Urban public health

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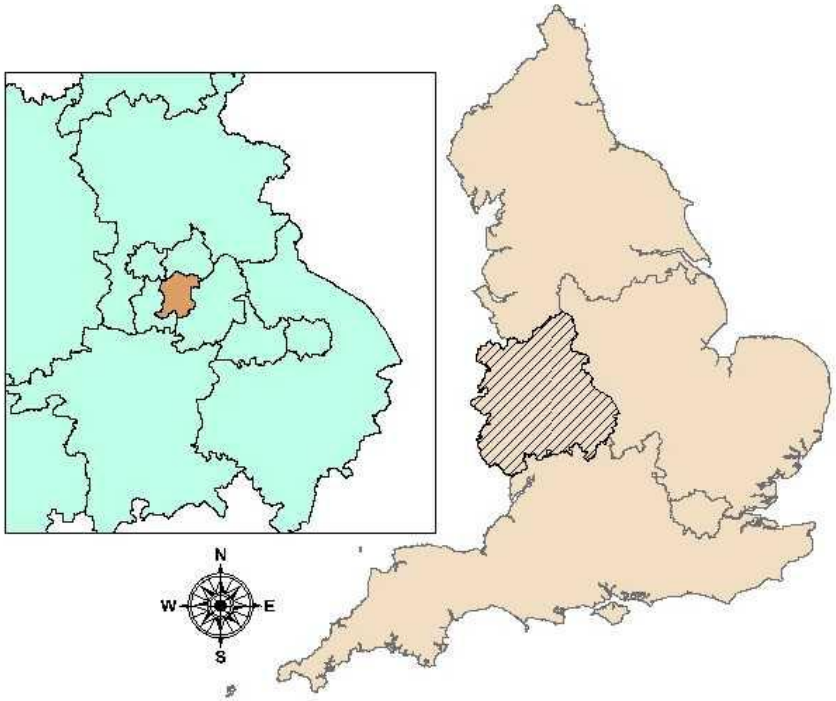
About Sandwell

- Located in the Black Country
- High levels of deprivation
- Inequalities in health
- Multi-cultural community
- Six distinct towns



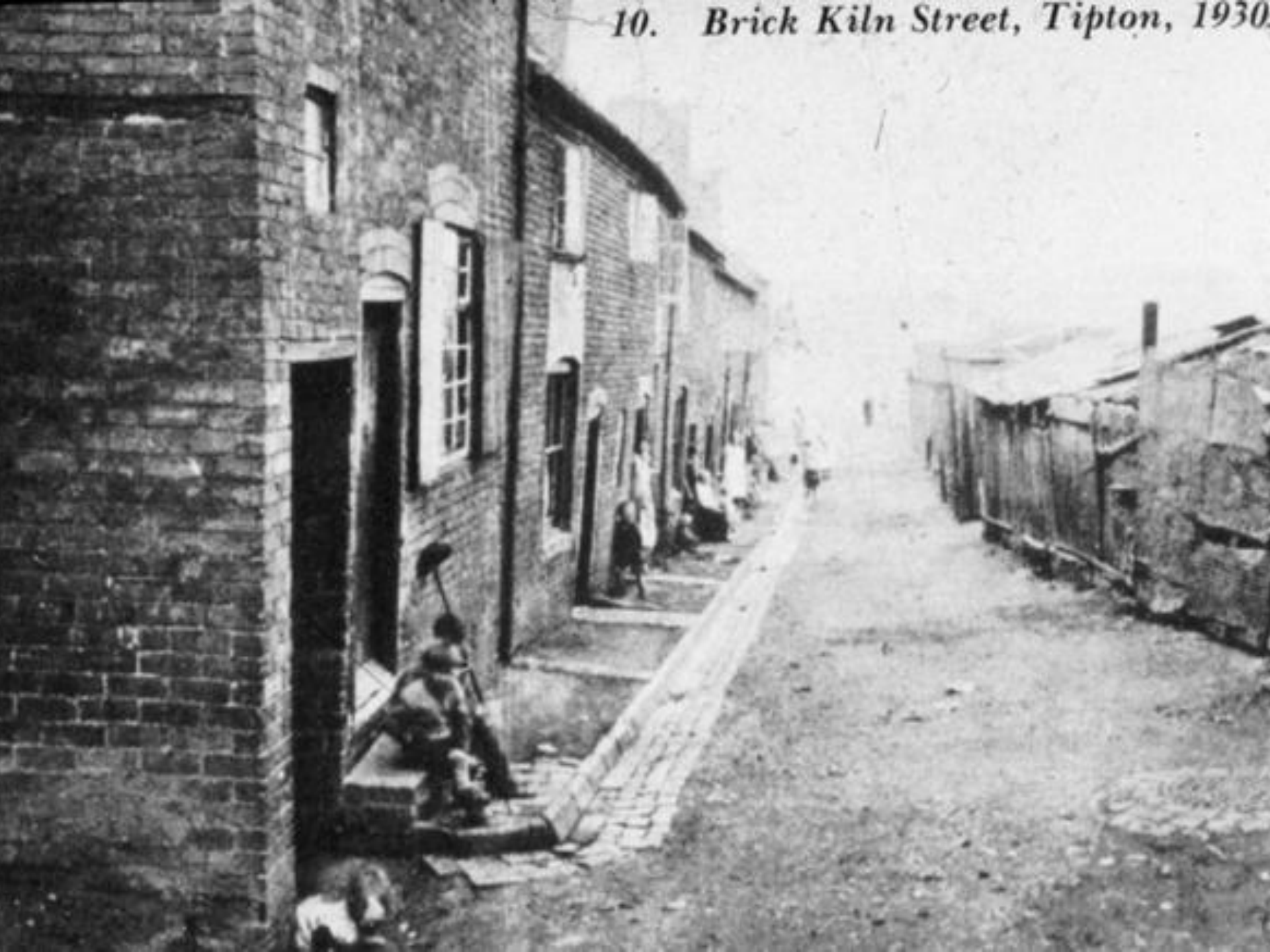
Six Towns in the West Midlands of England Known as Sandwell

