



Welcome to the April edition of the North West Public Health Observatory Health E-News bulletin.

We hope you find the updates and information about

NWPHO contained in this bulletin useful. If you have any comments or suggestions for future features then please get in touch or visit our website at: www.nwpho.org.uk

Celebrating a decade of public health intelligence



To mark the 10th anniversary of the Association of Public Health Observatories (APHO) in March 2010, the Department of the Health (DH) and APHO hosted a joint one-day conference in London.

Chief Medical Officer, Professor Sir Liam Donaldson, delivered the keynote speech at the event. The conference included a series of panel presentations around the theme of 'Personal Perspectives on the Role and Delivery of Health Intelligence.' Dr Ben Goldacre author of *Bad Science* and a Research Fellow at the London School of Hygiene and Tropical Medicine presented at the event and Professor Brian Ferguson, APHO Chair, provided the closing remarks.

APHO brings the nine English regional PHOs, the national PHOs for Scotland and Wales and the all-Ireland Observatory, together into a single network. PHOs represent the largest concentration of public health intelligence across the UK. They harness the expertise of over 150 public health professionals to turn information and data into meaningful health intelligence and to inform local practice.

Professor Mark Bellis, Director of NWPHO, gave his thoughts on delivering high quality public health intelligence to improve health, wellbeing and reduce health inequalities across the North West region:

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“The Observatory can be credited with a number of key achievements over the last 10 years. Regionally, NWPHO has been pivotal in providing instant online access to sophisticated public health intelligence. Such access, on a routine basis, was arguably unheard of a decade ago.”

“On a more national level, the NWPHO has lead in the pulling together of intelligence from across multiple-agencies to help tackle current major threats to public health, such as alcohol.”

“The challenges and opportunities facing the Observatory

include ensuring that public health intelligence is used to get the best out of the limited resources available during this difficult economic climate. There is also scope to further use intelligence to tailor public health interventions or responses to ever smaller populations or groups and even to particular types of individuals.”

“Going forward, it is crucial that public health intelligence is recognised as even more, not less, important in helping to secure a healthy population.”

Sir Donaldson’s anniversary speech is available at:
www.apho.org.uk/resource/view.aspx?RID=87099

Survey reveals the crucial role of mental wellbeing in improving the lives of North West adults

The result of this major new survey of people living in the North West shows that there needs to be much greater attention upon improving mental wellbeing to help people live healthier, happier and more productive lives.

The *North West Mental Wellbeing Survey* fills a gap in our current understanding of positive mental health and wellbeing. The survey, which included a total sample of 18,500 people across Cumbria, Lancashire, Greater Manchester, Cheshire and Merseyside, is the largest and most detailed investigation of the region’s mental health and wellbeing ever. The survey revealed differences in levels of mental wellbeing across local areas; people in Warrington, for example, have the highest overall mental wellbeing score in the North West and people in Liverpool the lowest (Figure 1).

The survey, the product of a

collaborative effort between primary care trusts (PCTs) and local authorities (LAs) across the region, was led by the Strategic Health Authority (NHS North West), DH and NWPHO. Findings revealed a clear link between general health and mental wellbeing:

- people with relatively high mental wellbeing were three-and-a-half times more likely than those with relatively low mental wellbeing to say they were in very good health; and
- people with low mental wellbeing were nearly five times more likely to say that their health was very bad or bad than those with high mental wellbeing;

Further key findings included that:

- there were no differences in levels of mental wellbeing between men and women;

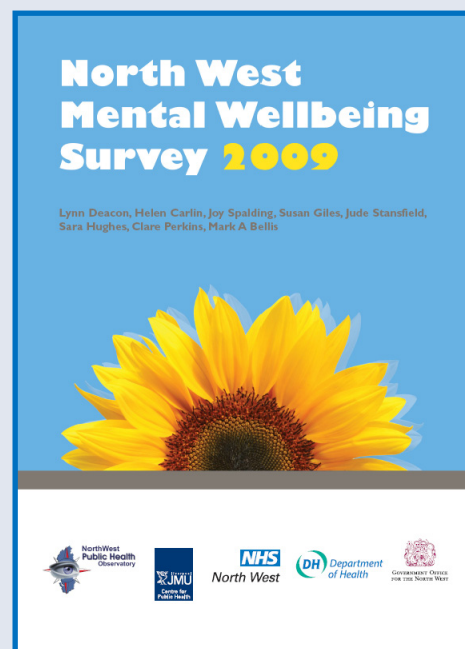


Figure 1: Regional mental wellbeing score, North West PCTs.



Source: North West Regional Mental Wellbeing Survey, 2009.

- high levels of mental wellbeing were most likely among people aged 25-39 years, those living in least deprived areas and among non white adults.
- relatively low levels of mental wellbeing were more likely to be found among people living in the most deprived areas, among those aged 40-54 years and among white adults;
- individuals with low mental wellbeing were nearly three times more likely than those with high mental wellbeing to have not spoken to someone outside their household in the last week; and
- people with high levels of mental wellbeing were 2.4 times more likely than those with low levels to be taking enough exercise to meet national targets.

A full copy and summary of the report are available to download from:
www.nwph.net/nwpho/NorthWestMentalWellbeingSurvey.pdf

NWPHO stakeholder survey results now online

The North West Public Health Observatory conducted an online Stakeholder Survey in November 2009 to seek customer feedback on our products and services for continuous quality improvement, and ensure that stakeholder views are taken into account in our strategic planning process.

The survey consisted of 29 questions and was sent to approximately 500 people in the region including Directors of Public Health and Public Health Intelligence Specialists. There were 133 responses, which is considered to be a reasonably good response rate for an online survey.

