

Swindon's Health and Wellbeing Strategy 2013 - 2016



EVALUATION REPORT

Swindon's Health and Wellbeing Board

Introduction

JHWS 2013-2016

Swindon's first Health and Wellbeing strategy was published in 2013. It defined a vision that 'everyone in Swindon lives a healthy, safe, fulfilling and independent life and is supported by thriving and connected communities'. It explained how this would be achieved by focusing on particular priorities. Five priority outcomes for action were identified based on local need, and a range of indicators suggested that would help measure progress.

The strategy was put together by the Health and Wellbeing Board working with people who use health and social care services, local residents, patients, carers, the voluntary sector, NHS, Swindon Borough Council and other interested organisations. The priorities in the strategy also informed the aims of individual organisations such as Swindon Clinical Commissioning Group and the Council when they were planning services and making decisions about spending money.

JHWS 2013-2016: Evaluation Report

This report provides a summary of final progress on how we are doing in Swindon to improve health and reduce inequalities based on the five priority outcomes. The measures of progress are drawn from a range of national sources such as the Public Health Outcomes Framework (PHOF), NHS Outcomes Framework and Adult Social Care Outcomes Framework (ASCOF) to monitor progress. This is so we can be confident in the data and can compare Swindon against other areas and over time.

The five priority outcomes are:

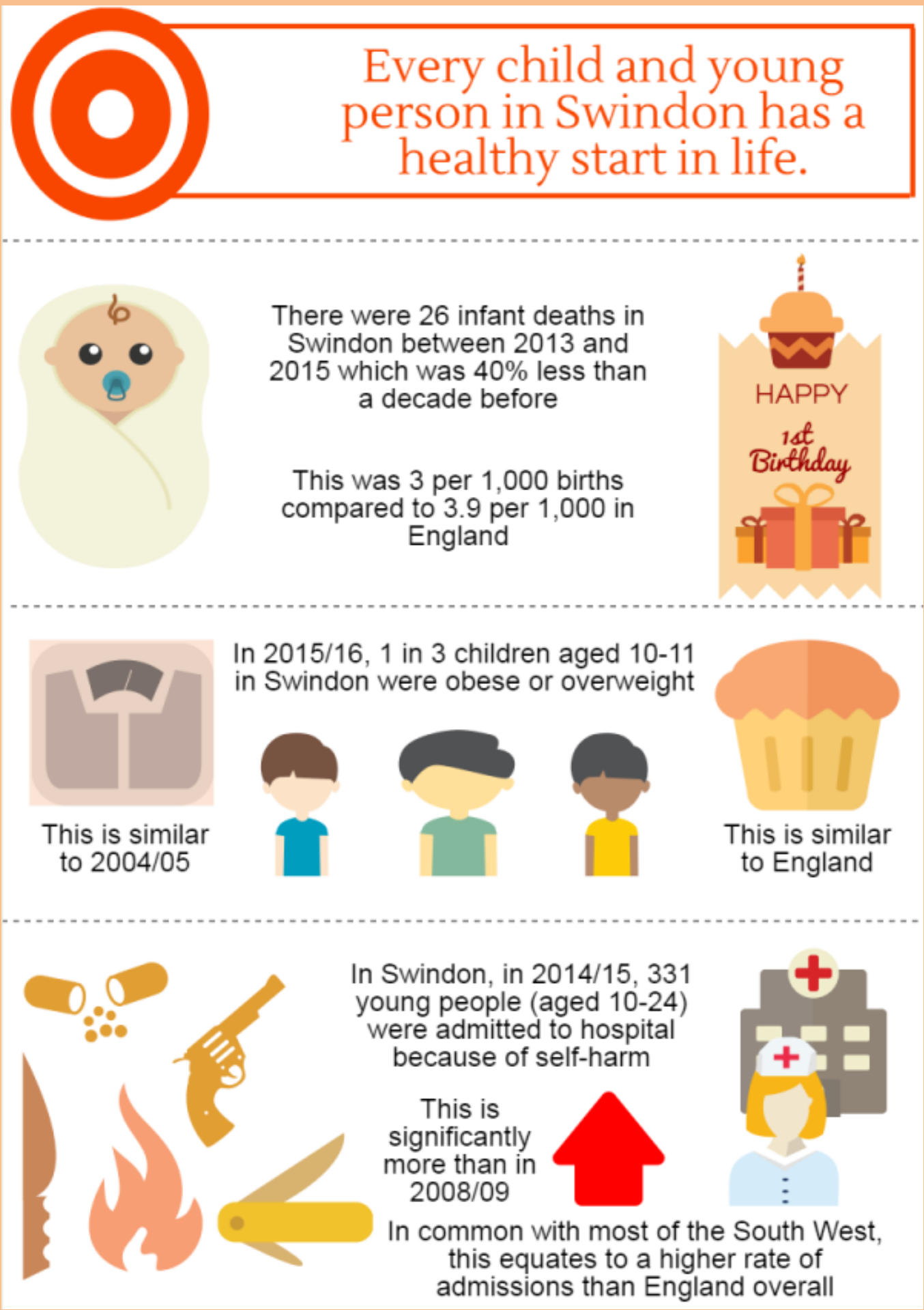
1. Every child and young person in Swindon has a healthy start in life.
2. Adults and older people in Swindon are living healthier and more independent lives.
3. Improved health outcomes for disadvantaged and vulnerable communities (including adults with long term conditions, learning disabilities, physical disabilities or mental health problems, offenders).
4. Improved mental health, wellbeing and resilience for all.
5. Creation of sustainable environments in which communities can flourish.

This update report looks at each of the five priority outcomes in turn and presents:

- An infographic highlighting some of the key indicators.
- A visual summary of the outcome trends showing where there have been statistically significant changes in the figures for Swindon.
- A commentary on what we have achieved, what is still a challenge for us, and what is happening now and in the future to continue to deliver the vision for Swindon.
- A chart and table for each indicator showing how Swindon's outcomes have changed over time and how they compare to England, the South West and similar authorities (including the group of 'Expanding Areas and Established Cities' which is defined by the Office of National Statistics).

This style of presentation allows a much fuller analysis of progress than simply comparing a baseline value with current figures.

Outcome 1: Every child and young person in Swindon has a healthy start in life



Summary of outcome trends

**More babies
breastfeeding**

**Fewer under 18s
admitted to
hospital because
of alcohol**

**More children
vaccinated**

**Fewer 16-18 year olds not in
education, employment or
training**

**Fewer young people entering
the youth justice system**

**Similar numbers of
children in care**

**Similar number of
infant deaths**

**Similar numbers of
overweight or obese
10-11 year olds**

**Similar % of children gaining five
good GCSEs including Maths and
English**

**Similar % of pregnant women
smoking around the time of
giving birth**

More people aged 10-24 admitted to hospital because of self-harm

It has not been possible to accurately assess whether there has been a significant change in the number of children with 2nd or subsequent child protection plans; the number of children in care or in the emotional wellbeing of looked after children.

JSNAs related to this outcome

Children and Young People's Needs Assessment (<http://swindonjsna.co.uk/dna/CYP-JSNA>) incorporating:

- Children aged 0-4 (Best Start)
- Children and young people's mental health
- Children and young people with complex and life limiting conditions

Impact of domestic violence and abuse on children and young people:

<http://swindonjsna.co.uk/dna/domestic-violence-and-abuse-needs-assessment>

Sexual Health Needs Assessment:

<http://swindonjsna.co.uk/dna/sexual-health-needs-assessment>

Child Sex Exploitation (CSE) – an evidence review:

<http://swindonjsna.co.uk/dna/child-sex-exploitation>

Commentary on progress and key challenges for the future

Children in Swindon should have the best start in life and be safe, healthy and grow up in supportive, confident and resilient families and communities. Swindon community health professionals continue to work together to provide a strong community health service provision for children and young people. There has been a high uptake in relation to all immunisations for children and young people protecting them from illnesses such as measles, whooping cough, cervical cancer and meningitis. The implementation of the Healthy Child Programme continues, and ante-natal and post-natal checks take place routinely to support mothers and child health and wellbeing. This year Swindon achieved full accreditation of the UNICEF Baby Friendly Initiative in recognition of the good work carried out to support breastfeeding and parent infant relationships.

Children's Services face significant pressures from increased demand and the challenges of securing permanent, experienced and suitably qualified staff, which is mirrored nationally. The number of children looked after has increased, but historically numbers were lower than other areas. Latest performance data shows a reduction in the number of children being the subject of repeat child protection plans and fewer social care re-referrals.

Keeping young people safe and out of the criminal justice system is a priority. First time entrants (FTEs) into the justice system remain low in Swindon and continue to reduce. Whenever possible, low level offending is dealt through using Restorative Justice and Community Resolutions which avoids taking young people to court. The current re-offending rate is 10% which is very encouraging. However, it is important to remain vigilant in respect of FTE and re-offending rates as they are predicted to rise nationally.

Raising educational attainment is one of Swindon's corporate priorities in recognition of the need to continuously improve the standard of education in Swindon. The Council is working in partnership with schools and academies to do this. At the end of primary school, Swindon pupils meet the national average for reading, mathematics and grammar, including punctuation and spelling. Swindon pupils' results improved by 5% against a national improvement of 3% on the new headline measure of pupils obtaining an A*-C grade in English and mathematics and are now just 2% below the national average.

Developing pathways to support routes to employment and encouraging local businesses to employ young people as apprentices is continuing. It is important to improve both the skill base and opportunities for young people beyond the classroom, particularly in the face of record youth unemployment. Latest figures show Swindon has a reduction in the youth unemployment rate (16-24s) and a slight improvement with NEET (Not in Education, Employment or Training) figures overall. An increasing number of young people are declaring work as their destination, but this is work without training and so does not count as EET (In Education, Employment or Training). The fact that they are working is positive and a preferable option to NEET, however further work needs to be done to increase jobs with training to build a sustainable future for these young people.

Good partnership working between Great Western Hospital and Swindon Young People's Substance Misuse Service, U-turn, has meant there continues to be fewer under 18s being admitted to hospital because of alcohol. However, hospital admissions for young people (10-24 years) as a result of self-harm remains too high. The self-harm training and guidelines, alongside the self-harm register, which has been introduced into the emergency department at Great Western Hospital, should help target vulnerable people and offer support earlier. The support provided to help mums-to-be to choose not to smoke during pregnancy had had a positive impact with fewer mothers now smoking at the time of delivery which puts Swindon similar to other areas.