Welcome to Sandwell

Welcome to Sandwell

Neptune forge 1930

Neptune health park, 1999



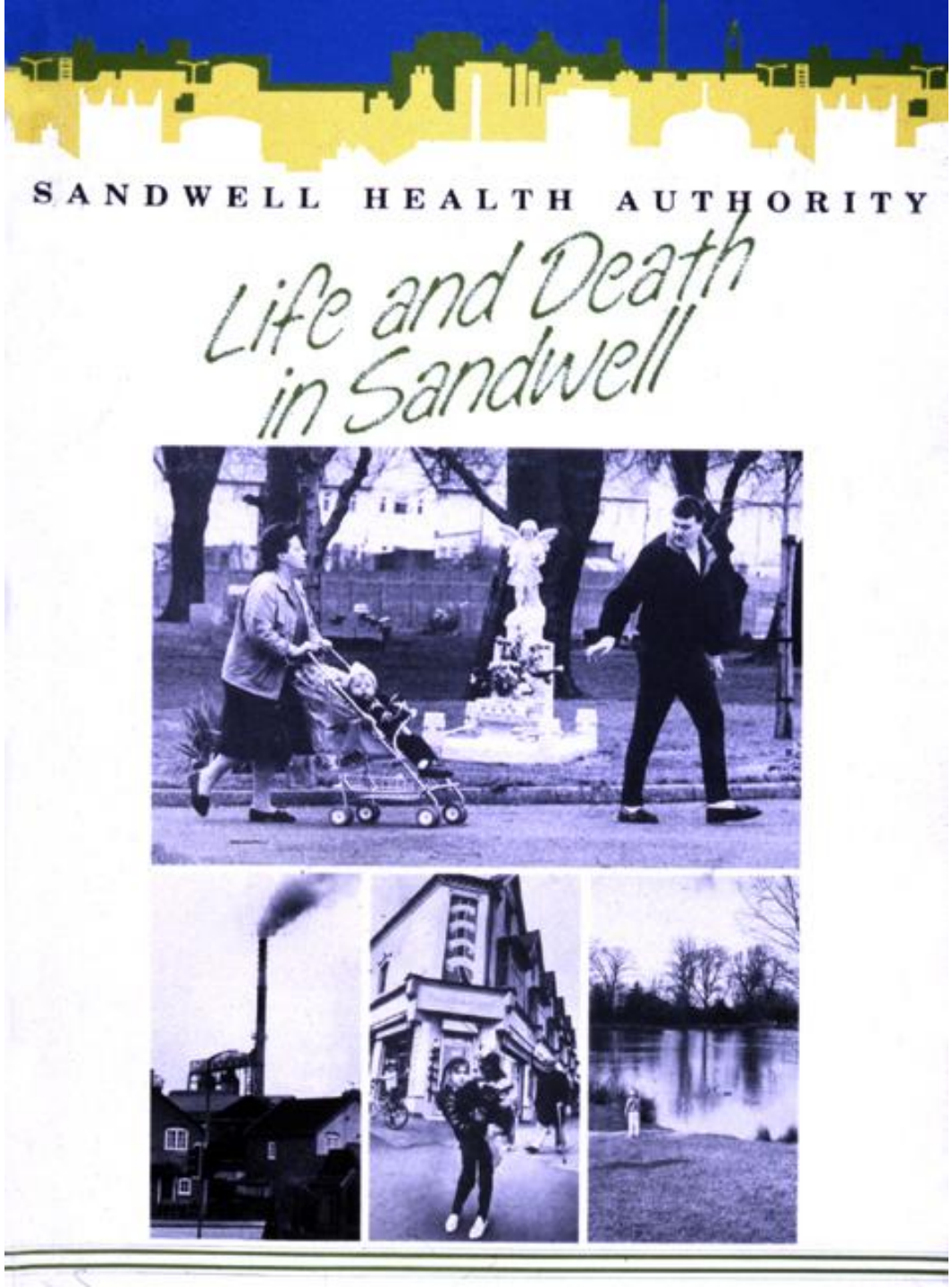
10. Brick Kiln Street, Tipton, 1930s

A matter of civic pride?

A poor deal

Does poverty deprive you of the right to a clean environment?

it's not who your doctor is, it's who you vote for, **that most affects your health**



