

Wigan Borough

Public Health Training Prospectus 2019

Introduction

Wigan Borough is located on the western edge of Greater Manchester and covers an area of approximately 77 square miles. While Wigan is the largest town in the Borough, Leigh is of similar size. There are further smaller towns and villages. Wigan Borough has a history of mining and manufacturing, and many of the towns started off as settlements to service these functions. Despite this heritage Wigan Borough has a sizable amount of green space. A map of the Borough is shown in Figure 1.

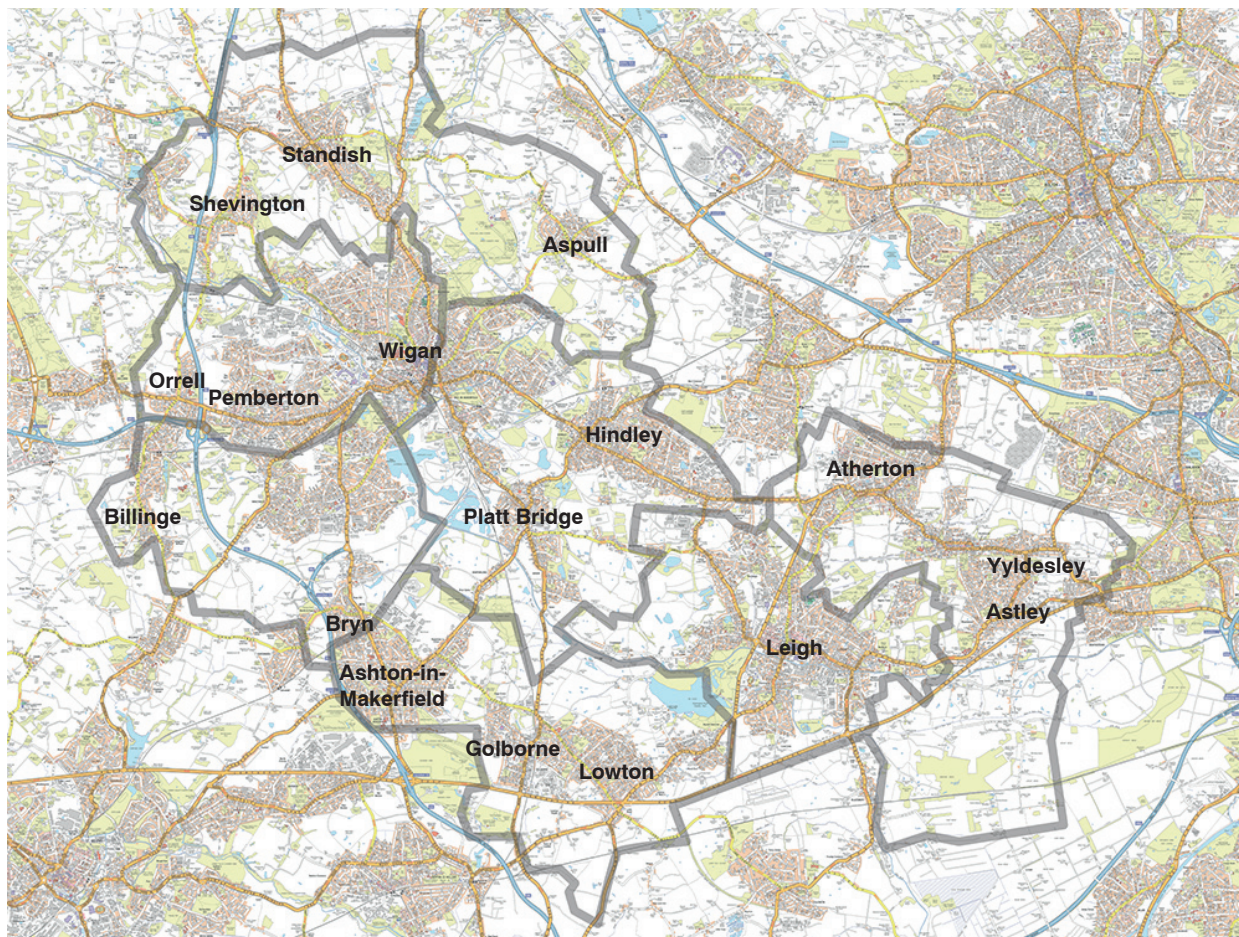


Figure 1.
Main population centres within Wigan Borough

Population

Wigan Borough has the second highest population of the ten Boroughs in Greater Manchester. Its population is 324,650 (Mid-2017 ONS Population Estimates, revised in March 2018). Figure 2 shows the distribution of the population by age group and sex. Figures 