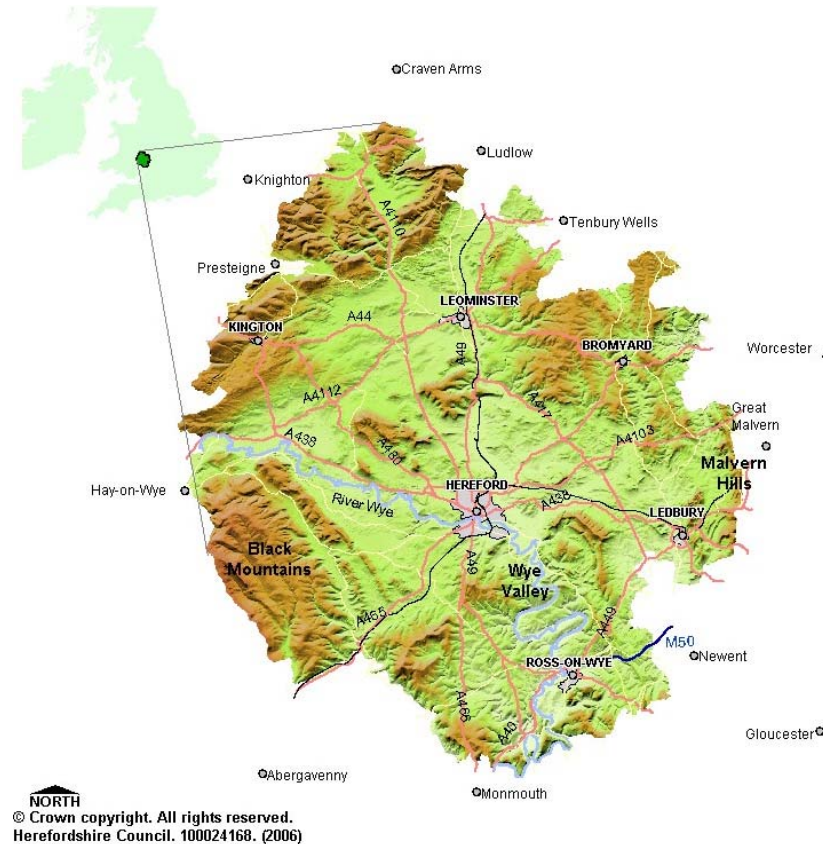


Joint Strategic Needs Assessment (JSNA)



Highlighting Priority Health and Well-being Needs in Herefordshire

Foreword

The first Joint Strategic Needs Assessment (JSNA) for Herefordshire is an exciting development. We have produced the JSNA in response to new legislation requiring the Directors of Public Health, Adult Social Care and Children's Services to work together to take a measure of the health and wellbeing status of the people of Herefordshire and act on the knowledge gathered. This document serves to improve our collective understanding of the local people we serve, the context in which they live, their aspirations and those factors which will influence their health and wellbeing now and in the future.

This first edition of the JSNA for Herefordshire relies heavily on available local knowledge, historical and current service data and new analysis of issues already highlighted in previous needs assessment reports jointly completed by staff from Herefordshire County Council and Herefordshire Primary Care Trust (PCT). Previous annual reports from the Director of Public Health, population projection reports, surveys and research conducted by the Herefordshire Council's Research Unit also provide an excellent backdrop for this report.

What is unique about the document that we are proud to introduce to you is that for the first time, there is a single but comprehensive source of information about the people of Herefordshire. It brings together data which looks at the health and well-being of local communities. This provides the intelligence required by local NHS Commissioners and Strategists from the Council to jointly prioritise needs and act to meet these needs in a collaborative way. The document offers a richer understanding of the highlighted needs and actionable insights in a way that traditional technical needs assessment and single agency service reviews have not always been able to do.

The JSNA in Herefordshire is now firmly positioned in the local planning process. It will continue to support the unique Joint Executive Management Team across the Council and the PCT and local partners in the determination of shared investment priorities to improve the lives of people who live and work in the county. The document brings together data which identify the degree to which the different groups of people in Herefordshire have avoidable unequal experience of ill-health, disability, and avoidable premature death. The work to be done is for us to explore this knowledge further and identify the determinants of the highlighted inequalities that are avoidable and amenable to intervention.

