

Swindon's Health and Wellbeing Strategy 2013 - 2016

UPDATE REPORT

Spring 2015



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: Update Report 2014/15

This report provides an update on progress to date 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, or visual display, which summarises the indicators and provides an overview of how we are doing in Swindon.
- A chart and table for each indicator showing how Swindon's outcomes have changed over time and how they compare to:
 - England
 - South West
 - Similar authorities (This uses a group of 'New and Growing Towns' 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.

- 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.

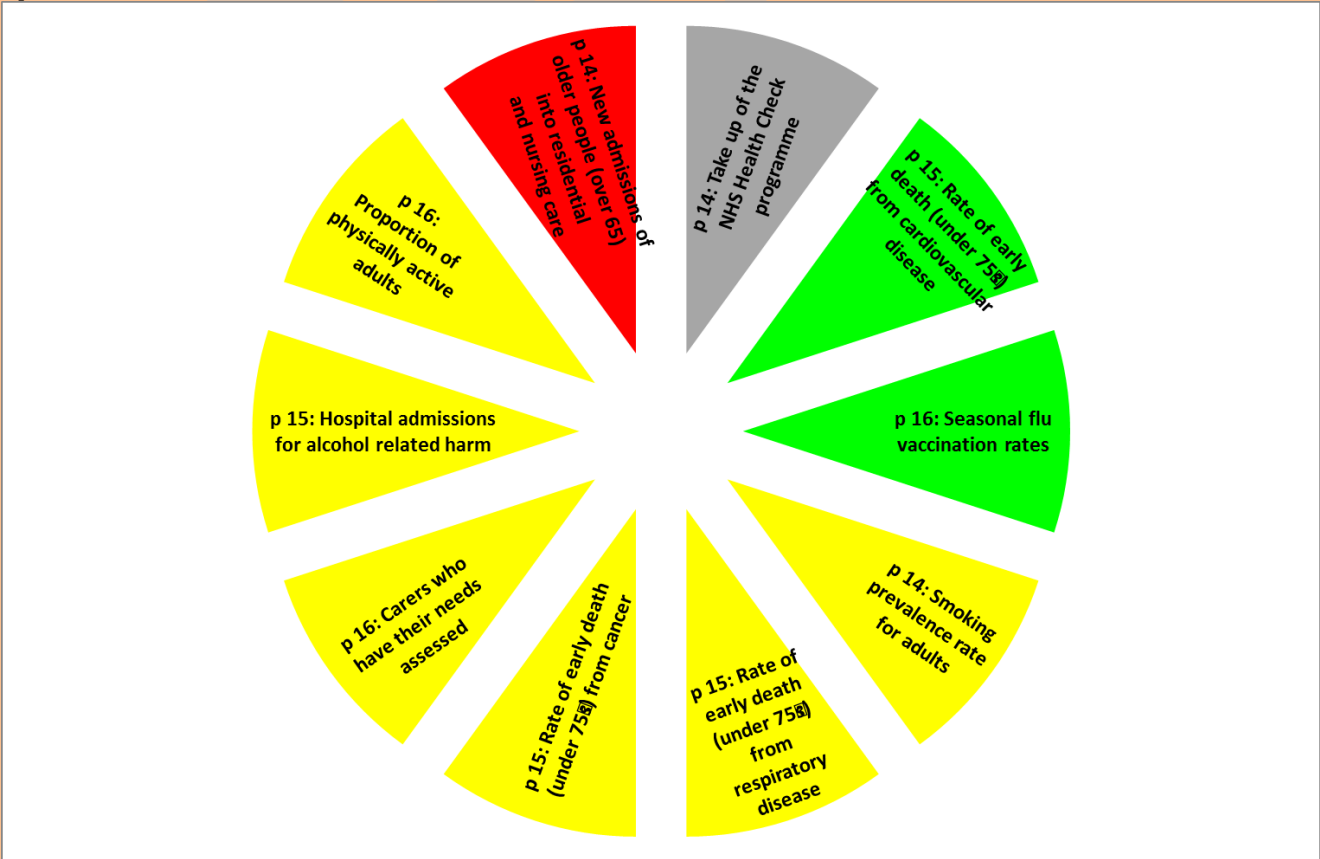
Summary of outcome trends for Swindon

Key: Green = better, Yellow = average, Red = worse, Grey = no trend available or N/A

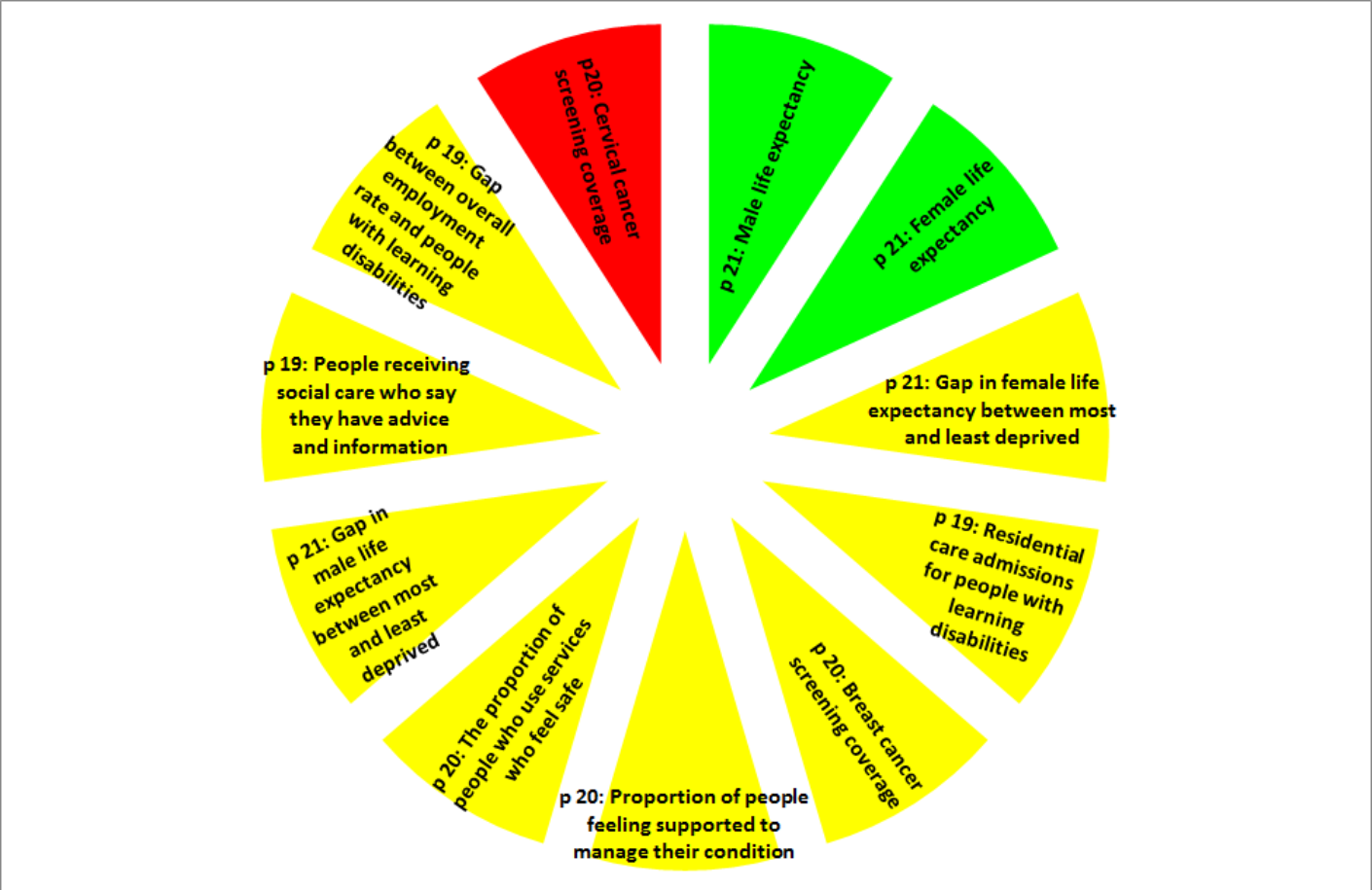
Outcome 1: Every child and young person in Swindon has a healthy start in life



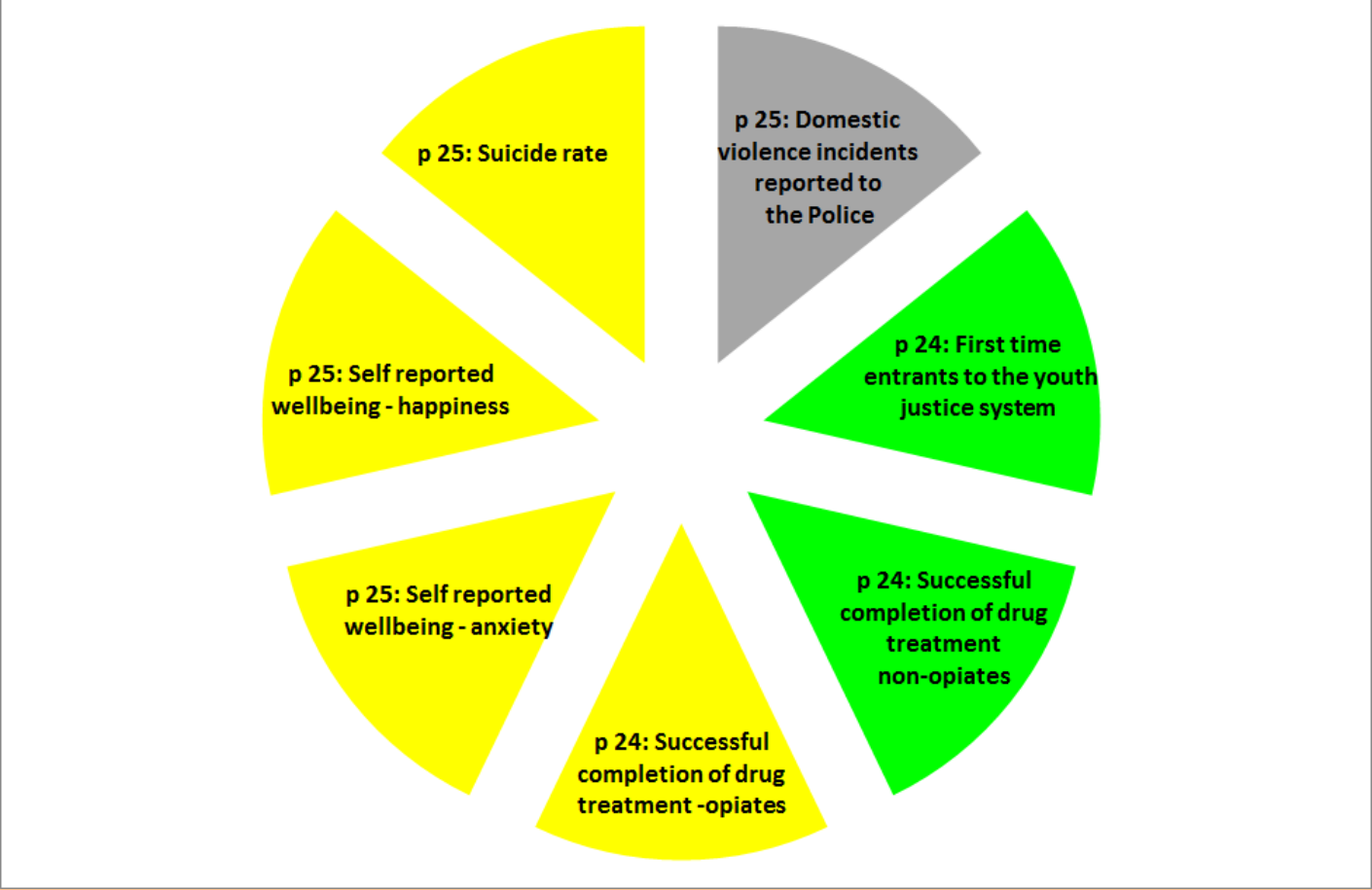
Outcome 2: Adults and older people in Swindon are living healthier and more independent lives



