



Public Health  
England

Protecting and improving the nation's health

# Fingertips and Local Health- what can these tools tell us about health and wellbeing in rural areas?

Local Knowledge and Intelligence Service - West Midlands

# Public Health England

We exist to protect and improve the nation's health and wellbeing, and reduce health inequalities.



# Local Knowledge and Intelligence Service (LKIS)

### NORTH WEST

- |                          |                              |
|--------------------------|------------------------------|
| 13 Cumbria               | 25 Oldham                    |
| 14 Lancashire            | 26 Salford                   |
| 15 Blackpool             | 27 Manchester                |
| 16 Blackburn with Darwen | 28 Tameside                  |
| 17 Sefton                | 29 Trafford                  |
| 18 Liverpool             | 30 Stockport                 |
| 19 Knowsley              | 31 Halton                    |
| 20 St. Helens            | 32 Warrington                |
| 21 Wigan                 | 33 Wirral                    |
| 22 Bolton                | 34 Cheshire West and Chester |
| 23 Bury                  | 35 Cheshire East             |
| 24 Rochdale              |                              |

### WEST MIDLANDS

- |                       |                            |
|-----------------------|----------------------------|
| 60 Staffordshire      | 67 Sandwell                |
| 61 Stoke-on-Trent     | 68 Birmingham              |
| 62 Shropshire         | 69 Warwickshire            |
| 63 Telford and Wrekin | 70 Solihull                |
| 64 Wolverhampton      | 71 Coventry                |
| 65 Walsall            | 72 Worcestershire          |
| 66 Dudley             | 73 County of Herefordshire |

### SOUTH WEST

- |                                  |
|----------------------------------|
| 104 Gloucestershire              |
| 105 South Gloucestershire        |
| 106 Wiltshire                    |
| 107 Swindon                      |
| 108 City of Bristol              |
| 109 North Somerset               |
| 110 Bath and North East Somerset |
| 111 Somerset                     |
| 112 Dorset                       |
| 113 Poole                        |
| 114 Bournemouth                  |
| 115 Devon                        |
| 116 Torbay                       |
| 117 Plymouth                     |
| 118 Cornwall                     |
| 119 Isles of Scilly              |

### NORTH EAST

- |                       |                         |
|-----------------------|-------------------------|
| 1 Northumberland      | 7 County Durham         |
| 2 Newcastle upon Tyne | 8 Hartlepool            |
| 3 North Tyneside      | 9 Darlington            |
| 4 Gateshead           | 10 Stockton-on-Tees     |
| 5 South Tyneside      | 11 Middlesbrough        |
| 6 Sunderland          | 12 Redcar and Cleveland |

### YORKSHIRE AND HUMBER

- |                             |                               |
|-----------------------------|-------------------------------|
| 36 North Yorkshire          | 44 Barnsley                   |
| 37 York                     | 45 Sheffield                  |
| 38 Bradford                 | 46 Rotherham                  |
| 39 Leeds                    | 47 Doncaster                  |
| 40 East Riding of Yorkshire | 48 North Lincolnshire         |
| 41 Calderdale               | 49 City of Kingston upon Hull |
| 42 Kirklees                 | 50 North East Lincolnshire    |
| 43 Wakefield                |                               |

### EAST MIDLANDS

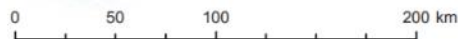
- |                     |
|---------------------|
| 51 Derbyshire       |
| 52 Derby            |
| 53 Nottinghamshire  |
| 54 Nottingham       |
| 55 Lincolnshire     |
| 56 Leicestershire   |
| 57 Leicester        |
| 58 Rutland          |
| 59 Northamptonshire |

### EAST OF ENGLAND

- |                         |
|-------------------------|
| 74 Peterborough         |
| 75 Cambridgeshire       |
| 76 Norfolk              |
| 77 Suffolk              |
| 78 Bedford              |
| 79 Milton Keynes        |
| 80 Central Bedfordshire |
| 81 Luton                |
| 82 Hertfordshire        |
| 83 Essex                |
| 84 Thurrock             |
| 85 Southend-on-Sea      |