3 and 4 show the same but as projected for 2022 and 2027 respectively (2016-based ONS Population Projections). There has been a steady increase in the number of people aged 65+ within Wigan Borough as a result of increasing life expectancy (see Appendix, Figure A1). The proportion of people aged 65+ in 2017 was 18.8%. This is projected to rise to 20.9% by 2025, to 23.0% by 2030, and to 26.2% by 2040. However, predictive accuracy weakens the further one projects into the future. The trend in the number of people in Wigan Borough by sex for the 65+ age group is shown in Figure A2 in the Appendix. Maintaining the health and resilience of older people is important both for the individuals themselves and in ensuring the sustainability of local health and adult social care services.

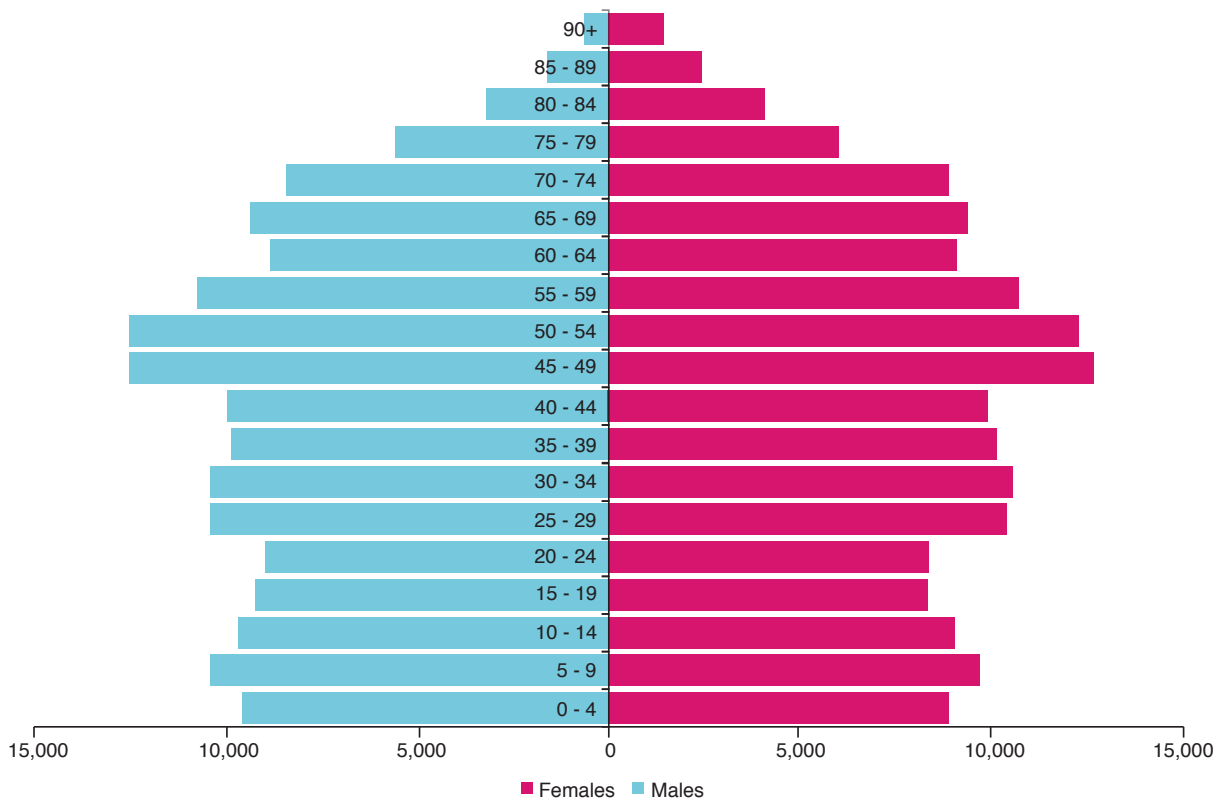


Figure 2. Population of Wigan Borough by age group and sex (Mid-2017 ONS Population Estimates)

