

SWALE CCG

Analysis of Deprived Areas

In the most deprived decile for Kent

January 2016



KCC Public Health is taking a new approach to reducing health inequalities in the county, by producing focussed analysis of LSOAs in the most deprived decile. Multivariate segmentation techniques have been used to identify different 'types' of deprivation in Kent. This report shows our analysis of the most deprived areas in the Swale CCG area. For more information on the rationale of this approach and our methods, please see the full report.

Produced by

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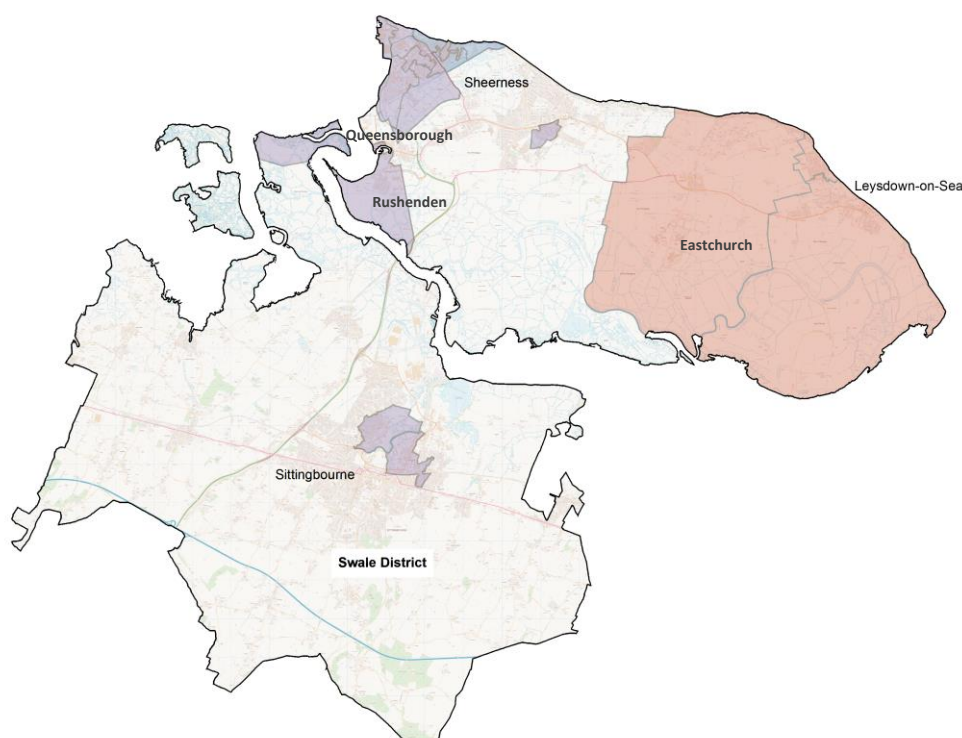
Correspondence to: Rachel Kennard

Background

Swale CCG is in the north of Kent, includes the Isle of Sheppey, and is predominantly a rural district. Deprivation is higher than the England average, and on many measures has worse health outcomes than the rest of the county. 15 LSOAs in Swale CCG fall into the most deprived decile for deprivation. The majority of these areas are on the Isle of Sheppey, though there is a different pattern of deprivation in the Eastern part of the island compared to the West (Sheerness, Queenborough, Rushenden). There is also some deprivation in the town of Sittingbourne.

Deprived Areas

Ward Code	Ward Name	LSOA Code	LSOA name	LSOA rank	GP practice codes serving LSOA				Type
E05005066	Leysdown and Warden	E01024580	Swale 006A	8	G82057				2
		E01024581	Swale 006B	33	G82057				2
E05005067	Milton Regis	E01024584	Swale 010B	57	G82634	G82026			3
E05005069	Murston	E01024590	Swale 010C	7	G82035	G82693			3
E05005070	Queenborough and Halfway	E01024597	Swale 005C	20	G82791	G82023			3
		E01024609	Swale 001A	4	G82057	G82687	G82799	G82682	1
E05005074	Sheerness East	E01024610	Swale 001B	35	G82057	G82687	G82799	G82682	1
		E01024611	Swale 001C	39	G82057	G82023	G82687	G82682	3
		E01024612	Swale 001D	46	G82057	G82023	G82687		1
E05005075	Sheerness West	E01024615	Swale 002C	13	G82057				3
		E01024613	Swale 002A	14	G82057	G82023	G82682		3
		E01024614	Swale 002B	16	G82057	G82682			3
		E01024616	Swale 002D	56	G82057				3
E05005076	Sheppey Central	E01024618	Swale 006D	18	G82057	Y02506			2
		E01024621	Swale 004E	19	G82686	Y02506	G82057	G82682	3



Young people lacking opportunities

MAIN ISSUES

Characteristics

- Young adults in private rented accommodation
- Particularly poor living environment with particularly high crime rates
- Low incomes
- Particularly high levels of out-of-work benefit claimants
- Poor scores for education
- High number of single parents
- High levels of movement/transiency