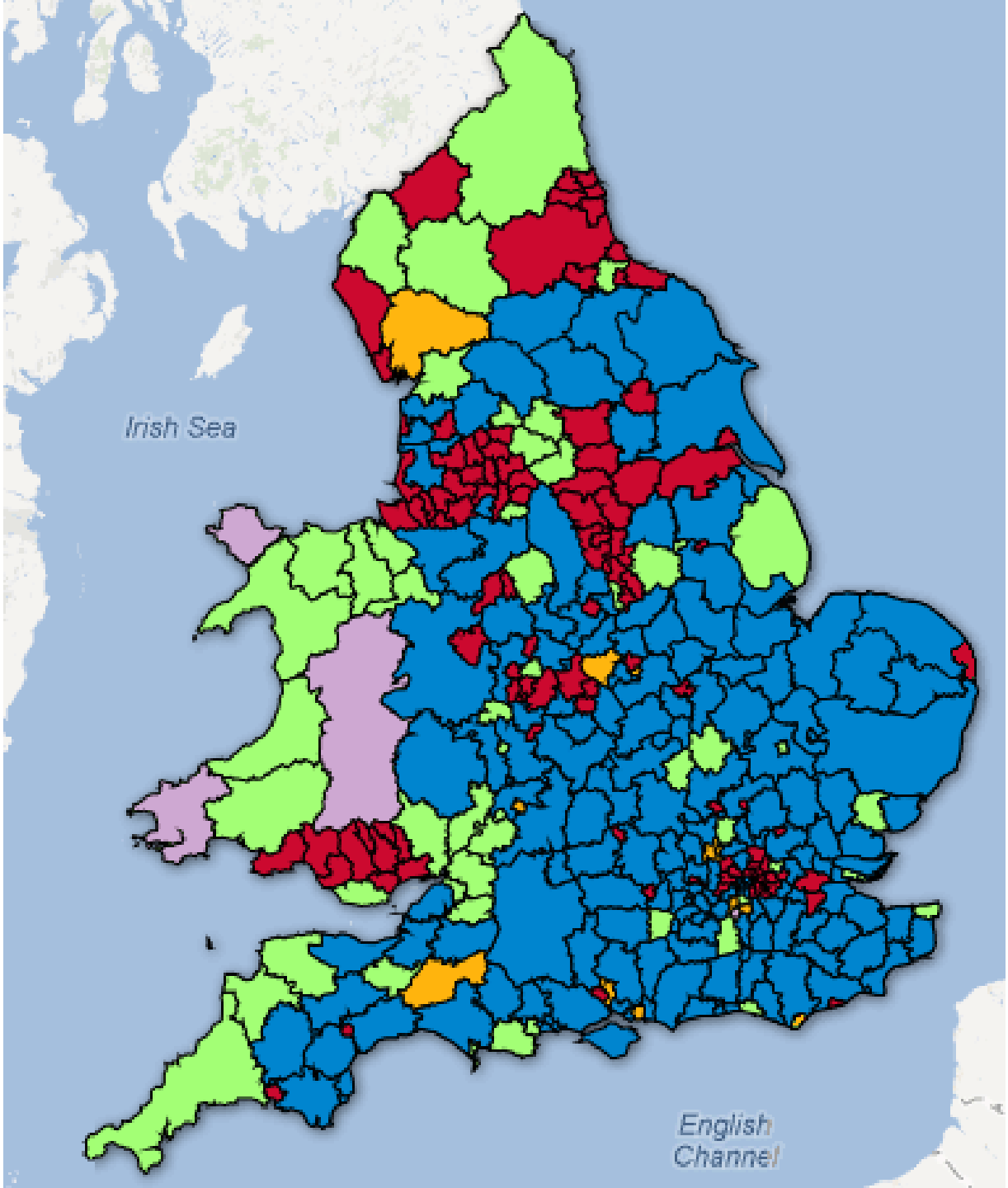
Borough's poor state of health

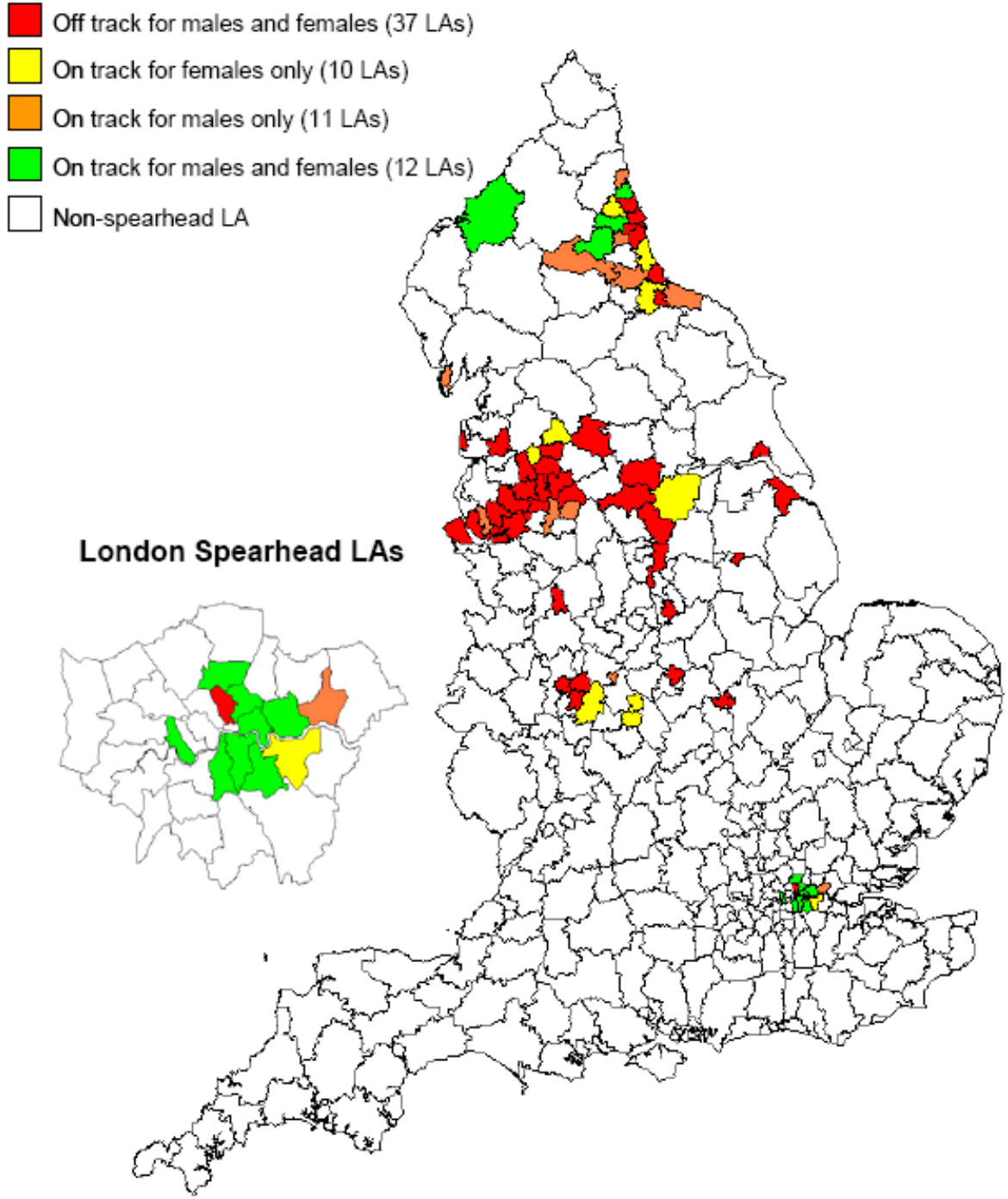
The general health of people living in Sandwell is significantly worse than that of the rest of the West Midlands, a shock report reveals today. The report from the borough's inner-area team says that in some cases health levels are amongst the worst in the country.

It points out that Sandwell faces:

