Staffordshire County Council

Better Health Evidence Base

East Staffordshire

Insight Team

March 2023

Background

- Healthy weight identified as a key priority for Staffordshire in the latest Joint Strategic Needs Assessment (JSNA).

- 'Better Health Staffordshire' is the branding for a Whole Systems Approach to tackle the causes of excess weight and promote a healthy weight and active lifestyle.

- This shared evidence base sets out Staffordshire's current position, drivers of excess weight 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 weight 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:
  - Some local NCMP data aggregated into 3 year averages due to small numbers. Due to Covid-19, 2020/21 NCMP data has not been released at Local Authority level.
  - 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 Reception age children living with excess weight in East Staffordshire is higher than the national average and the highest of its statistical neighbours.

- Levels of Year 6 excess weight remain similar to national levels but high among statistical neighbours and have increased in recent years in line with national trends. This could increase further over future years as recent Reception age cohorts reach Year 6.

- Healthy weight challenge for children mainly focussed in parts of Burton and in other areas of higher deprivation. However, challenges and opportunities exist across the borough and shift over time.

- 7 out of every 10 adults live with excess weight in East Staffordshire, higher than the national average.

- Wider impact on residents health and on the system – obesity related hospital admissions in East Staffordshire CCG were the highest in England before the pandemic.

- Low levels of adult physical activity with 3 in 10 adults active for less than 30 minutes a week.

- A high density of fast food outlets in Burton and Uttoxeter Town Centres and in areas of deprivation.

- COVID-19 likely to have negatively impacted lifestyle behaviours - Staffordshire's residents reported a mixed impact on healthy lifestyles during the first lockdown.
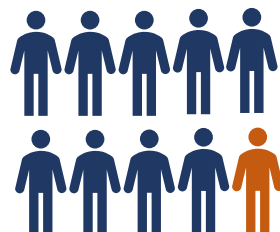
At Reception age …

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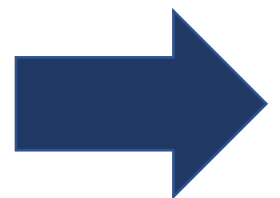
In East Staffordshire…

Levels of obesity in Reception remain similar to national but excess weight remains higher than national.

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

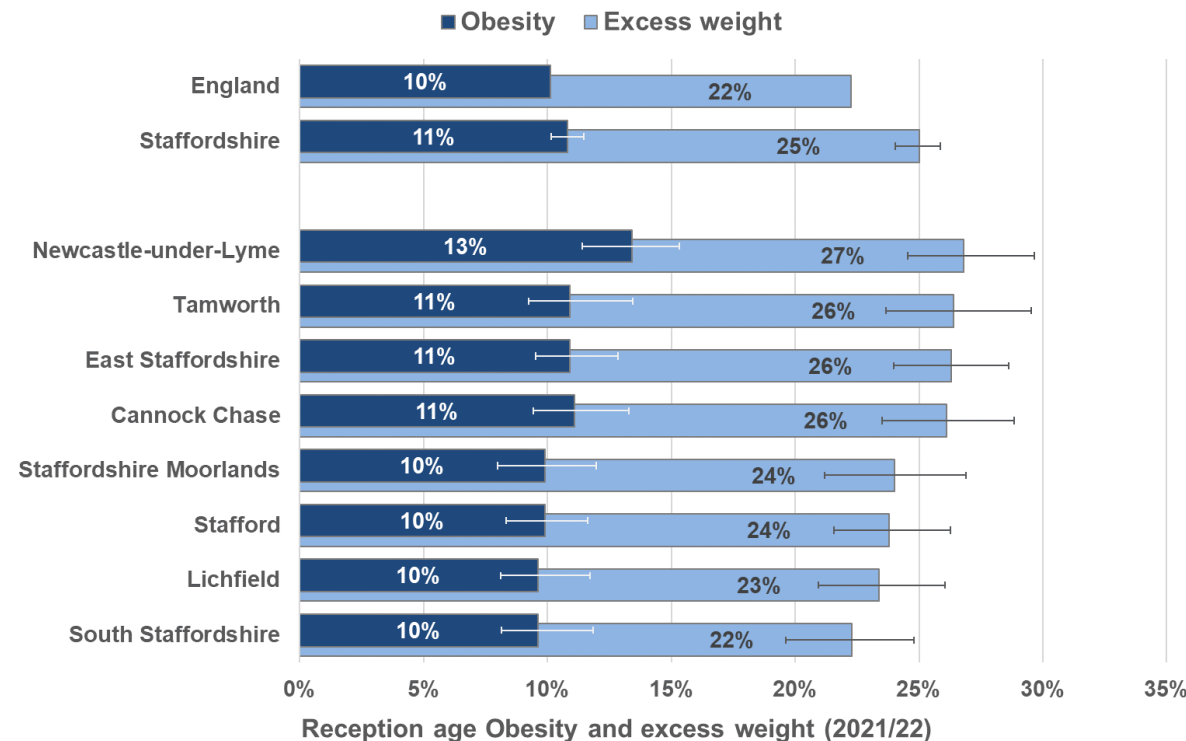**1 in 10** live with obesity (similar to national)

