

Linking lifestyles and health outcomes



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An evidence-base that **delivers** and implements **solutions**
to policy at **national** and **local**, community level

Applications

- Delivering
 - PSA targets
 - NSFs
 - 10 HIC
- Reducing inequalities
- Configure local services
- Engage with clinicians
- GPs/local authority
- Introduce social marketing
- Provide evidence based, measurable solutions

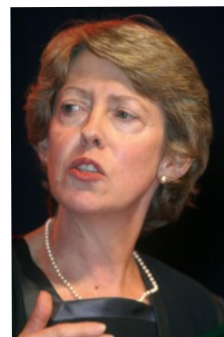


Health Authority NHS Performance Indicators

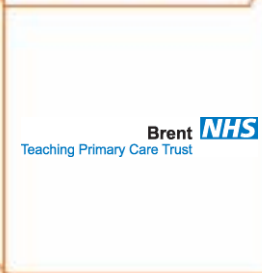
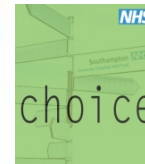
The following table compares the collection of indicators, groups of similar and important values, underlying data and metrics of performance to each indicator. The '10' indicator is the one that is most often used in Clinical Indicators.

To access any of the information please click on the '10' option.

Health Indicator	July	August	September	October
10 Life expectancy (years)	80.0	80.0	80.0	80.0
10 Life expectancy (female)	80.0	80.0	80.0	80.0
10 Deaths from cancer	80.0	80.0	80.0	80.0
10 Deaths from coronary disease	80.0	80.0	80.0	80.0
10 Stroke rate	80.0	80.0	80.0	80.0
10 Deaths from accidents	80.0	80.0	80.0	80.0
10 Concomitants below age 16	80.0	80.0	80.0	80.0
10 Hospital occupancy (beddays) in the year 2001-02	80.0	80.0	80.0	80.0
10 Other mortality rates	80.0	80.0	80.0	80.0



Working with...



Working in...

- Cancer intervention
- Private sector delivery around Choice
- Diabetes intervention
- Delivering Choice at SHA level
- Population segmentation
- GP referral patterns
- Communications planning
- DoH Choice
- Teenage Pregnancy
- Delivering Choice at PCT level
- Pharmacy PCT Co-operative
- Hospitals performance measures
- Project management

Health Needs Mapping

Listening to real people. Moments of truth

"Smoking is normal. It's what we know if they're going to get sex to

Doncaster teenager

Chaffin

or a GP not to tell us about Choice
having a camera up my backside
"Godless, it's not as if it's his responsibility"
am man a boy's bagel gives the pat
Brenton says to a girl, "I'm a girl"



A simple process

Strategy

- Efficient, actionable and measurable delivery
- Maximising budget reach
- Designing relevant solutions
- Understanding need

With a tool-kit of enabling marketing techniques

Insight

Health Needs Mapping

Insight focus groups

Consumer segmentation

Referral patterns

Data fusion

Futuring

Strategy

High Energy Workshops

Brand transference

Creative enhancement

Independent evaluation

On-line health check

Action

Intervention

Media products

Media distribution

Public relations

Increasing Diabetes screening through segmentation

Insight

Strategy

Action

1. Understanding the issues

- Undiagnosed diabetics are at risk of complication and health crises. It is estimated* that the cost burden of late diagnosis is around £100m per week for the NHS overall and around £1m per week in Slough PCT
- Early diagnosis should reduce emergency admissions and improve healthy lifespan. (Early research on the Slough pilot shows that 8/10 in the most at-risk postcodes simply don't know about local diagnostic services)
- In Slough 4.3% of the population (4,845 from total of 120,000) are known to suffer from Diabetes. The true number is estimated to be around 7%
- (* Source: Diabetes UK)