Key

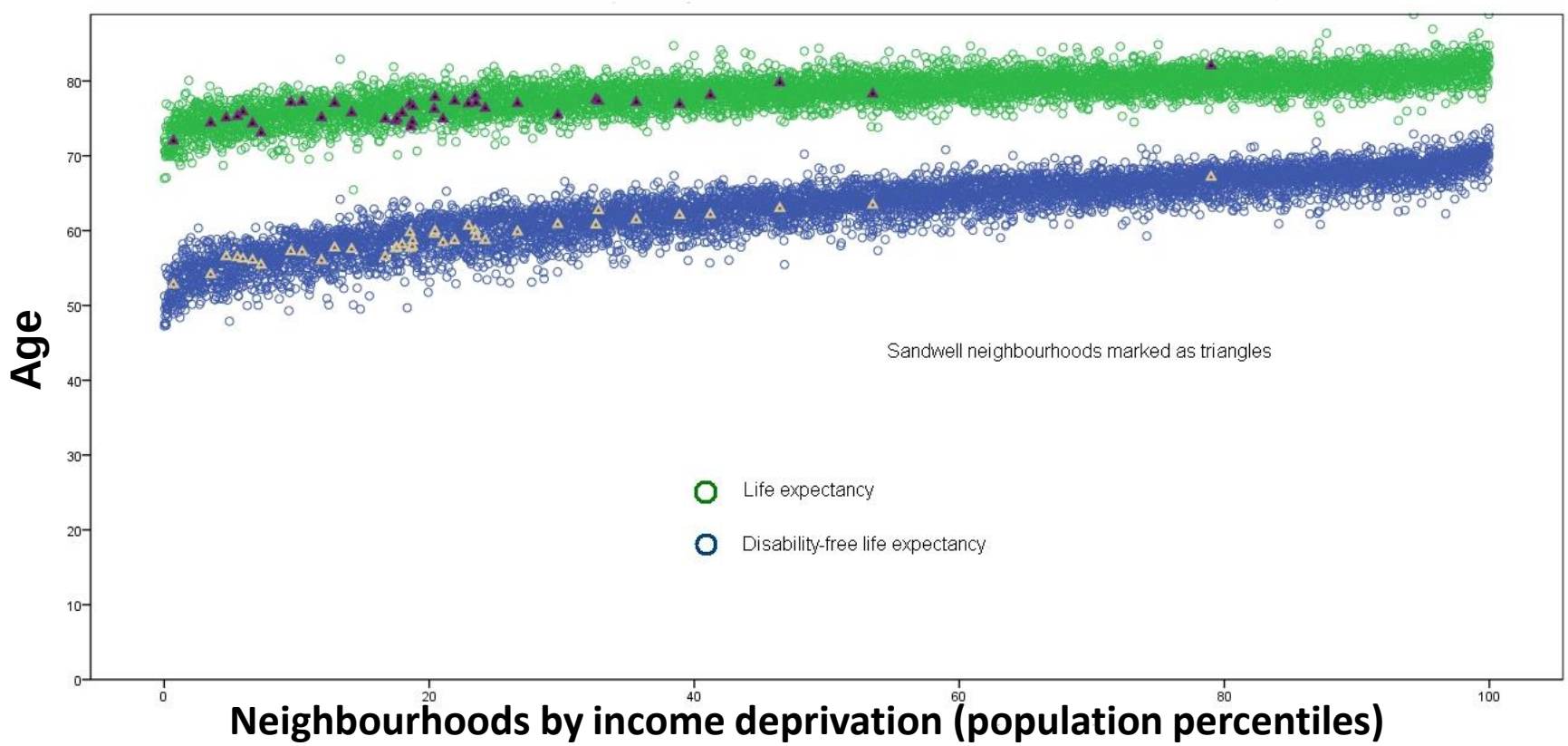
Independent	
Labour	
No Overall Control	
Conservative	
Liberal Democrat	
No Election	
Awaiting Result	



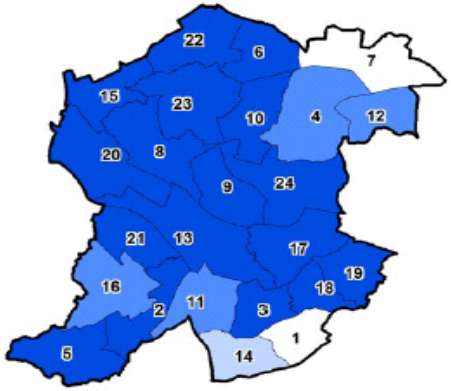


Spearhead authorities in England distance from target for reducing inequalities

Life expectancy & disability free life expectancy at birth, by neighbourhood income level, England and Sandwell 1999-2003



Health inequalities – life expectancy



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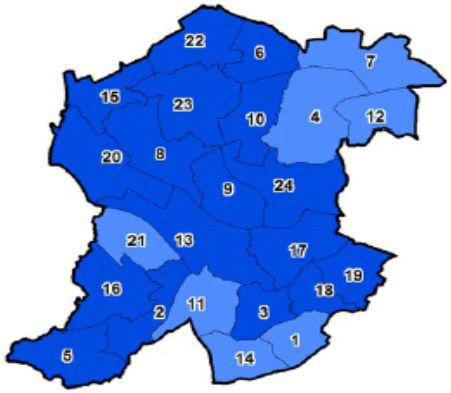
This map shows inequalities in life expectancy at birth for males and females combined, by ward. It is based on significance above and below the England average.

Comparison to England average (78.5 years) 2000-04

- Significantly lower
- Lower but not statistically significant
- Higher but not statistically significant
- Significantly higher

Life expectancy in the lowest fifth of wards is 74 years compared with 79.3 years for the highest fifth.

Health inequalities – deprivation



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This map shows deprivation by ward. The four categories are population- based, ie. 'most deprived 25%' refers to the most deprived wards accounting for 25% of England's population.