Outcome 1: Every child and young person in Swindon has a healthy start in life

Key to charts

The top section shows how Swindon compares to (i) England, (ii) the South West, and (iii) a group of similar authorities (Expanding Areas & Established Cities)

Green	means Swindon is better than the comparator	Yellow	means Swindon is similar to the comparator
Red	means Swindon is worse than the comparator	White	means a statistical comparison is N/A

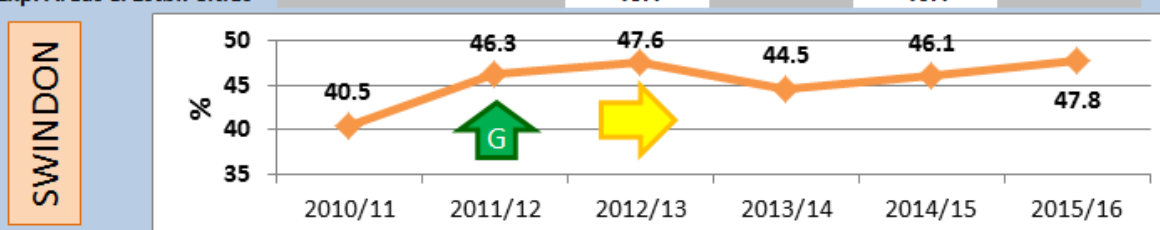
On the charts themselves **coloured arrows** show how Swindon's outcomes have changed over time

	Significantly better		Significantly worse		No significant change		No change could not be evaluated
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Statistical tests have been used to answer the question "how large is the change?" by comparing each change on an equitable basis. This is how the coloured arrows on the charts have been derived

Percentage of babies breastfed at age 6-8 weeks

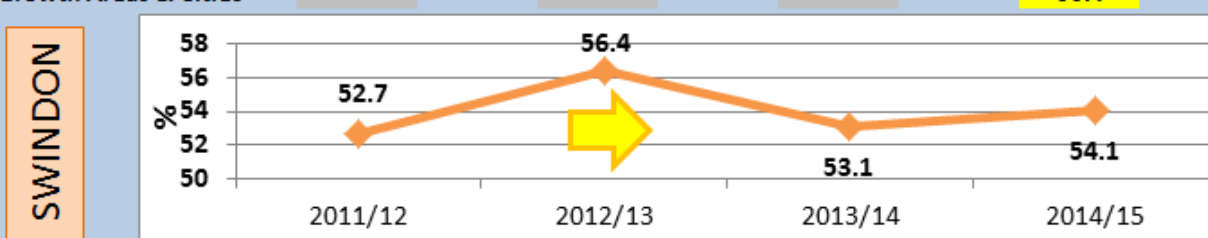
	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
England	46.1	47.2	47.2	45.8	43.8	43.2
South West	48.7	49.7	49.3	49.3		
Exp. Areas & Estbl. Cities			48.1		43.1	



The Swindon figure for 2013/14 was not been officially ratified because of data collection issues

GCSEs achieved (5A*-C including English and Maths)

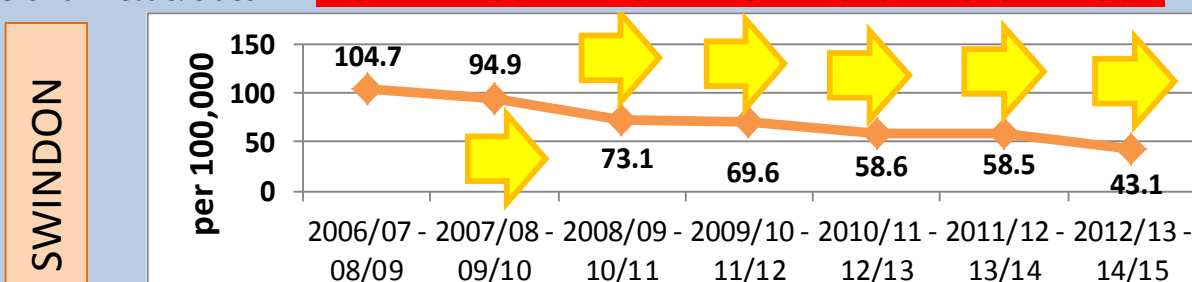
	2011/12	2012/13	2013/14	2014/15
England	59.0	60.8	56.8	57.3
South West	57.5	59.5	56.7	57.9
Growth Areas & Cities				55.1



The definition of this indicator changed in 2014 and results for 2014/15 are not comparable with previous years

Under 18s admitted to hospital for alcohol specific causes (per 100,000)

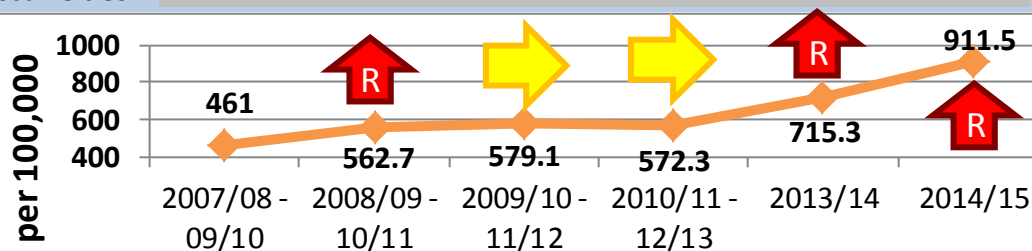
	2006/07 - 08/09	2007/08 - 09/10	2008/09 - 10/11	2009/10 - 11/12	2010/11 - 12/13	2011/12 - 13/14	2012/13 - 14/15
England	68.4	61.8	55.8	49.8	44.9	40.1	36.6
South West	76.2	67.5	62.0	57.7	52.9	47.7	44.8
Growth Areas & Cities	51.4	46.9	41.5	40	34.6	32.5	29.9



Hospital admissions as a result of self-harm (10-24 years) (per 100,000)

	2007/08 - 09/10	2008/09 - 10/11	2009/10 - 11/12	2010/11 - 12/13	2013/14	2014/15
England	329.5	342.3	347.9	352.3	412.1	398.8
South West	368.9	388.6	399.8	418.4	520.8	537.9
Exp. Areas & Estbl. Cities						

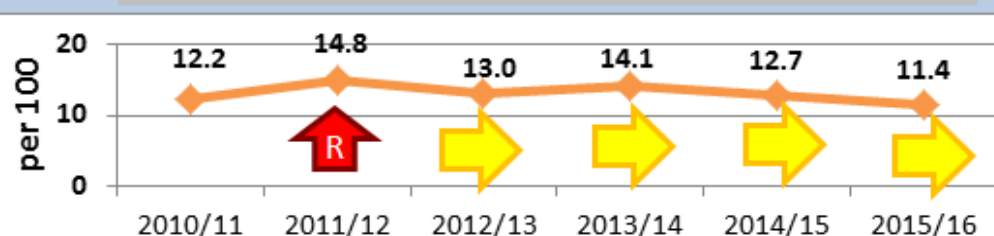
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Women smoking at time of delivery (per 100 maternities)

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
England	13.5	13.2	12.7	12.0	11.4	10.6
South West	13.5	13.1	13.3	13.0	11.9	11.2
Exp. Areas & Estbl. Cities						

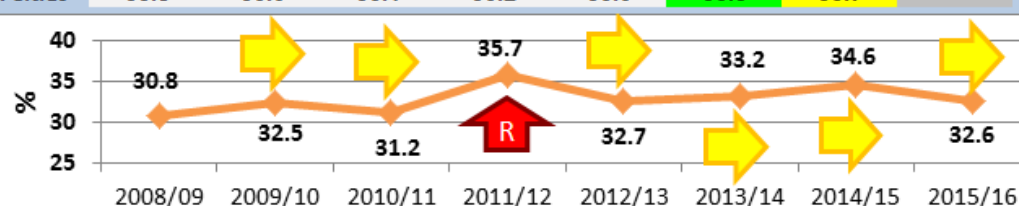
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Percentage of children aged 10-11 classed as obese or overweight

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
England	32.6	33.4	33.4	33.9	33.3	33.5	33.2	34.2
South West	30.4	30.4	30.8	31.0	30.8	31.0	30.5	30.3
Exp. Areas & Estbl. Cities	33.8	35.0	35.1	35.2	35.0	35.3	35.7	

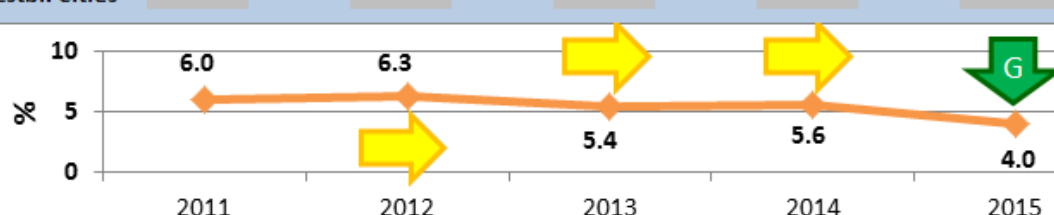
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Percentage of 16-18 year olds not in education, employment or training

	2011	2012	2013	2014	2015
England	6.1	5.8	5.3	4.7	4.2
South West	5.7	5.5	5.2	4.5	4.1
Exp. Areas & Estbl. Cities					

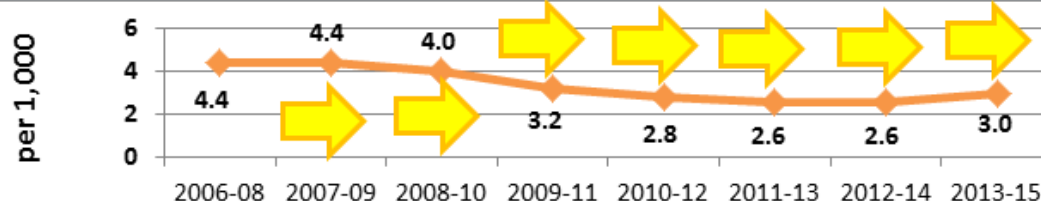
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Infant mortality (deaths under 1 year of age per 1,000 live births)

	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	2012-14	2013-15
England	4.8	4.7	4.6	4.4	4.3	4.1	4.0	3.9
South West	4.1	4.0	3.7	3.6	3.6	3.8	3.7	3.6
Exp. Areas & Estbl. Cities	5.8	5.7	5.6	5.3	5.0	4.8	4.6	4.5

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Childhood vaccinations

There are 11 current indicators in the Public Health Outcomes Framework (PHOF) on universal childhood immunisations.

In 2015/16, Swindon's coverage was statistically significantly HIGHER than England on all of these.

Swindon's coverage was also HIGHER than the South West on 9 out of the 11 indicators and SIMILAR on the other 2.

Public Health England also published target goals for these indicators and Swindon met and exceeded these in 6 cases.

Swindon's HPV coverage in 2015/16 was 96.1%; almost 7% higher than the England coverage.

Swindon's flu vaccination in 2-4 year olds was only 40.1% but this was around 6% higher than the England coverage.

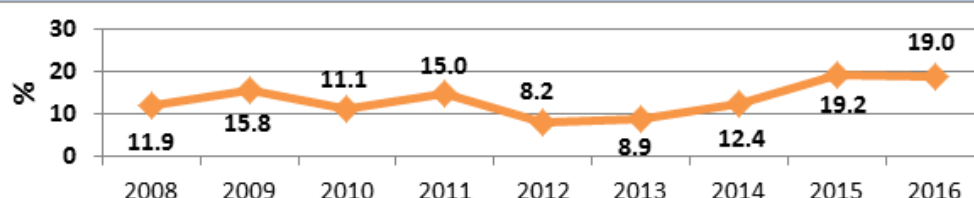
Swindon also had 100% coverage on targeted immunisations for hepatitis B, at age 1, in 2015/16 and 67% at age 2.

