Leicestershire County Council

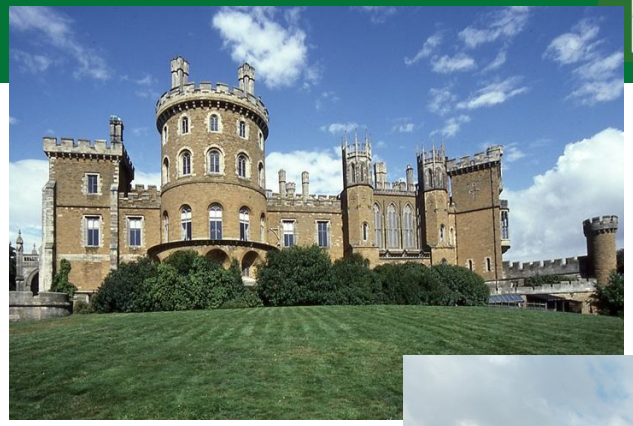
Rural Public Health

Dr Peter Marks
Director of Public Health
Leicestershire and Rutland

Leicestershire County Council

Leicestershire and Rutland

Leicestershire County Council



Leicestershire

Leicestershire County Council

Leicestershire

- Is a healthy place to live
- Of 69 outcomes in PH Outcomes Framework where significance was tested, Leicestershire was:
  - Better than England average for 50 outcomes
  - Similar to England average for 12 outcomes
  - Worse than England average for 7 outcomes
- ….and Rutland is even healthier

