

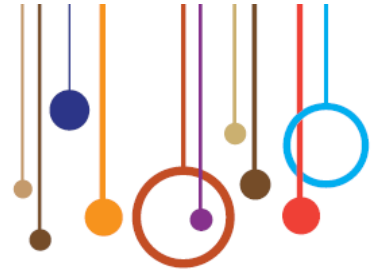


Western Cheshire
Your partner for longer healthier lives



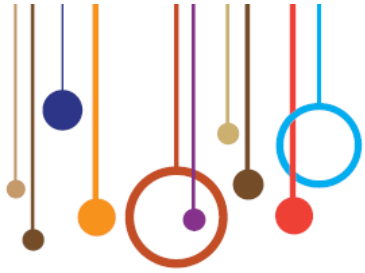
Health and Wellbeing Update for West Cheshire Together

Julie Webster
Director of Public Health



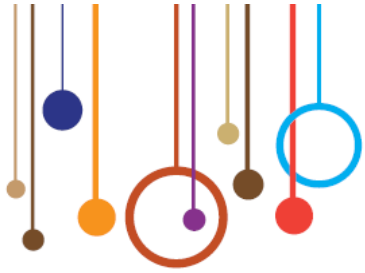
Key areas of work for the Thematic Partnership

- Joint Strategic Needs Assessment
- Tobacco Control
- Reducing alcohol related harm



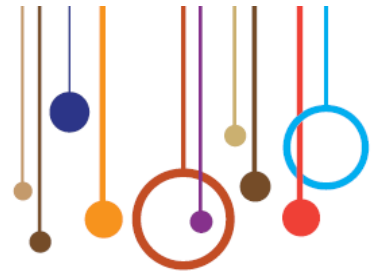
Overall Trends in Life Expectancy

- Since 2001-03, life expectancy increased by:
 - 1 .3 years in men; and
 - 1 year in women
- Death rates in women have fallen more slowly than expected
- Deaths from respiratory infections, digestive diseases, falls and some cancers have not fallen in women
- Older women are particularly affected



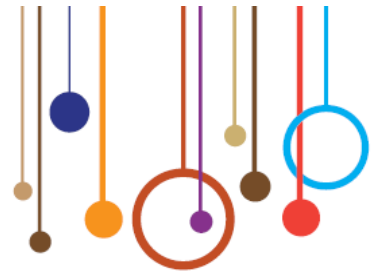
Health Inequalities

- Health inequalities are widening locally, particularly amongst men
- Gap in life expectancy between most deprived two quintiles and rest of population is
 - 6.3 years in men; and
 - 4.3 years in women
- Coronary heart disease accounts for largest share of gap in death rates
- Lung cancer and digestive diseases in the most deprived quintiles is rising in men



Closing the Gap in Life Expectancy in Men

- Target group: most deprived two quintiles.
- Primary prevention measures will have bigger impact than secondary prevention.
- Key interventions are:
 - Smoking cessation
 - Reducing number of people with undetected raised blood pressure.



Closing the Gap in Life Expectancy in Women with ONS Cluster Group

- Target Group: older women
- Ensure access to prevention services, such as:
 - smoking cessation
 - flu immunisation
 - falls service
 - benefits advice
 - warm and safe homes
 - exercise & other well being activities
- Ensure women recognise symptoms and signs of breast cancer



Tobacco Control

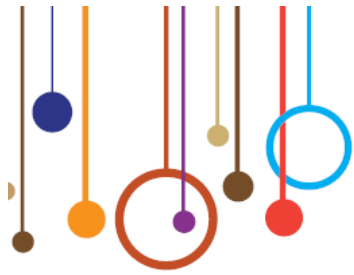
- **National Tobacco Control Strategy**
 - Published February 2010
 - Key themes:
 - Stopping the inflow of young people recruited as smokers
 - Motivating and assisting every smoker to quit
 - Protecting our families and communities from tobacco-related harm
 - Delivering a smokefree future
- **The North of England Illicit Tobacco Plan**



