

# CVD – THE WIRRAL PICTURE

Identifying and supporting people most  
at risk of dying early

Wirral Public Health Intelligence Team, Public Health

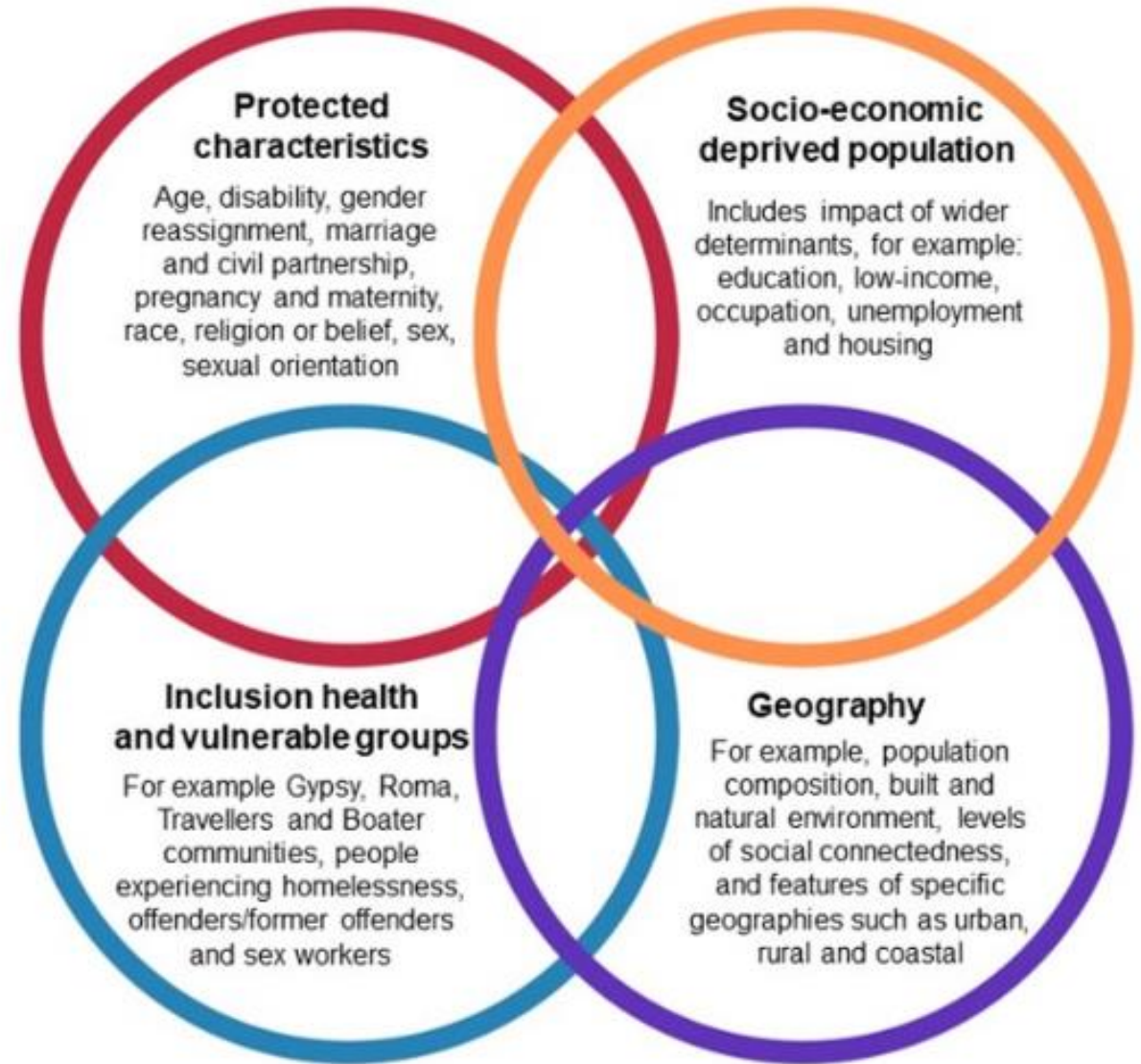
# Health Inequalities Definition

Health inequalities can be experienced by people grouped by a range of different factors including:

- socioeconomic status and deprivation
- sharing certain protected characteristics
- belonging to vulnerable or excluded groups of society
- geography

These factors often overlap, meaning people can fall into combinations of these categories. This can compound the severity of health inequalities experienced, resulting in poorer health, reduced quality of life and early death for many people.

A high risk of CVD according to NICE guidance, is someone who has a 20% or higher risk of a first CVD event in the next 10 years