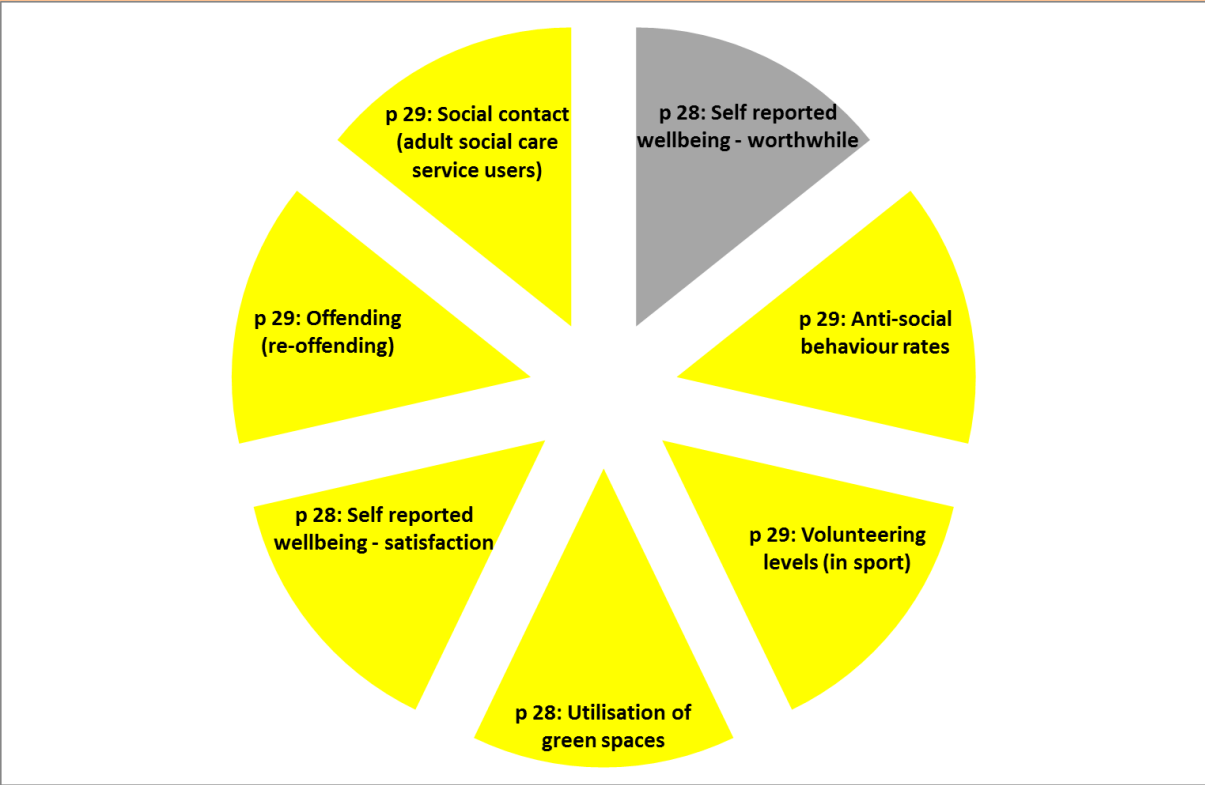
Outcome 3: Improved health outcomes for disadvantaged and vulnerable communities (including adults with long term conditions, learning disabilities, physical disabilities or mental health problems or offenders)



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



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



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

Age 0



Infant Mortality

Swindon 2.5
England 4.1

(per 1,000 live births)



1 in 7
pregnant women in Swindon are still smokers at the time of delivery



% of breastfed babies (aged 6-8 weeks)

2010/11 - 40.5%
2013/14 - 44.5%



Childhood immunisations

The percentage of children in every age group in Swindon receiving immunisations is up for measles, mumps, rubella, diphtheria, whooping cough, tetanus, haemophilus influenzae b, polio, meningococcal and pneumococcal disease.

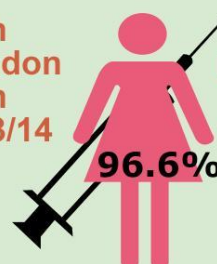


1 in 3

children aged 10 or 11 in Swindon are obese or overweight (unchanged since 2006)



In Swindon in 2013/14



of girls aged 12/13 received all 3 doses of the HPV vaccine

96.6%

the highest % in the country



There are

250

children in care in Swindon

Looked after children in Swindon experience similar levels of emotional wellbeing to the national average

Fewer children in Swindon have multiple child protection plans than the national average



27

under 18s are admitted to hospital per year because of alcohol

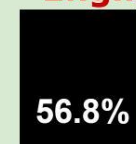


213

young people (10-24) are admitted to hospital per year because of self-harm



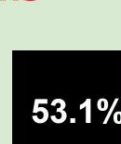
5A*-C GCSEs including English and Maths



56.8%



56.7%



53.1%

England South West Swindon

First time entrants to the Youth Justice System

572 per 100,000 young people in Swindon entered the YJS compared to only 441 per 100,000 in England

Age 18+



5.4%

of 16-18 year olds in Swindon are not in education, employment or training (NEET)

What has gone well

Improving health throughout someone's life starts in their childhood and making sure that from conception onwards they have the best chance of a healthy life. Breastfeeding is an effective way of providing children with a healthy start and the percentage of babies in Swindon who are breastfed has increased in Swindon over the last 3 years. Swindon has achieved Stage 2 of the UNICEF Baby Friendly Initiative accreditation, which supports breastfeeding and parent infant relationships. We have also done some research to find out what extra support can be given to mums who choose not to breast feed at the moment to improve our services.

More children in Swindon are becoming immunised to protect them from illnesses such as measles and whooping cough. In 2012/13, Swindon had the highest level of HPV (Human papilloma virus) immunisation in the country, protecting young girls against cervical cancer as they get older. This is thanks to effective campaigns and efforts by school nurses.

Swindon has a lower number of alcohol related hospital admissions than other areas. Contributing to this is a protocol drawn up to ensure that young people presenting to the emergency department due to the effects of substances or alcohol or disclosing substance or alcohol abuse are offered support by Swindon Young People's Substance Misuse Service, U-Turn following discharge from Great Western Hospital (GWH).

Understanding what affects children and young people and how things can be improved is an important part of our work. In Swindon, Joint Strategic Needs Assessments (JSNAs) have been produced on the impact of domestic violence and abuse on children and young people, and on Sexual Health. Profiles of our Children Centres and their local communities were produced in 2014/15. We are currently working on a series of Children and Young People's JSNAs, including early years, mental health, and children with complex needs.

Our main challenges

Although many outcomes for Swindon around this priority have improved, Swindon is still not as good as the England average or similar local authorities in some areas.

Raising educational attainment is one of Swindon's corporate priorities and the Council is working in partnership with schools and academies to do this. This year Swindon Technical College opened to provide education linked to employment and developing the technical skills businesses will need now and in the future. An Action Plan for 18-25 year olds includes development of employer ambassadors, specific activities for 18 year olds including support from the voluntary sector, development of traineeships and the 'Ready for Work Academy'.

Hospital admissions for self harm in Swindon are higher than elsewhere. The Suicide and Self-harm Prevention Group has developed self-harm guidelines which were launched at a self-harm conference and accompanied by training. Following good practice from elsewhere, a self-harm register was introduced into the emergency department (ED) at Great Western Hospital for adults in 2014 and under 18's in 2015. This enables monitoring of who is attending, at what times and what methods of self-harm are being used so people can be offered support earlier.

Moving forward

One focus continues to be keeping young people safe, out of the criminal justice system and ensuring they have the opportunities to gain qualifications and have successful and interesting careers. For example, Criminal Justice Partners are increasing the use of Restorative Justice and Community Resolutions.

Work is on-going to understand how best to help mums-to-be to choose not to smoke during pregnancy. The increase in specialist community public health nurses is also an opportunity to support mums more who need it during the important early years of their children's lives.

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 (New & Growing Towns (A))

Green means Swindon is better than the comparator
Red means Swindon is worse than the comparator
Yellow means Swindon is similar to the comparator
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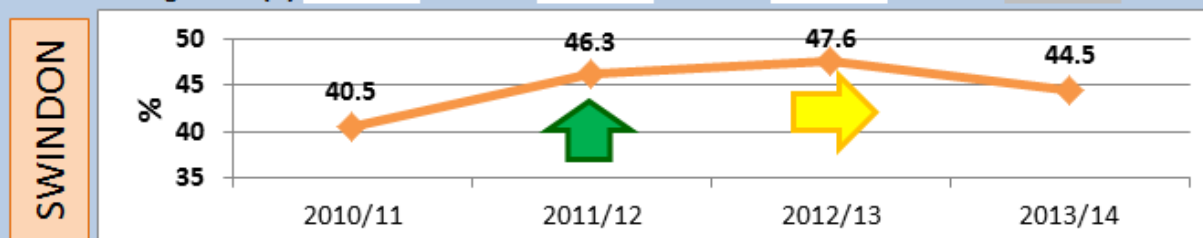
On the charts themselves **coloured arrows** show how Swindon's outcomes have changed over time

Significantly better **Significantly worse** **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 babies breastfed at age 6-8 weeks

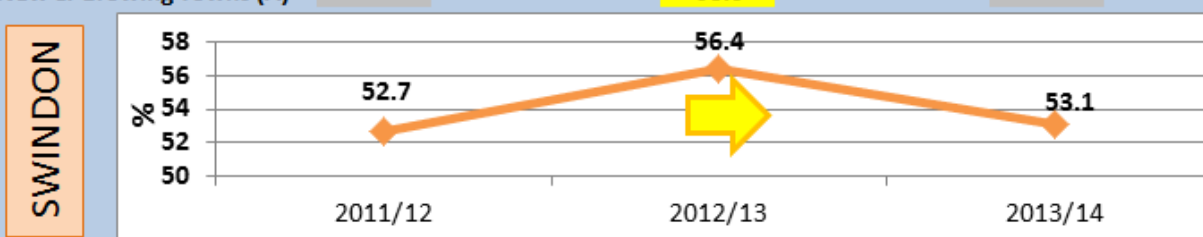
	2010/11	2011/12	2012/13	2013/14
England	46.1	47.2	47.2	
South West	48.7	49.7	49.3	49.3
New & Growing Towns (A)	44.4	44.8	41.7	



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

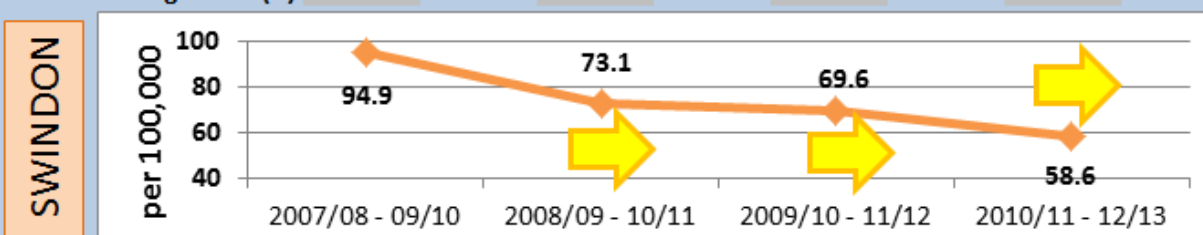
GCSEs achieved (5A*-C including English and Maths)

