



NHS

*Hastings and Rother
Clinical Commissioning Group*

HEALTHY HASTINGS AND ROTHER

Working together to improve health and wellbeing
Spring 2016

ADDRESSING HEALTH INEQUALITIES IN HASTINGS AND ROTHER

“As a local GP and chair of the CCG, my key priority is to ensure we have high quality NHS services in our area and to help improve the health of local people.

“In the summer of 2014, the CCG invested an initial £5m to tackle long-standing problems of relative poor health in Hastings and Rother.

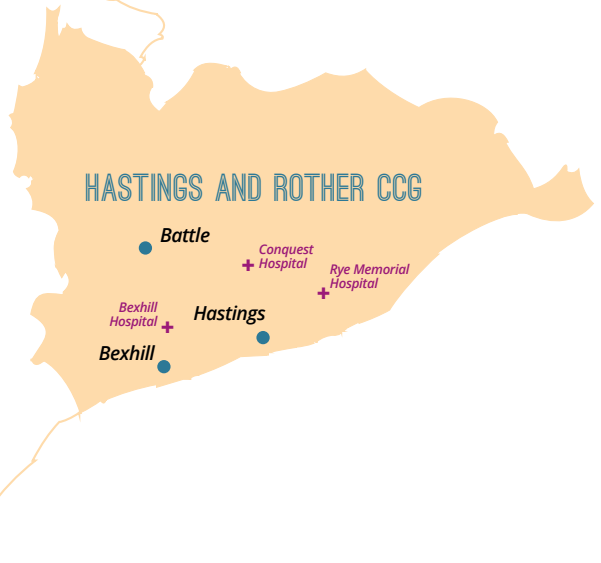
“This summary provides an update on some of the many excellent activities delivered during the first phase of the Healthy Hastings and Rother programme, all of which have been aimed at tackling health inequalities by improving local services and supporting people to live healthy and happy lives.

“We’re proud of the work of the programme so far and pleased to invest a further £5m into the programme for 2016/17. We all look forward to continuing to work with local communities and partner organisations to improve health and wellbeing in our area.”

Dr David Warden
*Chair, NHS Hastings and Rother
Clinical Commissioning Group*



- ▶ 183,000 people.
- ▶ 29 GP Practices.
- ▶ 219 GPs.
- ▶ Acute hospital services provided from two main hospital sites.
- ▶ Two community hospitals.
- ▶ £259.5m CCG budget for NHS services.



What is Healthy Hastings and Rother?

The programme aims to address health inequalities by improving the health and wellbeing of people in Hastings and Rother's most disadvantaged communities.

It is led by NHS Hastings and Rother Clinical Commissioning Group, and supported by a range of partners, including East Sussex County Council, Hastings Borough Council, Rother District Council, East Sussex Healthcare NHS Trust and the voluntary and community sector.

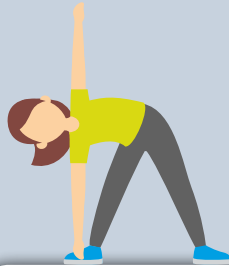
Reducing health inequality is a key priority of East Sussex Better Together – our joint programme with Eastbourne, Hailsham and Seaford CCG and the county council to transform local health and social care. We're working together and with the public to ensure our combined £850 million budgets are used to achieve the best possible services for local people. We're working to develop a fully integrated local health and social care system by 2018.

What health inequalities do we have locally?

- ▶ Hastings and Rother contains the seven most deprived council wards in East Sussex. Many factors including employment, income, housing, education and lifestyle choices mean that people in these areas tend to have worse health and lower life expectancy compared with other areas.
- ▶ 29% of children in Hastings and 19% in Rother live in poverty.
- ▶ Men in the most deprived areas of Hastings are expected to live 11 years less than those in other areas of the town – the biggest gap in the south east of England. Life expectancy for both men and women is lower than the England average.
- ▶ Hastings has significantly higher percentages of people with bad or very bad health compared with the rest of England with high rates of long-term illness, disabilities, cancer, lung disease and heart problems.



THE CAUSES OF HEALTH INEQUALITY



Social, economic, environmental

e.g housing, jobs, education, transport, income

Lifestyles and behaviour

e.g smoking, diet, exercise

Access to services

Are local people able to access local services and support that will benefit their health?

Health outcomes

Reduced life expectancy, higher rates of illness, disability, and long-term conditions

WHAT WE'VE DELIVERED

Since the summer of 2014, we've worked with our partners on some 60 projects. We have improved the quality of existing services and commissioned new initiatives that meet local needs. This will enable better access to services and encourage people to live healthier lives. Here are some examples of what we've achieved:

Investing in GP and pharmacy services

- ▶ Launched a benefits and money advice service within GP practices and other NHS facilities to help people with financial problems that often contribute to ill health. From April to December 2015, 2052 people received specialist advice.
- ▶ Worked with Hastings Borough Council's Active Hastings Programme to launch a Let's Get Moving initiative, delivered through GP practices to help adults get more active.

Stopping smoking

- ▶ Trained staff in 17 GP practices to provide additional specialist stop smoking service support and promoted national campaigns that encourage people to quit smoking.





Cancer

- ▶ Worked with Cancer Research UK and GP practices to improve early diagnosis and treatment.
- ▶ Encouraged patients to take part in national cancer screening programmes.
- ▶ Surveyed 2,000 local people to find out how much they know about the signs and symptoms of cancer.

Mental health

- ▶ Extended a Community Wellbeing Service, providing specialist advice and support for people with mental health needs. The service won a Royal Society for Public Health national award in 2015 and continues to roll out to other GP practices and community venues.

Improving health and wellbeing

- ▶ Awarded a total of £200,000 in grants to some 30 community and voluntary organisations to support initiatives aimed at improving health and wellbeing and access to other support services. A second round of grant funding was launched in February 2016.
- ▶ Provided training to staff at the Conquest hospital to enable them to support patients to make positive changes to their physical and mental health and wellbeing.
- ▶ Engaged widely with local people and our partners about the development of health and wellbeing centres.
- ▶ Listened to people and communities in some of our most deprived areas to better understand how we might improve outcomes for those with the poorest health.

OUR PRIORITIES FOR 2016/17

Over the next year the focus of the programme will include:

- ▶ Initiatives to:
 - » Help pregnant women give up smoking
 - » Encourage families to take more exercise and eat more healthily
 - » Reduce harm caused by alcohol abuse in young people
 - » Address obesity
- ▶ A scheme to train and provide ongoing support to local community volunteers to raise awareness of the signs and symptoms of cancer.
- ▶ Projects, delivered with local partners, to address factors that contribute to poor health including housing, education and employment.
- ▶ A focus on working with councils, schools and others to address children's health problems of obesity, mental health, and alcohol and substance misuse.
- ▶ Enabling people to access local support services that help them manage chronic disease.
- ▶ Continuing with the development of health and wellbeing centres, including expanding the use of "social prescribing" – Connecting local-people with positive activities in the community such as exercise classes, adult education, hobby clubs etc.



Contact NHS Hastings and Rother Clinical Commissioning Group to find out more and discover how you can get involved in helping us reduce health inequalities in the area:

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