Where trend data is available it shows Swindon's coverage was higher for 9 out of 9 immunisations in 2015/16 compared to 2010/11. However, in 2015/16, coverage had fallen slightly for 5 indicators compared to 2014/15

Percentage of children with second or subsequent child protection plans

	2008	2009	2010	2011	2012	2013	2014	2015	2016
England	13.6	13.5	13.4	13.3	13.8	14.9	15.8	16.6	
South West	13.1	11.9		15.2	15.8	15.1	17.0	19.4	
OFSTED statistical neighbours	14.6	15.0	14.0	13.2	13.9	15.3	16.4	17.6	

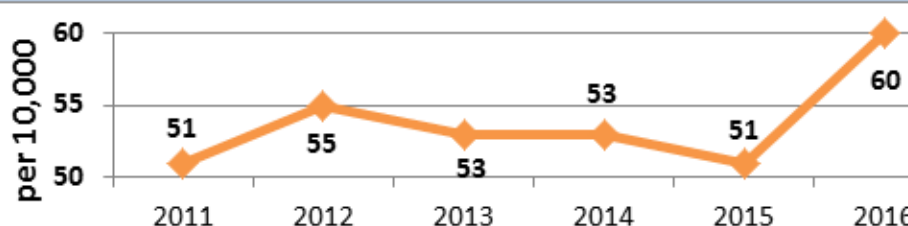
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Number of children in care (per 10,000)

	2011	2012	2013	2014	2015	2016
England	58.0	59.0	60.0	60.0	60.0	60.0
South West	49.0	51.0	53.0	51.0	52.0	53.0
OFSTED statistical neighbours	55.9	57.9	57.0	56.7	57.5	60.7

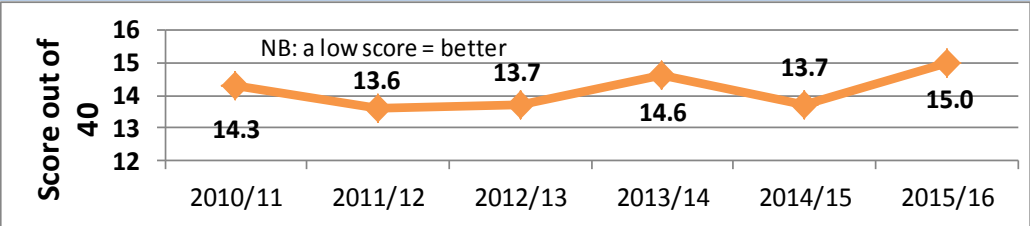
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Emotional wellbeing of looked after children (strengths and difficulties score)

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
England	13.9	13.9	14.0	13.9	13.9	
South West	15.0	15.1	15.2	14.8	14.8	
Exp. Areas & Estbl. Cities						

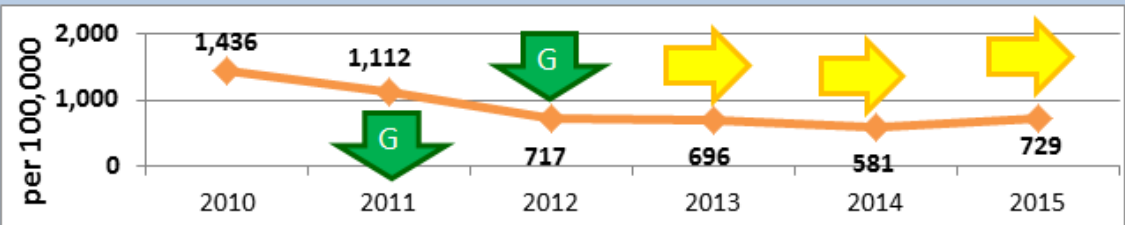
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First time entrants to the Youth Justice System (ages 10-17) (per 100,000)

	2010	2011	2012	2013	2014	2015
England	902	726	556	448	409	369
South West	847	723	590	450	428	364
Exp. Areas & Estbl. Cities						

SWINDON



Outcome 2: Adults and older people in Swindon are living healthier and more independent lives



Adults and older people in Swindon are living healthier and more independent lives.



Between 2012 and 2014, 371 people, aged under 75, in Swindon died of cardiovascular diseases (including stroke)

↓ This was 46% lower than in 2001-03 ↓



This is similar to 2012

56% of adults in Swindon were physically active in 2015



This is similar to England



45% of people in Swindon who were considered at risk of flu were successfully vaccinated against the disease in 2015/16

This is significantly less than in 2014/15 and previous years ↓



In 2015/16, Swindon vaccinated a similar % to England. Before 2014/15 Swindon vaccinated a significantly higher % than England

Summary of outcome trends

**Fewer people under 75 died from cardiovascular disease
(including heart disease and stroke)**

**Similar number
of people over 65
vaccinated
against seasonal
flu**

**Similar numbers of
people admitted
to hospital
because of alcohol
related harm**

**Similar number
of people under
75 died from
cancer**

**Similar number of people
under 75 died from
respiratory disease**

**Similar number of physically
active adults**

**Around 15,000 people have
received an NHS Health
Check**

**Similar number of adults who
smoke**

Fewer at risk people vaccinated against seasonal flu

It has not been possible to accurately assess whether there has been a significant change in the number of new admissions of older people into residential and nursing care or the proportion of carers having their needs assessed.

JSNAs related to this outcome

Diabetes JSNA:

<http://swindonjsna.co.uk/dna/diabetes-needs-assessment>

Adult Alcohol Needs Assessment:

<http://swindonjsna.co.uk/dna/adult-alcohol-needs-assessment>

Falls and Bone Health Needs Assessment:

<http://swindonjsna.co.uk/dna/falls-and-bone-health-needs-assessment>

Sexual Health Needs Assessment:

<http://swindonjsna.co.uk/dna/sexual-health-needs-assessment>

Pharmaceutical Needs Assessment:

<http://swindonjsna.co.uk/dna/pharmaceutical-needs-assessment>

The Healthy Weight and Get Swindon Active strategies are based on evidence from a number of JSNAs: <http://swindonjsna.co.uk/dna/healthy-weight>

Commentary on progress and key challenges for the future

More people in Swindon are living longer but it is also important that people stay independent and safe and enjoy the best possible quality of life. Supporting adults to live healthier covers a wide range of issues and indicators. These include whether people choose to smoke, drink or take exercise and if and how people use health and social care services.

The aims of supporting people to make healthier choices are about reducing the risk of becoming ill, or managing a long term condition (e.g. diabetes, cardiovascular disease) better. In Swindon, there are now 46% fewer people dying from cardiovascular disease (including heart attacks and stroke) than in 2001-03. Following the successful introduction of a Community Health and Wellbeing Hub the focus is an integrated programme of public health activity that combines smoking support, alcohol reduction, increasing physical activity and a nutritious and balanced diet for everyone. Stop smoking services are available in a wide range of places including GP practices and pharmacies and are promoted at different events and workplaces to support people who want to quit. This has contributed to reducing the percentage of people who smoke in Swindon in recent years.

There are lots of opportunities in Swindon for physical activity. As well as the natural environment, this includes 16 free health walks, Dietbusters, exercise on referral, Park Run and commercial weight loss and gym sessions. Recent initiatives include the Tri Active Project and Football Fans in Training (FFIT). The Tri Active Project offers swimming, cycling and running sessions and has so far engaged over 2,000 previously inactive people. Football Fans in Training (FFIT) is a 12-week, weight management and healthy lifestyle programme designed to specifically appeal to men who are overweight and is run with Swindon Town FC. Both of these have had excellent results and engaged communities that would not access traditional weight management services.

Swindon Borough Council and NHS Swindon CCG have developed an active and thriving Falls Collaborative to deliver the recommendations from the Falls and Bone Health JSNA. This has engaged a wide range of partners including Dorset and Wiltshire Fire and Rescue Service, South West Ambulance Service, Great Western Hospital, SEQOL, Arriva and the voluntary sector. The Collaborative has reviewed existing services and developing a care pathway, development of a falls prevention booklet, Steady Steps, which was launched at the Swindon wide event in October 2016. It has developed a falls prevention strategy and action plan, piloted exchange of information between the Homeline service and GPs, and has set up a working group to examine the issues for those who frequently experience falls.

Swindon has higher admission rates for older people to residential and nursing care homes than other areas and this continues to be a major area of consideration for services in the borough. There continues to be a focus to improve and plan hospital discharge better and the Swindon Intermediate Care Centre continues to work to help people feel more confident to return home after spells in hospital. The Falls Collaborative is establishing another working group to look at falls among this group and the importance of strength and balance and raising falls awareness for staff who work in the caring professions.

One of the challenges for Swindon in terms of getting people active and making healthy lifestyle choices is how to make a population wide change. In a similar way to other areas in the country, local projects are effective with supporting small scale projects (between 10 and 500 people). However, as 70,000 adults in Swindon are overweight or obese increased effort is needed to engage with people more widely across Swindon.

Future JSNA work includes looking at long terms conditions and co-morbidities (where someone has more than one illness), and also substance misuse (alcohol and drugs). The diabetes JSNA and Pharmaceutical Needs Assessment are also being updated.

Outcome 2: Adults and older people in Swindon are living healthier and more independent lives

Key to charts

The top section shows how Swindon compares to (i) England, (ii) the South West, and (iii) a group of similar authorities (Expanding Areas & Established Cities)

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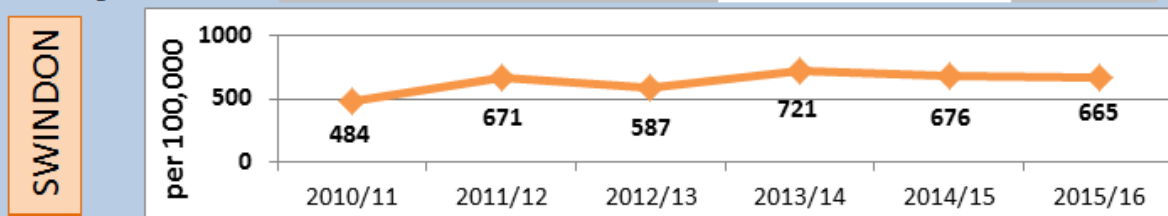
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Green arrow (G) Significantly better
Red arrow (R) Significantly worse
Yellow arrow No significant change
No arrow = change could not be evaluated

Statistical tests have been used to answer the question "how large is the change?" by comparing each change on an equitable basis. This is how the coloured arrows on the charts have been derived

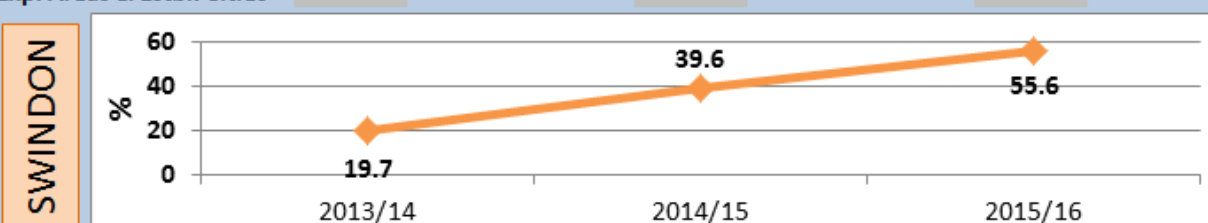
New admissions (over 65s) to residential and nursing care homes (per 100,000)

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
England	687	696	697	651	659	628
South West	680	678	681	638	675	606
CIPFA neighbours				686	701	



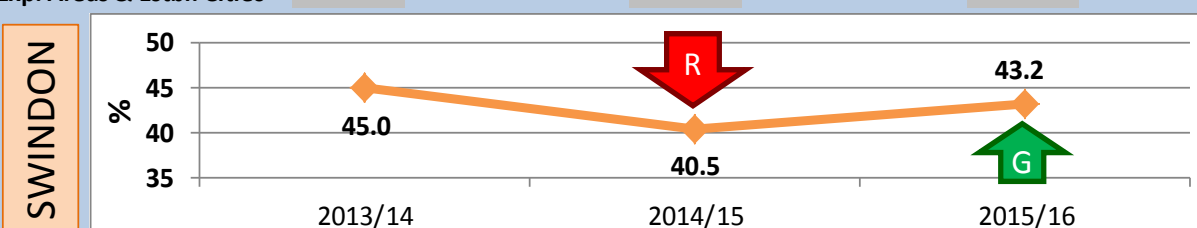
Cumulative % offered an NHS Health Check (ages 40-74)

	2013/14	2014/15	2015/16
England	18.4	37.9	56.4
South West	16.2	33.7	48.8
Exp. Areas & Estbl. Cities			



Cumulative % of those offered an NHS Health Check who received it (ages 40-74)

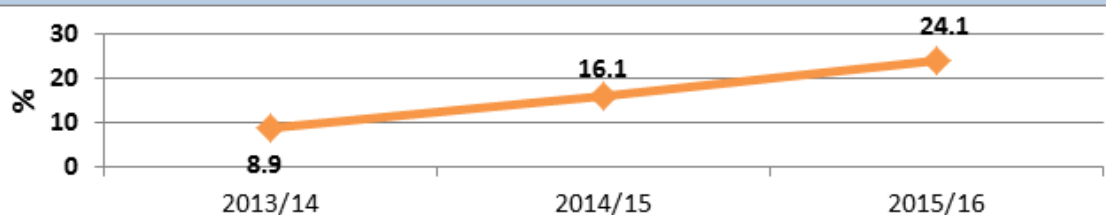
	2013/14	2014/15	2015/16
England	49.0	48.9	48.6
South West	45.4	46.6	48.2
Exp. Areas & Estbl. Cities			



Cumulative % of eligible people receiving an NHS Health Check (ages 40-74)