Index of Multiple Deprivation 2004 Ward averages

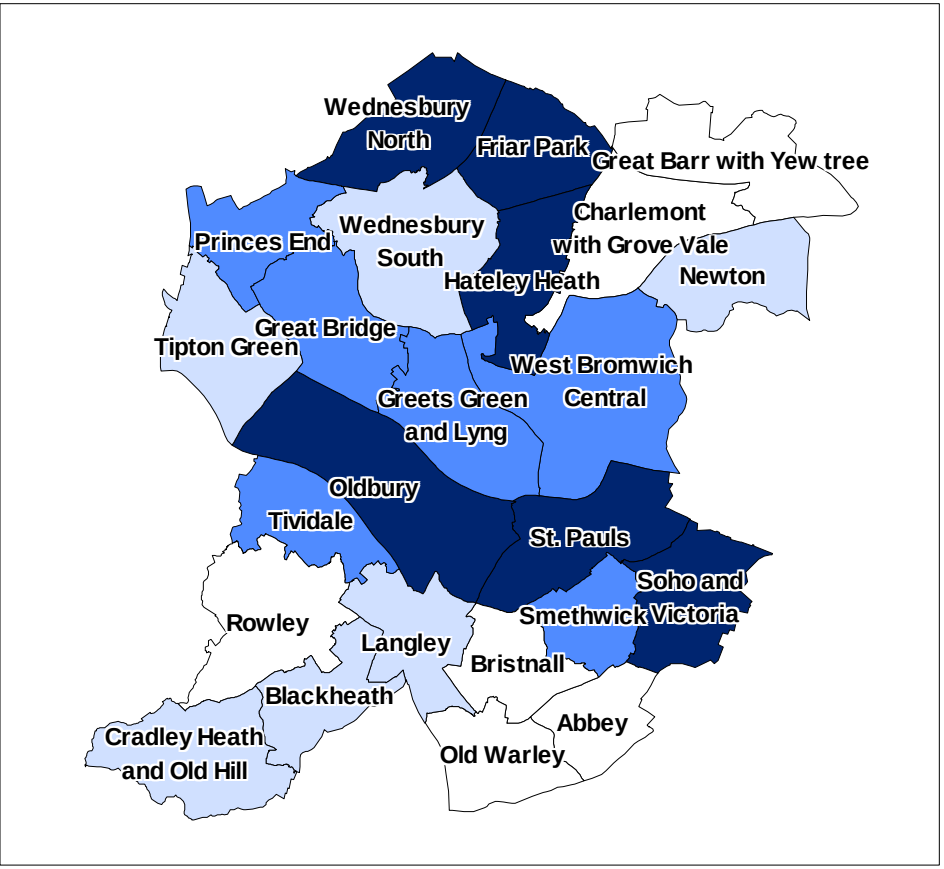
- Most deprived 25%
- Second most deprived 25%
- Second least deprived 25%
- Least deprived 25%

Ward legend

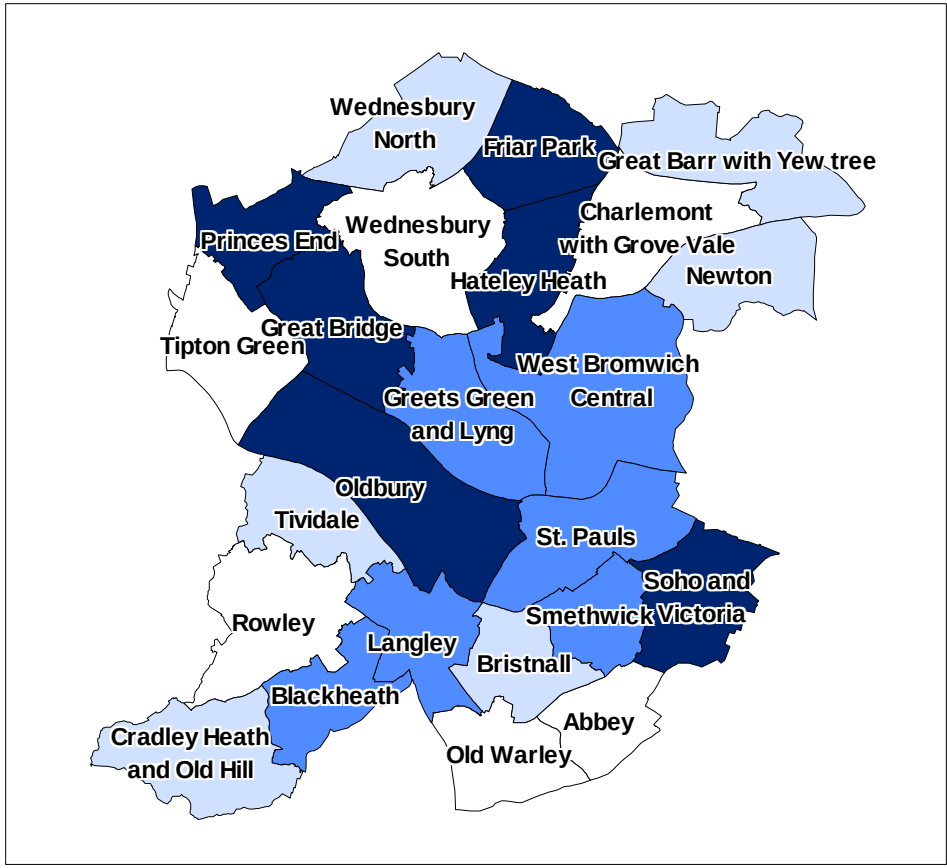
1 Abbey
2 Blackheath
3 Bristnall
4 Charlemont
5 Cradley Heath and Old Hill
6 Friar Park
7 Great Barr
8 Great Bridge
9 Greets Green and Lyng
10 Hateley Heath
11 Langley
12 Newton
13 Oldbury
14 Old Warley
15 Princes End
16 Rowley
17 St. Pauls
18 Smethwick
19 Soho and Victoria
20 Tipton Green
21 Tividale
22 Wednesbury North
23 Wednesbury South
24 West Bromwich Central

Wards are Standard Table Wards, Census 2001. Boundaries may have changed.

Sandwell, Deaths by Coronary Heart Disease (CHD) ICD10 I20 – I25 (5 year rolling average) Directly Standardised Mortality Rate, Total Population



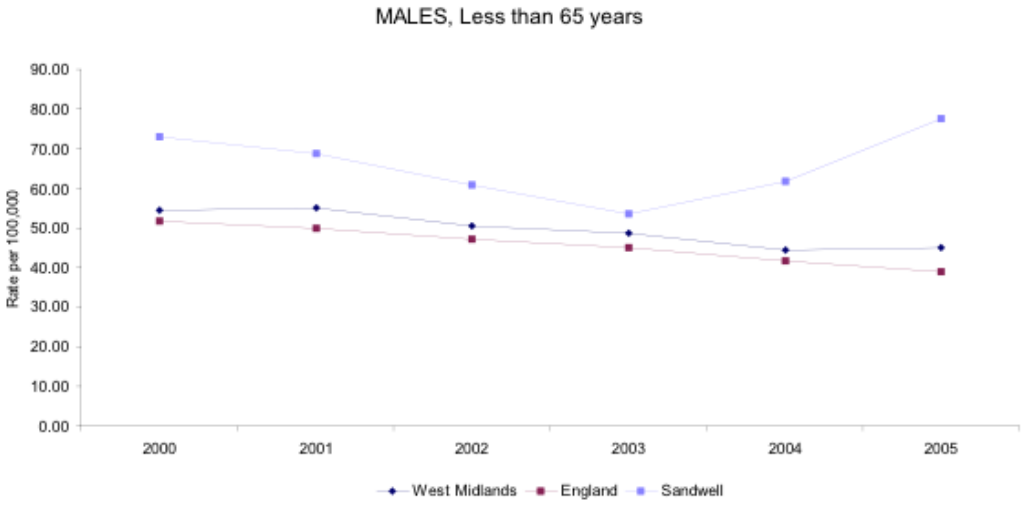
Sandwell, Deaths by Coronary Heart Disease (CHD) ICD10 I20 – I25 (5 year rolling average) Mortality Rate, Population Aged Under 65 Years Directly Standardised