2012 JSNA on one page

Leicestershire County Council

Chart 2 - Projected population by age and sex 2011 -2026

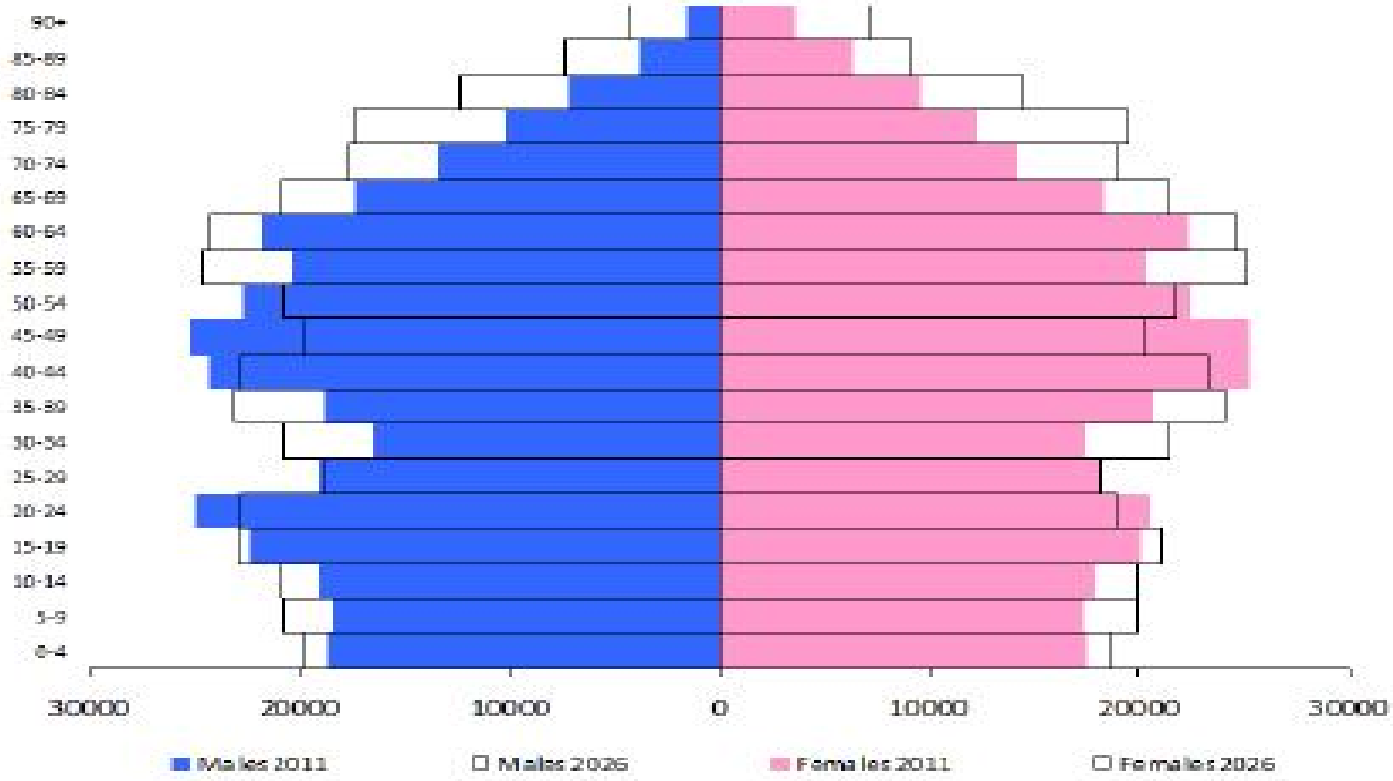
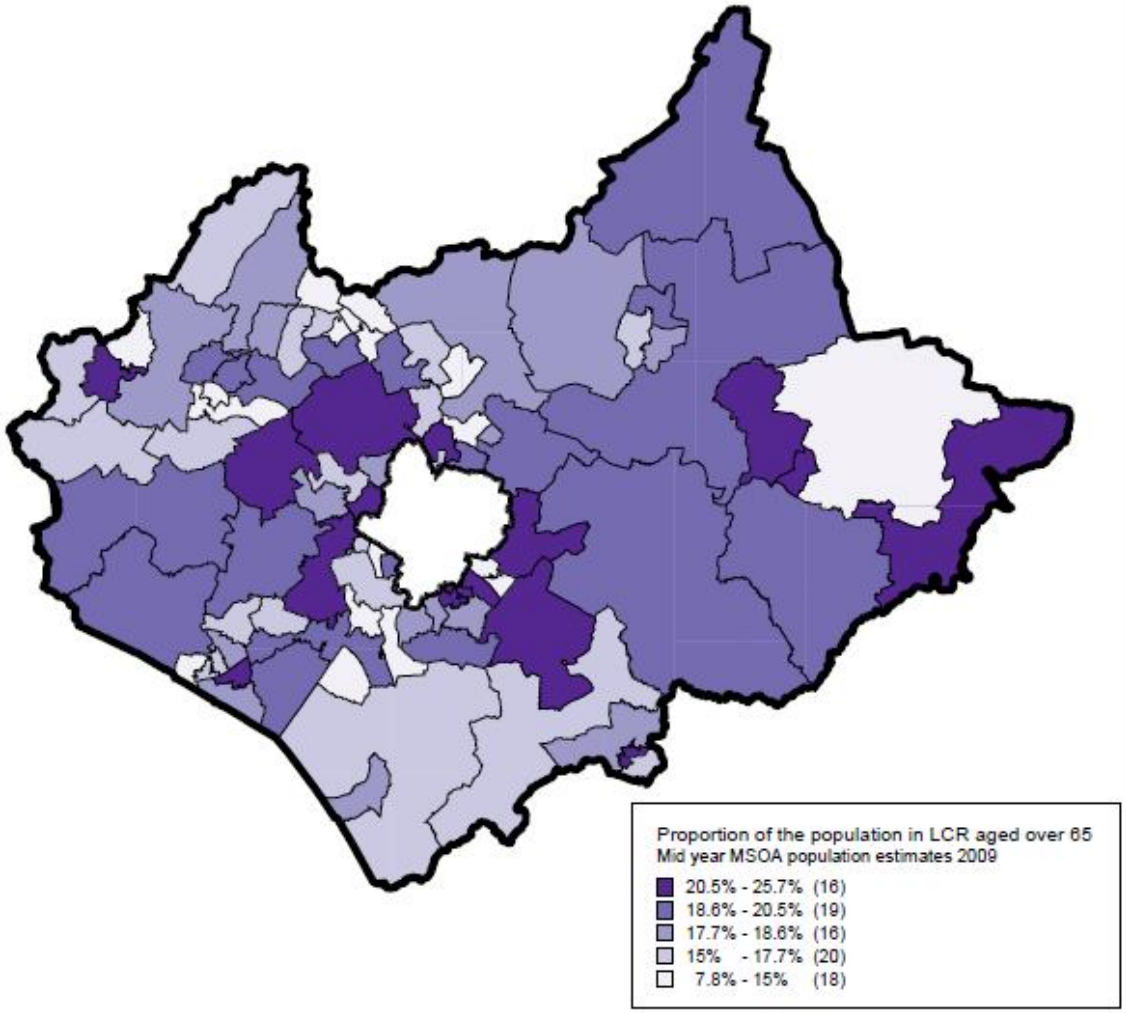


