



Healthcare in a Rural PCT

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Norfolk A Rural County

- 90 miles of coast, 250 miles of waterways, 6,329 miles of roads
- Over 200 conservation areas, more than 10,000 listed buildings and more than 350 scheduled ancient monuments
- A population of over 840,000 with 7 districts and 541 parishes
- The County's population
 - 38 % in built up areas of Norwich, Great Yarmouth and King's Lynn
 - 18% in Market towns
 - 40% in parishes of over 300 pop
 - 4% in parishes with less than 300
- An increasingly elderly population
- A high proportion of second homes

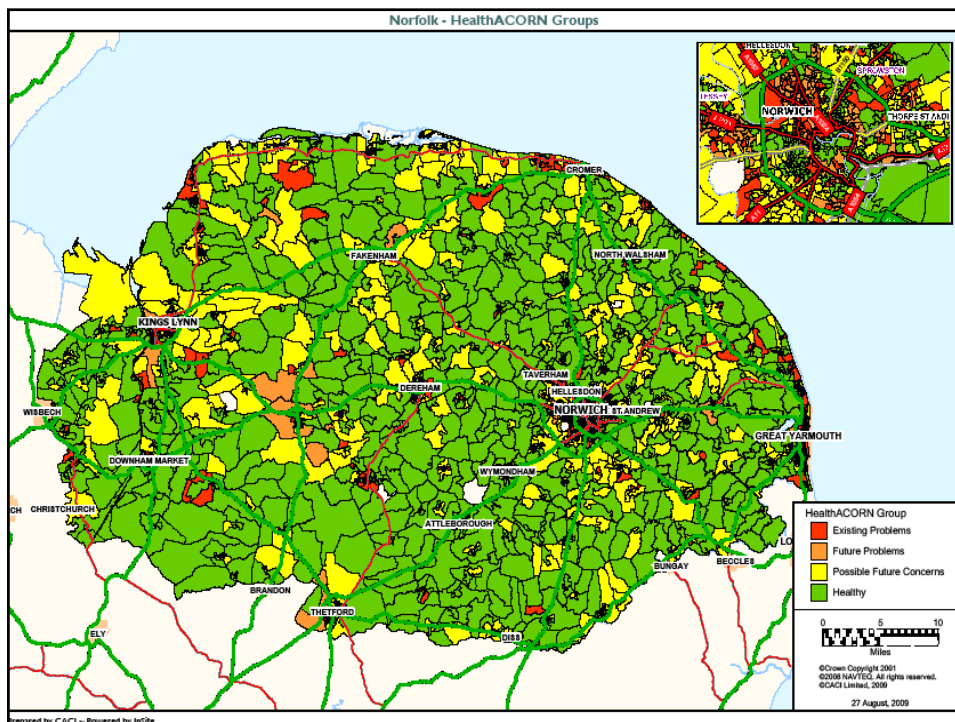
Health & Wellbeing

The Wider Determinants of Health

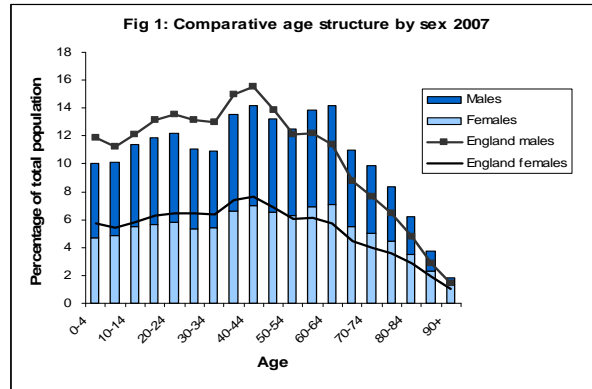
- 44,000 live in 27 areas that are amongst the 10% most deprived in England
- 14% of working age people have no qualifications
- Incidence of crime is lower than the EoE average
- 1/3rd of homes in Norfolk are pensioner only households

