Staffordshire County Council

Better Health Evidence Base

Cannock Chase

Strategy Team

October 2021

Background

- Obesity and healthy weights identified as a key priority for Staffordshire in the 2020 Joint Strategic Needs Assessment (JSNA)
- Better Health Staffordshire is the branding for a whole systems approach to support healthy weights and tackle the causes of obesity.
- This shared evidence base sets out Staffordshire's current position, drivers of obesity and areas of focus to inform vision work and future planning.
- To be used alongside professional knowledge and other local intelligence.
- Insights will also contribute to a wider evidence base to inform future decision-making on wider determinants that impact on healthy weights and active lifestyles.

Analysis Approach

- Utilised a range of national and local data sources – National Child Measurement Programme (NCMP), Public Health England Profiles, NHS data (NHS digital), Active Lives Survey and more.
- Underpinned by statistical techniques (age standardisation, 95% confidence intervals). If a prevalence is described as higher it will be statistically significantly higher.
- Supported with resident voice intelligence where appropriate.
- Delivered in collaboration with SCC's Public Health and Children and Families teams.
- Data caveats:
  - Local NCMP data aggregated into 3 year averages due to Covid-19 impacting on lower numbers of children being measured in 2019/20. Due to Covid-19, 2020/21 NCMP data has not been released at Local Authority level.
  - Healthy Weight data either limited or not available for both adults or children.
  - Population data uses the BMI classifications for adults and BMI thresholds for children, as recommended by the National Institute for Health and Care Excellence (NICE).
  - BMI classifications should not be used to describe individuals. Positive and sensitive language is encouraged when communicating with individuals and residents.

Key Headlines

- The proportion of children living with excess weight in Cannock Chase is either higher than national or compares less favourably among similar District Councils.
- Healthy weights challenge for children mainly focussed in Cannock East and Cannock North, in keeping with links between excess weight and deprivation. However, challenges and opportunities exist across the district and can shift over time.
- 2 in 3 adults live with excess weight in Cannock Chase, higher than the national average
- Wider impact on residents health and on the system - obesity related hospital admissions higher than average across Staffordshire. Musculoskeletal conditions and other Long Term conditions high in Cannock Chase.
- Low levels of fruit and vegetable consumption and high density of fast food outlets in Cannock Chase.
- 3 in 5 adults are active for more than 150 minutes a week but 1 in 3 are active for less than 30 minutes.
- COVID-19 likely to have negatively impacted lifestyle behaviours - Staffordshire's residents reported a mixed impact on healthy lifestyles during the first lockdown.

At Reception age …

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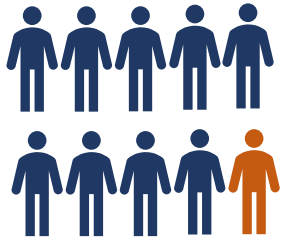
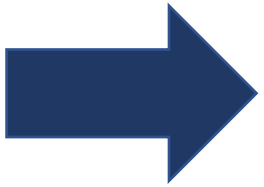
In Cannock Chase…

Levels of excess weight for reception are statistically similar to Staffordshire but higher than national.

1 in 4 live with excess weight (higher than national)



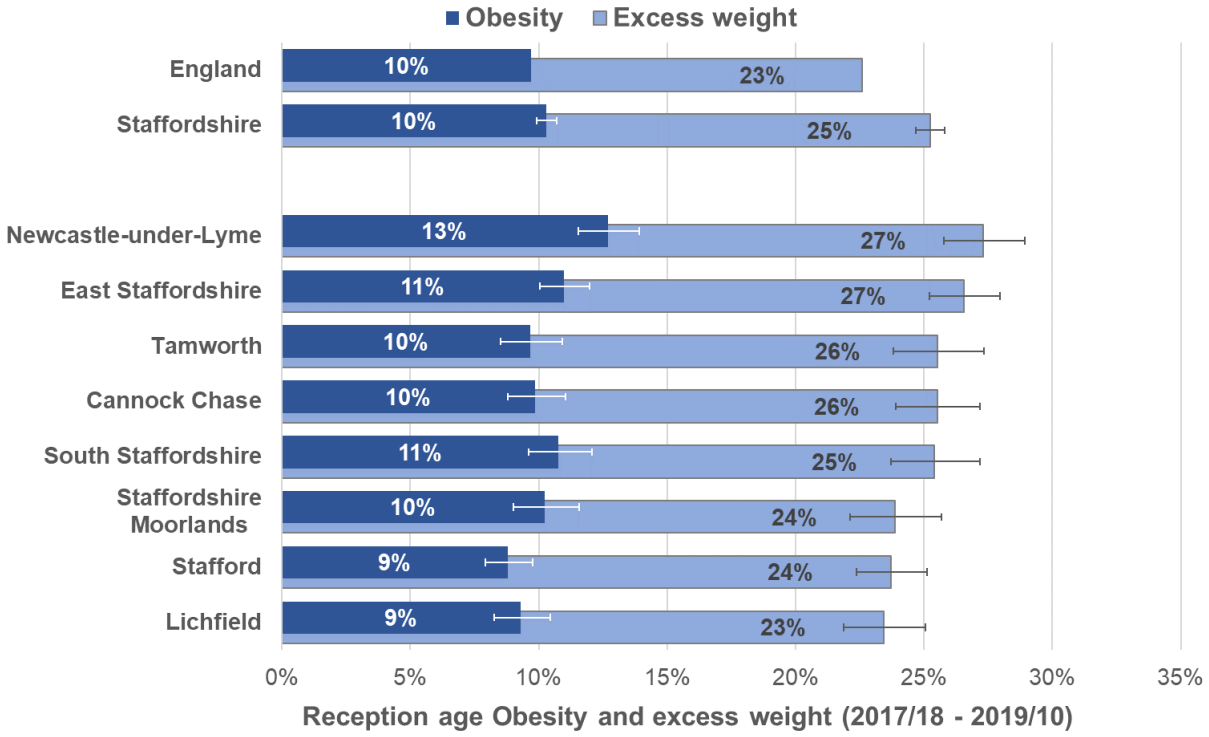
1 in 10 live with obesity (similar to national)



Levels of both excess weight & obesity have remained similar since 2012-14.

