

Healthy Ageing in Staffordshire:

Adding Life to Years
and Years to Life



The Annual Report of the
Director of Public Health for Staffordshire 2014/15

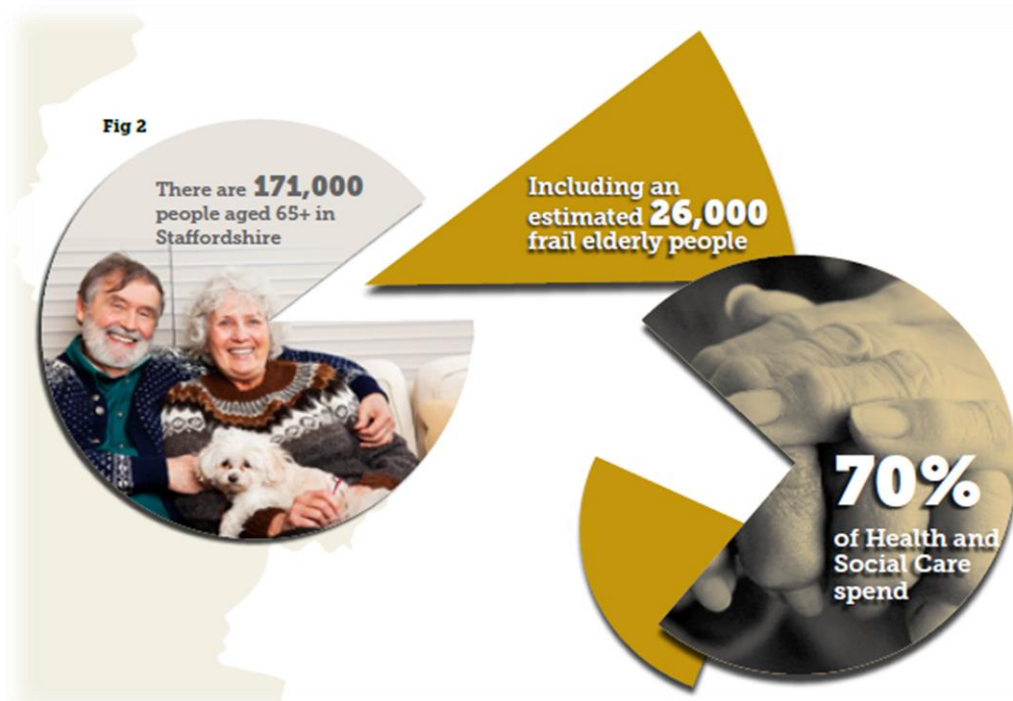
 **Staffordshire**
County Council

Background and Context

- What this document is:
 - It is fulfillment of the requirement on Directors of Public Health to produce an **independent** annual public health report on the state of health of the local population.
 - Intended to highlight a specific issue
 - It is hoped that the report will influence the thinking of partners
- This document is NOT
 - A formal strategy for action
 - An action plan for delivery

Key Messages

- The annual public health report enables the HWB's focus on prevention
- Challenges the predominant narrative of frailty as inevitable consequence of ageing
- Recognition of older people as assets within our communities and promotes their contribution to society.
- A Call to Action - to ensure Longer *and* Healthier Lives



Ensuring the right care and support is in place for the vulnerable frail elderly remains vital. However the growing demand renders this singular approach unsustainable.

Staffordshire must adopt a positive and preventative approach to healthy active ageing for all older people

An Evidenced-Based Framework for Assessment in Staffordshire

Fig 4



Using the WHO Framework the report clearly identifies a range of poor health and social outcomes for older people (65+) in Staffordshire today.

