Wirral Intelligence Service

Using evidence and intelligence to inform approaches, methods and outcomes; case studies and examples

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Wirral Intelligence Service

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Version Number	Date	Authors
1.0	11 August 2017	John Highton, JSNA Lead, Wirral Intelligence Service Age UK Wirral and Orchard Surgery, Bromborough Big Local Healthwatch Wirral WIRED
2.0	15 August 2017	Added examples from Public Health Wirral Team and partners
3.0	17 August 2017	Reviewed – Amended - Added additional further examples from Public Health Wirral Team and partners

Content overview

Abstract	This document provides a range of examples where partners across Wirral, third sector and public sector, have used the evidence and intelligence within Wirral Intelligence Service website including Wirral Joint Strategic Needs Assessment to inform their work in the approach, the method and ultimately the outcomes they achieved through taking such an evidence based approach to their decision making. As a result we would hope that this encourages partner and colleagues from across Wirral to work with us in developing this way of working in all our approaches.
Intended or potential audience	**Internal** • Colleagues across the Local Authority and other Public Sector organisations. **External** • Community, Voluntary and Faith Sector organisations. • Partners wishing to work with the Wirral Intelligence Service. • Residents and service users.

Contents

Case Studies

WIRED Carers Stories and Need

Wirral Joint Strategic Needs Assessment (JSNA) is an invaluable, statistical and information resource. WIRED Carers Services' main responsibility is identifying new and hidden carers, finding their needs and adjusting our services to meet those needs. This can be quite a difficult process as carers fail to recognise themselves as carers until they reach crisis point. Consequently, identifying carers and putting recourses in as early as possible is important to reduce or prevent reaching a situation of crisis.

The JSNA helps WIRED find areas and places of identification such as within GP practices, the hospital and the community based teams to have the biggest impact in uncovering these hidden carers helping them to identify themselves and engaging with the relevant services and help. Within the JSNA the Health Profile 2017 is useful in giving an overview of areas to help WIRED identify and change our services accordingly. For example, if we needed to target certain areas within Wirral such as the most deprived areas or a particular age group, we can see at a glance target services to these areas of need.

Updates from the JSNA, for example the Mental Health and Wellbeing JSNA, can break down areas where carers' needs are more easily identified. These regular updates from the JSNA can help WIRED when preparing bids for funding, ensuring we are targeting and improving areas that make the most positive difference for Wirral Carers. The JSNA can also help WIRED identify and target funding gaps and feed these gaps back to service commissioners or adapt any bids to include these identified gaps.

Partnership working is a very important part of the WIRED Carers Services, the JSNA can help us to identify where services overlap or complement other services within Wirral and open up areas were joint working can take place.

Identifying characteristics within the JSNA content can help target particular areas when profiling carers e.g. carers of people with diabetes or when carers are missing GP appointments. This can help when identifying groups were our service would produce more positive outcomes. By targeting these vulnerable areas we can inject or move funding into the areas that need adjustment.

WIRED feel it is also important for local groups, such as carers groups, to make contributions to the JSNA content. This will improve the voice and needs of Wirral's most vulnerable groups for their opinions to be taken into consideration when decisions are made about health and social care.

WIRED contributing to the JSNA will help commissioning managers see areas that are more vulnerable and give a true and realistic view of how services impact on carer's lives.

JSNA's comparisons both locally and nationally can help Wirral adjust its carer's services to improve our more vulnerable areas to bring them into line with the national averages.

WIRED are now involved with the Integrated Care Teams on Wirral who deliver services to the most vulnerable people on Wirral allowing them to recognised, valued and supported.

Big Local - A Partnership That Works

Big Local is an exciting opportunity for residents in 150 areas around England to use at least £1m each to make a massive and lasting positive difference to their communities. Big Local brings together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

Big Local is funded by the Big Lottery Fund and managed by Local Trust. Nationally we work with a range of partners to deliver Big Local, building on the skills and experiences of others to provide expert advice and support for residents.

The Wirral JSNA has proved to be a vital tool in our work giving us a clear understanding of the needs of our local population that allows us to effectively commission services based real-life, accurate and up-to-date information that properly meet the needs of local residents.
Wirral JSNA marked a sea-change in the way regeneration projects allocate priorities towards health and wellbeing, allowing complex data from multiple sources to be interpreted easily by giving our Partnership members and local residents the ability to view local data (often within specific area boundaries) that allows people to make quality choices to reduce health inequalities.