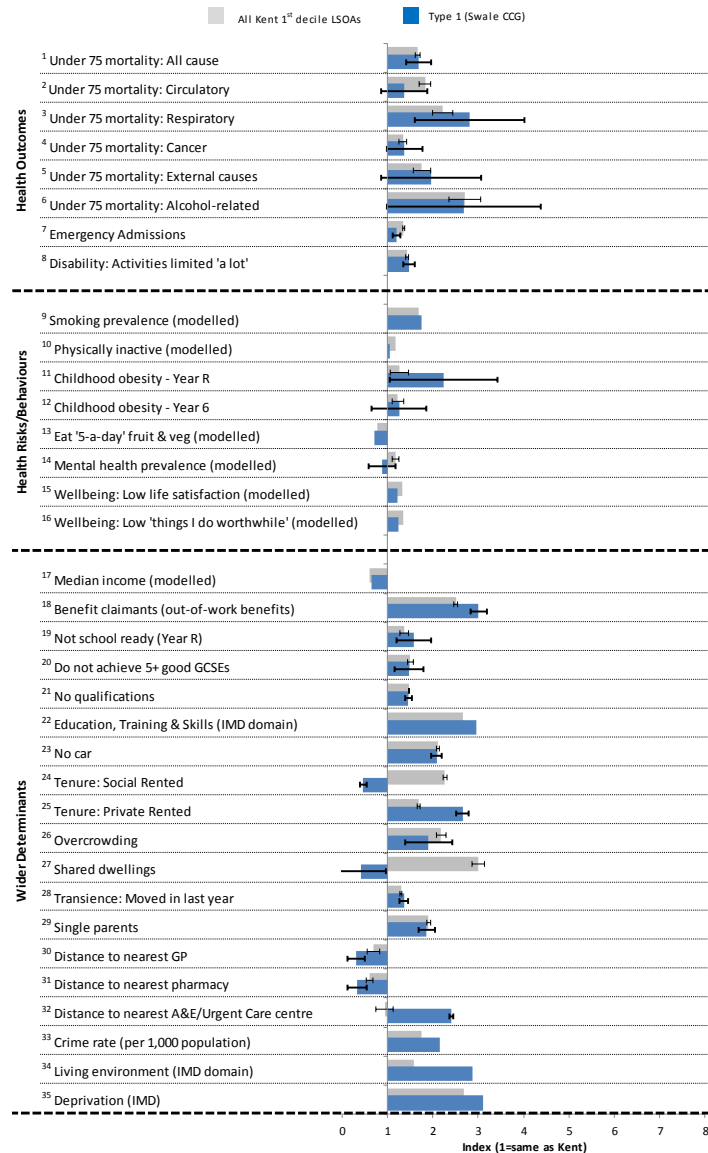
Health Risks/Behaviours

- High smoking prevalence

Health Outcomes

- High premature mortality rates
- High rates of disability ('activities limited a lot')

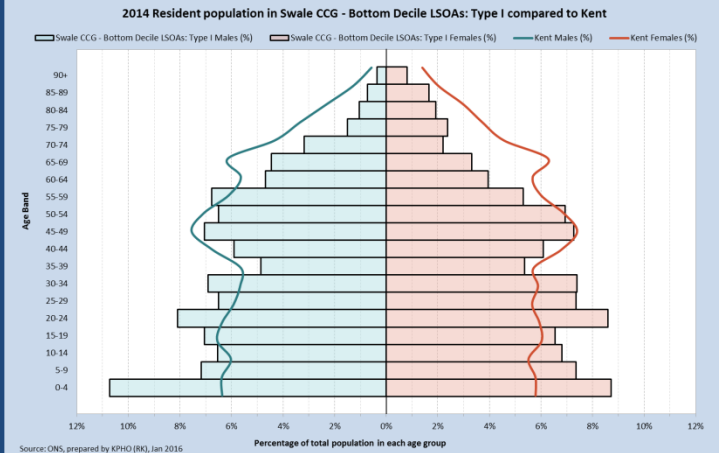
Swale CCG Type 1 Deprived LSOAs Sheerness East



²repared by KPHO (RK), Jan 2016



POPULATION DISTRIBUTION

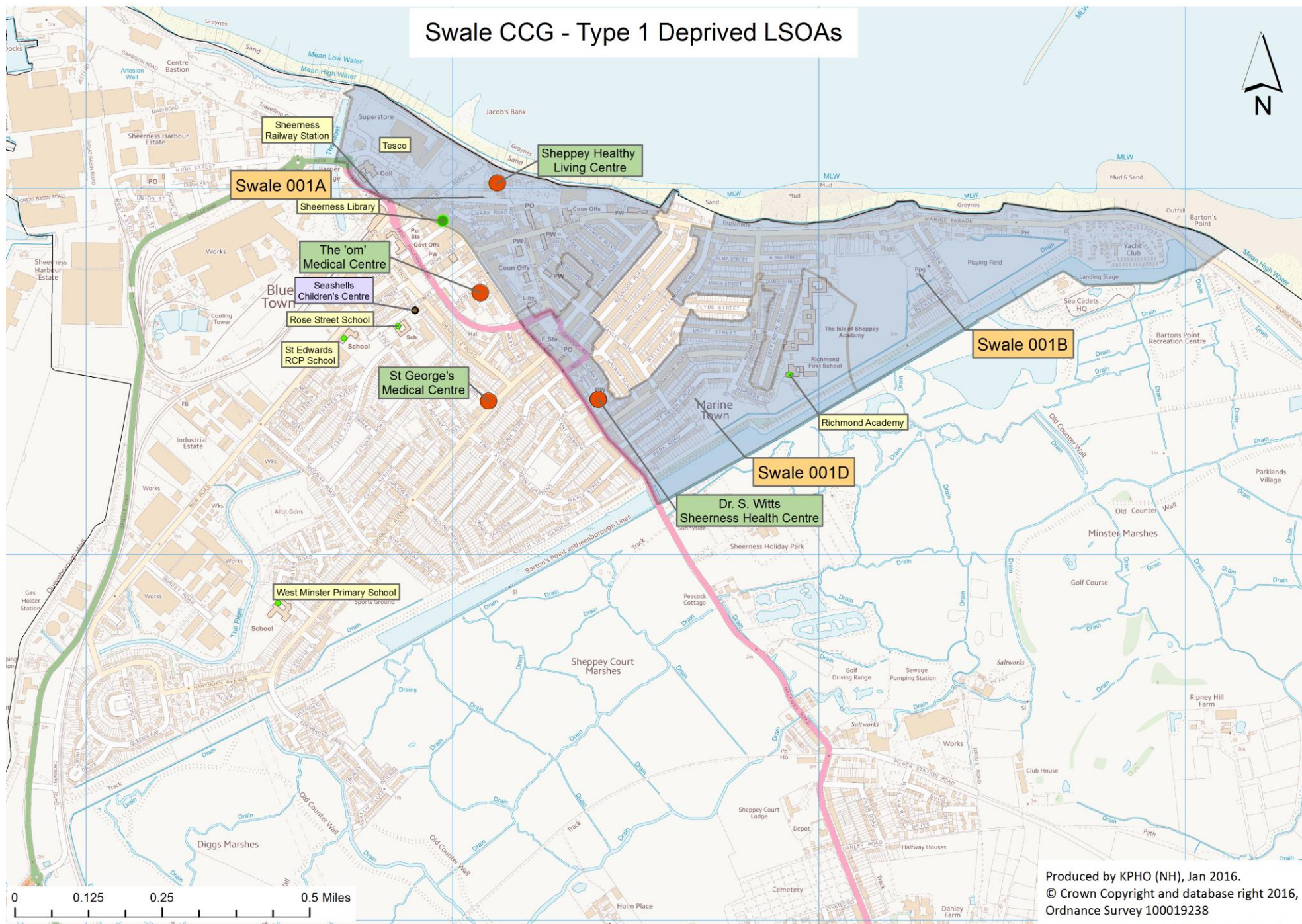


- High numbers of young adults and young children
- Lower numbers of over 55s

KEY FOCUS AREAS:

Education and employment opportunities for young people

Swale CCG - Type 1 Deprived LSOAs



Deprived rural households

MAIN ISSUES

Characteristics

- Low educational attainment and lack of qualifications
- Fewer out-of-work benefit claimants than other deprived groups
- Car ownership is high
- Lower crime rates than many other deprived areas
- Low levels of movement/transiency

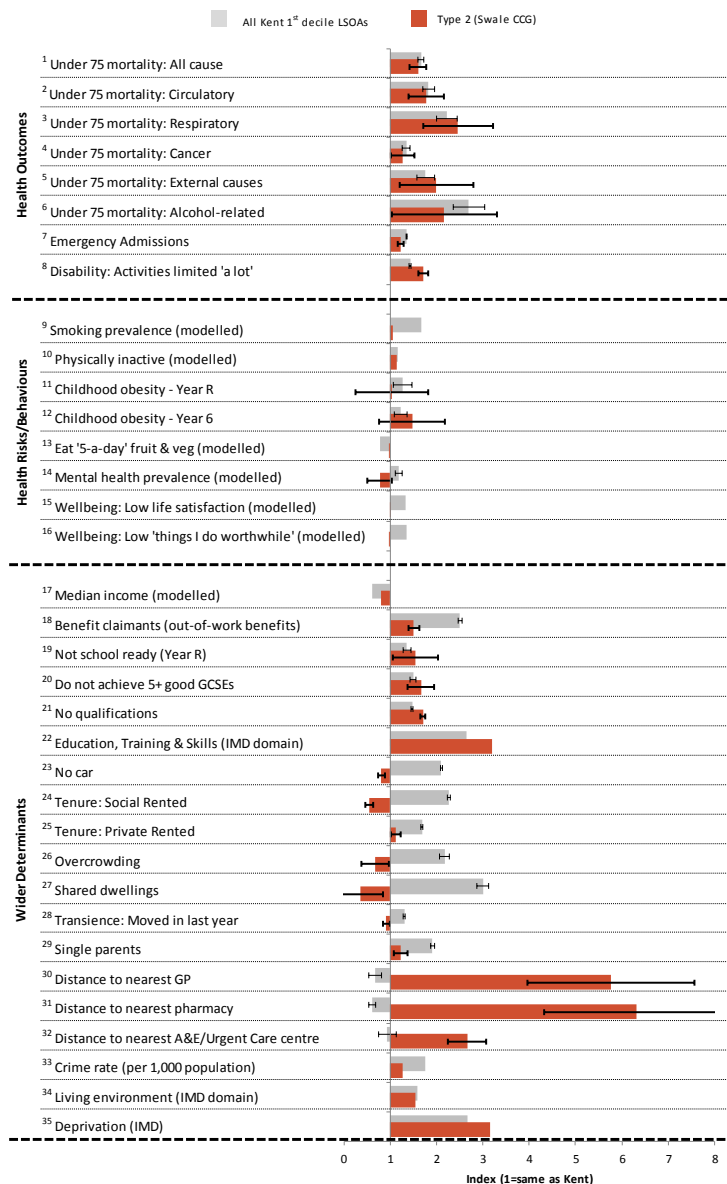
Health Risks/Behaviours

- Lower smoking prevalence than other deprived area types
- Higher levels of wellbeing than other deprived area types

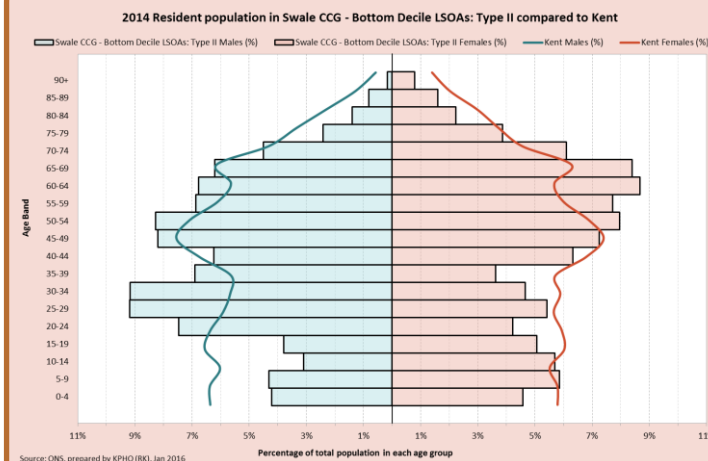
Health Outcomes

- Particularly high rates of disability ('activities limited a lot')
- High premature mortality