### SOUTH EAST

- |                           |                     |                       |
|---------------------------|---------------------|-----------------------|
| 86 Oxfordshire            | 92 Slough           | 98 Surrey             |
| 87 Buckinghamshire        | 93 Bracknell Forest | 99 West Sussex        |
| 88 West Berkshire         | 94 Hampshire        | 100 Kent              |
| 89 Reading                | 95 Southampton      | 101 Medway            |
| 90 Wokingham              | 96 Portsmouth       | 102 East Sussex       |
| 91 Windsor and Maidenhead | 97 Isle of Wight    | 103 Brighton and Hove |



# Background

Important topic for PHE

Specific ask from local DsPH in rural Shires in WM

- Investigate reduced access to services
- To better understand the volume & nature of need



# Fingertips

- Free resource
- Available online to anyone and everyone
- <https://fingertips.phe.org.uk/>



# Public Health Profiles

## Highlighted Profiles

Child and Maternal Health Health Profiles  
Longer Lives

Mental Health Dementia and Neurology  
National General Practice Profiles  
Public Health Outcomes Framework

## National Public Health Profiles

Adult Social Care  
AMR local indicators  
Atlas of Variation  
Cancer Services  
Cardiovascular Disease  
Child and Maternal Health  
Diabetes  
Disease and risk factor prevalence  
End of Life Care Profiles  
Health assets profile  
Health Profiles

Longer Lives  
Marmot Indicators  
Mental Health Dementia and Neurology  
Musculoskeletal Diseases  
National General Practice Profiles  
NCMP Local Authority Profile  
NHS Health Check  
Older People's Health and Wellbeing  
Oral Health Profile  
Peer benchmarking tool  
Physical Activity

## User Guide



## Latest News

December 2017:  
GP profiles: New format and new data



# Multiple ways to compare the data

The screenshot shows the Public Health Outcomes Framework website. At the top, there is a navigation bar with the Public Health England logo and links for Home, Introduction, Data, Further information, FAQs, Technical Guidance, and Contact us. The main heading is "Public Health Outcomes Framework". Below this is a search bar for "Indicator keywords". A horizontal menu categorizes indicators into: Overarching indicators (highlighted), Wider determinants of health, Health improvement, Health protection, Healthcare and premature mortality, and Supporting information. A secondary menu offers various visualization and analysis tools: Overview, Compare indicators, Map, Trends, Compare areas, Area profiles, Inequalities, England, Population, Box Plots, Definitions, and Download. The main content area features several dropdown menus: "Area type" set to "District & UA", "Area" set to "East Staffordshire" with a "Search for an area" link, "Areas grouped by" set to "Region" with a dropdown menu open showing options like "Region", "PHE Centres (2015)", "ONS 2011 group", "ONS 2011 subgroup", "Depriv. decile (IMD 2015)", "County & UA", and "Combined authorities", and "Benchmark" set to "England". Below these are color-coded status indicators for "Compared with benchmark" (Better, Similar, Worse) and "Recent trends" (Increasing/Getting worse, Increasing/Getting better, Decreasing/Getting worse, Decreasing/Getting better, No significant change). A note indicates that a note is attached to the value, which can be viewed by hovering over it.