Excess weight statistically higher than national in: Cannock East (31%) and Cannock North (31%)
Obesity statistically higher than national in: Cannock East (15%)

District comparison



- East Staffordshire & Newcastle with a higher than national prevalence for **obesity** and **excess weight**.
- Cannock Chase, South Staffordshire & Tamworth have a higher than national prevalence for **excess weight**.

By year six…

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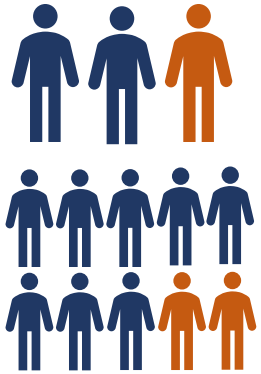
In Cannock Chase…

Whilst obesity and excess weight has increased from reception age, levels are similar to national.



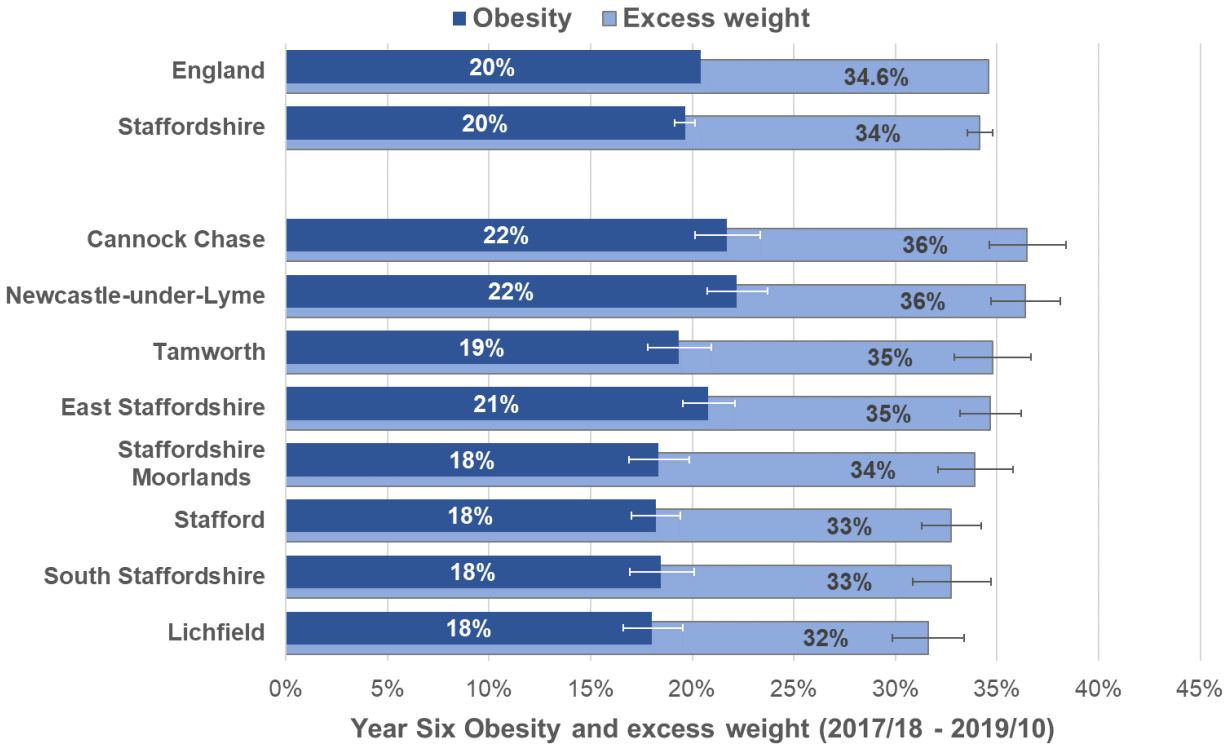
1 in 3 have excess weight (similar to national)

2 in 10 live with obesity (similar to national)

Levels of both excess weight and obesity have remained similar since 2012-14.

Excess weight statistically higher than national in: Cannock East (49%)
Obesity statistically higher than national in: Cannock East (28%)

District comparison



- Similar to reception, Newcastle has higher than national prevalence for both **obesity** and **excess weight.**
- **Excess weight** is lower than national in Lichfield and Stafford.

* Cannock Chase similar to national due to smaller numbers of pupils leading to larger confidence intervals

Areas of focus

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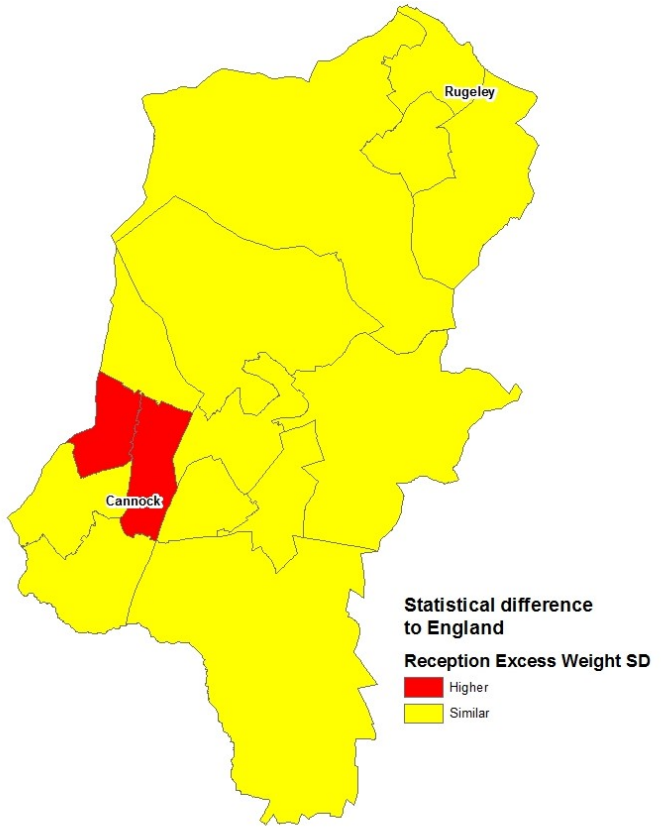
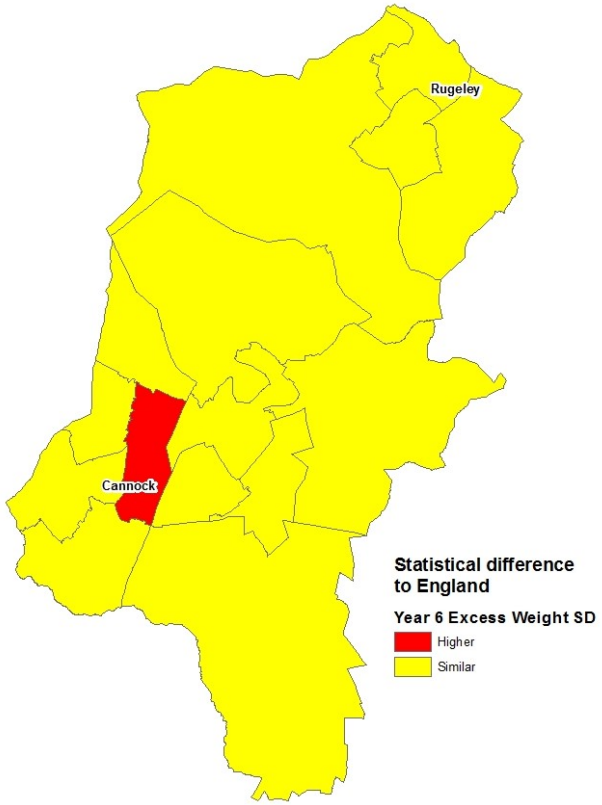
Reception excess weight