	2011/12	2012/13	2013/14
England	60.8	56.8	56.8
South West	59.5	56.7	56.7
New & Growing Towns (A)		58.9	



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

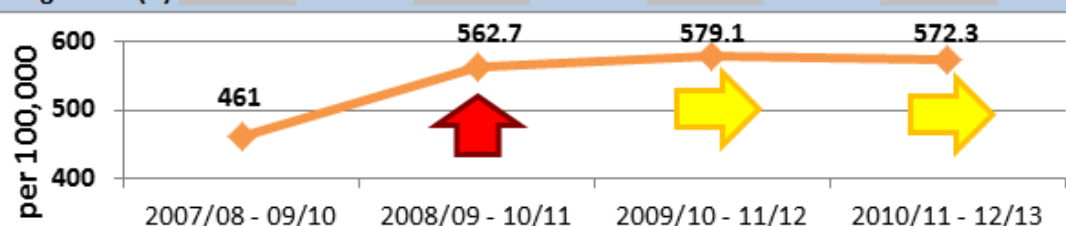
	2007/08 - 09/10	2008/09 - 10/11	2009/10 - 11/12	2010/11 - 12/13
England	61.8	55.8	49.8	44.9
South West	67.5	62.0	57.7	52.9
New & Growing Towns (A)				



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
England	329.5	342.3	347.9	352.3
South West	368.9	388.6	399.8	418.4
New & Growing Towns (A)				

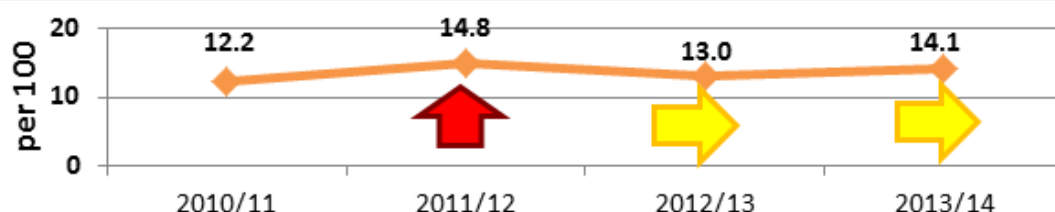
SWINDON



Women smoking at time of delivery (per 100 maternities)

	2010/11	2011/12	2012/13	2013/14
England	13.5	13.2	12.7	12.0
South West	13.5	13.1	13.3	13.0
New & Growing Towns (A)				

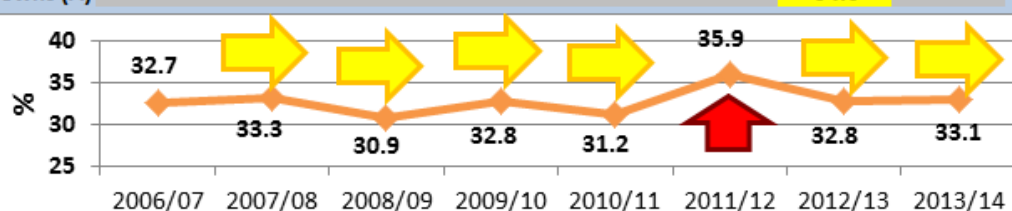
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Percentage of children aged 10-11 classed as obese or overweight

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
England	31.7	32.6	32.6	33.4	33.4	33.9	33.3	33.5
South West	28.8	30.0	30.4	30.4	30.8	31.0	30.9	31.0
New & Growing Towns (A)							34.0	

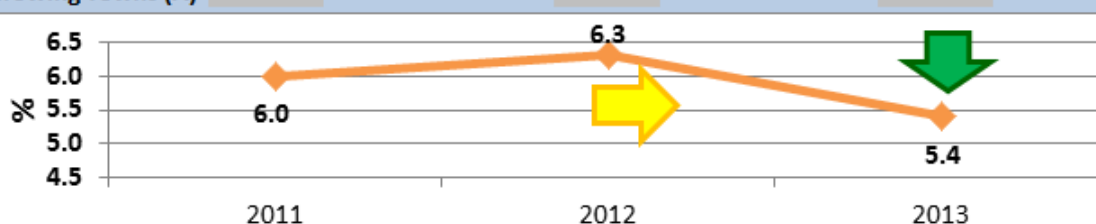
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Percentage of 16-18 year olds not in education, employment or training

	2011	2012	2013
England	6.1	5.8	5.3
South West	5.7	5.5	5.2
New & Growing Towns (A)			

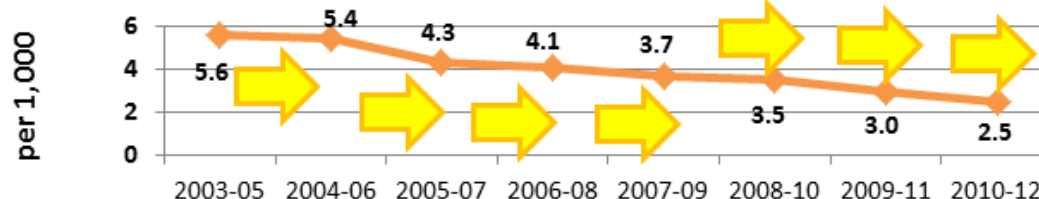
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Infant mortality (deaths under 1 year of age per 1,000 live births)

	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12
England	5.1	5.0	4.9	4.7	4.6	4.4	4.3	4.1
South West	4.4	4.4	4.2	3.9	3.8	3.6	3.5	3.4
New & Growing Towns (A)	4.9	4.5	4.2	4.3	4.1	3.9	3.8	3.7

SWINDON



Childhood vaccinations

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

In 2013/14 Swindon's coverage was statistically significantly HIGHER than England on 9 of these.

The latest data for 2 indicators is from 2012/13 and Swindon is also statistically significantly HIGHER than England on these. Swindon's coverage was also HIGHER than the South West on 8 out of the 11 indicators and similar on the other 3.

Public Health England also published target goals for each indicator and Swindon met and exceeded these in all cases.

Swindon's HPV coverage in 2013/14 was 96.6% - the highest for any authority in England for the second year running.

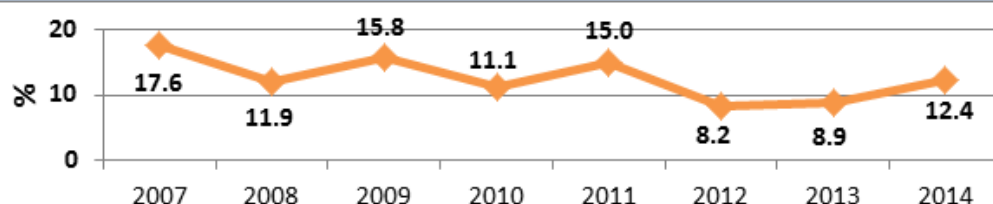
Swindon also had 100% coverage on 2 targeted immunisations for hepatitis B in 2013/14.

Swindon's coverage was not always as excellent on every indicator. Coverage is higher for 9 out of 11 immunisations in 2013/14 compared to 2012/13. And in 2012/13 it was higher than 2011/12 for all 11 indicators.

Percentage of children with second or subsequent child protection plans

	2007	2008	2009	2010	2011	2012	2013	2014
England	13.4	13.6	13.5	13.4	13.3	13.8	14.9	15.8
South West	15.3	13.1	11.9		15.2	15.8	15.1	17.0
New & Growing Towns (A)	15.5	14.6	15.0	14.0	13.2	13.9	15.3	16.4

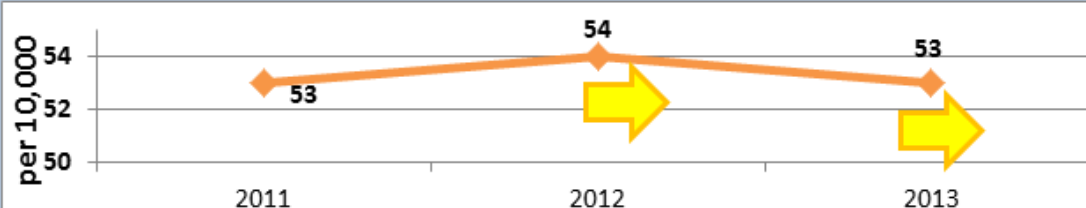
SWINDON



Number of children in care (per 10,000)

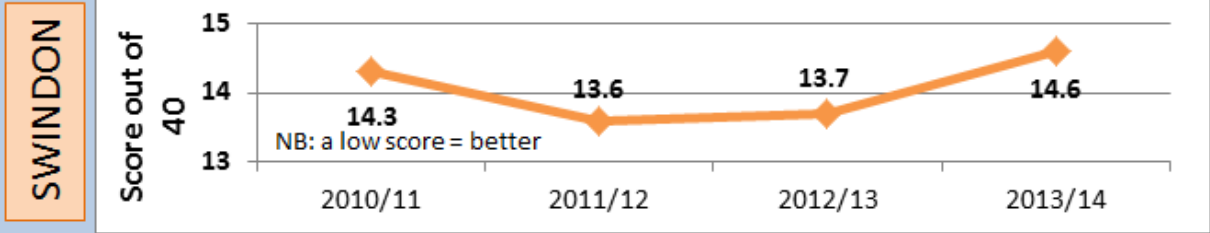
	2011	2012	2013
England	59	59	60
South West	49	51	53
New & Growing Towns (A)			

SWINDON



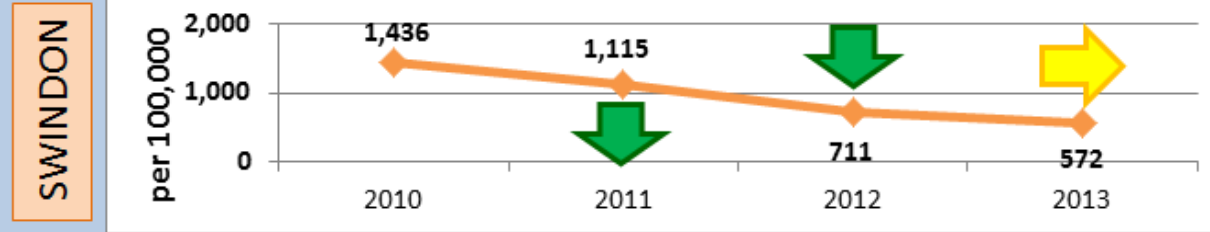
Emotional wellbeing of looked after children (strengths and difficulties score)

	2010/11	2011/12	2012/13	2013/14
England	13.9	13.9	14.0	13.9
South West	15.0	15.1	15.2	14.8
New & Growing Towns (A)				



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

	2010	2011	2012	2013
England	902	726	556	441
South West	845	723	589	440
New & Growing Towns (A)				



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

BEHAVIOURS

The % of adults in Swindon who smoke has fallen



2010 - 20.9%
2011 - 21.7%
2012 - 21.5%
2013 - 19.4%

Rates of admissions to hospital for alcohol related reasons are similar to England and the South West



NHS HEALTH CHECK

Helping you prevent
diabetes
heart disease
kidney disease
stroke & dementia

5,290 people aged 40-74 in Swindon have already received their Health Check



24,296

people, aged over 65, in Swindon received their seasonal flu vaccination in 2013/14

higher than England and South West

12,117

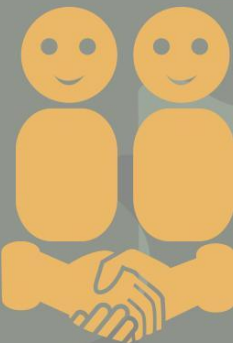
people, in high risk groups, in Swindon received their seasonal flu vaccination in 2013/14