Insight

Benefits of the postcode classification

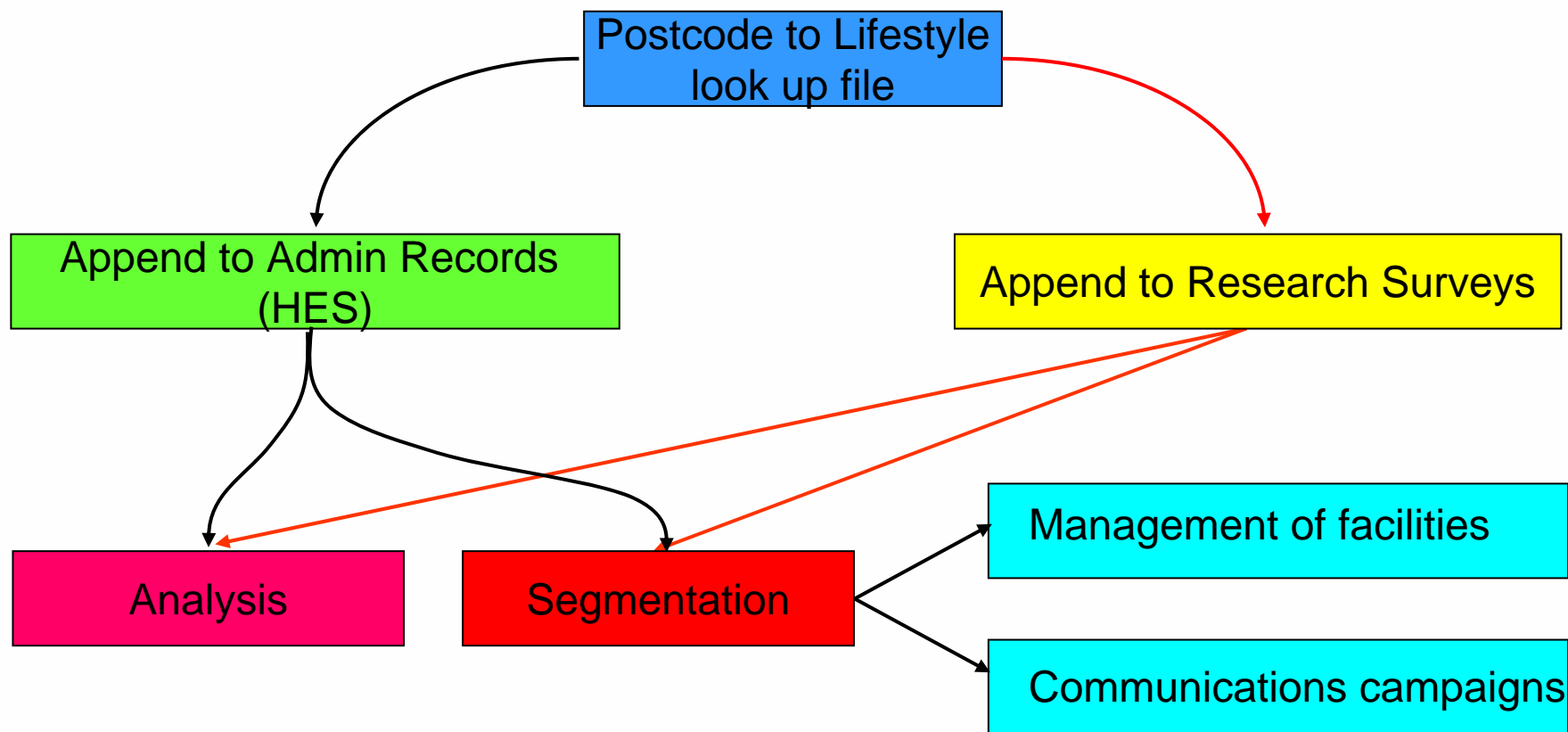
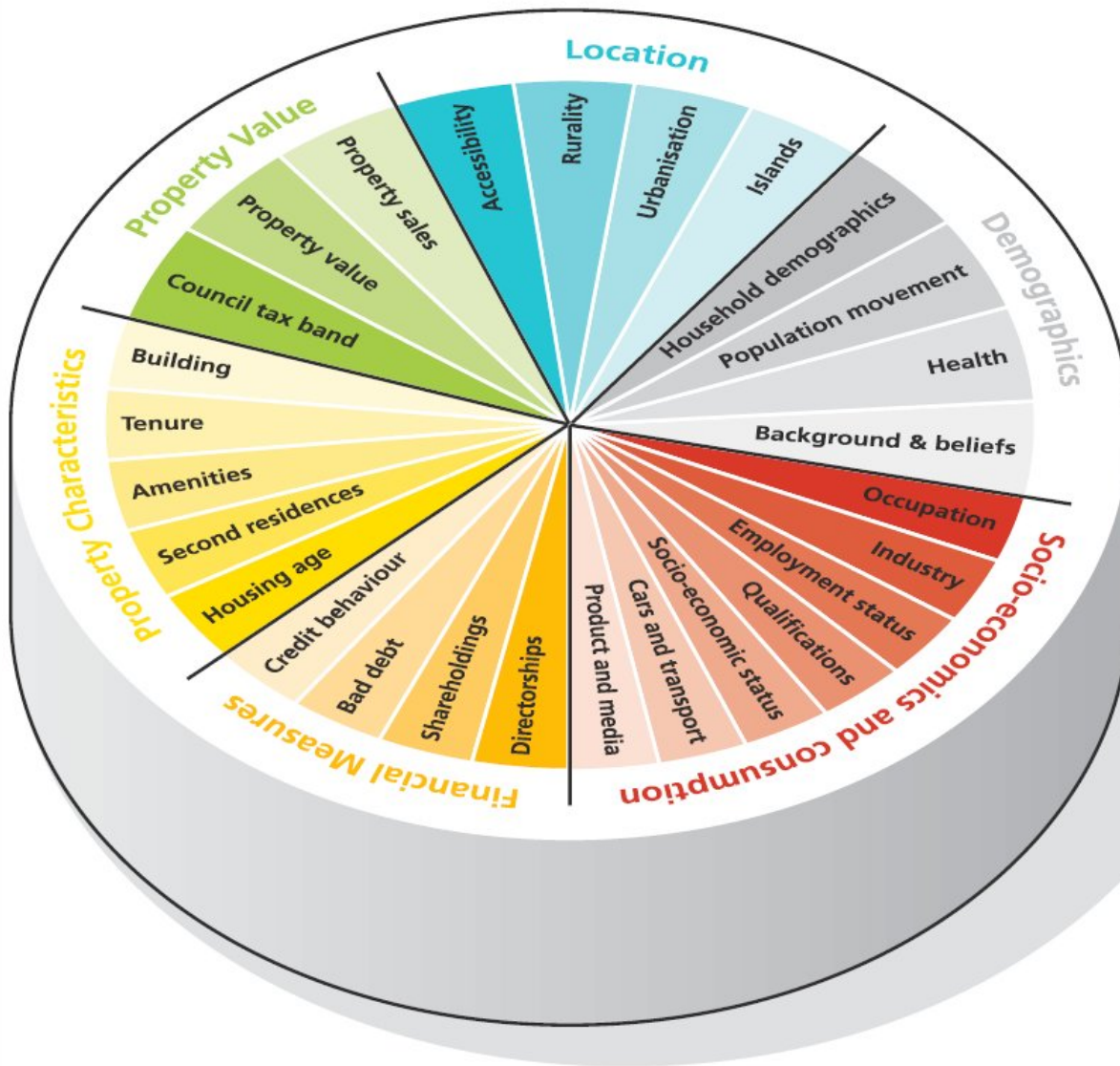