Excess weight statistically higher than national in:
Cannock East (31%) and Cannock North (31%)
Obesity statistically higher than national in:
Cannock East (15%)

Year 6 excess weight



Excess weight statistically higher than national in:
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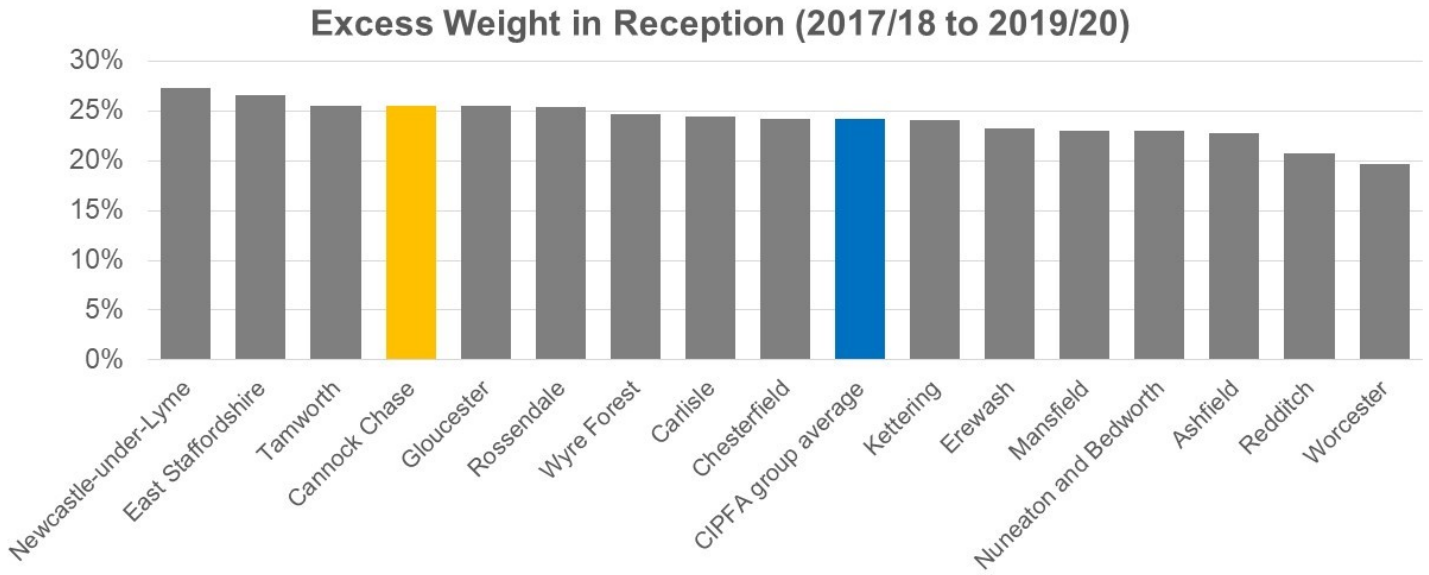
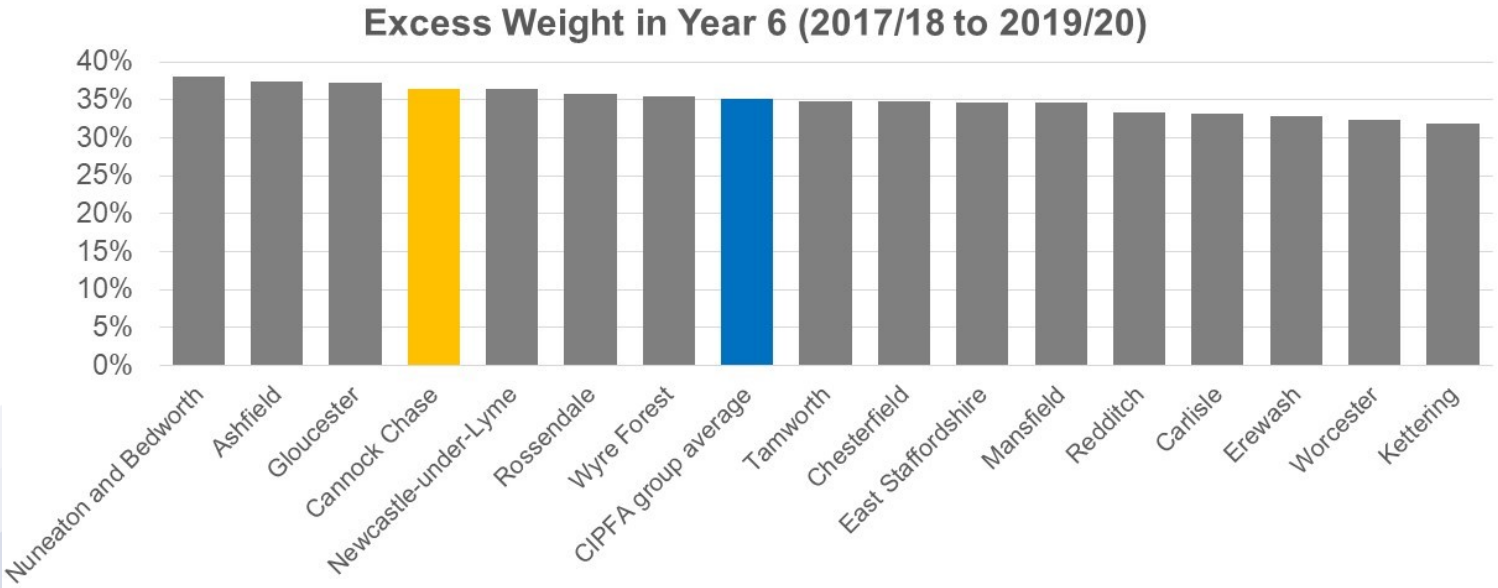
How does Cannock Chase compare?