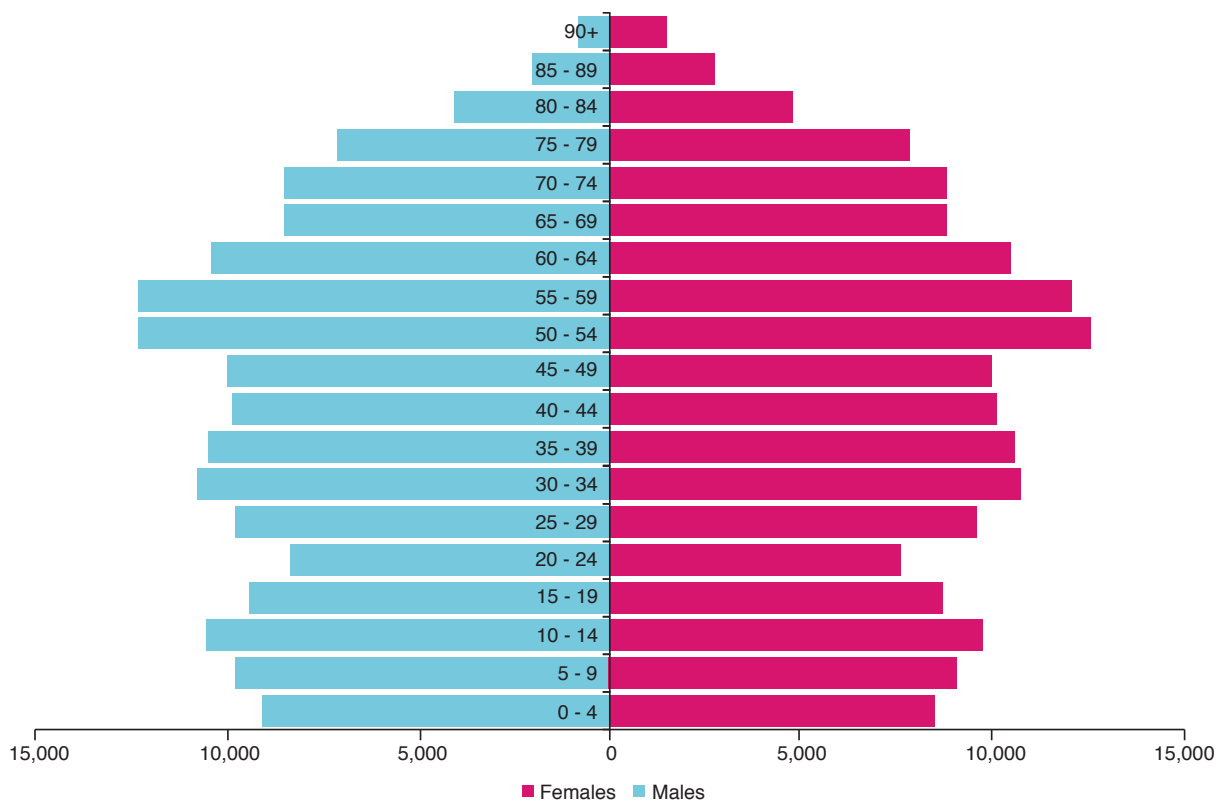


Figure 3. 2022 population projection for Wigan Borough by age group and sex (2016-based ONS Population Projections)

