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**Slough**  
Borough Council

# Public Health

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



**Slough Health Scrutiny Committee - 15 October 2019**

# 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.

**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



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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>

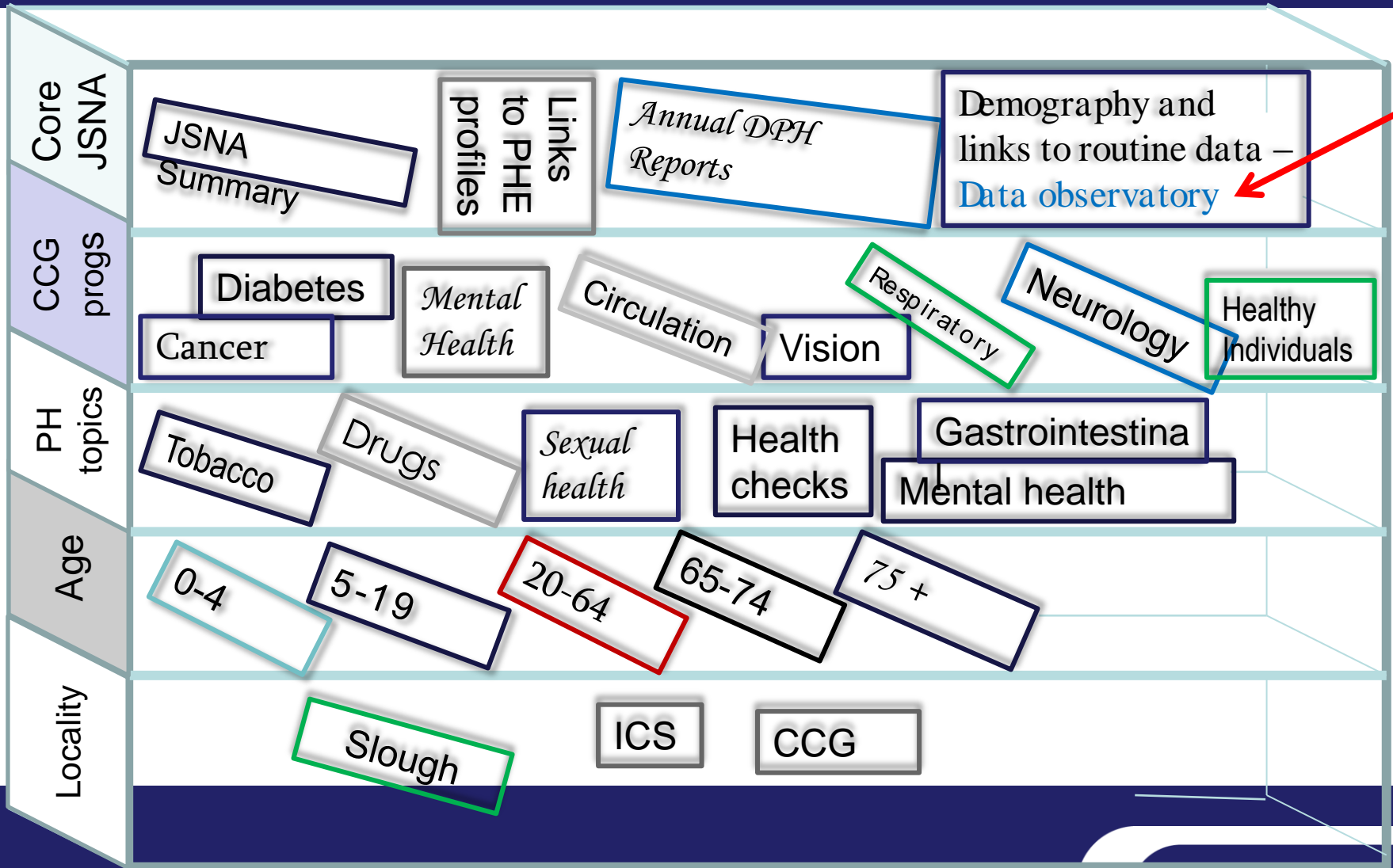
# Slough Health Beliefs Research project findings