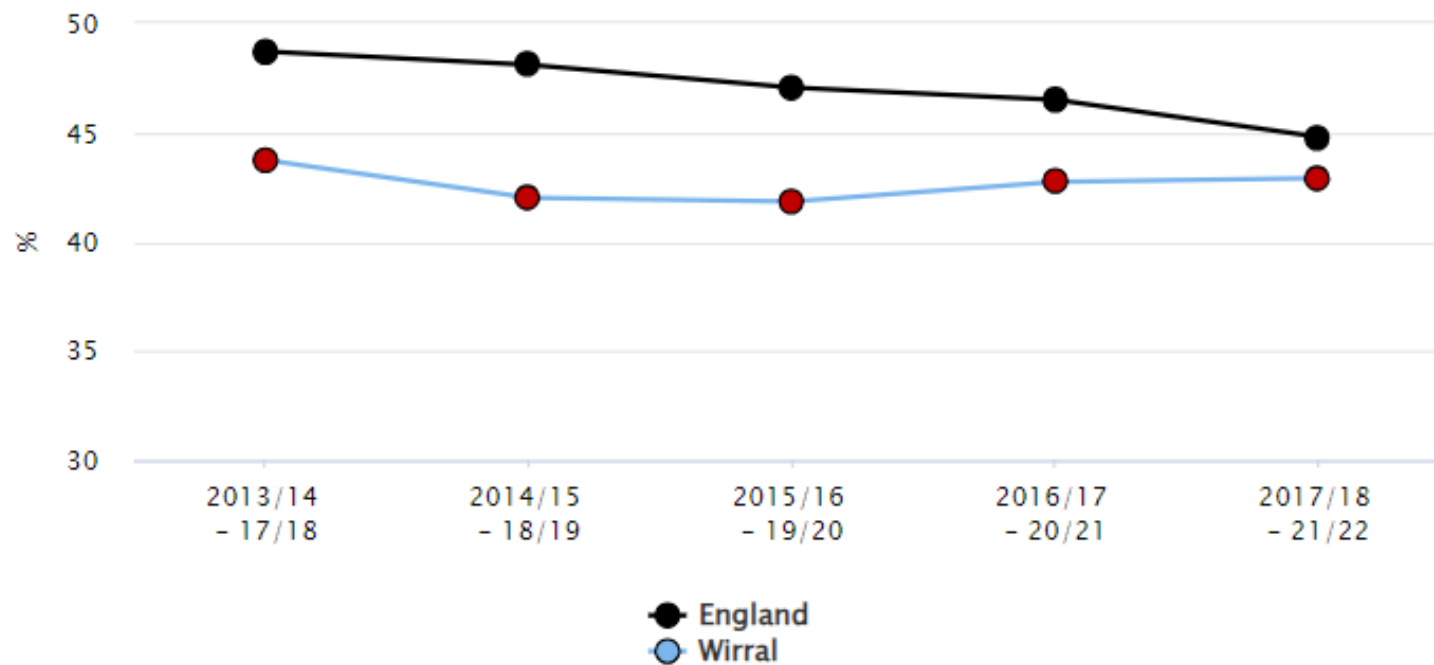


Source: [Public Health England](#)

# Health Checks

- Between 2017/18 – 2021/22, 77,047 Wirral adults aged 40-74 invited to have a Health Check
- This was better than England and similar to the NW region (80.1% in Wirral vs 63.3% in England and 80.2% in NW)
- Of these, who were invited, under half took up the offer (33,051 or 42.9% of those invited)
- The take up rate of 42.9% was slightly lower than England (44.8%), higher than the NW (41.8%) and significantly lower than the LCR (49.8%)

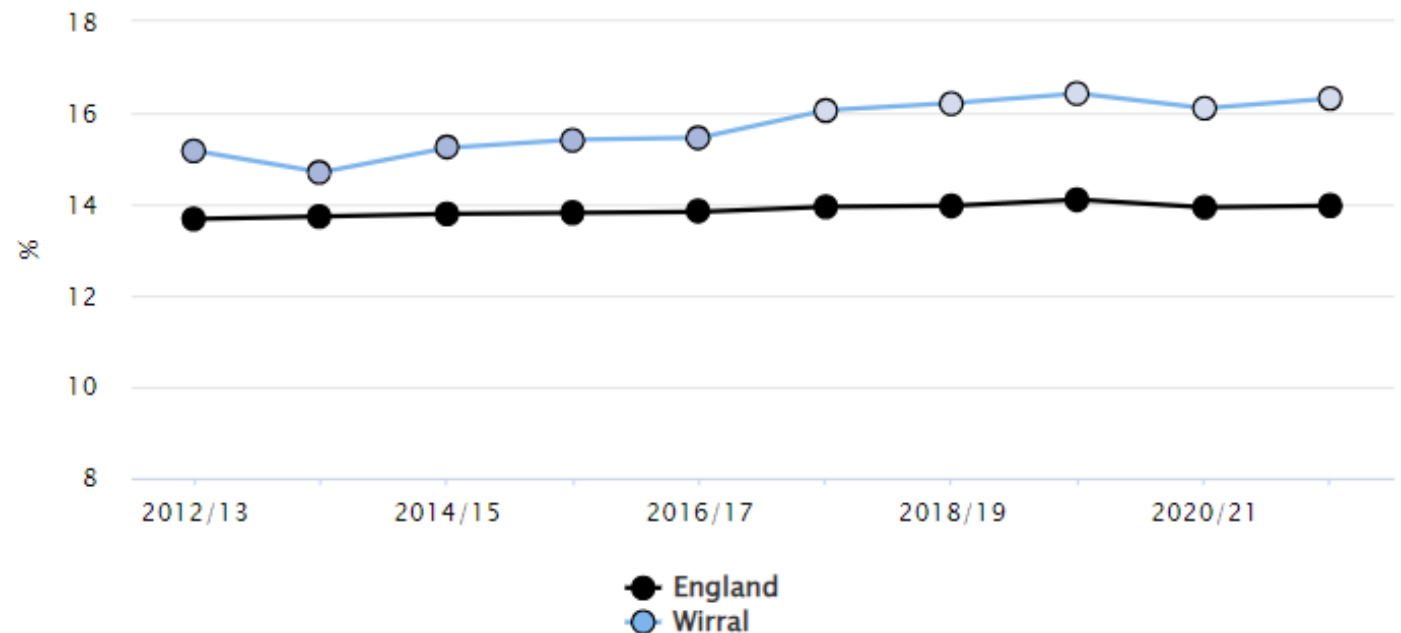
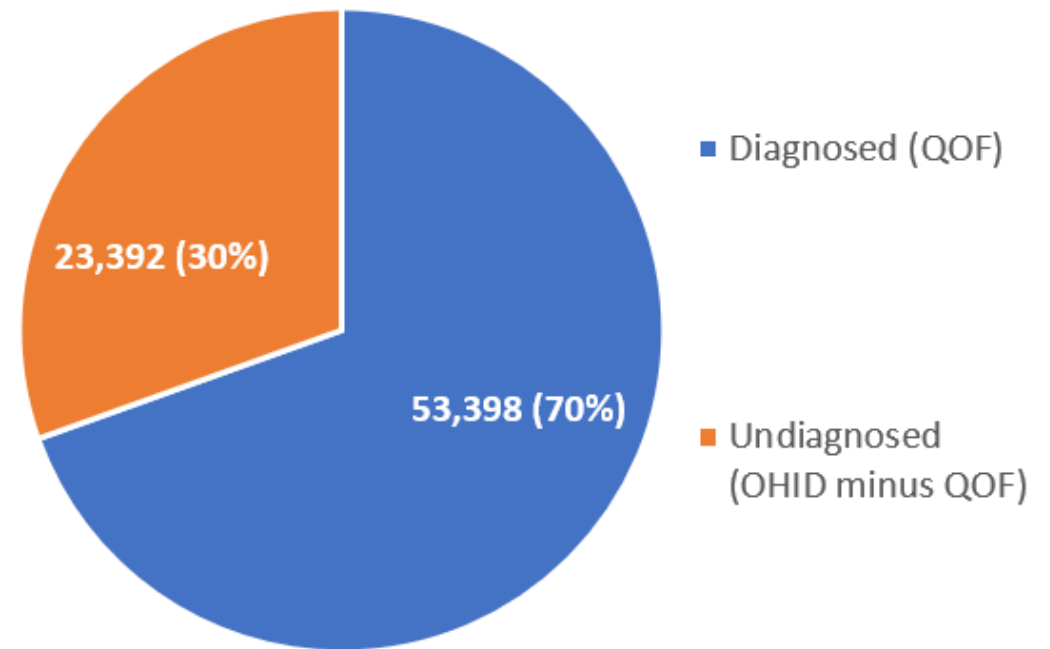
Cumulative % of eligible population aged 40-74 offered an NHS Health Check who received an NHS Health Check (2017/18 to 2021/22)



