



Keeping warm in later life project

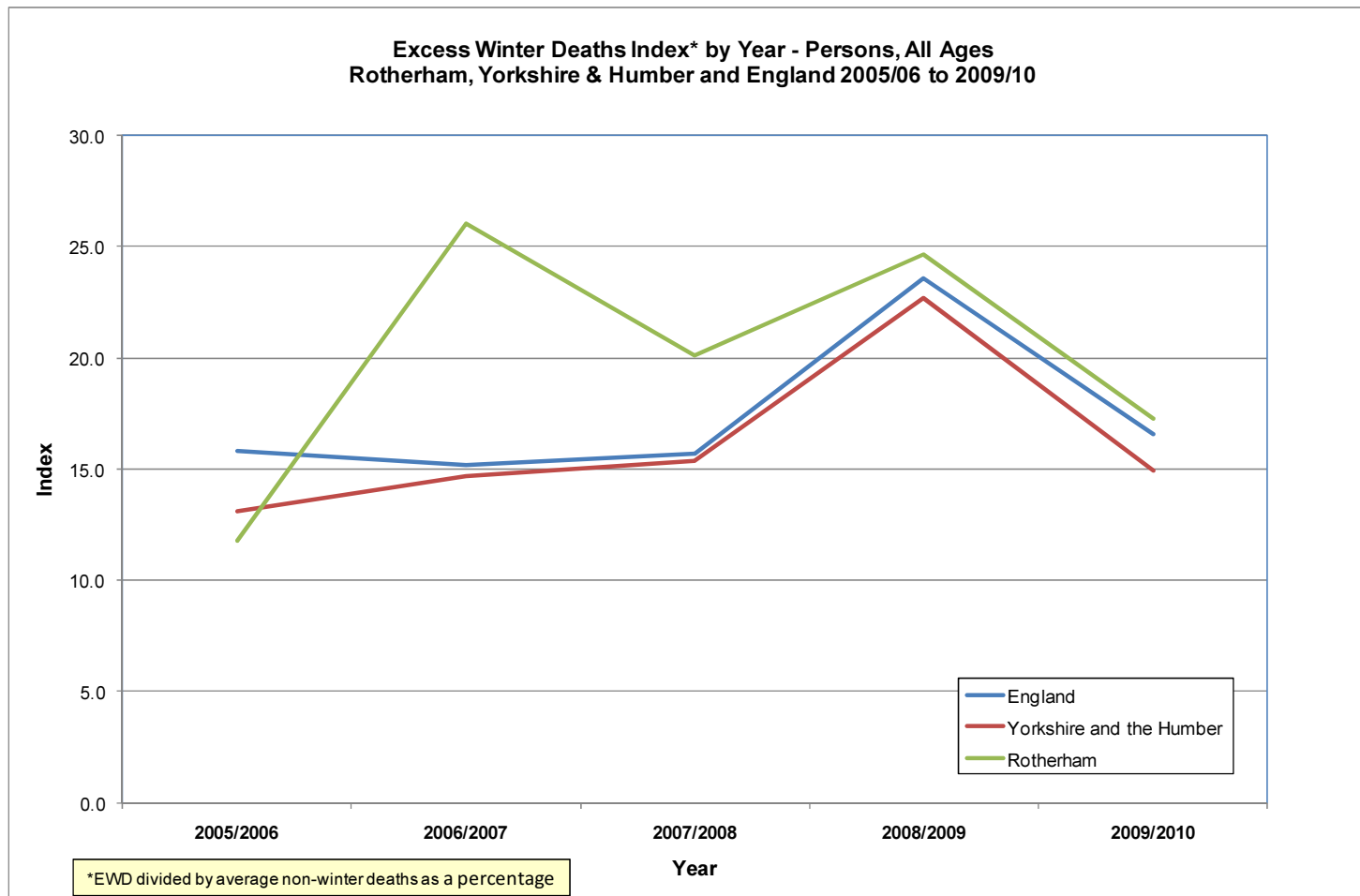


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Why bother in Rotherham?

