

# Report for Scrutiny Board 21/12/2011

## A Tale of 2 MSOA's Inequalities begin from conception



### Alastair from Adel

**Baby**

Born to non smoking parents, healthy weight

**Aged 10**

High educational attainment, plays lots of sport

**Aged 20**

At university with 10 x A\* at GCSE. Plays rugby and eats a healthy diet

**Aged 45**

Fit and wealthy executive

**Aged 60**

Retired early. Will live 5 years longer than Alastair aged 80.1



### David from Gipton South

**Baby**

Mother smokes, born with low birth weight

**Aged 10**

Low educational attainment. Growing up in poverty

**Aged 20**

Left school with no qualifications, casual worker, drinks, smokes and takes drugs

**Aged 45**

Weighs 18 stone, has high cholesterol, early stage type 2 diabetic

**Aged 60**

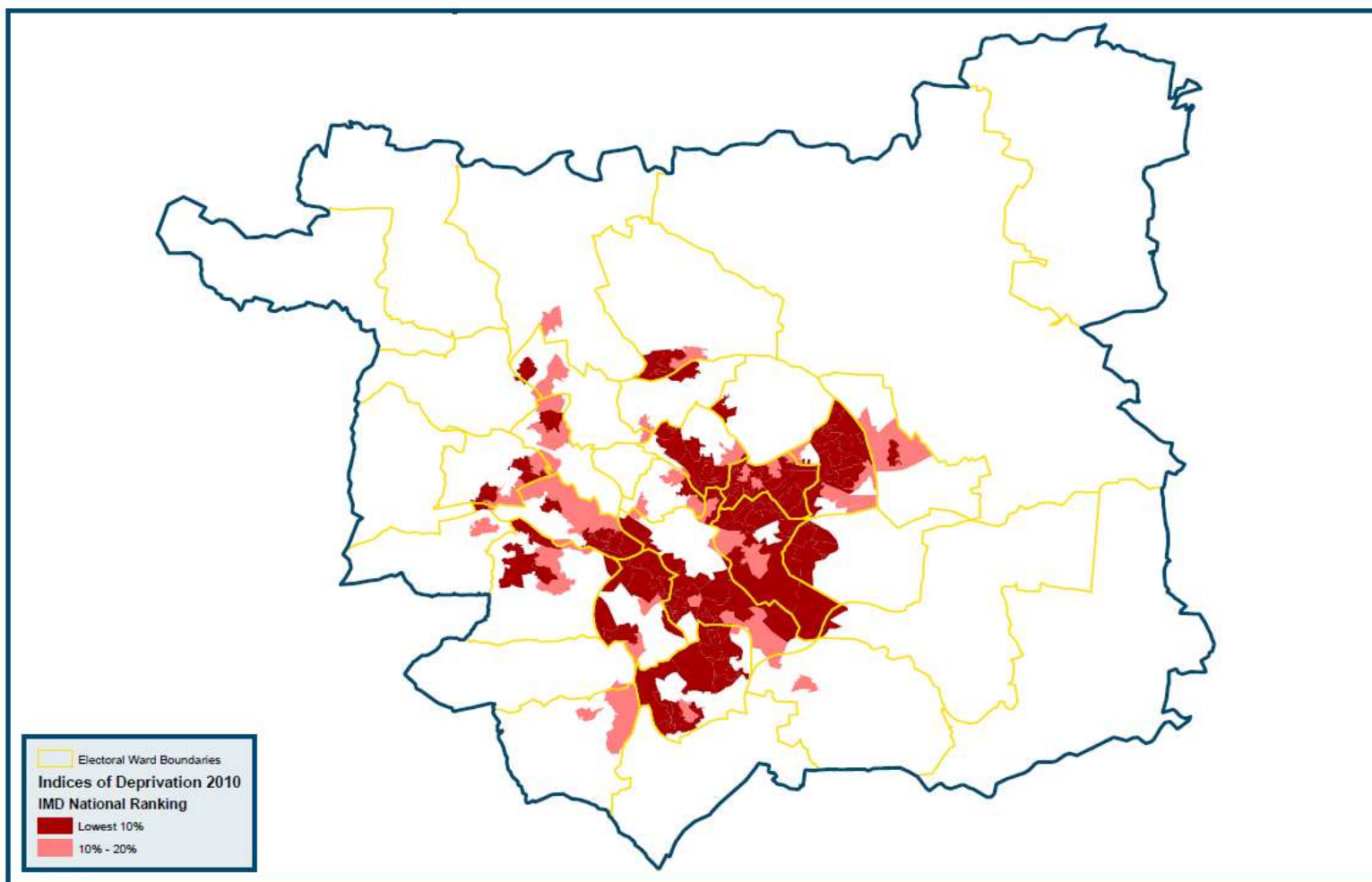
Dies 5 years earlier than Alastair from Cancer or a heart attack at aged 75