Lifestyles

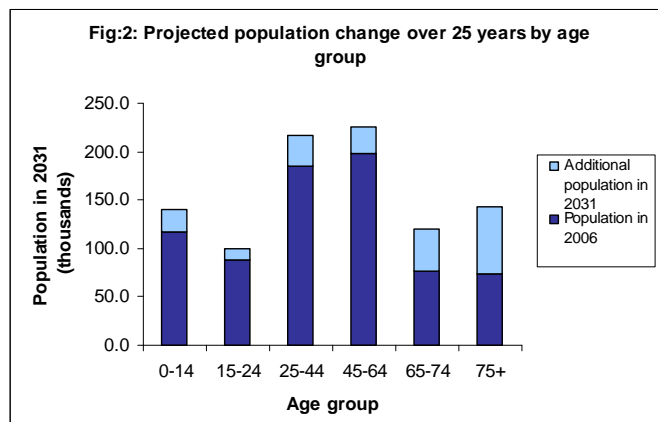
- Around 1 in 4 people smoke (smoking is still the biggest cause of preventable deaths and health inequalities)
- Less than 1 in 4 eat five portions of fruit and vegetables everyday
- Less than 1 in 5 get close to doing the recommended amount of physical activity each week
- 1 adult in 5 is obese



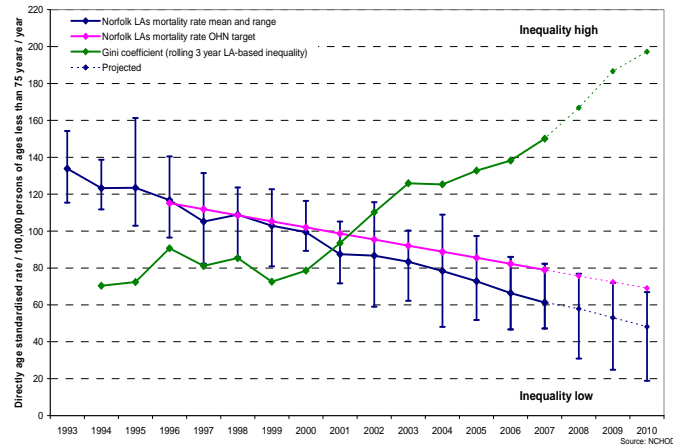
Age Structure



Population Projection



Gini Co-efficient



Social Exclusion Rural Inequalities

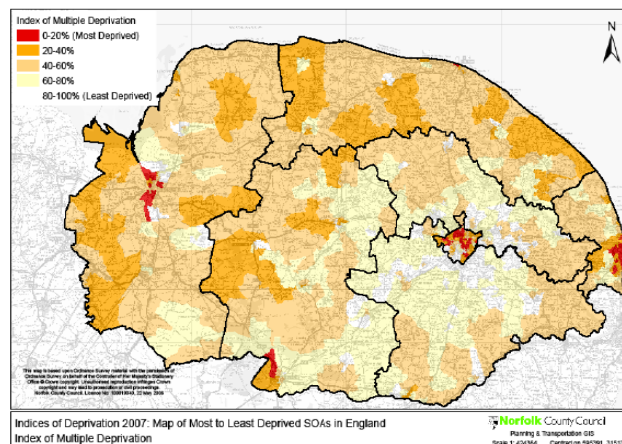
Deprivation takes many forms:

- Low Level Skills Attainment and Aspiration
- High Level Job Seeker Allowance and Invalidation Benefits
- Lone Parent Households
- Income Deprivation Affecting Children
- Low Level of Business Start Ups
- Lack of Employment Opportunities

Accessing Services

- Travel times and transport links from rural areas / geographic spread
- Language barriers (estimated 80 spoken languages in Norfolk)
- Low levels of literacy and numeracy
- Cultural differences
 - Migrant population
 - Gypsy Travellers
 - Young People (accessing primary care)

Levels of Deprivation



NHS Norfolk Strategy

- Lifestyle & Prevention
 - Tackling inequalities by focussing upon lifestyle
 - Empowering communities and 'high risk' groups through targeted action
- Personalisation Independence & Choice
 - Investing in individuals / encouraging self management
 - Encourage choice
- Right Care, Right Place, Right Time
 - Fair and equal access for all
 - Integrated care closer to home

Health Improvement Programmes

- NHS Norfolk 'Health Trainer' service
- 'the Brief Interventions' drug and alcohol awareness training
- Teenage Pregnancy 'School Based' health programme
- Vascular Risk Assessment (VRA)
- Integrated Care Pilot

Addressing Inequalities Through Partnership