225

admissions to residential or nursing care homes in 2013/14

CARE, SUPPORT & PROTECTION



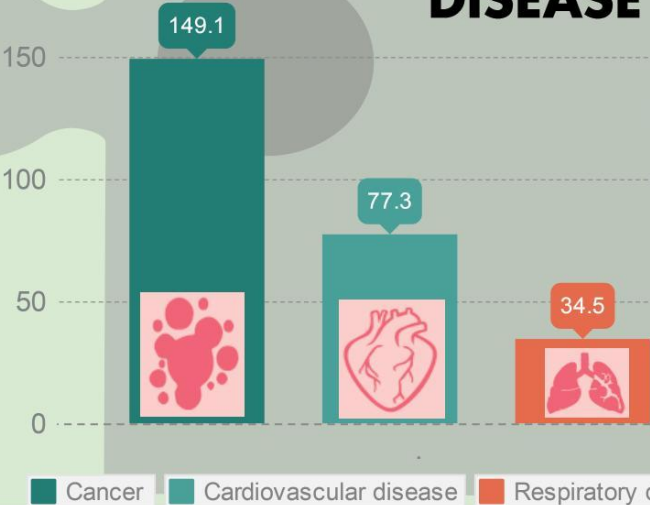
1,555

carers had their needs assessed in 2013/14

DISEASE

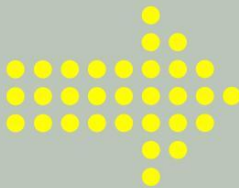
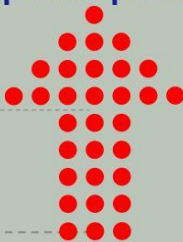
Swindon's mortality rates in under 75s

Mortality from the main causes of disease (2011-13)



higher than the South West and similarly deprived places

similar to England and the similar local authorities



Under 75s deaths in Swindon per 100,000 people

What has gone well

Supporting adults to live healthier covers a wide range of indicators: both those that show whether people choose to smoke, drink or take exercise, and also if and how people use health and social care services. Overall, outcomes for Swindon are similar or better than England and comparable local authorities, and have improved in recent years. A higher percentage of people in Swindon have received a seasonal flu vaccination than in England and the South West thanks to awareness raising and work by GP surgeries. Vaccines are also offered to staff working with vulnerable people: over 500 Swindon Council staff had one in 2014/15.

Although still higher than the England average, the percentage of people who smoke in Swindon has reduced in recent years. Stop smoking services are available in a wide range of places and are promoted at different events and workplaces to support people who want to quit.

Swindon has lots of opportunity 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. New initiatives over the last few years have included the Tri Active Project which offers swimming, cycling and running sessions and has so far engaged more than 800 inactive people, and Football Fans in Training (FFIT), launched with Swindon Town FC. FFIT is a 12-week, weight management and healthy lifestyle programme designed to specifically appeal to men who are overweight.

In terms of understanding local need, a sexual health JSNA has recently been completed. The Pharmaceutical Needs Assessment for 2015-2018 will be published by 01 April 2015 and assesses the contribution community pharmacies can make to keeping people healthy and active. The Healthy Weight strategy was refreshed in 2013 and the Get Swindon Active Strategy for 2015-2020 has just been published. The strategy is built around getting everyone active every day. Priority areas include promoting walking, supporting grass roots initiatives, influencing the built environment so that being active becomes an easy choice, encouraging physical activity within workplaces and providing easily accessible information on opportunities for physical activity within Swindon

Our main challenges

Swindon has higher admissions of older people to residential and nursing care homes than other areas. This is a major area of focus for Swindon Council working with partners such as Swindon CCG and Great Western Hospital. Swindon CCG has a Keep Warm Keep Well Campaign over winter which complements national initiatives supported locally to encourage older people to seek help early if they feel unwell. There is a focus to improve hospital discharge and the Swindon Intermediate Care Centre has been set up to help people feel more confident to return home.

Telehealth is a system for monitoring patients in their own homes. Patients can take their pulse, temperature or blood pressure so clinicians can assess remotely whether advice or support is needed. SEQOL in Swindon currently have 134 units. There is evidence that increased use of telehealth can delay or prevent admissions to residential and nursing care homes.

Moving forward

Supporting people to make healthier choices is about reducing the risk of becoming ill, or managing a long term condition better. The focus going forward 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.

Future JSNA work includes looking at long terms conditions and co-morbidities (where someone has more than one illness), and also substance misuse.




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

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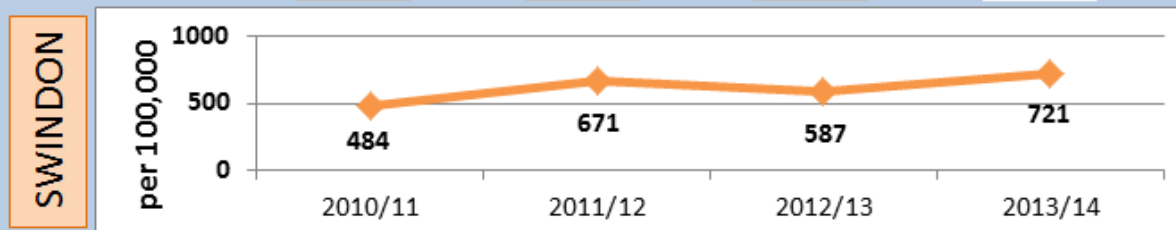
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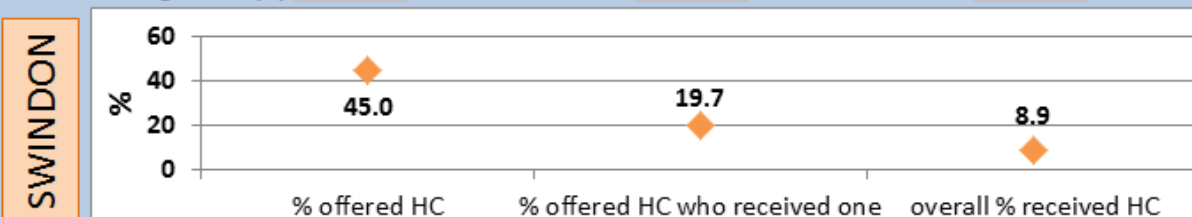
New admissions (over 65s) to residential and nursing care homes (per 100,000)

	2010/11	2011/12	2012/13	2013/14
England	687	696	697	651
South West	680	678	681	638
New & Growing Towns (A)				686



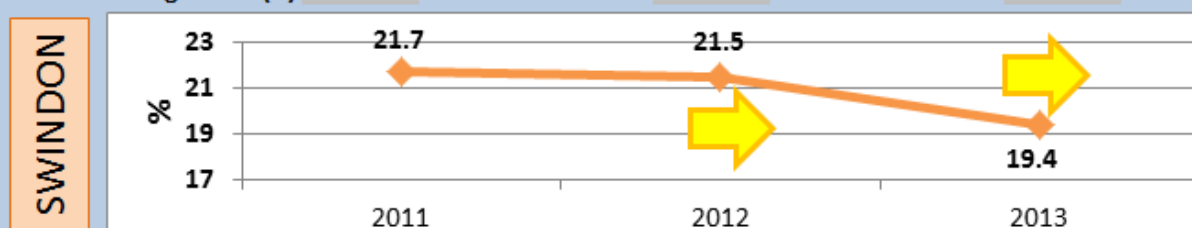
NHS Health Checks (HC) for 40-74 year olds, 2013/14

	% offered HC	% offered HC who received one	overall % received HC
England	49.0	18.4	9.0
South West	45.4	16.2	7.3
New & Growing Towns (A)			



Percentage of adults (18+) who smoke

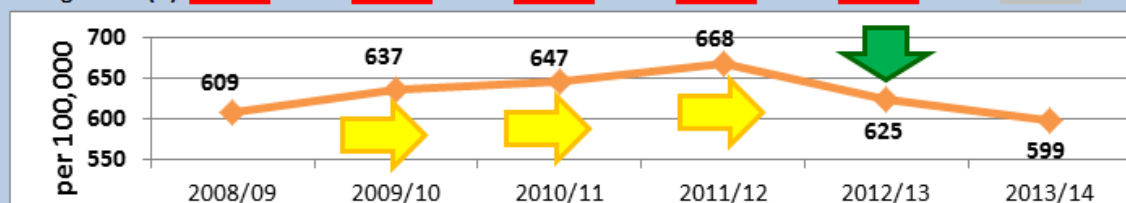
	2011	2012	2013
England	20.2	19.5	18.4
South West	19.3	18.5	17.3
New & Growing Towns (A)			



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

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
England	615	638	652	653	637	638
South West	623	630	653	642	618	622
New & Growing Towns (A)	538	577	586	596	577	

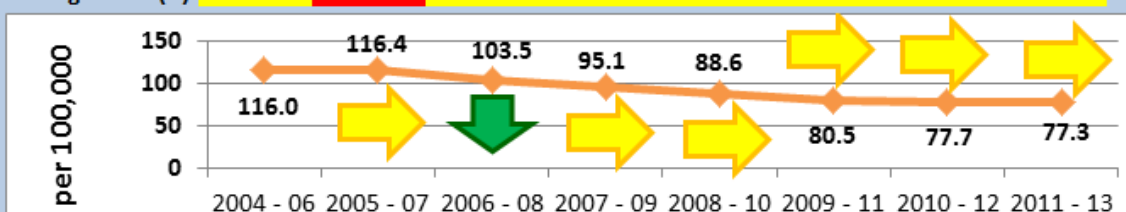
SWINDON



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

	2004 - 06	2005 - 07	2006 - 08	2007 - 09	2008 - 10	2009 - 11	2010 - 12	2011 - 13
England	112.8	105.6	99.5	93.5	89.0	84.4	81.1	78.2
South West	93.5	87.9	83.2	78.0	74.0	70.2	67.9	67.1
New & Growing Towns (A)	111.6	105.3	99.5	94.9	90.9	87.2	83.8	80.4

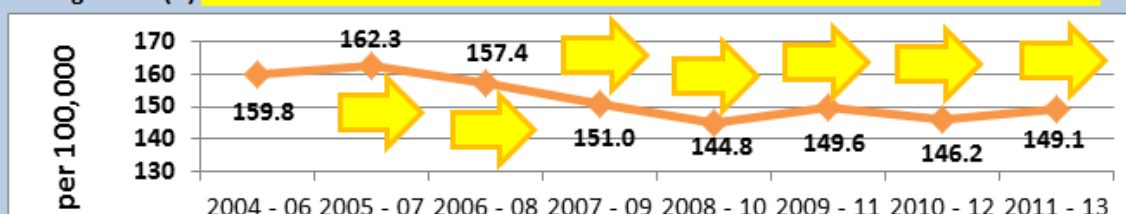
SWINDON



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

	2004 - 06	2005 - 07	2006 - 08	2007 - 09	2008 - 10	2009 - 11	2010 - 12	2011 - 13
England	160.0	157.8	155.7	153.2	150.6	148.5	146.5	144.4
South West	147.6	144.9	142.9	140.5	139.4	138.4	136.8	134.3
New & Growing Towns (A)	159.6	159.4	157.6	157.1	154.4	151.5	149.1	148.4

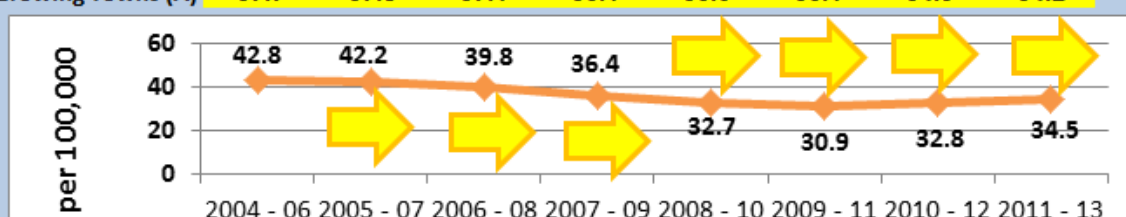
SWINDON



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

	2004 - 06	2005 - 07	2006 - 08	2007 - 09	2008 - 10	2009 - 11	2010 - 12	2011 - 13
England	37.6	37.1	36.5	36.0	35.3	34.2	33.5	33.2
South West	29.1	28.8	27.9	27.5	26.9	26.7	26.3	26.8
New & Growing Towns (A)	37.7	37.8	37.1	36.1	36.0	35.1	34.9	34.2