Our current policies aim to ensure that services are provided flexibly, better supporting the needs of the local community and are more effective at targeting the causes of health problems by intervening at much earlier stages – we don't try to replicate health organisations but use the JSNA to "spot the gaps" which us deliver projects whilst also holding health providers to account. This reiterates the need to have a clear understanding of our local population and the wider determinants of health, from both the perspective of the NHS and the local authority.

Example of how Wirral JSNA helped us
Owing to data primarily provided by Wirral JSNA, we were able to liaise with health professional such as doctors surgeries and wider strategic partners to meet, discuss and develop an innovative health lifestyle project that helped "fill the gaps" from service providers using the assets in the local area and strong partnership working.

Partners were all able to review the health profile of the area at a comparable level, review similar data to Wirral locally including national picture, then build a programme that is supported by local informal intelligence - this provided a programme that is bespoke and also had a higher probably of success. The project has been recognised nationally by our funder and has been forwarded to similar regeneration programmes in 150 areas in the UK as a project of best practise – this couldn't have happened without the JSNA core data set.

The Wirral JSNA also provides a unique opportunity for local organisations to use the service as a key determinant of "evidence of need" for projects – with a data set that is supported and recognised nationally, helping to reduce risk for funders. This assists in both applying to funders through statistical data but also in receiving applications. Our project often administers funding which aims to improve health and wellbeing priorities for our area and applications are reviewed against the local JSNA data, improving and maximising probability of success which has provided vitally important at a time of increased competition for funding.

The website is a key tool in helping to train people who are new or experienced fundraisers – it is both easy to use and interactive. Other JSNA's locally such as Manchester and Sefton don't offer such ease of use and it gives Wirral organisations an added advantage for funding which we believe is often overlooked.

Healthwatch Wirral - Review of substance misuse services

Healthwatch Wirral was established in 2012 and provides independent scrutiny of health and social care organisations within the Wirral commissioning area.

We identified a need during 2016 to review services for those with substance misuse problems and worked in partnership with the charity Interchange to complete this work. Interchange acts as a facilitator between voluntary community organisations and third year University students.

Our first port of call for this piece of work was to review the extent of substance misuse problems on Wirral. We established this through using the Wirral Joint Strategic Needs Assessment. Using this enabled us to see a wide variety of information such as hospital admissions for alcohol related conditions or the extent of drug and alcohol related deaths on Wirral. It also enabled us to map geographical hotspots and consider whether services are readily accessible to those areas.

Having this evidence readily available ensured that we had a better understanding of the problems facing people who need to use the services. This included how easy it might be to access services as well as being able to identify initial concerns regarding potential gaps in service provision.

Having the information available in one place meant that we knew we were accessing the most up to date information and were considering data from a wide variety of sources. It was accessible on one website which meant a great deal of research time was saved.

Esme Walker, a final year student from Liverpool University, joined us in January of this year on our 'Your Road to Recovery' project. Esme's research took the form of questionnaires, focus groups and interviews with two staff members. Esme's report is now available on our website but has also been placed on the JSNA so that others who want to know more about substance misuse services on Wirral have access to it.

Orchard Surgery & Age UK Wirral

Planning for the Future: a collaborative approach between Primary Care and the Third Sector

Understanding our local End of Life data, evidence and intelligence through, for example Wirral JSNA, was a core element for Wirral being selected as one of three sites nationally to undertake a pathfinder for a programme of work looking at testing an evidence-based model for Age UK to support people during end of life. Partners in the pilot are Age UK, Age UK Wirral, The Orchard Surgery, Marine Lake Medical Centre and Wirral Clinical Commissioning Group (CCG).

This pathfinder builds upon the Age UK Integrated Care model, which is emerging as a valued approach for people living in the community, aiming to reduce the need for unplanned hospital admissions. The emerging evidence is showing an improvement in wellbeing and a significant impact on reducing hospital admissions for people with 2 or more long-term conditions with a high predictive risk score. The key elements of the Integrated Care Model are proactive identification of older people, person centred conversations conducted by a local Age UK and wrap around support to achieve personal goals. The purpose of this new programme is to build upon and extend these further to meet older people's needs as they near the end of their life.

The possibility for savings in the system are apparent with 25% of total expenditure (mainly on acute) spent on end of life care (Georghiou & Bardsley, NEOLIN 2012); not to mention the resources and pathway development, which is envisaged will be shared across GP practices and support a consistent approach to end of life care.