Table showing standardised Hospital Admission rates per 1000 residents by diagnosis : Source three years of I Cells are expressed in the form of "index values" (England average rate = 100) : There is no control for age.														
	COPD	Schizophrenia	Injuries and poisoning	Emergency	Alcohol and drug abuse	Mental Health	Stroke	Teenage Pregnancies	Heart Disease	Other mental disorders	Lung Cancer	Diabetes	Affective Disorders	Bowel Cancer
D26. South Asian Industry	77	169	52	83	89	115	78	197	107	110	60	186	101	37
D27. Settled Minorities	71	184	53	64	90	115	73	108	72	97	79	89	101	74
E28. Counter Cultural Mix	96	254	73	74	151	159	76	88	69	117	100	81	130	81
E29. City Adventurers	36	144	49	40	81	96	48	49	35	83	53	41	85	52
E30. New Urban Colonists	48	96	61	55	66	78	59	44	49	78	64	52	74	83
E31. Caring Professionals	62	165	73	65	122	134	65	109	62	138	63	75	119	67
E32. Dinky Developments	38	102	37	35	91	96	42	80	42	100	42	53	94	45
E33. Town Gown Transition	64	226	69	61	145	153	62	139	54	136	60	69	122	50
E34. University Challenge	34	102	30	27	69	73	27	130	22	71	27	35	57	18
F35. Bedsit Beneficiaries	90	570	97	77	409	395	94	250	75	367	68	107	285	51
F36. Metro Multiculture	111	270	68	77	155	161	79	145	75	109	108	95	130	74
F37. Upper Floor Families	153	376	82	87	372	312	91	376	101	283	125	136	242	65
F38. Tower Block Living	269	452	148	157	516	402	152	347	155	335	209	174	325	139
F39. Dignified Dependency	423	527	227	249	479	412	215	229	221	329	280	250	339	178
F40. Sharing A Staircase	202	412	80	104	250	282	111	340	139	283	111	165	217	60
G41. Families On Benefits	102	162	41	46	218	178	49	367	73	190	77	95	150	40



- Demographics**
 - Household demographics
 - Population movement
 - Health
 - Background & beliefs
- Socio-economics and consumption**
 - Occupation
 - Industry
 - Employment status
 - Qualifications
 - Socio-economic status
 - Cars and transport
 - Product and media
- Financial Measures**
 - Directorships
 - Shareholdings
 - Bad debt
 - Credit behaviour
- Property Characteristics**
 - Housing age
 - Second residencies
 - Amenities
 - Tenure
 - Building
- Property Value**
 - Council tax band
 - Property value
 - Property sales
- Location**
 - Accessibility
 - Rurality
 - Urbanisation
 - Islands

2. Identify the at-risk groups

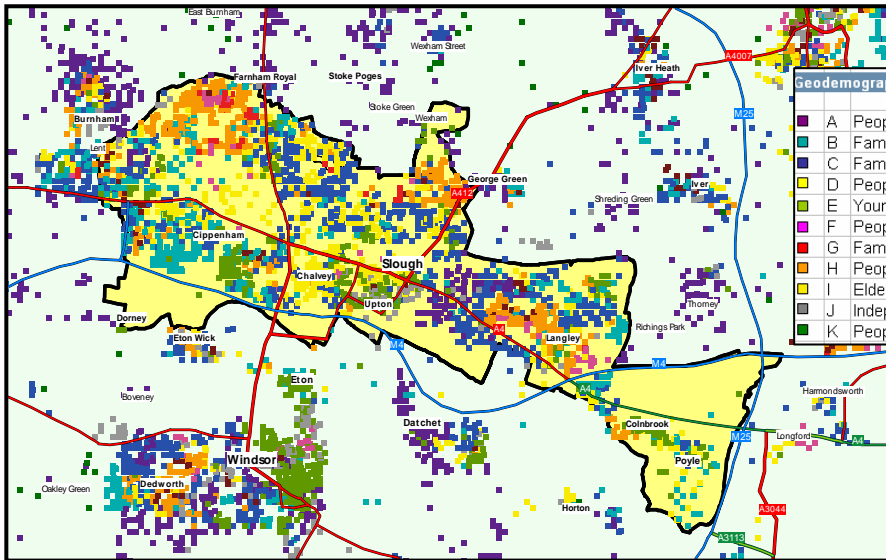
D26 – Large families, many of South Asian origin, in high-density terraces

Admissions for Diabetes - 2.2 : 1

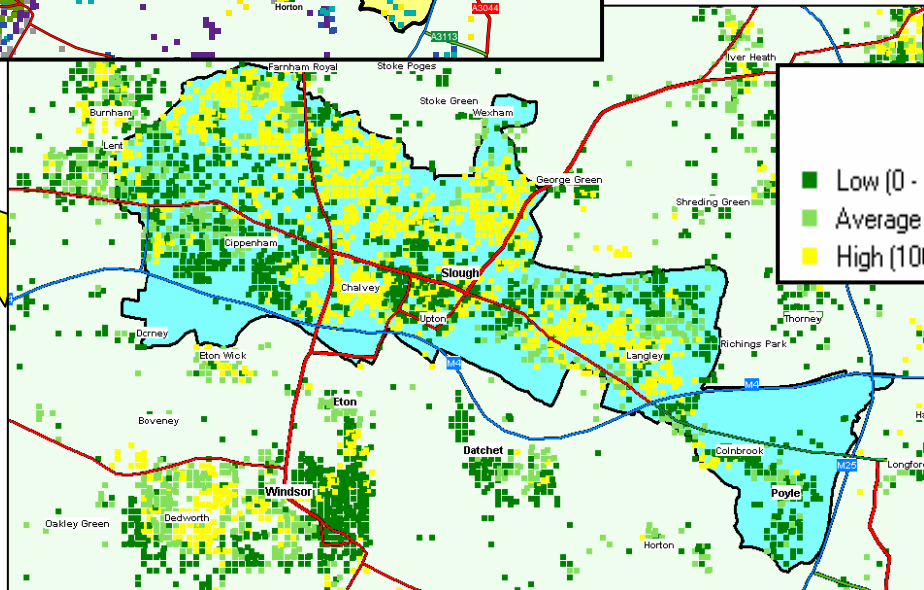
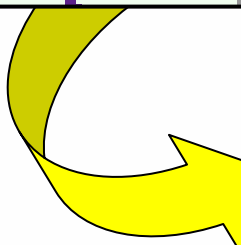


Insight

3. Plot the risk group geographically



Geodemographic Categories	
	A People with rewarding careers who live in sought after locations, affording luxuries and premium quality products.
	B Families with focus on career and home, mostly younger age groups now raising children.
	C Families who are successfully established in comfortable, mature homes. Children are growing up and finances are easier.
	D People living in close-knit inner city and manufacturing town communities, responsible workers with unsophisticated tastes.
	E Young, single and mostly well-educated, these people are cosmopolitan in tastes and liberal in attitudes.
	F People who are struggling to achieve rewards and are mostly reliant on the council for accommodation and benefits.
	G Families on lower incomes who often live in large council estates where there is little owner-occupation.
	H People who though not well-educated are practical and enterprising and may well have exercised their right to buy.
	I Elderly people subsisting on meagre incomes in council accommodation.
	J Independent pensioners living in their own homes who are relatively active in their lifestyles.
	K People living in rural areas where country life has not been influenced by urban consumption patterns.