Levels of excess weight and obesity have remained stable over the last five years

Excess weight statistically higher than national in Branston (31%), Heath (30%), Horninglow (31%) and Winshill (28%)
Obesity statistically higher than national in Horninglow (16%)

District comparison

Legend: ■ Obesity ■ Excess weight

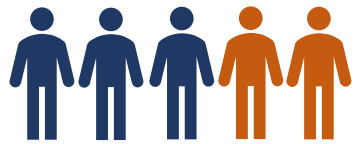|	Obesity	Excess weight
England	10%	22%
Staffordshire	11%	25%
Newcastle-under-Lyme	13%	27%
Tamworth	11%	26%
East Staffordshire	11%	26%
Cannock Chase	11%	26%
Staffordshire Moorlands	10%	24%
Stafford	10%	24%
Lichfield	10%	23%
South Staffordshire	10%	22%

Reception age Obesity and excess weight (2021/22)

- Newcastle is the only district or borough to have a higher than national prevalence of **obesity**.
- Cannock Chase, East Staffordshire Newcastle and Tamworth have a higher than national prevalence of **excess weight**.

By year six...

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In East Staffordshire...

Whilst obesity and excess weight have both increased from Reception, levels are similar to national.

2 in 5 live with excess weight (similar to national)

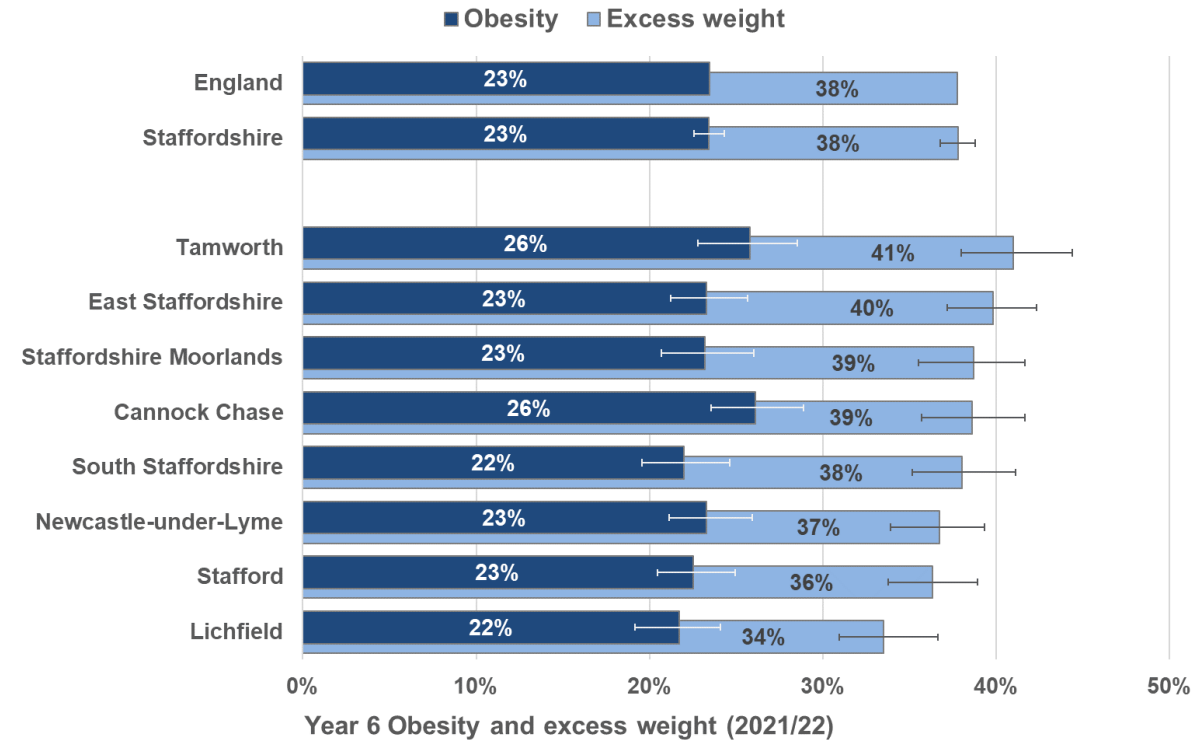**1 in 4** live with obesity (similar to national)

