
TITLE: Littleport Health Action Plan

Committee: Community and Environment Committee

Date: 17th July 2013

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[N60]

1.0 ISSUE

1.1 To note the Littleport Health Action plan agreed by East Cambridgeshire Local Health and Wellbeing Partnership

2.0 RECOMMENDATION(S)

2.1 To note the Littleport Health action plan (Appendix 1)

3.0 BACKGROUND/OPTIONS

3.1 In March 2010, the East Cambridgeshire Health and Well-Being partnership set a priority to reduce the inequalities between, Littleport, and the rest of East Cambridgeshire. Littleport is the most deprived ward in East Cambridgeshire and, as a whole; its population has poorer health outcomes than the rest of the district. The Partnership carried out research utilising the Joint Strategic Needs Assessment, service mapping utilising an assets based approach and NHS Cambridgeshire commissioned social marketing research with 285 residents and stakeholders. In addition to this a stakeholder event was held which determined three aims and areas for action:

- Develop holistic health improvement services that are centred on building confidence;
- Make changes to the environment to support the people of Littleport to be healthier;
- Devise a Fun Health Check that can be delivered in a community setting

A detailed action plan was agreed by the partnership following this work.

3.2 The table below shows the outputs from the action plan

Aim 1 - Develop holistic health improvement services that are centred on building confidence.	<ul style="list-style-type: none">• Photography workshop (8 participants),• Camquit (NHSC Stop Smoking Service) sponsored Littleport Football Club,
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	<ul style="list-style-type: none"> • Community development workshop (6 participants), • Body Image Workshop (10 participants) • Additional buggy walks (23 participants), • Healthy eating and cooking class sessions (9 participants), • Walk leader training delivered (1 local mum), • Evaluation tools developed, • Promotional resources established with photography, • Able and Active group (8 participants) • Engaged (5) mums who would not normally participate who have expressed an interest in a stop smoking group!
<p>Aim 2 - Make changes to the environment to support the people of Littleport to be healthier.</p>	<ul style="list-style-type: none"> • Adizone installed and being utilised, • Consultation for Littleport Masterplan completed • Magazine article on dog fouling, • Healthy lifestyle article in Littleport Life, • 'Scores on the door' implemented.
<p>Aim 3 - Devise a Fun Health Check that can be delivered in a community setting</p>	<ul style="list-style-type: none"> • Piloted a health check event at Littleport fun run. • Trained Health Trainer (Adam) to deliver health checks, • Health checks made available on Saturdays at St Georges Medical Centre • No. of Health checks delivered (23 at health fair and 1000+ at surgery) • Mini health check developed and delivered (55 at two local events)

- 3.3 Unfortunately due to the changes in government, restructuring of the NHS, staffing changes and economic pressures meant that key stakeholders became less focused on this particular project and further outcomes and outputs have not been captured. Health improvement work has continued within Littleport through the various local agencies.
- 3.4 Despite the work undertaken in Littleport there are still notable health inequalities in this area of East Cambridgeshire. The table below compares the estimated prevalence for lifestyle indicators for Littleport East and Littleport West. It is estimated that there is a higher smoking prevalence, a higher proportion of obese adults and a lower proportion of adults consuming 5 or more portions of fruit and vegetables a day, compared to East Cambridgeshire in its entirety.

Area	Smoking %	Adult obesity %	Consumption of 5 or more portions of fruit and Vegetables %	Binge Drinking %
Littleport East Littleport west	24.9%	27.4%	27.2%	9.3%
East Cambridgeshire	19.1%	22.9%	31.7%	15.3%
England	22.2%	24.2%	28.7	20.1%

- 3.5 East Cambridgeshire Local Health partnership recognises the need to continue to prioritise work to reduce the health inequalities that exist and have therefore revisited and revised the Health action plan to reflect the work being undertaken to addresses the know areas of health inequalities that exist within Littleport. This is attached at Appendix 1.
- 3.6 During 2013/14 the Health and Wellbeing partnership will consider a more focused action plan for 2014/15 this will tie in with other priorities agreed such as diabetes, mental health and fall's prevention.