Chart 1 and 2 Source: Office for National Statistics 2008 based population projections

Leicestershire County Council

Proportion of the population of Leicestershire County and Rutland aged over 65. 2009 mid-year population estimates (MSOA)

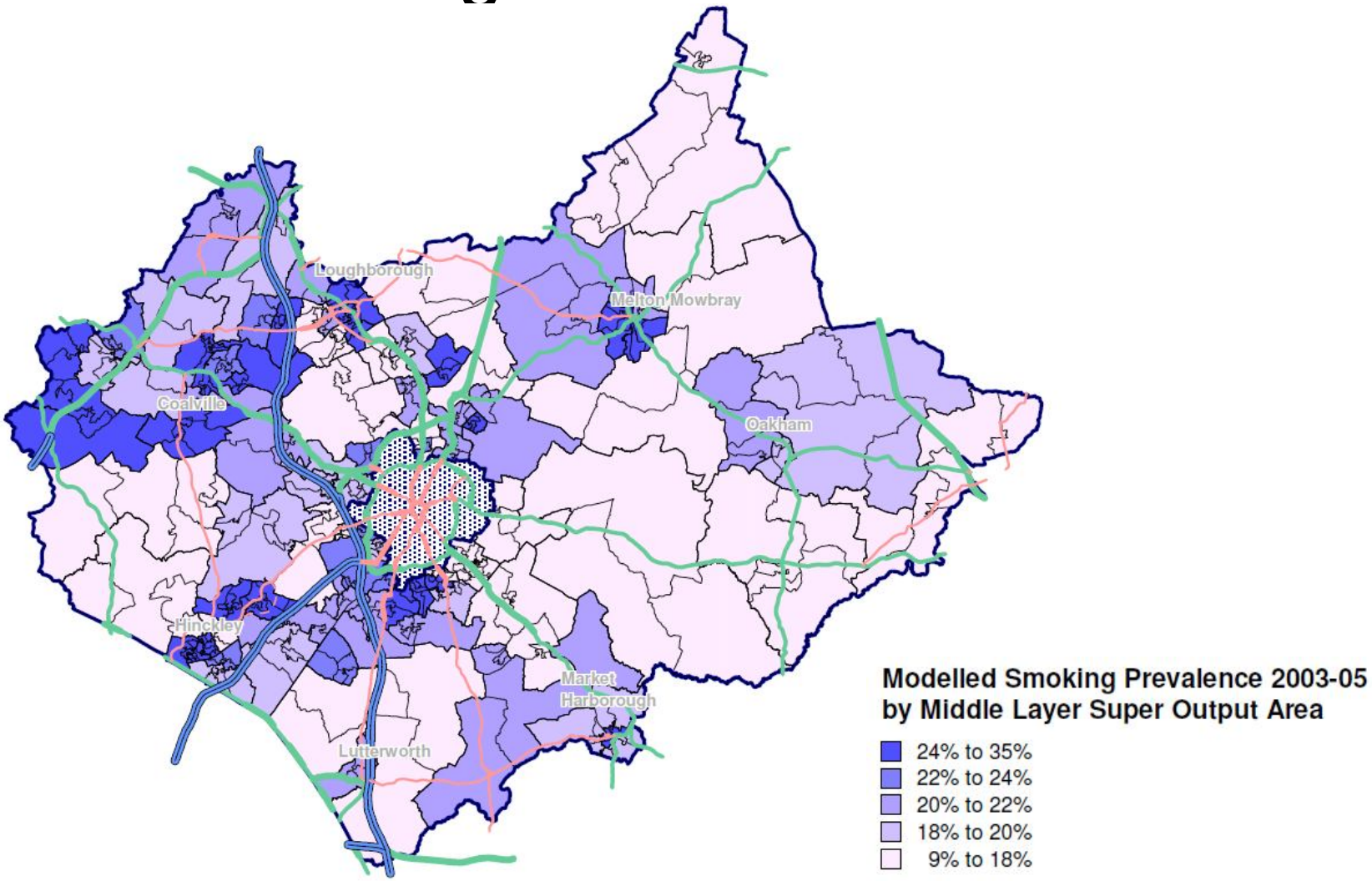