Diabetes Index	
	Low (0 - 68)
	Average (68 - 100)
	High (100 - 431)

Insight

4. Gaining meaningful, actionable insight

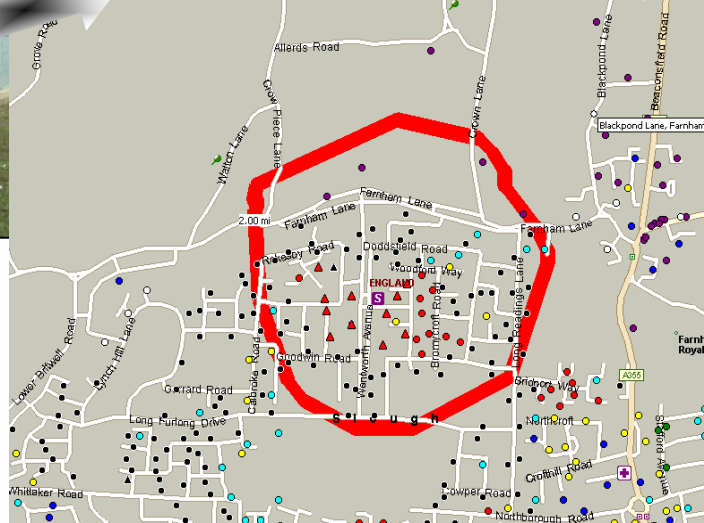


	Average of neighbourhoods high on diabetes II
TV shopping channels	130
Telemarketing calls	125
Posters	108
Direct mail	101
TV adverts	101
Radio adverts	95
Leaflets	94
Free samples	88
Newspapers and magazines	84
Visiting shops	81
Catalogues	80
Family and friends	80
Internet	68
Telephone advice lines	66

Because people are reluctant to come to the NHS.
They must go to the problem.

Strategy

5. Reconfigure local services to respond to need



Strategy

6. Delivering effective intervention



سلاؤ میں 7 فیصد لوگ ذیابیطس میں مبتلا ہیں۔ تقریباً آدھوں کو اس کی خبر نہیں ہے۔
مزید معلومات کے لیے اس پرچی کو پڑھئے۔
ایڈیشن: اکتوبر 2004



“ We learned that we had to reach out more creatively to communicate effectively with those most at risk of diabetes. “

Sally Staples, Communications Director Slough PCT



Action

6. Delivering effective intervention

3 months on – 164% increase in referrals

The design of an evaluation is crucial not only in terms of measuring the success of an intervention, but also in being able to share the knowledge with other parts of the NHS
Professor Mike Pringle Independent Project evaluator

"Dr Foster has given us the best insight we've ever had into local service usage and demand."



