

HEALTH SCRUTINY PANEL - TUESDAY, 15TH OCTOBER, 2019

SUPPLEMENTARY PAPERS

The following presentations were tabled at the meeting:

<u>AGENDA ITEM</u>	<u>REPORT TITLE</u>	<u>PAGE</u>	<u>WARD</u>
4.	Health Issues by Ward: Updating the Ward Health Profiles Through a New Data Observatory and Website for Public Health Slough	1 - 14	All
5.	Health Beliefs and Physical Activity Research	15 - 28	All

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Public Health

Update on Ward Health Profiles, Slough Data Observatory and Slough Public Health website



Contents

1. Overview of JSNA and Ward Health Profiles
2. Developing a library of information resources for Slough
3. Creating a data observatory
 - Instant Atlas
4. New Public Health website – a platform for information for all

JSNA and Ward Health Profiles

What are they?

- The **JSNA** provides an overview of the health and wellbeing of the Slough population and describes some of the Health and Wellbeing Board's key aims.
- **Ward Health Profiles** provide a place-focused overview of health and key social and environmental factors that are related to health eg employment, deprivation levels.

Page 3

What do we use them for? To guide decision making and to inform policies, strategies and commissioning.

Why? To help reduce health inequalities and enable communities to live healthy lives.

Ward Health Profiles

Contents

1. Summary
2. Demographics
3. Deprivation, poverty and access to services
4. Economy and enterprise
5. Education
6. Health
7. Housing
8. Environment
9. Sources of data

Previously: Produced manually every 2 yrs

Future plan: Data Observatory allows creation of Ward Health Profiles with latest automatically-updated data

Accessibility Cookies Help

www.slough.gov.uk

Slough Borough Council

Resident Business About the Council

Councillors & committees Voting & elections Complaints & feedback Strategies, plans & policies Performance & spending More

Home Council information Joint Strategic Needs Assessment (JSNA) Slough ward profiles

Slough ward profiles

The 15 Slough ward profiles gives data on a range of topics and includes:

- demography
- deprivation
- poverty
- access to services
- economy
- enterprise
- education
- health and
- community safety.

Ward profiles

- Baylis and Stoke ward profile (PDF)
- Britwell and Northborough ward profile (PDF)
- Central ward profile (PDF)
- Chalvey ward profile (PDF)
- Cippenham Green ward profile (PDF)
- Cippenham Meadows ward profile (PDF)
- Colnbrook and Poyle ward profile (PDF)
- Elliman ward profile (PDF)
- Farnham ward profile (PDF)
- Foxborough ward profile (PDF)
- Haymill and Lynch Hill ward profile (PDF)
- Langley Kedermister ward profile (PDF)
- Langley St Mary's ward profile (PDF)
- Upton ward profile (PDF)
- Wexham Lea ward profile (PDF)

The data has been prepared by the Berkshire Shared Team using results from the 2011 Census as well as other data sources.

A TO Z OF SERVICES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

sitemap contact news

translations help twitter kahuti feeds

Current Ward Health Profiles available at:
<https://www.slough.gov.uk/council/joint-strategic-needs-assessment/slough-ward-profiles.aspx>