Leicestershire County Council

Lifestyle issues

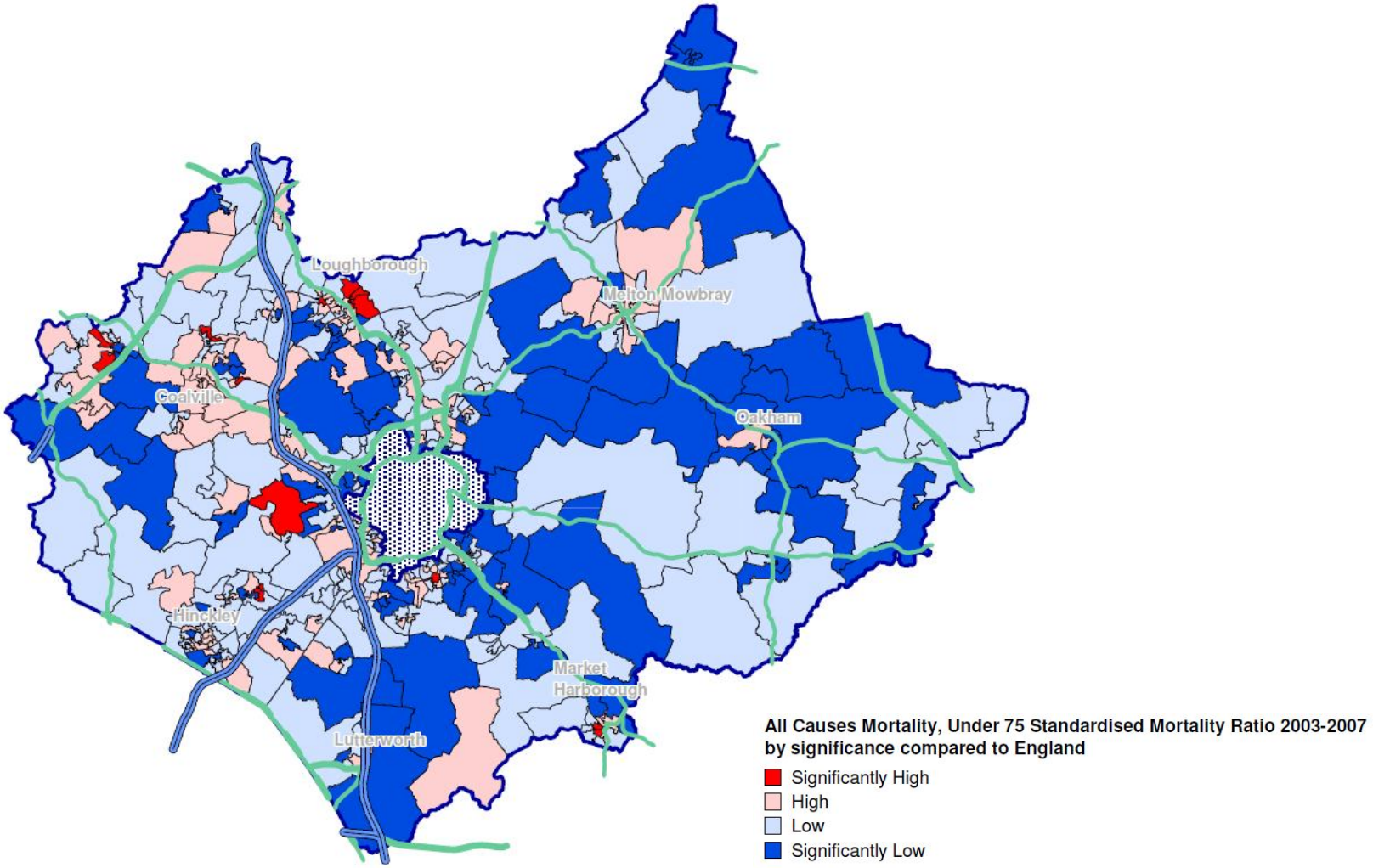
- Tobacco
- Obesity, healthy eating, physical activity
- Alcohol and drug use
- Sexual health

Smoking Prevalence



Source: Information Centre

Premature Mortality



Source: EMPHO

BUT…..