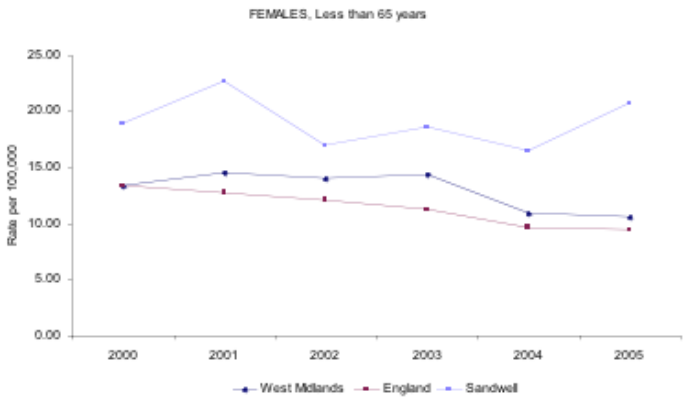


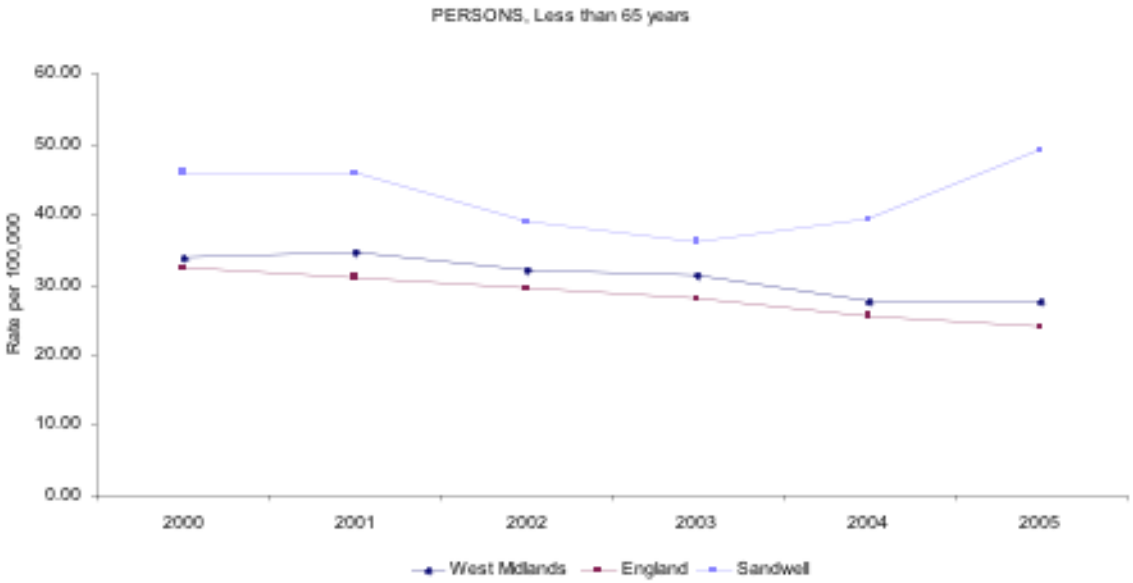
So…

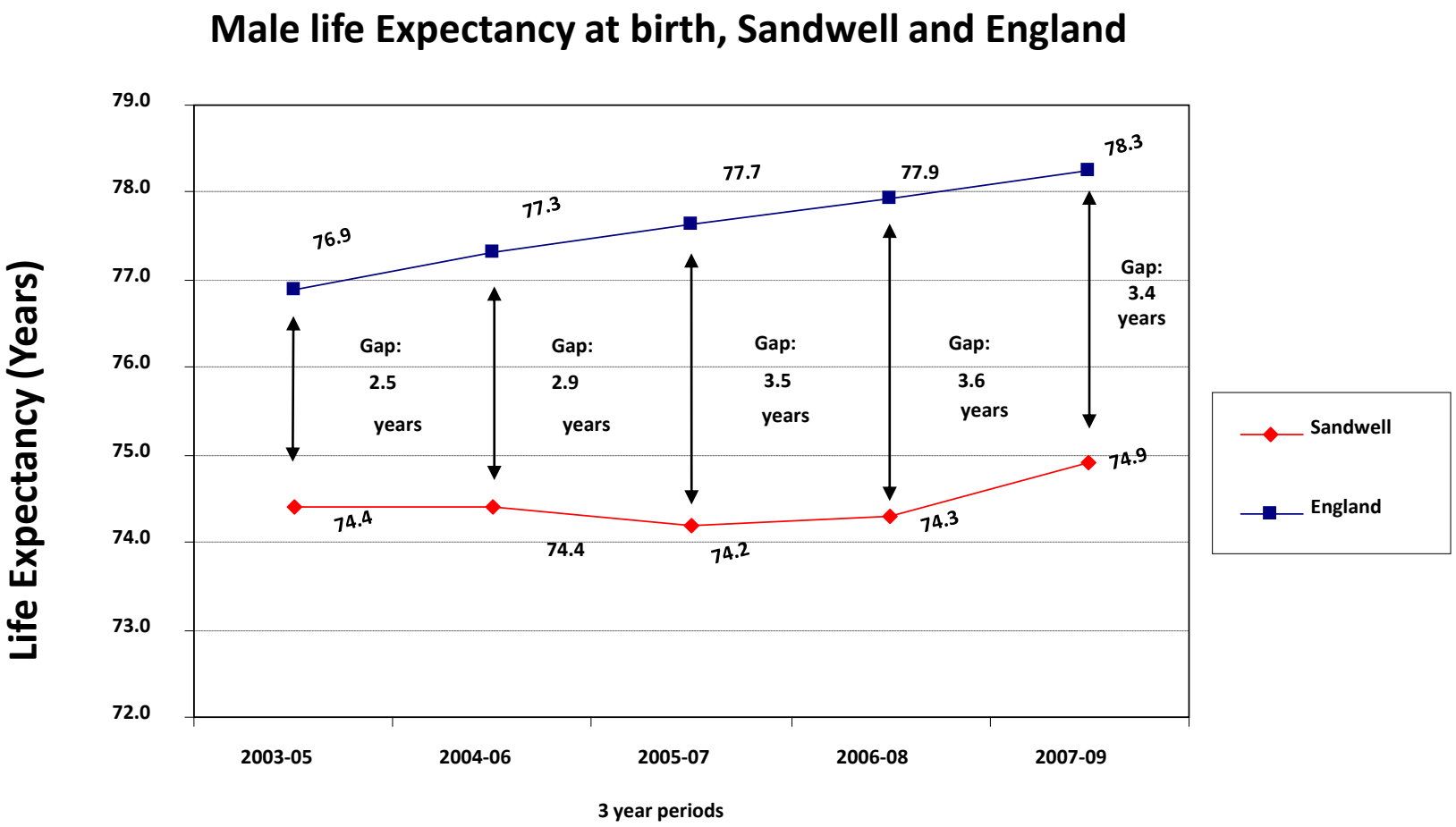
- Poverty and deprivation correlate with poor health and disability
- Sandwell has a lower life expectancy than the national average
- People in Sandwell spend more of their lives ill and/or disabled