Slough Health Beliefs Research project findings

Ward level analyses

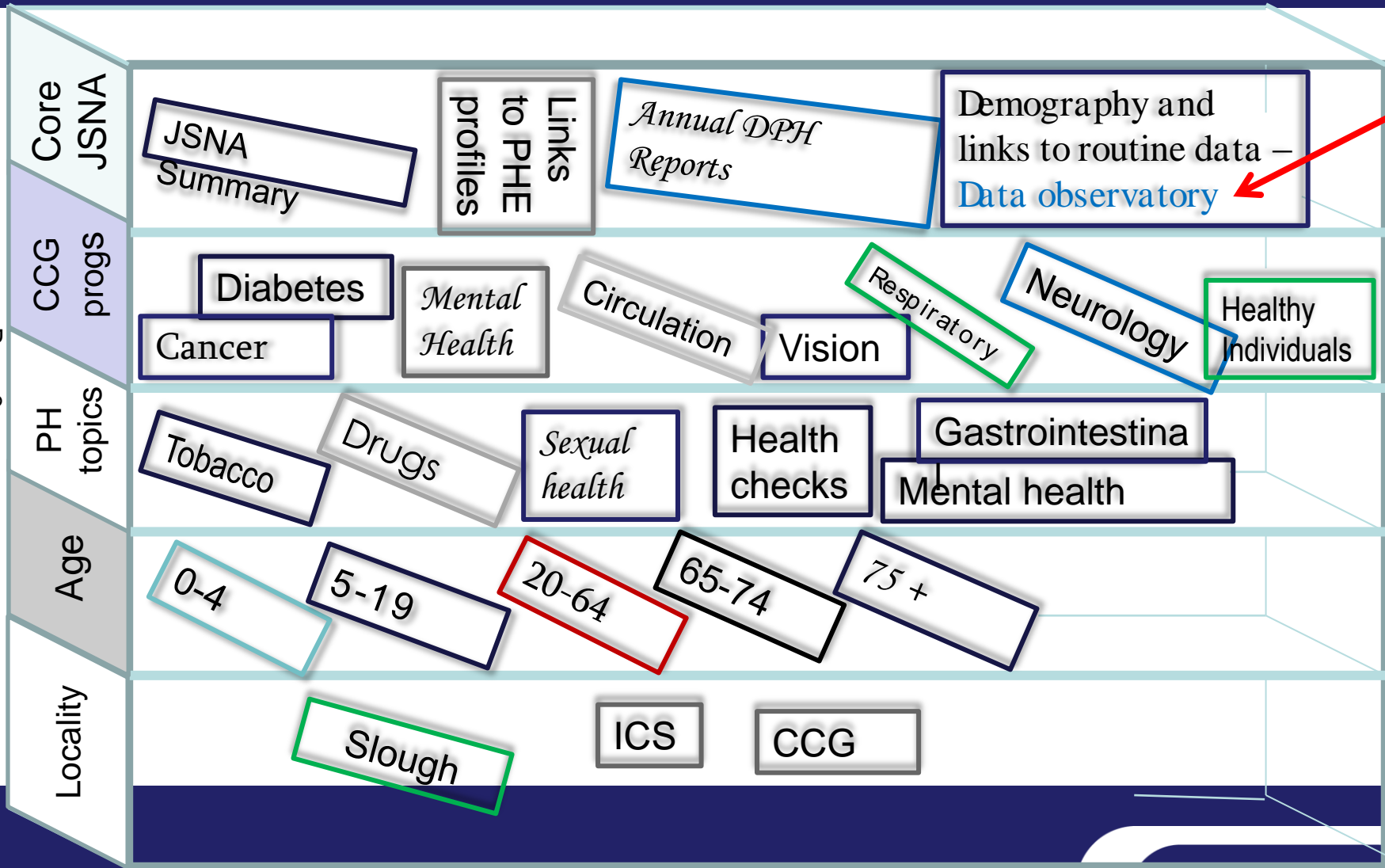
- Community led research project to involve Slough residents in a local conversation on health and activity levels;
- Identifies what residents believe they can do to keep physically and mentally well and prevent poor health with support from the council as needed;
- 2 phases – Opinion gathering + Survey
- Overall findings have recently been reported (25 Sep 19) but we are awaiting analysis by ward.