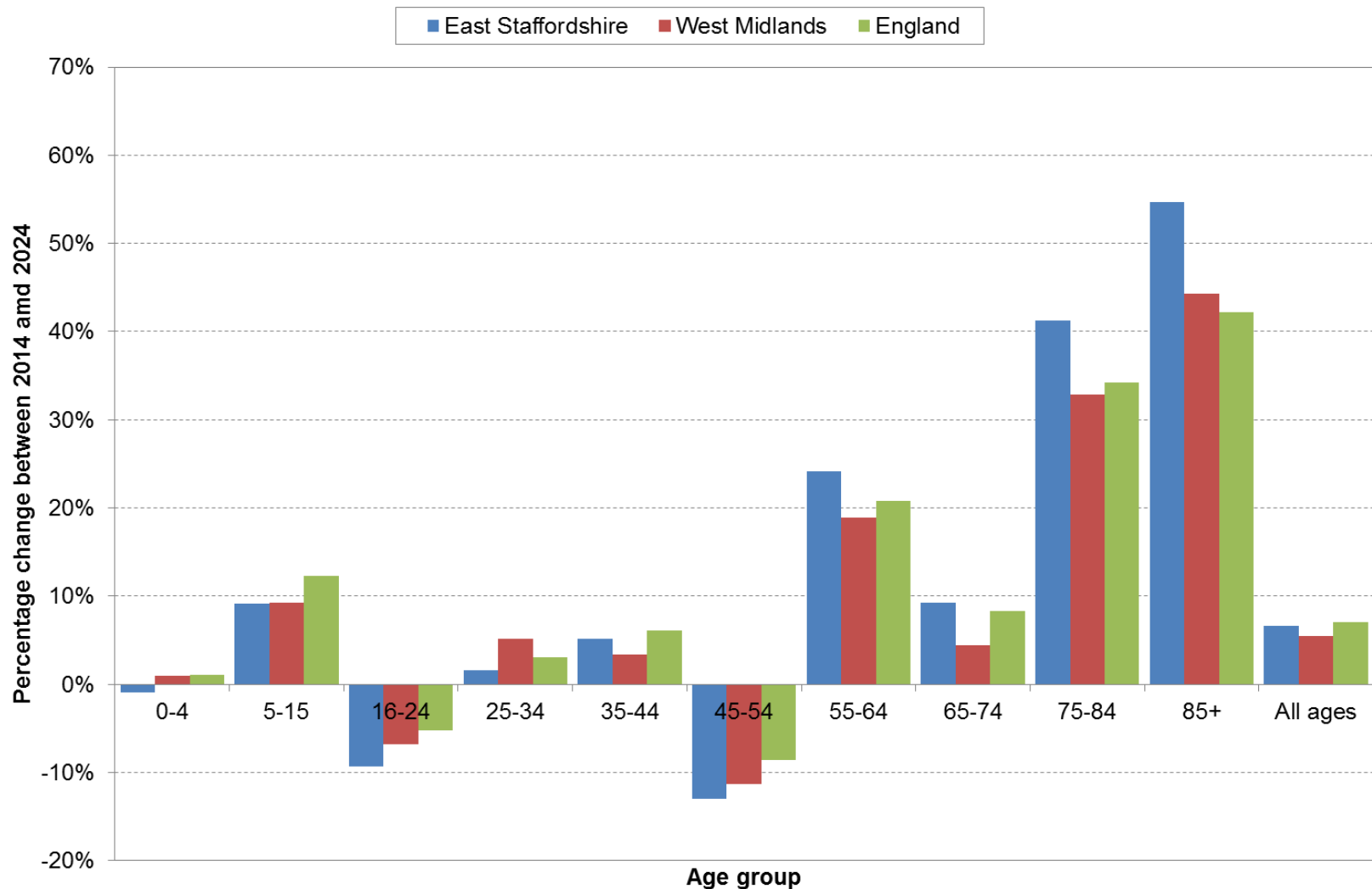
The framework provides key recommendations to support an evidenced – based approach to maximising active and healthy ageing in Staffordshire.

Important role to play for partners and older people themselves

The population of East Staffordshire

- There are around 21,100 people aged 65 and over in East Staffordshire making up 18% of the population (2014 mid-year population)
- The dependency ratio for older people was 29 older people for every 100 people of working age which is higher than England.
- The population is projected to see significant growth in people aged 65 and over (25%) (equating to 5,400 more people) and in particular those aged 85 and over (55%) between 2014 and 2024.
- Overall life expectancy (LE) at birth in East Staffordshire is 79 years for men and almost 83 years for women (2010-2012). Both are similar to the national average.
- LE at 65 in East Staffordshire is 18 years for men, lower than the national average, and 21 years for women similar to the average.