- Is the full extent of the difference masked?
- "…sensitivities in rural heterogeneity are lost."
- The rich man in his castle, the poor man at his gate
- We can target and work with our most disadvantaged communities……
- ….but we also need to target families and individuals

US

- Prevalence of heart disease, diabetes, cancer higher in rural populations
- Rural people ”late adopters” of preventive health behaviours

PURE

	Urban %	Rural %
Anti-platelet	27.7	21.5
Beta blockers	20.3	13.1
ACE inhibitors	22.3	15.4
BP lowering	47.1	33.7
Statins	17.2	10.6

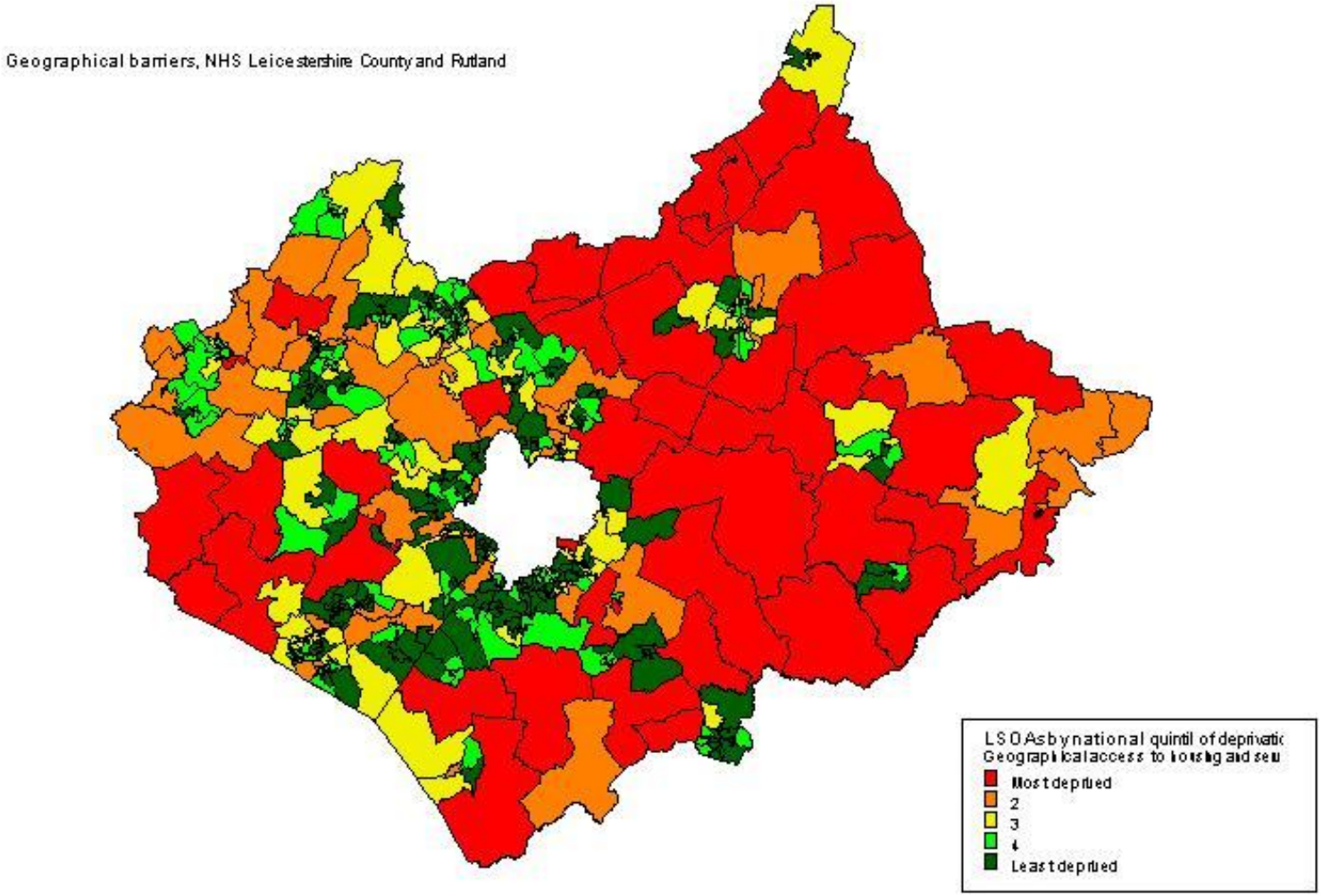
All significant at p<0.001