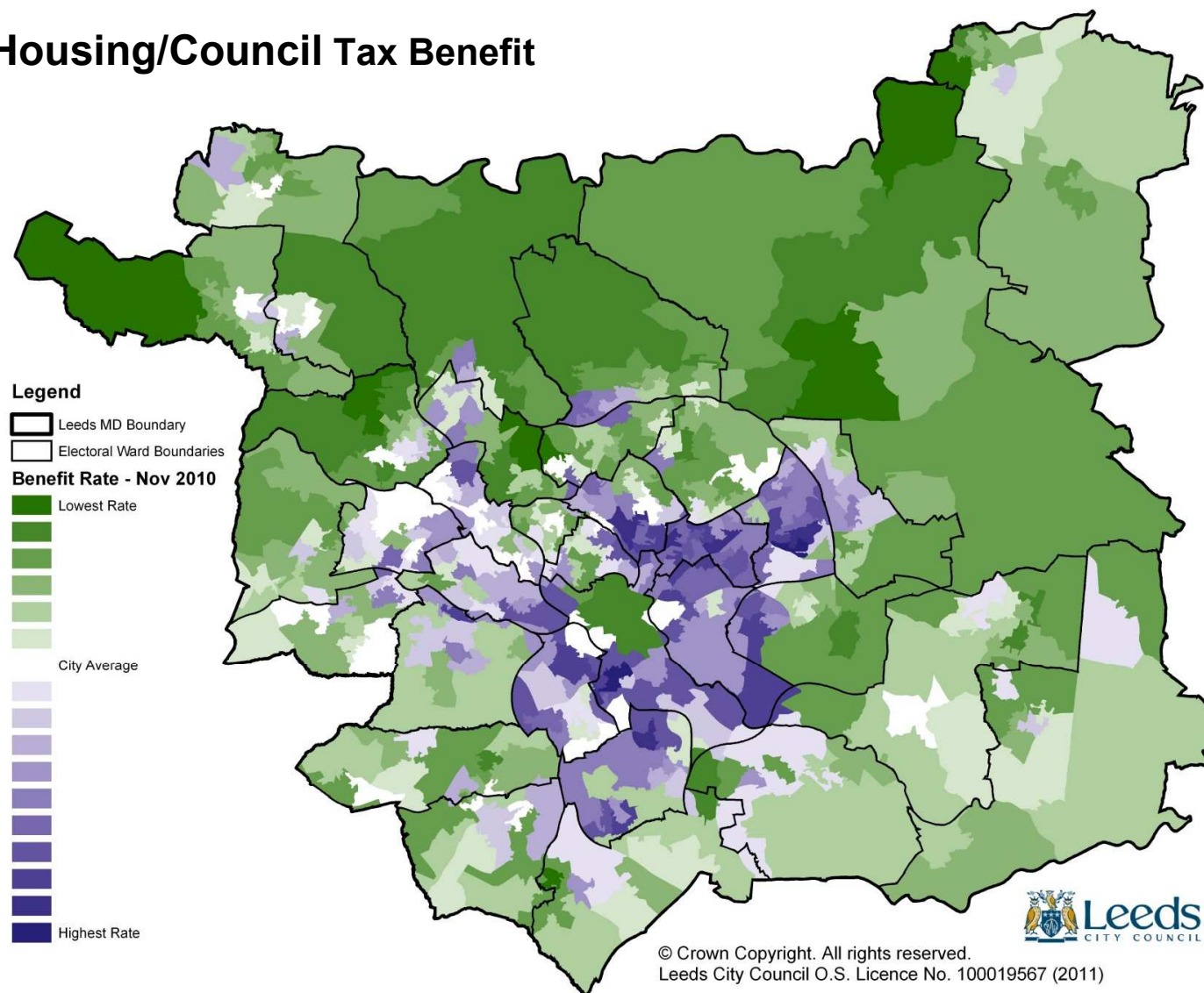
# Poverty

## Index of Multiple Deprivation 2010

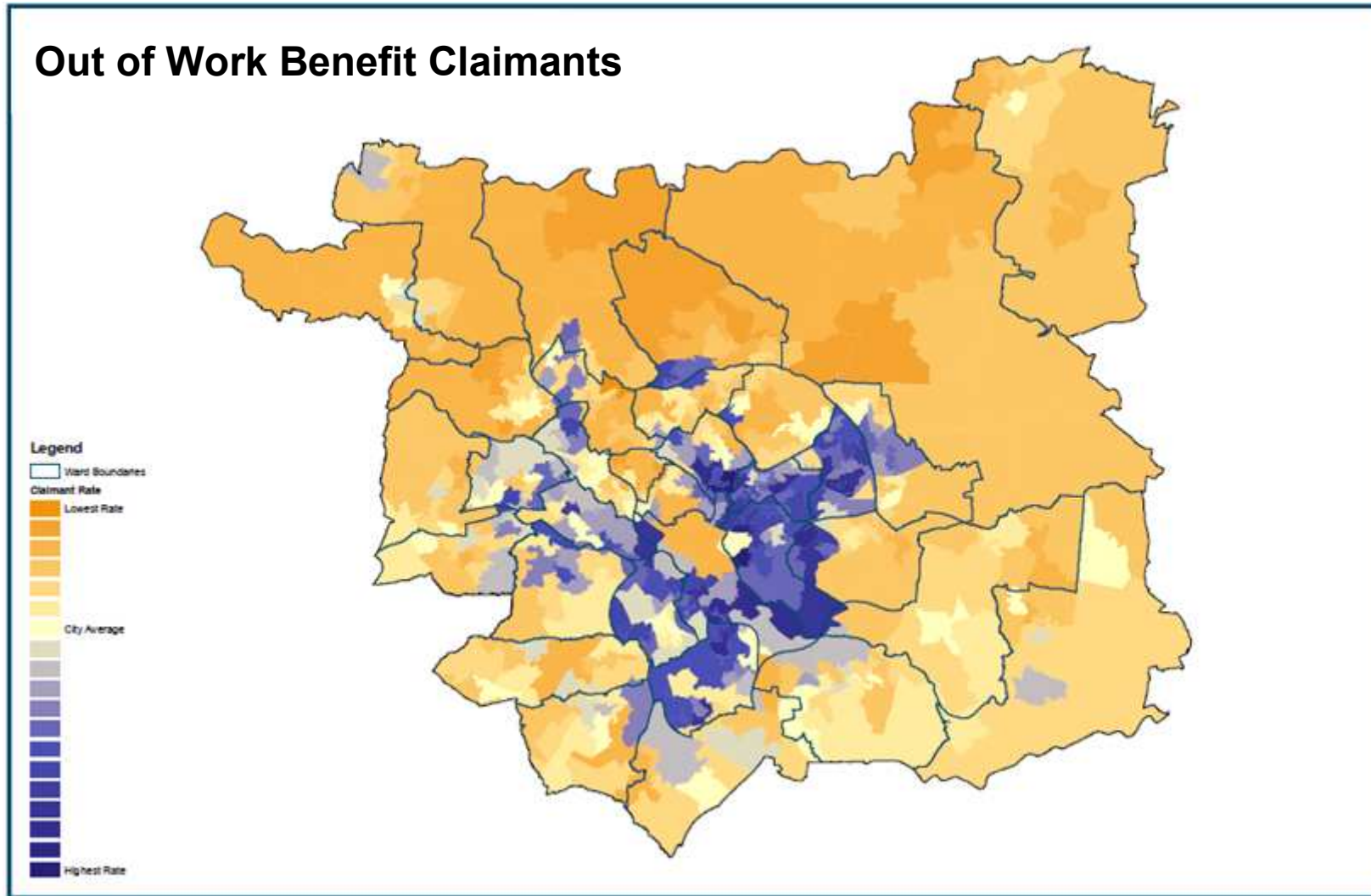
LSOAs ranked in the most deprived 20% nationally



## Housing/Council Tax Benefit



## Out of Work Benefit Claimants



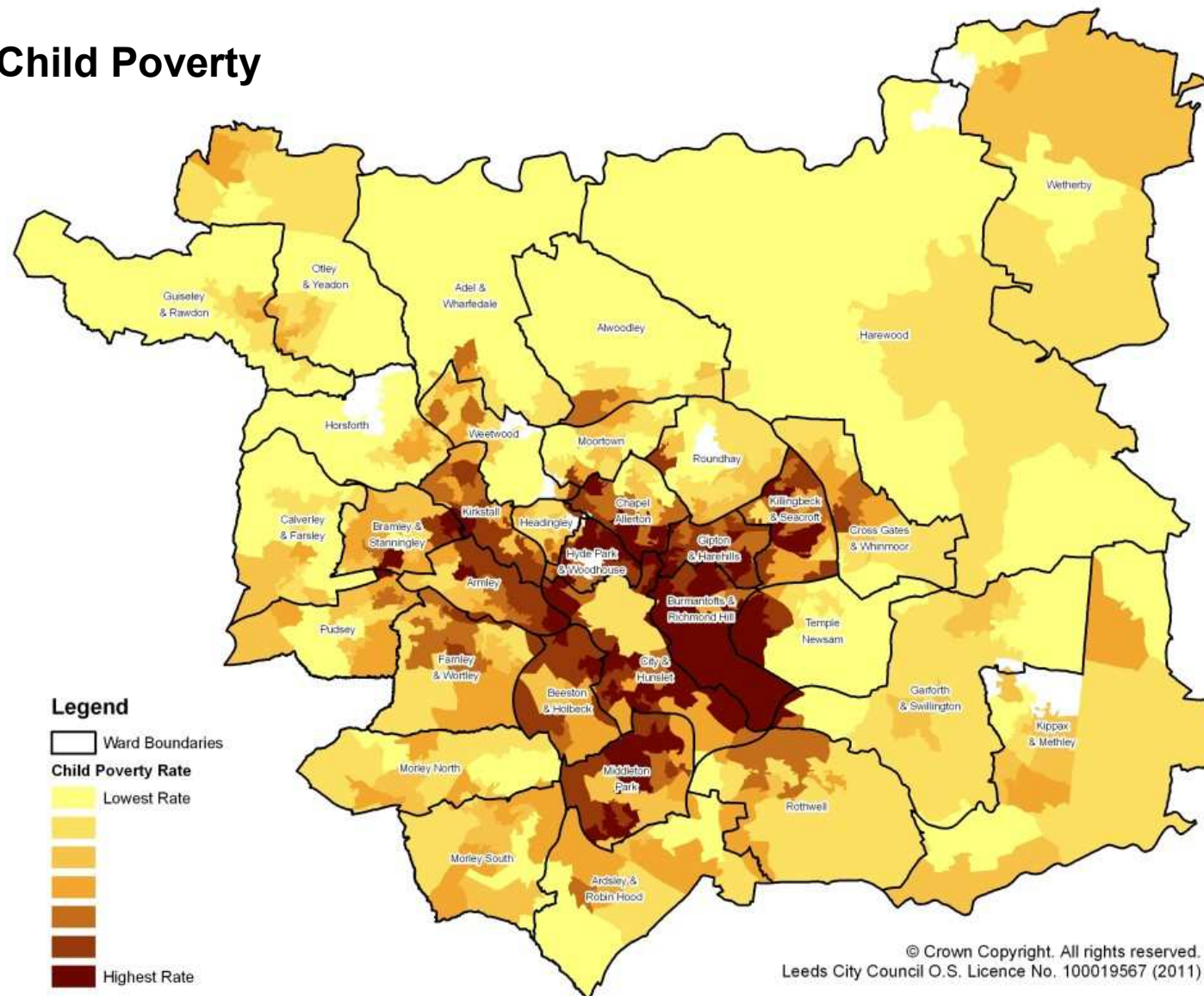
PRODUCED BY THE BUSINESS TRANSFORMATION TEAM, LEEDS CITY COUNCIL

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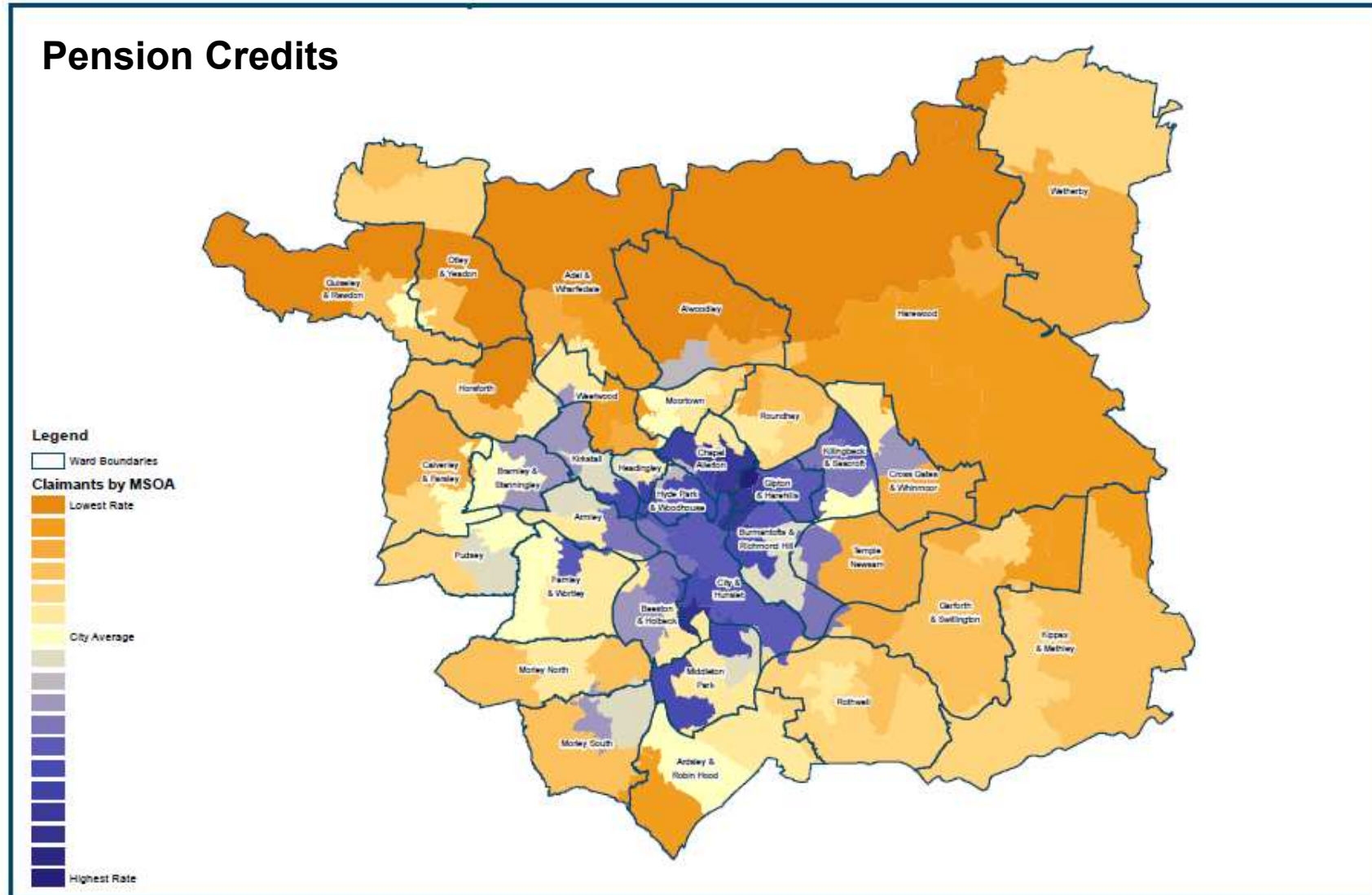
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## Child Poverty