## 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.



# Developing a library of information resources for decision making for Slough



# Creating a Slough Data Observatory within a pan-Berkshire framework

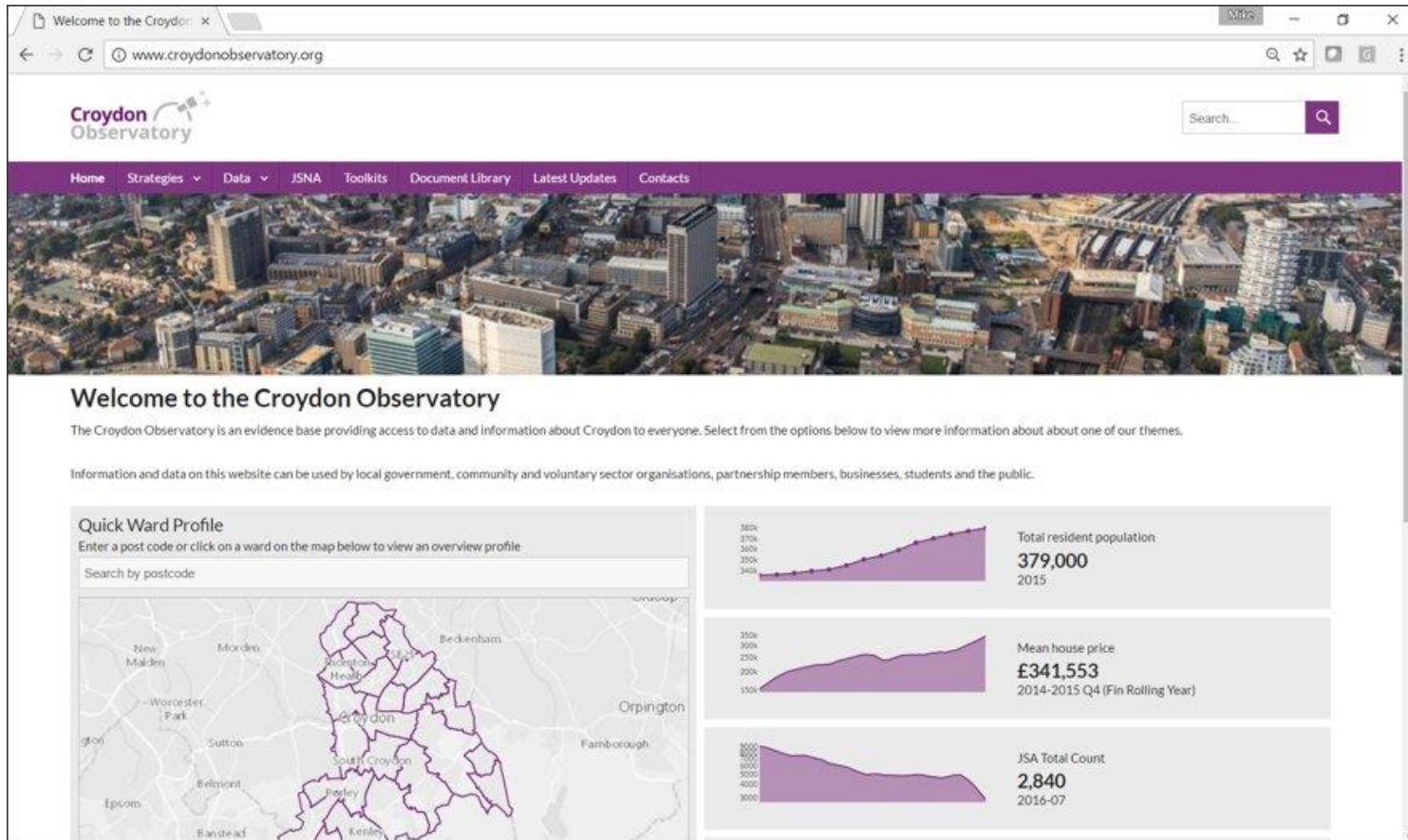
## Instant Atlas – Provided by Geowise

*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](#)*

### 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



	Total resident population <b>379,000</b> 2015
	Mean house price <b>£341,553</b> 2014-2015 Q4 (Fin Rolling Year)
	JSA Total Count <b>2,840</b> 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

**Public Health**  
Slough Borough Council

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.

- Manage... **MENTAL HEALTH & WELLBEING**
- I'd like to... **EAT BETTER**
- I'd like to... **MOVE MORE**
- I'd like to... **LOSE WEIGHT**
- I'd like to... **STOP SMOKING**
- I'd like to... **DRINK LESS**
- I'd like to... **PREVENT FALLS**
- Manage... **SEXUAL HEALTH**

Language translation capability

# Sharing existing data - JSNA

Slough Borough Council | 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

Metric	Percentage
Current figures estimate of adults in Slough are overweight or obese	61.9%
Surveys also found that only of adults in Slough were physically active in 2017	33.3%

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

Public

Select Language | Need some help?

### 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	46.2			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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