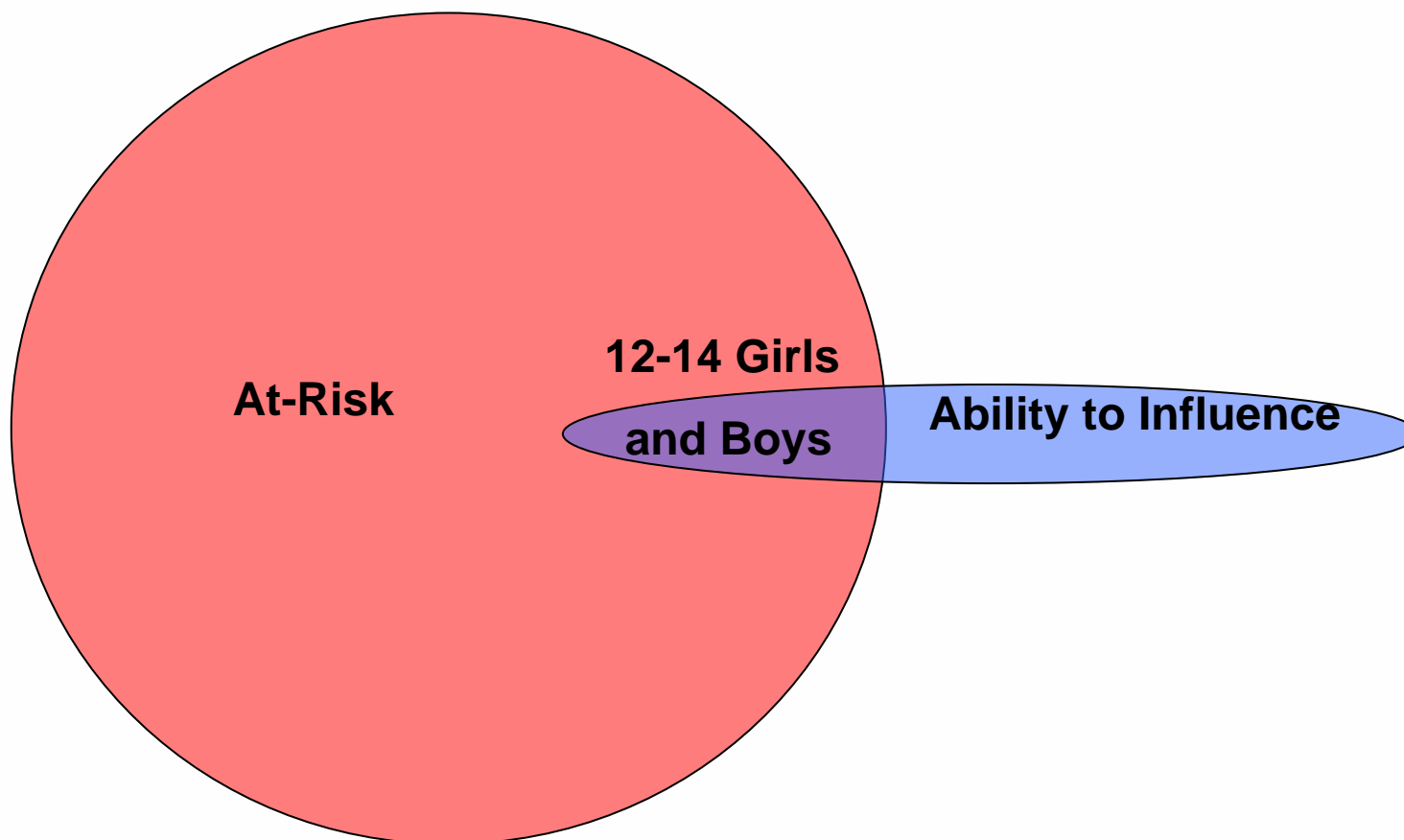
Mike Attwood, CEO Slough PCT

Action

Project 'SAFE'

- communicating the safe sex message in Brent

Targeting Intervention where we can make a difference



80% of conceptions in Brent are amongst these 3 people types

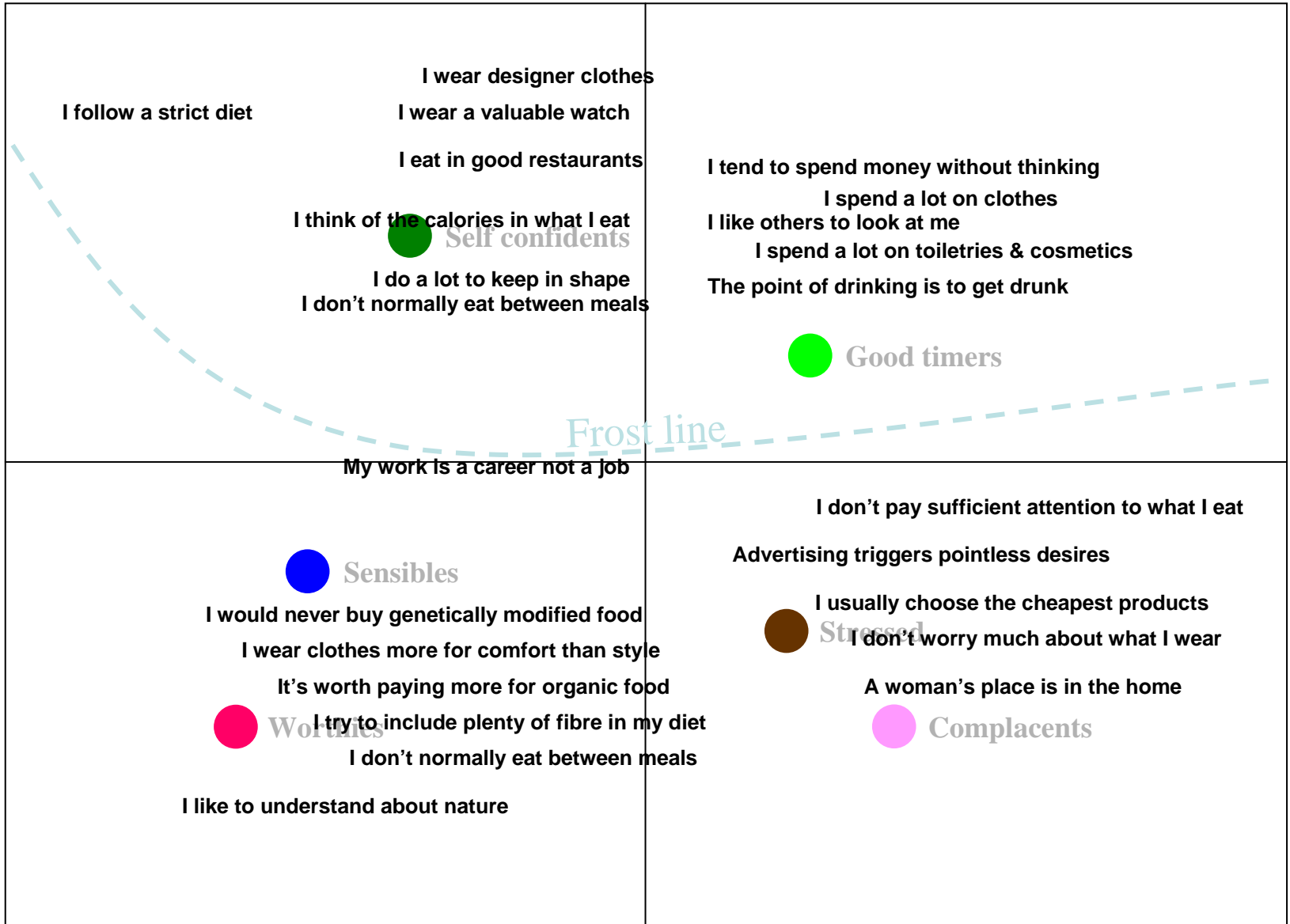
<i>Mosaic Type</i>	<i>% of cases</i>	<i>% of Brent pop.</i>	<i>Index for TP</i>
Settled Minorities	32	23	138
Metro Multi-culture	22	12	191
Asian Enterprise	23	32	72