In line with national trends, year 6 excess weight and obesity increased over the last two years

Excess weight statistically higher than national in Anglesey (44%), Horninglow (44%) and Shobnall (43%)
Obesity statistically higher than national in Anglesey (26%), Horninglow (29%) and Shobnall (27%)

District comparison

■ Obesity ■ Excess weight

District	Obesity	Excess weight
England	23%	38%
Staffordshire	23%	38%
Tamworth	26%	41%
East Staffordshire	23%	40%
Staffordshire Moorlands	23%	39%
Cannock Chase	26%	39%
South Staffordshire	22%	38%
Newcastle-under-Lyme	23%	37%
Stafford	23%	36%
Lichfield	22%	34%

Year 6 Obesity and excess weight (2021/22)

- Across all districts and boroughs, the prevalence of **obesity** is similar to national.
- Across all districts and boroughs, **excess weight** is similar to national apart from Tamworth (higher) and Lichfield (lower).
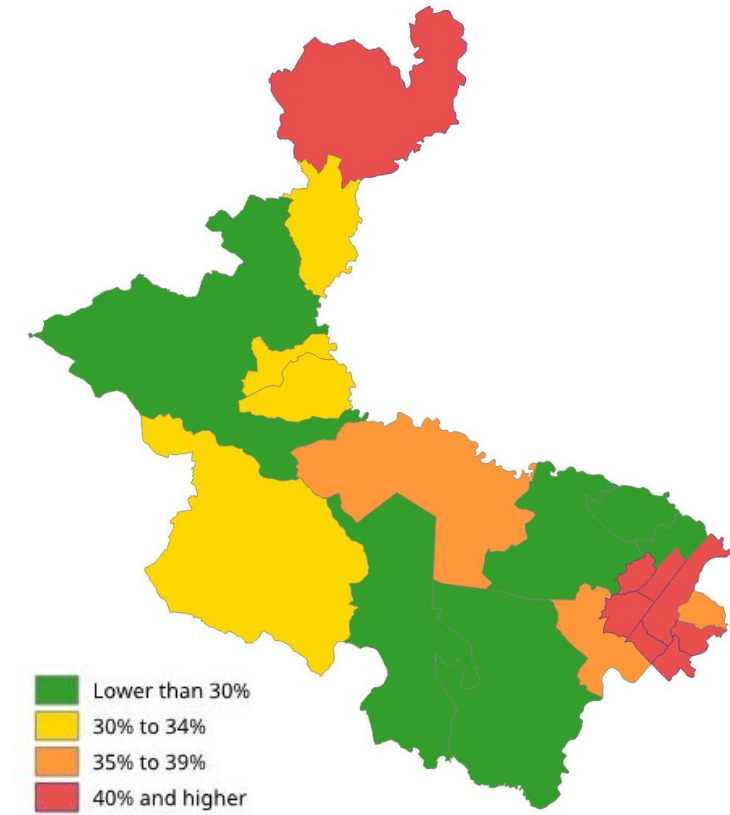
Areas of focus