# ONS subgroups

Rural-Urban Fringe

Affluent Rural

Rural Growth Areas

Larger Towns and Cities

University Towns and Cities

Older Farming Communities

Sparse English Countryside

Ageing Coastal Living

Seaside Living

Ethn. Diverse Metropolitan

Living

London Cosmopolitan

Manufacturing Legacy

Mining Legacy

Service Economy

Country Living

Prosperous Semi-Rural

Prosperous Towns

Industrial and Multi-ethnic

Urban Living

City Periphery

Expanded Areas

# More relevant comparisons:

## 0.1ii - Life expectancy at birth (Female)

2013 - 15

Life expectancy - Years

Area	Recent Trend	Count	Value		95% Lower CI	95% Upper CI
England	-	-	83.1		83.1	83.1
Country Living	-	-	-		-	-
Amber Valley	-	-	82.6		82.1	83.2
Ashford	-	-	84.0		83.4	84.5
Babergh	-	-	84.4		83.7	85.0
Bassetlaw	-	-	81.8		81.2	82.4
Braintree	-	-	83.1		82.6	83.6
Broadland	-	-	84.3		83.8	84.8
Cheshire East	-	-	83.7		83.4	84.0
Daventry	-	-	83.2		82.5	83.9
East Cambridgeshire	-	-	84.8		84.1	85.4
East Northamptonshire	-	-	84.0		83.4	84.6
East Staffordshire	-	-	82.3		81.7	82.9
Erewash	-	-	82.9		82.3	83.4
Fenland	-	-	82.6		82.0	83.3
Forest of Dean	-	-	83.7		83.0	84.3
Harborough	-	-	84.5		83.8	85.2
Hinckley and Bosworth	-	-	84.2		83.6	84.8
Huntingdonshire	-	-	84.7		84.2	85.2
Maldon	-	-	83.6		82.8	84.4
Melton	-	-	83.7		82.7	84.6
Mid Suffolk	-	-	84.6		84.0	85.2
Newark and Sherwood	-	-	82.9		82.4	83.4
North Lincolnshire	-	-	82.5		82.0	83.0
North Warwickshire	-	-	82.2		81.4	83.1
North West Leicestershire	-	-	83.3		82.7	84.0
Selby	-	-	84.2		83.5	84.8
South Derbyshire	-	-	82.7		82.1	83.3
South Holland	-	-	83.0		82.4	83.6
South Kesteven	-	-	83.8		83.3	84.4
South Norfolk	-	-	84.3		83.7	84.9
South Northamptonshire	-	-	84.9		84.2	85.6
St. Edmundsbury	-	-	84.6		84.0	85.3
Staffordshire Moorlands	-	-	82.8		82.2	83.4
Stafford	-	-	82.0		81.3	82.7

