- Professionals need consistently to raise the issue of weight at every opportunity. Primary care can increase the effectiveness of community based approaches through discussion and referral.
- The locally developed intervention called 'Eat for Health', in it's second year had 529 people attend courses with more than 50% losing more than 3% of their original body weight. 197 people with high BP attended and 55 (28%) lost weight with a resultant return to normal levels in their BP, no longer requiring their medication and achieving significant on going health benefits.

4.5 Physical Activity:

- Persuading inactive people (those doing less than 30 minutes per week) to become more active could prevent one in ten cases of stroke and heart disease in the UK and one in six deaths from any cause.
- Four areas of action are identified by Public Health England, at national and local level: active society, moving professionals, active lives and moving at scale.