Reception excess weight
(2018/19, 2019/20 & 2021/22)
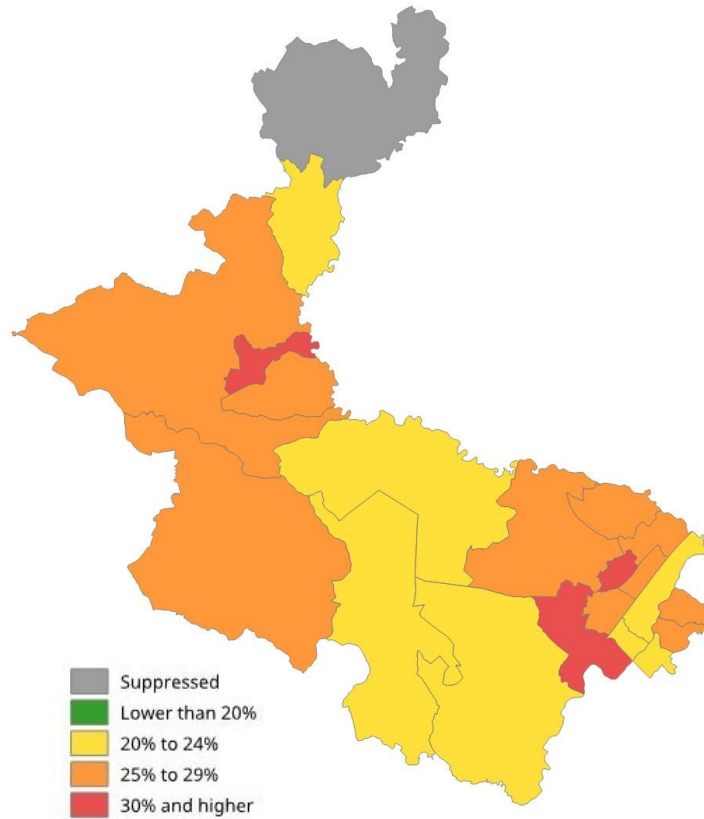
Legend:
- Suppressed
- Lower than 20%
- 20% to 24%
- 25% to 29%
- 30% and higher

Excess weight statistically higher than national in Branston (31%), Heath (30%), Horninglow (31%) and Winshill (28%).
Obesity statistically higher than national in Horninglow (16%).

Year 6 excess weight
(2018/19, 2019/20 & 2021/22)

Legend:
- Lower than 30%
- 30% to 34%
- 35% to 39%
- 40% and higher

Excess weight statistically higher than national in Anglesey (44%), Horninglow (44%) and Shobnall (43%).
Obesity statistically higher than national in Anglesey (26%), Horninglow (29%) and Shobnall (27%).