Page 5



Developing a library of information resources for decision making for Slough

Page 6



Creating a Slough Data Observatory within a pan-Berkshire framework

Instant Atlas – Provided by Geowise

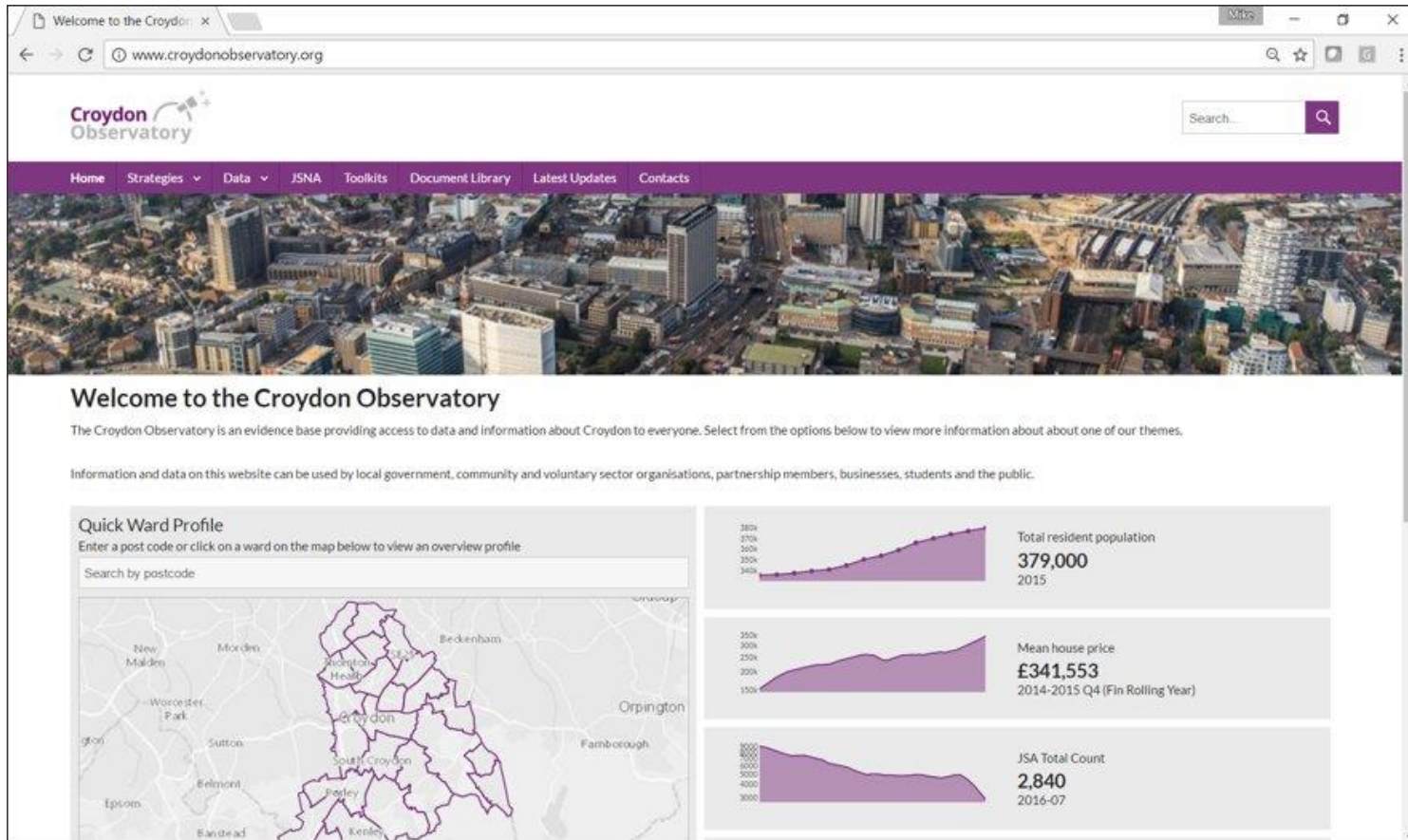
A shared endeavour to produce, maintain and utilise a suite of tools to identify health and wellbeing priorities and guide decision making that reduces health inequalities and enable communities to live healthy lives – accessed via the [Berkshire Data Observatory](#)

Page 7

Why?

- Met the needs of all Berkshire LAs
- Configurable flexible system
- Pages can be locked down
- Custom Reports can be made
- More indicators can be added (including locally collected)
- Can be integrated to existing websites

Instant Atlas – Example from Croydon



Welcome to the Croydon Observatory


The Croydon Observatory is an evidence base providing access to data and information about Croydon to everyone. Select from the options below to view more information about about one of our themes.

Information and data on this website can be used by local government, community and voluntary sector organisations, partnership members, businesses, students and the public.

Quick Ward Profile

Enter a post code or click on a ward on the map below to view an overview profile

Search by postcode



Metric	Value	Year/Period
Total resident population	379,000	2015
Mean house price	£341,553	2014-2015 Q4 (Fin Rolling Year)
JSA Total Count	2,840	2016-07

Progress update

Technical development – progress update

- Development of Berkshire Data Observatory using Instant Atlas ✓
- Geowise testing ✓
- Super-user and key partner review
 - Technical, Analytical, Strategic, Aesthetic
- Domain name ✓
- Go live launch
 - Key comms needed at this stage
- Wider comms and engagement
 - Options: User guides, Workshops & Presentations
- Further technical development based on needs

New Slough Public Health website: A platform to share information for all



All services Services for young people Search local activities Set your SMARTER goals How are you? Resources Blog Speak to us

Select Language

Need some help?

SMALL CHANGES, BIG RESULTS

Making positive change needn't mean uprooting your entire life and routine.

Start by choosing your goal

OUR PLEDGE TO YOU

At Slough Borough Council, we are committed to helping our residents improve their health, well-being and fitness, and to be in the best shape possible. This website is packed with advice, resources, stories and links to educate, inspire and assist in reaching your goals, whatever they may be.



Language translation capability

Sharing existing data - JSNA

gh Borough ... Employee wellbeing Obesity Physical Activity Flu & Imms Oral Health Campaigns Other Data, Hubs & Portals e-LFH Hu

Population and life expectancy Starting well Developing well Adult health and well-being Showcasing Slough

Adult Health and Wellbeing

Physical activity and healthy eating

A healthy lifestyle improves life expectancy and healthy life expectancy; reduces the risks of cancers, diabetes, cardiovascular diseases, osteoporosis and obesity; improves wellbeing and vitality

We want people to live longer and improve their healthy life expectancy and quality of life as they get older.

