



Supporting Evidence for Local Delivery (SELD)

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Neighbourhood Renewal and Health:
Smoking, Obesity and Alcohol

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Introduction

Centre for Local Economic Strategies

- Independent charitable company

Our Mission

“The Centre for Local Economic Strategies is a registered charity which is committed to places and communities experiencing social and economic inequality and lack of opportunity. We want to improve the effectiveness of local groups, agencies and government in addressing these problems, by informing policy and developing practice.”



Introduction

Centre for Local Economic Strategies

•Ensuring positive local change

INFORMATION



POLICY



EVENTS



CONSULTING





About SELD

- Supporting Evidence for Local Delivery
- Neighbourhood Renewal Unit pilot project (until June 06?)
- Aim is to support NR partnerships to use evidence to improve delivery of neighbourhood renewal
- CLES commissioned to carry out NW pilot, one of 4 taking place:
 - North West, West Midlands, North East, South West
- Working closely with GONW to deliver the project
- Focus on Lancashire



Delivering the SELD project to the Lancashire sub-region

- Focus on following NRF funded LSPs and Neighbourhood Management areas
 - Poulton Neighbourhood Management Pathfinder
 - New East Blackburn Neighbourhood Management pathfinder
 - Blackburn with Darwen Partnership
 - Blackpool Challenge Partnership
 - Burnley Action Partnership
 - Hyndburn First
 - Pendle Partnership
 - Preston Strategic Partnership
 - Lancashire Partnership

Have some scope to assist non-Lancashire areas in agreement with NRU/GONW



Key areas of support

- Aim to train, advise and support practitioners in the following areas:
 - Collecting and collating evidence and data
 - Building an understanding of local priorities
 - Knowing where the local variations and differences are within your area
 - Setting realistic yet stretching targets
 - Finding out about projects/interventions that are best placed to tackle specific problems
 - Developing the evidence to support performance management systems that can help with local delivery
- Promote and embed an evidence based culture within neighbourhood renewal



Key types of support

1. Responsive advisory service
 - Call or email any evidence related query and we will respond
2. Bespoke assignments
 - One-to-one assignments with partnerships
3. Briefings/publications
 - Guidance materials, evidence based culture case study series
4. Events/workshops
 - Training, networking, information sharing
5. Contributing to networks
 - NW LSP Network, RENEW



Emerging issues

- **Capacity** - as regards time for collating evidence, exploring local variations, reviewing what works, etc
- **Analytical capabilities** – variable across partnerships, linked to skills but also NR being detached from research/analytical functions and expertise
- **Understanding evidence** – generally interpreted as ‘data’ although can apply to a much wider range of intelligence about what’s happening and what works
- **Building relationships** – important for embedding an evidence based culture, sharing data and building effective performance management systems
- **‘Fit’** – use of evidence, and support for partnerships regarding its use, needs to fit within wider context (PMF, NRF, LEGI, LAAs etc)



Aims of today

- **Explore the issues relevant for Lancashire in terms of Neighbourhood Renewal and Health.**
- **Consider the evidence base available, nationally and locally, and other sources of information.**
- **Illustrate key health inequalities in Lancashire.**
- **Discuss the key issues and barriers related to neighbourhood renewal and health for Lancashire.**
- **Look at case study examples of effective evidence gathering and innovative projects looking to tackle the issues relating to smoking, obesity and alcohol.**



Contact us....

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Responsive Advisory Service

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Regular update?

Please let us know if you would not like to be added to our fortnightly email bulletin about SELD



Why Health Matters

Some Key Stats

Death rate from coronary heart disease for under 65s is almost three times higher in Manchester than in Kingston and Richmond.

Death from stroke is $1^{1/2}$ – $2^{1/2}$ times more likely for people born in the Caribbean and the Indian sub-continent than those born in this country.

Children under 15 years from unskilled families are 5 times more likely to die from unintentional injury than those from professional families.



Why Health Matters Continued...

Significant inequalities in health – mainly between different social groups.

Living in deprived neighbourhoods contributes to worse health for individuals.

The roots of ill health include: income, education, employment, material environment and lifestyle.

Action to improve health and to reduce inequalities requires a partnership between individuals, communities and government.



Health Targets

Neighbourhood Renewal Mandatory Outcome - Health

To reduce premature mortality rates and reduce inequalities in premature mortality rates between wards /neighbourhoods with a particular focus on reducing the risk of heart disease, stroke and related diseases (smoking, diet and physical activity).



Indicators

What is an indicator? – A Performance Measure Over Time

What health indicators are there? – some examples

- Reduction in adult smoking rates
- Number of adults participating in exercise
- 4 week smoking quitters who attended smoking cessation service
- Percentage of people eating '5 a day'
- Life expectancy
- Average weekly alcohol consumption



Types of Health Evidence

Data (Quantitative Evidence) – National, Local, Ward Level

Qualitative evidence – The experiences of practitioners and patients

Supplementary data – Not specifically health related but gives evidence of 'lifestyles' of key groups.

- YOT evidence – diet, exercise and alcohol consumption of young people worked with
- CCTV Incidence logs – Alcohol related disturbances
- Trading Standards' data – Underage alcohol sales

Good Practice Evidence – Interventions and projects that are working well



Health Evidence Continued...

Deaths and Births - www.statistics.gov.uk

Diet, Smoking and Physical Activity data – www.statistics.gov.uk

Hospital Admissions

- Hospital Episode Statistics (2004 - 2005) - www.hesonline.nhs.uk
- PCTs – local authority level - less severe

Cancer registries - *The North Western Regional Cancer Registry (NWRRCR)* – www.cce.man.ac.uk/cce.html

- Collects data on all residents of Greater Manchester and Lancashire (GML) who develop cancer. Gathering data for over 30 years
- Census - Personal perspective on levels of health



Health Evidence Continued...

Other disease registers – eg Coronary Heart Disease

Estimates from research data

Proxies of

- Mortality
- Treatment

e.g. Incapacity Benefit and Disability Living Allowance

Lifestyle information - smoking, obesity, physical activity, diet, alcohol

- Health Survey For England (HSE)
- General Household Survey (GHS)
- ONS Synthetic Estimates to ward level
- Local Surveys



Other Sources Lifestyle Evidence

Increased local surveys

- Housing Associations
- Social services
- Bus and taxi incidence forms
- Schools
- Voluntary and Community Sector Organisations
- Potential Synthetic estimates to ward level
- Potential Commercial data – ‘Clubcards’



Limitations of the Evidence

‘The problem of small numbers’ - Year-to-year variation overwhelms any trend or change caused by local intervention

Synthetic estimates are just that - sufficient for advocacy and planning but it won't be robust enough to measure change even if it can be calculated (e.g. life expectancy)

Little data can be used for indicators at very local level (Ward, SOA, GP practice)

‘Timeliness – Time lags are problematic for planning



Limitations of the Evidence

Changing geographies makes comparisons hard eg ward boundary changes in 1998

Detailed information about 'groups' lacking e.g. ethnicity / disability - diversity limited

Local level data often hard to come by

- Surveys patchy – small samples



Overcoming Limitations





Health Information Sources

- The Department of Health - www.dh.gov.uk/
- The Health and Social Care Information Centre 0800 300 0616 - www.ic.nhs.uk/
- The Office for National Statistics - www.statistics.gov.uk/
- Neighbourhood Statistics – www.neighbourhood.gov.uk
- Floor Targets Interactive - www.fti.neighbourhood.gov.uk
- The Association of Public Health Observatories
- www.apho.org.uk
- Renewal.net - www.renewal.net