Source: NCMP local dataset 2021/22, Office for Health Improvement and Disparities. Public health profiles
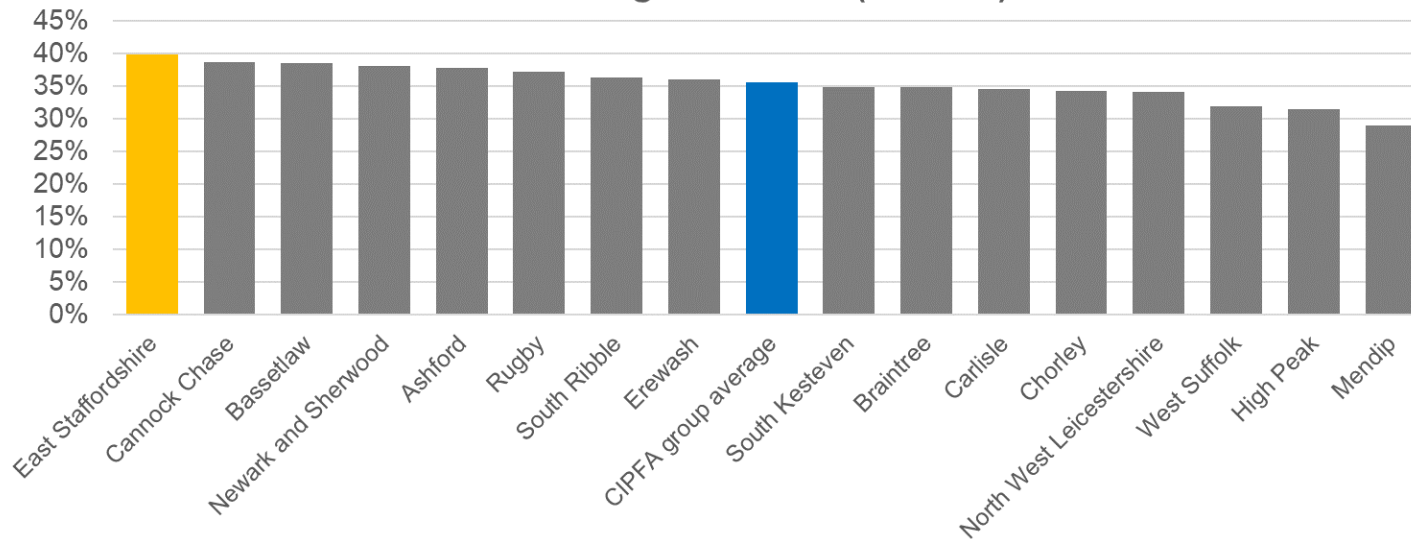
How does East Staffordshire compare?

Excess Weight in Reception (2021/22)
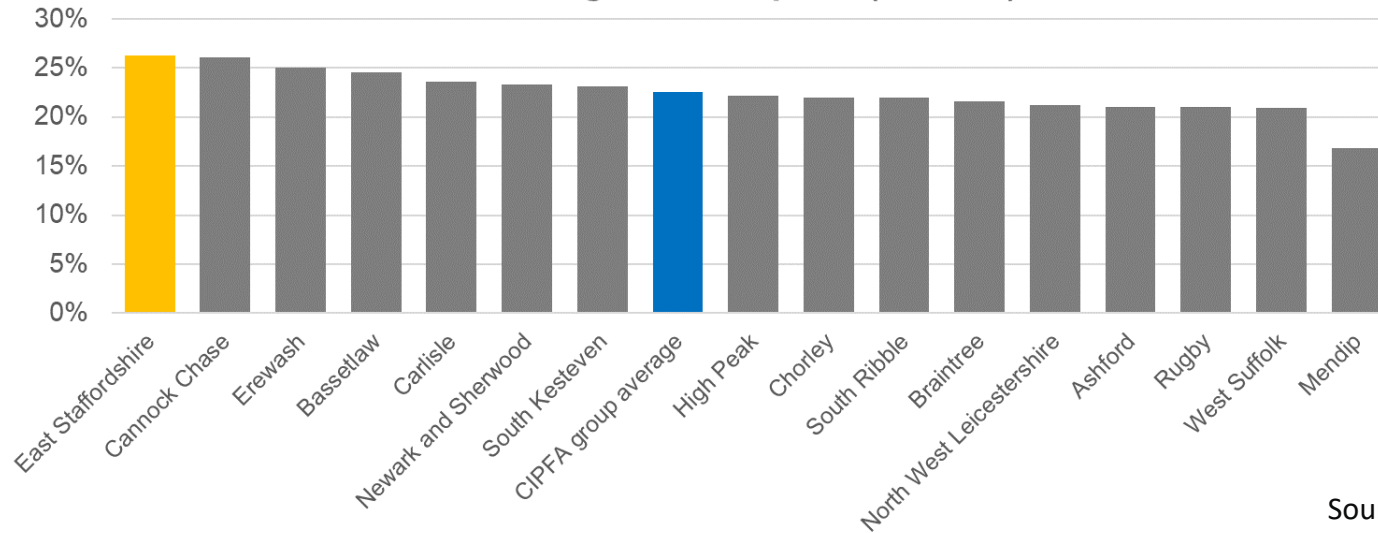
- Reception age excess weight is higher than the statistical neighbour average and the highest prevalence of the statistical neighbour group.