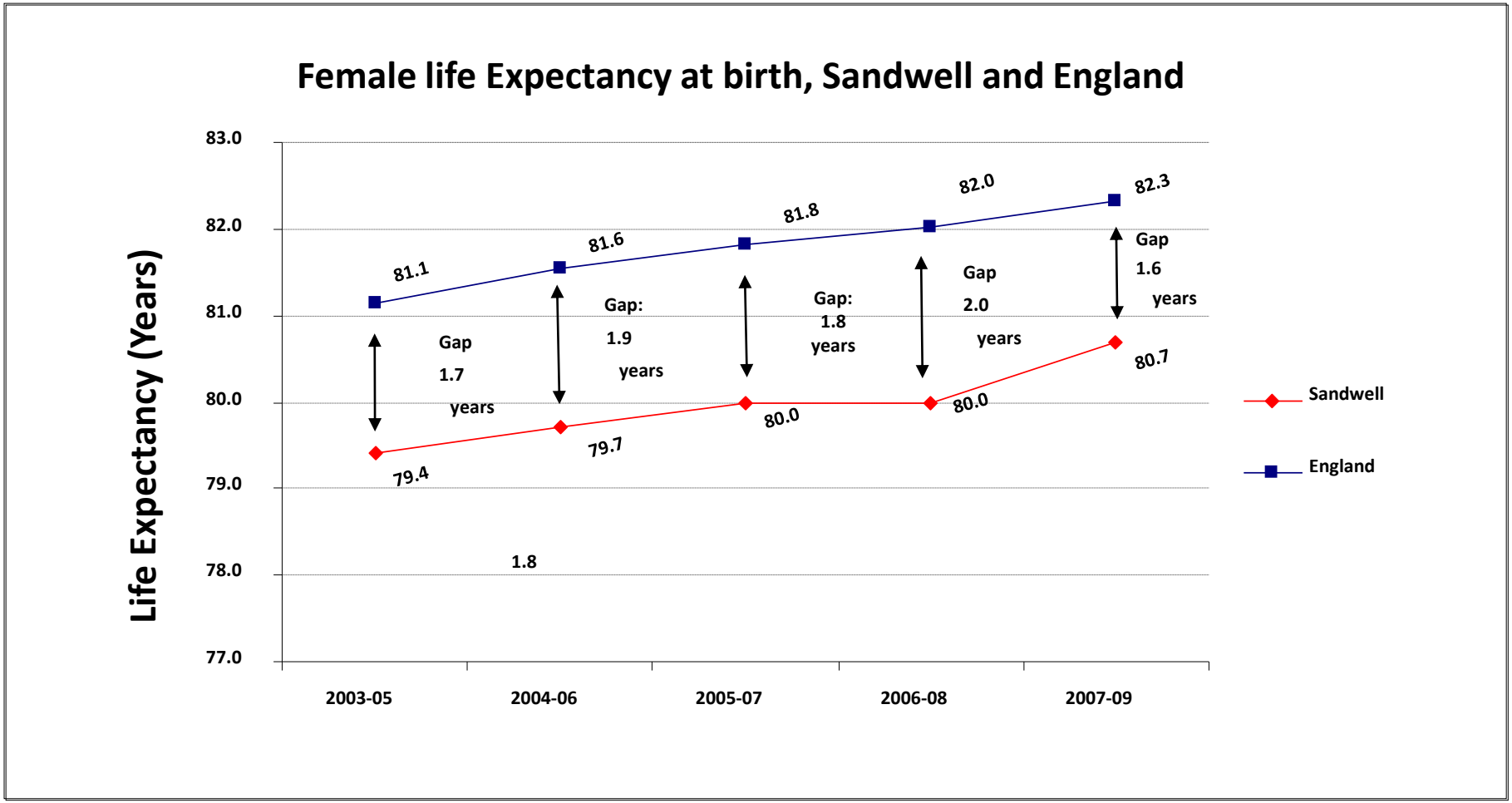
CHD Mortality 2000-2005








Male life Expectancy at birth, Sandwell and England
Life Expectancy (Years)
79.0
78.0
77.0
76.0
75.0
74.0
73.0
72.0
76.9
77.3
77.7
77.9
78.3
74.4
74.4
74.2
74.3
74.9
Gap: 2.5 years
Gap: 2.9 years
Gap: 3.5 years
Gap: 3.6 years
Gap: 3.4 years
2003-05
2004-06
2005-07
2006-08
2007-09
3 year periods
Sandwell
England


Female life Expectancy at birth, Sandwell and England
Life Expectancy (Years)
83.0
82.0
81.0
80.0
79.0
78.0
77.0
2003-05
2004-06
2005-07
2006-08
2007-09
81.1
81.6
81.8
82.0
82.3
79.4
79.7
80.0
80.0
80.7
Gap
1.7
years
Gap:
1.9
years
Gap:
1.8
years
Gap
2.0
years
Gap
1.6
years
1.8
Sandwell
England

Child poverty means family poverty

- 1 in 3 children in Sandwell live in relative poverty. This means approximately 24,000 children
- Of the 40,580 families with children dependents in Sandwell in 2008, more than 95% were in receipt of Child Tax Credit (CTC) or equivalent.
- For every 10 families in Sandwell receiving CTC, 7 were in work and 3 were out of work. The distribution of worklessness matches well-known patterns of deprivation.

