An integrated service to reduce seasonal morbidity and mortality in older residents
The Camden and Islington Winter Wellness Campaign

Dr Daniel Gordon  GP registrar in Public Health
Gemma Lyons  Public Health Strategist

Chloe Gay  Public Health Strategist
Dr Elizabeth Brutus  Assistant Director of Public Health
Julie Billet  Director of Public Health
Introduction

Camden and Islington Public Health
Winter Wellness Campaign

- Making the case for intervention
- Project aims
- Methods and outcomes
- Lessons learned and commissioning for 2015/16
Background
The case for intervention

Excess winter deaths by year

<table>
<thead>
<tr>
<th>Year</th>
<th>Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>24,200</td>
</tr>
<tr>
<td>2012-13</td>
<td>31,280</td>
</tr>
<tr>
<td>2013-14</td>
<td>17,460</td>
</tr>
<tr>
<td>2014-15</td>
<td>43,900</td>
</tr>
</tbody>
</table>

Source: ONS
Background
The case for intervention

Source: ONS
Excess winter deaths by age (2014/15)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-64</td>
<td>3,100</td>
</tr>
<tr>
<td>65-74</td>
<td>4,700</td>
</tr>
<tr>
<td>75-84</td>
<td>11,700</td>
</tr>
<tr>
<td>85+</td>
<td>24,600</td>
</tr>
</tbody>
</table>

Source: ONS
Background
Why does cold cause mortality
Background

The costs

Personal Cost
• Premature death and disability

Healthcare Cost
• £1.36 billion annually\(^1\)
• For each excess winter death, there is an estimated:
  • 8 emergency admissions each winter\(^2\)
  • over 100 households living in fuel poverty\(^2\)

Cost to Local Authority
• Assumed to be high

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1. The Cost of Cold, AgeUK 2012
2. Health and Winter Warmth, DoH 2009
Camden and Islington Winter Wellness Campaign

1. Reduce seasonal **morbidity** and **mortality** due to excess cold
2. Combat **social isolation**
3. Increase population coverage of **flu vaccination**
4. Build **resilience** by providing social connectedness
Methods
Partnerships and Interventions

Winter Wellness Campaign 2014/15

- Door knocking
- Telephone Contacting
- Primary Care Contacting

Flu vaccination promotion

Council Housing and Benefit Teams
Door knocking

• Delivery of **key winter messages**
• Referral to **one-stop referral** systems
• **Blankets**, coats and socks
• Emergency **£100 fuel hardship grant**
• Referral to NLC services for **isolation**
• **Community engagement** programme
Telephone Contacting

- Cold call telephone contact
- Delivery of **key winter messages**
- Referral to over **30 services**
- AUK client database
- AUK comprehensive local services
- Follow up **phone call** at 6 weeks
Methods
Partnerships and Interventions

GP Contacting Pilot

- Patients identified through **health records**
- **Letter** introducing Islington SHINE service
- Practices reimbursed for all costs
Outcomes
Reach and Impact

NORTH LONDON CARES

1692 residents engaged face to face out of 3601 door knocks

650 residents engaged by phone out of 1932 calls

35 residents engaged out of 522 letters sent

2400 residents engaged
1000 interventions provided
Door Knocking: Resident Evaluation

- 96% valued the support they received
- 91% reported feeling better as a result of the project

GP Contacting Pilot: Practice Feedback

- Practices more familiar with council services
- Positive view of working with public health
Direct outcomes

- Direct outcome measurement difficult
- Costs are negligible compared to winter pressures
- 10-20 avoided hospital admissions could make the project cost neutral
- Estimates exclude obvious unmeasured costs
## Outcomes
Issues and lessons learned

| Overall | • Short project period  
• Delayed response to referrals  
• Potential overwhelming of council services  
• Short commissioning cycle |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Door Knocking | • Delayed access to data  
• Focus on social housing |
| Phone Contacting | • Varied cohort of residents |
| GP Pilot | • Impact less evident |
The 2015/16 Campaign

- Campaign re-commissioned
- Partnership working model with improved pathways for residents
- Increased financial support for council teams
- Pre-mobilization introductory mail out
- Aims to commission over longer time period difficult in current funding climate
Camden and Islington Public Health
Thank you

Dr Daniel Gordon
danielgordon1@nhs.net

Gemma Lyons
Gemma.lyons@Islington.gov.uk