- To be in line with the CIPFA average, there would need to be an additional 60 children of a healthy weight.

Source: Office for Health Improvement and Disparities. Public health profiles.

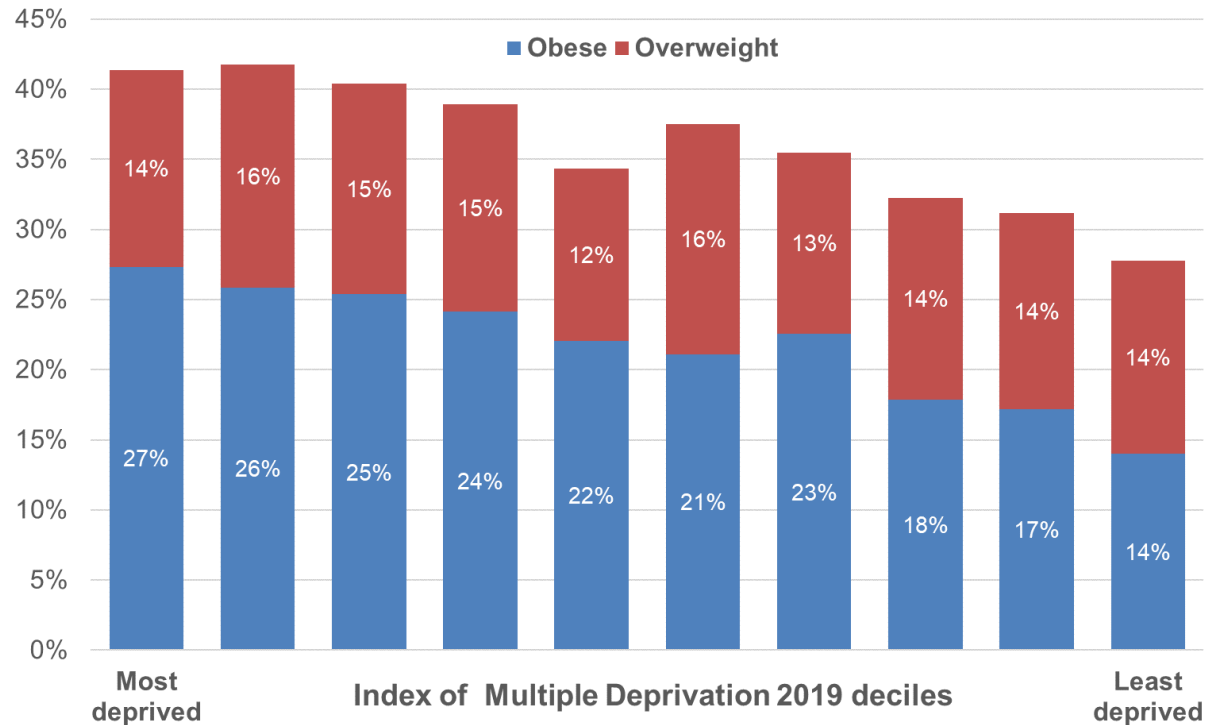**Excess Weight in Year 6 (2021/22)**

- Year 6 age excess weight is higher than the statistical neighbour average and the highest prevalence of the statistical neighbour group.