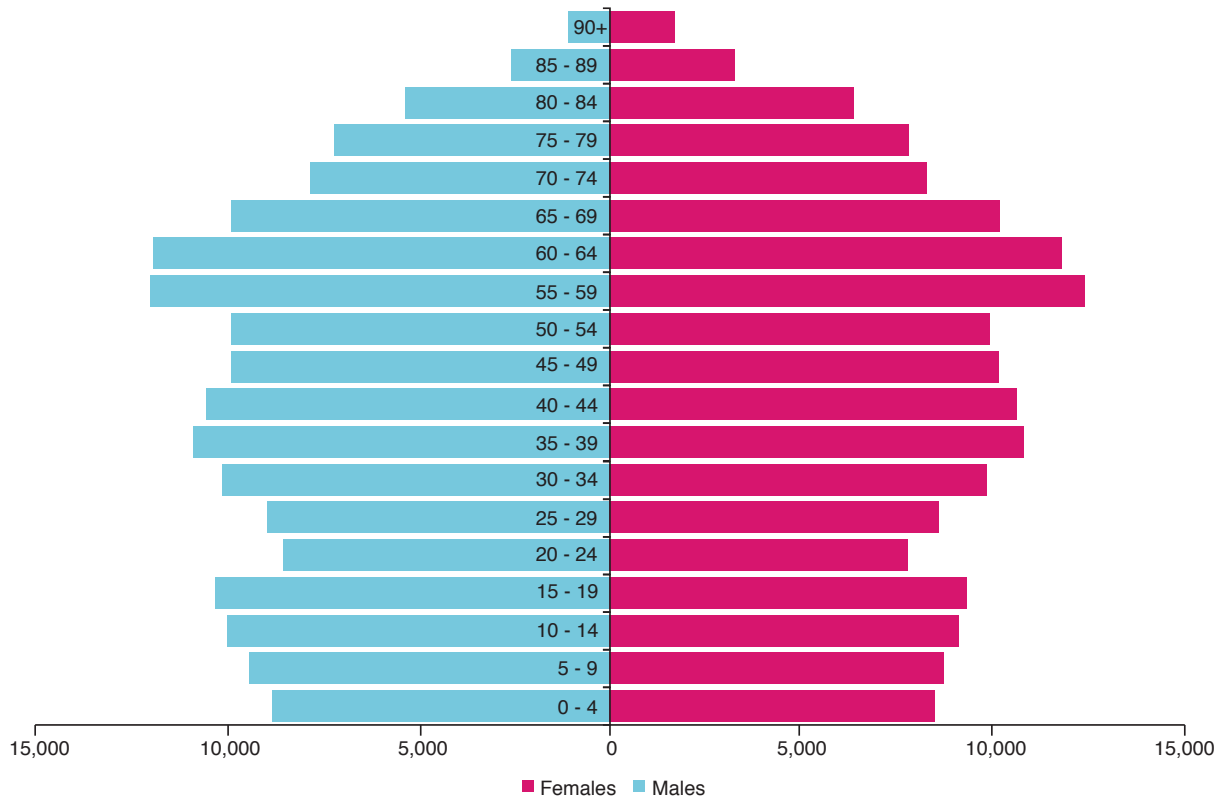


Figure 4. 2027 population projection for Wigan Borough by age group and sex (2016-based ONS Population Projections)

Of the 200 Lower Super Output Areas (LSOAs) in the Borough 57 are in the 20% most deprived LSOAs in England. 28.6% (91,773) of the Borough’s population live in these areas. As of the 2011 Census, over 95% of the population was White British. This compares to just under 80% in England as a whole. However, Wigan Borough has received a sizeable number of refugees and migrants over the last decade and it is likely that the population will become more diverse over the coming years.

Service Delivery Footprints

As part of the local placed based approach to service delivery, Wigan Borough now has seven service delivery footprints (SDFs) as shown in Figure 5. Their population sizes range from around 30,000 to 63,000. Populations within this range are considered to be an optimal size for the integration of local health and social care services. They are big enough to create economies of scale but small enough to be sensitive to local needs. GPs are working together within these SDFs, specifically recognising these geographical boundaries. SDFs are also providing a focal point for wider public services to arrange themselves.

Further information on Wigan Borough’s place based approach to local services can be found at the link below:

www.wigan.gov.uk/Docs/PDF/Council/The-Deal/Deal-conference/Place-based-working-Presentation.pdf



Figure 5.
Wigan Borough Service Delivery Footprints

Health

The good news is that the health of the people in the Borough is improving. Life expectancy is increasing and mortality from cardiovascular disease in people aged under 75 has halved over the last decade. However, despite this improvement there remains a gap between the Borough and England as a whole. In addition, there is wide inequality in health within the Borough. Much of this can be explained by historically high levels of smoking (around 30% in 2000, now 15.6%), poor diet and lack of exercise. The health effects due of the Borough's industrial past are still present but are receding. Figure A3 in the Appendix provides a health summary for Wigan Borough (Public Health England).