Area	Count	Value
England	4,495,897	44.8
CA-Liverpool City Region	108,927	49.8
St. Helens	12,626	63.9
Halton	11,903	63.4
Knowsley	13,599	51.9
Sefton	7,094	50.2
Liverpool	30,654	48.9
Wirral	33,051	42.9

# Hypertension

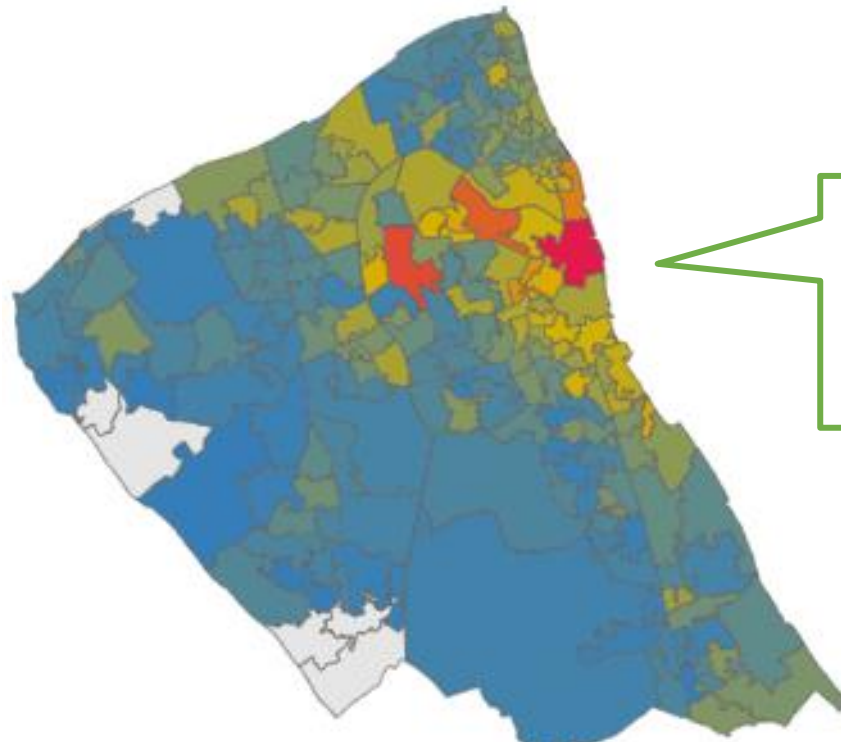
- More than 1 in 6, or 16.3% of the adult population of Wirral are recorded on QOF as having hypertension (vs 14.0% in England) in 2021/22
- Trend shows slow increase in Wirral not apparent in England
- 16.3% = 55,398 people diagnosed with hypertension
- There are an estimated 76,790 people with hypertension in Wirral
- This means 23,392 people are likely to have high BP, but not be aware of it
- The highest (estimated) cases of undiagnosed hypertension are among males aged 55 to 64 years