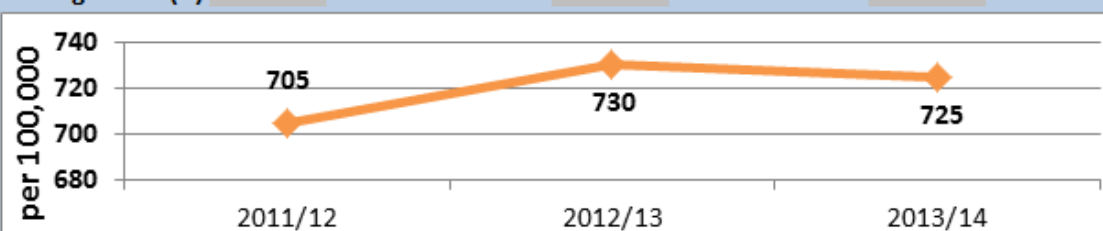
SWINDON



Carers who had their needs assessed (per 100,000 overall population)

	2011/12	2012/13	2013/14
England	810	770	760
South West	875	940	945
New & Growing Towns (A)			

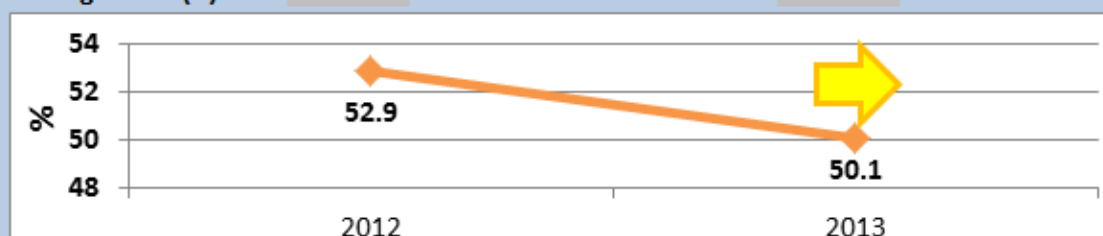
SWINDON



Percentage of physically active adults

	2012	2013
England	56.0	55.6
South West	57.5	57.7
New & Growing Towns (A)		

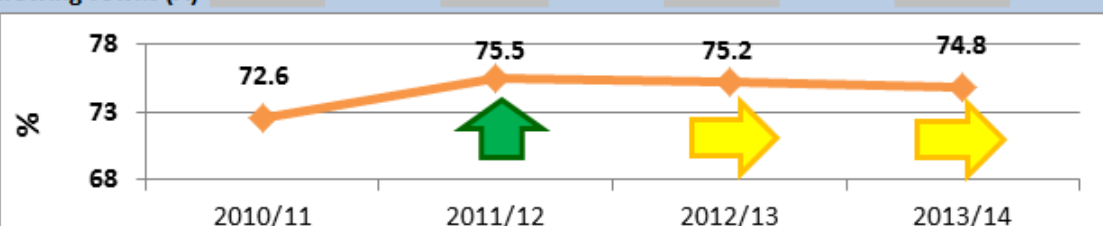
SWINDON



Percentage of eligible adults (aged 65+) who had the seasonal flu vaccine

	2010/11	2011/12	2012/13	2013/14
England	72.8	74.0	73.4	73.2
South West	73.0	74.2	73.4	73.1
New & Growing Towns (A)				

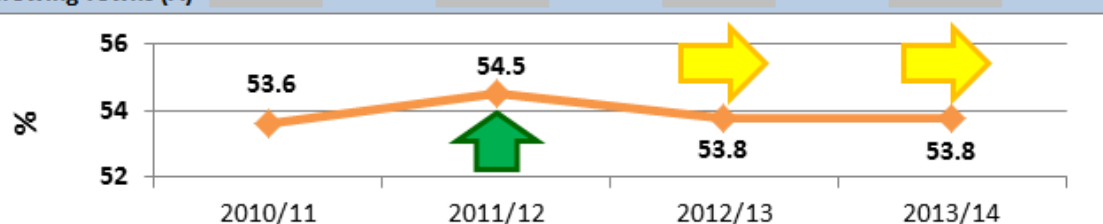
SWINDON

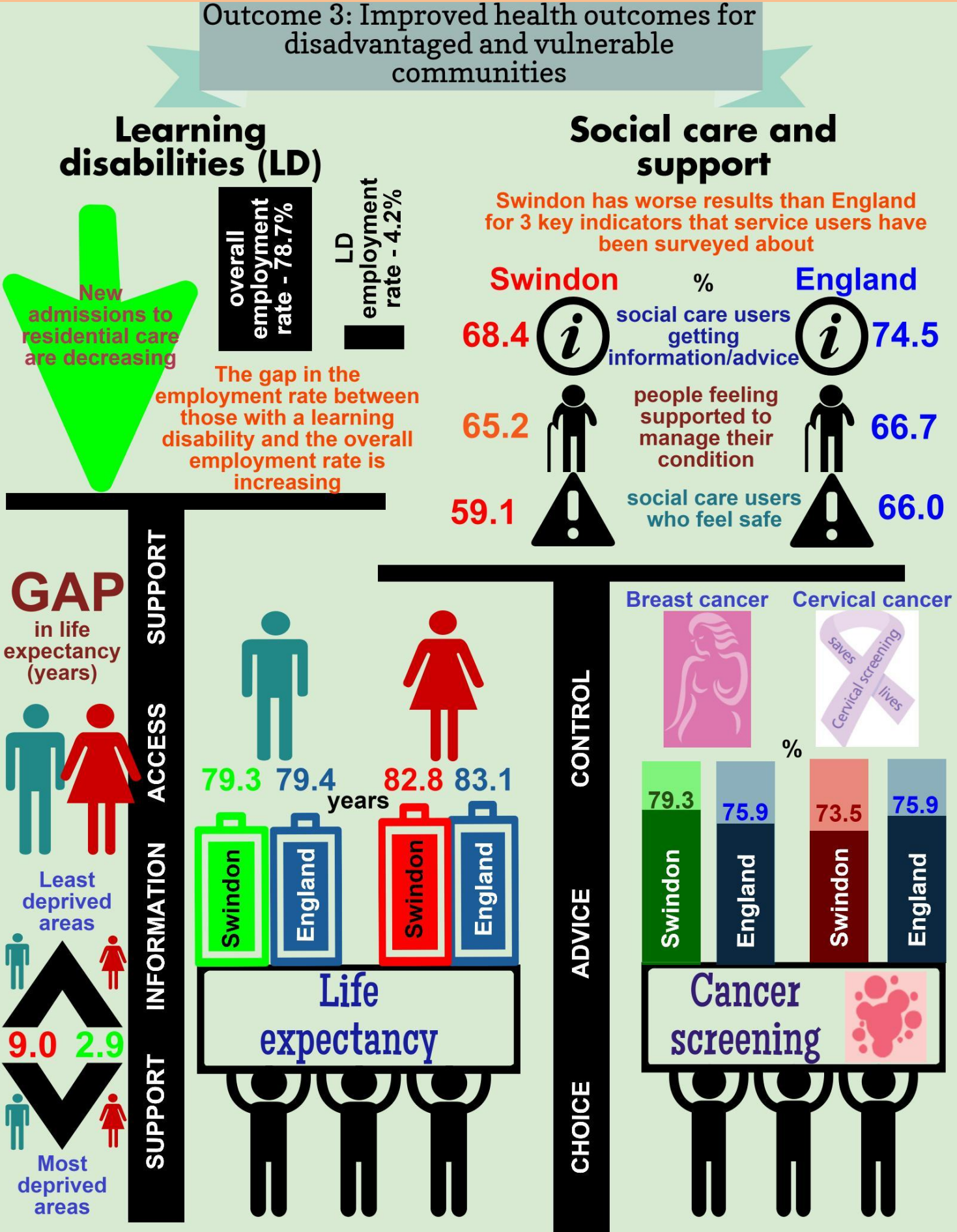


Percentage of at risk individuals who had the seasonal flu vaccine

	2010/11	2011/12	2012/13	2013/14
England	50.4	51.6	51.3	52.3
South West	51.2	51.8	50.8	51.0
New & Growing Towns (A)				

SWINDON





What has gone well

Overall, outcomes for Swindon around this priority are mixed. A man in Swindon has a life expectancy of 79.3 years and a woman 82.7 years. Over the last few years there has been a slow increase in years for men but no improvement for women. The gap in life expectancy between the most and least deprived areas in Swindon has widened for men and narrowed for women. Breast cancer screening coverage is improving and better than comparator authorities however the reverse is true for cervical cancer screening. Residential care admissions for people with learning disabilities are down but the employment gap compared to the overall population is growing. Fewer social care users in Swindon feel safe and have access to advice and information than overall in England.

The Swindon Advice and Support Centre, in Swindon town centre, offers a centrally located hub of information and support in an up-to-date facility and has been designed to help local people in most need. The centre sees a number of organisations who specialise in providing information, advice and support come together under one roof in an easily accessible location for residents. The "My Care My Support" website (<http://mycaremysupport.co.uk/>) was introduced in May 2014.

Swindon has established the Health and Wellbeing Ambassadors Service to provide free advice, guidance and the support and motivation for local communities to achieve healthier lifestyles. The Ambassadors are based in schools; community centres and libraries. Community Navigators were piloted in 2014 to provide 6 weeks of support to people who needed it from GP surgeries including helping people identify changes they wanted to make and where to go for information and activities. This will be rolled out to all GPs in 2015.

To understand local need a learning disabilities JSNA was published in 2013 which identified 11 priorities for action, including increasing employment aspirations, options and support, with clear strategic links to education providers, Job Centre Plus and employers. A dementia JSNA was also completed, resulting in the Swindon Dementia Strategy which sets out priorities from prevention to end of life. Swindon is actively promoting Dementia Friends to raise awareness of the disease, and businesses are working with Swindon Council and others to make Swindon more dementia friendly.

Our main challenges

There are a number of on-going challenges in this area. Until recently, social care provision for people with learning disabilities in Swindon was organised under a traditional model. This resulted in high numbers of people in residential and nursing care with most placed outside Swindon itself. To reduce these out of area placements is a high corporate priority and a further project to assess and analyse the demand for learning disability and older people services has been commissioned for 2015. Looking at improving employment opportunities for people with a learning disability is also a priority.

To better support people manage their long term conditions the care pathways for diabetes, dementia, cancer, heart failure, stroke and Chronic Obstructive Pulmonary Disease (COPD) will be reviewed through an on-going redesign process. This will ensure that services meet the demand created through better diagnosis and increased awareness for dementia, better treatment for cancer, diabetes and COPD.

A local campaign to improve the number of women who go to cervical cancer screening is underway.

Moving forward

Further work is needed to reduce the difference in health outcomes between people living in different parts of Swindon or between different communities. An Inequalities JSNA is planned for 2015/16 to give more information about where this variation is highest and focus activity.