	2013/14	2014/15	2015/16
England	9.0	18.6	27.4
South West	7.3	15.7	23.5
Exp. Areas & Estbl. Cities			

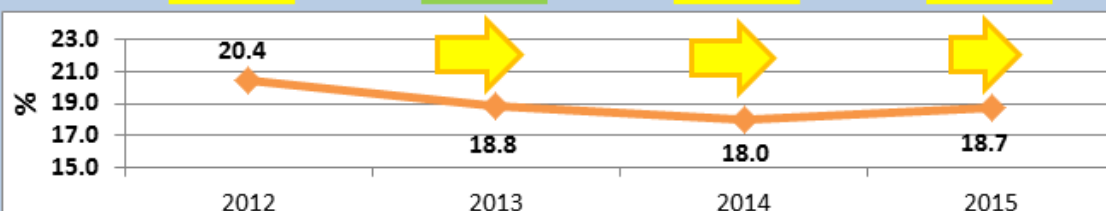
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Percentage of adults (18+) who smoke

	2012	2013	2014	2015
England	19.3	18.4	17.8	16.9
South West	18.7	17.9	16.9	15.5
Exp. Areas & Estbl. Cities	21.5	21.4	20.1	19.2

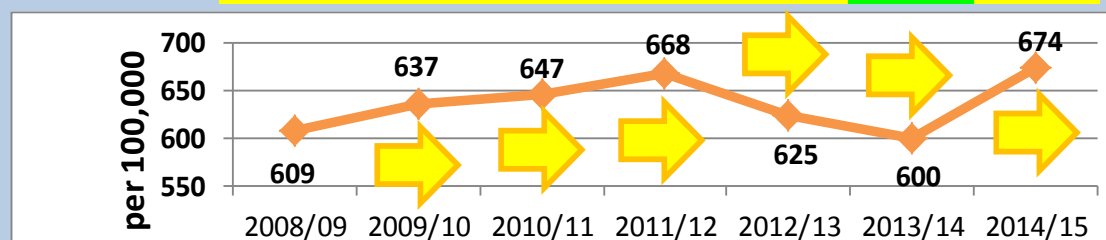
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Alcohol-related admissions to hospitals (per 100,000)

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
England	615	638	652	653	637	645	641
South West	623	630	653	642	618	625	638
Exp. Areas & Estbl. Cities	623	653	670	675	652	662	680

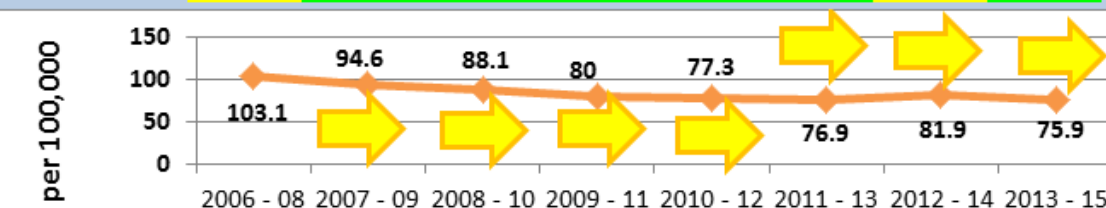
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Mortality from cardiovascular disease (per 100,000) in under 75s

	2006 - 08	2007 - 09	2008 - 10	2009 - 11	2010 - 12	2011 - 13	2012 - 14	2013 - 15
England	99.0	93.1	88.6	84.0	80.8	77.8	75.7	74.6
South West	82.8	77.6	73.6	69.8	67.6	66.8	65.3	65.1
Exp. Areas & Estbl. Cities	111.2	105.8	101.4	97.1	92.8	89.9	87.6	87.2

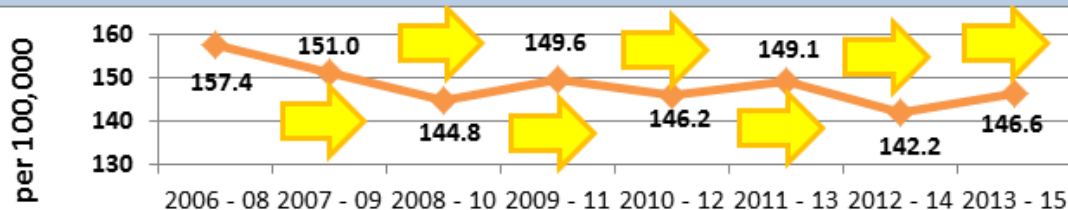
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Mortality from cancer (per 100,000) in under 75s

	2006 - 08	2007 - 09	2008 - 10	2009 - 11	2010 - 12	2011 - 13	2012 - 14	2013 - 15
England	155.7	153.2	150.6	148.5	146.5	144.4	141.5	138.8
South West	142.9	140.5	139.4	138.4	136.8	134.3	130.5	127.8
Exp. Areas & Estbl. Cities	162.3	160.8	159.6	156.5	153.6	152.1	151.8	151.3

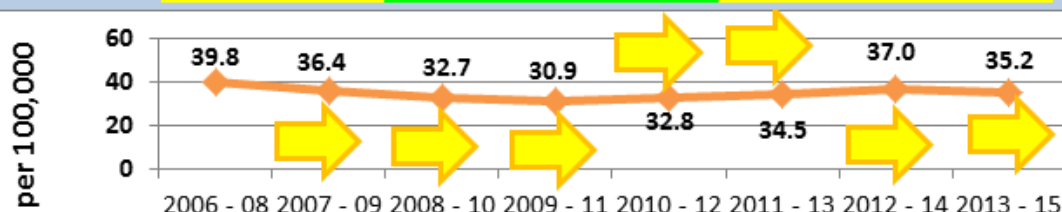
SWINDON



Mortality from respiratory disease (per 100,000) in under 75s

	2006 - 08	2007 - 09	2008 - 10	2009 - 11	2010 - 12	2011 - 13	2012 - 14	2013 - 15
England	36.5	36.0	35.3	34.2	33.5	33.2	32.6	33.1
South West	27.9	27.5	26.9	26.7	26.3	26.8	26.4	26.9
Exp. Areas & Estbl. Cities	43.9	42.9	42.3	40.5	39.9	39.6	40.3	40.6

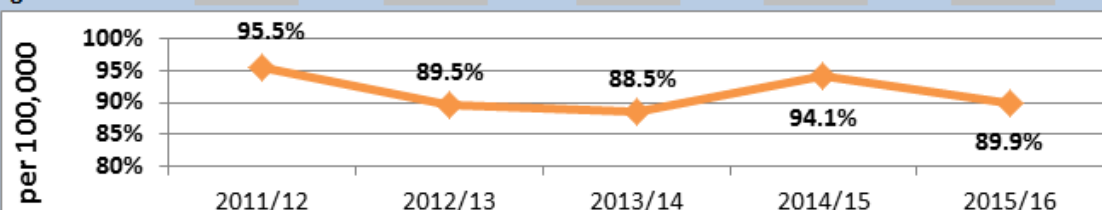
SWINDON



Carers who had their needs assessed (percentage of those receiving a service)

	2011/12	2012/13	2013/14	2014/15	2015/16
England				70.7%	
South West				67.8%	
CIPFA neighbours					

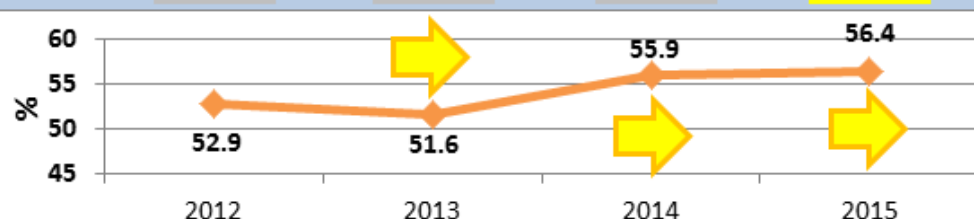
SWINDON

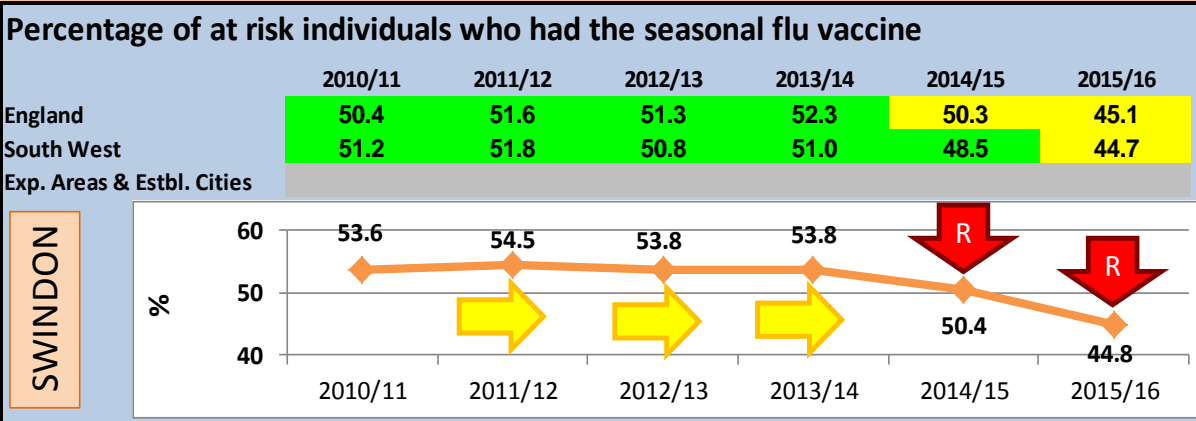
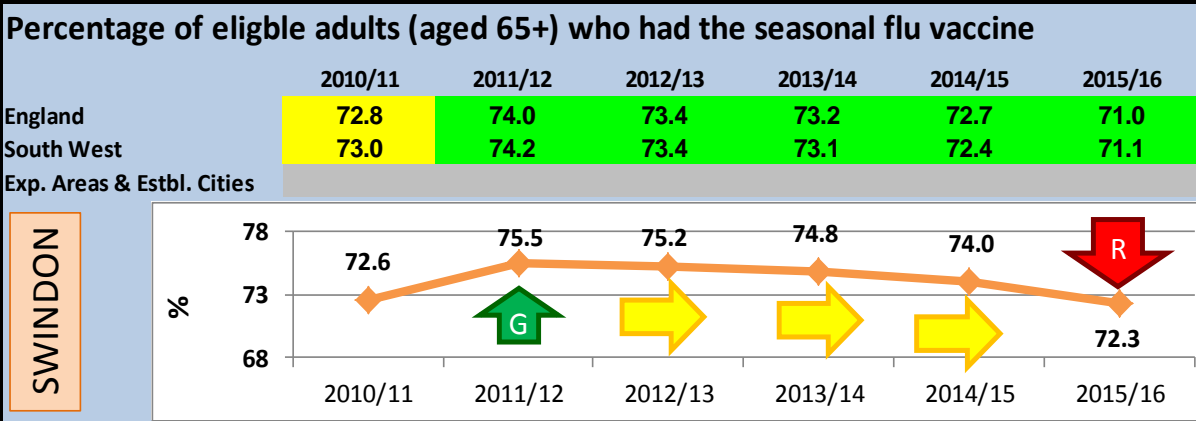