The project model will seek to achieve the follow aims, all of which will be fully evaluated as part of the pathfinder:

- Improve proactive identification of older people for end of life registers at primary care level
- Improve the quality of living and dying for older people in their last year of life
- Improve the experience of care and support provided to older people and their carers
- Support older people to die in the environment and manner that they wish
- Provide support for bereaved carers with a person centred approach
- Reduce financial pressure on the health and social care system

Again the local End of Life data, evidence and intelligence in Wirral's JSNA provided the necessary understanding that has enabled the work between Dr. Maria Jones, Karen Livesey and Dr. Catherine Millington-Saunders (Joint RCGP and Marie Curie National EOLC Clinical Champion). Both Doctors are members of a group that will support the review of the UK General Practice Core Standards for Advanced Serious Illness and EOLC. These quality standards very much shift the focus from a medical model to a de-medicalised model with the voluntary sector at the heart. The learning from Wirral's EOL pilot will help inform the review and help build understanding of how the quality standards are implemented at an operational level.

The pilot will begin at The Orchard Surgery in October 2017 and at Marine Lake Medical Centre in January 2018. For more details please contact Karen Livesey, klivesey@nhs.net or Jamie Anderson, jamie.anderson@ageukwirral.org.uk

Selective Licensing Initiative

Rationale

The selective licensing scheme aims to radically improve the living standards of privately rented properties. It allows local housing authorities to designate areas suffering from either significant and persistent antisocial behaviour and/or low housing demand.

The question asked?

- Is there evidence that demonstrates areas in Wirral with high levels of private rented properties and low demand, with its associated socio-economic issues, as well as evidence of issues caused by the poor management of private rented properties?

Methodology

- A Multi Criteria Decision Analysis (MDCA) approach was used to understand and prioritise which outcomes and criteria are most important in identifying areas for selective licensing.
- Agreed scoring and weighting methodology to each of the criterion to reflect their relative importance to the decision, combining the weights and scores for each option to derive an overall value.

Outcome

- Evidence demonstrated the link between high levels of private rented properties and low demand with its associated socio-economic issues.
- The scheme was introduced in July 2015 and applied to Birkenhead South, Egerton North, Seacombe Library and Egremont Promenade South areas.

Next Steps

- Following successful implementation in the 4 Wirral pilot areas, the comprehensive analysis used to determine the most appropriate areas in which to run the scheme, is once again being conducted on multiple and varied datasets.
- Other changes in the law regarding Selective Licensing which have impacted on the analysis are that areas must now have at least 20% of their housing stock comprised of private rented accommodation.
- Analysis is expected to be completed by the end of August 2017 and it is anticipated that the number of areas in which Selective Licensing operates will increase.

Controlling Hot Food Takeaways (New)

Rationale

Local authorities can use existing planning powers to control more carefully the number and location of fast food outlets in their local areas.

A strategic approach will be taken with Council departments such as Public Health, Licensing, Environmental Health, Planning and Education working together to produce a robust and cohesive approach to the Borough's significant obesity issue.

Healthy and active lifestyles will be encouraged, and consumption of unhealthy food discouraged.

The question asked?

- What is the evidence surrounding childhood obesity rates and exposure to hot food takeaways in Wirral?

Methodology

- Provide evidence to support the need for controlling of hot food takeaways in Wirral, including Public Health legislation and 'health concerns' in Wirral.

Outcome

- Obesity is a major issue in Wirral, costing local health providers millions each year. Addressing this at an early stage has therefore become a key priority for the Council.

  The rate of obesity amongst children in the Borough is higher than national average and a collaborative approach is required in order to tackle this epidemic.

  Unhealthy food is a principle cause of obesity, and the relatively low-cost and ease of access to such food is a significant cause for concern.

- Although hot food takeaways are not the only factor in increasing obesity rates amongst children in Wirral, it remains the case that those Wirral wards with the **highest levels of childhood obesity** and deprivation also have the **highest number of hot food takeaways**.

Demand for Extra Care Housing related to Learning Disabilities (New)

Rationale

Extra care as a form of housing provision is also being advocated as an effective model for older people with learning disabilities, many of whom are cared for by carers at home, who may themselves be elderly, or in some form of care home or hospital provision.

It is also seen as a viable way of meeting national policy objectives of supporting more people with a learning disability at home, and as such has been supported by ring fenced capital funding through the DH extra care funding process as well as the Housing Corporation funding for supported accommodation.

The question asked?
- What is the gap between current service supply and likely future populations of people with a learning disability in geographic areas within the borough in order to estimate the number of extra care housing units that will be required by 2020?

Methodology
- Undertaking a needs analysis and forecasting the demand For Extra Care Housing.
- Understanding, interpreting and analysing demand data;
    - ❖ Develop and understand the baseline.
    - ❖ Establish hypotheses and identify key data.
    - ❖ Analyse future needs and demands.