## Pension Credits



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REF : MJRPJT : WKLNS : PC : FEB11



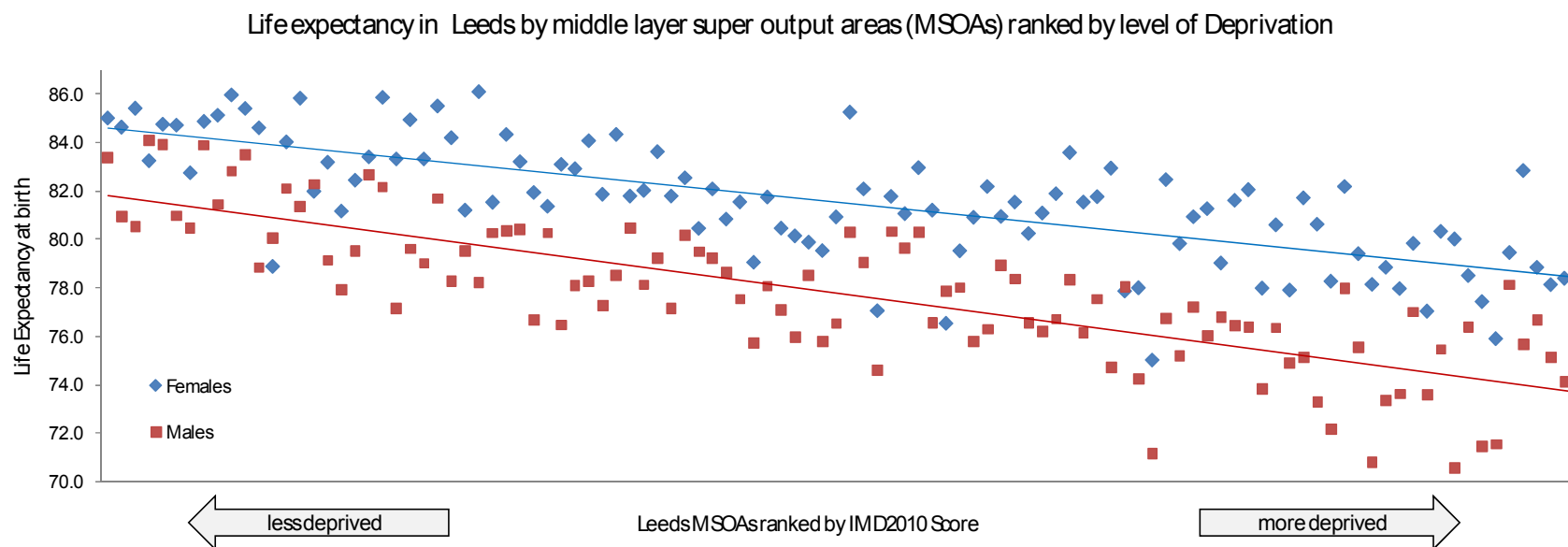
**Calculated private sector fuel poverty by area management team**  
**Source: Leeds City Council 2009**

<b>AMT Sub-Sector</b>	<b>Total</b>	<b>Vulnerable</b>	<b>Non Vulnerable</b>
<b>Inner East</b>	<b>35%</b>	<b>32%</b>	<b>3%</b>
Inner North East	22%	19%	3%
Outer North East	13%	11%	1%
Outer East	18%	16%	1%
<b>Inner South</b>	<b>31%</b>	<b>27%</b>	<b>4%</b>
Outer South	20%	17%	3%
Inner North West	30%	17%	13%
Outer North West	15%	13%	2%
<b>Inner West</b>	<b>26%</b>	<b>21%</b>	<b>5%</b>
Outer West	20%	18%	2%
<b>City wide</b>	<b>22%</b>	<b>18%</b>	<b>4%</b>

# Life Expectancy

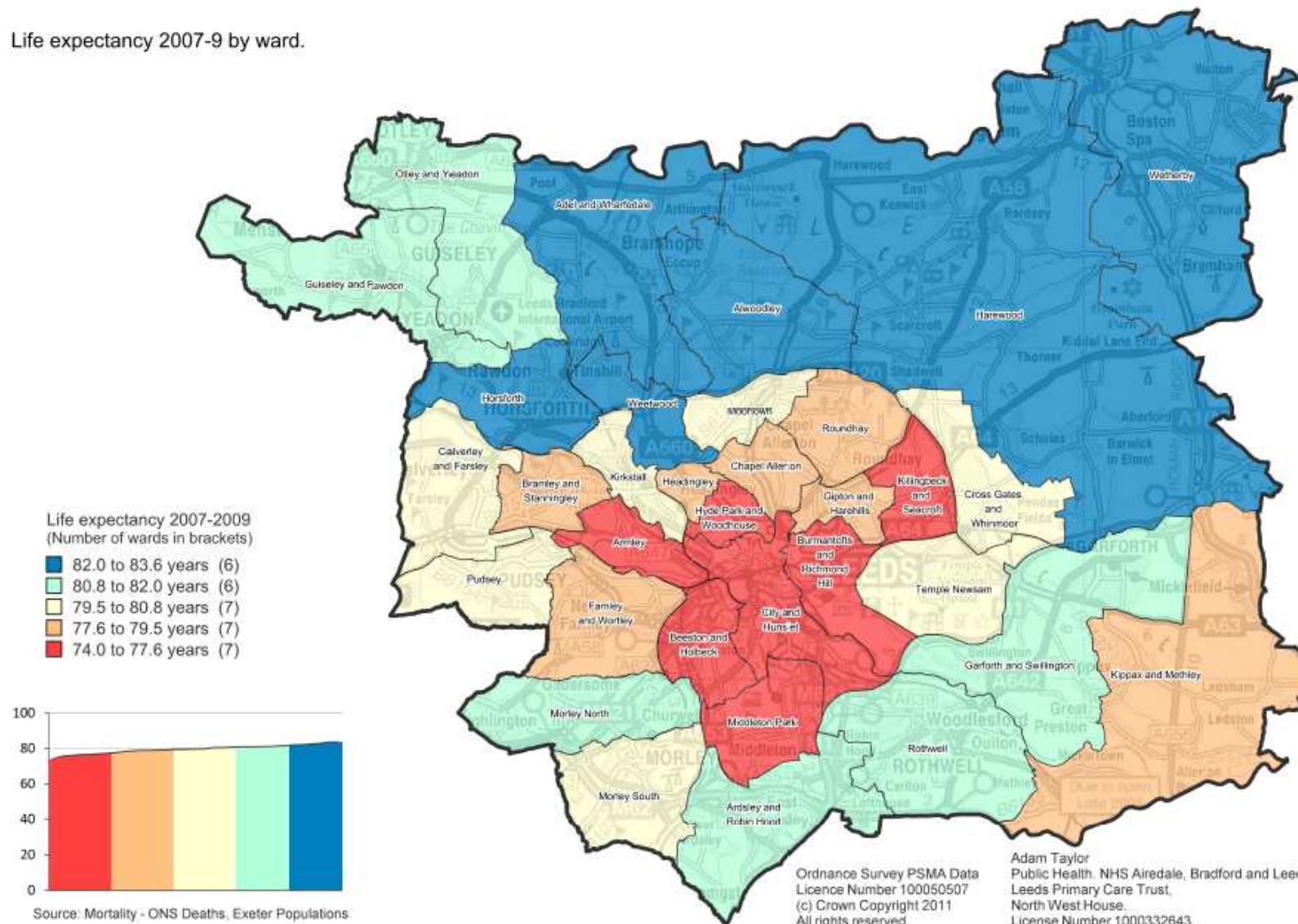
# Life expectancy in under 75s for Leeds Middle Layer Output Areas (MSOAs) ranked by deprivation (2007-2009 data, IMD2010)