Finally, we already know from previous Director of Public Health annual reports that cancers, stroke, road accidents, injuries and suicides in descending order account for most of the premature loss of life in Herefordshire. The current JSNA will not rehash the details

already known about these. Readers are encouraged to access the catalogue of reports provided at the end of this document. Many of these are available online and on request by hard copy.

This document focuses on how the population of Herefordshire is likely to change over the next two decades, the local socio-economic context, social care needs, feedback from our communities and the lifestyle choices and risks which work together as the wider determinants of health and wellbeing. It is clear that we now have robust knowledge about the experience of the average Herefordian and this can inform our thinking about how we need to work together to improve local services and the quality of life for most people.

We have also identified the gaps in our knowledge and have highlighted at the end of this document, a programme of work required to close this gap. The current JSNA will be enhanced in the following years with the inclusion of service level data and strategic budget monitoring information. We will also enhance future versions of the JSNA by including models of how our strategic planning assumptions will impact on health and wellbeing outcomes in Herefordshire.

This version and future enhanced versions of the JSNA will help us:

- Design, plan and invest in more personal services that enable individuals to maintain their independence and dignity;
- Invest to reduce future ill-health and promote health and well-being;
- Determine shared local priorities and work with partners to commission services which will promote social inclusion and tackle health inequalities.

We would like to take this opportunity to thank all those who have helped us collate the data and present the information in this document in a way that will encourage the reader to act. Thank you.



Dr Akeem Ali
Director of Public Health



Dr Sharon Menghini
Director of Children's Services



Dr Ian Williams
Director of Integrated Commissioning

Executive Summary

About the People of Herefordshire

- By 2026, there are likely to be about 193, 600 people in Herefordshire compared to 178,400 in 2007 i.e. ~0.4% growth each year
- People in Herefordshire enjoy good life expectancy; 77.6 years for men and 82.4 years for women (better than national average)
- The proportion of older people in the population is high compared to national average
- The number of people aged 85⁺ is estimated to more than double to about 10,200 by 2026
- The number of new births is likely to be stable over next twenty years at 1,600 – 1,700 per year
- An exceptionally large proportion of people in Herefordshire live in very sparsely populated areas
- Herefordshire has the 4th lowest population density in England
- The local population is relatively homogenous; 4 in 100 (4%) people are from Black and Minority Ethnic (BME) groups; much lower than nationally at 15.8% and regionally at 16.4%
- The largest BME groups are 'white other' (2,500); 'Asian or Asian British' (1,200) and 'mixed' (1,100). Gypsies and Travellers are estimated at about 800-900
- Large numbers of overseas migrant workers come into Herefordshire every year but most stay for less than 12 months
- Farmers in the county expected to employ 6,500 seasonal workers during 2008

What does this mean for local strategic planning?

- **Needs for older people's care and services is set to increase**
- **Transport infrastructure needs may become more pressing for a dispersed ageing population**
- **It is likely that we may need to bring more services closer to dispersed people with impact on costs**
- **Short-term responsiveness and capacity expansion for local services may be needed where migrant workers settle**
- **We will need to pay close attention to the needs of minority groups who may be "easy to ignore"**

What conditions do local people live in?

Level of Affluence

- Most people are reasonably affluent. People are distributed between rural areas, 5 market towns and Hereford City
- There are however defined pockets of poverty. About 11,900 people (7% of the population) living in 6 defined areas in South Wye and 2 areas in Leominster experience multiple deprivation
- Children living in 7 distinct areas in Hereford City, Leominster and Bromyard experience income deprivation
- Income deprivation is more widespread among older people and 14 distinct areas in Hereford, Leominster, Ledbury, Bromyard and Ross-on-Wye.

Housing, Crime, Rural Isolation and Qualification

- Herefordshire has one of the lowest levels of affordable housing in the region
- Levels of recorded crime are comparatively low but shows recent increase in recorded anti-social behaviour and criminal damage
- Young people who offend tend to be 15-17 year old males
- 117,400 people (nearly 2/3 of the population) live in areas falling among the most deprived in England in terms of geographical barriers to services
- A higher proportion of 16-74 year olds have no qualifications in the urban areas and rural towns than in the villages and rural dispersed areas

What does this mean for local strategic planning?