Outcome

Planning for long term market management:

Once the local authority has been able to build a clear picture of what future service provision needs to look like, there is then a need to develop a clear action plan which sets out, over the time period of the strategy, how it will move from the current situation to where it needs to be in the future, and how such change may be stimulated, managed and funded.

Evidence of Commissioning Intelligence

Information and Advice Services

Rationale

Wirral Council and Wirral Clinical Commissioning Group (CCG) commissioned a range of information and advice services individually.

There was an opportunity to develop a general information and advice service easily accessible by local people. It would bring together a range of individual services and share best practice approaches.

The questions asked?
- What capacity and focus is needed by the new service?
- How can we improve resident access to information and advice?

Methodology
- Looked at the capacity and focus of the proposed new service.
- Assessed measure of need and the use of current services.
- Looked at evidence for social value generated by different service models.

Outcome
- **'Ask Us Wirral'** launched April 2017. It will provide information and advice to 32,000 Wirral residents
- Advice available in 20 locations, including GPs, Arrowe Park Hospital, several One Stop Shops and Meadowcroft (Bromborough).
- Early indications are that demand has exceeded the use of the previous range of services. A number of factors could be taken into consideration such as a high profile communication approach for the new service and the closure of other information and advice services not included in the project.

Next Steps
- Evaluation built in to contract to ensure the new service delivers on its outcomes for residents.
- Evaluation planned for end of 2017/18. This will allow assessment of the service and the opportunity to further develop the service to fit requirements.

Smoking Cessation Services

Rationale

To understand which GP practices in Wirral have the highest prevalence of smoking related disease and are candidates for additional targeted support around smoking cessation.

The question asked?

- Which GP practices in Wirral have the biggest burden of smoking related disease?
- Where should we target additional GP practice support around smoking cessation?

Methodology

- GP data was combined for diseases known to be related to tobacco smoking.
- For each disease, a smoking attributable fraction was applied from research evidence to get a summary index of the level of smoking related disease in each practice, allowing for some uncertainty, i.e. other variables may interact with other risk factors like income, alcohol consumption, obesity, diet, inactivity, exposure to industry and pollution.

Outcome

- GP practices in Wirral were ranked by their smoking disease index score. Many of the top ranked practices have high smoking prevalence but not all of them.
- The smoking disease index includes a weighting for the relative contribution of smoking to each disease, but not the relative severity or overlap of each disease.

Next Steps

- The top ranked practices could be targeted for additional support around smoking cessation, if they are not already receiving this support
- Diagnosing people with early signs of lung function decline and using that to persuade them to quit smoking is crucial

Health-related unemployment and outcomes

Ethnographic Research

High levels of health-related worklessness on the Wirral are estimated to cost the taxpayer around £69 million annually. The issue is particularly acute in Birkenhead where, in some areas, up to one in three people are claiming ESA. Life expectancy in Wirral is 14.6 years lower for men and 9.7 years lower for women in the most deprived areas of Wirral than in the least deprived areas.

Needing urgently to address these issues, Wirral Council commissioned Revealing Reality to shed new light on the daily experiences of those experiencing health-related unemployment and outcomes relating to their health and wellbeing in the population. Through a combination of place-based ethnography and peer research, it was revealed how a large proportion of the population including ESA claimants was completely isolated from any support.

A lack of co-ordination between the worlds of health and employment, together with the 'insurmountable' leaps demanded of citizens by the binary classifications of assessment, were breeding a culture of failure, with residents unable to take the small steps needed to begin their journeys back to work and to change their lifestyle habits.

The findings have been implicit to a change in commissioning across the council. Traditionally fragmented council departments (public health and investment strategy) are now working together through an innovation process to design solutions to improve health and support individuals with their health and wellbeing and ultimately in getting back to work.

The teams have implemented an unprecedented, jointly-funded commission for two new projects to address low-level mental health issues and connect people back into their communities. 'User appeal' has been built into the specification from the start to ensure they make sense to residents needing and/or wanting to progress their return to work, while the introduction of progressive, graded metrics into Wirral's ongoing commissioning framework ensures such efforts are duly recognised.

More widely, the council has initiated a new workstream addressing endemic issues around the narratives linked to ill-health and worklessness. Overcoming health-related worklessness has now been firmly embedded in the 'Wirral 2020 Vision', supported by an ambitious, ongoing programme of senior stakeholder engagement that brings together representatives of the Council, DWP and CCG.