Percentage of physically active adults

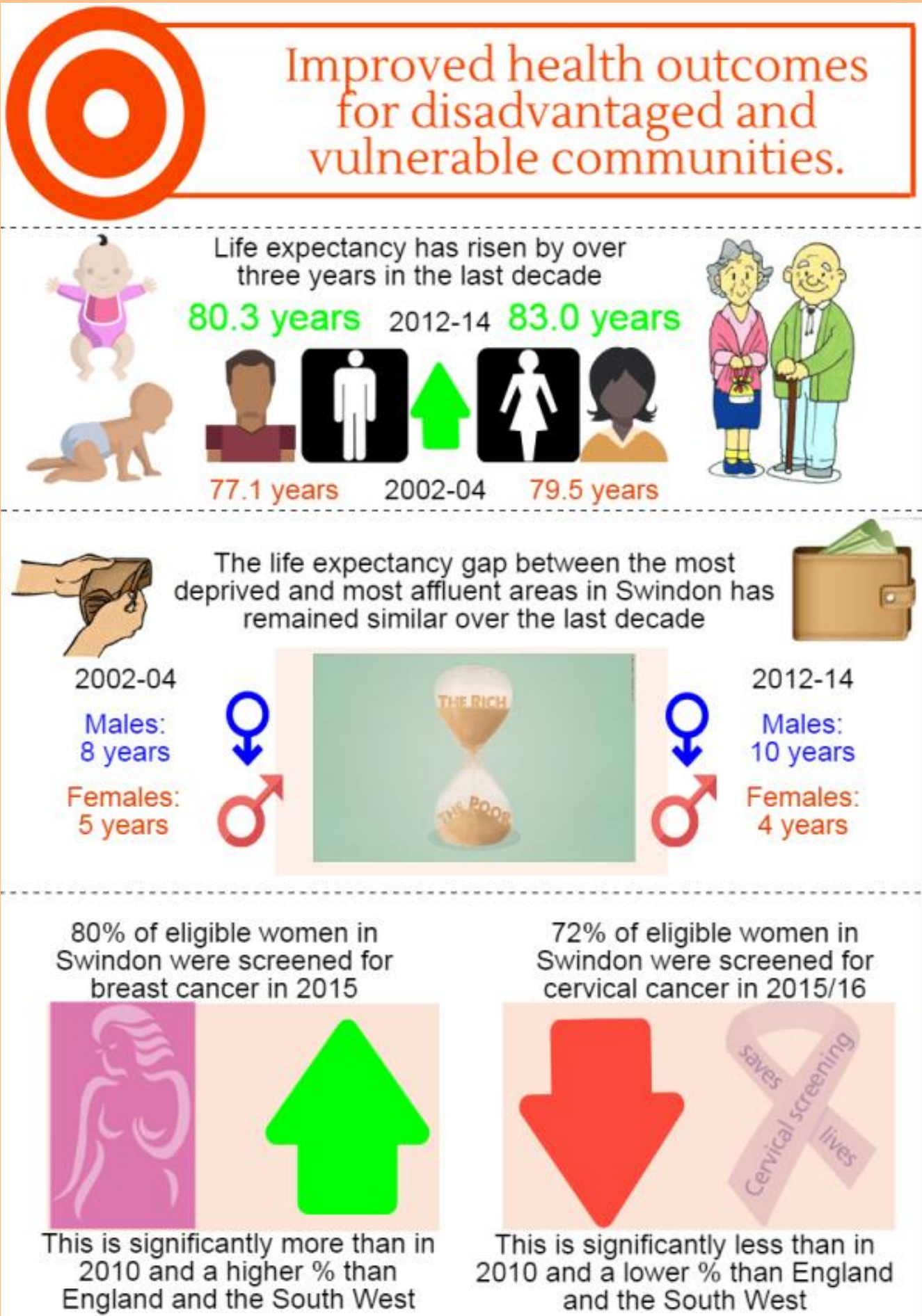
	2012	2013	2014	2015
England	56.0	56.0	57.0	57.0
South West	57.5	58.0	59.4	59.2
Exp. Areas & Estbl. Cities				55.2

SWINDON





Outcome 3: Improved health outcomes for disadvantaged and vulnerable communities (including adults with long term conditions, learning disabilities, physical disabilities or mental health problems or offenders)



Summary of outcome trends

Higher male life expectancy

Higher female life expectancy

More people who use social care services who feel safe

More women screened for breast cancer

Similar difference in male life expectancy between most and least deprived areas

Similar difference in female life expectancy between most and least deprived areas

Similar number of people receiving social care who say they find it easy to get information

Fewer women screened for cervical cancer

It has not been possible to accurately assess whether there has been a significant change in:
 (i) The number of new residential care admissions for people with learning disability
 (ii) The difference in the employment rate between those with a learning disability and the overall population
 (iii) The number of people with long term conditions feeling supported to manage them

JSNAs related to this outcome

Learning Disability Needs Assessment:

<http://swindonsna.co.uk/dna/learning-disability-needs-assessment>

Dementia Needs Assessment:

<http://swindonsna.co.uk/dna/dementia-needs-assessment>

Indices of Deprivation reports:

<http://swindonsna.co.uk/dna/ID>

Swindon Inequalities reports:

<http://swindonsna.co.uk/dna/Inequalities>

Adult Autism Needs Assessment:

<http://swindonsna.co.uk/dna/Adult-autism-needs-assessment>

Sight Loss Needs Assessment:

<http://swindonsna.co.uk/dna/Sight-loss-needs-assessment>

Tuberculosis Needs Assessment:

<http://swindonsna.co.uk/dna/TB>

Commentary on progress and key challenges for the future

Overall, outcomes for Swindon around this priority are mixed. A man in Swindon has a life expectancy of 79.5 years and a woman 83.0 years and this represents a gradual increase over the last decade. However, the gap in life expectancy between the most and least deprived areas in Swindon has widened for both men and women. In the most deprived areas of Swindon, men live on average 14.1 years less in good health and women 12.1 years less than those in the least deprived areas.

Breast cancer screening coverage is improving and better than similar authorities however the opposite is true for cervical cancer screening. Work continues to raise awareness locally of the importance of attending for screening when invited. Population groups with low screening coverage rates have been identified and more targeted approaches to reach them are being developed with the aim to improve their access to screening programmes.

Joint working across the Council is resulting in the commissioning of a greater variety of supported living accommodation to reduce the reliance on expensive care home provision. Employment rates for people with a learning disability are relatively low and a Transitions Programme has been established to drive improvement around supporting more people with a learning disability into paid employment.

The number of social care users in Swindon who feel safe and feel they have access to advice and information is increasing. Carers are recognised for the regular and substantial support for service users they provide and Swindon is on target to ensure that 70% of carers have had an assessment or review of their needs. There are plans to develop an online tool for carers to assess themselves to ensure that people caring for patients are identified earlier and supported more quickly.

People's independence will be maintained and prolonged through improving their first point of contact with services. The Council's e-market place, [My Care My Support](#) (MCMS), provides extensive information around health and wellbeing, residential care, support at home, social groups and clubs and education across the voluntary, third and private sectors. Over the last year, a Google search facility has been integrated into the site to improve accessibility and community consultations have taken place to ensure the site includes the right information.

The Community Navigator project operates a referral based service through GP surgeries throughout Swindon. The scheme was successfully extended last year to all surgeries and 633 clients have accessed this service, all of whom have one or more long term health condition. The programme is being evaluated and has demonstrated significant improvements in people's health and wellbeing and is estimated to have saved over £400,000.

The multi-agency Swindon Dementia Steering Group has been set up to oversee the implementation of the recommendations from the Swindon Dementia JSNA and Dementia Strategy. Over 3,200 people who live in Swindon are now registered as dementia friends. A 'Living Well with Dementia' conference was held in Swindon in July 2015 and the Council have produced a dementia friendly housing policy and run dementia design sessions. NHS Swindon CCG have worked with Avon and Wiltshire Mental Health Partnership to reduce the waiting time for diagnosis to two weeks. Services post-diagnosis are also more widely available both in the voluntary sector (with memory cafes, lunch sessions and signing for the brain) and in terms of clinical support and information available.

The recently published Inequalities JSNA will inform further work and focus activity to reduce the difference in health outcomes between people living in different parts of Swindon or between different communities.

Outcome 3: Improved health outcomes for disadvantaged and vulnerable communities (including adults with long term conditions, learning disabilities, physical disabilities or mental health problems or offenders)

Key to charts

The top section shows how Swindon compares to (i) England, (ii) the South West, and (iii) a group of similar authorities (Expanding Areas & Established Cities)

Green means Swindon is better than the comparator **Yellow** means Swindon is similar to the comparator
Red means Swindon is worse than the comparator **White** means a statistical comparison is N/A

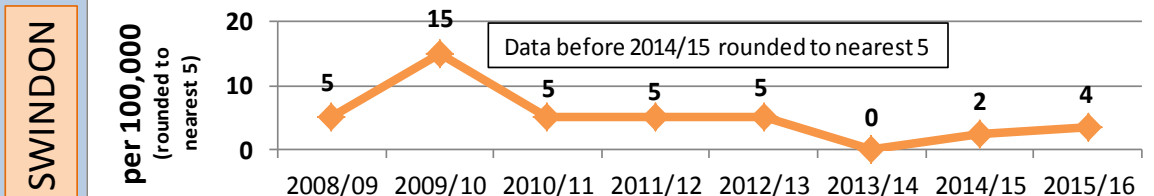
On the charts themselves **coloured arrows** show how Swindon's outcomes have changed over time

Green G Significantly better **Red R** Significantly worse **Yellow** No significant change No arrow = change could not be evaluated

Statistical tests have been used to answer the question "how large is the change?" by comparing each change on an equitable basis. This is how the coloured arrows on the charts have been derived

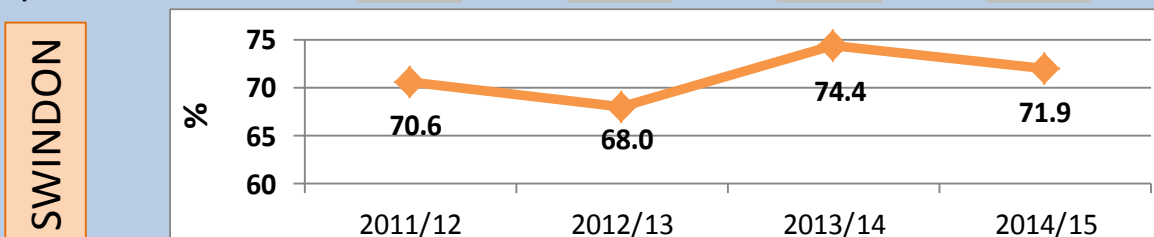
New admissions for people with learning disability into residential care (per 100,000)

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
England	5	5	5	10	10	5		
South West	10	10	15	15	20	10		
Exp. Areas & Estbl. Cities								



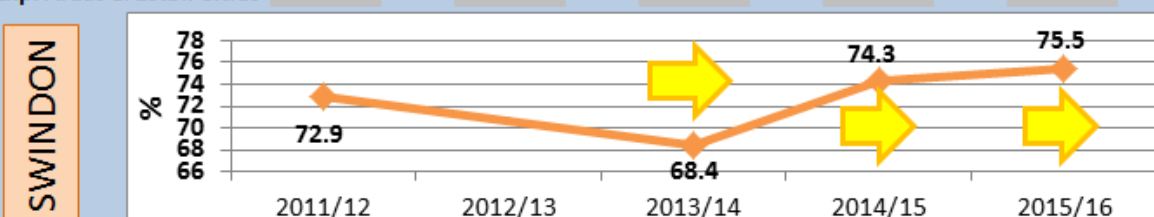
Gap between overall employment rate and people with a learning disability

	2011/12	2012/13	2013/14	2014/15
England	63.2	64.0	65.0	66.9
South West	67.6	66.7	66.8	70.3
Exp. Areas & Estbl. Cities				



Social care users who say they find it easy to get advice and information

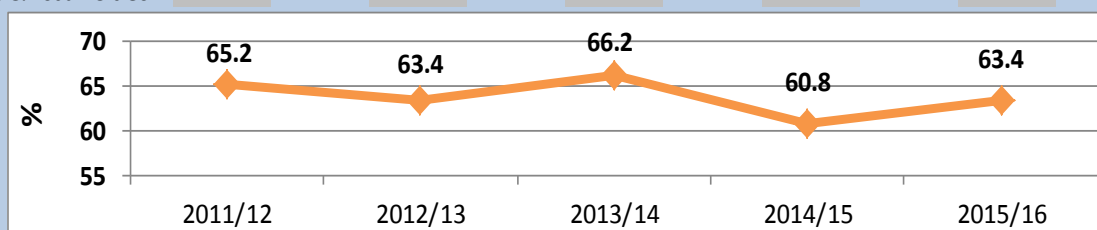
	2011/12	2012/13	2013/14	2014/15	2015/16
England	73.8	74.1	74.5	74.5	73.5
South West	75.0	74.5	76.8	76.6	73.3
Exp. Areas & Estbl. Cities					