- **Level of unmet needs may increase if geographic dispersal is not considered in service planning**
- **Per capita service costs may be relatively high and create barrier to service expansion and promotion equitable access**
- **Leominster, South Wye, Ledbury, Bromyard, and Ross –on-Wye exhibit varying levels of deprivation**
- **We need to critically consider how to gainfully occupy our youths particularly teenage boys**

What is our environment like?

- Herefordshire is mainly rural with many rural roads snaking through the county.
- Notoriously, two-thirds of road deaths in England occur on rural roads; Herefordshire has some of the highest-risk roads and deaths from road and land accidents in the country.
- In 2005 Herefordshire's CO₂ emission per head of population is high compared to the West Midlands and the UK. Three sites in the county; 2 in Hereford City and 1 in Leominster have very high levels of air pollution from exhaust emissions (NO₂ levels)

What does this mean for local strategic planning?

- **We need to act and work in partnership to reduce the risk of road deaths**
- **Spatial planning and transport planning need to be sustainable**
- **Environmental Impact Assessments and mitigation is necessary when planning local service development**
- **We need to monitor the long-term impact of high levels of pollution on health and wellbeing**

What do people think of their local areas?

- People rate the following as important to them and want improvements in the level of access to affordable decent housing, crime and traffic congestion;
- Patients rated Herefordshire's GP practices and health centres highly but are dissatisfied and want improved access to a regular NHS dentist
- There is a significantly high level of fear of crime in contrast to the relatively low crime rates

What does this mean for local strategic planning?

- **Access to dental prevention and to NHS dental care require immediate and long-term focus**
- **New housing development and affordability schemes require sharp focus**
- **Area-specific traffic management and long-term approaches for public transport scheme is required**

Local lifestyle choices and associated risks

- Smoking, obesity and overuse of alcohol are independent risk factors for major contributors to causes of ill-health and avoidable premature deaths locally, particularly cancers, stroke, and circulatory diseases
- **Smoking:** The target set for our NHS Stop Smoking Service is to help about 1,000 people to quit every year
 - However, at any time the county has about 19,000 smokers wanting to quit, of whom 6,200 are actively trying to stop
 - Fewer than 1 in the 5 (17%) of pregnant women who are smokers quit during pregnancy
 - 1 in 4 15-year-old girls say they smoke
- **Obesity:** The number of people who are overweight or obese is high
 - In 2006, ~9% of Herefordshire children entering primary school were obese and ~15% by Year 6
 - Childhood obesity and living in a deprived area are closely linked in the county
- **Alcohol:** Local survey of young people revealed that 1 in 4 (25%) of girls and 10% of boys in Year 10 (age 15-16) reported getting drunk on at least one of the previous 7 days
 - 32% of men and 16% of women reported binge drinking i.e. (≥ 8 units/day, men; ≥ 6 units/day, women)
 - Hospital admission for alcohol-related conditions among adults has more than doubled between 2002 and 2006
 - Alcohol-related deaths from land transport accidents are more frequent in the county compared to England

What does this mean for local strategic planning?

- **We need to increase our investment in the local NHS Stop Smoking Service focusing on pre-conception and early pregnancy in women, specific at risk groups, and young people**
- **We need to invest in the prevention of childhood obesity and plan this into our schools improvement programmes**
- **Joint investment and planning to reduce alcohol harm locally require short and long-term focus**

OUR GOAL: Better health and well being for the people and communities of Herefordshire

Better services

Better value for money

WORLD CLASS COMMISSIONING

Developing a vision for Herefordshire public service arrangements

Health and social care provider review and resulting changes

Joint Strategic Needs Assessment, intelligence gap analysis and a prioritised programme to fill the gaps

Engaging and consulting with the public and customers, including disadvantaged groups

Enabled by

2011

Local Area Agreement 2011-14

2010

Community Strategy 2010-26

Local Area Agreement Review

Council's Corporate Plan 2010-13

2009

Community Strategy Review

PCT Operational Plan 2009-10

PCT Commissioning Strategy 2009-14

Council's Operating Statement 2009-10

2008

Place Survey

Joint Council and PCT Strategic Options Public Consultation

Local Area Agreement 2008-11

Council's Corporate Plan 2008-11

PCT Operational Plan 2008-09

Community Strategy 2006 - 2020

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