Public Health in Wigan Council

With the dissolving of Ashton, Leigh and Wigan Primary Care Trust, the local public health workforce transferred to Wigan Council in April 2013. Within that first month Wigan Borough was identified as a 'hotspot' for measles in England. This resulted in local and national media interest including television coverage. However, it provided an excellent opportunity to showcase our health protection capability that had been developed over a number of years, and thus gain immediate credibility within the Council. We continue to have an active and experienced Health Protection Team.

As elsewhere in the country, the public health workforce has had to adapt to its new environment and to financial pressures. Therefore, there have been many changes during the last six years. Public health has been incorporated into the Council's Peoples Directorate within which the life course approach has been adopted. This has giving rise to three teams, Start Well, Live Well and Age Well.

Key to improving health and wellbeing within the Borough has been a strong move to an asset based approach where we concentrate on what people and communities have and can do rather than perceived deficits. It involves working with residents to find solutions rather than simply doing things to people and works synergistically with the local place based approach described above. It has not only provided a means to improve the relationship of residents with the Council but has also helped meet local financial challenges. This approach is characterised locally as 'The Deal'. This developed in recognition that the Council could not provide all the services that it had in the past and that a more equal relationship between residents and the Council would provide a better foundation for improving health and wellbeing within the Borough. Further information is available via the links below:

www.wigan.gov.uk/Council/The-Deal/The-Deal.aspx

www.wigan.gov.uk/Council/Strategies-Plans-and-Policies/Deal-for-the-future.aspx

Public Health Training Opportunities

Wigan Borough provides many opportunities for Public Health StRs to learn by engaging in the work to improve health and wellbeing in the Borough, see examples below (not exhaustive).

1. Start Well

- Under 5s
- School readiness
- Reducing overweight and obesity in children
- Encouraging physical activity including the 'daily mile' at school and the 'daily toddle' at nursery
- Safeguarding children

2. Live Well

- Improving diet
- Reducing overweight and obesity
- Encouraging exercise
- Prevention of key diseases – diabetes, cardiovascular disease, cancer
- Suicide prevention

3. Age Well

- Falls in the 65+ age group
- Fuel poverty
- Adult safeguarding
- Adult social care
- Dementia friends and dementia friendly communities
- Adapting services for an ageing population

4. Areas transcending the life course

- Drugs and alcohol
- Sexual health
- Place based and asset based approach
- ‘The Deal’
- Planning and health impact assessment

5. Health Protection

- Management of communicable disease outbreaks
- Severe weather response (e.g. the recent floods)
- Management of environmental incidents
- Infection control

6. Public Health Intelligence

- Joint Strategic Needs Assessment (locally branded as ‘The State of the Borough’)
- Integrating intelligence across the local health and social care system
- Modernising the acquisition, production and delivery of intelligence including developing innovative approaches to modelling and visualisation to make intelligence more accessible to decision makers

Audit

In addition to the above, there are also opportunities to engage in audit. Examples include:

- Suicide audit using coroner’s records. Wigan Borough has had a high incidence of suicide in males though there are signs that it is now reducing.
- Infection control, immunisation and communicable disease audit:
 - Care homes (in conjunction with Wigan Council Quality Team)
 - Nurseries (in conjunction with Wigan Council Early Years Team)
- Tattoo establishments – infection control audit

Workspace

Wigan Council operates an agile working policy. Therefore, no one has a designated desk including the Chief Executive and the Director of Public Health. However, teams do tend to occupy specific areas in order to work together. This has largely come about organically though there are specific areas for some teams such as the Joint Intelligence Unit. To complement agile working there is a clear desk policy. Agile working includes the opportunity to work from home via a virtual private network (VPN). Most of the workspace is open plan that is complemented by meeting rooms and break out areas. The latter can be used for small impromptu meetings and refreshments.