4.0 ARGUMENTS/CONCLUSIONS

- 4.1 East Cambridgeshire Local Health and Wellbeing Partnership recognises the health inequalities that exist within East Cambridgeshire and have agreed a revised Health action plan for Littleport to address the inequalities that exist.
- 4.2 The action plan reflects the areas of known health inequalities and sets out specific targets that will be implemented and monitored to ensure that they bring about improvements to the health outcomes for the residents of Littleport.
- 4.3 The Local Health and Wellbeing Partnership will consider a more focused action plan for 2014/15, which will tie into other priorities such as diabetes, mental health and falls prevention.

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

5.1 There are no additional financial implications associated with this action plan.

5.2 Equality Impact Assessment (INRA) not required for the Health Action Plan.

6.0 APPENDICES

6.1 Littleport Health Action Plan

<u>Background Documents</u>	<u>Location</u>	<u>Contact Officer</u>
Littleport Health Action Plan 2010	Room SF 201	Liz Knox Head of Environmental Services (01353) 616313 E-mail: Liz.Knox@eastcambs.gov.uk

East Cambridgeshire Health and Wellbeing Partnership

Littleport Action Plan 2013 – 2014

Overview

The Littleport Action Plan approach was developed in 2010 – 2011, as a method of concentrating services within a defined geographical area, to improve health outcomes. This Littleport Action Plan 2013 – 2014 has been developed following the agreement of the Health and Wellbeing Partnership on 23rd April 2013. An action plan evaluation will be reported back to the Health and Wellbeing Partnership in March 2014.

2010 – 2011 Evidence Executive Summary

The approach was developed based on evidence and consultation completed in 2010 – 2011. The following is an executive summary of the original evidence base:

Littleport is the most deprived ward in East Cambridgeshire and, as a whole, its population has poorer health outcomes than the rest of the region.

Assisted by consultancy support from Brilliant Futures, NHS Cambridgeshire built this insight through stakeholder research and engagement, analysis of existing services and data and new primary research using the Department of Health's Healthy Foundation's segmentation model. The key findings were as follows:

- The population of Littleport divides into five distinct segments in terms their health behaviour and attitudes, as defined by the Healthy Foundations Segmentation model. The most prominent segments are 'Balanced Compensators' (32%) and 'Live for Today' (32%) and the segment suffering the largest health inequalities is 'Unconfident Fatalists' (9%).

- Using the Healthy Foundations model, and a person centred approach to intervention planning was effective in encouraging stakeholders to develop specific solutions for targeted groups of the population as opposed to less focussed, generic solutions for the population as a whole.
- Seen as a whole. Stakeholders' views of Littleport are more negative of the views of the people who live there, however both emphasise the community spirit in the town. This social capital represents a strong opportunity to achieve positive change.
- It is important to build Stakeholders' knowledge of the services available in Littleport and the true effectiveness of those services.

Recommendations for targeted interventions to improve health outcomes for the people of Littleport, developed by stakeholders in response to the insight generated, were as follows:

- A holistic health improvement service, centered on building self-esteem and confidence, for young mothers (particularly in the Unconfident Fatalist segment)
- Changes to the environment to support the people of Littleport to be healthier (such as improving lighting and reducing dog fouling) to be fed into the Littleport Master Plan (particularly for the Balanced Compensator segment)
- A 'fun', accessible Health Check that can be delivered in a community setting (particularly for the Live for Today segment)

For this new delivery plan the aims and objectives have been revised to make them more relevant for 2013 – 2014, based on updated evidence.

Review and Evaluation

The Littleport Action Plan Group will meet on a quarterly basis to review progress. Each action has a lead identified and will report to the group on output, outcomes and recommendations for future delivery. The following dates have been scheduled for the review meetings.