# Can view many indicators together

Compared with benchmark Better Similar Worse Lower Similar Higher Not compared

Indicator	Period	England		Country Living																											
		England	Country Living	Amber Valley	Ashtford	Babergh	Bassetlaw	Braintree	Broadland	Cheshire East	Daventry	East Cambridgeshire	East Northamptonshire	East Staffordshire	Erewash	Fenland	Forest of Dean	Harborough	Hinckley and Bosworth	Huntingdonshire	Italdon	Isilton	Mid Suffolk	Newark and Sherwood	North Lincolnshire	North Warwickshire	North West Leicestershire	Selby	South Derbyshire	South Holland	South Kesteven
1.01i - Children in low income families (all dependent children under 20)	2014	19.9	13.8*	16.1	16.6	12.7	17.4	13.8	10.1	12.2	11.5	10.0	12.9	16.0	18.1	20.7	15.2	8.2	11.7	11.7	13.0	11.3	11.1	16.5	20.7	14.8	14.0	11.6	12.7	15.8	14.0
1.01ii - Children in low income families (under 16s)	2014	20.1	14.3*	16.6	17.2	13.3	18.1	14.0	10.3	12.6	12.0	10.1	13.4	16.3	18.6	21.3	15.5	8.5	12.1	11.9	13.4	11.9	11.4	17.2	21.3	15.4	14.4	11.9	13.1	16.4	14.7
1.03 - Pupil absence	2015/16	4.57	4.41*	4.28	5.19	4.26	4.55	4.24	4.41	4.21	4.46	4.06	4.76	3.99	4.37	4.71	4.74	4.15	4.30	4.36	4.11	4.31	4.23	4.77	4.31	4.72	4.24	4.16	4.21	4.91	4.08
1.08i - Gap in the employment rate between those with a long-term health condition and the overall employment rate	2016/17	29.4	35.8	39.1	35.6	30.1	34.6	38.9	33.8	34.5	32.1	35.6	41.0	33.6	35.6	45.1	25.8	42.6	34.3	37.9	23.8	28.9	39.3	40.5	25.5	39.4	27.8	52.0	34.6	52.1	38.8
1.08iv - Percentage of people aged 16-64 in employment (Persons)	2016/17	74.4	78.8*	80.9	80.8	71.3	68.2	78.0	80.5	76.4	81.0	82.5	79.4	78.5	86.4	78.2	73.9	76.8	79.2	79.2	67.2	82.1	76.1	80.0	72.8	84.0	75.0	80.3	82.3	76.0	80.2
1.08iv - Percentage of people aged 16-64 in employment (Male)	2016/17	79.5	83.4*	87.5	86.9	72.7	69.6	82.0	87.6	81.8	86.1	87.0	88.9	83.0	88.2	84.5	80.6	80.8	83.1	84.0	64.1	86.7	85.9	76.8	77.9	85.7	78.8	83.4	86.4	76.2	86.9
1.08iv - Percentage of people aged 16-64 in employment (Female)	2016/17	69.5	74.2*	74.6	74.8	69.9	66.9	74.0	73.4	71.0	76.1	78.1	69.6	73.9	84.7	71.9	67.1	73.1	75.5	74.5	70.2	77.6	66.6	83.1	67.6	82.3	71.2	77.2	78.1	75.9	73.9
1.09i - Sickness absence - the percentage of employees who had at least one day off in the previous week	2014 - 16	2.1	2.3	2.7	1.4	1.3	1.8	1.0	3.0	2.0	2.8	1.9	2.3	4.0	2.0	2.6	2.0	2.3	1.1	0.4	0.8	3.7	4.3	2.0	2.9	*	1.7	2.1	4.7	0.4	2.9
1.09ii - Sickness absence - the percentage of working days lost due to sickness absence	2014 - 16	1.2	1.3	1.5	0.6	1.2	1.5	0.5	1.7	1.4	0.7	1.4	0.8	3.1	1.2	0.6	0.8	1.6	1.0	0.4	0.2	1.3	2.8	1.0	1.9	*	0.9	1.1	2.5	0.1	1.7
1.10 - Killed and seriously injured (KSI) casualties on England's roads	2013 - 15	38.5	45.9*	36.0	52.2	31.5	45.3	43.1	48.2	55.1	75.5	59.2	41.6	29.1	35.4	44.7	43.8	40.1	30.9	46.8	43.5	57.6	40.0	53.8	59.1	85.4	46.2	54.3	40.0	57.5	41.6
1.12i - Violent crime (including sexual violence) - hospital admissions for violence	2013/14 -15/16	44.8	-	32.5	23.1	16.5	40.8	25.8	15.7	48.1	36.7	22.4	23.9	28.4	38.1	37.6	17.4	18.8	26.6	18.6	17.7	17.5	15.4	36.9	39.4	37.5	17.6	21.1	24.3	26.9	21.7
1.12ii - Violent crime (including sexual violence) - violence offences per 1,000 population	2015/16	17.2	11.6*	10.2	14.8	14.6	14.3	12.6	11.3	11.5	12.0	7.3	10.6	18.8	12.3	14.6	6.6	5.9	8.8	9.9	11.1	7.9	14.6	13.4	15.1	13.7	9.2	10.6	8.5	7.7	7.4

# Data is benchmarked

Compared with benchmark



## 2.06i - Child excess weight in 4-5 and 10-11 year olds - 4-5 year olds 2016/17

Proportion - %

Area	Recent Trend	Count	Value	95% Lower CI	95% Upper CI
England	↓	142,419	22.6	22.5	22.7
Country Living	→	11,231	22.1	21.7	22.4
Amber Valley	→	294	22.7	20.5	25.1
Ashford	↑	400	25.7	23.6	27.9
Babergh	→	174	21.0	18.4	23.9
Racetlaw	→	200	23.3	21.1	25.8

# Alternatively can view a particular area

Compared with benchmark ● Better ● Similar ● Worse ● Lower ● Similar ● Higher ○ Not Compared