We want people to:

- Be better informed about what constitutes a healthy lifestyle;
- Be able to make positive lifestyle changes including increasing rates of physical activity, improving diet, drinking less alcohol and stopping smoking
- Be aware of the support available to help them achieve this.

Physical activity and healthy eating

4 in 9 adults in Slough claim to eat recommended 5-a-day fruit and vegetables

Current figures estimate **61.9%** of adults in Slough are overweight or obese

Surveys also found that only **33.3%** of adults in Slough were physically active in 2017

Slough is the most inactive local authority in Berkshire. Nationally Slough is the 319th most inactive local authority out of 326.

Sedentary behaviour: sitting for more than 4 hours each day leads to increased

Feedback

Sharing existing data – Other reports

SLOUGH CCG LOCALITY PROFILE (2017)

Information about the health needs of the local population to support GP commissioners to develop their commissioning priorities.

[Download profile](#) →

DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT (2018)

The 2018 report based on Creating the Right Environments for Health.

[Download report](#) →

PHE SLOUGH HEALTH PROFILE

This profile gives a picture of people's health in Slough.

[Download profile](#) →

CYP MENTAL HEALTH AND WELLBEING PROFILE

The 2017 Children and Young People profile for Mental Health and wellbeing in Slough

[Download profile](#) →

1. SUMMARY

Category	Indicator	Baylis and Stoke	Slough Average	Ward Range Worst	Local Authority Average		Ward Range Best
					Worst	Best	
Deprivation & access	Indices of Multiple Deprivation Score - IMD (2015)	27.0	22.9	32.9			13.6
	% children in Poverty (2015)	20.8	19.5	25.7			9.8
	Barriers to Housing and Services Score - IMD domain (2015)	46.5	41.1	58.3			17.7
Economy & Enterprise	% Job Seekers Allowance Claimants (September 2017)	1.5	1.4	1.8			0.9
	% Income deprived households (2015)	18.7	15.1	8.5			21.3
Education	% of Good Level of Development at Age 5 (2013/14)	51.2	57.8	48.2			67.0
	% 5+ GCSEs A*-C (inc Maths and English) (2013/14)	55.0	59.2	48.3			72.1
Health	All Cause Mortality Rate <75, DGR per 100,000 (2012-16)	1001.1	1016.8	1354			728
	Life Expectancy - males (2011-15)	77.7	78	75.2			82.2
	Life Expectancy - females (2011-15)	81.6	82.9	79.6			87.2
	Emergency hospital admissions for all causes (SAR) 2011-16	134.6	125.0	151.9			104.6
	% low Birthweights <2500g (2011-15)	3.7	3.3	4.6			2.1

How to read the spine chart:

The shapes on the graph represent the value of the ward compared against the Local Authority average. If positioned to the right of the average line this suggests the ward is performing 'better' in a particular indicator, to the left suggests it is 'worse'. This does not necessarily mean higher or lower values, e.g. high GCSE attainment is 'better', whereas a high crime rate is 'worse'. The light grey rectangle represents the range between the 'best' and 'worst' wards in the local authority. The yellow circles represent values that are within the 75th and 25th percentile for that indicator, or where most values typically lie. The black triangles represent values that are better than the average, whilst the blue diamond shows values that are worse.

Ward Profile (summary page)

For any questions, please contact:

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Page 13
Tim Howells – PH Programme Officer (Instant Atlas lead)

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m.e.l
research

Slough Health Beliefs - Supporting a Healthy Lifestyle'