PURE – Prospective Urban Rural Epidemiology

International study in high – low income countries

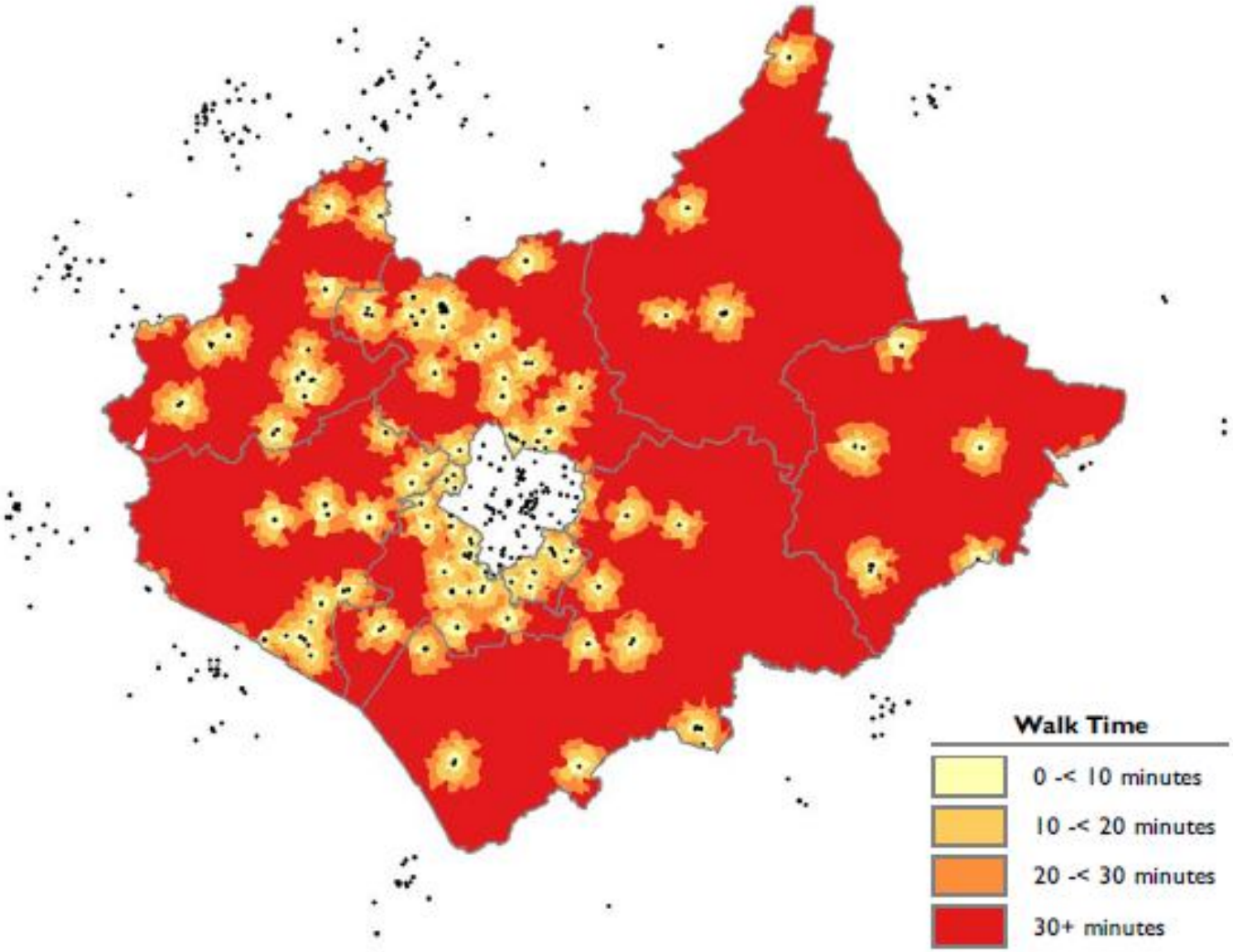
Leicestershire County Council

Access to services



Leicestershire County Council

Map showing walking times to the nearest dispensing pharmacy

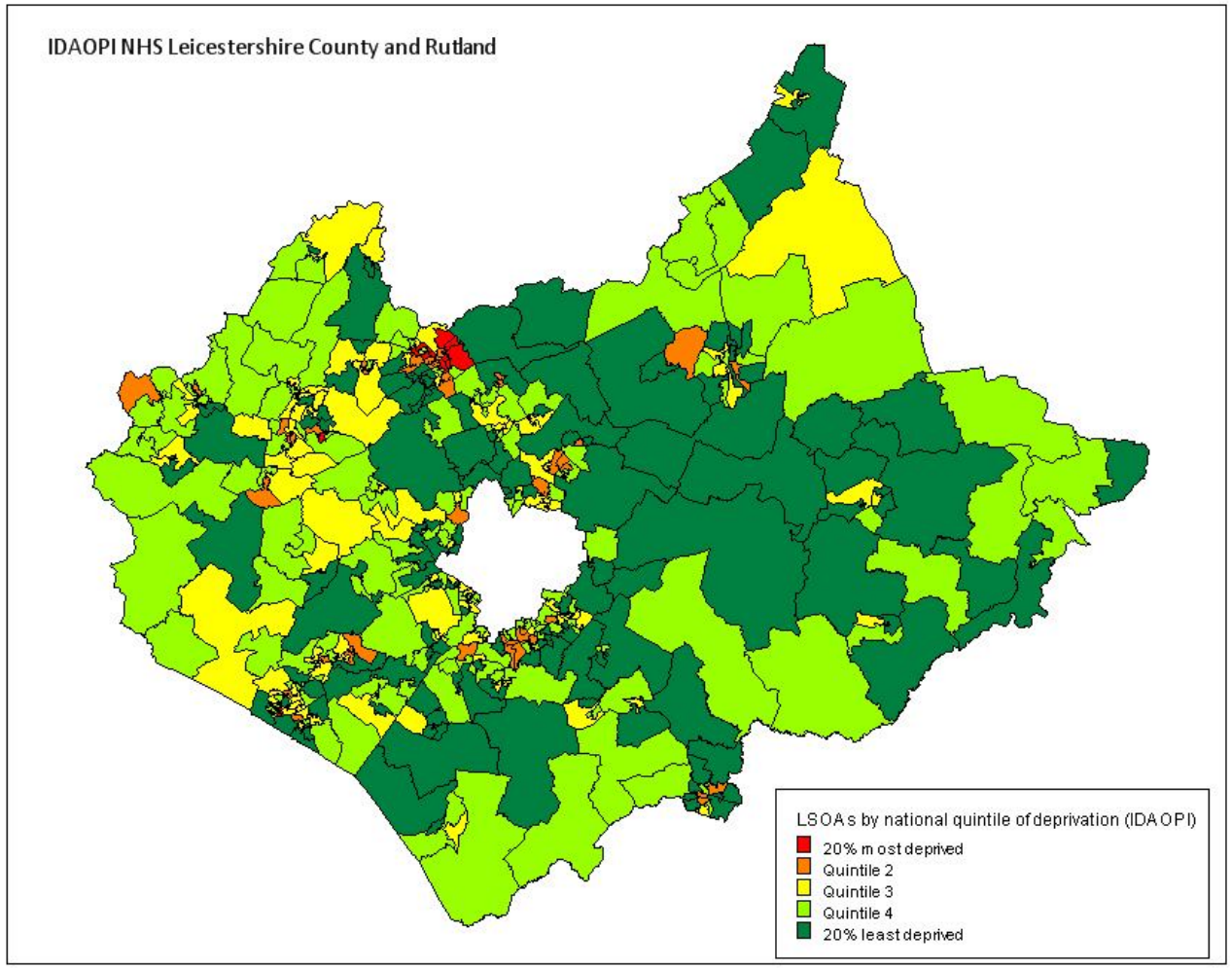


Source: Pharmaceutical Needs Assessment, 2011

Access

- Distance to services
- Lack of choice
- Stigma
- Trend to specialisation
- Hospital visiting
- Distance to care homes

Income Deprivation affecting older people



Deprivation

- Cost of living higher in rural areas
- Need for transport
- Isolation
- Cost of housing
- Cost of food, shopping
- How does it feel to be poor in an affluent area?

Leicestershire County Council

Mental health

- Prevalence may be less in rural areas
- High suicide rates in farmers and other rural males
- People less likely to seek help
- Stigma
- Isolation
- Access to services

Opportunities

- Physical activity
- Nice environment
- Good transport links

Leicestershire County Council

The future

- Localism within a broader strategic framework
- Community grants
- Communities in charge
  - Empowerment of communities critical to any solution
- Supporting Leicestershire's families
- Closer working with districts and parishes