# Smoking

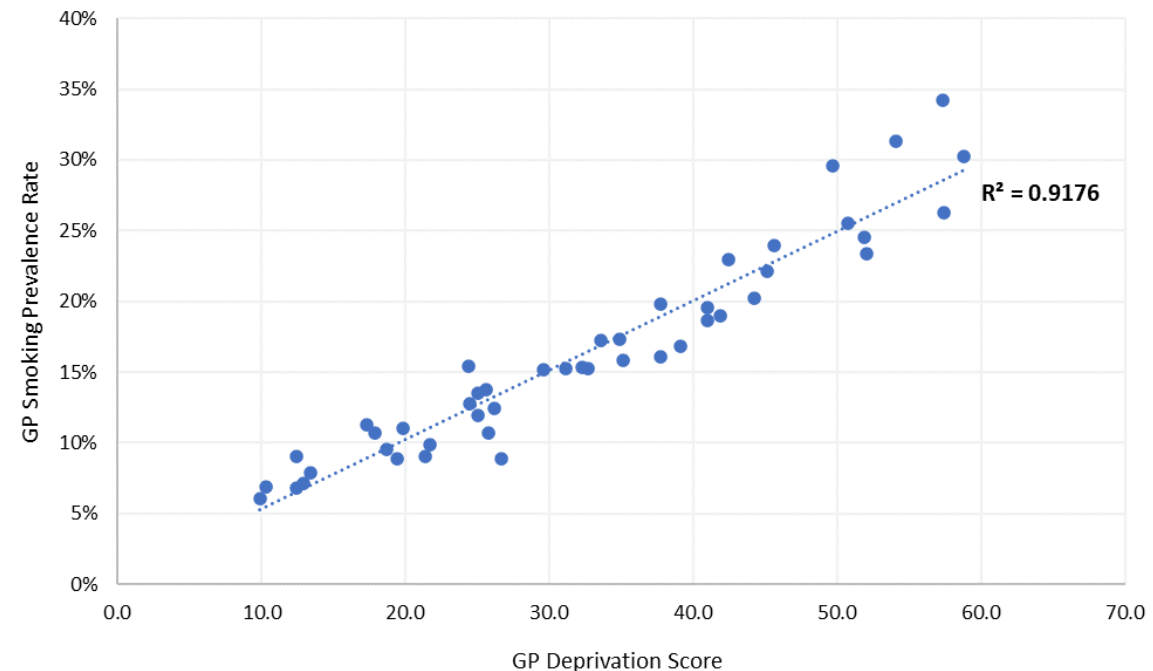
- Smoking continues to be more prevalent in areas of deprivation, so Wirral's Stop Smoking Services (ABL) target these areas (see map)
- Around 30,800 or 11.5% of adults in Wirral were estimated to be current smokers in 2021; this compares to 13.0% in England
- The 4 wards with the highest number of smoking quit attempts are the four most deprived wards\* in Wirral
- Smokers by GP however, show that 42,000 or 15.0% are recorded as smokers in Wirral (QOF, 2021-22)
- 3 of the top 4 most deprived GPs have the highest smoking rates in Wirral

\*The four wards are: Bidston and St. James, Birkenhead and Tranmere, Seacombe and Rock Ferry



The map (left) shows the planned number of quits in 2022/23 (red denotes highest usage of the service)

GP deprivation score correlates very strongly with GP smoking prevalence rates



# Alcohol

- There were 7,644 alcohol related admissions in Wirral in 2021/22
- Rate of 2,266 per 100k was 2nd only to Liverpool in the LCR and significantly higher than England rate (1,734 per 100k)
- Admissions were highest in males and areas of deprivation
- Alcohol related mortality rate in Wirral in 2021 was higher than England; in numbers this was 173 deaths (all persons, all ages)
- Mortality was higher in males and in areas of deprivation

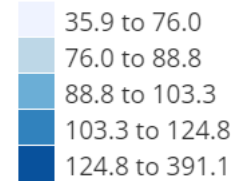
## Admission episodes for alcohol-related conditions (Broad) 2021/22

Area	Count	Value
England	948,312	1,734
CA-Liverpool City Region	33,859	2,212
Liverpool	10,028	2,378
Wirral	7,644	2,266
Knowsley	3,304	2,246
St. Helens	4,056	2,155
Halton	2,720	2,147
Sefton	6,108	2,018