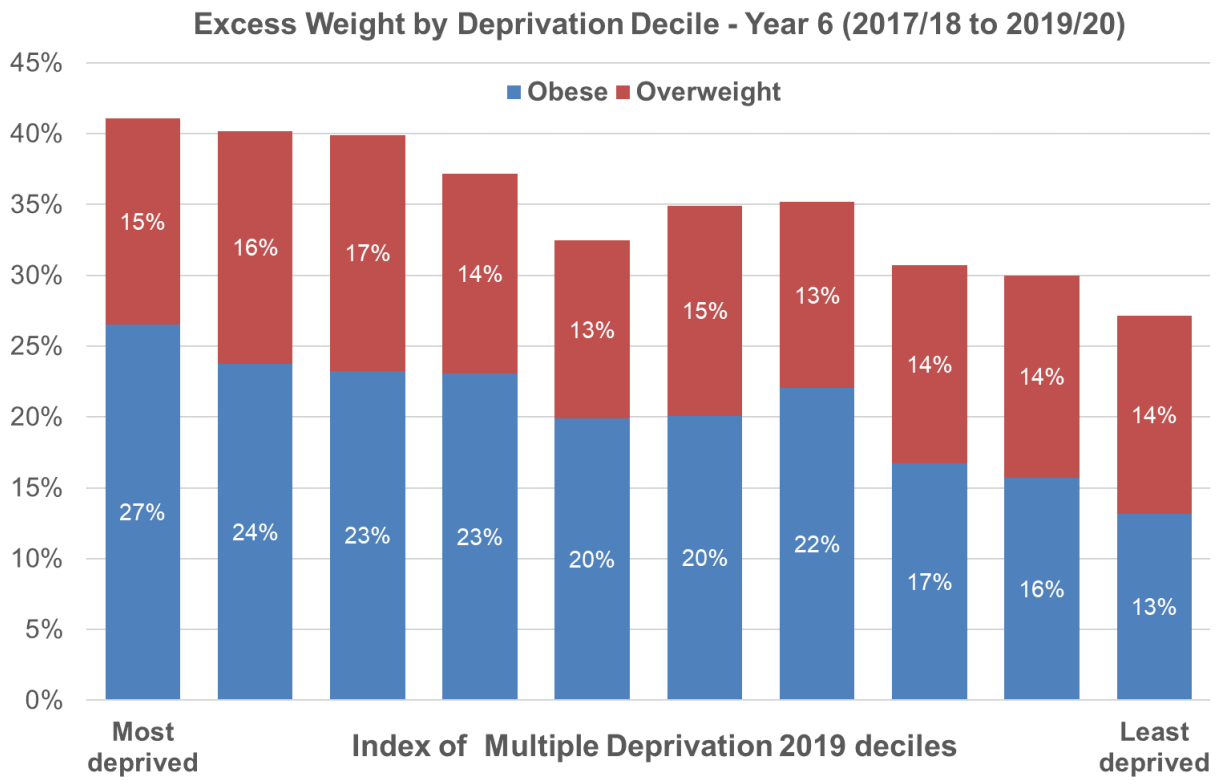


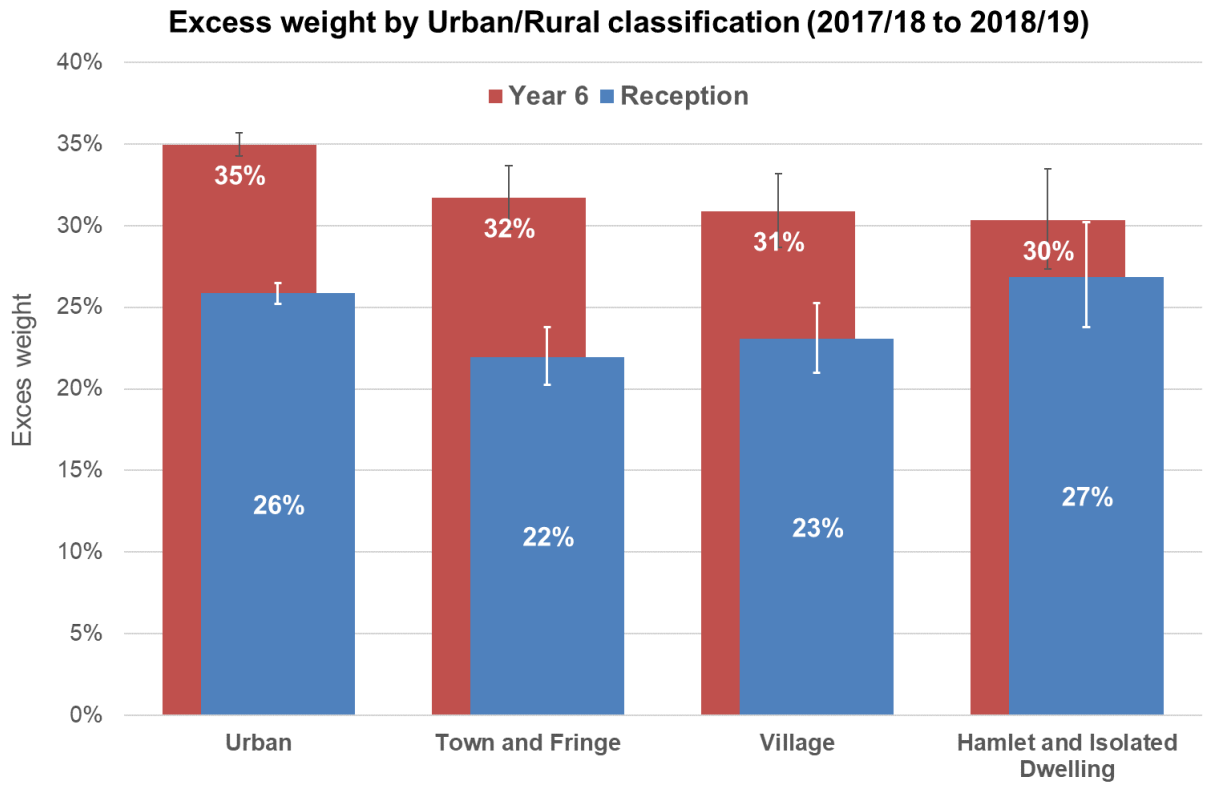
- Reception age excess weight is similar to the statistical neighbour average and fourth highest of its statistical neighbour group.
- To be in line with CIPFA average, there would need to be 12 less children a year living with excess weight.