Child Poverty Statistics, HMRC 2009

Sandwell welfare rights services

Healthy towns-Sandwell Healthy Urban Development Unit

Outcomes

- Healthy urban development approach
- Working with town planners and transport engineers – to influence policy and design
- Emphasis on environment and open spaces- create safer places where people
- Encouraged to walking and cycling
- Health impact assessment on all developments
- Spin off for comments on health care impacts eg new nursing homes

Supportive environments Sandwell :
Hateley Heath : new playgrounds

DRAFT

Growing Healthy Communities

A Community Agriculture Strategy for Sandwell 2008 – 2012

"Sandwell as the garden of England is a bit far fetched, but it is not impossible for Sandwell to increase the food we can supply to ourselves."

Dr John Middleton, in *Regenerating Health: a challenge or a lottery?* The 8th Annual Report of the Director of Public Health, 1996.

Sandwell Metropolitan Borough Council

Sandwell NHS Primary Care Trust

Salop drive cucumbers

Salop drive and Ideal for All Growers

Better Business; Healthier Food

The Fresh Food Supply Chain in Sandwell

Sandwell Metropolitan Borough Council

UK Research Partnership Ltd

Sandwell NHS Primary Care Trust

Sandwell NHS
Primary Care Trust

Green well
Green recovery
Green dividend

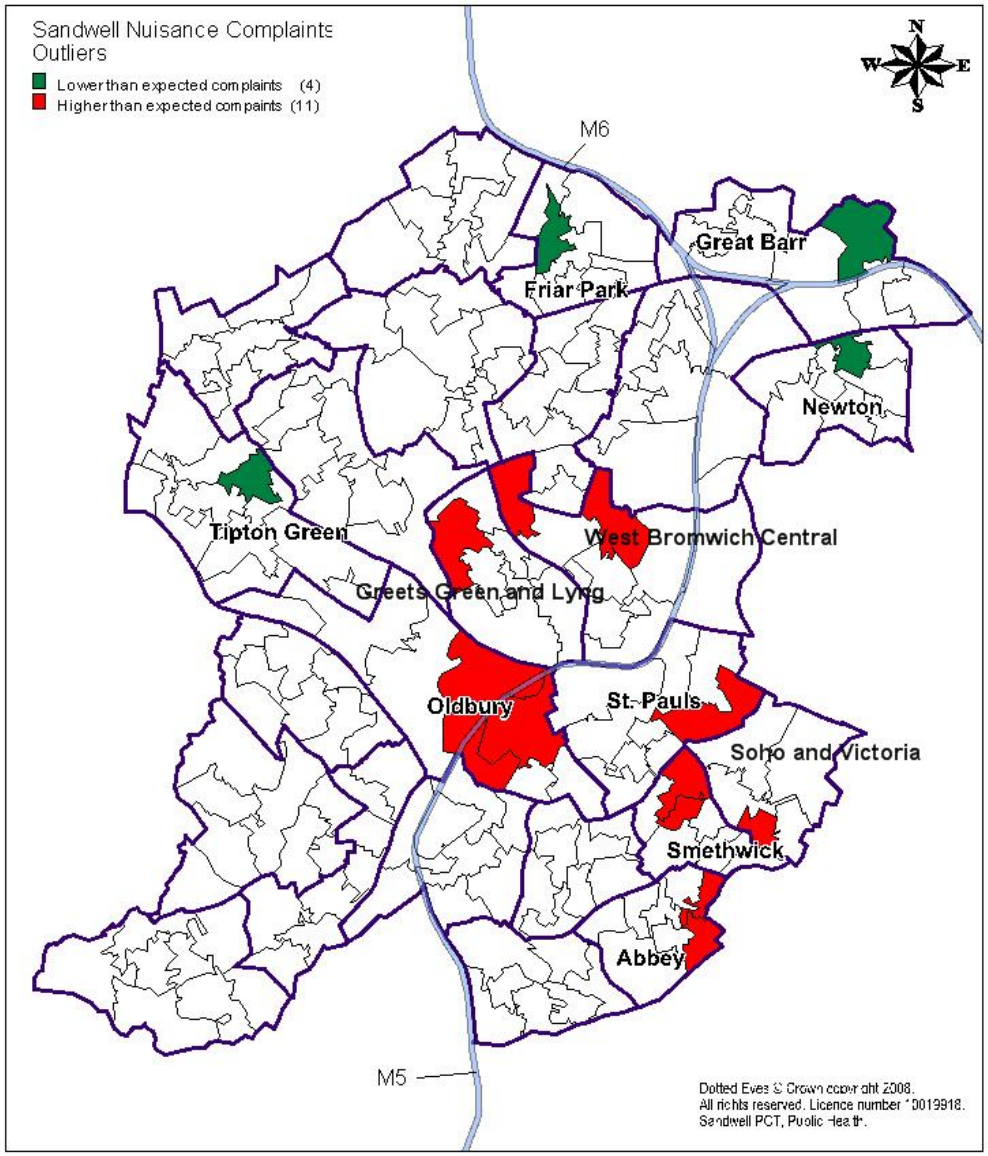
The three greens for health

Sandwell
Metropolitan Borough Council

Sandwell Partnership
MAKING CHANGE HAPPEN

Public Health Annual Report 2009/10

Sandwell NHS
Primary Care Trust



Source: Sandwell MBC

•Random observations urban v rural public health

•Political colour of rural leadership:
Easier to make progress in current political climate ?
•But : County and districts? In Health and wellbeing boards

•Defining the poor - relative poverty and car ownership in rural areas
•Finding the poor and the ill in rural areas?
•Better quality primary care?
•Are they healthier, standardised for all other things than poor counterparts in urban areas?
•But ? Social care? Resilience re floods,
•/road accident deaths

•Random observations urban v rural public health

•Easier to do public health in urban areas- access, community networks, active voluntary sector?

•-

• But more need for it …

•Tasks of public health the same regardless- measure needs, advocacy for effective solutions and monitor to see if they work

.

Figure 31 The ultimate technological fix?

The UK's most widely prescribed oral acne antibiotic[1]

GALDERMA
Committed to the future of dermatology

BECAUSE THEY RARELY HAVE AN EMPTY STOMACH

We keep it simple

•

One capsule, once a day

•

Food no problem[2]

Once daily

Tetralysal®
lymecycline

A teen-friendly acne antibiotic

Thank You

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