Contemporary

Reflective

Instinctive

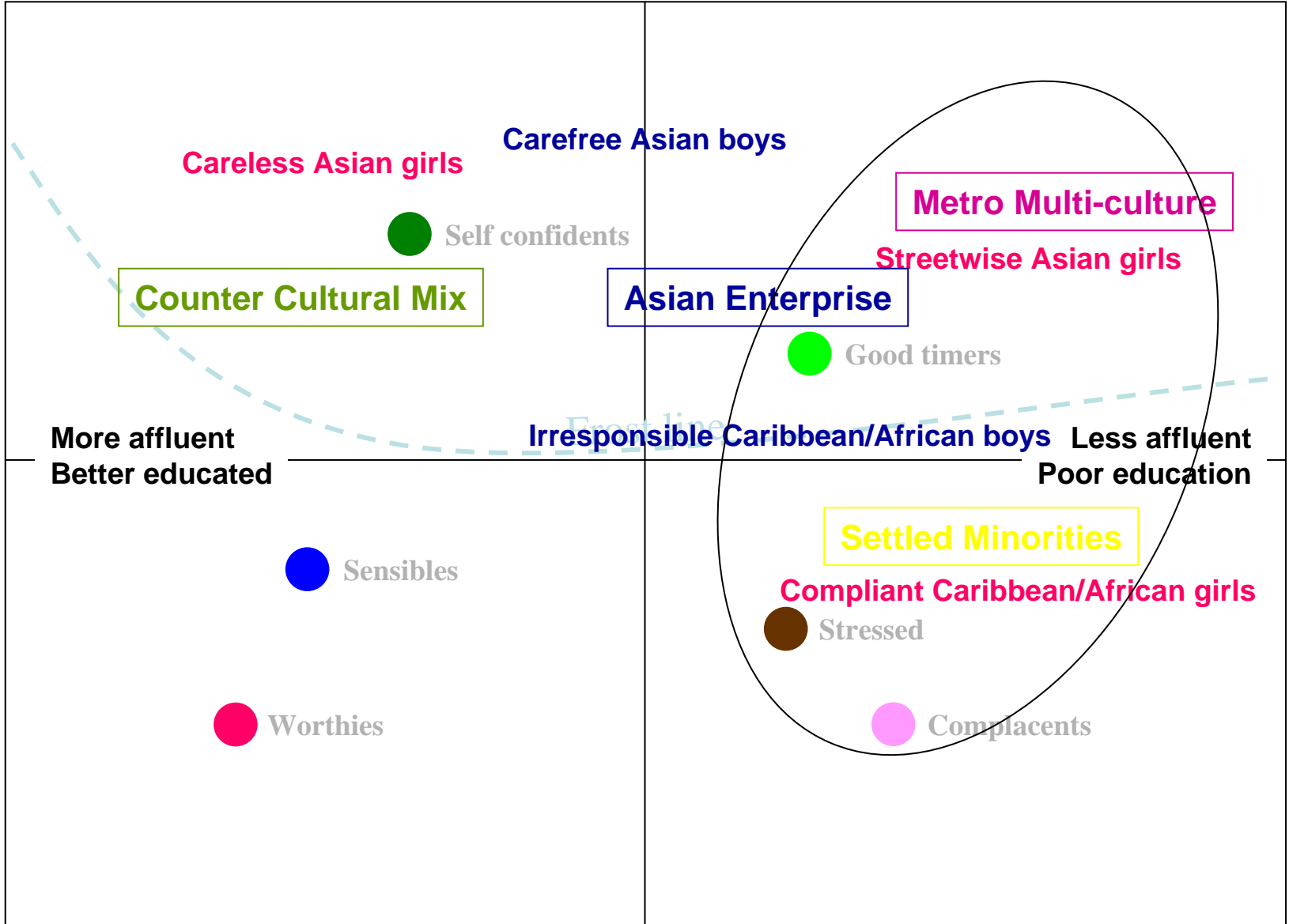


Traditional

Contemporary

Reflective

Instinctive



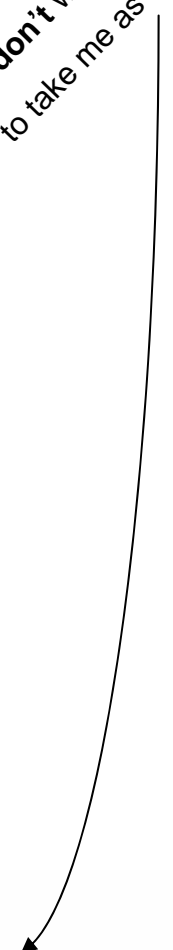
Traditional

Young Metro Multiculture

- Peer influenced
- Bored – need entertainment
- Contemporary and streetwise, but insecure

ie I don't want people to take me as they find me

		Adult Metro Multiculture	Under 19 Metro Multiculture
I'm Easily Swayed By Others Views	Influenced	83	309
I Like To Keep Up With The Latest Fashions	Fashion conscious	163	268
I Spend A Lot Of My Spare Time With Friends Every Day	Peer group	109	260
Watching TV Is My Favourite Pastime	Seek entertainment	101	219
I'm Tempted To Buy Products Ive Seen Advertised	Influenced	98	216
I Love To Buy New Gadgets & Appliances	Influenced	81	157
I Expect Advertising To Be Entertaining	Seek entertainment	100	137
Contraception Is A Woman's Responsibility	Accepting	151	127
Enjoy Life/Don't Worry About Future	Contemporary	85	125
Cannabis Should Be Legalised	Influenced	103	123
I Often Notice The Poster Ads At The Side Of The Road	Aware	120	118
I Like Others To Look At Me	Insecure	121	112
Music Is An Important Part Of My Life	Contemporary	96	111
People Have To Take Me As They Find Me	Insecure	88	85



Adult women – Metro Multiculture

- Responsible, hard working and family focussed
- Anxious and needy of support
- Not particularly in control of children

Adult women - Metro Multiculture		
Contraception Is A Woman's Responsibility	Responsible	149
Children Should Be Allowed To Express Themselves Freely	Compliant	125
I'm Always Anxious	Anxious	116
I Spend A Lot Of My Spare Time With Friends Every Day	Needs reassurance	115
My Faith Is Really Important To Me	Needs reassurance	112
Would Volunteer My Time For A Good Cause	Responsible	111
I Go To Church Regularly On Sundays	Needs reassurance	110
My Favourite Pastime Is Staying With My Family	Provider	107
I Only Go To Work For The Money	Provider	106
Like To Have Close Friends To Support Me	Needs reassurance	105
Important To Respect Traditional Customs & Beliefs	Traditional	103

