

Healthier Communities and Older People Block:

62. People in Oxfordshire are among the healthiest in the country and health services are of a high standard. However, there are some marked inequalities in health outcomes, which are highlighted by a 15 year difference in life expectancy for people living in different parts of the county. Work to deliver the Choosing Health agenda will address concerns about obesity, alcohol and drug misuse, and sexual health. In 2006/07, action to address these issues will be developed for the whole population. In relation to children and young people, action plans are set out in the CYP block and the Children & Young People's Plan.

63. In relation to older people, more and more of whom are living beyond 80, we need to do more to help people to lead healthy and independent lives. We will work in partnership to develop a countywide public health strategy that links across local government and the NHS.

64. The **stretch targets** are listed below:

Outcomes	Indicators	Stretch Target	Funding streams contributing to outcomes
Reduce number of falls among older people living in care homes	Number of falls within the care homes in Oxfordshire	By March 2009 reduce the number of falls within the care homes in Oxfordshire by 20% which means a reduction of 1600 falls per year from an estimated 8000 falls per year.	PCT Voluntary Sector District Councils
Increase the number of people supported to live in their own home	Number of people supported intensively to live at home.	Increase by March 2009 the number of those supported intensively to live at home from 883 in 2004/5 to 1150	Social and Health Care Budget

65. The **non-stretch targets** are:

Outcomes	Indicators	Target	Funding streams contributing to outcomes
<i>Overarching outcome: Reduce health inequalities in Oxfordshire</i>	Gaps in life expectancy at birth between the best and worst wards in Oxfordshire	Reduce the gap in life expectancy between the worst quintile and the best quintile for all wards in Oxfordshire by 2% per year April 2006-March 2009 (Baselines available) Life expectancy by electoral ward: Abingdon Dunmore 86.6 years Carfax 71.9 ³)	

³ Mortality data from Public Health Mortality Files 1998-2002, sorted to wards using the May 2004 Gridlink file from the NACS. Census 2001 populations from SASPAC. Life expectancy figures based on data from the Office for

Outcomes	Indicators	Target	Funding streams contributing to outcomes
<p><i>Promoting a Healthy and Active Lifestyle:</i></p> <p>Reducing adult smoking & exposure to second hand smoking in Oxfordshire</p>	<p>Number of 4-week smoking quitters who attended NHS Stop Smoking Services per 100,000 population</p>	<p>3,814 quitters in Oxfordshire 2005-2006, in line with DOH targets Baseline: 2004/05 = 2660 quitters Provisional targets to be confirmed by the Health Authority: 2006/07 = 3879 quitters 2007/08 = 3946 quitters</p>	<p>PCT smoking cessation PCT Choosing Health</p>
<p><i>Promoting a Healthy and Active Lifestyle:</i></p> <p>Increase participation of adult population in physical activities</p>	<p>Proportion of people who engage in at least 30 minutes of moderate intensity physical activities at least five times a week</p>	<p>1% Increase in the percentage of the population taking part in at least moderate intensity activities and recreation for at least 30 minutes duration 5 days a week from baseline gathered in the Active People survey later in 2006⁴</p> <p>1% increase per year in the use of Leisure facilities by March 2009, measured by throughput or number of members at District Council leisure facilities.⁵</p>	<p>District Council Leisure Services budgets</p>
<p><i>Enhance the independence and quality of life for older & vulnerable people to sustain independent living:</i></p> <p>Enhance the Independence and quality of life for older people and vulnerable people to</p>	<p>Number of older people receiving Direct Payments per 100,000 adult population</p>	<p>Increase by March 2009 the number of older people receiving Direct payments to 150 per 100,000 adult population from a predicted baseline of 90 per 100,000 in 2005/06 (Interim targets: 2006/07: 110</p>	<p>Social and Health Care Budget</p>

National Statistics and methodology commissioned from Adur, Arun & Worthing Teaching Primary Care Trust by the South East Public Health Observatory

⁴ The survey will be representative at a local level and aggregated up to County Sport Partnership level. The survey of each District, Unitary and Metropolitan Authority will be carried out over a full year (2006) with the sample of 1000 interviews for most LAs equally divided over the 12 months of the year to account for seasonality factors. The survey has been commissioned from MORI by Sport England and 'interim' results should be available in summer 06, when an initial baseline and targets could be set, to be confirmed when full results are available early 2007.

⁵ Data is collected by individual Districts. The Sports Partnership and District Chief Leisure Officers have agreed to discuss collecting aggregated data, a baseline and milestones should be available by September 06.

Outcomes	Indicators	Target	Funding streams contributing to outcomes
sustain independent living		2007/08: 130 2008/09: 150)	
<i>Enhance the independence and quality of life for older & vulnerable people to sustain independent living:</i> Improve access to information and advice for carers	The number of carers receiving a 'specific carer's service' as a percentage of clients receiving community based services (PAF C62)	To increase to 10% the proportion of carers receiving a 'specific carer's service' as a percentage of all clients receiving community based services from a baseline of 4.9% in 2004/05. This will be an increase from 610 to a minimum of 1240 by March 2009. (Interim targets: 2006/07: 6% 2007/08: 8% 2008/09: 10%)	OCC Carers Grant
<i>Integrated approach to preventive services and intermediate care across agencies:</i> Establishing a countywide common referral and assessment process for preventive services	Expansion of the current range of referral for prevention services including home safety equipment, small repair, smoke alarm and information on other services	20% increase in number of referrals from various agencies each year (Baseline will be from Fire Service provision of smoke alarms on referral from other agencies, available in April 06. Other agencies receiving referrals are Small Repairs Scheme, Falls Prevention Service, and Message in a Bottle. All agencies will collaborate to identify milestones by September 06.)	

66. The **Enabling Measures** agreed:

	ENABLING MEASURE AGREED	REASON	CONTACT
	Healthier Communities & Older People		
	Related Outcome: Reduce number of falls among older people living in care homes		
HCOP 1	Flexibility in using the budget for assistive technology	In areas outside the existing community alarm service, older people in need of assistance have to call the ambulance service. Use of assistive technology funding to support more mobile wardens in these areas would ensure costly	Antoinette Broad, Falls Coordinator, Oxfordshire Falls Service

		call-outs of the ambulance service were reduced.	
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67. The lead officer for this block is Nick Welch, Oxfordshire County Council.