Swale CCG Type 2 Deprived LSOAs Leysdown, Warden and Eastchurch



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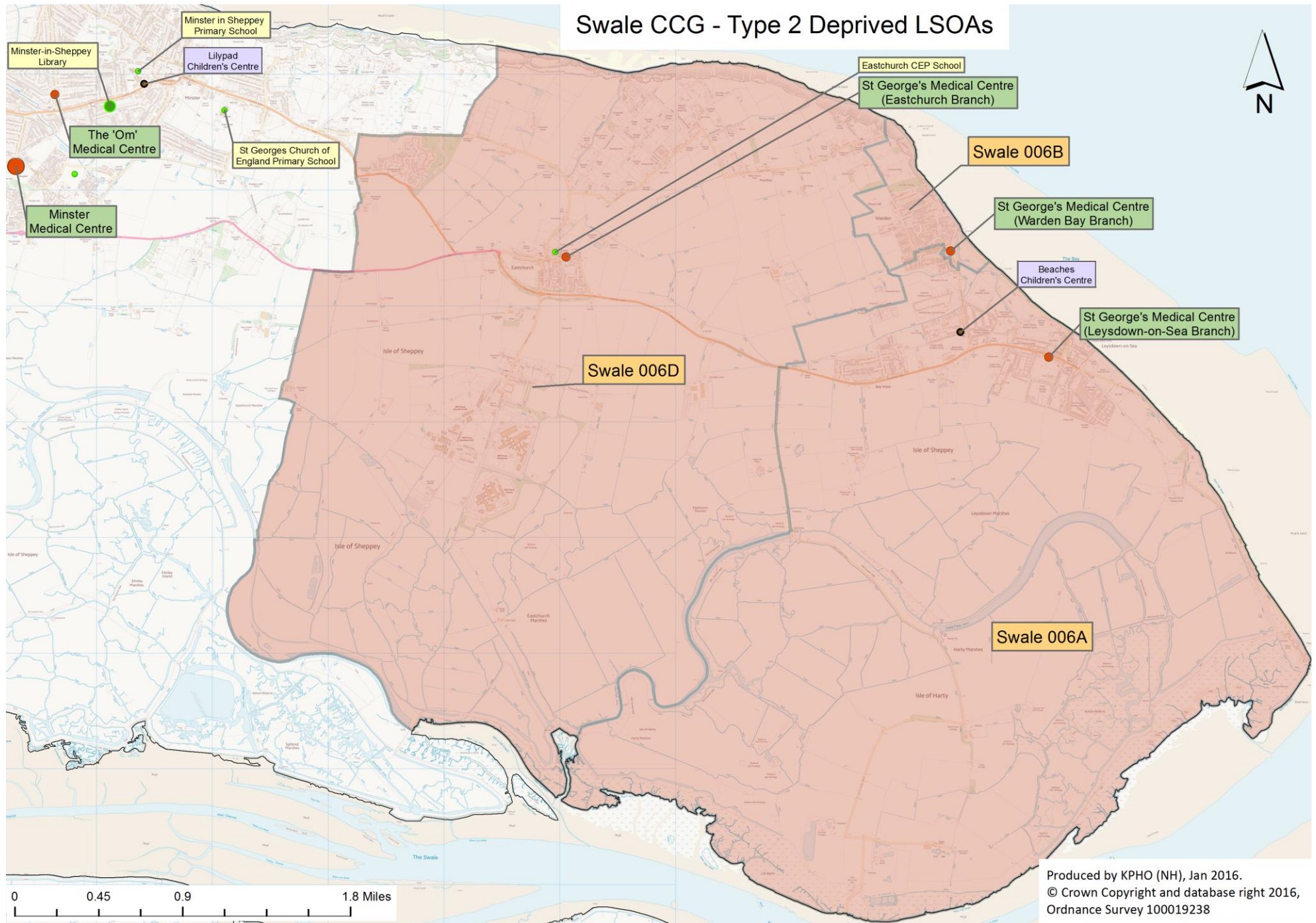


- Lower numbers of children

KEY FOCUS AREAS:

Education and qualifications

Swale CCG - Type 2 Deprived LSOAs



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Families in social housing

MAIN ISSUES

Characteristics

- Families with children in social housing
- Low incomes
- Particularly poor scores for education
- Particularly high rate of out-of-work benefits claimants
- High number of single parents
- Lower crime rates than some other deprived area types

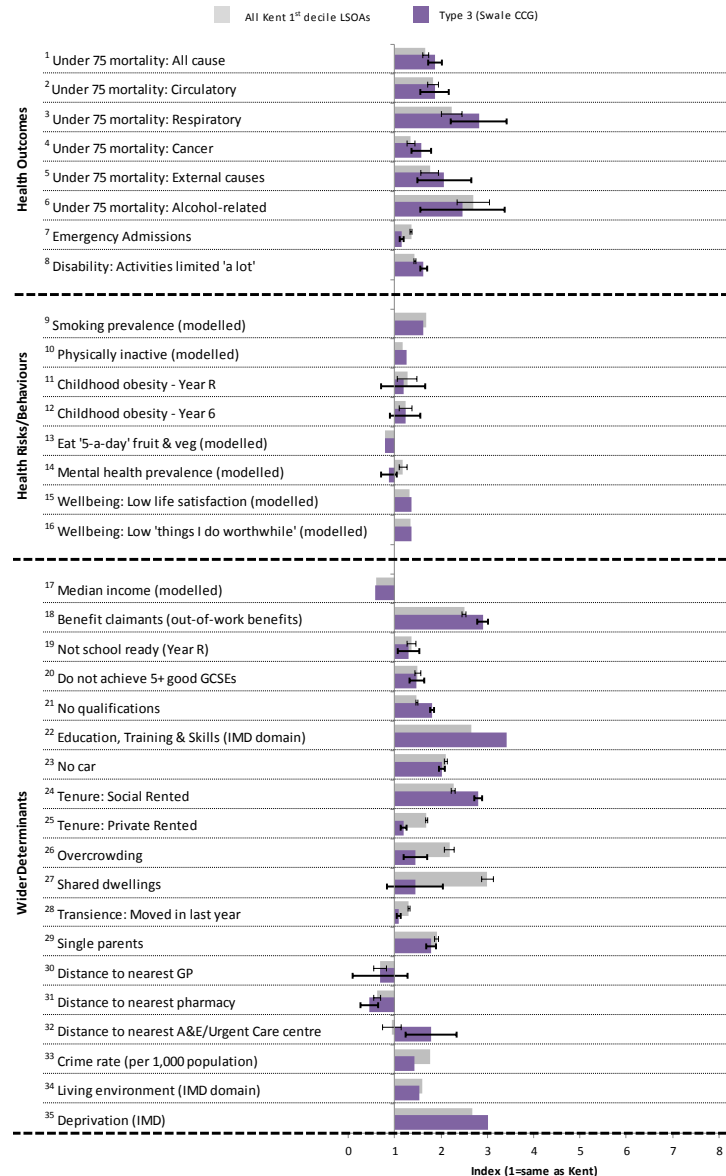
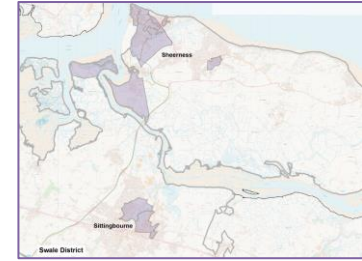
Health Risks/Behaviours