Proportion of people feeling supported to manage their (long term) condition

	2011/12	2012/13	2013/14	2014/15	2015/16
England	66.7	65.6	65.1	64.4	64.3
South West	69.8	68.7	68.3	67.5	67.4
Exp. Areas & Estbl. Cities					

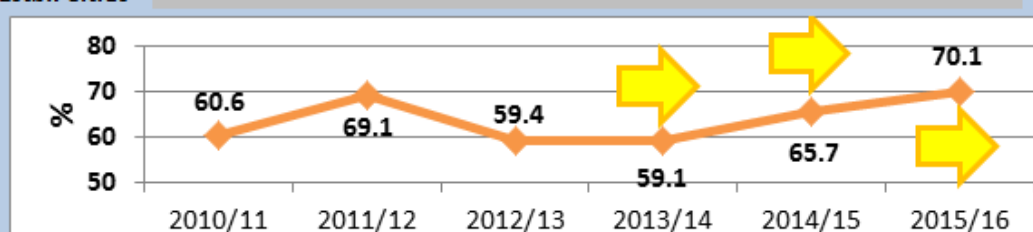
SWINDON



Proportion of adult social care users who feel as safe as they want

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
England	62.4	63.8	65.1	66.0	68.5	69.2
South West	64.2	63.2	66.8	66.3	68.3	69.6
Exp. Areas & Estbl. Cities						

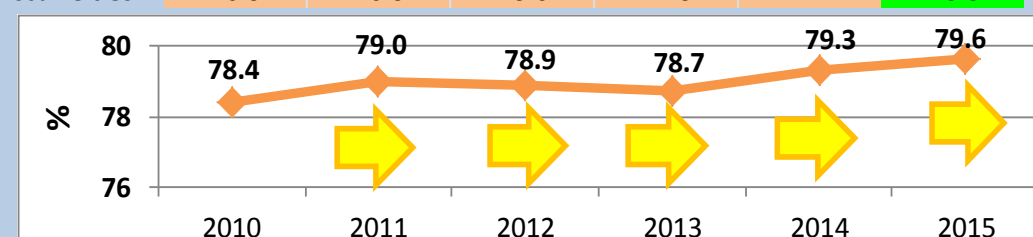
SWINDON



Breast cancer screening coverage

	2010	2011	2012	2013	2014	2015
England	76.9	77.1	76.9	76.3	75.9	75.4
South West	79.5	79.5	79.1	78.9	78.9	78.6
Exp. Areas & Estbl. Cities	76.5	76.5	75.6	74.9	74.7	73.5

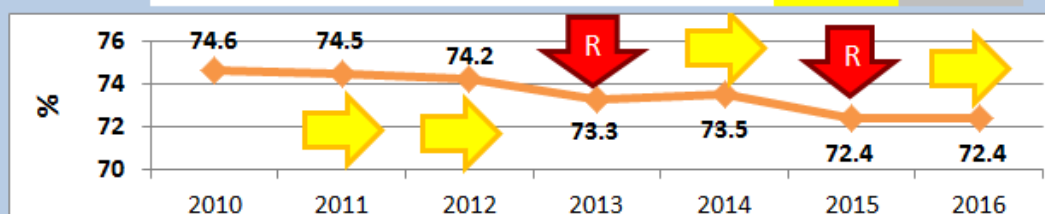
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Cervical cancer screening coverage

	2010	2011	2012	2013	2014	2015	2016
England	75.5	75.7	75.4	73.9	74.2	73.5	72.7
South West	78.6	78.1	77.7	76.3	76.2	75.9	75.1
Exp. Areas & Estbl. Cities	75.5	75.3	74.9	73.3	73.1	72.5	

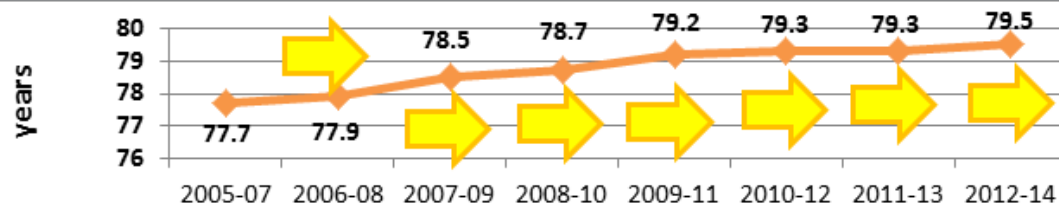
SWINDON



Male life expectancy at birth

	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	2012-14
England	77.6	77.9	78.2	78.5	78.9	79.2	79.4	79.5
South West	78.7	78.9	79.1	79.4	79.8	80.0	80.1	80.2
Exp. Areas & Estbl. Cities								

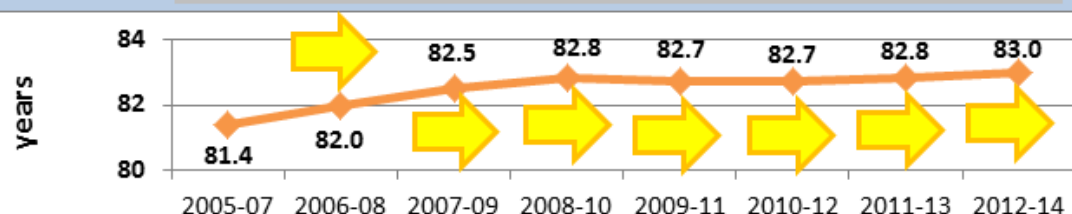
SWINDON



Female life expectancy at birth

	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	2012-14
England	81.8	82.0	82.3	82.5	82.9	83.0	83.1	83.2
South West	82.9	83.0	83.2	83.4	83.7	83.9	83.8	83.9
Exp. Areas & Estbl. Cities								

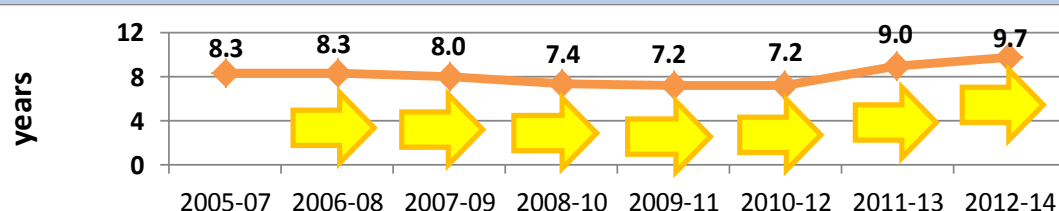
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Gap in male life expectancy at birth between most and least deprived areas

	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	2012-14
England								
South West								
Exp. Areas & Estbl. Cities								

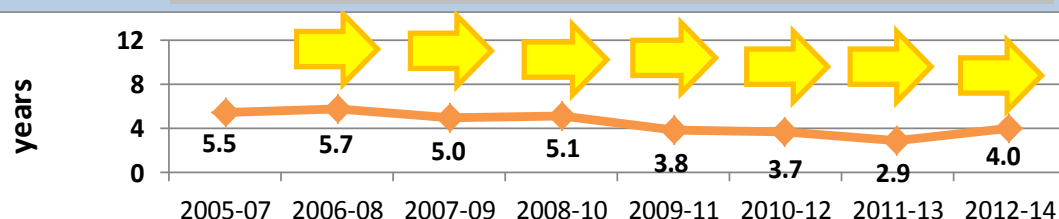
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Gap in female life expectancy at birth between most and least deprived areas

	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	2012-14
England								
South West								
Exp. Areas & Estbl. Cities								

SWINDON



Outcome 4: Improved mental health, wellbeing and resilience for all



Improved mental health, wellbeing and resilience for all.



In 2010, 289 Swindon juveniles received their first conviction, caution or youth caution.



In 2015, this had fallen to 144.



This is still more than the England and South West averages.



Similar levels of self-reported happiness and anxiety in Swindon, in 2015/16, as in 2010/11.



1 in 10 people report a low happiness score

1 in 5 people report a high anxiety score

More reports of incidences of domestic abuse

In 2014/15, 18 domestic abuse incidents were reported to the Police for every 1,000 people in Swindon. This is double the 9 per 1,000 in 2010/11



These kinds of changes may in part be due to greater encouragement by the police to victims to come forward and improvements in police recording, rather than an increase in the level of victimisation.

Summary of outcome trends

Fewer young people entering the youth justice system

**More opiate users
successfully completing drug
treatment**

**More non-opiate users
successfully completing drug
treatment**

**Similar number of
suicides**

**Similar levels of
self reported
happiness**

**Similar levels of
self reported
anxiety**

More reports of incidences of domestic abuse

JSNAs related to this outcome

Domestic Violence and Abuse Needs Assessment:

(<http://swindonjsna.co.uk/dna/domestic-violence-and-abuse-needs-assessment>)
incorporating:

- Impact of domestic violence and abuse on children and young people
- Impact of domestic violence and abuse on adults

Adult Mental Health and Wellbeing Needs Assessment:

<http://swindonjsna.co.uk/dna/adult-mental-health-and-wellbeing-needs-assessment>

Swindon Suicide Audit:

<http://swindonjsna.co.uk/dna/Suicide-Audit>

Wiltshire Probation Trust Mental Health Needs Assessment:

<http://swindonjsna.co.uk/dna/Wiltshire-probation-trust-mental-health-needs-assessment>

A drug treatment needs assessment and associated treatment plan is completed in Swindon annually.

Commentary on progress and key challenges for the future

Mental health and wellbeing is about how people are feeling, which may or may not be connected to physical symptoms or illnesses they have. Good mental health and resilience helps people get the best out of life but also cope with difficulties and challenges along the way. There are a number of different ways of measuring mental health and wellbeing and surveys are often used. It is also possible to measure actions that result from poor mental health such as suicide or committing crime, or experiences that may contribute to poor mental health such as domestic violence.

In the period 2010 to 2014 the suicide rate has risen in Swindon at a slightly higher rate than nationally. A Swindon Suicide Prevention Audit and Strategy were completed in 2016 with recommendations that have been implemented. These include focusing mental health promotion and treatment interventions at boys and men because 73% of deaths by suicide in Swindon were men. Additionally, suicide prevention training is being rolled out and learning through thematic reviews of deaths by suicide is being more widely shared.

An established care pathway has been put in place for those with substance misuse and mental health problems (dual diagnosis). A Swindon Street Drinkers Project has been established. This project provides a planned response to the needs of this high risk group with improved information sharing and cross agency working alongside the development of jointly owned coordinated planning. Already this is showing reductions in substance misuse and anti-social behaviour along with improved health outcomes for this group.

Additional mental health expert support to the police and emergency services has also been piloted through the Street Triage service. This aimed to improve the quality of care provided and improve the efficient use of emergency service resources. This should reduce the use of Section 136 under the mental health act and also hospital admissions for self-harm.

The levels of self-harm remain a concern in Swindon particularly for those between the ages of 15 and 24 years. The self-harm register is now embedded in the Avon and Wiltshire Mental Health Partnership (AWP) and is being used to inform service delivery with training delivered to Accident and Emergency staff at Great Western Hospital. Work is being undertaken on improving the transitions of those aged 18 from children's to adult services.

Swindon's drug and alcohol treatment services have seen marked increase in the numbers engaging in effective treatment, with over 790 drug treatment and 630 alcohol treatment client staying in effective treatment for more than 12 weeks in the past year.

There has been an increase in the number of domestic abuse incidents recorded by the police. Independent Domestic Violence Advocates (IDVA's) now support people who seek help at GP surgeries or the hospital as a result of domestic abuse. Qualified, specialist advisors provide a free and confidential service to victims considered to be at high risk of harm from their intimate partners, ex-partners or other family members.