- Year 6 excess weight is similar to the statistical neighbour average and fourth highest of its statistical neighbour group.
- To be in line with CIPFA average, there would need to be 11 less children a year living with excess weight.

Higher obesity in urban and deprived areas





- For both reception and year 6, the prevalence of obesity in Staffordshire's least deprived areas is half that of our most deprived areas.
- By Year 6 excess weight is less prevalent in Staffordshire's rural areas than urban areas.

Increasing excess weight into adulthood

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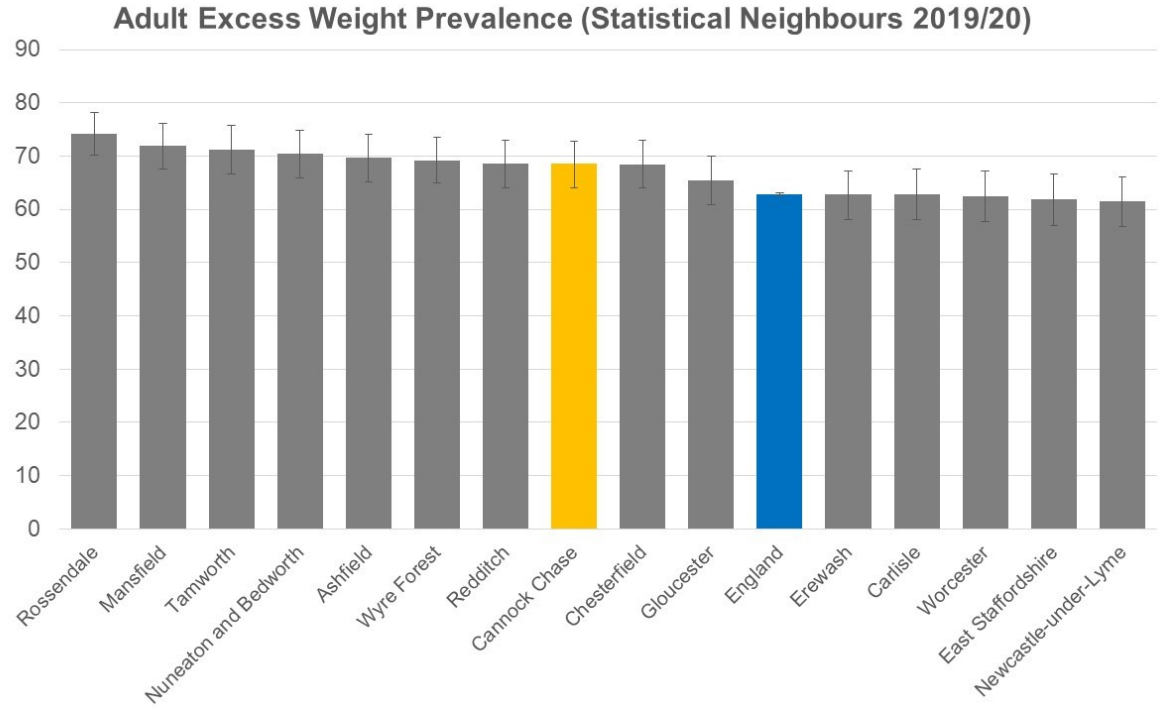
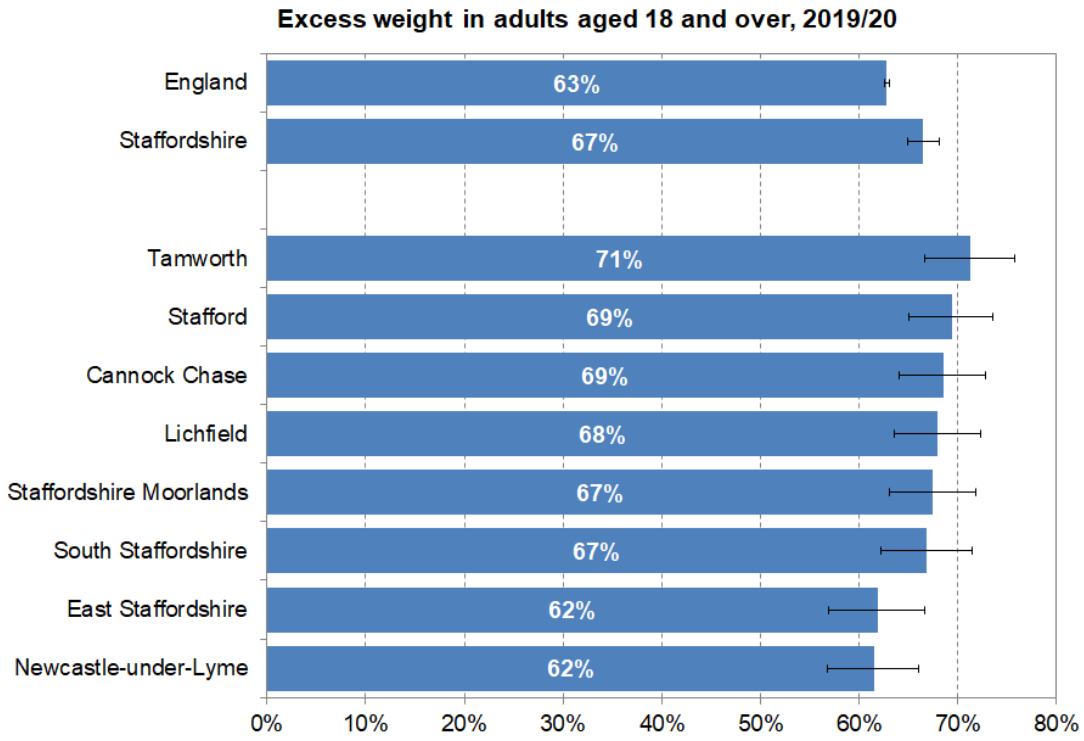
In Cannock Chase…