- Monday 21st October 2013
- Monday 20th January 2014
- Monday 10th March 2014

A full evaluation report of the Littleport Action Plan approach and actions will be brought back to East Cambridgeshire Health and Wellbeing Partnership in March 2014.

Key Health Indicators for 2013

The following evidence identifies the key health indicators for Littleport in 2013.

IMD 2010

IMD 2010 by Ward, IMD 2010 scores for wards in the Littleport area (there are 123 wards in Cambridgeshire)

<i>WARD</i>	<i>IMD 2010 Score</i>	<i>Rank in Cambs IMD 2010 (1= most deprived)</i>	<i>Rank in Cambs IMD 2007</i>
Littleport West	19.5	18	17
Littleport East	14.5	35	23

All age all cause mortality, 2008-2010.

Littleport East and West have higher all cause all age mortality rates compared to the Cambridgeshire average, for males but this is not statistically significant. Female mortality is lower in Littleport West than the Cambridgeshire average but this is not statistically significant.

Lifestyle Indicators

The table below compares the estimated prevalence for lifestyle indicators for the Middle Super Output Area E02003732 (Little Port East and Little Port West) that is covered by the St George’s Medical Centre to East Cambridgeshire and England. As it can be seen it is estimated that the MSOA has a higher smoking prevalence, a higher proportion of obese adults and a lower proportion of adults consuming 5 or more portions of fruit and vegetables a day, compared to East Cambridgeshire in its entirety.

Area	Smoking	Adult Obesity	Consumption of 5 or more portions of fruit and vegetables (%)	Binge Drinking (%)
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England	22.2%	24.2%	28.7%	20.1%

Life Expectancy at Birth

The table below compares the life expectancy at birth for the wards of Littleport East and Littleport West to East Cambridgeshire and England (2008-10)

Area	Males	Females	Area	Males	Females
Littleport East	78.1	82.5	East Cambs	81.5	84.5
Littleport West	82	83.6	England	78.6	82.6

Teenage Conceptions and Low Birth Weight Babies

The rate of teenage conceptions under 18 is the 15th highest in Cambridgeshire. For the time period 2008 to 2010 5.6% of births in Littleport West and 7.1% of births in Littleport East weighed under 2,500 grams. The average for Cambridgeshire was 6.2%. The average for England was 7.5%.

Educational Attainment

- In 2010 5.6% of Littleport East and 10.7% of Littleport West pupils did not obtain any GCSE passes above Grade D. The county average was 9%.
- At the same time 16.4% of pupils living in Littleport West and 12% in Littleport East were entitled to Free School Meals, the county average was 10.2%. In 2012 these figures were 18.8% and 14.7% respectively with the county average of 11%.

Population Information

- Population – 8,380 (2011 census)
- St Georges Medical Centre serves the population of Littleport and has an older population than the PCT average, with almost a third of people aged 55 years and 9% aged 75 years and over. (Cambridgeshire 27% and 7% respectively)
- The ward of Littleport West is expected to experience the greatest proportional increase by 2031, with 2.75 x the estimated number of people in 2010. In general it is expected that there will be increases in the younger populations.

Aims and Objectives

Aim One

Develop holistic health improvement services that are centred on building self-esteem and confidence

Objectives:

- A. To build self-esteem and confidence in targeted populations to improve health outcomes.
- B. Provide services which encourage residents of Littleport to become more active and live healthier lifestyles.