Seasonal Excess Winter Deaths -
Is there a problem?

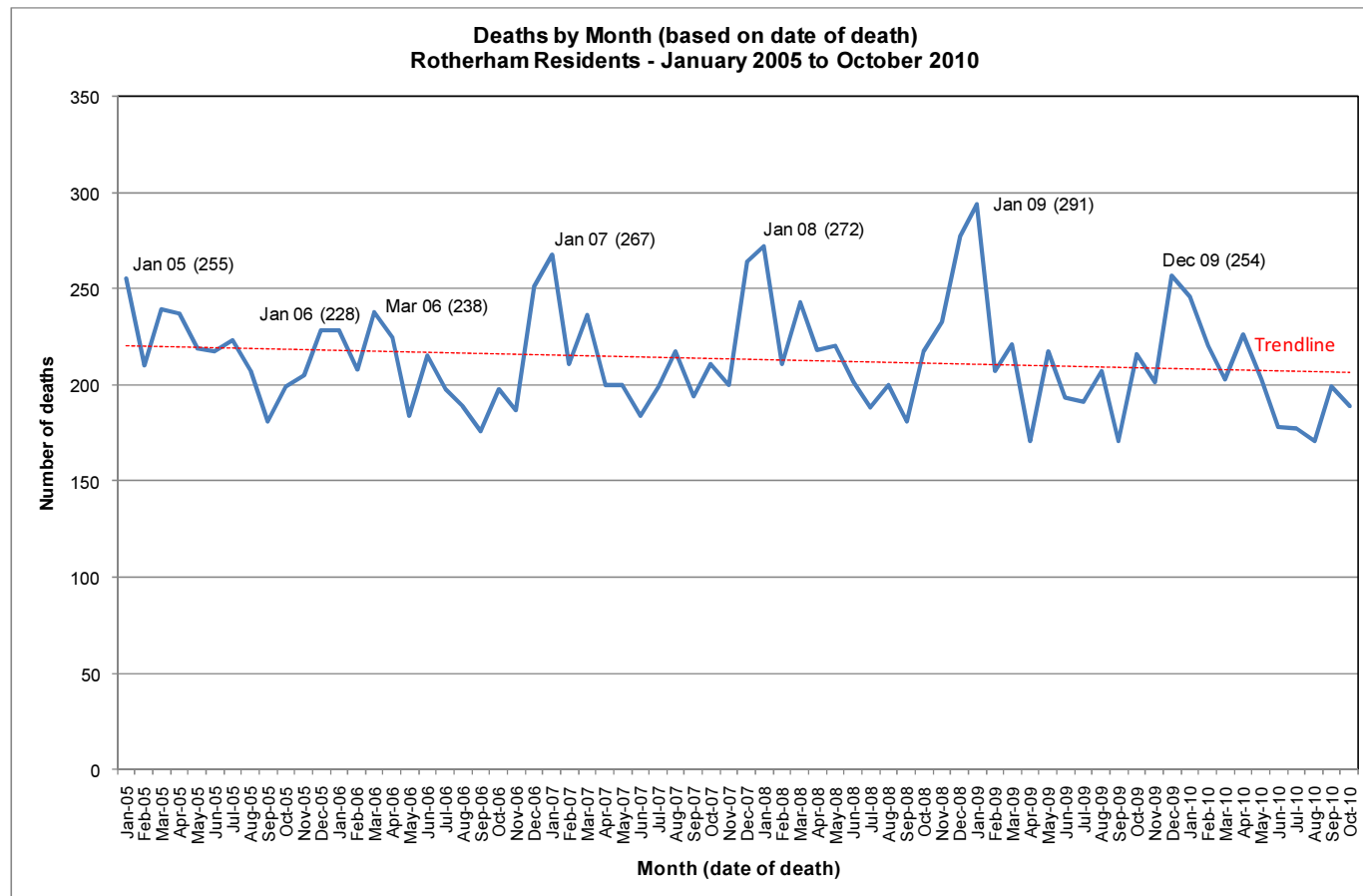
Excess Winter Deaths Index: 2005/06 to 2009/10 Rotherham, Yorkshire & Humber, and England