Indicator	Period	East Staffs			ONS 2011 subgroup	England				
		Recent Trend	Count	Value	Value	Value	Worst/Lowest	Range	Best/Highest	
2.01 - Low birth weight of term babies	2015	↓	27	2.0%	2.1%*	2.8%	4.8%		0.8%	
2.02i - Breastfeeding - breastfeeding initiation	2014/15	—	1,018	73.3%	73.5%*	74.3%	47.2%		92.9%	
2.02ii - Breastfeeding - breastfeeding prevalence at 6-8 weeks after birth - historical method	2014/15	—	448	*	42.5%*	43.8%	19.1%		81.5%	
2.03 - Smoking status at time of delivery - current method	2016/17	↓	141	10.1%	12.0%	10.7%	28.1%		2.3%	
2.03 - Smoking status at time of delivery - historical method	2016/17	↓	141	10.0%	11.8%*	10.5%	28.1%		2.3%	
2.04 - Under 18 conceptions	2015	↓	52	26.4	16.7*	20.8	43.8		5.4	
2.06i - Child excess weight in 4-5 and 10-11 year olds - 4-5 year olds	2016/17	→	326	23.8%	22.1%	22.6%	31.5%		14.7%	
2.06ii - Child excess weight in 4-5 and 10-11 year olds - 10-11 year olds	2016/17	→	415	33.6%	30.8%	34.2%	43.9%		21.2%	
2.07i - Hospital admissions caused by unintentional and deliberate injuries in children (aged 0-14 years)	2015/16	→	192	91.2	95.0*	104.2	207.4		46.3	
2.07i - Hospital admissions caused by unintentional and deliberate injuries in children (aged 0-4 years)	2015/16	→	87	119.1	119.1*	129.6	255.7		50.8	
2.07ii - Hospital admissions caused by unintentional and deliberate injuries in	2015/16	→	182	138.7	140.7*	134.1	280.2		65.8	

# A number of different functions

The screenshot shows the Public Health England website interface for the Public Health Outcomes Framework. At the top left is the Public Health England logo. Navigation links include Home > Introduction > Data, Further information, FAQs, Technical Guidance, and Contact us. The main heading is "Public Health Outcomes Framework" with a search bar for "Indicator keywords". Below this is a horizontal menu with six categories: "Overarching indicators", "Wider determinants of health", "Health improvement" (highlighted in black), "Health protection", "Healthcare and premature mortality", and "Supporting information". A secondary row of icons provides various analysis tools: Overview, Compare indicators, Map, Trends, Compare areas, Area profiles, Inequalities, England, Population, Box Plots, Definitions (highlighted in teal), and Download. Below the icons are two dropdown menus: "Area type" set to "District & UA" and "Indicator" set to "2.06i - Child excess weight in 4-5 and 10-11 year olds - 4-5 year olds".

# If you would like further information...

The screenshot shows a navigation bar with the following tabs: Overview, Compare indicators, Map, Trends, Compare areas, Area profiles, Inequalities, England, Population, Box Plots, **Definitions**, and Download. Below the navigation bar, there is a dropdown menu for 'Area type' set to 'District & UA' and another dropdown menu for 'Indicator' set to '2.06i - Child excess weight in 4-5 and 10-11 year olds - 4-5 year olds'.

## Indicator Definitions and Supporting Information

Indicator ID	20601
Indicator full name	Prevalence of overweight (including obese) among children in Reception
Rationale	<p>The UK is experiencing an epidemic of obesity affecting both adults and children. The <a href="#">Health Survey for England (HSE)</a> found that among boys and girls aged 2 to 15, the proportion of children who were classified as obese increased from 11.7 per cent in 1995 to 16.0 per cent in 2010, peaking at 18.9 per cent in 2004.</p> <p>There is concern about the rise of childhood obesity and the implications of such obesity persisting into adulthood. The risk of obesity in adulthood and risk of future obesity-related ill</p>

Definitions tab includes details about sources of data, rationale for producing the indicator etc



# Local Health

- Free resource
- Available online to anyone and everyone
- <http://www.localhealth.org.uk/>

# Local health - ward area data



Public Health England

Local Health

LOAD GET PREFERENCES

T Text

Maps

Data

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[HOME](#) | [DATA DOWNLOAD FILES](#) | [PRIVACY POLICY](#) | [FIND MY AREA](#) | [HOW DO I?](#)