- High smoking prevalence
- Low levels of wellbeing

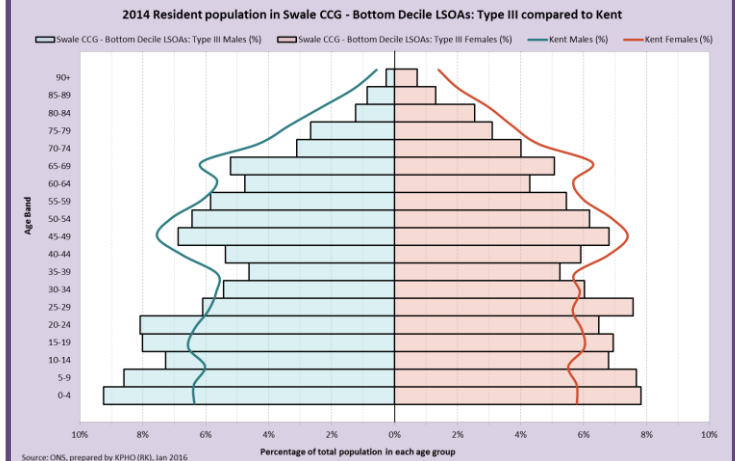
Health Outcomes

- High premature mortality rates
- High rates of disability ('activities limited a lot')

Swale CCG Type 3 Deprived LSOAs Sheerness, Queenborough, Rushenden, Sittingbourne



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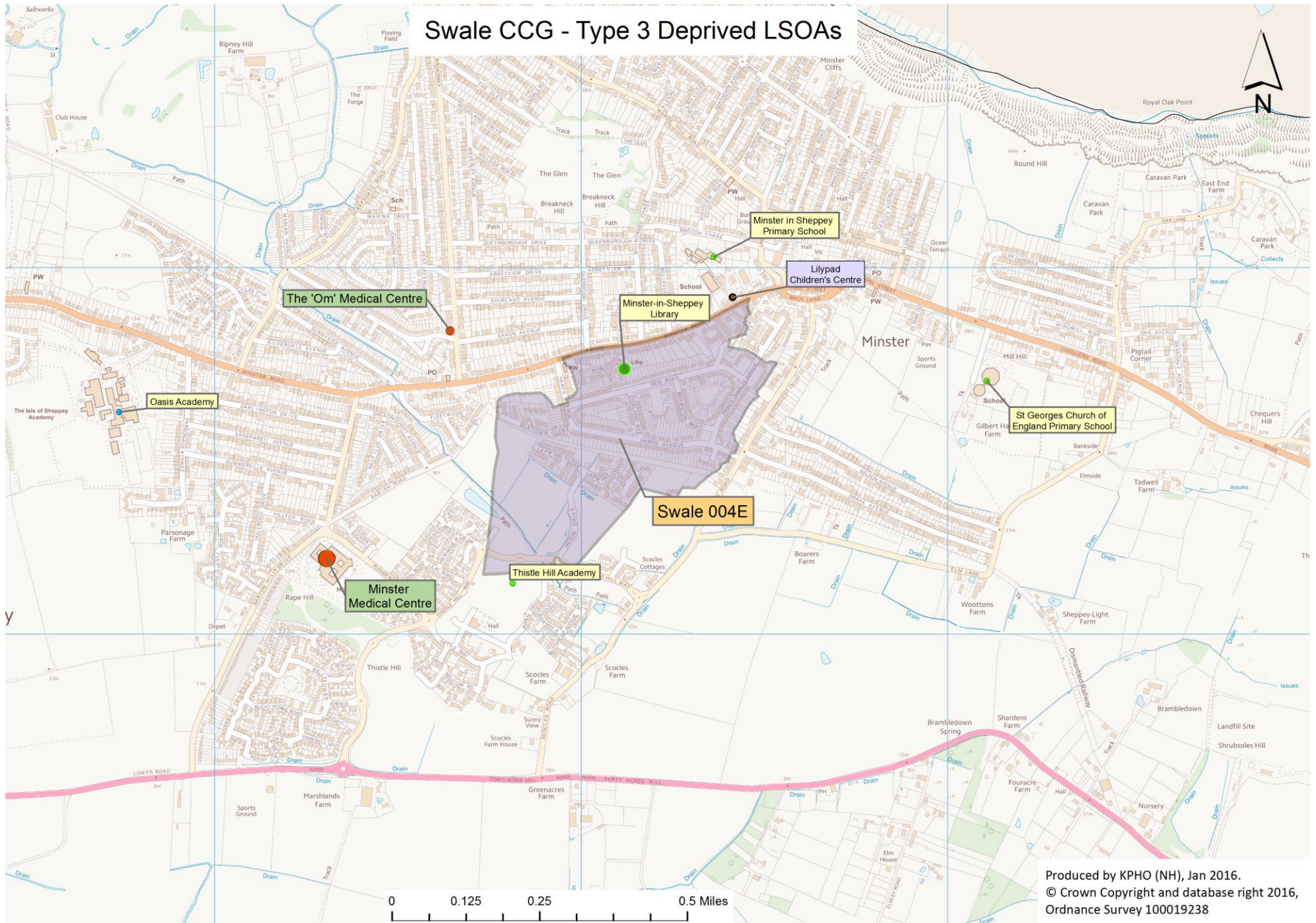