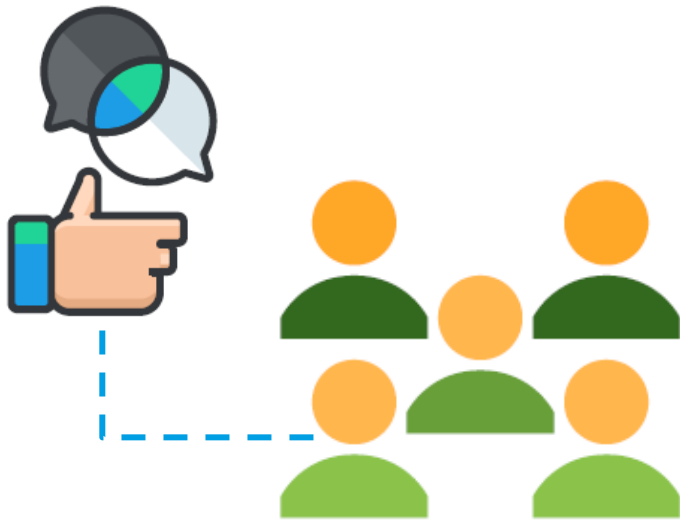
October 2019

Page 15

AGENDA ITEM 5

Two key stages

Stage 1: Qualitative exploration

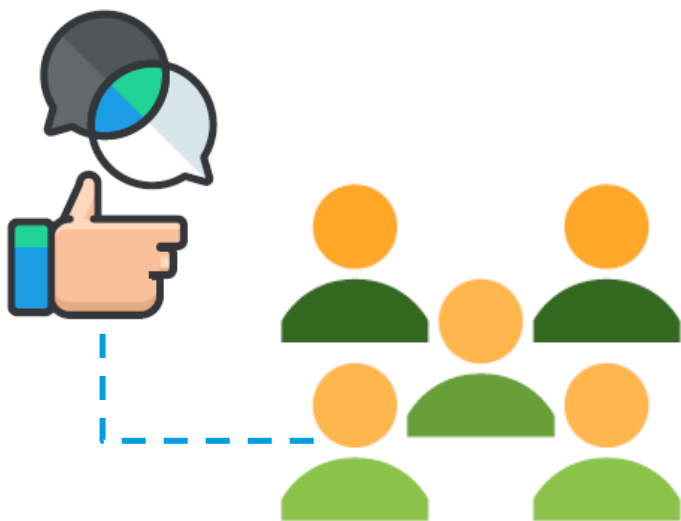


Stage 2: Quantitative door-step survey



Stage 1: Qualitative exploration

Page 17



- Stakeholder workshop
- ‘Chattabouts’ with six community groups
- Two focus groups with residents

Who we spoke to

- **Stakeholder workshop:**

- Active Communities, Customer engagement and transformation, Community Mental Health, Early Years, Slough Parks, School Sport and Young People's Services
- Representatives from NHS East Berkshire CCG, Community Dental Service Oral Health project, Slough Children's Services Trust, Slough CVS and the Wildfowl & Wetlands Trust

- **Chattabouts:**

- Aik Saath, Art Beyond Belief, Berkshire Autistic Society, Britwell Recycled Teenagers, Chalvey Community Forum, Rise & Shine Slough

- **Focus groups**

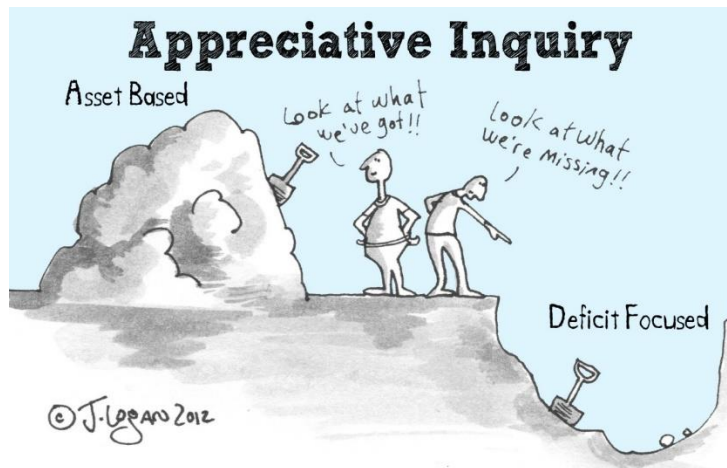
- Broadly representative sample of residents aged 18 to 70
- Langley Pavilion
- Council offices at St Martins place

Stage 1: Qualitative approach

Research based on Appreciative Inquiry (AI) and Behaviour Change (COM-B) models

Page 19

AI based upon five key principles. Differs from traditional consultation methods as it does not outwardly look to identify 'problems' or 'barriers' but rather looks to identify 'positives' and 'strengths'.