### Hospital admissions for alcohol attributable harm

The colours on the map show Ratio of local admissions vs national admissions

Showing all areas at MSOA level



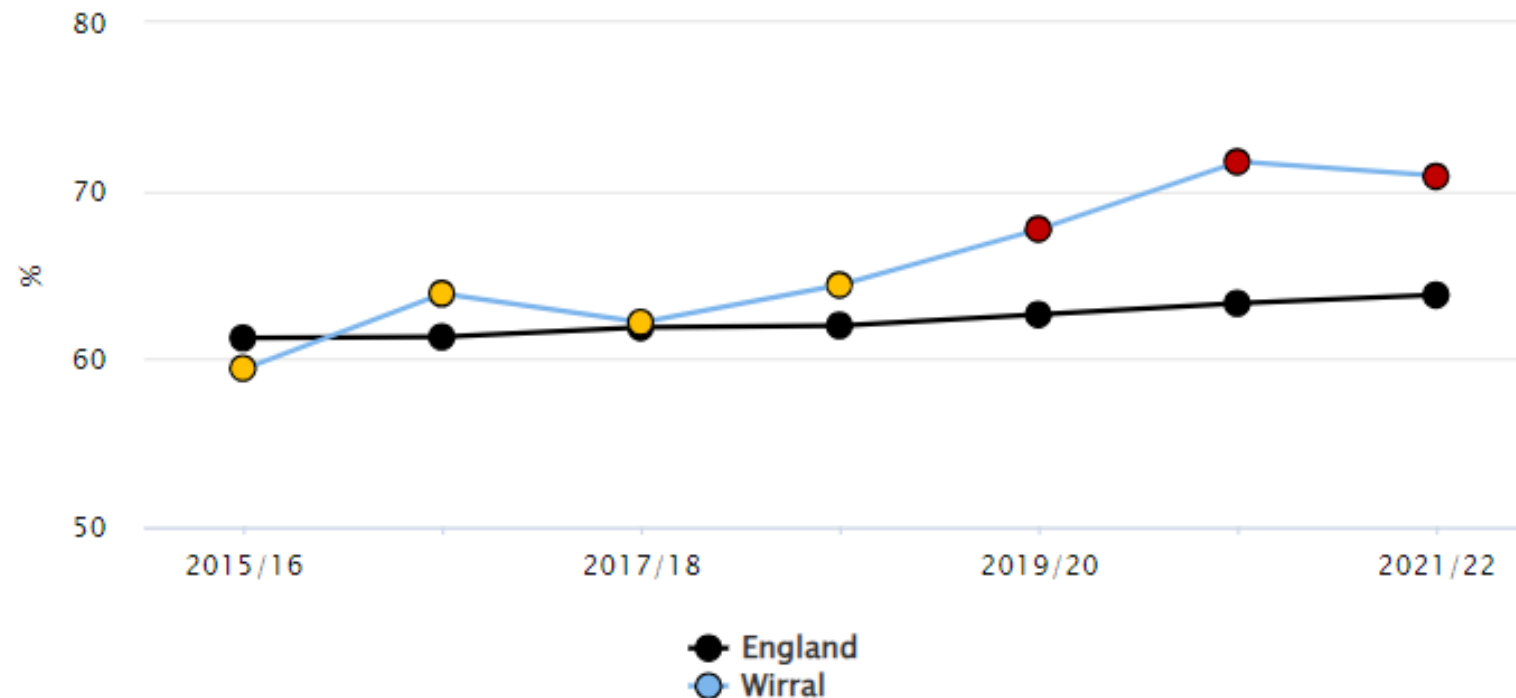
\*4 most deprived wards in Wirral are: Bidston & St. James, Birkenhead & Tranmere, Rock Ferry and Seacombe



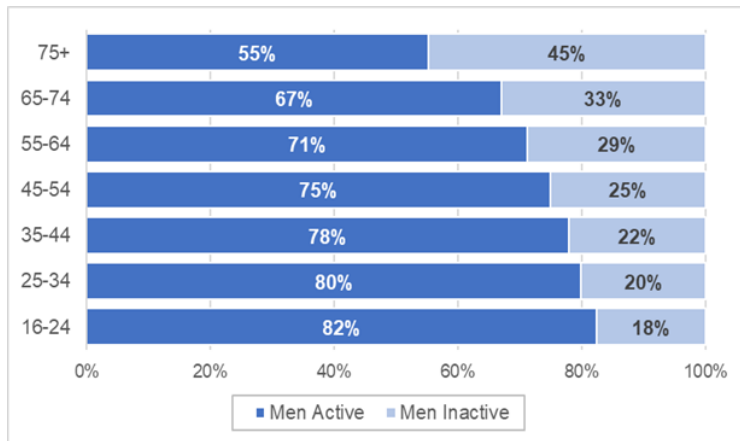
# Unhealthy weight

- More than 2 in 3 of the adult population of Wirral were an unhealthy weight in 2021/22
- This is around 181,000 people (overweight or obese)
- This is significantly higher than England with a steeper increase over time (see bottom chart)
- Age and deprivation are key factors in the development of unhealthy weight
- The largest *numbers* of obese adults are in the 45-54 age group; but HSE indicates the sharpest *decline* in healthy weight is between ages of 24 and 34 (for both genders)
- In children, unhealthy weight was the highest it has ever been in Wirral in Year 6 pupils (age 10/11) in 2021/22 at 36.7%

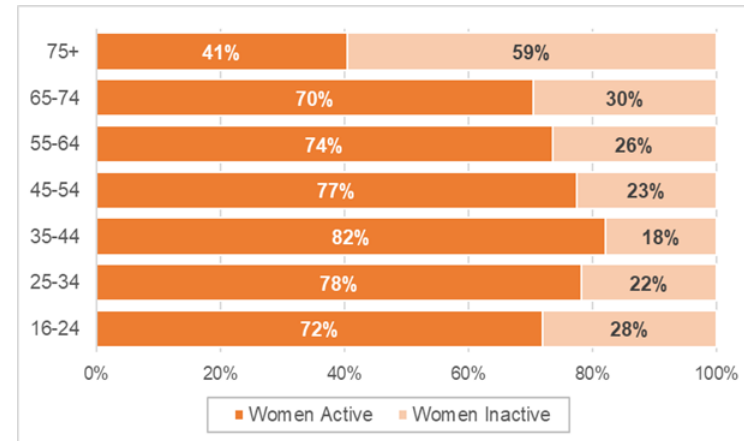
Area	Value
England	63.8
CA-Liverpool City Region	69.4
Knowsley	74.6
Halton	71.2
Sefton	71.2
Wirral	70.9
St. Helens	70.2
Liverpool	65.3