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 (New & Growing Towns (A))

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

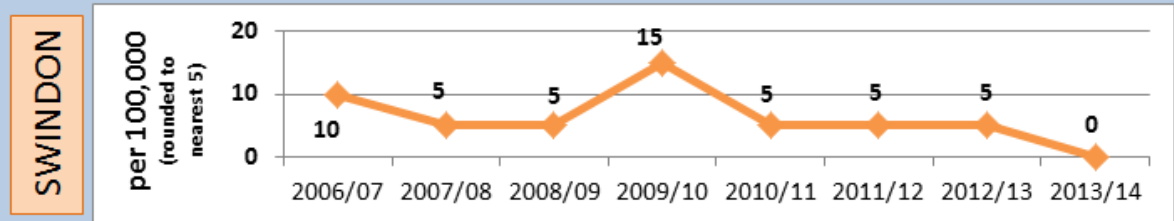
On the charts themselves **coloured arrows** show how Swindon's outcomes have changed over time

	Significantly better		Significantly worse		No significant change	No arrow = 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

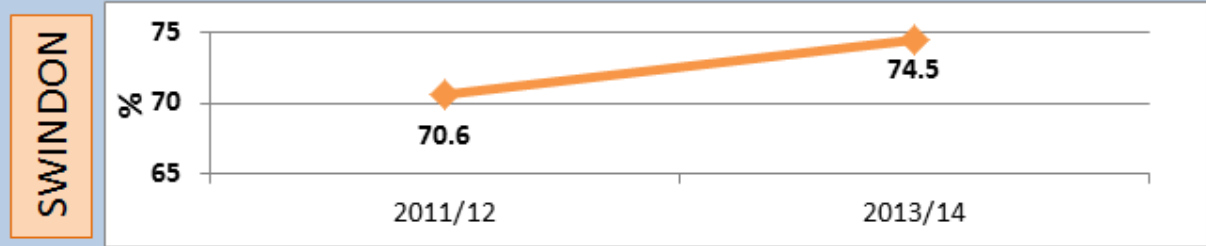
New admissions for people with learning disability into residential care (per 100,000)

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
England	5	5	5	5	5	10	10	5
South West	10	10	10	10	15	15	20	10
New & Growing Towns (A)								



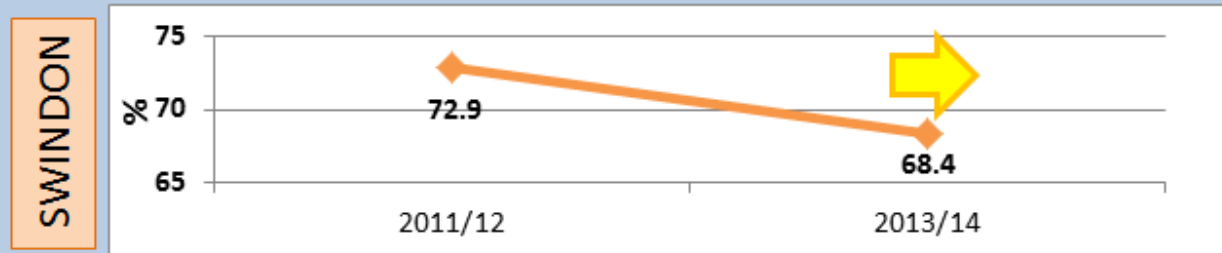
Gap between overall employment rate and people with a learning disability

	2011/12	2013/14
England	63.2	65.1
South West	67.6	66.7
New & Growing Towns (A)		



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

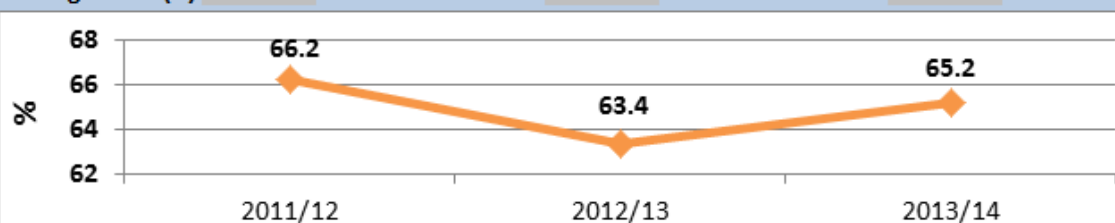
	2011/12	2013/14
England	70.6	74.5
South West	72.5	76.8
New & Growing Towns (A)		75.8



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

	2011/12	2012/13	2013/14
England	65.1	65.6	66.7
South West	69.8	68.7	68.3
New & Growing Towns (A)			

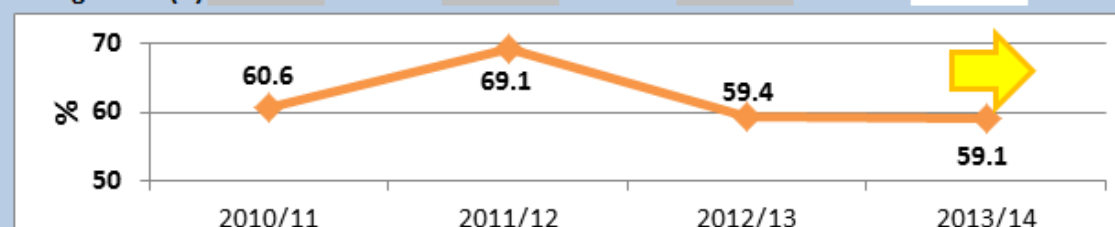
SWINDON



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

	2010/11	2011/12	2012/13	2013/14
England	62.4	63.8	65.1	66.0
South West	64.2	63.2	66.8	66.3
New & Growing Towns (A)				65.8

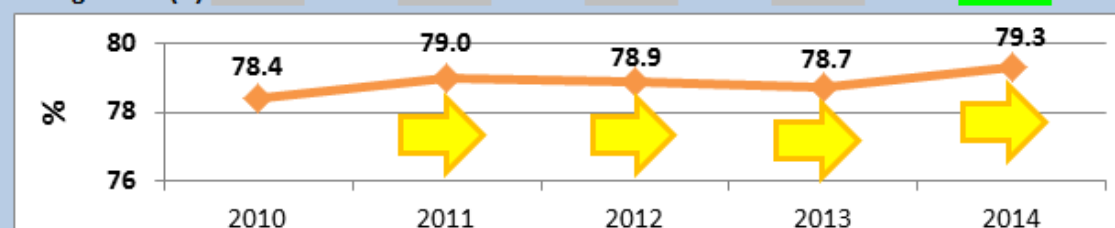
SWINDON



Breast cancer screening coverage

	2010	2011	2012	2013	2014
England	76.9	77.1	76.9	76.3	75.9
South West	79.5	79.5	79.1	78.9	78.9
New & Growing Towns (A)					76.3

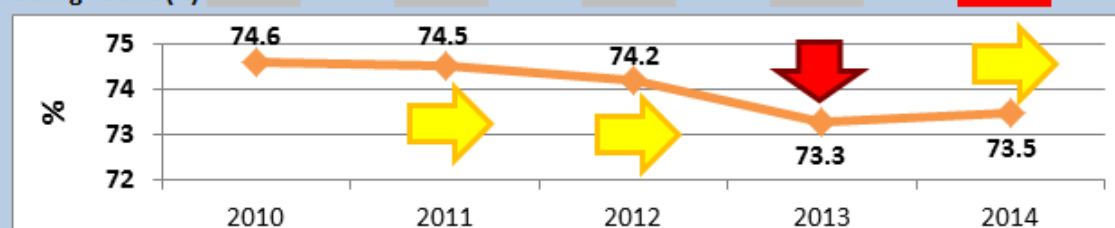
SWINDON



Cervical cancer screening coverage

	2010	2011	2012	2013	2014
England	75.5	75.7	75.4	73.9	74.2
South West	78.6	78.1	77.7	76.3	76.2
New & Growing Towns (A)					74.3

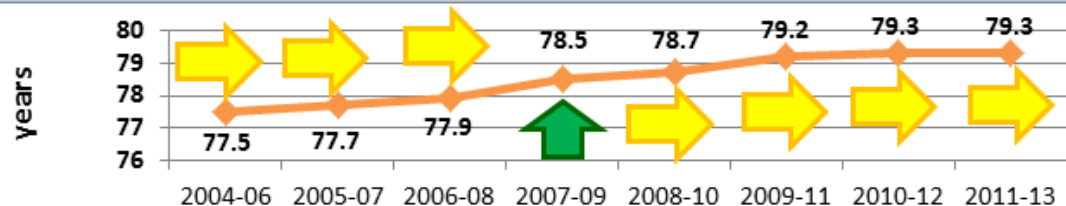
SWINDON



Male life expectancy at birth

	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13
England	77.3	77.6	77.9	78.2	78.5	78.9	79.2	79.4
South West	78.4	78.7	78.9	79.1	79.4	79.8	80.0	80.1
New & Growing Towns (A)								

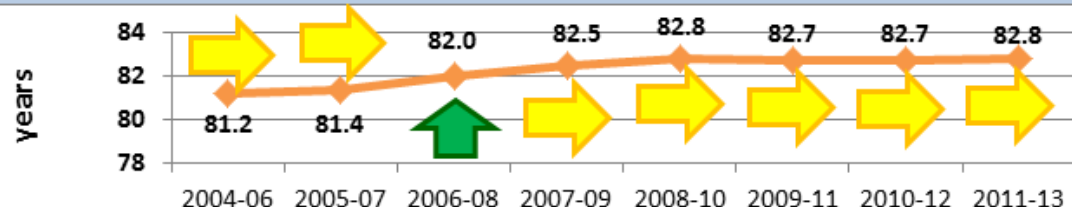
SWINDON



Female life expectancy at birth

	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13
England	81.5	81.8	82.0	82.3	82.5	82.9	83.0	83.1
South West	82.7	82.9	83.0	83.2	83.4	83.7	83.9	83.8
New & Growing Towns (A)								

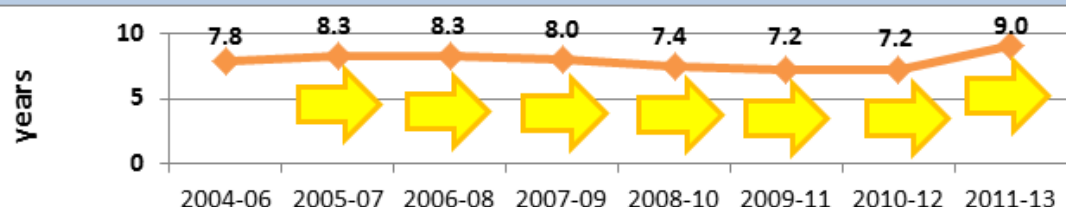
SWINDON



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

	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13
England								
South West								
New & Growing Towns (A)								

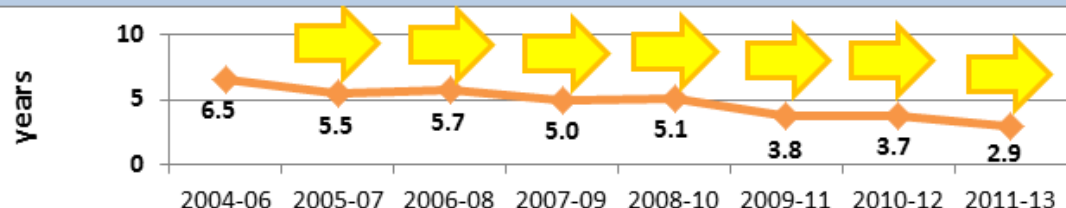
SWINDON



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

	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13
England								
South West								
New & Growing Towns (A)								

SWINDON



people in Swindon have a happiness score of 5 or more out of 10



Swindon

9.6 (2012/13)

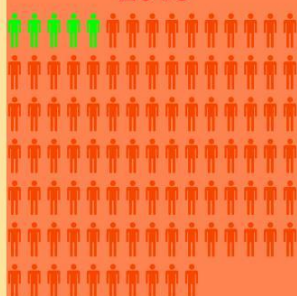
10.7 (2013/14)

England

18.8

(2012/13)

**In Swindon, 5%
successfully
completed
treatment in
2013**



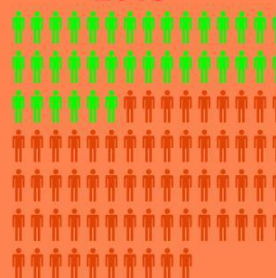
Suicide

**58 people
in
Swindon
committed
suicide
between
2011 and
2013**



Swindon's suicide rate is similar to England and the South West

**In Swindon, 36%
successfully
completed
treatment in
2013**



572 per 100,000 young people in Swindon entered the Youth Justice System compared to only 441 per 100,000 in England



people in Swindon have an anxiety score of 5 or less out of 10



What has gone well

Mental health and wellbeing is about how people feel, 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. Surveys are often used: Swindon residents' self-reported wellbeing on the happiness and anxiety scale has improved and is now better than England and the South West. There are also actions that may be a result of poor mental health such as suicide or committing crime, or experiences that may contribute to poor mental health such as domestic violence.