Many positive comments were

received, confirming that NWPHO provides a valuable public health intelligence service for the North West that has an impact on policy development and service delivery. That said, there are a number of areas that we need to focus effort on improvement. The Survey Report, now available on the website, outlines five key recommendations for the NWPHO which include communicating more effectively with stakeholders, strengthening links with primary care trusts and local authorities and developing public health intelligence and training and education services.

Individual survey responses relating to specific tools, reports and services are being systematically reviewed and any resulting action taken by individual managers within the



NWPHO. The recommendations arising from the survey have been agreed by the NWPHO Steering Group and incorporated into the NWPHO Objectives for 2010/11.



Smoking profiles released

Profiles of smoking-related harm for each of the North West LAs and PCTs are now available to download from the NWPHO website.

Each profile displays data across 26 indicators of smoking-related mortality and morbidity. The tool also includes projections and trend data for each of the North

West sub-regions. For full details of the tool go to:
www.nwph.info/sam

A summary profile for the North West region as a whole is also available from:
www.nwph.info/sam/downloads/NorthWestProfile.pdf

New email alert news service

In March, NWPHO launched a new monthly news alert service.

The alert will include information about new publications, new or updated web tools, methods and general news about NWPHO and

APHO. To register for the alert, please complete the online form available on NWPHO's website homepage:
www.nwph.net/applications/roads/how/register.htm



News from the Association of Public Health Observatories (APHO) and other PHOs...

Kidney Disease PCT Profiles: produced by East Midlands PHO (EMPHO), in collaboration with NHS Kidney Care, the profiles are available for all 152 English PCTs. The profiles include an overview of the key areas of kidney disease care highlighting areas of good practice and inequalities and provide benchmarking against similar PCTs. Profiles are available to download from the NHS Kidney Care website along with an associated data guide:

www.kidneycare.nhs.uk/Ourworkprogrammes-KidneyDiseaseinPrimaryCare-CKDmappingsandprofiles.cms

Health Inequalities Intervention Toolkit: developed by APHO, working in partnership with the DH, the toolkit, hosted by the LHO is designed to assist evidence based local service planning and commissioning, including Joint Strategic Needs Assessments. Now includes a new infant mortality tool and spearhead tool:

www.lho.org.uk/LHO_Topics/Analytic_Tools/HealthInequalitiesInterventionToolkit.aspx

Sexual Health Balanced Scorecards: the South West (SW) PHO, lead PHO for sexual health in England, has launched a new web tool to support sexual health strategies in England. Commissioned by the DH and developed by the SWPHO with the Health Protection Agency, the scorecard includes nationally agreed indicators - at PCT level - presented in chart, table and map formats, together with supporting explanatory documentation: www.sexualhealthscorecard.org.uk

Estimates and Projections of the Prevalence of Cardiovascular Disease (CVD): commissioned by the Care Quality Commission, APHO has published estimates and projections of the prevalence of CVD for all English PCTs and LAs. Based on a model developed by the Department of Primary Care and Social Medicine, Imperial College, London, the resource shows estimated prevalence of CVD by sex, ethnicity and age group for 2006-2020

www.apho.org.uk/resource/item.aspx?RID=84218

Sport and Activity Planning Tool: built by the LHO and Make Sport Fun (www.makesportfun.com) for the DH and NHS partners, the tool is based on Sport England's (SE) Proprietary Market Segmentation Tool. The tool uses nineteen sporting categories, developed by SE, to help classify the nations' attitudes and motivations to sport and physical activity to allow targeting of physical activity opportunities where most needed:

www.promotingactivity.com

Coming soon...

Health inequalities in the North West: NWPHO will be compiling a regional response to the recently released *Fair Society Healthy Lives* Strategic review of health inequalities in England post 2010 - also called the *Marmot Review*.

National Health Profiles 2010: the fifth annual set of Health Profiles will be available during June. These reveal the health of adults, children and young people in every local authority in England across 32 indicators.

New Website: following consultation, NWPHO will soon be launching its new website which will include a greatly improved user experience and suite of features. There is still time to give feedback and comments about the site. Please see the link on the homepage of the existing NWPHO site.

Creating Healthier Workplaces: will be available soon, synthesising policy, evidence and intelligence relevant to improving the health and wellbeing status of the North West's working age population who are in work.

Health Trainers Synthesis Report: will measure the success of health trainer interventions in improving health. Due for release in June, it will synthesise relevant policy, evidence and intelligence.

GP Practice Profiles: due for release later in the year and will include an online web tool using Quality Outcomes Framework indicators.

Core Lifestyle Survey Questions: will be available online soon and included is a range of further information and support on producing a local lifestyle survey.

Alcohol Bulletin Series: NWPHO will soon be publishing its series of alcohol segmentation reports.

Data updates...

National Indicator (NI) 39: Sub-analysis of 2007/08 and 2008/09 alcohol-related hospital admissions data by condition, gender and age were released on the Local Alcohol Profiles for England (LAPE) in March 2010 at PCT and LA levels.

Alongside this 2009/10 Quarter 2 NI39 data from the DH at Government Office Region, Strategic Health Authority, PCT and LA level were also released. Further DH quarterly updates are planned for May, August and November 2010.

Data and background documents are available from: www.nwph.net/alcohol/lape/nationalindicator.htm

About the North West Public Health Observatory (NWPHO)

NWPHO fulfils a regional public health information and intelligence function supporting the work of public health professionals, local authorities and providers of healthcare and further services relevant to the health of the North West population.

The Observatory is also a member of the Association of Public Health Observatories (APHO). NWPHO's lead areas for APHO are alcohol, substance use, violence, dental health and working with the Health Protection Agency.

See the NWPHO website for full access to our reports and data tools: www.nwpho.org.uk