Tobacco Control

- **Cheshire Charter**

- launched on 29th September 2009
- provides a standard for supporting community staff who work in people's homes.
- gives a framework to an organisation and support to the individual to reduce the risk of second hand smoke exposure.
- Organisations achieving Charter status to date:
 - Cheshire Fire and Rescue Service
 - Cheshire and Wirral Partnership NHS Foundation Trust



Alcohol Harm Reduction Strategy

- Engagement work ongoing during February 2010:
 - Draft Alcohol Harm Reduction Strategy is currently being circulated to partners for comment.
 - Partner organisations are running focus groups and events to gain the views of children and young people relating the alcohol.
 - The public will be encouraged to join in the Western Cheshire Big Drink Debate by completing a questionnaire online at www.westcheshirehealthandcare.nhs.uk/alcohol

West Cheshire TOGETHER NHS Western Cheshire

Do **you** know the effects of **alcohol misuse** on **you**, your family and your community

What's your view?
Drinking beyond recommended levels can damage your health and harm your family and your community. The health service, police, council and others are developing plans to tackle these problems together. But we need your help to do it. Please tell us what the issues are for you, your family and your community. Please fill in our quick and easy questionnaire - see bottom of the page for details.

Did you know?

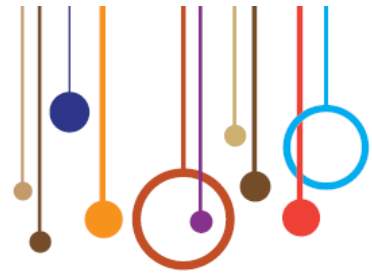
- Introducing a minimum cost of 50p per unit would save 32 lives each year and prevent 776 hospital admissions in Cheshire West and Chester each year.
- Locally, alcohol has been linked to more than a quarter of deaths caused by fire.
- Locally, someone is admitted to hospital every 90 minutes due to alcohol.
- A recent survey of 14 to 16 years olds who drink alcohol found that one in four had been involved in violence and one in 10 had regretted having sex.
- One incident of antisocial behaviour due to alcohol is reported every four hours in Cheshire West and Chester.
- One in four adults in Cheshire West and Chester drinks at levels likely to pose significant risk to their health.

What you know: money worries, family child abuse, mental ill-health, fire, breakdown, litter, assault, cancer, crime, binge drinking, death, high blood pressure, stroke, unwanted pregnancy, heart disorder, domestic abuse, liver damage, addiction, antisocial behaviour, homelessness, sexually-transmitted disease, obesity, unemployment, violence, time off work.

Please tell us what you think

- online at www.wcheshirehealthandcare.nhs.uk/alcohol
- or, if you want a paper questionnaire, telephone 01244 385123 and we'll post a copy out to you.

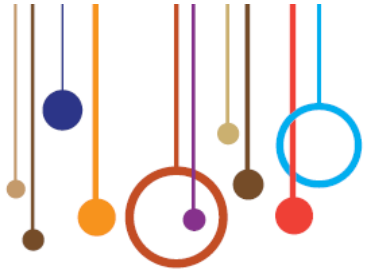
WESTERN CHESHIRE



Michael Marmot:

Strategic Review of Health Inequalities

- The lower a person's social position, the worse his or her health.
- Action on health inequalities requires action across all social determinants of health.
- Actions must be universal, but with a scale and intensity that is proportionate to level of disadvantage.
- Action will have economic benefits in reducing losses from illness associated with health inequalities.
- Tackling social inequalities in health and tackling climate change must go together.
- Reducing health inequalities will require action on six policy objectives by public, private and third sectors:
 - Give every child the best start in life
 - Enable everyone to maximise their capabilities and have control over their lives
 - Create fair employment and good work for all
 - Ensure healthy standard of living for all
 - Create and develop healthy and sustainable places and communities
 - Strengthen the role and impact of ill-health prevention
- Effective local delivery requires effective participatory decision-making at local level.



Coming Next.....

Health Inequalities Action Plan

Why?

- Highlighted in Comprehensive Area Assessment as an issue that needs concerted action
- Tackling health inequalities is a key priority of the Sustainable Community Strategy

Aims

- To tackle health inequalities over the next five years
- To focus on improving health outcomes for adults (work planned with Children's Trust in near future)
- To co-ordinates actions of partners to make biggest difference to reducing health inequalities.



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