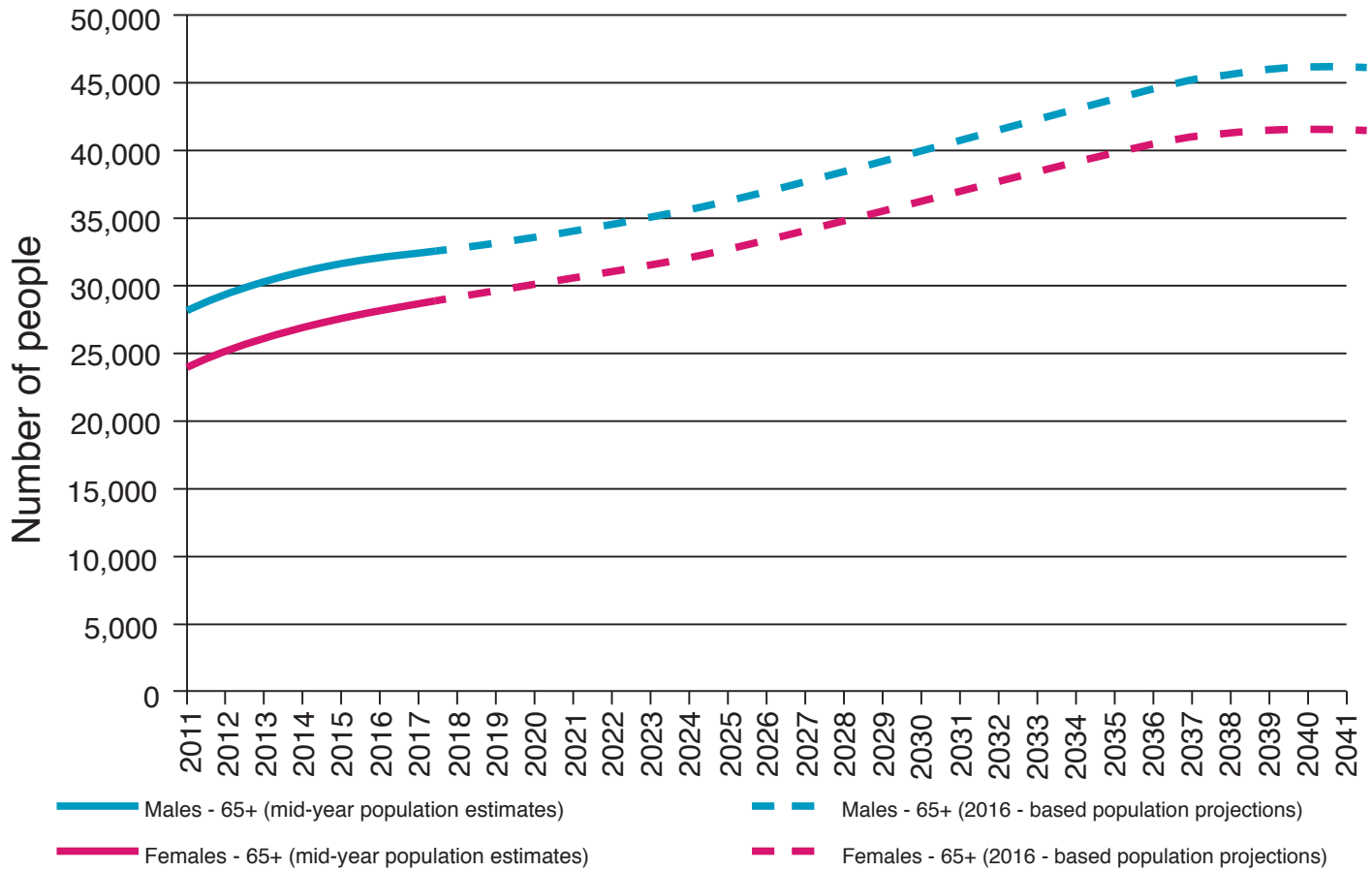
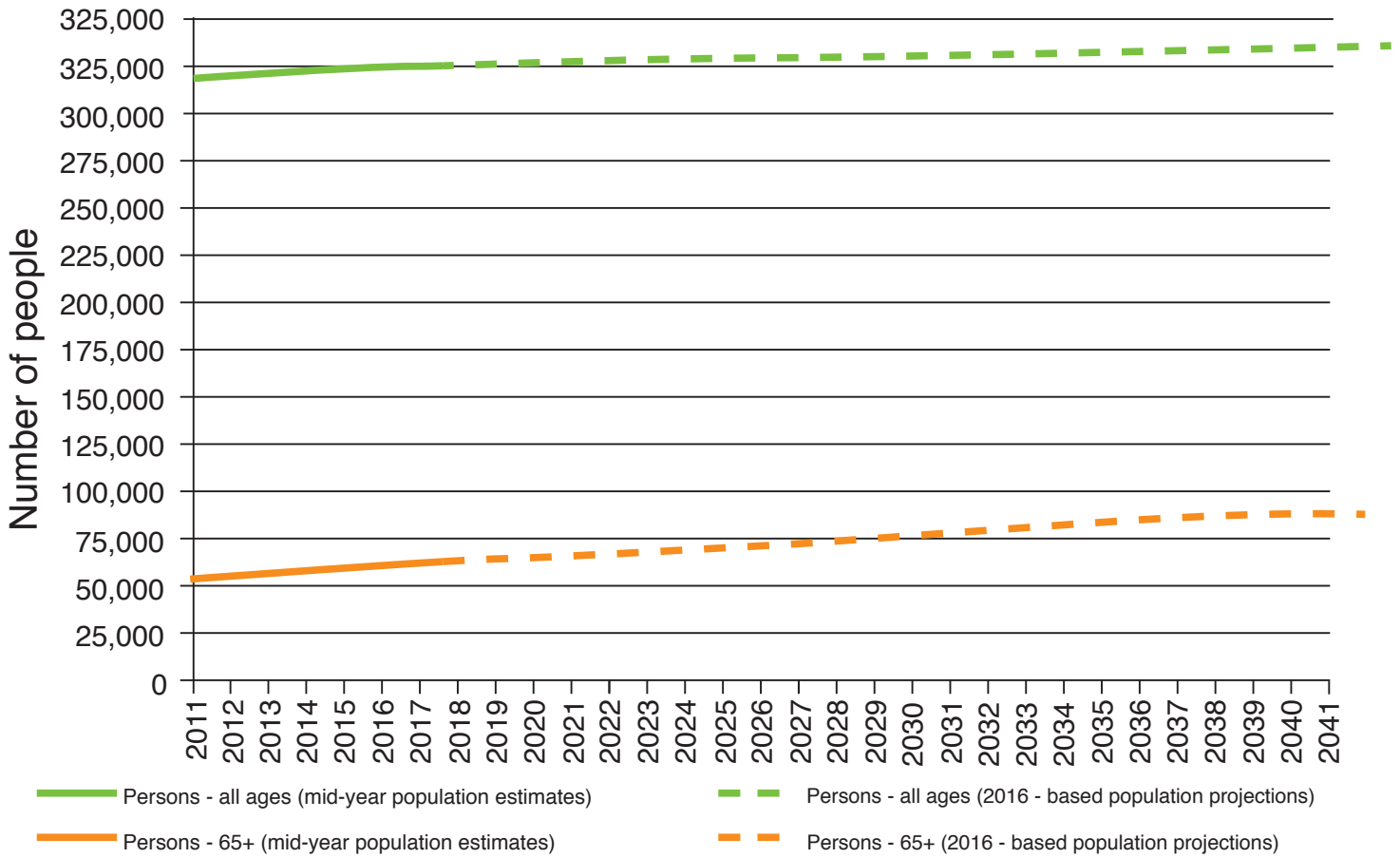
As well as opportunities to work with the life course teams, drug and alcohol team, and health protection team, there are also opportunities to work with colleagues across the Council including environmental protection, joint intelligence unit, child and adult safeguarding, adult social care, housing, and planning.