An ageing population: Population projections, 2014-2024



The Right Environments

There is plenty of evidence indicating links between an individual's environment and their immediate and long-term health and wellbeing outcomes. Good housing is fundamental, however the wider built environment, green spaces and other natural environments all play a key role. Creating physical and social environments that foster the health, physical activity and participation for people will positively influence their health behaviours across the life course.

The Right Environments

East Staffordshire

- Estimates suggest that nearly two in five households would not meet the decent homes standard in East Staffordshire. This is higher than the national average
- Around 6,600 households in East Staffordshire are thought to be in fuel poverty, the rate being higher than the England average (14% compared with 10%)
- There are on average 50 excess winter deaths annually in East Staffordshire amongst people aged 65 and over
- Around 430 patients were admitted to hospital as a result of a fall during 2014/15 costing £1.3m. Over 60% of these falls occurred in the home environment

Healthy Lifestyles

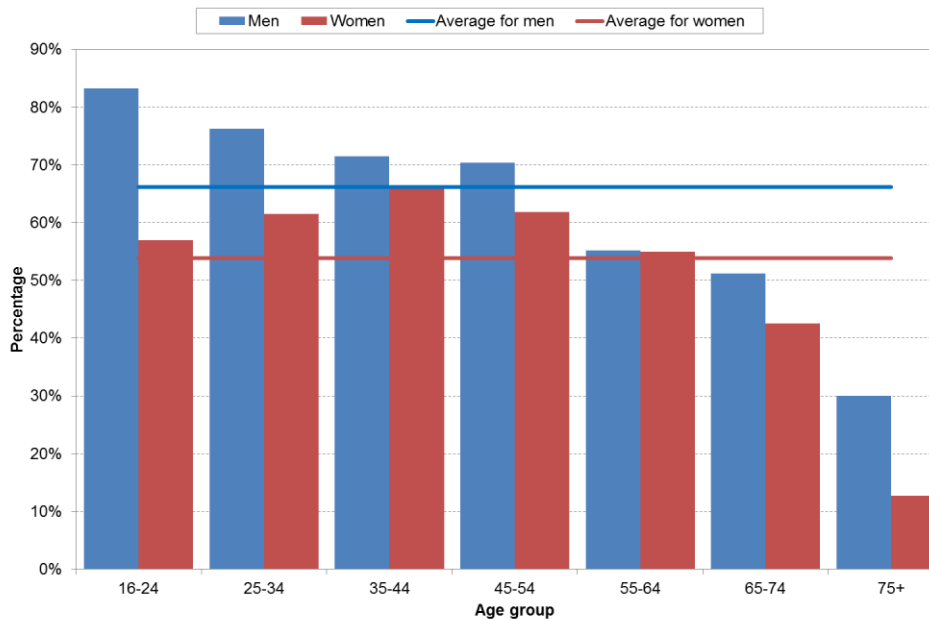
By learning from such examples elsewhere (Okinawa) we can promote healthy behaviours at all ages to prevent or delay the development of chronic disease. Being physically active, eating a healthy diet, avoiding harmful use of alcohol and not smoking can all reduce the risk of chronic disease in older age.