Excess Winter Deaths and Excess Winter Death Index Rotherham Residents: 2005/06 to 2009/10

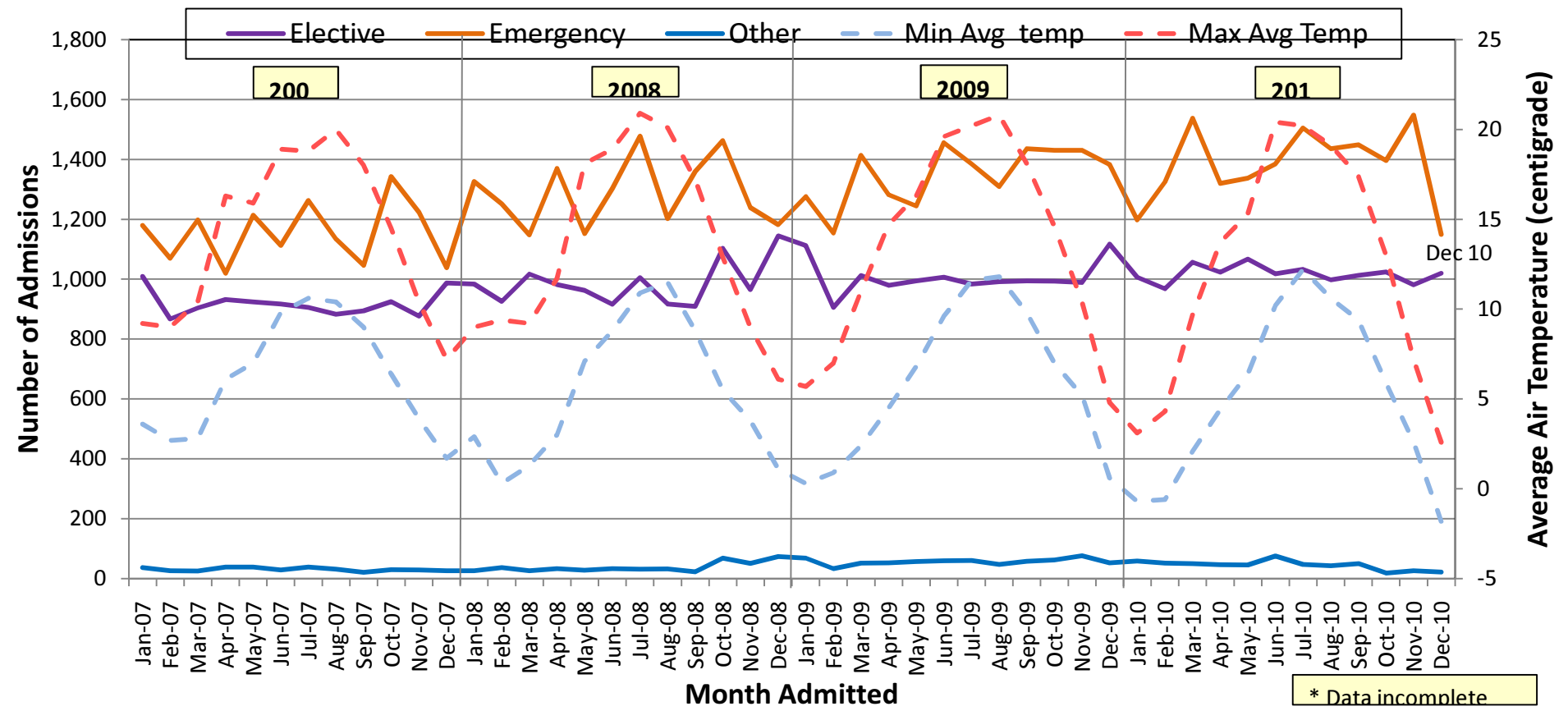
4 Month Period	Deaths (winter in red)	Average non-winter deaths	Excess Winter Deaths	EWD Index (%)
Autumn 05-06	792			
Winter 05-06	902	807	95	11.8%
Summer 06-07	822			
Autumn 06-07	750			
Winter 06-07	966	766.5	199.5	26.0%
Summer 07-08	783			
Autumn 07-08	822			
Winter 07-08	990	825	166	20.1%
Summer 08-09	827			
Autumn 08-09	831			
Winter 08-09	999	801.5	197.5	24.6%
Summer 09-10	772			
Autumn 09-10	795			
Winter 09-10	926	789.5	136.5	17.3%
Summer 10-11	784			
*Based on death registrations to 22 November 2010.				