Suicide rates in Swindon have risen since an all-time low in 2006-08 but remain similar to other areas. Despite a big reduction in first time entrants to the Youth Justice System, Swindon's rates remain significantly higher than other areas. Less domestic violence incidents are reported to the Police in Swindon than elsewhere but it is impossible to know whether this represents less actual incidents or under-reporting.

There have been three JSNAs in 2014 which have informed work in this area. Two looked at the impact of domestic violence and abuse on children and young people and the impact of domestic violence and abuse on adults. These informed the Swindon and Wiltshire Domestic Abuse Reduction Strategy and its five priorities around victims and survivors, children and young people, perpetrators of domestic abuse, training and awareness raising and future development. Swindon Women's Aid runs an Independent Domestic Violence Advocacy (IDVA) Service. 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 makes recommendations to improve mental health and wellbeing in Swindon. Support is available to people depending on their need: Avon Wiltshire Mental Health 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.

A Swindon suicide audit has been carried out regularly since 2009 (including in spring 2015) and the findings used to review and update a local suicide prevention strategy. Recent achievements in Swindon include the development of a suicide risk assessment tool and care pathway for primary care, development of self-harm guidelines for professionals working with young people, a dual diagnosis care pathway developed for mental health and substance misuse services and primary care.

Our main challenges

Any suicide is one too many and so we are working with partners to support people at risk of suicide and ensure that people know where help and support are available. The percentage of opiate drug users successfully completing drug treatment is lower in Swindon than elsewhere and so we need to work with people delivering treatment programmes to understand why.

Moving forward

The Adult Mental Health and Wellbeing JSNA will be used to inform the development of a mental health strategy and action plan, as well as the commissioning of future services. A JSNA on children is also underway, together with one on substance misuse. A drug treatment needs assessment and associated treatment plan is also completed in Swindon annually.

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 (New & Growing Towns (A))

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Red means Swindon is worse than the comparator
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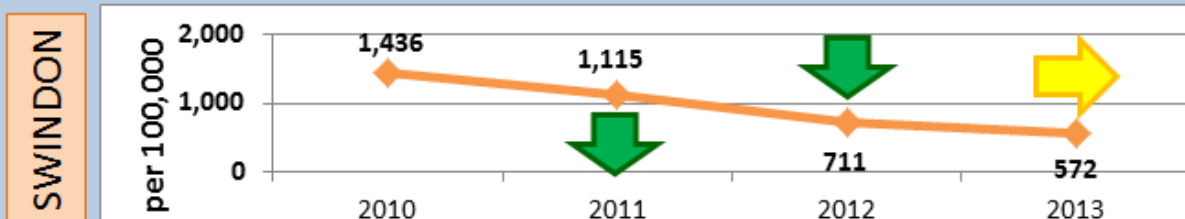
On the charts themselves **coloured arrows** show how Swindon's outcomes have changed over time

Green arrow Significantly better
Red arrow 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

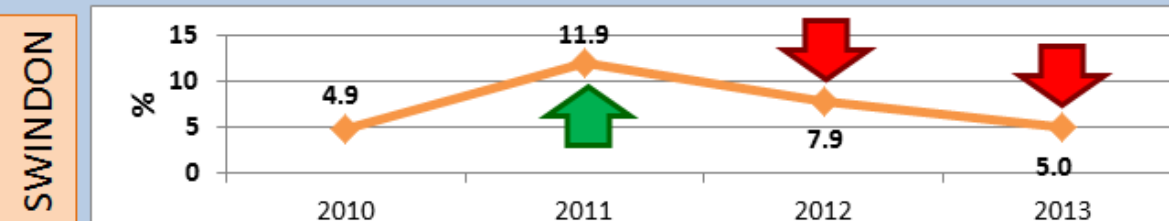
First time entrants to the Youth Justice System (ages 10-17) (per 100,000)

	2010	2011	2012	2013
England	902	726	556	441
South West	845	723	589	440
New & Growing Towns (A)				



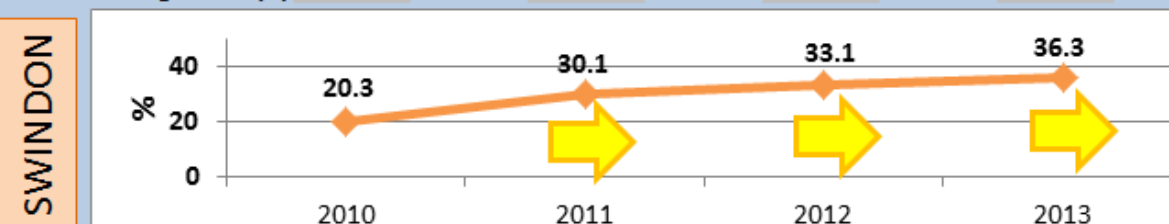
Percentage of opiate drug users successfully completing drug treatment

	2010	2011	2012	2013
England	6.7	8.6	8.2	7.8
South West	7.1	10.2	9.9	8.5
New & Growing Towns (A)				



Percentage of non-opiate drug users successfully completing drug treatment

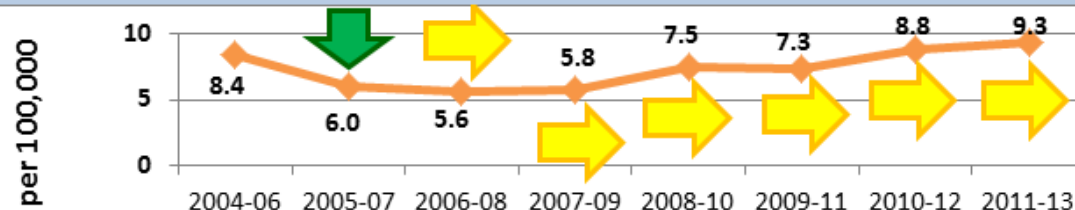
	2010	2011	2012	2013
England	34.4	36.6	37.7	37.7
South West	31.4	35.7	38.1	37.6
New & Growing Towns (A)				



Suicides (per 100,000)

	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13
England	10.1	9.2	8.6	8.3	8.4	8.5	8.5	8.8
South West	10.2	9.3	8.8	8.9	9.4	9.8	9.8	10.1
New & Growing Towns (A)	8.9	8.3	8.0	7.5	8.1	8.5	9.1	8.9

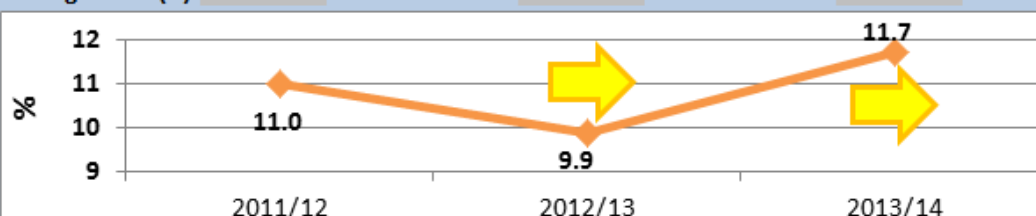
SWINDON



Self reported wellbeing - people with a low happiness score

	2011/12	2012/13	2013/14
England	10.8	10.4	9.7
South West	10.1	10.2	9.7
New & Growing Towns (A)			

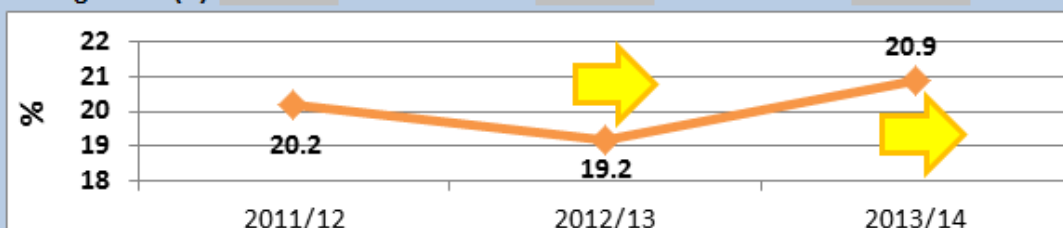
SWINDON



Self reported wellbeing - people with a high anxiety score

	2011/12	2012/13	2013/14
England	21.8	21.0	20.0
South West	20.2	20.3	19.3
New & Growing Towns (A)			