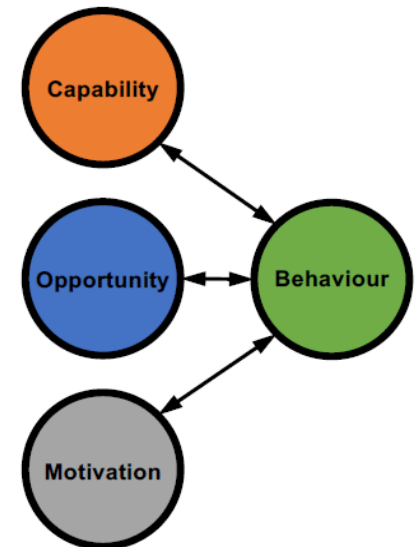


COM-B model

The person has the necessary skills to perform the behaviour

There are no environmental constraints that make it impossible to perform the behaviour

The person has formed a strong positive intention (or made a commitment) to perform the behaviour



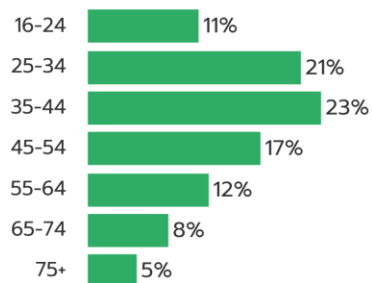
Stage 2: Survey



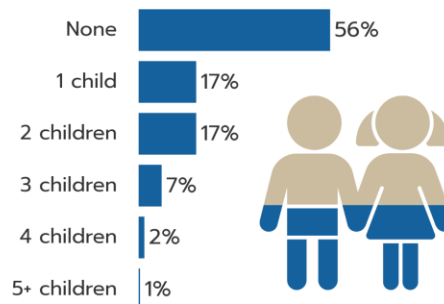
- A 20-minute, face-to-face (doorstep) survey covering wide range of health and activity themes;
 - Sexual health or Vaccinations and dental health;
- Fieldwork took place **between July and August 2019**;
- Undertaken with **1,605 residents**, representative by gender, age band and ethnicity;
- Statistically reliable to $\pm 2.4\%$ for a 50% finding.

Who we spoke to

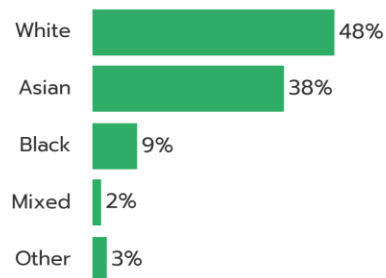
Age group



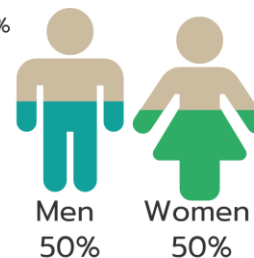
Children in the home



Ethnicity



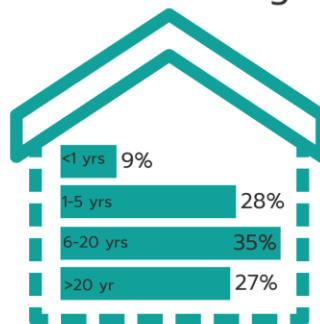
Gender



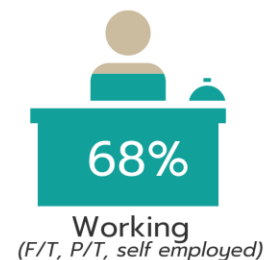
Caring responsibilities



Length of time in neighbourhood



Employment status



Attitudes to staying healthy

What does staying healthy mean to you?

80%



Balanced diet/cut out certain foods

73%



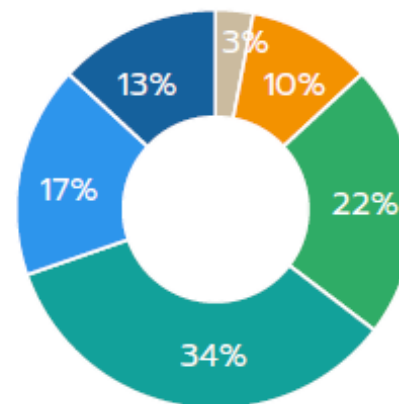
Physical activity / taking part in sports