2 in 3 adults live with excess weight, similar to Staffordshire but higher than the national average



- Cannock Chase ranks 8th highest of similar local authorities.

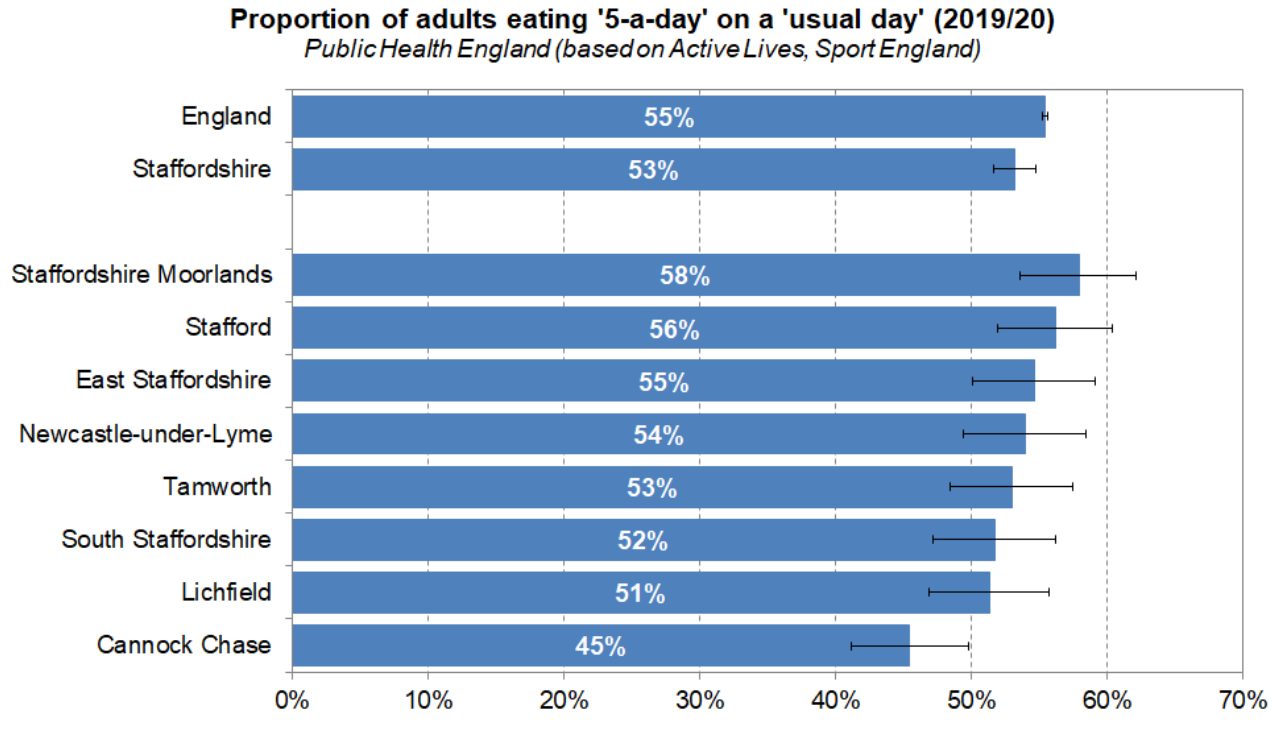
Districts comparison



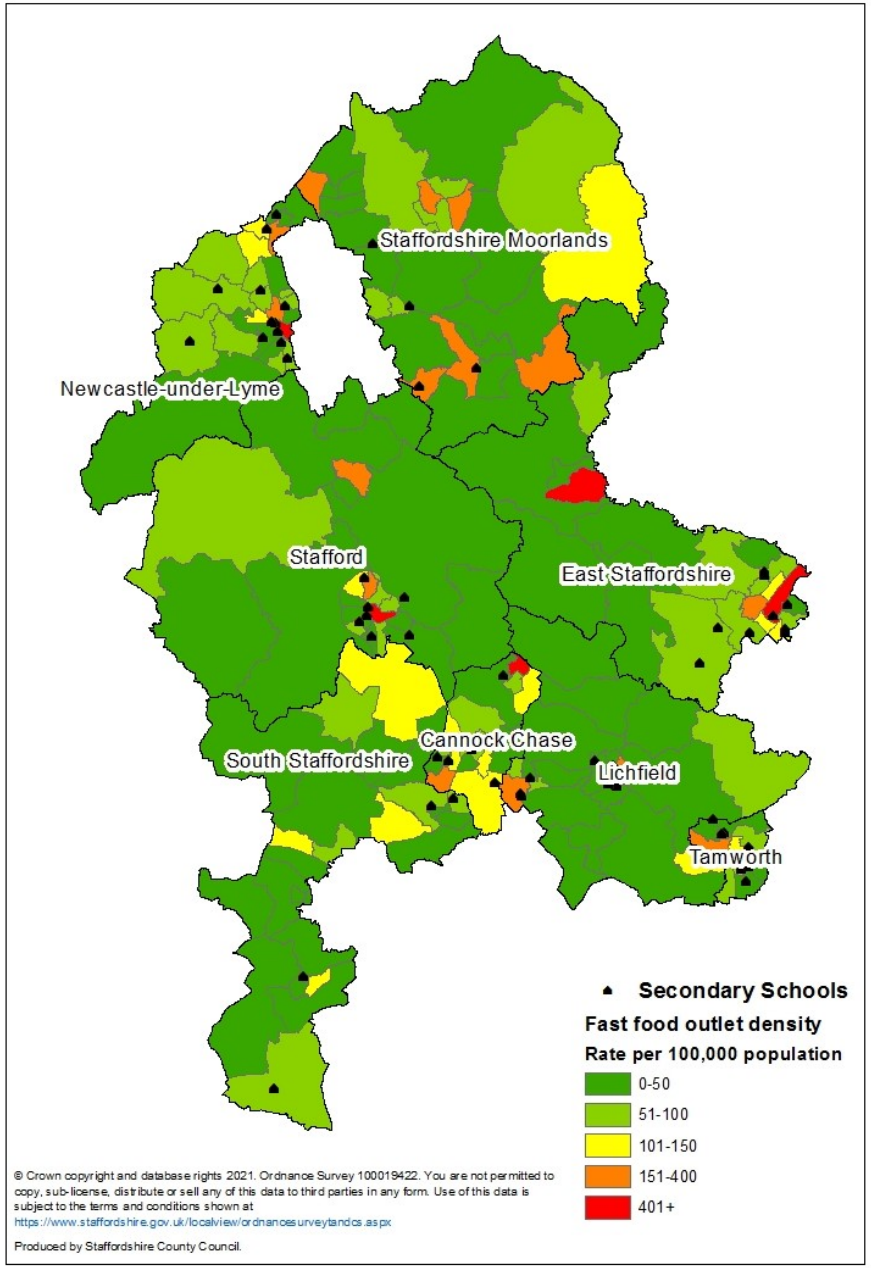
- District focus does vary for adults, with excess weight higher than national in Cannock Chase, Lichfield, Stafford, Staffordshire Moorlands and Tamworth.

Healthy eating

- Only 45% of adults in Cannock Chase eat five a day, below the Staffordshire and national average.
- Across Staffordshire, the density of fast food outlets is similar to national, but generally higher in areas of deprivation and town centres - not necessarily near to schools.
- The density of fast food restaurants is higher than national in Cannock Chase and specifically in Cannock South and Western Springs wards.