- Very high numbers of children
- Slightly lower numbers of over 50s

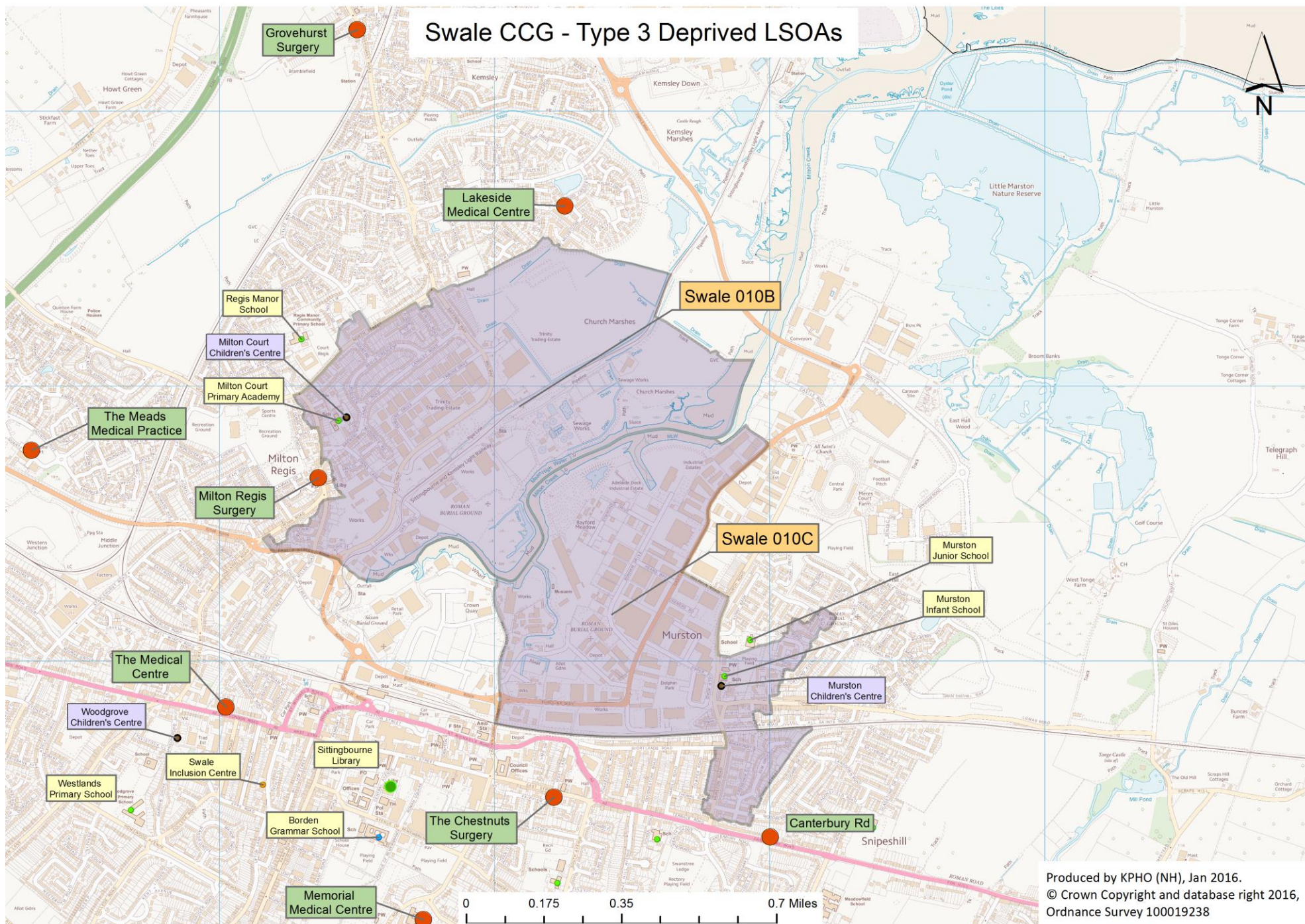
KEY FOCUS AREAS:

Training, qualifications and employment for parents
Child health and education

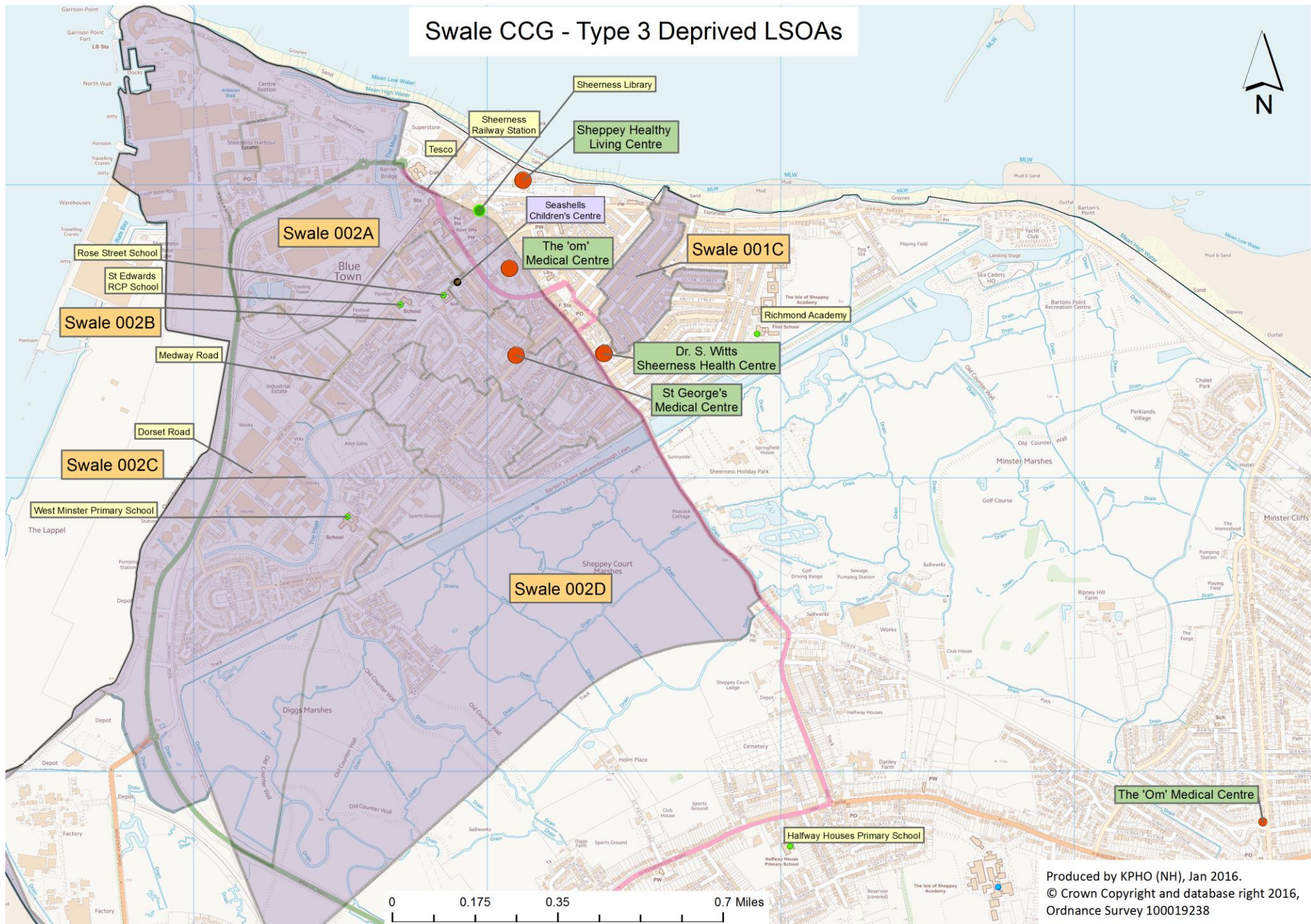
Swale CCG - Type 3 Deprived LSOAs



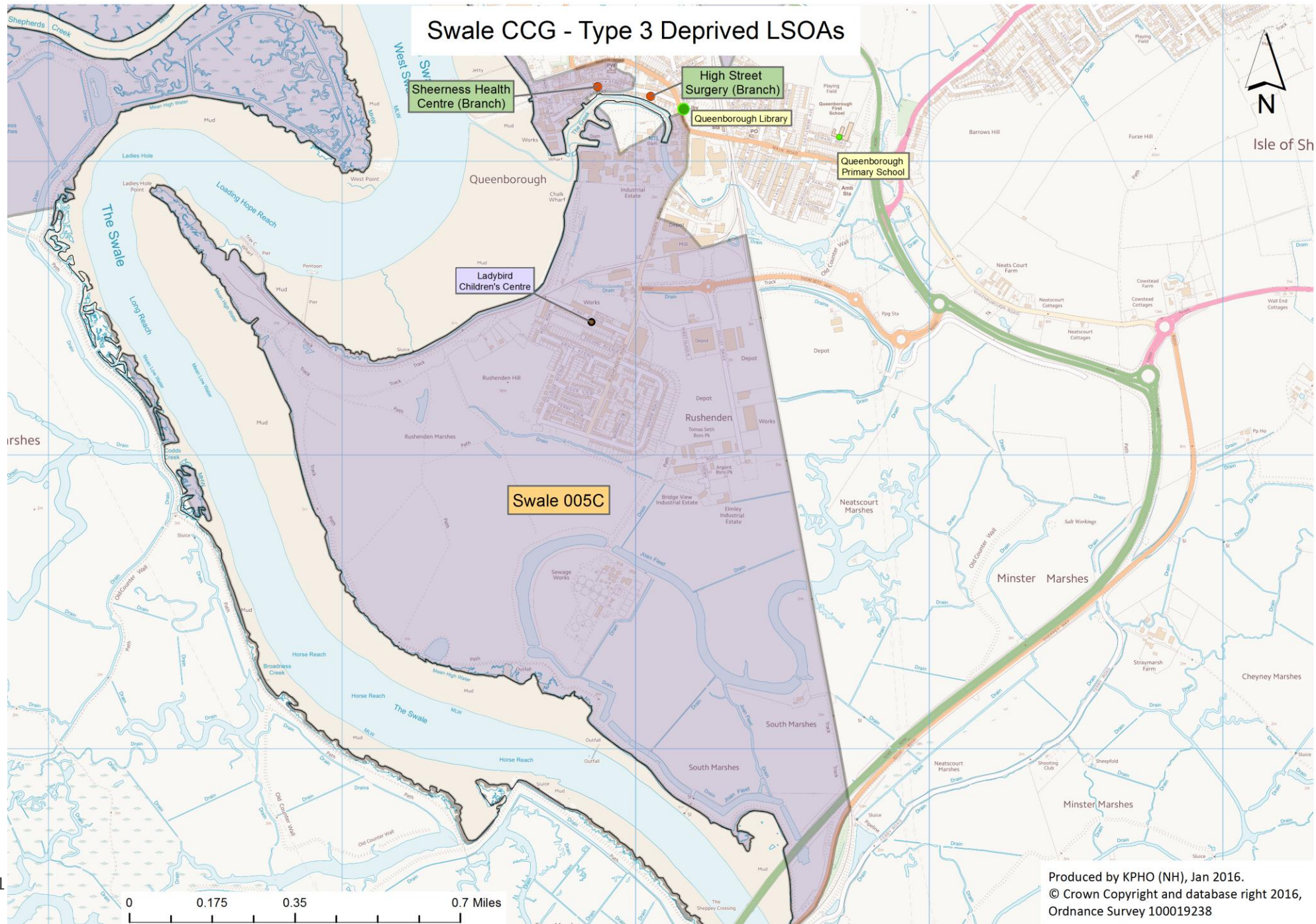
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Swale CCG - Type 3 Deprived LSOAs



Swale CCG - Type 3 Deprived LSOAs



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GP Practices

GP Practices Serving Deprived LSOAs: Recorded Disease Prevalence

For the GP practices that serve LSOAs in the most deprived decile, we have analysed the recorded disease prevalence from QOF data (Quality Outcomes Framework). Note that the data shows recorded disease prevalence, and does not account for undiagnosed disease in the community.

- High recorded levels of COPD and diabetes in many of these practices.