Deaths by Month of Death – Rotherham Residents: January 2005 to October 2010



Hospital Admissions Aged 65+ by Month - January 2007 to December 2010*

Inpatients and Daycases by Admission Method - Rotherham Residents (Any Provider)



How have we done it?

- Semi structured, face to face in depth interviews.
- Recruited 30 older people (aged 55-95) through social groups, mapping and snowball sampling e.g. VAR,.
- Tiny tag data logger used prior to interviews
- 25 Health and social care staff recruited from RMBC, NHS.
- 6 Focus groups with service heads and front line staff and older people from Anchor Staying Put, Tassibee and the Salvation Army.



What have we learnt so far?

- Staff and older people identified similar barriers to keeping warm including:
- Use of technology
- Money
- Visibility
- Disjointed systems (organisations, care staff, engineers etc)

What we have learnt so far 1. Poor understanding of technology: heating

People don't understand how to use their boilers:

- Set the timers
- Temperatures
- Buttons are too small
- Digital screens are too small
- “Can't see” gas/ electric
- Choose to use other more expensive forms of heating



What we have learnt so far 2.

Poor understanding of technology: banking

Older people don't understand modern banking or billing :

- Direct debits (usually associated with a cheaper tariff)
- Internet banking (virtual/ “cant see”)
- Billing information from suppliers unclear - tariff

What we have learnt so far 3. Family and community support

- People may be socially integrated into their community but they don't necessarily know the relationship between keeping warm and good health.
- People are unaware of the correct temperature their house should be (21°C for main living area 18°C bedroom)



What we have learnt so far 4. Trust

Trust in who is providing the information

- Local Council
- NHS
- Family and friends
- Trust in technology
- Lack of trust in Private landlords

What we have learnt so far 5. Staff interviews

The mindset of older people:

“ They get to the stage where they will switch it off (their heating), they’ll wrap up but they don’t understand the importance of the house been warm because they’ve lived in conditions like that for many years when they were younger, damp ,cold houses, and they don’t realise the effect it can have on their health”

“older people see it as a luxury. I don’t think they see it has any bearing on their health”

What next for the project?

- Focus groups continue, including one for elected members on 25 March 2011.
- A stakeholder event to look at solutions to be held in the summer – you are welcome to attend.
- Social Marketing: getting the message across to older people and staff.

What does it mean for us in health and local authorities?

- It raises a few challenges for the months ahead for our services including:
- The implications of introducing “Green Deal”
- Technology and “smart meters”
- The mindset of staff and older people in Rotherham
- Visibility and vulnerability
- This is amongst a back drop of a new Health and Social Care Bill and the introduction of Health and Wellbeing Boards within Local Authorities.

Joint working

- How can NHS and RMBC staff (including contractors) work closer together?
- E.g. Social care, 2010, Warmfront



Any Questions?