Fast food outlet density (2017)



Physical Activity in Cannock Chase

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Regular physical activity is linked to reduced risk of obesity, reduced risk of illness and improved wellbeing.

2 in 5 Cannock Chase **children** are physically active for one hour a day, similar to England and Staffordshire.

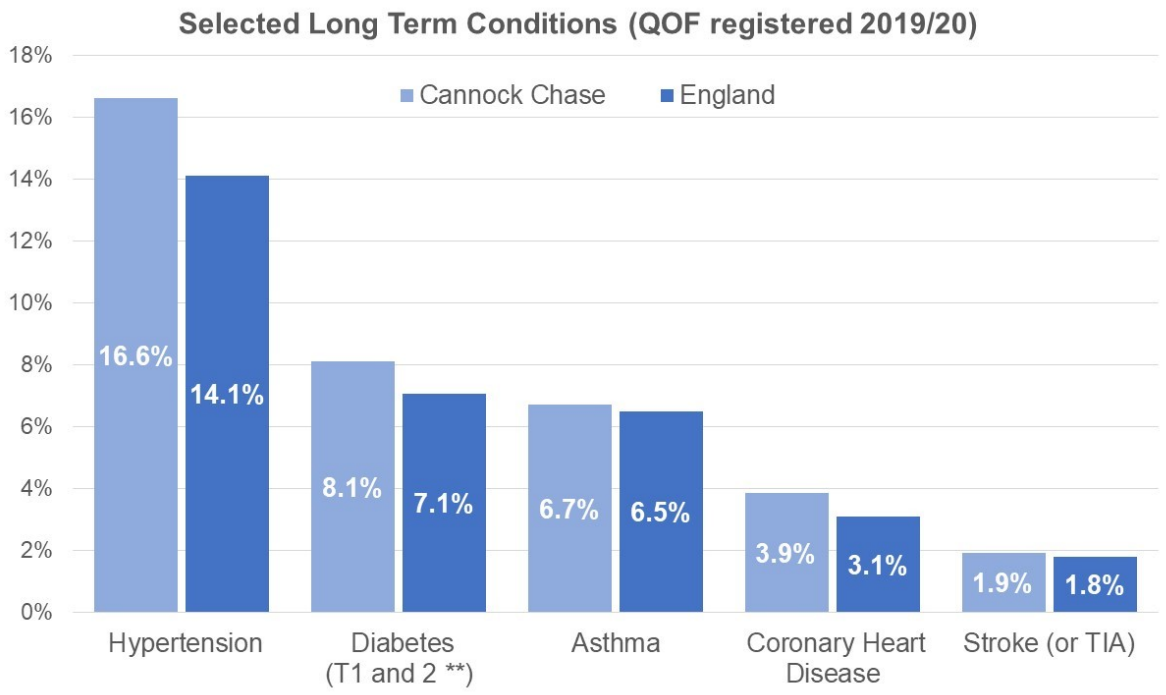
2 in 5 Cannock Chase **children** are active for less than 30 minutes a day, similar to England and Staffordshire.

3 in 5 Cannock Chase **adults** are active for more than 150 minutes a week, similar to England.

1 in 3 Cannock Chase **adults** are active for less than 30 minutes a week, one if the highest districts in Staffordshire but similar to England.