## Inactivity by Age (Males)



## Inactivity by Age (Females)



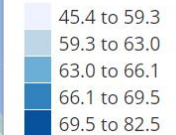
## Activity by area (Persons)



Adults who are physically active (modelled MSOA estimates) (2018/19)

The colours on the map show modelled small area estimates of the proportion of adults (aged 16+) who are physically active (participating in at least 150 minutes of moderate intensity physical activity per week)

Showing all areas at MSOA level



## Inactivity

- Physical inactivity is the 4th leading risk factor for global mortality accounting for 6% of deaths globally
- People who are physically active have a 20-35% lower risk of CVD compared to those who are sedentary
- Activity declines with age and gender, women less active than men at all ages, but particularly in older age
- Inactivity is also related to deprivation (higher deprivation = less active)



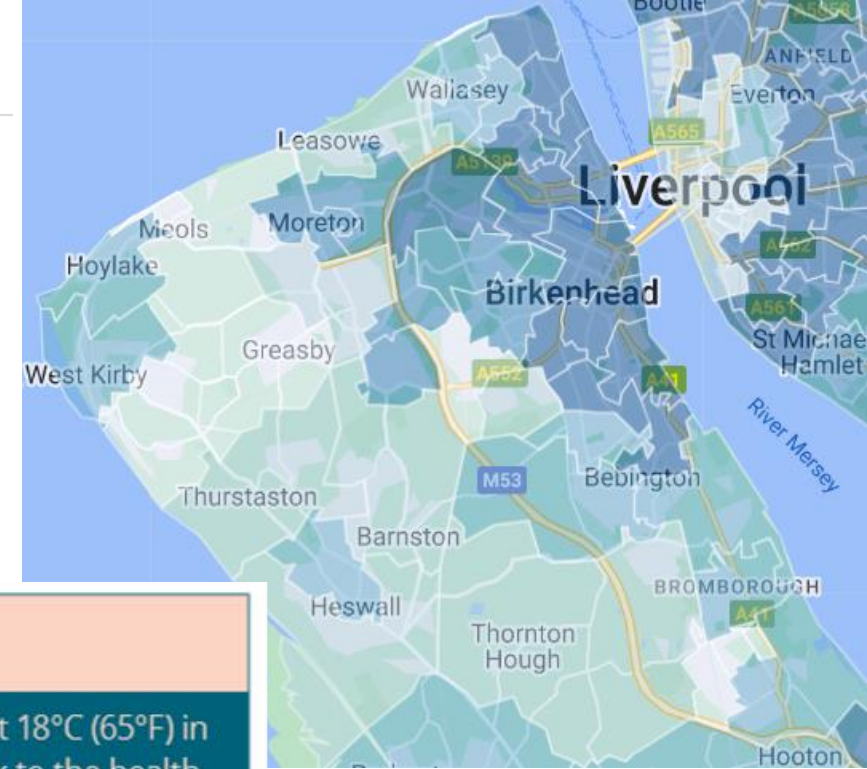
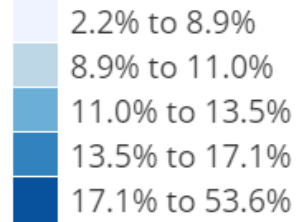
# Cold Homes

- There are health risks (including CVD) associated with living in a cold home
- Improving the temperature in homes by improving energy efficiency, also helps reduce unnecessary fuel consumption
- Many vulnerable residents are unlikely to report poor housing conditions
- Practitioners who do home visits can help people whose health may be affected by being too cold at home by signposting them to the relevant local services
- [The Wirral Healthy Homes programme](#) links residents into support for housing, debt, worklessness, fuel poverty and fire safety