## Life Expectancy

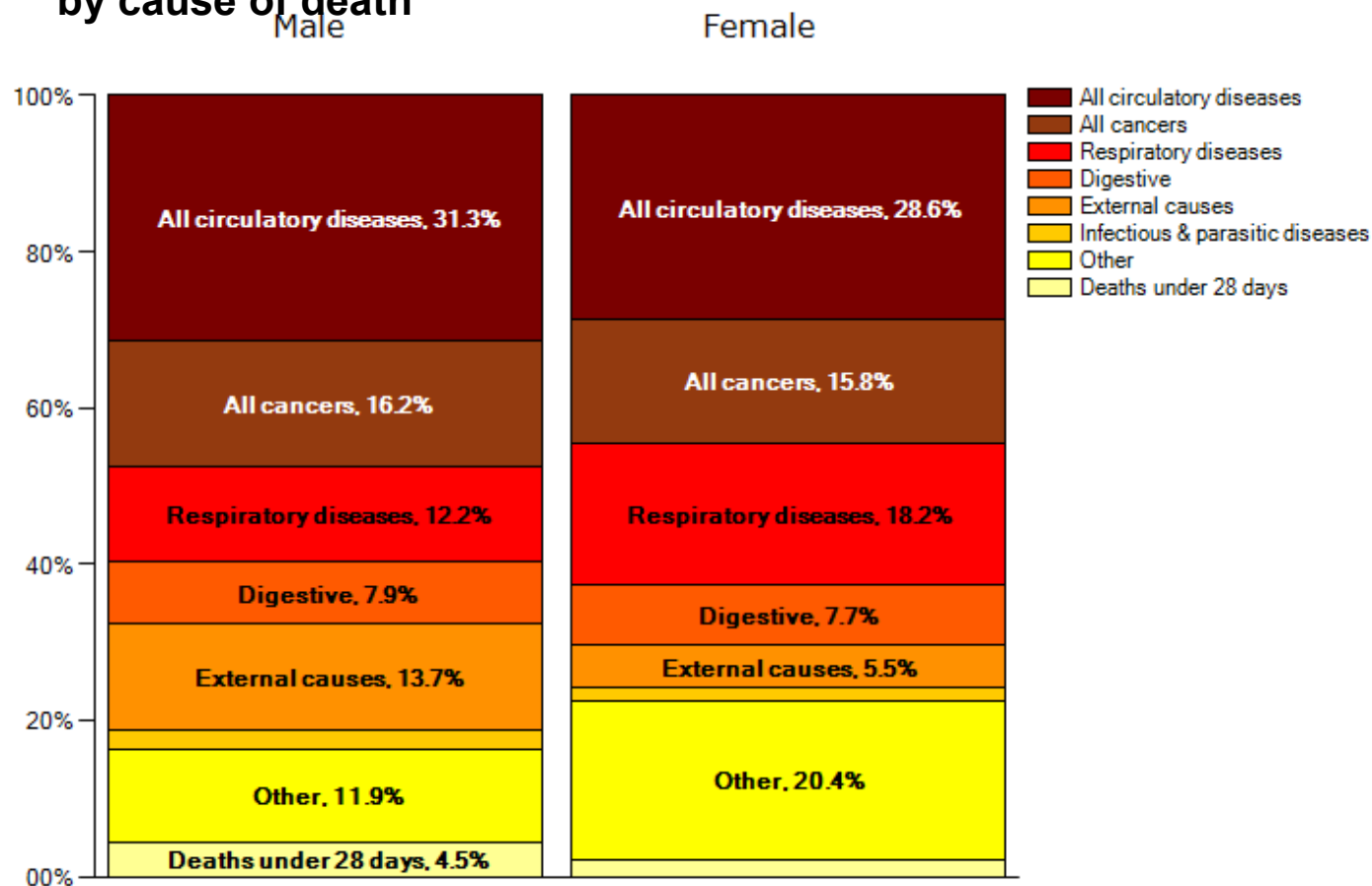


data source: Leeds ONS Mortality & GP Reg populations 2007-2009, 2010 Indices of Multiple Deprivation (IMD)

Life expectancy 2007-9 by ward.

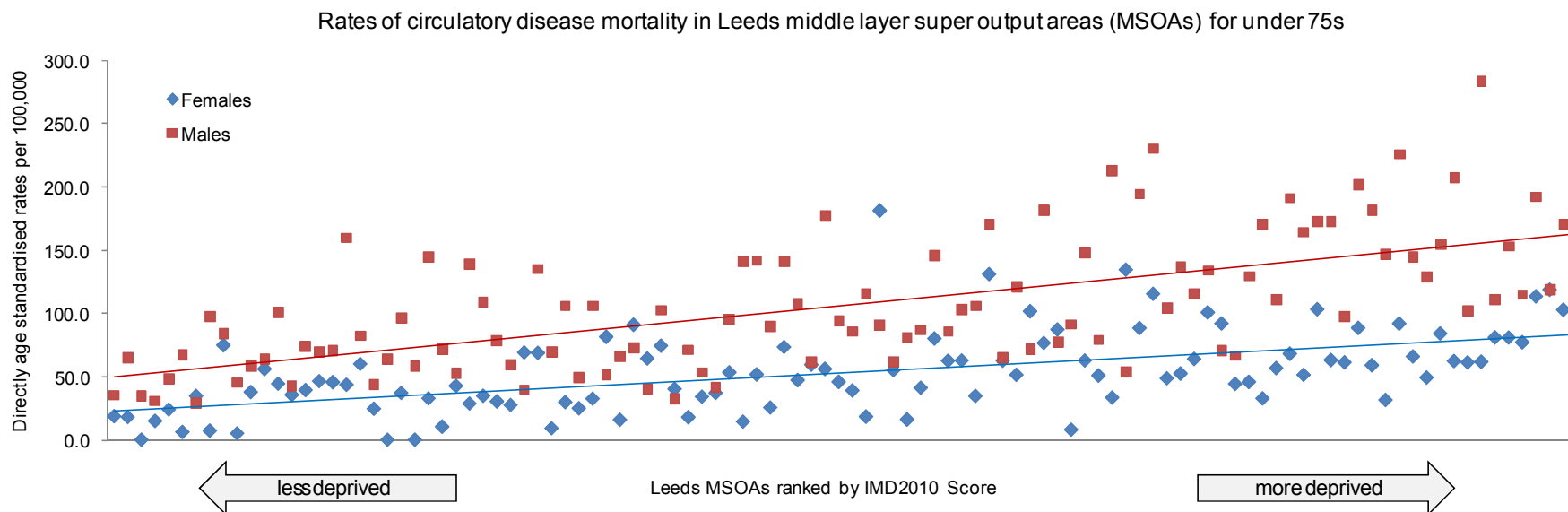


## Breakdown of life expectancy gap between the Most Deprived Quintile (MDQ) of Leeds MCD and the least deprived quintile in the local authority by cause of death