## Welcome to Local Health

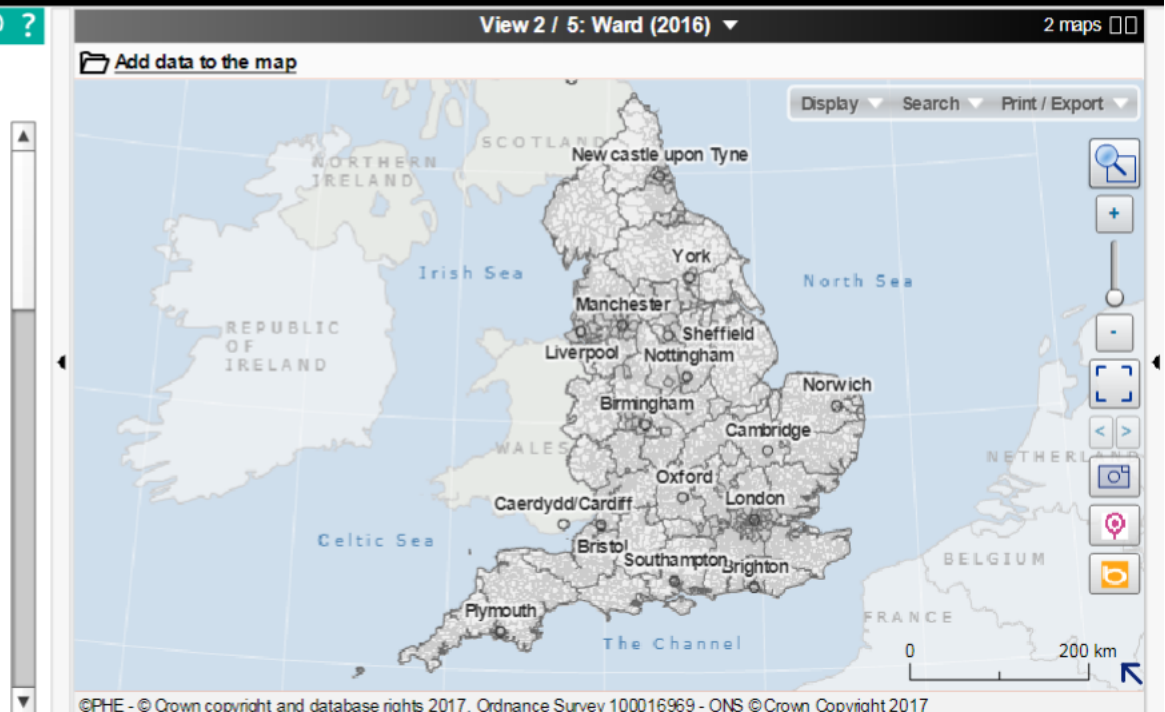
Local Health provides quality assured health information at small area level. As well as five pre-set geographical levels, you can combine areas to create your own geographies, and view the information and reports for these "bespoke" areas. Reports allow you to compare selected area to the England average for a range of indicators.

**Latest News:** 29th January 2018 - An error has been corrected in the population pyramid charts, available in 'Detailed Reports' for 26 Upper Tier Local Authorities. No other elements of Local Health were affected.