The Adult Mental Health and Wellbeing JSNA explored the inequalities experienced by those with mental health problems and highlighted the need to raise awareness of the mental health problems and focus on prevention. This included recommendations to promote the Five Ways to Wellbeing, provide training and promote mental health in the workplace. Other key issues were the need to reduce risk to vulnerable groups such as those expressing emotional distress, those facing financial hardship, men and boys, those with dual diagnosis mental health and substance misuse and those who are social isolated. Support is available to people depending on their need: AWP Partnership provide residential mental health services, LIFT psychology support people in primary care, and the voluntary sector offer a range of support to different groups include advocacy services, therapeutic gardening, and social activities.

Outcome 4: Improved mental health, wellbeing and resilience for all

Key to charts

The top section shows how Swindon compares to (i) England, (ii) the South West, and (iii) a group of similar authorities (Expanding Areas & Established Cities)

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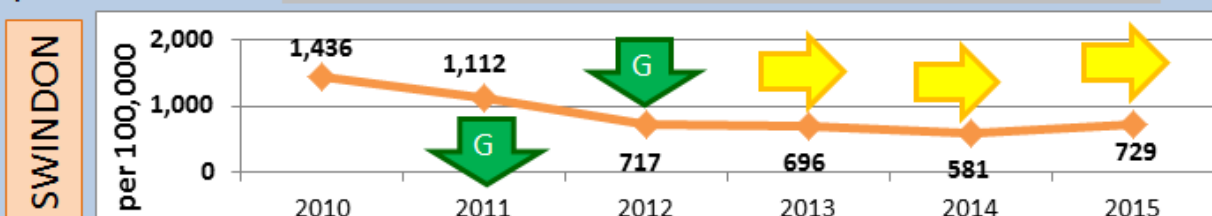
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Green arrow (G) Significantly better
Red arrow (R) Significantly worse
Yellow arrow No significant change
No arrow = change could not be evaluated

Statistical tests have been used to answer the question "how large is the change?" by comparing each change on an equitable basis. This is how the coloured arrows on the charts have been derived

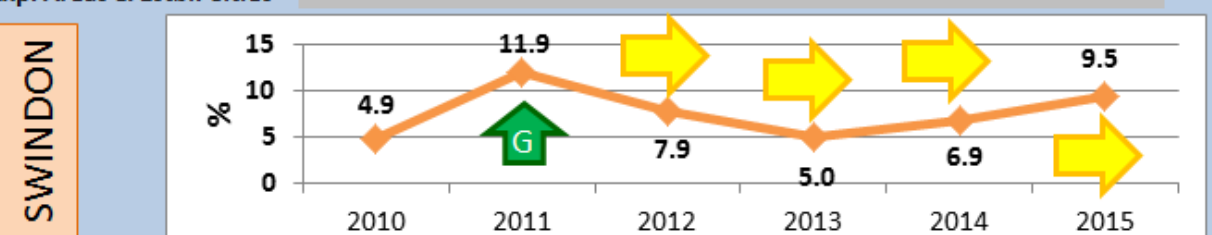
First time entrants to the Youth Justice System (ages 10-17) (per 100,000)

	2010	2011	2012	2013	2014	2015
England	902	726	556	448	409	369
South West	847	723	590	450	428	364
Exp. Areas & Estbl. Cities						



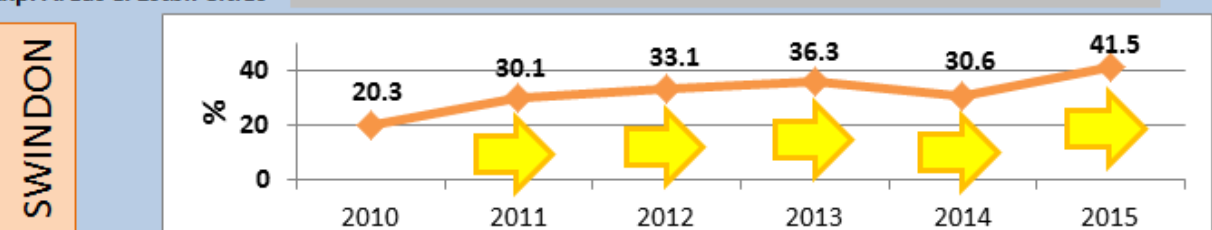
Percentage of opiate drug users successfully completing drug treatment

	2010	2011	2012	2013	2014	2015
England	6.7	8.6	8.2	7.8	7.4	6.7
South West	7.1	10.2	9.9	8.5	7.9	8.0
Exp. Areas & Estbl. Cities						



Percentage of non-opiate drug users successfully completing drug treatment

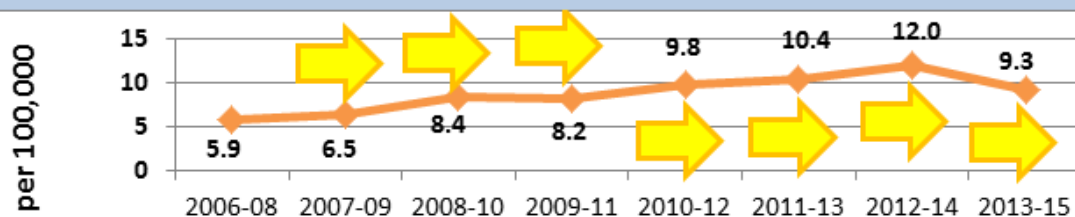
	2010	2011	2012	2013	2014	2015
England	34.4	36.6	37.7	37.7	39.2	37.3
South West	31.4	35.7	38.1	37.6	32.8	34.2
Exp. Areas & Estbl. Cities						



Suicides (per 100,000)

	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	2012-14	2013-15
England	9.2	9.3	9.4	9.5	9.5	9.8	10.0	10.1
South West	9.6	9.9	10.5	11.0	10.9	11.3	11.3	11.0
Exp. Areas & Estbl. Cities	9.3	8.9	9.2	9.2	9.9	10.1	10.2	10.1

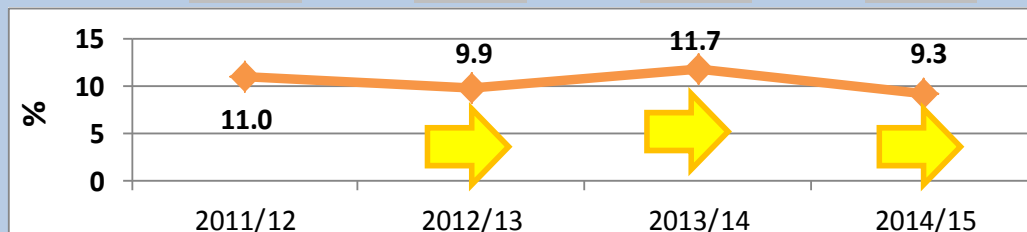
SWINDON



Self reported wellbeing - people with a low happiness score

	2011/12	2012/13	2013/14	2014/15
England	10.8	10.4	9.7	9.0
South West	10.1	10.2	9.7	8.8
Exp. Areas & Estbl. Cities				

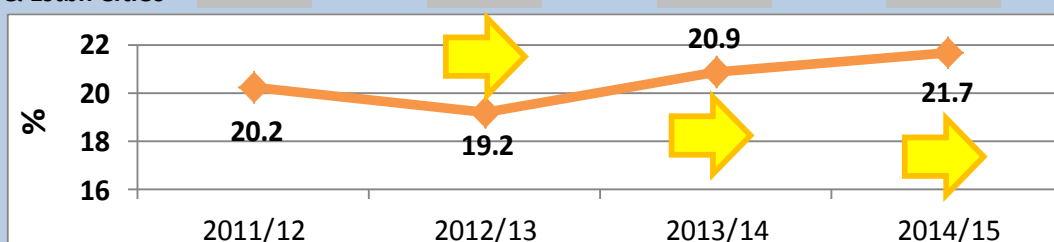
SWINDON



Self reported wellbeing - people with a high anxiety score

	2011/12	2012/13	2013/14	2014/15
England	21.8	21.0	20.0	19.4
South West	20.2	20.3	19.3	18.8
Exp. Areas & Estbl. Cities				

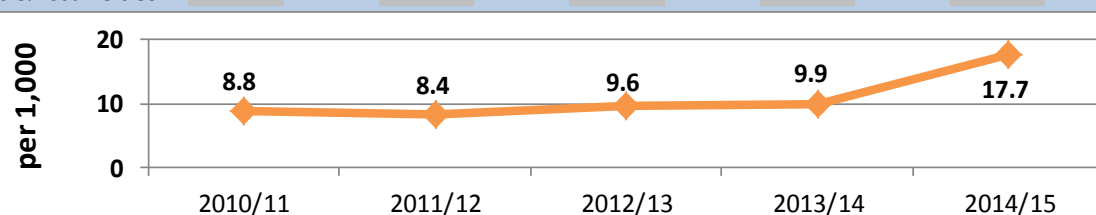
SWINDON



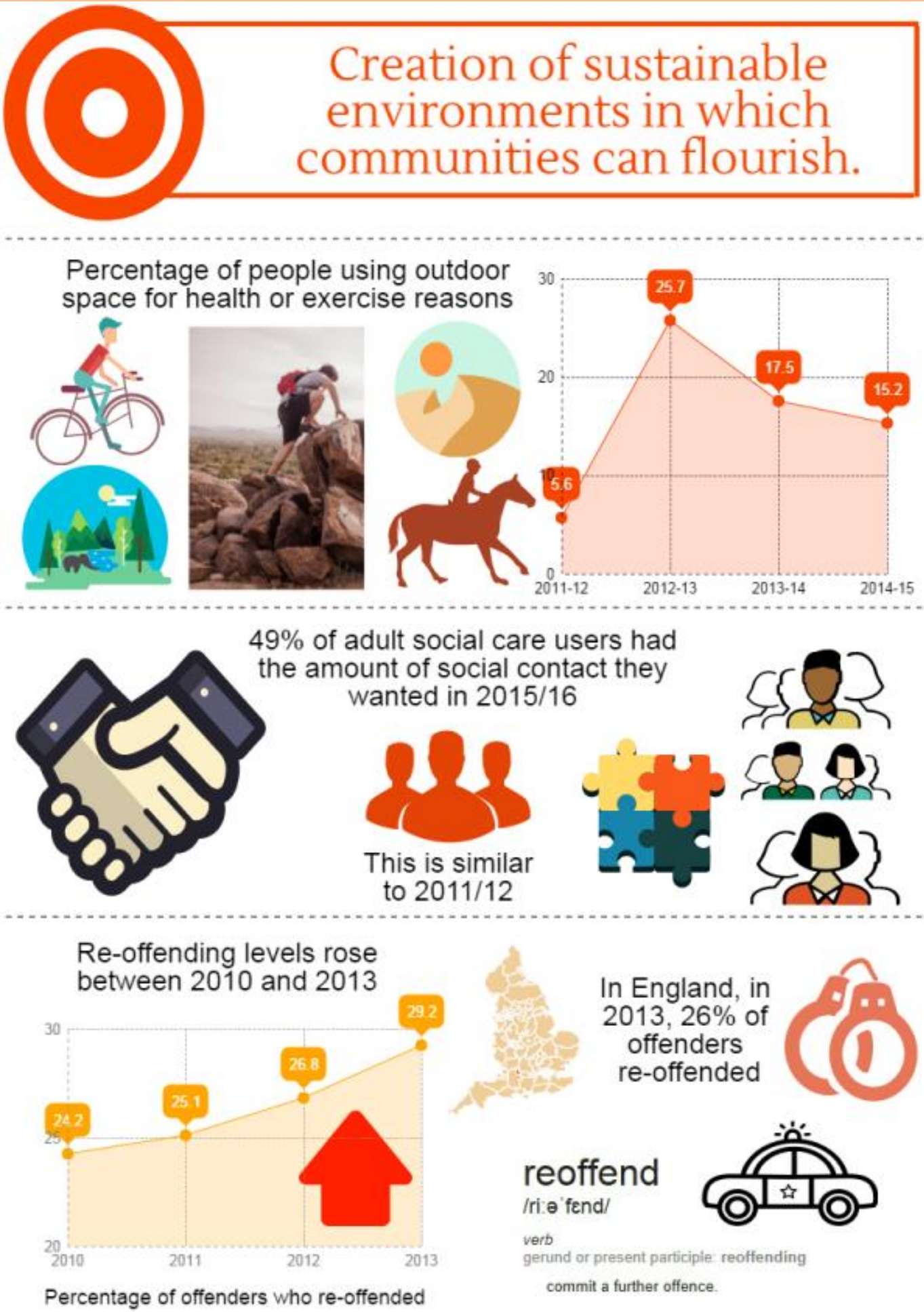
Domestic abuse incidents recorded by the Police (per 1,000)