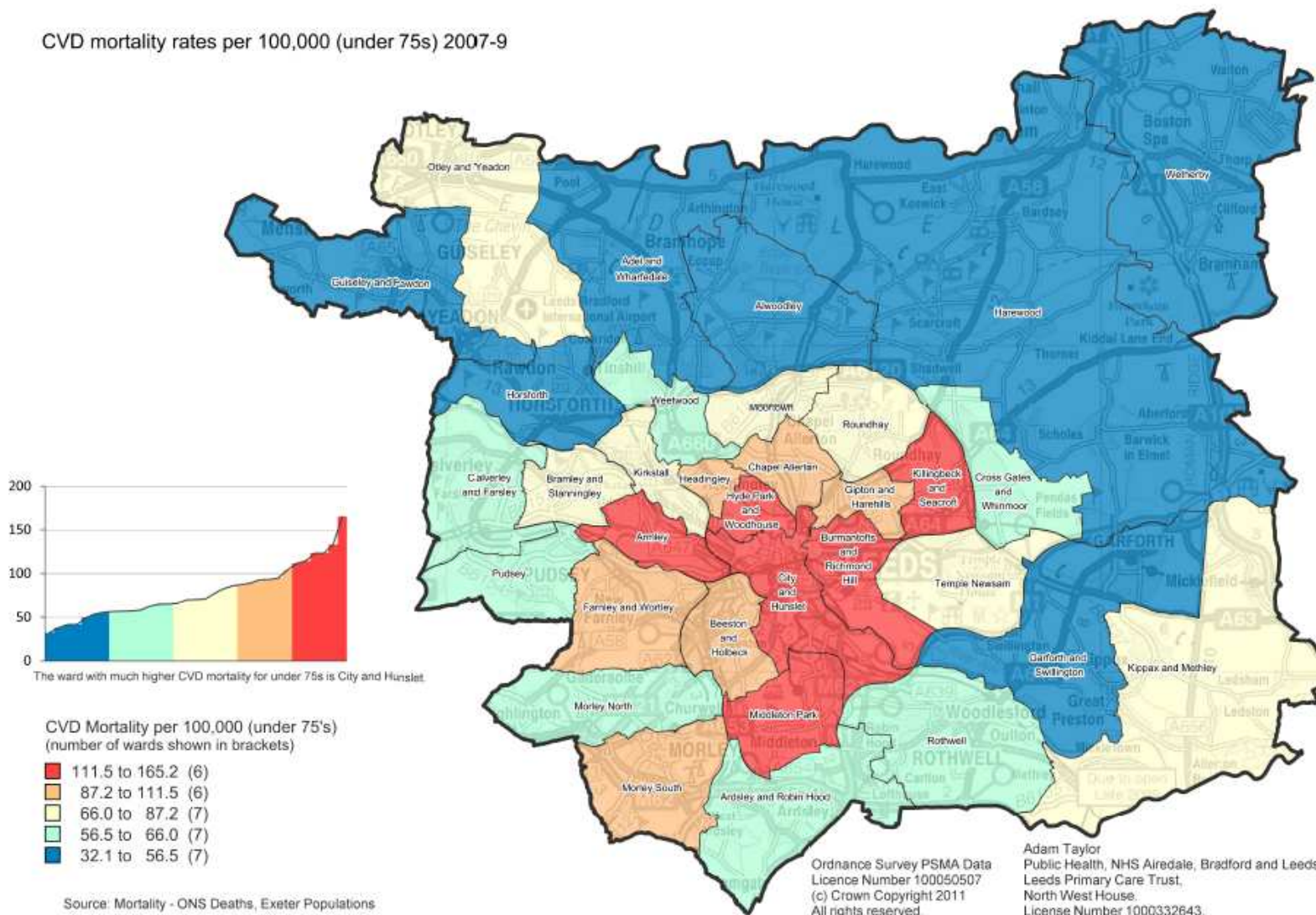


## Under 75s circulatory disease



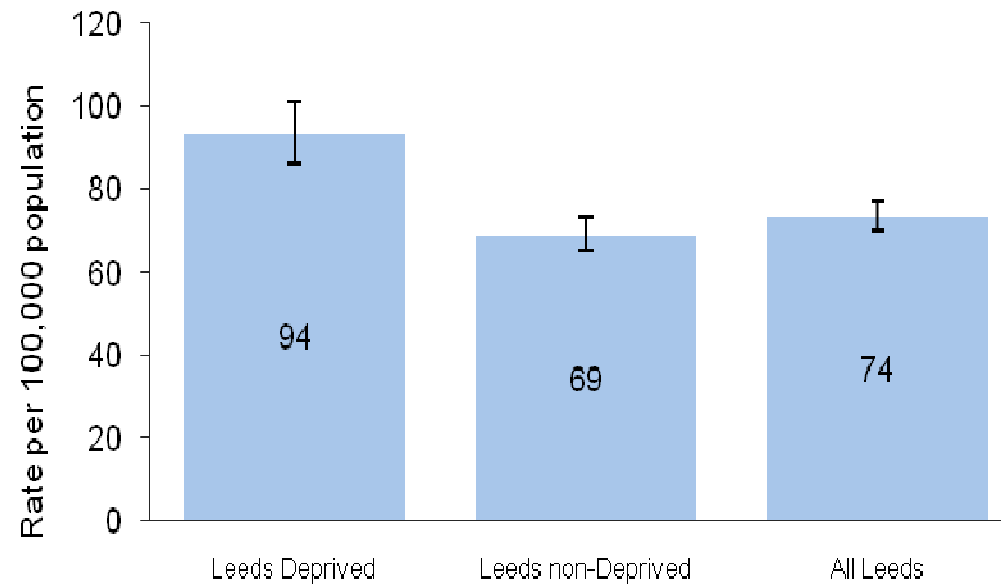
data source: Leeds ONS Mortality & GP Reg populations 2007-2009, 2010 Indices of Multiple Deprivation (IMD)

CVD mortality rates per 100,000 (under 75s) 2007-9



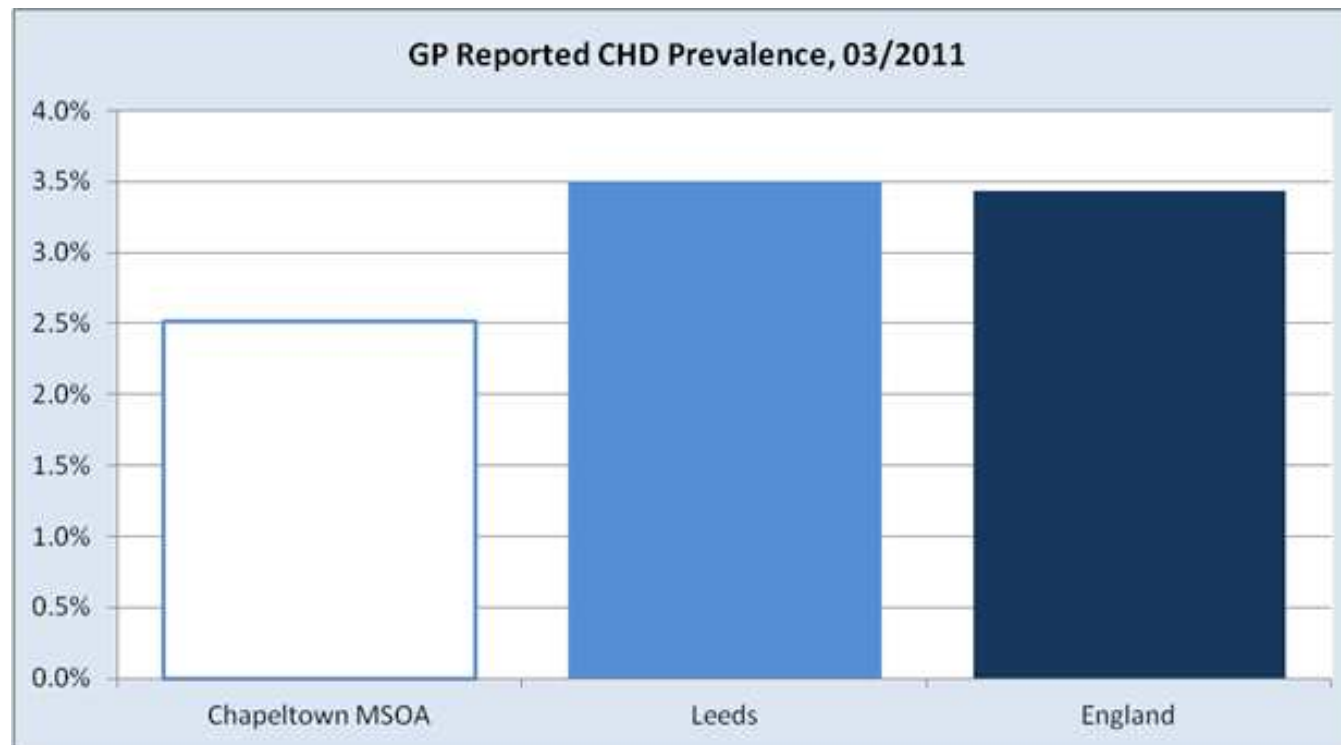
MI episodes (all age), DSR, with 95% confidence limits, 2008-2010, Leeds Deprived, Non-deprived and Leeds

\* 'Leeds Deprived'  
Population resident  
in an area of Leeds  
ranking in the top  
10% by 2004  
Indices of Multiple  
Deprivation