! 6%



Eating 5 fruit & veg a day

Daily portions of fruit and vegetables



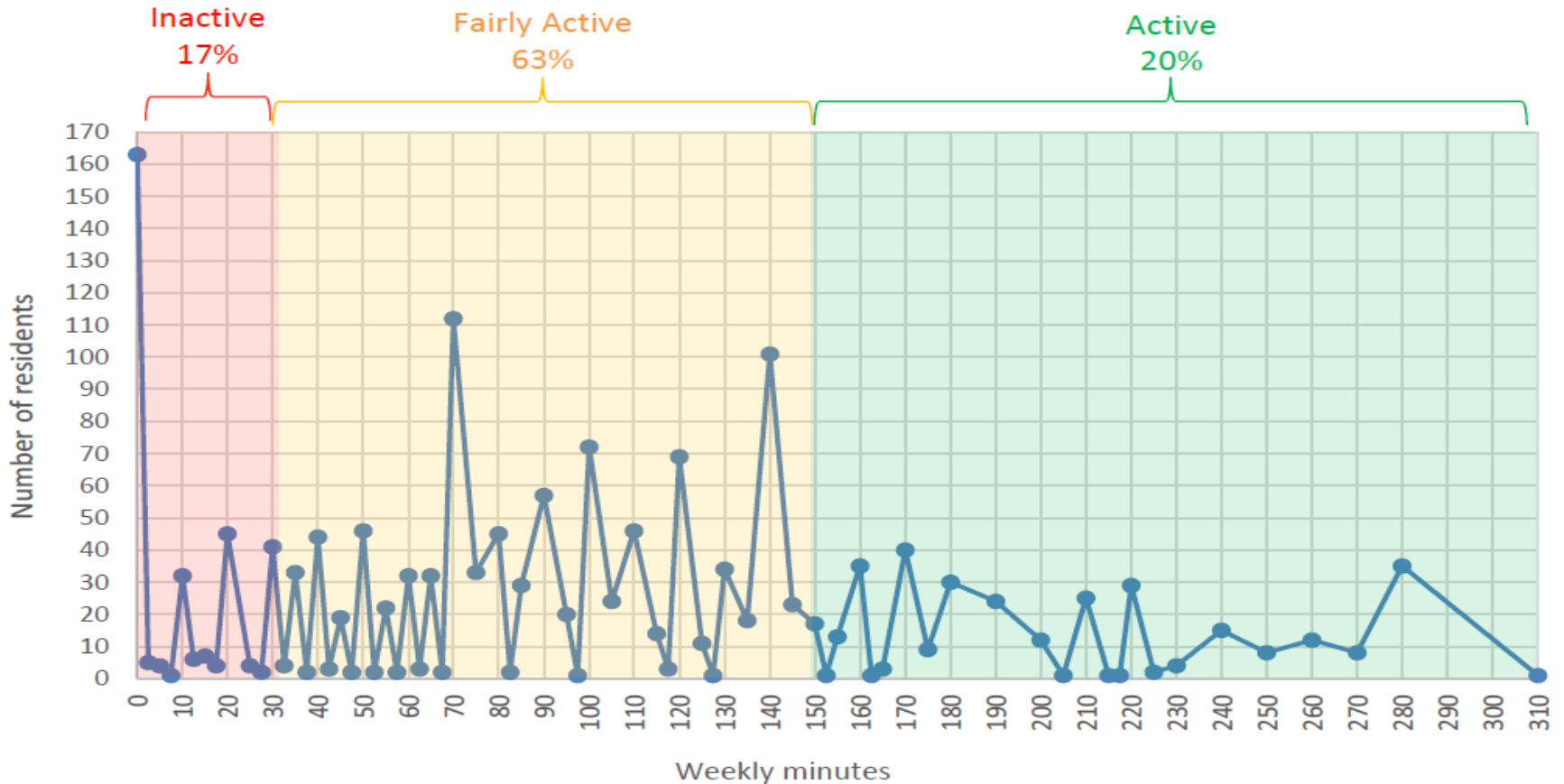
'Five-a-day' guidance



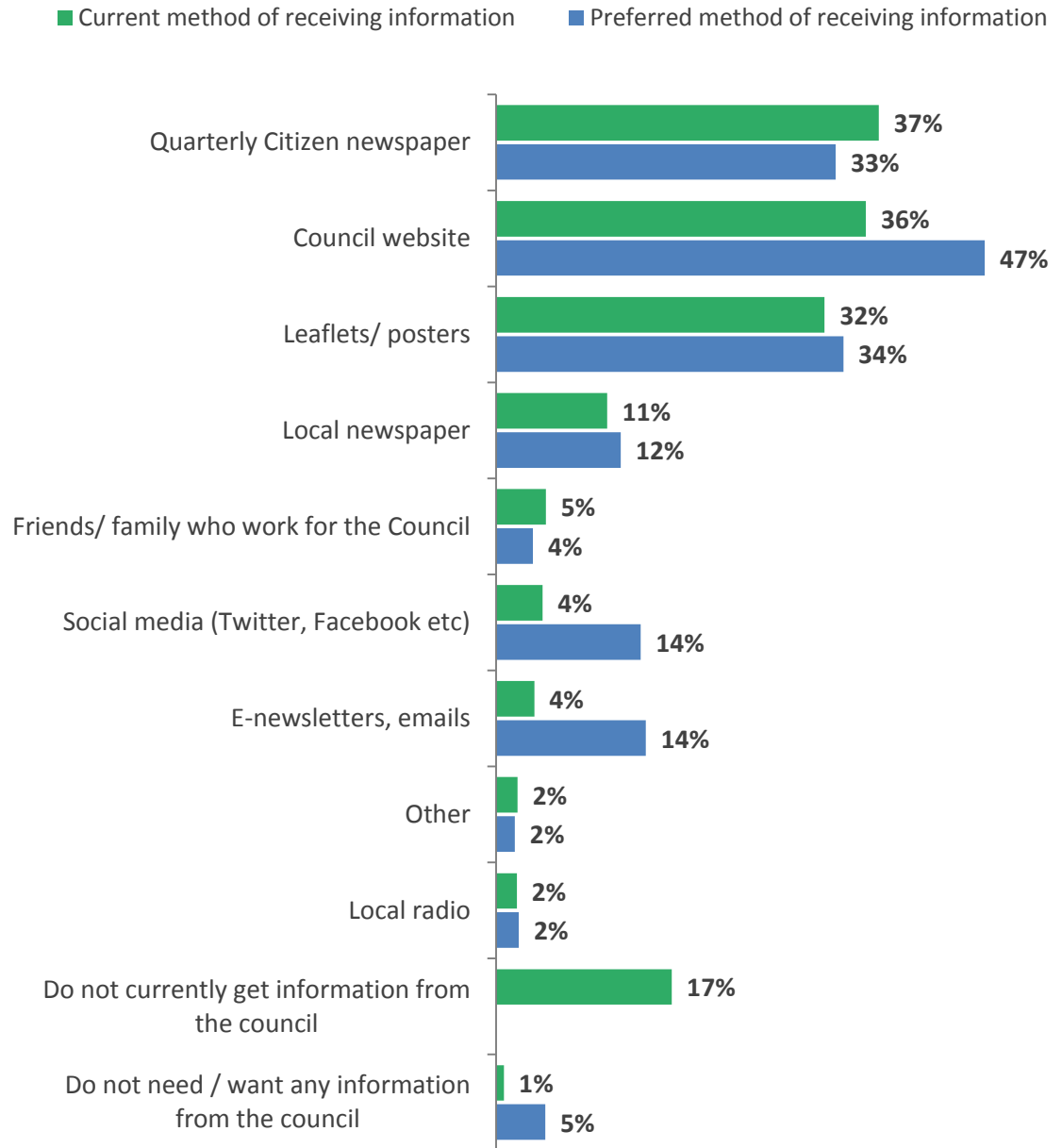
● <1 portion ● 1 portion ● 2 portions ● 3 portions ● 4 portions ● >5 portions

Levels of activity

Page 23



Receiving information from the Council



Conclusions and recommendations

- The survey has reinforced many of the findings from the qualitative exploratory stage:
 - Residents have the broad capabilities (both physical and psychological) to undertake healthy and active lifestyles, should they choose;
 - The opportunities to do so are limited by age and lifestage, as well as their financial circumstances;
 - Automotive motivation is a key barrier to undertaking healthy and active lifestyles – social opportunity activities may help;
- Use of planning and licensing controls could be used to introduce greater opportunities for healthily eating choices – working with local businesses to promote healthier options should also be considered.



Conclusions and recommendations

- Greater promotion of the council's leisure provision and Active Slough programme is needed to raise awareness - this also needs to resonate with broad groups and the less active:
 - The provision of social/group activities that indicate it is for 'people like you and me' would go some way to achieving this – the park run activity demonstrates that this is effective;
 - Advertising will need to use imagery that demonstrates inclusiveness;
 - Highlighting a wider range of activities, such as brisk walking and gardening, that can lead to healthier and active lifestyles would be beneficial;
 - Consider how financial incentives and promotions could support those groups in most need.



Conclusions and recommendations

- Education around healthy eating and healthier choices could be introduced into schools;
- Raising awareness and dispelling myths around sexual health and vaccinations requires ongoing work by the council and its partners;
- Dental health is not consciously linked to leading a healthy lifestyle – this is likely to be a national challenge and not simply a focus for Slough;
- There is high reliance on GPs for information and advice, particularly for the over 65's:
 - Greater use of Pharmacists and digital and online channels may be useful mechanisms for supporting healthy and active lives.



Further resources

Page 28

The COM-B model used as a basis for this research is linked to the Behaviour Change Wheel (BCW) and supporting guide to designing interventions.

- The guide is a synthesis of 19 behaviour change frameworks that draw on a wide range of disciplines and approaches. It is designed for policy makers, practitioners, intervention designers and researchers and introduces a systematic, theory-based method, key concepts and practical tasks.