## Households in Fuel Poverty

The colours on the map show % of households in fuel poverty

Showing all areas at MSOA level

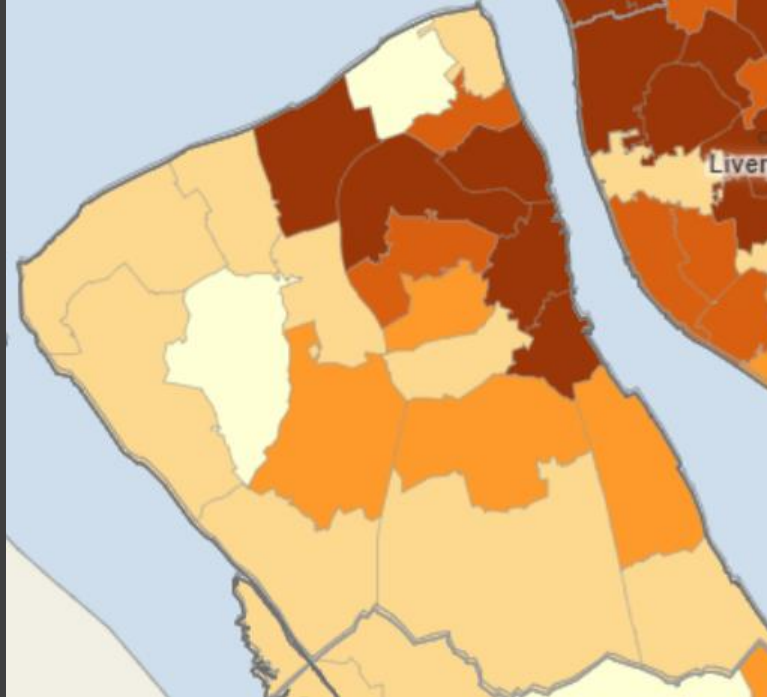


Indoor temperature	Effect
18°C	Heating homes to at least 18°C (65°F) in winter poses minimal risk to the health of a sedentary person, wearing suitable clothing. Additional advice for vulnerable groups and healthy people is outlined in the Cold Weather Plan for England.
Under 16°C	Resistance to respiratory diseases may be diminished.
9-12°C	Exposure to temperatures between 9-12°C for more than two hours causes core body temperature to drop, blood pressure to rise and increased risk of cardiovascular disease.
5°C	Significant increase in the risk of hypothermia.

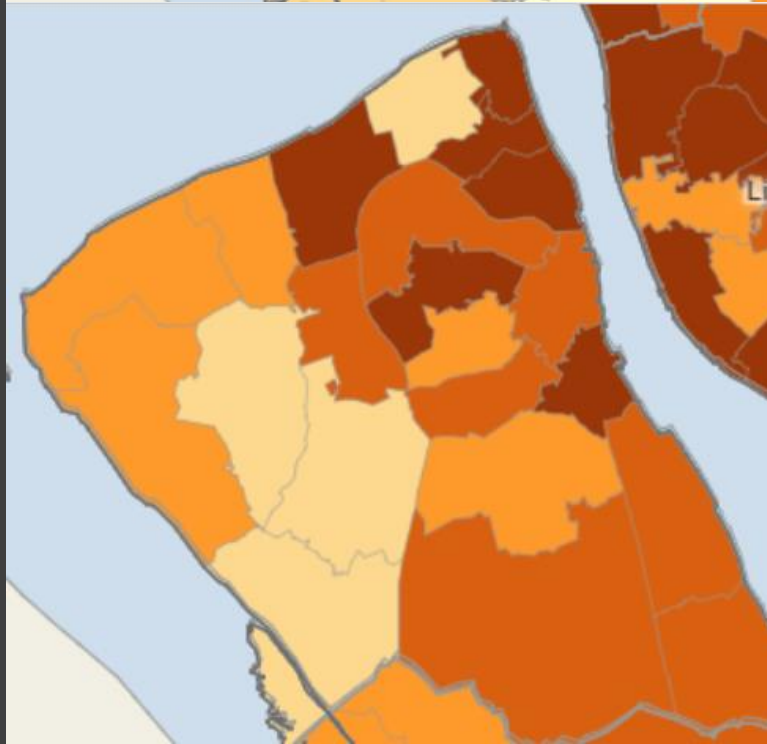
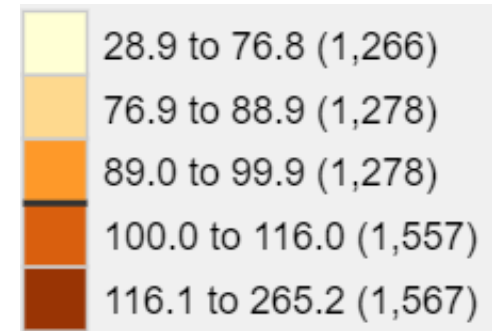


## Stroke (admissions and mortality)

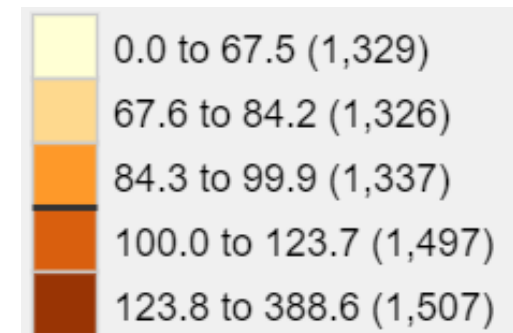
- Emergency admission rate or SAR (Standardised Admission Ratio) for Stroke in England was 100; Wirral overall was 95 (5% lower than England)
- Huge variation, Seacombe had an SAR of 153 vs SAR of 69 in Wallasey
- Overall mortality rate (SMR) for Wirral for Stroke was 107
- This means deaths from Stroke were 7% higher in Wirral compared to England in 2016-20
- New Brighton SMR was 162, so 62% higher than England