Conclusions

Wigan Borough continues to provide many public health challenges in respect of an aging population, lifestyle, inequalities in health, and social inequality. However, local people have a strong affinity for the place where they live. There are many proud Wiganers ('pie eaters') and Leythers ('lobby gobblers') as well as the rivalry between them. Therefore, as well as the undoubted challenges there are also many opportunities to work with people who have a clear identity at a time where national identity, at least in England, is at a low ebb. It is also an opportunity to work with a Council that has a clear vision as exemplified by the 'Deal' and has shown financial prudence during a period of severe cutbacks.

In addition, public health is central to the work of Wigan Council and has been since its transfer in April 2013. Wigan Council works closely with its partners, Wigan Borough CCG, local GPs, local NHS providers, as well as with other agencies such as Greater Manchester Police and Greater Manchester Fire and Rescue. To aid the integrated delivery of services and to reduce duplication the local health and social care system operates seven service delivery footprints in the Borough that are also being recognised by other agencies.

As elsewhere in the country, Wigan Borough is subject to continual change. However, it is a positive place to work. It, therefore, provides a good place to learn the application of public health in the modern world with all the challenges and opportunities that it brings.



Health summary for Wigan

The chart below shows how the health of people in this area compares with the rest of England. This area's value for each indicator is shown as a circle. The England average is shown by the red line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator. However, a green circle may still indicate an important public health problem.

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average
- Not compared



	Indicator names	Period	Local count	Local value	Eng value	Eng worst		Eng best
Life expectancy and causes of death	1 Life expectancy at birth (Male)	2014 - 16	n/a	77.8	79.5	74.2		83.7
	2 Life expectancy at birth (Female)	2014 - 16	n/a	81.2	83.1	79.4		86.8
	3 Under 75 mortality rate: all causes	2014 - 16	3,572	403.6	333.8	545.7		215.2
	4 Under 75 mortality rate: cardiovascular	2014 - 16	862	97.7	73.5	141.3		42.3
	5 Under 75 mortality rate: cancer	2014 - 16	1,292	145.7	136.8	195.3		99.1
	6 Suicide rate	2014 - 16	95	11.0	9.9	18.3		4.6
Injuries and ill health	7 Killed and seriously injured on roads	2014 - 16	199	20.6	39.7	110.4		13.5
	8 Hospital stays for self-harm	2016/17	879	276.6	185.3	578.9		50.6
	9 Hips fractures in older people (aged 65+)	2016/17	340	661.3	575.0	854.2		364.7
	10 Cancer diagnosed at early stage	2016	729	55.9	52.6	39.3		61.9
	11 Diabetes diagnoses (aged 17+)	2017	n/a	85.4	77.1	54.3		96.3
	12 Dementia diagnoses (aged 65+)	2017	2,314	69.2	67.9	45.1		90.8
Behavioural risk factors	13 Alcohol-specific hospital stays (under 18's)	2014/15 16/17	110	54.1	34.2	100.0		6.5
	14 Alcohol-related harm hospital stays	2016/17	2,187	692.9	636.4	1,151.1		388.2
	15 Smoking prevalence in adults (aged 18+)	2017	39,988	15.6	14.9	24.8		4.6
	16 Physically active adults (aged 19+)	2016/17	n/a	63.4	66.0	53.3		78.8
	17 Excess weight in adults (aged 18+)	2016/17	n/a	71.2	61.3	74.9		40.5
	Child health	18 Under 18 conceptions	2016	121	23.1	18.8	36.7	
19 Smoking status at time of delivery		2016/17	506	14.9	10.7	28.1		2.3
20 Breastfeeding initiation		2016/17	1,941	54.5	74.5	37.9		96.7
21 Infant mortality rate		2014 - 16	37	3.4	3.9	7.9		0.0
22 Obese children (aged 10-11)		2016/17	737	21.5	20.0	29.2		8.8
Inequalities		23 Deprivation score (IMD 2015)	2015	n/a	24.9	21.8	42.0	
	24 Smoking prevalence: routine and manual occupations	2017	n/a	25.0	25.7	48.7		5.1
Wider determinants of health	25 Children in low income families (under 16's)	2015	9,325	16.0	16.8	30.5		5.7
	26 GCSEs achieved	2015/16	1,949	58.4	57.8	44.8		78.7
	27 Employment rate (aged 16 - 64)	2016/17	152,600	75.4	74.4	59.8		88.5
	28 Statutory homelessness	2016/17	89	0.6	0.8			
	29 Violent crime (violence offences)	2016/17	6,389	19.8	20.0	42.2		5.7
Health protection	30 Excess winter deaths	Aug 2013 - Jul 2016	620	21.7	17.9	30.3		6.3
	31 New sexually transmitted infections	2017	1,049	508.8	793.8	3,215.3		266.6
	32 New cases of tuberculosis	2014 - 16	40	4.1	10.9	69.0		0.0

For full details on each indicator, see the definitions tab of the Health Profiles online tool: www.healthprofiles.info