Designing Intervention



Spreading the message – SAFE Runners



Marketing services Relevant and unexpected

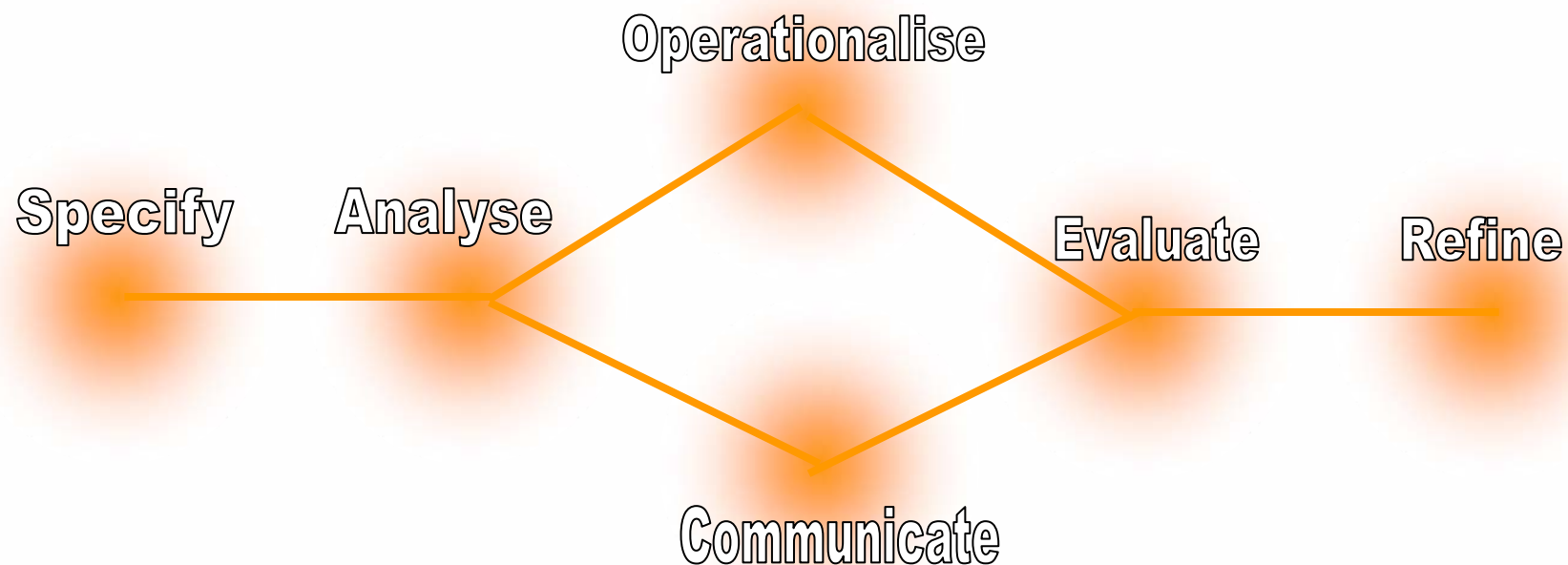
Health Needs Mapping

- Dr Foster has been conducting leading edge research with:
- Dr Foster unit at Imperial College
 - Epidemiology, Professor Sir Brian Jarman
- Centre for Advanced Spatial Analysis, UCL
 - Geography, Professor Richard Webber
- Research linking public and private sector data to create neighbourhood estimates of health prevalence

Addressing Health Issues through Research

- ‘High Impact Users’; which neighbourhood groups can be targeted to reduce repeated emergency admissions?
- Long-term conditions; which health messages are appropriate for those with co-morbidity?
- Patient Choice; what types of people are likely to engage with and benefit from choice? Which are not?
- Targeting Intervention; where should health centres be situated to address the highest level of need in the community?

Health Needs Mapping (HNM)