Healthy lifestyles East Staffordshire

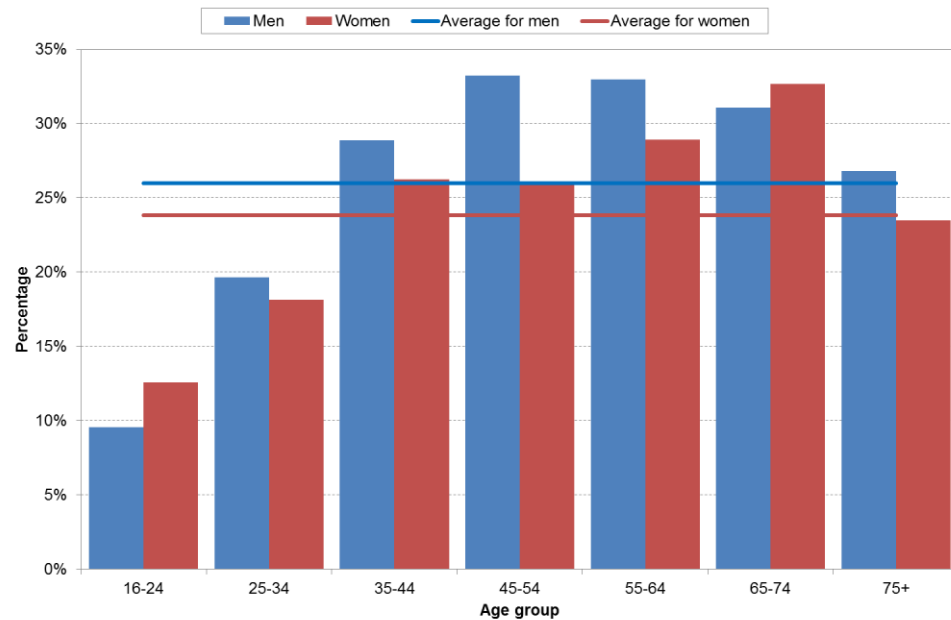
- Estimates suggest that 24,440 (26%) of adults in East Staffordshire are physically inactive. Levels of adult obesity and excess weight levels in East Staffordshire are higher than average.
- Estimates suggest that 2,100 older people in East Staffordshire are malnourished with disease-related malnutrition costing the economy £9 million in 2014. By 2034 this will rise to 3,400 people and £15 million.
- On average around 140 people aged 65 and over die from a smoking-related condition every year in East Staffordshire.

Physical activity and obesity by age group in England

Physical activity, 2012



Obesity, 2013



Social Inclusion

Older people are particularly vulnerable to social isolation and loneliness due to loss of friends and family, mobility or income. Social isolation and loneliness have a negative impact on an individual's health and wellbeing.

Social inclusion

East Staffordshire

- The proportion of lone pensioner households in East Staffordshire is similar to the England average equating to around 5,900 people.
- Around 4,000 (15%) people aged 60 and over in East Staffordshire are deemed to be living in income deprived households.
- Reliable and affordable public transport is one of the top ten issues mentioned by East Staffordshire residents that needs improving.
- In East Staffordshire around 27% of people aged 65 and over have no private transport (i.e. access to a car). This increases to 62% of people aged 85 and over.
- Loneliness is a bigger problem than simply an emotional experience. Research shows that loneliness and social isolation are harmful to our health: lacking social connections is a comparable risk factor for early death as smoking 15 cigarettes a day, and is worse for us than well-known risk factors such as obesity and physical inactivity.