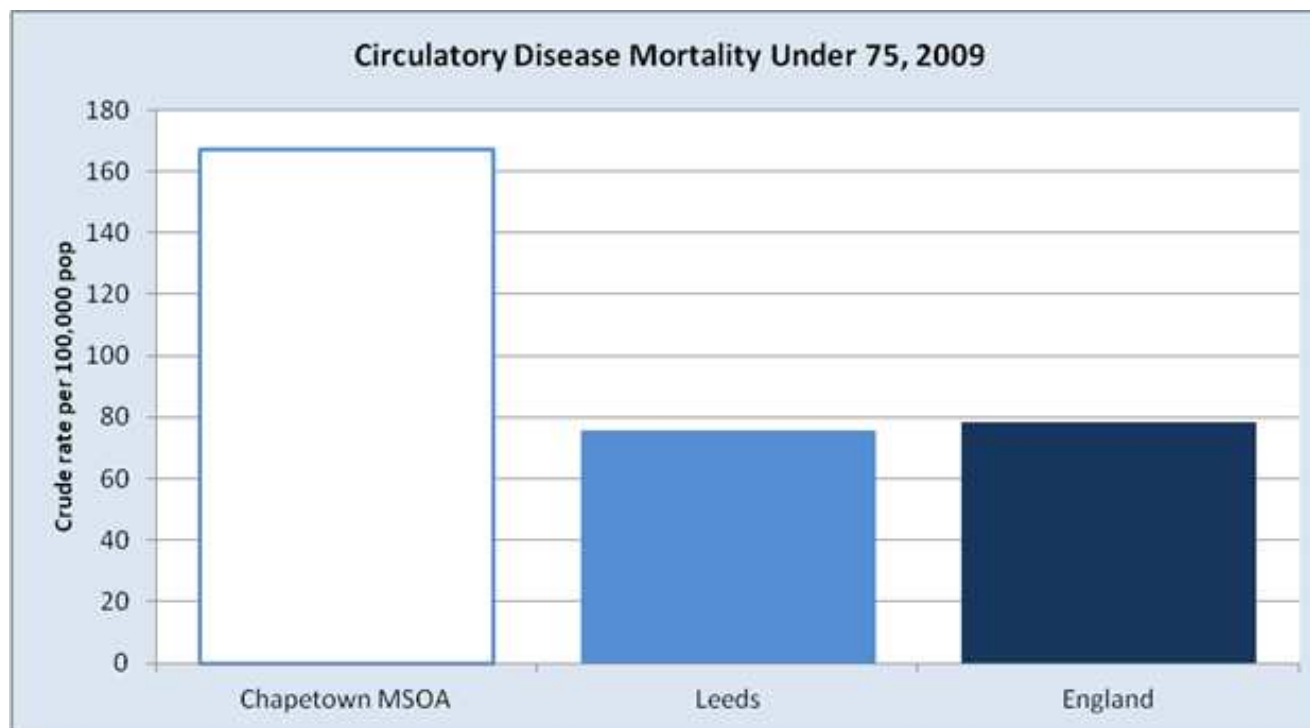


data source: Hospital Episode Statistics (HES); GP registered populations

## CHD Prevalence



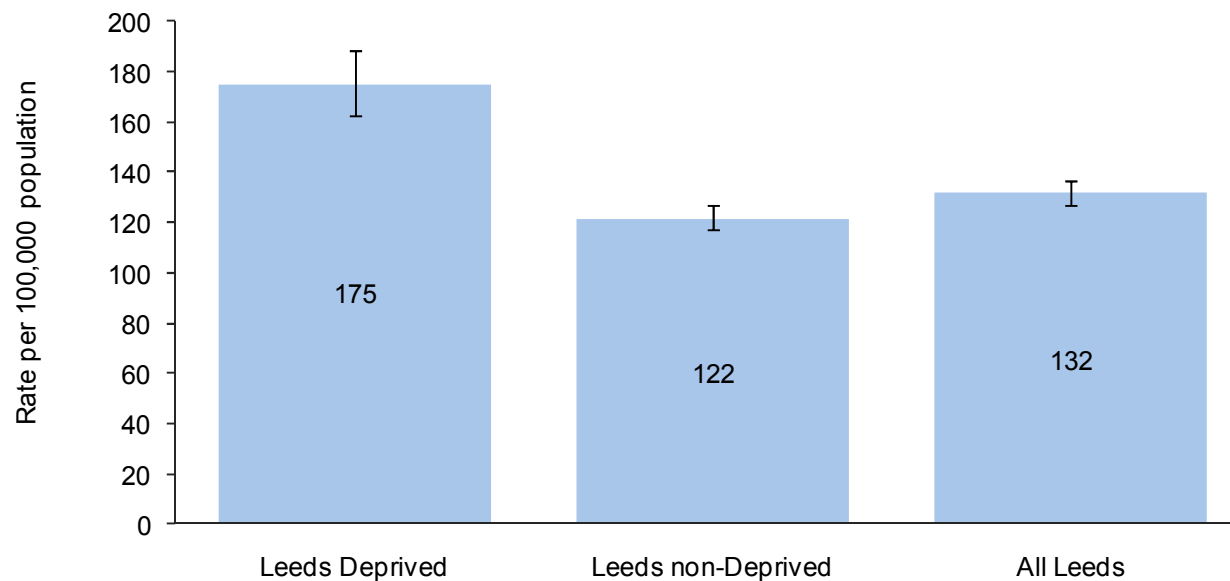
## Circulatory Disease Mortality





Revascularisation episodes (all age), DSR, with 95% confidence limits, 2008-2010, Leeds Deprived, Non-deprived and Leeds

\* 'Leeds Deprived'  
Population resident in  
an area of Leeds  
ranking in the top 10%  
by 2004 Indices of  
Multiple Deprivation

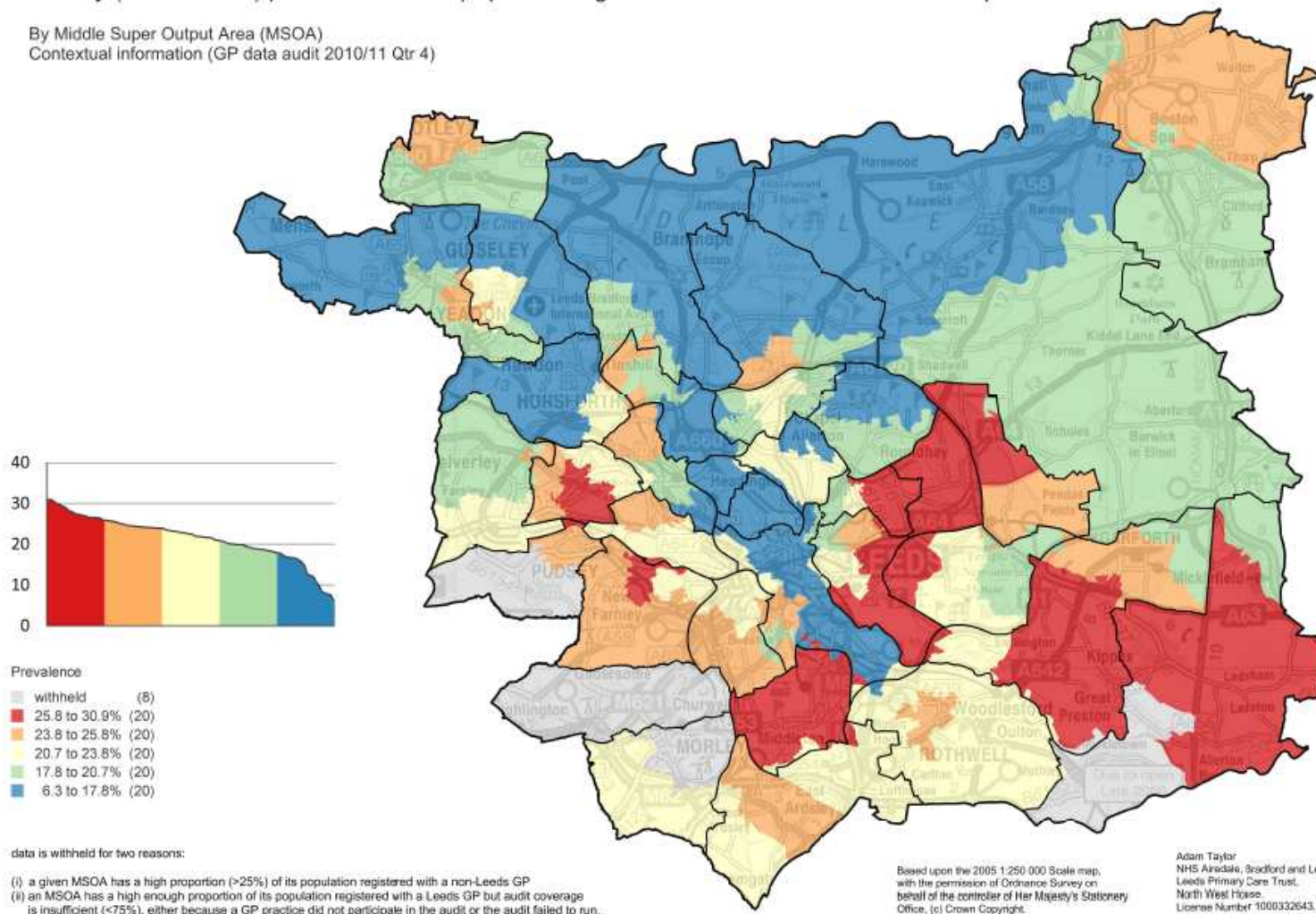


data source: Hospital Episode Statistics (HES); GP registered populations

# Healthy Lifestyles

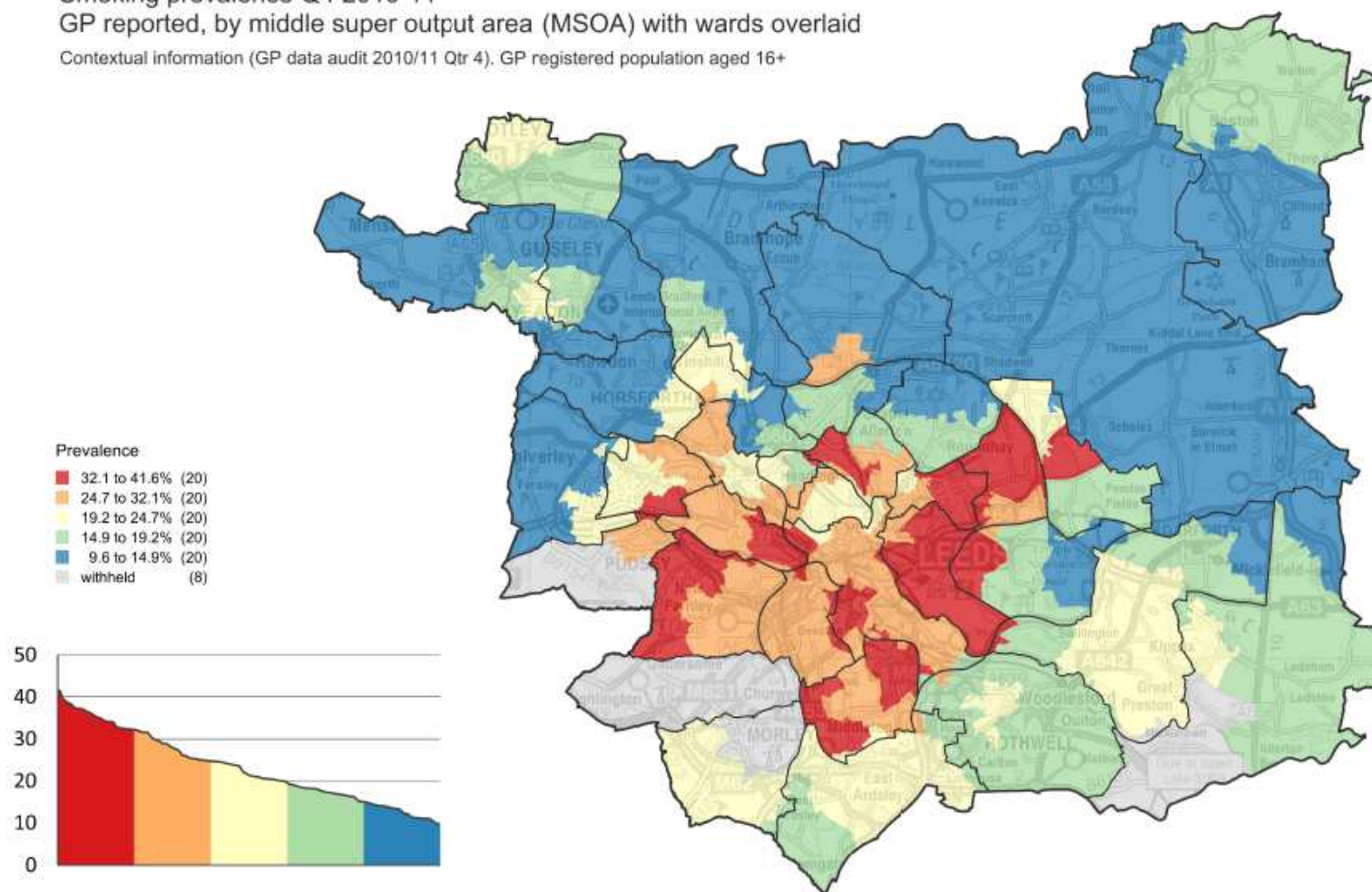
Obesity (BMI over 30) prevalence in the population aged 16+ with a recorded BMI. GP reported.