### Admission Rate (SAR) for Stroke by Wirral Ward

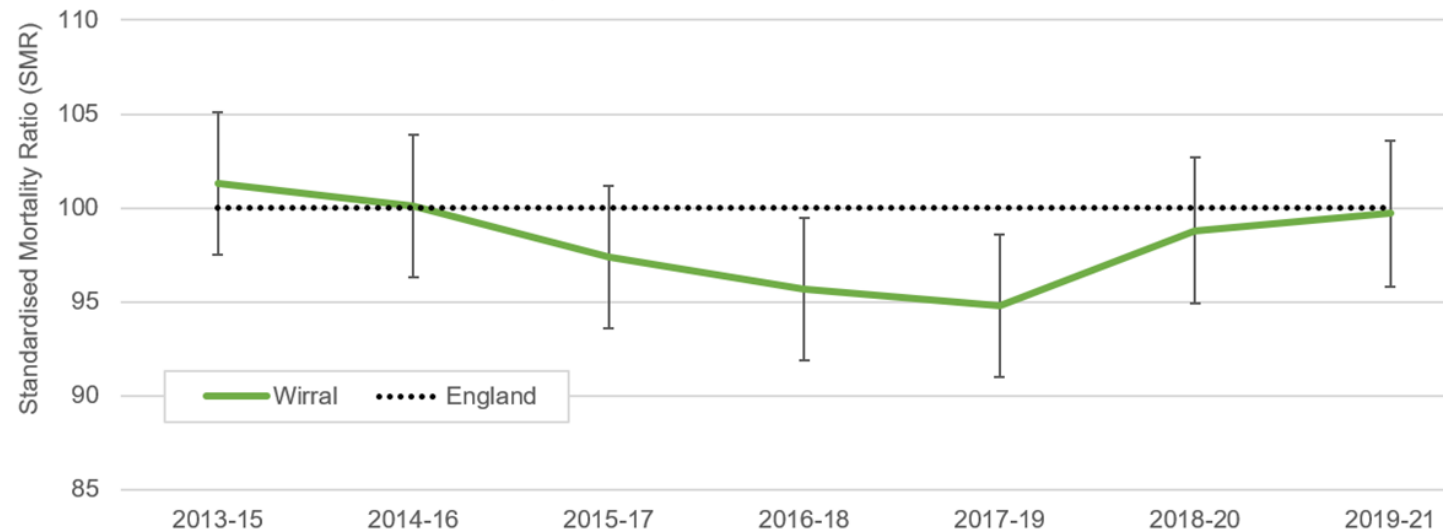
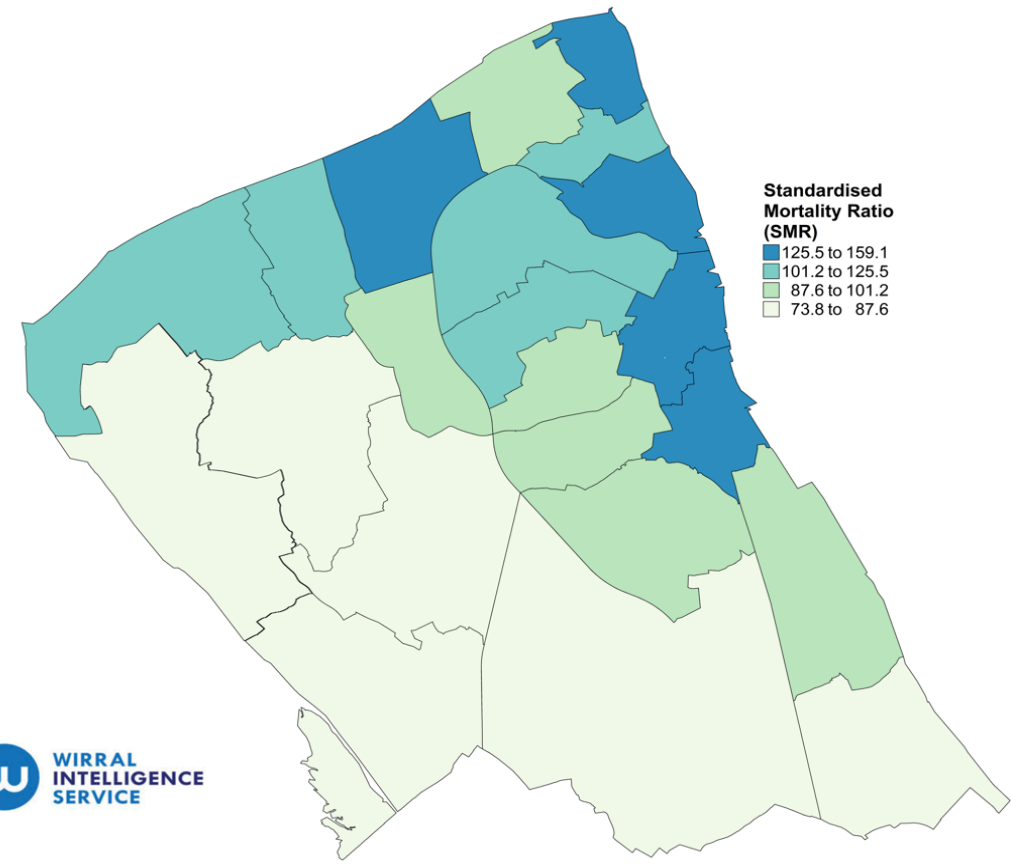


### Mortality rate (SMR) from Stroke by Wirral Ward



# Mortality from CVD in Wirral

- England death rate or SMR (Standardised Mortality Ratio) is always 100
- Wirral SMR for CVD = 99.7 in 2019-21; this means CVD deaths were 0.3% lower in Wirral compared to England
- There are around 800-900 CVD deaths per year in Wirral
- Seacombe Ward had an SMR of 159 (59% higher death rate than England); West Kirby & Thurstaston had an SMR of 75 (25% lower than England)
- Trend has changed during last 2 time periods since pandemic; showing increases after several years of decrease



For more data, insight and information go to our website

<https://www.wirralintelligenceservice.org/>

Also consider...

CVD Prevent, Office for Health Improvement and Disparities (OHID)  
and NHS Benchmarking tool

<https://www.cvdprevent.nhs.uk/home>

**Wirral Public Health Intelligence Team, Public Health**  
[wirralintelligenceservice@wirral.gov.uk](mailto:wirralintelligenceservice@wirral.gov.uk)