Quality Services

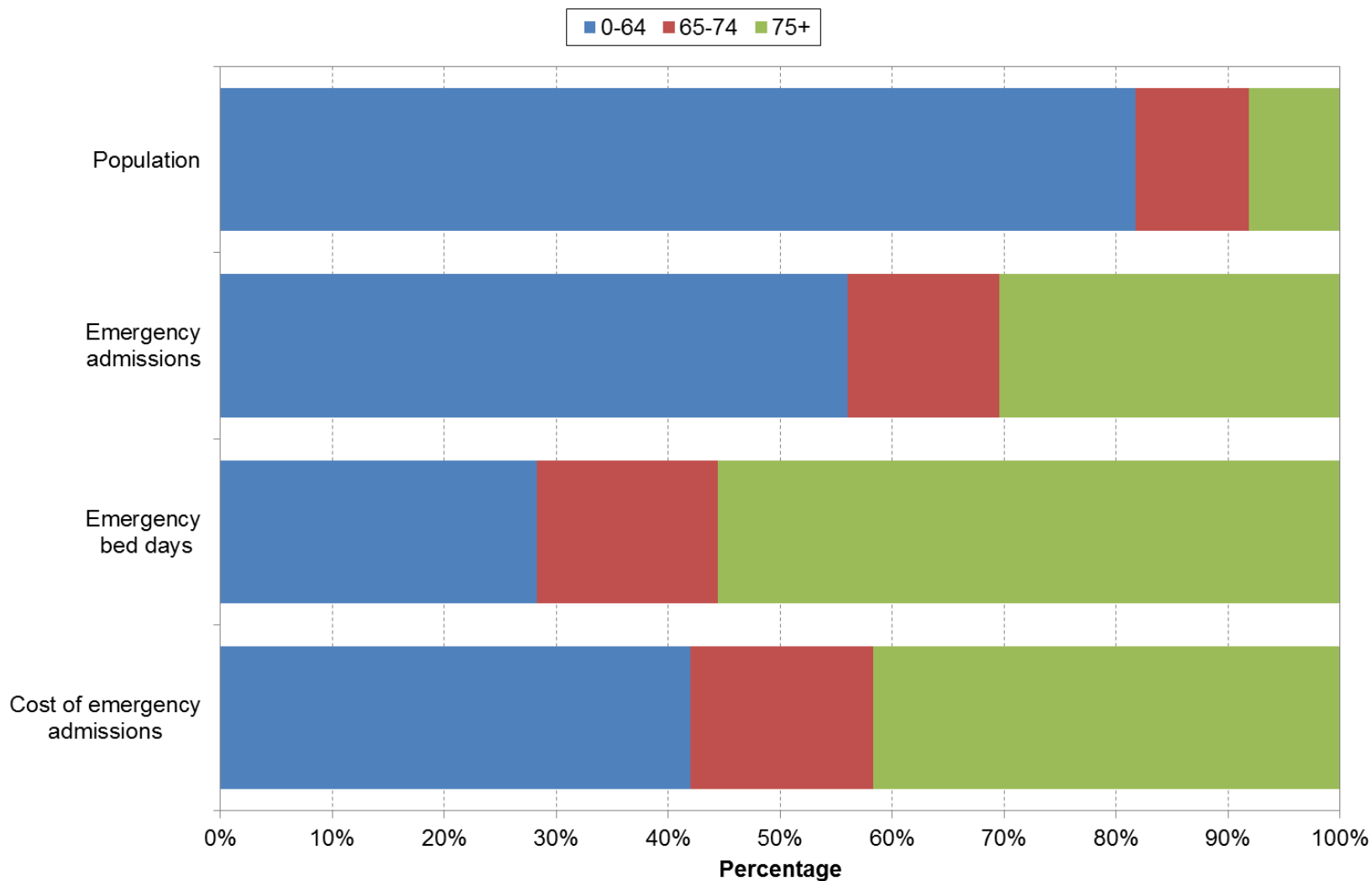
Whilst chronic diseases can be reduced and managed by having the right environments, healthy lifestyles and positive social attitudes, many people will still develop health problems as an inevitable consequence of physiological wear and tear. We can however minimise the impact of chronic diseases through the provision of quality services for early detection, treatment and care.

Quality services

East Staffordshire

- In 2015, 4,000 people in East Staffordshire CCG estimated to be frail elderly or most at risk increasing to 6,100 by 2025
- Around 15 unplanned hospital admissions every day for people over 65
- Following discharge, around 24% of East Staffordshire patients over 65 did not return to their normal place of residence
- During 2014/15 older people in East Staffordshire made up 44% of all emergency admissions, 72% of unplanned hospital bed days and 58% of costs despite making up only 18% of the population
- Around 120 hip fracture admissions in East Staffordshire during 2013/14 (similar to England). National research indicates that only one in three people who have a hip fracture return to their former level of independence and one in three have to leave their own home and move to long-term care.
- The number of people with dementia in East Staffordshire is projected to increase by 74% between 2015 and 2030, this is higher than the national rate and equates to 2,600 living with dementia in the district (increase of 1,100 more people).
- The proportion of East Staffordshire residents who were vaccinated against seasonal flu and pneumococcal infections is lower than the England average

Population and hospital utilisation in East Staffordshire, 2014/15



Next Steps

Recommendations for scrutiny

- To consider developing an Healthy Ageing Strategy for East Staffordshire
- To work with partners - planning bodies, district and borough councils and housing providers to plan and design 'lifetime neighbourhoods'.
- To Take forward its agreed approach to prevention with particular focal areas such as housing and health