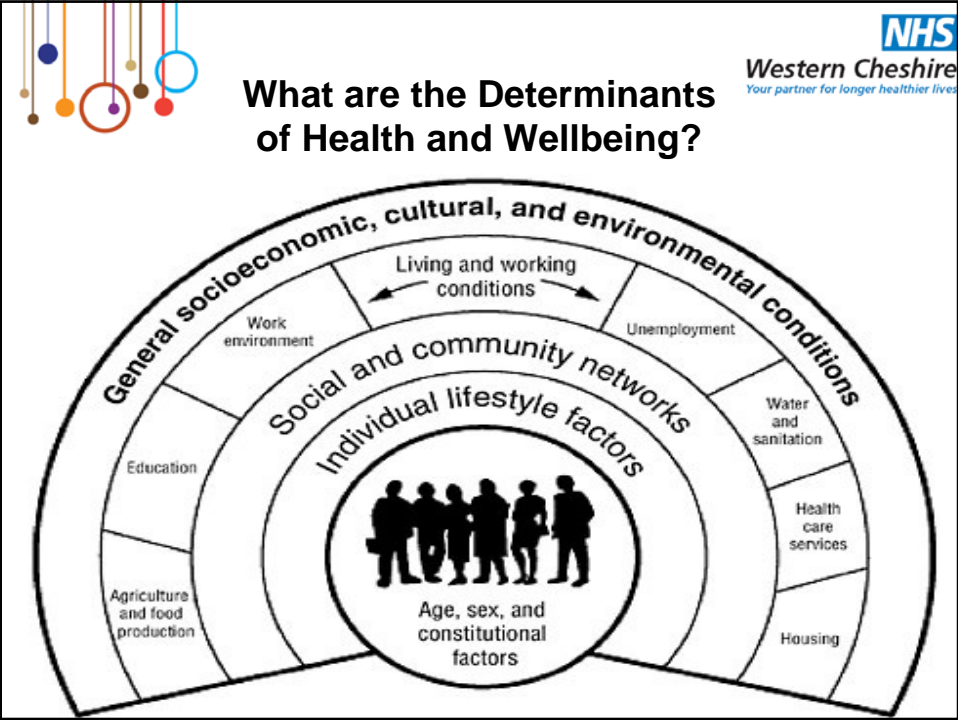


NHS
Western Cheshire
Your partner for longer healthier lives

Development of a health inequalities action plan for Cheshire West and Chester

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Health Inequalities Action Plan: Why?

- Michael Marmot's Strategic Review of Health Inequalities
- Highlighted in Comprehensive Area Assessment as an issue that needs concerted action
- Tackling health inequalities is a key health priority of the emerging Sustainable Community Strategy
- Health inequalities identified as a priority area in the Joint Strategic Needs Assessment



Michael Marmot: Strategic Review of Health Inequalities

- 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



Health Inequalities

- Health inequalities are widening locally, particularly amongst men.
- Gap in life expectancy between most deprived quintile and the least is
 - 8 years in men; and
 - 6.6 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.

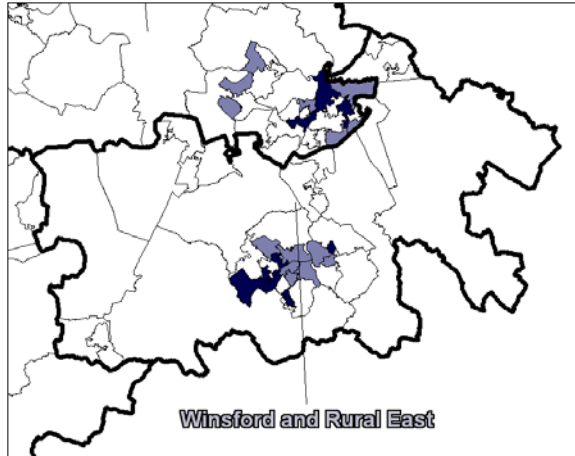


Overall Trends in Life Expectancy

- Life expectancy is increasing in both men and women.
- BUT.....
- Death rates in women have fallen more slowly than expected and are higher than our ONS cluster group.
 - Deaths from respiratory infections, digestive diseases, falls and some cancers have not fallen in women.
 - Winter excess deaths have risen
 - Older women are particularly affected.



Priority neighbourhoods in Winsford and Rural East Partnership Board Area



Index of Multiple Deprivation (2007)

■ Q1 - (20% Most Deprived)
■ Q2 - (20% - 40% Most Deprived)

Winsford South
and West –
6 Lower Super
Output Areas

Winsford North
and East –
6 Lower Super
Output Areas



Work to address key issues for this Area Partnership Board

- Increase the number of Smoke Free Homes in Winsford – Department of Health funded bid
- Delivery of health checks and promote drink awareness campaigns to men aged 40 -74 years old in pub settings during the month of June
- Further session planned in September with men from the Gypsy and Traveller Community
- External funding secured to work with local communities to address the social determinants of health and their impact on health inequalities
- Reduce the intake of salt and its impact on blood pressure and coronary heart disease by working with local fast food outlets on a salt shaker initiative
- Traveller women's health day raising awareness of services and introduction of the concept of handheld medical record cards for those with transient lifestyles



Health Inequalities Action Plan: Aims

- To highlight plans to tackle health inequalities over the next five years
- To focus on improving health outcomes for adults
- To co-ordinate actions of partners to make biggest difference to reducing health inequalities.
- To deliver evidence-based short, medium and long-term actions targeted proportionately to specific areas/priority groups
- To engage communities to ensure action targeted at specific areas is relevant, responsive and sustainable



Theme 1:

To reduce the gap in life expectancy between the most deprived two quintiles and the rest of the population

AIMS

- To reduce the number of people smoking in the most deprived two quintiles and subsequent smoking related ill-health and deaths in these communities
- To halt the rise in obesity in adults and children by creating an environment that allows all citizens to become more physically active and to eat healthily
- To reduce the harm caused by alcohol
- NHS Health Checks: to identify individuals at risk of heart disease early
- To create a Chester-based Healthy Living Centre in Blacon



Theme 2:

To increase the rate of improvement in older people living longer and healthier lives

AIMS

- To reduce ill-health caused by falls
- To improve access to acute stroke unit care for those who have suffered a stroke
- To ensure women recognise the signs and symptoms of breast cancer and roll-out the age extension of breast cancer screening in line with national policy
- To ensure preventative interventions for older people are co-ordinated and include benefit review, flu vaccine, medicines utilisation review and access to other preventative services to keep older people well.



Theme 3:

Action on the underlying causes of ill health

AIMS

- To increase the number of adults supported to live independently
- To reduce the number of households living in temporary accommodation
- To increase the employment rate across Cheshire West and Chester and reduce the number of working age people claiming out of work benefits
- To increase participation in lifelong learning
- To enhance the influence of the Local Development Framework in promoting the health of Cheshire West and Chester
- To eradicate or vastly reduce the number of households in fuel poverty and reduce excess winter deaths in the District
- To improve positive mental wellbeing