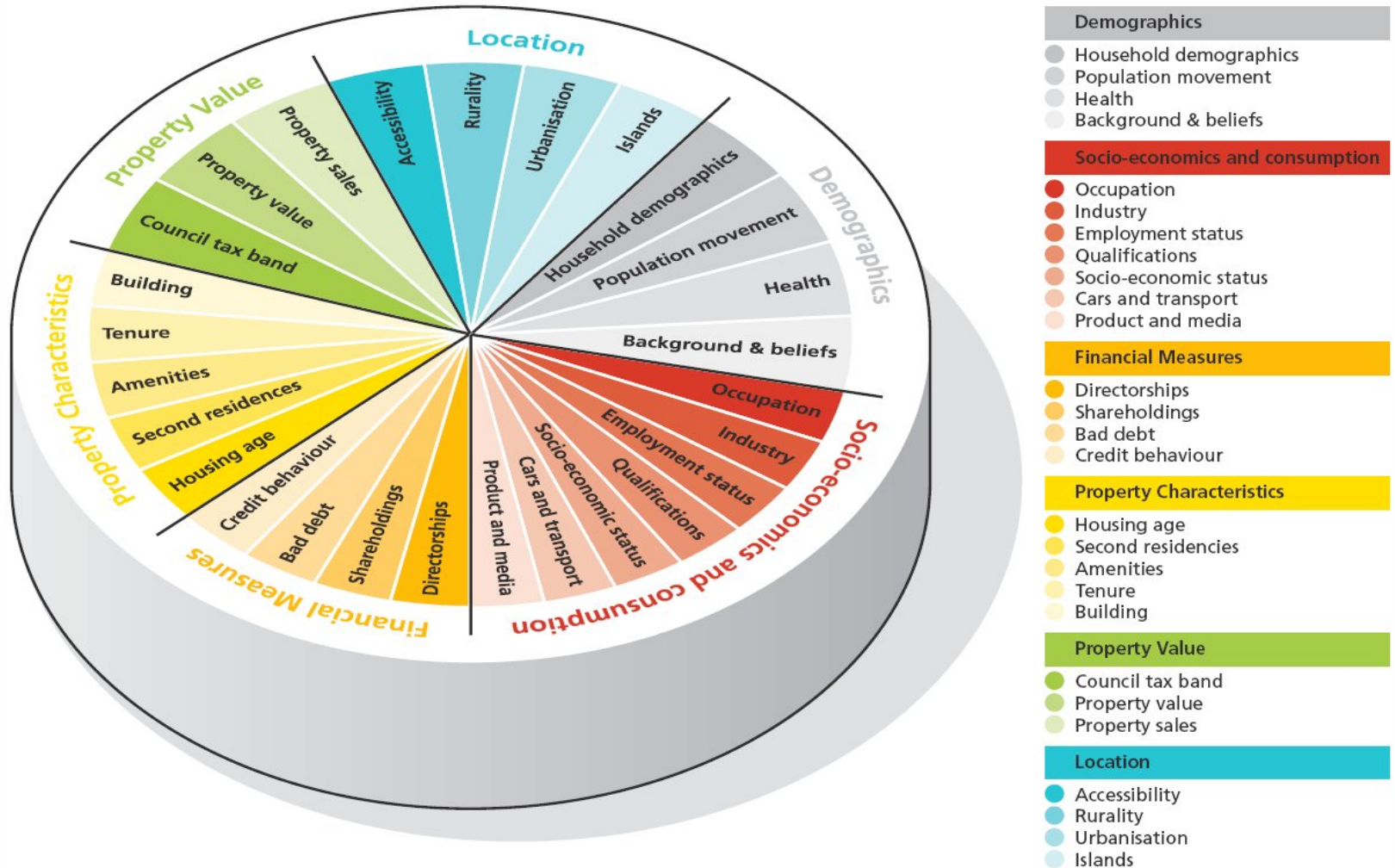


Central organising concepts

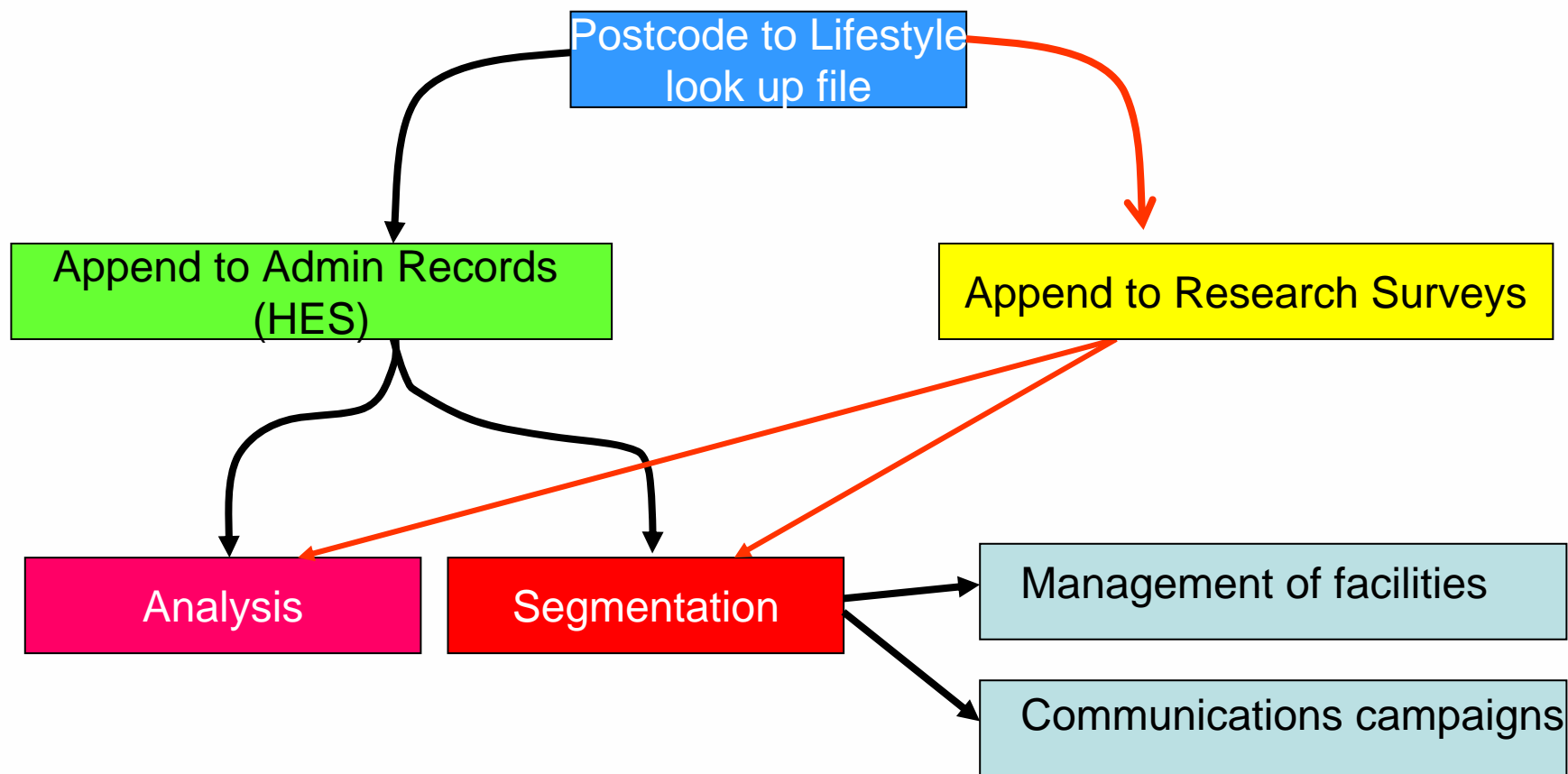
Contemporary Britain is characterised by a limited set of types of residential neighbourhood which occur in many different cities.



Data Sources – Mosaic UK



Benefit of the postcode classification



D26 – Large families, many of South Asian origin, in high-density terraces

Admissions for Diabetes - 2.2 : 1



G43 – Settled but poor older people in low-rise social housing, often found in declining industrial areas

Admissions for Coronary Heart Disease - 1.8 : 1



F37 – Low income younger families with children in small, hard to let blocks of public sector purpose built flats

Admissions for Teenage Pregnancy - 3.8 : 1



D25 – Young, unattached people in small flats and older housing close to small town centres

Emergency Mental Health Admissions - 3.3 : 1



150 – Old people in specially constructed accommodation mostly managed by local authorities, many with a resident warden

Admissions for Preventable Winter Admissions - 6.3 : 1