GP Practice	Asthma	Atrial Fibrillation	Cancer	Coronary Heart Disease	Chronic Kidney Disease	COPD	Diabetes	Heart Failure	Hypertension	Stroke & TIA	Mental health	Dementia	Epilepsy	Depression	Learning Disabilities
G82023 Sheerness Health Centre	7.9	1.9	1.8	3.5	4.8	2.7	8.0	1.2	16.2	1.5	0.8	0.9	0.8	10.4	0.3
G82026 Grovehurst Surgery	5.7	1.6	3.1	2.7	3.8	2.1	6.2	0.9	14.8	1.7	0.6	0.5	0.7	11.5	0.3
G82035 The Chestnuts Surgery	5.3	1.7	2.6	3.5	3.8	2.1	6.9	0.6	16.4	1.8	0.5	0.9	0.9	6.0	0.3
G82057 St Georges Medical Centre	5.1	1.8	2.3	3.9	5.2	3.0	10.1	1.0	18.7	1.8	0.6	0.7	1.1	8.2	0.3
G82634 The Meads Medical Practice	5.2	1.4	2.4	2.4	4.6	2.1	7.1	0.6	13.6	1.5	0.6	1.1	0.7	10.0	0.3
G82682 The 'Om' Medical Centre	5.1	1.7	2.1	3.6	5.3	3.0	8.3	0.9	14.6	1.2	0.7	0.5	1.2	4.6	0.6
G82686 Minster Medical Centre	5.2	1.7	2.3	3.5	4.5	2.5	8.9	0.8	16.4	1.5	0.6	0.6	0.9	7.4	0.6
G82687 Dr S J Witts Practice	6.7	1.6	2.0	3.4	5.3	2.5	8.9	1.0	16.9	1.6	0.4	0.7	0.9	11.1	0.5
G82693 Memorial Medical Centre	6.1	1.7	2.5	2.7	5.0	2.0	7.0	0.7	14.6	1.6	0.9	1.1	0.8	9.9	0.4
G82791 High Street Surg Sheerness	4.4	1.1	1.1	3.1	5.2	1.7	6.4	0.7	12.8	1.1	0.8	0.3	0.9	8.8	0.4
G82799 Sheppey Healthy Living Centre	4.9	1.9	2.8	3.3	4.6	2.4	8.3	0.8	14.5	1.5	1.1	0.5	0.9	6.8	0.9
Y02506 Sheppey NHS Healthcare Centre	5.4	0.8	1.2	1.9	2.4	2.5	5.2	0.4	9.9	0.7	0.5	0.3	0.7	0.3	0.5

 Denotes value is in the upper quartile for GP practices in Kent
 Denotes value is in the lower quartile for GP practices in Kent

Figures for chronic kidney disease (CKD), epilepsy and depression related to patients aged 18+, figures for diabetes to patients aged 17+. Other measures (including learning disability) related to all ages

Source: HSCIC - Quality and Outcomes Framework (QOF) for April 2014 - March 2015, prepared by KPHO (RK), December 2015

Data Sources

- 1-6** Age-standardised mortality rates, 2006-2014. Source: PCMD. **2** ICD10: I00-I99. **3** ICD10: J00-J99. **4** ICD10: C00-C97. **5** ICD10: U00-Y99. **6** ICD10: F10, G31.2, G62.1, I42.6, K29.2, K70, K73, K74, K86.0, X45, X65, Y15.
- 7** Emergency admissions, 2012/13-2013/14. Source: SUS.
- 8** % self-reporting day-to-day activities 'limited a lot', 2011. Source: Census .
- 9** Modelled based on smoking prevalence data by Mosaic type. Source: Experian (TGI: 'Heavy', 'Medium' & 'Light' smokers combined).
- 10** Modelled based on % who do not exercise by Mosaic type. Source: Experian (TGI).
- 11-12** % children measured who were obese, 2013/14. Source: NCMP.
- 13** Modelled based on % who claim to eat '5-a-day' fruit and vegetables by Mosaic type. Source: Experian (TGI).
- 14** Modelled mental health prevalence based on GP practice-level data, 2014/15. Source: QOF.
- 15-16** Modelled wellbeing based on ONS Annual Population Survey (APS) data by Acorn type, 2011/12. Source: DCLG. **15** % scoring 0-6 for 'Overall, how satisfied are you with your life nowadays?' **16** % scoring 0-6 for 'Overall, to what extent do you feel the things you do in your life are worthwhile?'
- 17** Modelled based on median household income data by Mosaic type. Source: Experian (ConsumerView).
- 18** % claiming out of work benefits (defined as all those aged 16-64 who are jobseekers, claiming ESA & incapacity benefits, lone parents claiming Income Support and others on income related benefits), February 2015. Source: DWP (from Nomis).
- 19** % Year R pupils not achieving a good level of development, 2015. Source: KCC, MIU.
- 20** % pupils not achieving 5+ A*-C GCSEs (including English & Maths) at the end of Key Stage 4, 2015. Source: KCC, MIU.
- 21** % with no qualifications (based on persons aged 16+), 2011. Source: Census.
- 22** Education, Training & Skills IMD domain (average score), 2015. Source: DCLG.
- 23** % of households with no car or van, 2011. Source: Census.
- 24** % of households living in social rented accommodation, 2011. Source: Census.
- 25** % of households living in private rented accommodation, 2011. Source: Census.
- 26** % of households with an occupancy rating of -2 (i.e. with 2 too few rooms), 2011. Source: Census.
- 27** % of households with accommodation type 'shared dwellings', 2011. Source: Census.
- 28** % of households not living at the same address a year ago, 2011. Source: Census. Please note that OAs E00124937 & E00166800 have been removed from this analysis due to the undue influence of Eastchurch prison on levels of transience.
- 29** % of households with no adults or one adult and one or more children, 2011. Source: Census.
- 30-32** Distance to nearest GP/pharmacy/A&E or Urgent Care centre (in miles, as the crow flies from population weighted centroid of LSOA), 2015. Source: KCC Business Intelligence.
- 33** Crime rate (recorded crime per 1,000 population), Oct 2013 - Sept 2015. Source: data.police.uk.
- 34** Living Environment IMD domain (average score), 2015. Source: DCLG.
- 35** Index of Multiple Deprivation (IMD) (average score), 2015. Source: DCLG.