	2010/11	2011/12	2012/13	2013/14	2014/15
England	18.3	18.5	18.8	19.4	20.4
South West	14.3	14.2	14.2	15.2	17.6
Exp. Areas & Estbl. Cities					

SWINDON



Outcome 5: Creation of sustainable environments in which communities can flourish



Summary of outcome trends

Similar utilisation of green spaces for health or exercise

Similar numbers of adult social care service users who feel they have the amount of social contact they want

Similar levels of people feeling the things they do are worthwhile

Similar levels of self reported satisfaction

A higher % of offenders who re-offend

It has not been possible to accurately assess whether there has been a significant change in the number of reports of anti-social behaviour

There is no recent data to evaluate the current levels of volunteering in sport

JSNAs related to this outcome

The Swindon Get Active Strategy is based on evidence from a number of JSNAs:

<http://swindonjsna.co.uk/dna/healthy-weight>

Leisure Key Lines of Enquiry Report:

<http://swindonjsna.co.uk/dna/leisure-KLOE-report>

Libraries Needs Assessment:

http://www.swindon.gov.uk/download/downloads/id/2293/libraries_needs_assessment.pdf

Commentary on progress and key challenges for the future

Good health and wellbeing is determined by a range of factors, many of them linked to the quality, accessibility and sustainability of our physical environment. Where people live, their social networks and the opportunity to feel part of a community, living, working and playing somewhere which is attractive, accessible, stimulating and giving people opportunities to give and receive from others is also important.

It is often difficult to measure what makes a community flourish. The indicators here capture a mix of how people feel generally, participation in volunteering, crime and safety, and use of green spaces.

A priority is to improve health and wellbeing for all by increasing and widening participation in sports, leisure and cultural activities and by supporting neighbourhoods, communities and voluntary organisations with initiatives.

An on-going challenge is to encourage people to use green space and sports activities more regularly. The Get Swindon Active Strategy 2015 includes a focus on making being active a routine part of everyday life and there are a number of successful programmes in Swindon that encourage this. The Swindon Tri Active Project offers swimming, cycling and running sessions; the Swindon Parkrun at Lydiard Park is one of the largest in the country and the Swindon Health Walks are weekly group walks that encourage enjoyment of the borough's parks and open spaces.

A Swindon Playing Pitch strategy is being written which includes consideration of several major sporting facilities and possible development of the Swindon Town FC County ground and Moredon recreation ground.

Levels of anti-social behaviour across the borough have declined over the last five years and delivery of the Anti-Social Behaviour (ASB) Reduction Strategy continues to focus on working with communities, victims and perpetrators to reduce the number and improve responses to incidents of ASB.

Engaging people in volunteering is a priority for Swindon Borough Council. Volunteering has the benefit of reducing social isolation both for volunteers and the people supported. Swindon Circles is a local service that offers local volunteers the opportunity to support an older person through social befriending to positively reduce loneliness and isolation amongst Swindon's older population. Volunteers encourage clients to be active mentally and physically, signpost to services or assist in problem solving in order to encourage safe and independent living. The service is currently working with 141 older people.

Currently, there is no national data collection on general volunteering that is available at local authority level. Local surveys can provide a partial picture but without benchmarking are hard to fully interpret.

Swindon was one of sixteen areas across the country shortlisted for the NHS England (NHSE) Healthy New Towns Programme. The principle of this initiative was for NHSE to work with areas that demonstrated an ambition to build strong communities and healthy places to live recognising that good urban and housing design promotes healthy lifestyles, can help prevent illness and keep older people independent and healthy, supported by the latest technology to live in their own homes rather than in care homes. Although Swindon did not make the final selection the working group continues to meet to drive this agenda forward.

Links are being strengthened between public health, planning, housing and transport and work continues towards becoming a Dementia Friendly accredited town.

Outcome 5: Creation of sustainable environments in which communities can flourish

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White means a statistical comparison is N/A

On the charts themselves **coloured arrows** show how Swindon's outcomes have changed over time

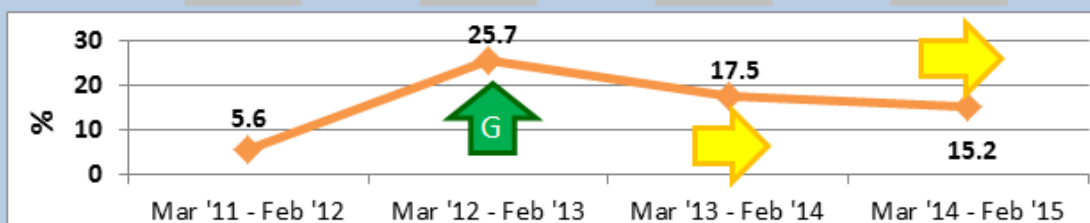
Green G Significantly better
Red R Significantly worse
Yellow No significant change
No arrow = change could not be evaluated

Statistical tests have been used to answer the question "how large is the change?" by comparing each change on an equitable basis. This is how the coloured arrows on the charts have been derived

Percentage of people using outdoor space for exercise or health reasons

	Mar 2011 - Feb 2012	Mar 2012 - Feb 2013	Mar 2014 - Feb 2015	Mar 2013 - Feb 2014
England	14.0	15.3	17.1	17.9
South West	19.4	21.2	22.2	25.4
Exp. Areas & Estbl. Cities				

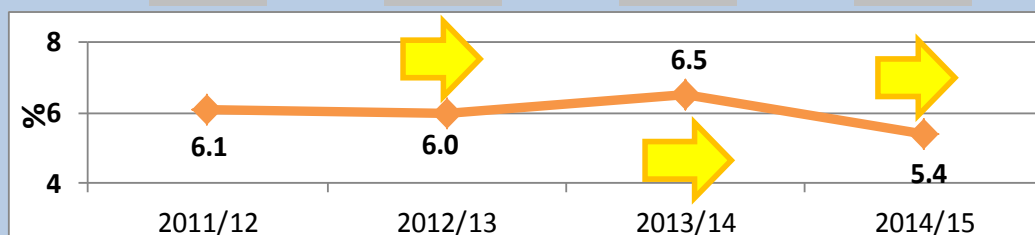
SWINDON



Self reported wellbeing - people with a low satisfaction score

	2011/12	2012/13	2013/14	2014/15
England	6.7	5.8	5.6	4.8
South West	5.8	5.3	5.3	4.6
Exp. Areas & Estbl. Cities				

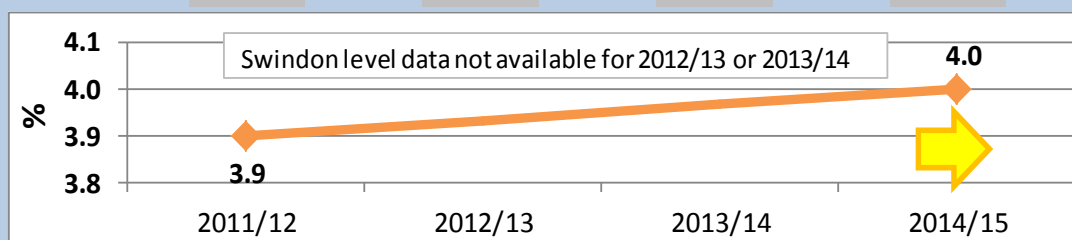
SWINDON



Self reported wellbeing - people with a low worthwhile score

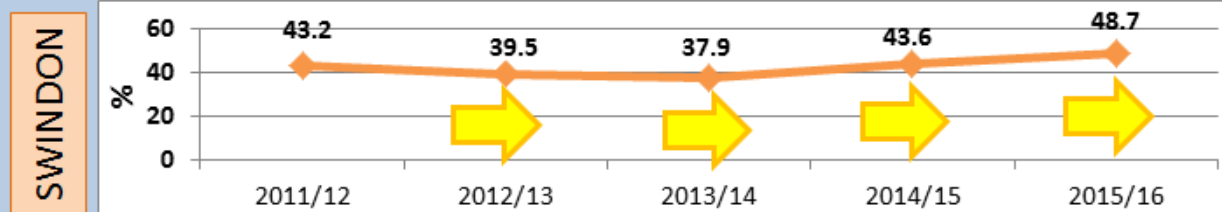
	2011/12	2012/13	2013/14	2014/15
England	4.9	4.4	4.2	3.8
South West	4.3	4.0	4.4	3.9
Exp. Areas & Estbl. Cities				

SWINDON



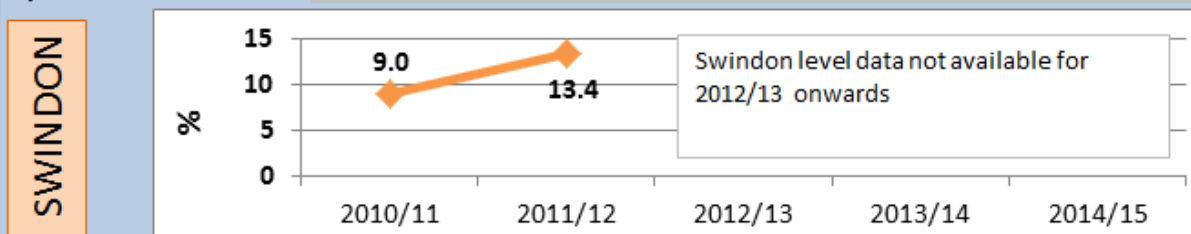
Adult social care users who have the amount of social contact they want

	2011/12	2012/13	2013/14	2014/15	2015/16
England	42.3	43.2	44.5	44.8	45.4
South West	43.5	44.8	45.0	45.7	46.6
Exp. Areas & Estbl.					



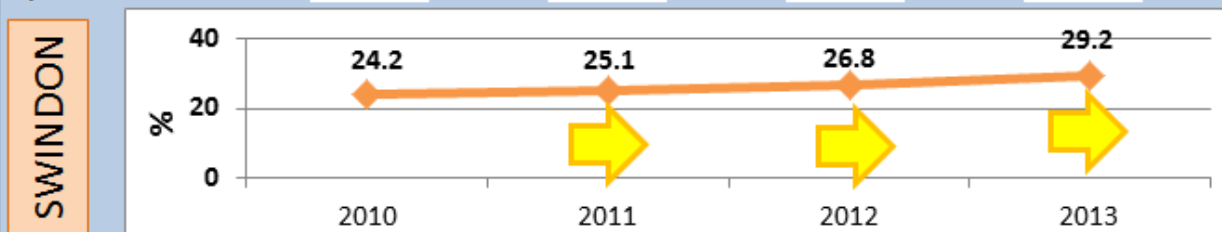
Percentage of people volunteering in sport

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
England	13.6	14.0	12.0	12.5	12.7	12.6
South West	15.4	15.8	13.8	14.4	15.3	15.0
Exp. Areas & Estbl. Cities						



Re-offending levels - percentage of offenders who re-offend

	2010	2011	2012	2013
England	26.8	26.9	25.9	26.4
South West	26.3	26.0	24.8	25.4
Exp. Areas & Estbl. Cities	25.8	25.6	25.4	26.1



Anti-social behaviour incidents reported to the Police (per 1,000)

	2011/12	2012/13	2013/14	2014/15	2015/16
England and Wales	48.6	40.3	37.0	33.7	
South West region	44.6	35.7	34.4	31.5	
Exp. Areas & Estbl. Cities					