Aim Two

Make changes to the environment to support the people of Littleport to be healthier

Objectives:

- A. To enhance the physical environment to encourage people to lead healthier lifestyles
- B. Support people with disabilities to access services

Aim – Develop holistic health improvement services that are centred on building self-esteem and confidence

A. To build self-esteem and confidence in targeted populations improve health outcomes.

Action	Output	Outcomes	Lead	Deadline	Review
Provide a Community Health Improvement Programme (CHIP) (weight management course) In future if enough referrals	Deliver 2 CHIP programme in Littleport	Increase participants activity levels Achieve \geq 3% weight loss Increase participants fruit and vegetable intake Increase participants behaviour change skills	EN Public Health Lead / AP Mytime Active	Continuous	
Train 2 – 3 staff members in the Littleport area to deliver Let's Get Cooking Classes	3 people trained Minimum of 8 cooking sessions provided to residents and two larger health promotion events.	Increased number of families preparing healthier meals.	EN Public Health	Q4 2014	
Training younger people to cook healthily	Young people (15-17 yrs) trained	Increased number of young people preparing healthier meals.	EN Public Health	Q3 2014	
Regularly produce an article for	Produce 4 quarterly articles	Promotion of services and	AP Mytime Active	Continuous	

Littleport Life on healthy lifestyle and food options.	for Littleport Life throughout the year.	advice to residents.			
Provide and develop a horticultural event with partners.	Annual event.	Event to promote health benefits of physical activity.	Littleport Parish Council	Q3 2013	

B. Provide services which encourage residents of Littleport to become more active and live healthier lifestyles.					
Action	Output	Outcomes	Lead	Deadline	Review
Deliver the Littleport Fun Day Event	Taster sessions and activities which signpost residents to services.	Signposting and promoting healthy lifestyles to residents.	AP Mytime Active and AR Littleport Leisure Centre	Q2 2013	
Deliver Littleport 10k Run Event	Opportunity for residents to take part in a competitive 1, 5 and 10k races.	Promotion of facilities in Littleport.	AR Littleport Leisure Centre	Q3 2013	
Provide regular 'Buggy Walk' sessions aim at young mums.	Regular attendance of at least 5 young mums on a weekly basis.	Targeting activities and young mothers.	AP Mytime Active	Continuous	
Promote Littleport Leisure Centre Mature and Active Programme.	Sustain and increase number of older residents attending the session.	Increased awareness of the programme to older residents.	LB East Cambridgeshire District Council	Q4 2014	
Working with	Engage at least	Engage young	AM East	Q3 2013	

Sanctuary Housing to provide positive activities for young people in Littleport.	50 young people in Littleport in positive sporting activities.	people in diversionary activities.	Cambridgeshire District Council AND AR Littleport Leisure Centre		
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Aim Two – Make changes to the environment to support the people of Littleport to be healthier

A. Support people with disabilities to access services					
Action	Output	Outcomes	Lead	Deadline	Review
Working with MOVE (East Cambs Disability Partnership) to provide activities for people with disabilities.	Specific activities for people with disabilities i.e. yoga at Littleport Leisure Centre.	Provide new activities which promote healthy lifestyles.	AM East Cambridgeshire District Council	Continuous	

B. To enhance the physical environment to encourage people to lead healthier lifestyles					
Action	Output	Outcomes	Lead	Deadline	Review
Provide support to Littleport Parish Council to identify spending on Section 106/CIL health capital	Agreement and decision of capital funding before the funds expire.	Small scale developed infrastructure.	AM East Cambridgeshire District Council.	Q3 2014	

funding.					
Working in partnership to improve access for people with disabilities to Littleport Leisure Centre.	Comprehensive report to direct investment and identify access requirements.	A structured and budgeted approach for developing accessibility to Littleport Leisure Centre.	AM East Cambridgeshire District Council	Continuous	
Identify jogging and running routes in Littleport which can be promoted to residents.	A route can then be developed (with signage) and provide information.	A route that can be promoted to encourage residents to become more active.	AP Mytime Active / Timebank	Q3 2013	
Work with partners to create Cambridgeshire first smoke free play area.	Stop smoking around young children in play area by parents / guardians.	Raise the aware of smoking around children and stop smoking services.	EN Public Health	Q3 2013	
Provide the community of Littleport with a 'Community Allotment'	Provide an opportunity for the community of Littleport to grow fresh produce.	Promote healthy living and the theme of fresh produce.	Littleport Parish Council	Q4 2014	