Higher levels of obesity related conditions

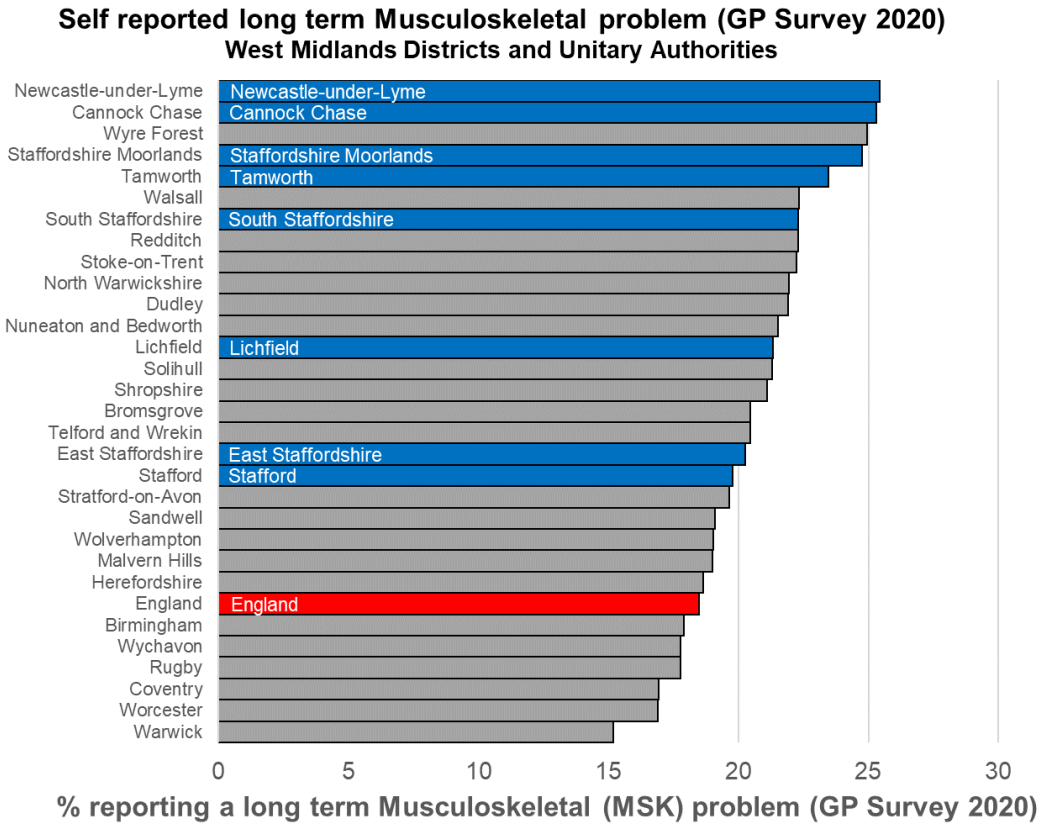
Lifestyle challenges such as obesity, are key risk factors for wider health conditions such as diabetes, respiratory, musculoskeletal and liver diseases, which often lead to increased pressure on the system.



In Cannock Chase GP registered prevalence of Hypertension, Diabetes, Asthma, Coronary Heart Disease and Stroke are all higher than national.

Note: Prevalences not age standardised. Cannock Chase has an older age structure than England. The contribution of obesity to each condition varies.

Source [Obesity - NHS (www.nhs.uk)](www.nhs.uk).



Cannock Chase has the 2nd highest self reported prevalence of Musculoskeletal conditions of all Districts & Unitary Authorities in the region.

Supporting Data Matrix

	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	England
Reception Exces Weight Prevalence	26%	27%	23%	27%	25%	24%	24%	26%	25%	23%
Statistical Neighbour Rank	4 of 16	1 of 16	8 of 16	1 of 16	3 of 16	6 of 16	5 of 16	2 of 16	2 of 16	
Reception Obesity Prevalence	10%	11%	9%	13%	11%	9%	10%	10%	10%	10%
Statistical Neighbour Rank	10 of 16	2 of 16	7 of 16	1 of 16	3 of 16	10 of 16	5 of 16	11 of 16	2 of 16	
Year 6 Exces Weight Prevalence	36%	35%	32%	36%	33%	33%	34%	35%	34%	35%
Statistical Neighbour Rank	4 of 16	4 of 16	8 of 16	4 of 16	6 of 16	5 of 16	2 of 16	7 of 16	4 of 16	
Year 6 Obesity Prevalence	22%	21%	18%	22%	18%	18%	18%	19%	20%	20%
Statistical Neighbour Rank	6 of 16	4 of 16	8 of 16	4 of 16	3 of 16	7 of 16	7 of 16	11 of 16	4 of 16	
Adult Exces Weight Prevalence	69%	62%	68%	62%	67%	69%	67%	71%	67%	63%
Statistical Neighbour Rank *	8 of 15	12 of 14	4 of 15	15 of 16	7 of 16	3 of 16	5 of 16	2 of 14	3 of 15	
Physical Activity in Children **	40%	42%	42%	48%	38%	45%	29%	**	40%	45%
Physical Activity in Adults	57%	58%	66%	64%	63%	64%	65%	60%	62%	63%
Five a day consumption	45%	55%	51%	54%	52%	56%	58%	53%	53%	55%
Fast Food Outlets (rate per 100,000)	120	119	64	103	51	76	99	86	90	95
Hypertension prevalence	17%	14%	16%	17%	17%	16%	19%	15%	16%	14%
Diabetes prevalence	8%	8%	7%	8%	8%	7%	8%	8%	8%	7%
Coronary Heart Disease prevalence	4%	3%	4%	4%	4%	4%	4%	3%	4%	3%
Asthma prevalence	7%	7%	7%	7%	7%	7%	8%	7%	7%	6%
Stroke prevalence	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Musculoskeletal conditions	25%	20%	21%	25%	22%	20%	24%	23%	22%	19%
Obesity related hospital admissions (rate per 100,000 - CCG values)	2,708	4,009	2,354	2,311	2,354	2,216	2,311	2,354	2,595	1,615

Worse than England or Statistical Neighbour Group, Better than England or Statistical Neighbour Group (difference calculated using 95% statistical significance)

** Missing some comparator data due to incomplete coverage. Difference to Statistical Neighbour Group not calculated ** missing Tamworth data due to incomplete coverage*