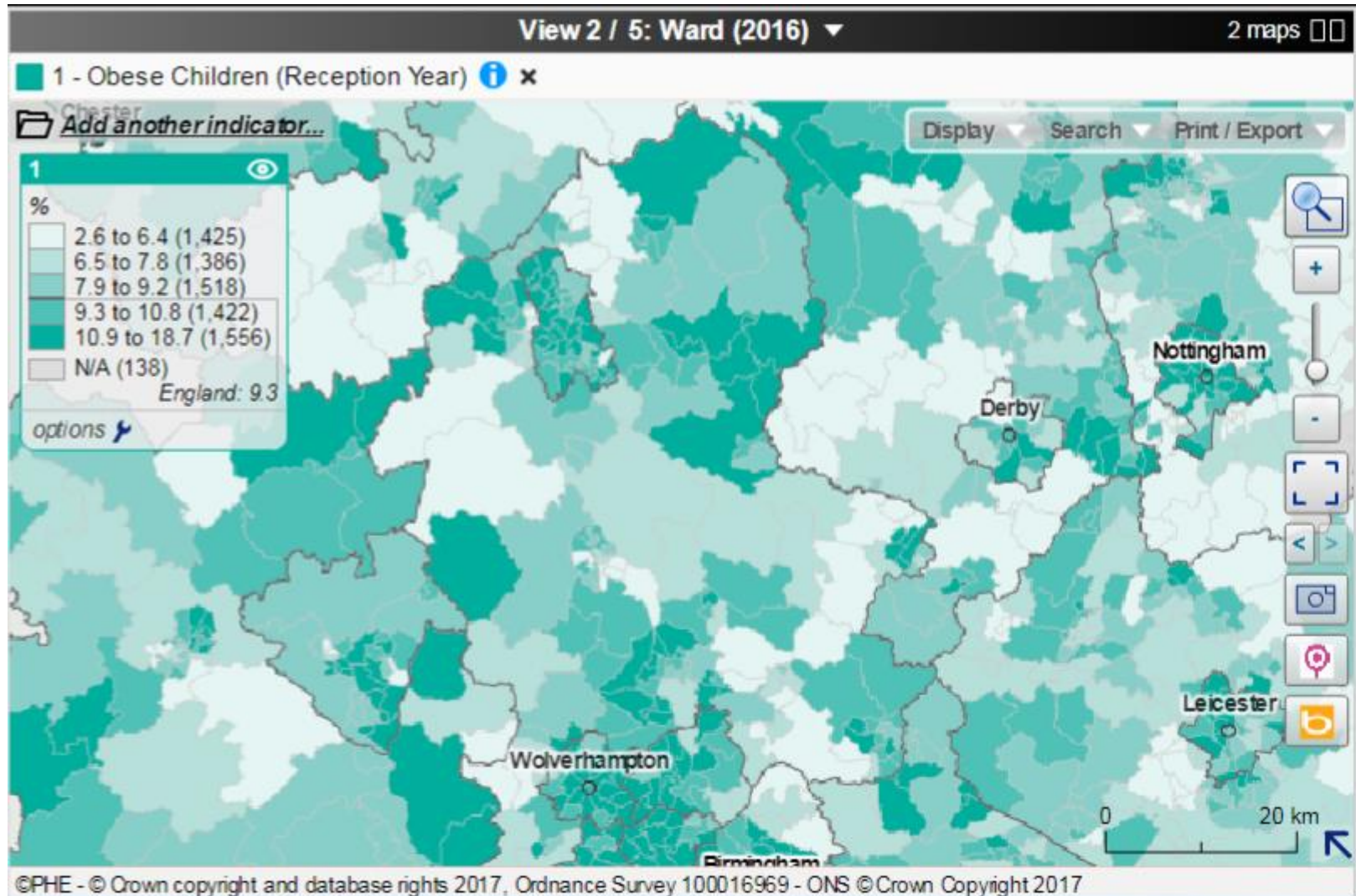
For details of this and previous updates please refer to the [publication schedule/ change log](#)

**Getting started with Local Health:** At first sight Local Health can appear daunting, but with a little bit of "know how" you can quickly become an expert in all things "Local Health" See the links below for help

1. Download our **How do I** document which explains the basics



# For example, adult obesity





# Also possible to create ward reports



Public Health England

Local Health

Report - Ward 2016: Milwich (Ward (2016))

Presentation map



CPHE - © Crown copyright and database rights 2017, Ordnance Survey 100016669 - ONS © Crown Copyright 2017



Public Health England

Local Health

Report - Ward 2016: Milwich (Ward (2016))

Ethnicity & Language

Ethnicity & Language indicators, 2011, numbers

Indicator	Milwich (Ward (2016))	Stafford (Lower Tier Local Authority)	Staffordshire (Upper Tier Local Authority)	England
Black and Minority Ethnic (BME) Population	296	6,561	36,874	7,731,314
Population whose ethnicity is not 'White UK'	392	9,709	54,680	10,733,220
Population who cannot speak English well or at all	11	496	4,151	843,845

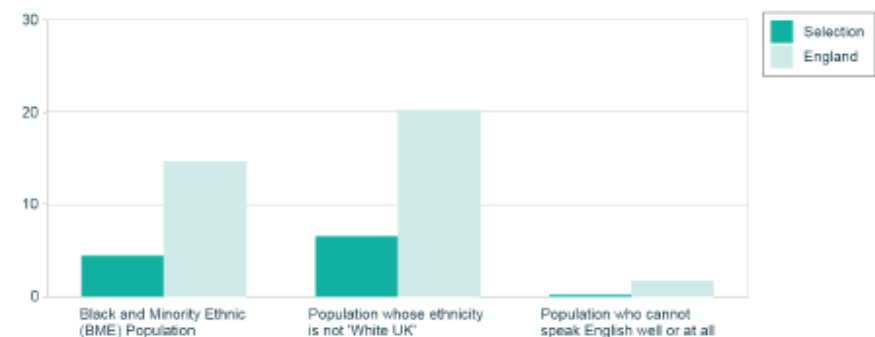
Source: ONS Census, 2011

Ethnicity & Language indicators, 2011, %


Indicator	Milwich (Ward (2016))	Stafford (Lower Tier Local Authority)	Staffordshire (Upper Tier Local Authority)	England
Black and Minority Ethnic (BME) Population	4.4	5	4.3	14.8
Population whose ethnicity is not 'White UK'	6.5	7.4	6.4	20.2
Population who cannot speak English well or at all	0.2	0.4	0.5	1.7