By Middle Super Output Area (MSOA)  
Contextual information (GP data audit 2010/11 Qtr 4)



Smoking prevalence Q4 2010-11  
GP reported, by middle super output area (MSOA) with wards overlaid

Contextual information (GP data audit 2010/11 Qtr 4). GP registered population aged 16+



data is withheld for two reasons:

- (i) a given MSOA has a high proportion (>25%) of its population registered with a non-Leeds GP
- (ii) an MSOA has a high enough proportion of its population registered with a Leeds GP but audit coverage is insufficient (<75%), either because a GP practice did not participate in the audit or the audit failed to run.

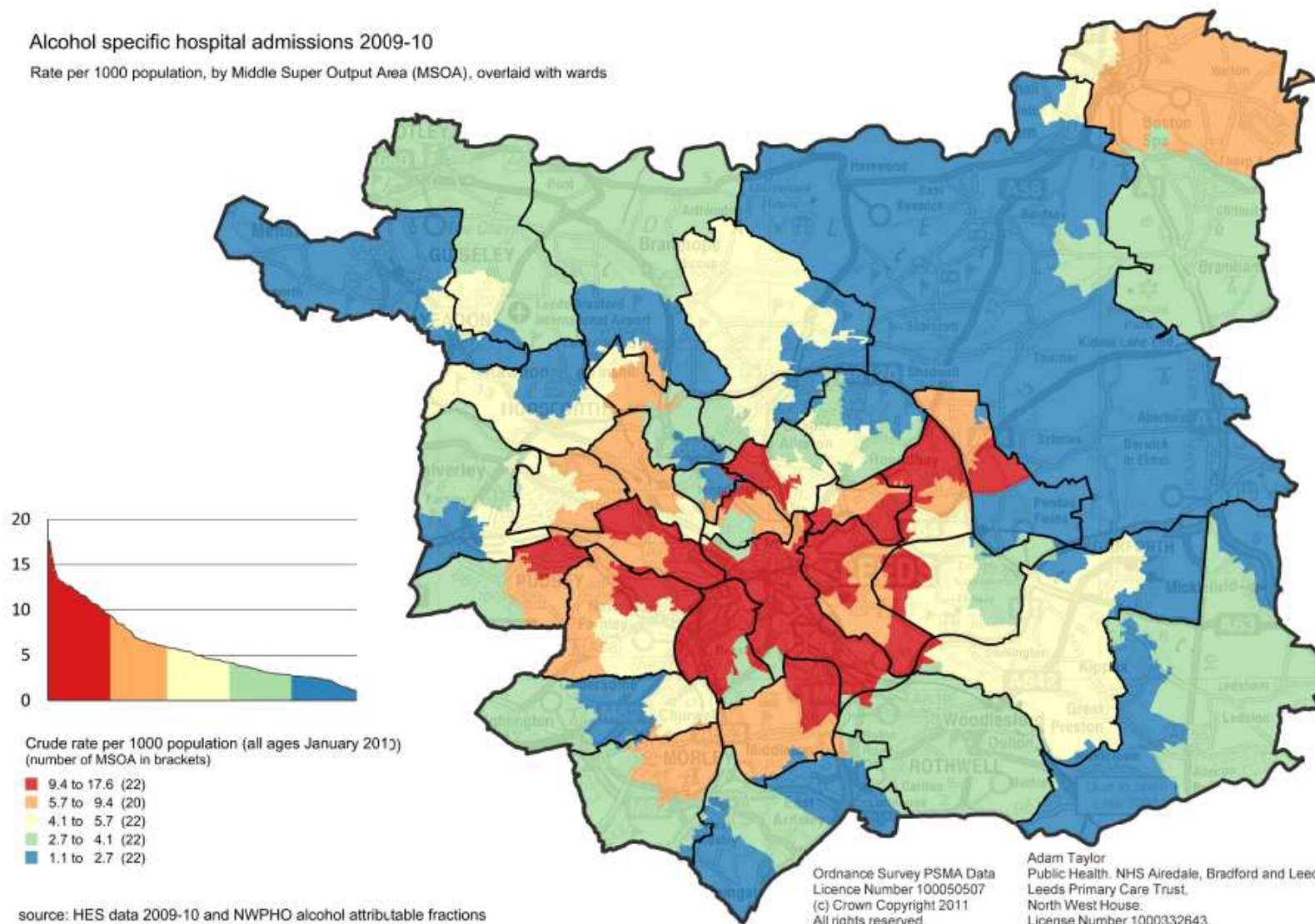
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Adam Taylor  
Public Health, NHS Airedale, Bradford and Leeds  
Leeds Primary Care Trust,  
North West House,  
License Number 1000332643.



### Alcohol specific hospital admissions 2009-10

Rate per 1000 population, by Middle Super Output Area (MSOA), overlaid with wards





# Using the JSNA to tackle health inequalities...

NHS Health Check Year 2 (April 2010 – March 2011):

- **Deprivation (MSOA Quintiles):**

MSOA Quintile	Count		Percentage of Total	
	All	Risk Over 20%	All	Risk Over 20%
1st – Most Deprived	5,224	1,157	32.70%	33.70%
2nd	4,782	1,077	29.90%	31.40%
3rd	1,914	417	12.00%	12.20%
4th	2,190	423	13.70%	12.30%
5th – Least Deprived	1,827	353	11.40%	10.30%
Outside Leeds Boundary	30	4	0.20%	0.10%

- **New diagnoses recorded within 6 months of health check**

- No. of New Hypertensives: 1,450
- No. of New Diabetics: 517
- No. of New Chronic Kidney Disease: 144
- No. of New Atrial Fibrillation: 55
- No. with Impaired Glucose Tolerance: 228
- No. with Impaired Fasting Glucose: 110

## Active Lifestyle Active Women Project

- Improving physical activity and sport provision for women and girls living in the 20% SOA's
- The Active Women projects gives women the opportunity to take part in 10 weeks of sport and physical activity.
- Women are also provided with an off peak bodyline card for a one off nominal fee of £5 for 10 weeks of use at any LCC leisure service facility

## **Active Lifestyle Active Women Project**

- To directly promote the Active Women project to the target population, Experian data has been used to develop a marketing plan for those who currently live in the areas of deprivation in Leeds.
- It has been used to establish which households have a female occupant over the age of 16. Using the Sport England Market Segmentation tool helps to identify which kinds of activities would be most suitable for that particular area
- Agencies across Leeds have worked together to target areas of need. (LCC, Feel Good Factor, Hamara Centre and NHS)

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***“Every week I was surprised by how much I enjoyed the activities – even those I was initially apprehensive about... Give it a go, you will surprise yourself...”***

- A group of Indian women who had never accessed the leisure centre before starting the project have set up their own group of women who meet and play badminton on a weekly basis at the leisure centre
- One particular woman who started on one of the projects has now entered the Tennis league at John Charles Centre for Sport and is a new member of the LTA.
- A woman who originally started on the Armley project in June, has significantly benefited from the project. Alongside having a gastric bypass operation, she has successfully lost around 7 and a half stone. She now enjoys sport and attends the centre regularly.



## **Bodyline on Referral Pilot.**

Working in partnership with LCC leisure centres, NHS Leeds and GPs.

- People identified by GPs via the 40+ health-check (aged 40 to 74) as currently doing little or no physical activity are offered a Bodyline card for 3 months for £5. This card allows free access to swimming, exercise classes and the gyms at LCC leisure centres across Leeds.
- NHS Leeds and GP practices are funding this pilot (£80,000). The majority of patients will be from deprived areas of Leeds. The aim is to attract 4,800 new participants into LCC leisure centres. Every effort will be made to support these people into taking up the offer and making a behaviour change towards regular participation in sport and/or physical activity.

## Independent Living

- Supporting older people in their own homes for longer is both a preference expressed by older people and economic response to reducing the costs of supporting people in residential or nursing homes.
- Leeds health and wellbeing agencies have been working together to enhance the range and flexibility of supported options for people.

## **Independent Living**

- New ways of working are being developed and local partnerships built which are producing a range of services for people to choose from and opportunities for social inclusion.