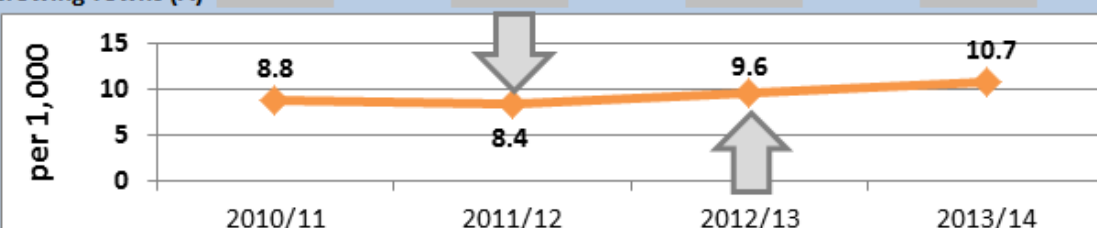
SWINDON



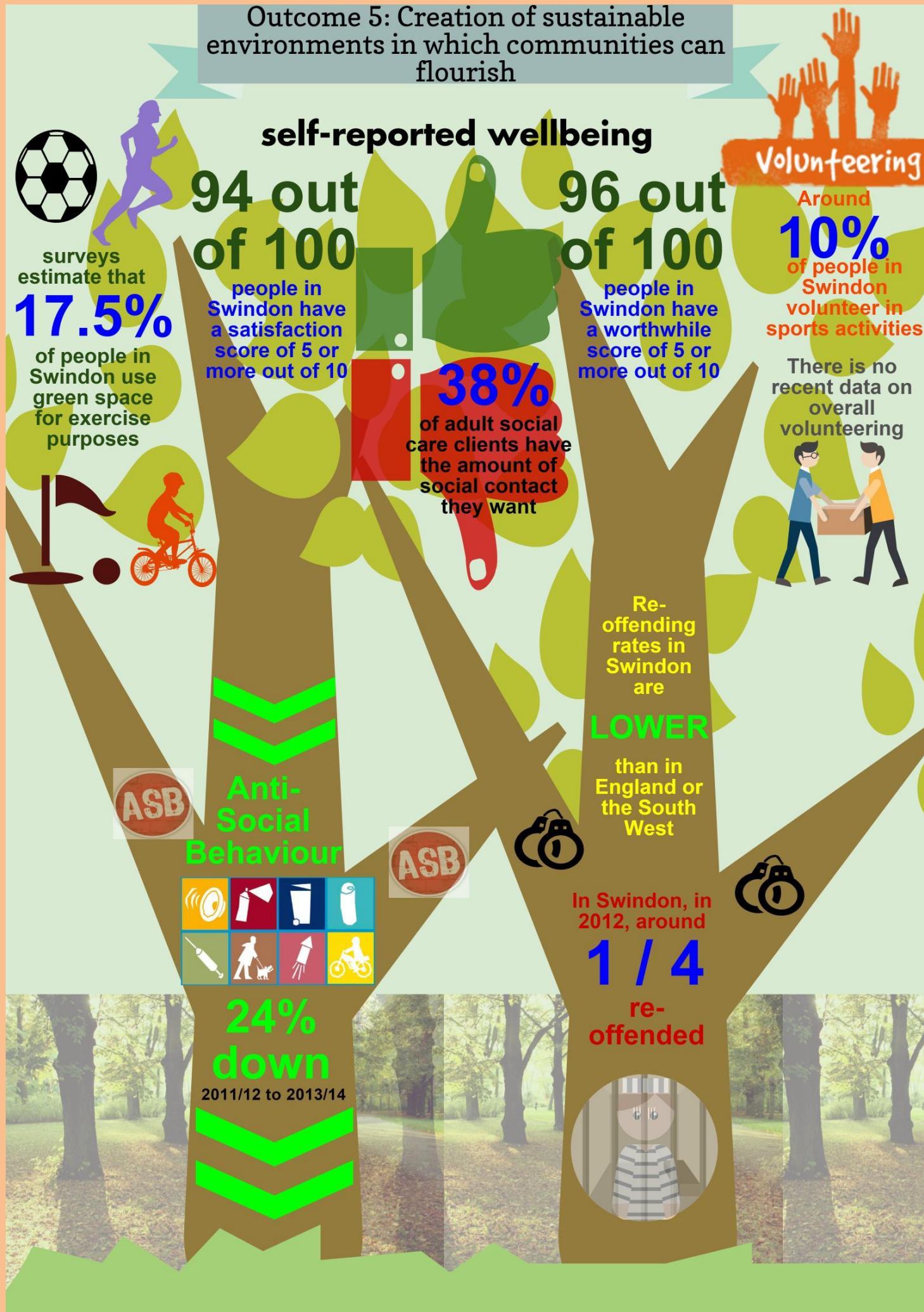
Domestic abuse incidents recorded by the Police (per 1,000)

	2010/11	2011/12	2012/13	2013/14
England	18.3	18.5	18.8	
South West	14.3	14.2	14.2	
New & Growing Towns (A)				

SWINDON



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



What has gone well

People's health is affected by lots of different things including where they live, their social networks and the opportunity for feeling part of a community. Developing sustainable environments is about quality of life: living, working and playing somewhere which is attractive, accessible, stimulating and gives people opportunities to give and receive from others.

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. Overall, outcomes for Swindon have stayed much the same in recent years and are quite similar to England overall and other comparable authorities. The indicators show Swindon has lower rates of anti-social behaviour reported to the Police and also lower than national re-offending rates, although these are rising.

The Swindon and Wiltshire Anti-Social Behaviour (ASB) Reduction Strategy 2012-14 focuses on working with communities, victims and perpetrators to reduce the number and improve responses to incidents of ASB.

Swindon Health Walks are weekly group walks that encourage enjoyment of the borough's parks and open spaces. A total of 675 individual walkers, including 263 new walkers, attended at least one health walk between January 2013 and December 2013. Swindon Parkrun at Lydiard Park is one of the largest in the country. The Swindon Get Active Strategy includes a focus on making being active a routine part of everyday life and using the built environment to do this. Public Health has also supported work around the Local Plan and Wichelstowe development as designing opportunities for a healthy lifestyle into future housing and planning activity is an important part of creating a sustainable environment for everyone.

Our main challenges

Engaging people in volunteering is a priority for Swindon Borough Council, which has the additional benefit of reducing social isolation both for volunteers and the people supported. The Localities Team at the Council have a range of projects where people can meet others and offer time. Over 40 people have been trained as Circles of Support volunteers to work in their community with people who are lonely or isolated.

An on-going challenge is to encourage people to use green space and sports activities more regularly.

Moving forward

Analysis of Mosaic data has identified five segments of the Swindon population that are significant users of healthcare, of which two concern elderly people living in isolation (in the general community and in social care housing). These same groups also present as major users for other agencies within Swindon, hence the One Swindon joint programme of transformation. The need to deliver more support to those who are most disadvantaged in our communities at household level has seen the development of schemes in support of families as well as the community navigator and mental health and wellbeing coordinator interventions.

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.

We will continue to make links between public health, planning, housing and transport. Swindon is part of the Dementia Friendly Communities Initiative – making places dementia friendly should make them friendlier for all.

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

Key to charts

The top section shows how Swindon compares to (i) England, (ii) the South West, and (iii) a group of similar authorities (New & Growing Towns (A))

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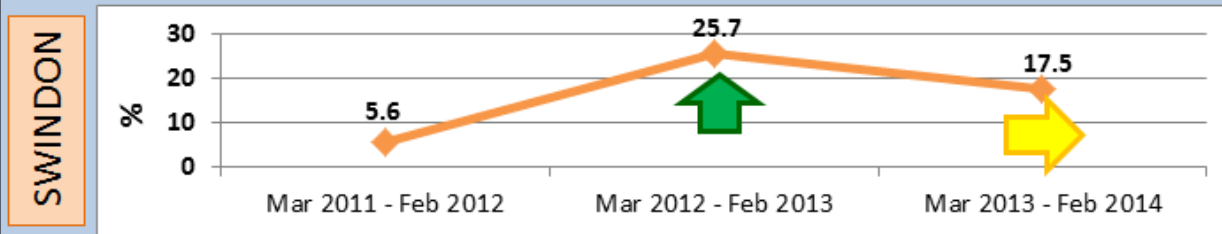
On the charts themselves **coloured arrows** show how Swindon's outcomes have changed over time

	Significantly better		Significantly worse		No significant change	No arrow = 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

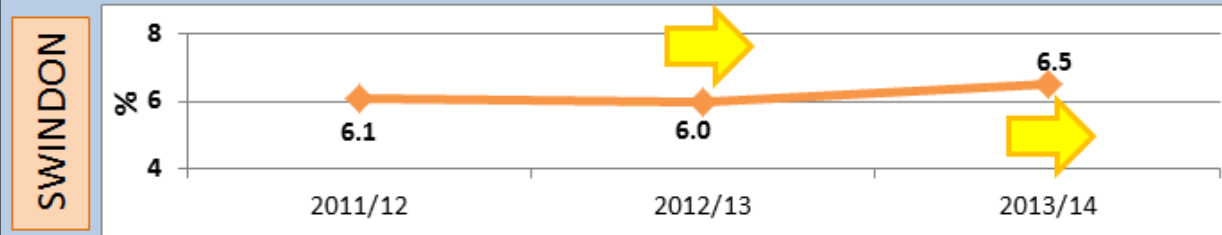
Percentage of people using outdoor space for exercise or health reasons

	Mar 2011 - Feb 2012	Mar 2012 - Feb 2013	Mar 2013 - Feb 2014
England	14.0	15.3	17.1
South West	19.4	21.2	22.2
New & Growing Towns (A)			



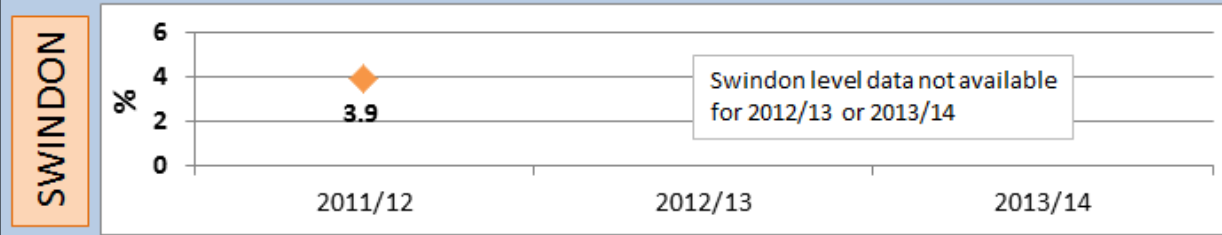
Self reported wellbeing - people with a low satisfaction score

	2011/12	2012/13	2013/14
England	6.7	5.8	5.6
South West	5.8	5.3	5.3
New & Growing Towns (A)			



Self reported wellbeing - people with a low worthwhile score

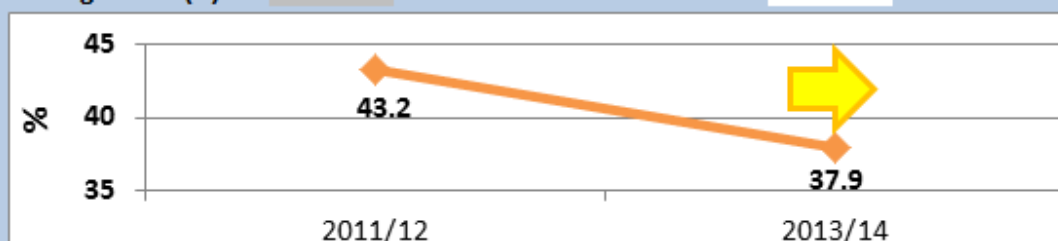
	2011/12	2012/13	2013/14
England	4.9	4.4	4.2
South West	4.3	4.0	4.4
New & Growing Towns (A)			



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

	2011/12	2013/14
England	42.3	44.5
South West	43.5	45.0
New & Growing Towns (A)		43.9

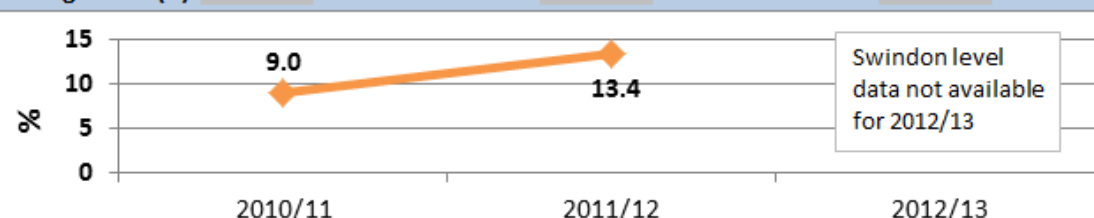
SWINDON



Percentage of people volunteering in sport

	2010/11	2011/12	2012/13
England	13.6	14.0	12.0
South West	15.4	15.8	13.8
New & Growing Towns (A)			

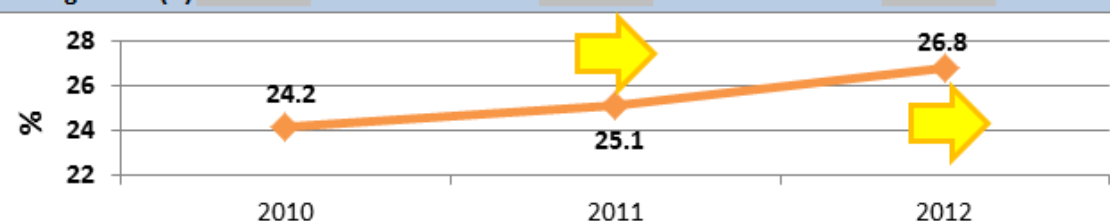
SWINDON



1.13i - Re-offending levels - percentage of offenders who re-offend

	2010	2011	2012
England	26.8	26.9	25.9
South West	26.3	26.0	24.8
New & Growing Towns (A)			

SWINDON



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

	2011/12	2012/13	2013/14
England and Wales			36.9
Wiltshire Police			25.5
New & Growing Towns (A)			

SWINDON