Source: ONS Census, 2011

Ethnicity & Language indicators, 2011, %, Selection



# Wide range of indicators



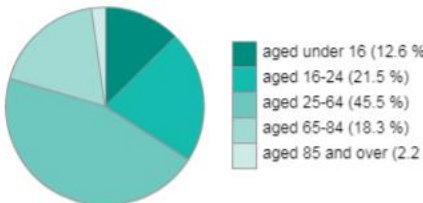
## Public Health England

## Local Health

Report - Ward 2016: Milwich (Ward (2016))

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**Population by age group, 2015**  
Your selection



Source: ONS © Crown copyright 2016 - total: 6,628

**Population by age group, 2015, numbers**

Ages	Milwich (Ward (2016))
aged under 16	83
aged 16-24	1,42
aged 25-64	3,01
aged 65-84	1,21
aged 85 and over	14
<b>Total</b>	<b>6,628</b>

Population

- Presentation map
- Population
- Ethnicity & Language
- Deprivation
- Child Development, Education and Employment
- Health and Care
- Housing and Living Environment
- Children's Weight
- Children's health care activity
- Adults' Behavioural Risk Factors
- Emergency hospital admissions
- Cancer incidence
- Hospital admissions - harm and injury
- Mortality and causes of death - all ages
- Mortality and causes of death - premature mortality
- Modelled prevalence of young people who smoke
- Life expectancy 2011-2015

# Other resources

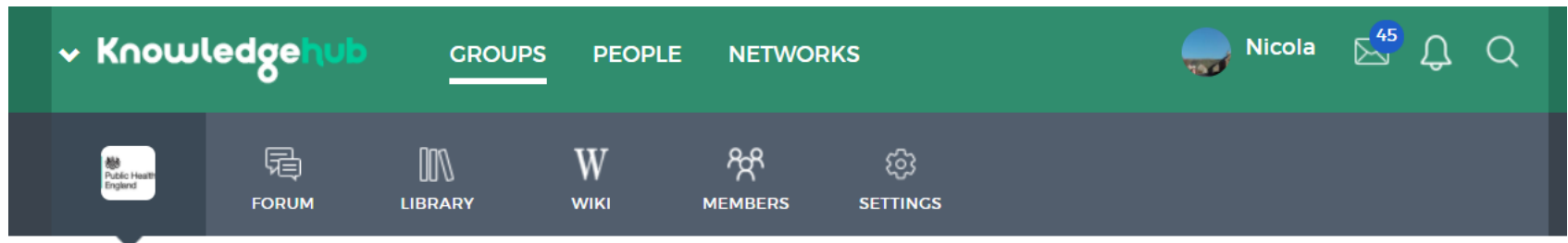


## Health and wellbeing in rural areas



# West Midlands only

## LKIS West Midlands Rural Health profiles



Public Health  
England

Last activity - Yesterday

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You joined

 Remove from favourites

## PHE West Midlands

This is an open group for those interested in public health in the West Midlands. Join the group and get involved in discussions, share knowledge and keep up-to-date with the latest news and events.

Please note that any of the information or activity posted via this Forum do not necessarily represent the view, or have the endorsement of PHE, unless expressly identified as such.



# Questions

To learn more about any of the tools or resources outlined in this presentation, please contact:

[LKISWestMidlands@phe.gov.uk](mailto:LKISWestMidlands@phe.gov.uk)

If you would like to contact your local team, please email [LKISxxxxx@phe.gov.uk](mailto:LKISxxxxx@phe.gov.uk), where xxxxx is NorthEast, NorthWest, YorkshireandHumber, WestMidlands, EastMidlands, East, London, SouthWest or SouthEast depending on your location (please see slide four if you are unsure of boundaries)