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## Financial Inclusion

Some examples of projects and initiatives undertaken by the Leeds Financial Inclusion Partnership:

- Increased access to affordable credit by expanding Credit Union facilities in the Council's One Stop Centres and Housing cash offices
- Developing the Leeds Money Advice Project partnership, which unified all the city's five debt advice providers and resulted in a successful joint bid to government for additional face to face debt advice funding
- Provision of basic financial management and debt counselling training to staff working in the Council's customer service points and other front line staff
- Offering family advice services via Children's Centres
- Providing an extensive communications network between all partners involved in debt money advice support to enable easier access to debt counselling appointments

## **Debt advice: Outcomes for clients from Leeds CAB**

- Clients at the Children's Centers Advice Service were assisted to **increase their incomes by £1,272,973 in 2010/11** (an average of £1,321 a year per client advised).
- Clients at the Mental Health & GP Practices services were assisted to **increase their incomes by £578,517 in 2010/11** (an average of £485 a year per client advised).
- In the Financial Inclusion Fund Debt Advice project in 2010/11:
  - Clients were assisted in dealing with **£13,179,303 of total debts**.
  - The average total **value of debts per client advised was £14,993**.
- Clients also report wider positive impacts of receiving advice, for example:
  - **41% of debt advice clients reported an improvement in their health** following advice
  - **63% of debt advice clients reported a reduction in their stress levels**.



Home	Priorities	Key Facts	Search	News	Guidance	About Us	Contact Us
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You are here: [Home](#) Text size: [A](#) [A](#) [A](#)

- Statistics
- Custom Statistics
- Profiles
- Custom Profiles
- Resources & Documents
- Search
- Ward Profiles

Welcome to the Leeds Observatory. This resource is for anyone looking to find out more about communities and geographies in Leeds.

Information contained within this site can be viewed in a variety of formats such as on maps, graphs and tables using the links below.

**Leeds Observatory is now up and running. The range of data, profiles and maps are still being enhanced and expanded, and a range of new functionality will be being added over the coming weeks.**

### News

### Quick Profiles

Enter your postcode below and start exploring key facts and figures about the area its local communities.

Postcode example: LS1 1UR

### Your Feedback

We would like to know how the observatory is helping you and how we can improve the observatory in the future.

Please let us know by sending us your views and comments via our [Contact Us](#) page.

To access a ward profile click on the map below:



### Links

This is the main **Leeds** Observatory site - to view the other sites click on one of the links below:

- West Yorkshire
- Bradford
- Calderdale
- Kirklees
- Leeds
- Wakefield



**Statistics**  
Click here to view or download statistics on a wide range of topics. Available as both tables and maps and at a number of different geographic areas.



**Custom Statistics**  
Click here to create and download custom maps, graphs and tables containing the statistics of your choice. Multiple statistics can be combined and analysed together.



**Profiles**  
Click here to view or download pre-defined profiles of different geographic areas in Leeds. These profiles contain key statistics presented as maps, graphics and tables.



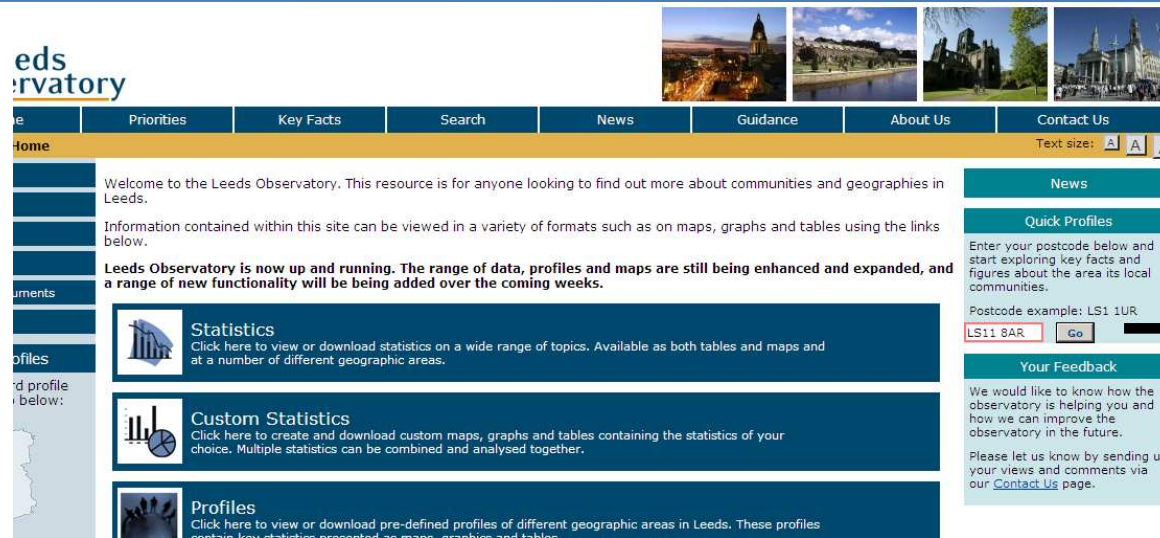
**Custom Profiles**  
Click here to view or download statistics on a wide range of topics. Available as both tables and maps and at a number of different geographic areas.



**Resources & Documents**  
Click here to view or download research documents, pre-made analysis, needs assessments, policies and strategies. You can also follow links to other websites and view our community consultation database called TalkingPoint.

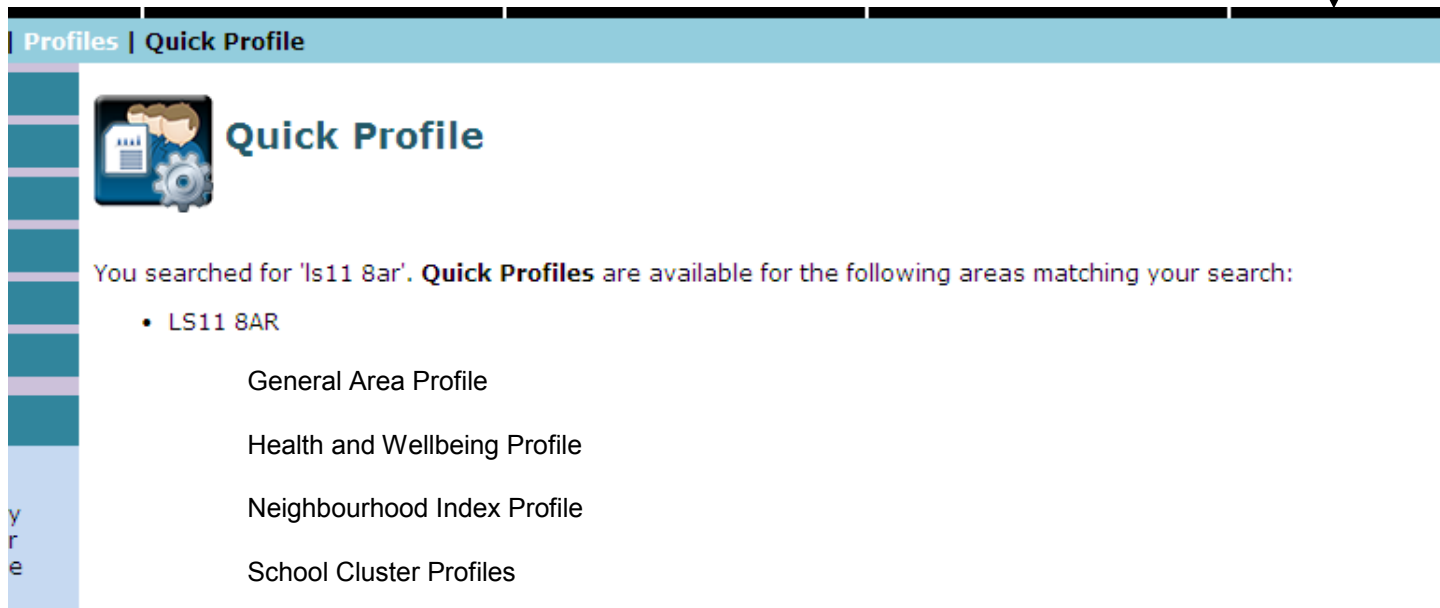
There are no custom links currently defined on the Leeds site.





The screenshot shows the Leeds Observatory homepage. At the top, there are navigation tabs: Home, Priorities, Key Facts, Search, News, Guidance, About Us, and Contact Us. Below the navigation is a 'Home' section with a welcome message and a 'Quick Profiles' section. The 'Quick Profiles' section contains a text input field with 'LS11 8AR' and a 'Go' button. To the right of the 'Go' button is a callout box with the text: 'Entering a postcode will provide a list of relevant profiles available for the postcode entered'. Below the 'Quick Profiles' section is a 'Your Feedback' section.


Entering a postcode will provide a list of relevant profiles available for the postcode entered



The screenshot shows the 'Quick Profile' page. The page title is 'Profiles | Quick Profile'. Below the title is a 'Quick Profile' section with a search icon and a gear icon. The text reads: 'You searched for 'ls11 8ar'. Quick Profiles are available for the following areas matching your search:'. Below this text is a list of profile types: 'LS11 8AR', 'General Area Profile', 'Health and Wellbeing Profile', 'Neighbourhood Index Profile', and 'School Cluster Profiles'.



Profiles | Quick Profile



## Quick Profile

You searched for 'ls11 8ar'. **Quick Profiles** are available for the following areas matching your search:

- LS11 8AR
  - General Area Profile
  - Health and Wellbeing Profile
  - Neighbourhood Index Profile
  - School Cluster Profiles

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# Next steps

- JSNA embedded in the work of the Health and Well Being Board
- JSNA at the heart of all commissioning decisions
- JSNA production - business as usual.