- To be in line with the CIPFA average, there would need to be an additional 70 children of a healthy weight.
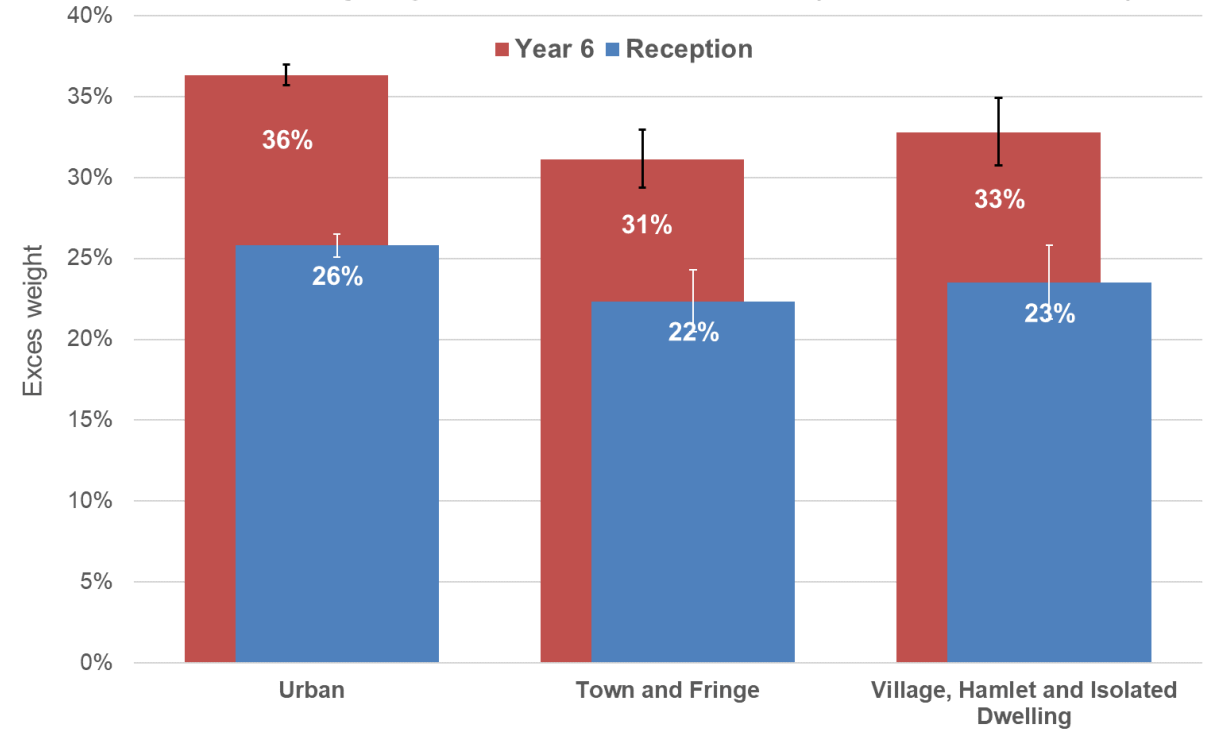
Source: Office for Health Improvement and Disparities. Public health profiles.

Higher obesity in urban and deprived areas

Excess Weight by Deprivation Decile - Year 6 (2018/19,19/20 & 21/22)

Legend: ■ Obese ■ Overweight

Overweight values (top to bottom by decile, most to least deprived): 14%, 16%, 15%, 15%, 12%, 16%, 13%, 14%, 14%, 14%

Obese values: 27%, 26%, 25%, 24%, 22%, 21%, 23%, 18%, 17%, 14%

X-axis: Most deprived — Index of Multiple Deprivation 2019 deciles — Least deprived

Excess weight by Urban/Rural classification (2018/19,19/20 & 21/22)

Legend: ■ Year 6 ■ Reception

- Urban: 36% (Year 6), 26% (Reception)
- Town and Fringe: 31% (Year 6), 22% (Reception)
- Village, Hamlet and Isolated Dwelling: 33% (Year 6), 23% (Reception)
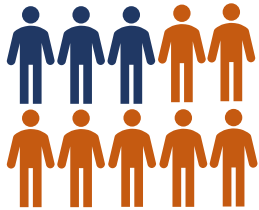
Y-axis: Excess weight

- For both Reception and Year 6, the prevalence of obesity in Staffordshire's least deprived areas is almost half that of Staffordshire's most deprived areas.
- Excess weight is also more prevalent in our urban areas than in town fringe and more rural locations.
- Consequently, urban and deprived neighbourhoods within the borough are more likely to be areas of concern with regard to excess weight and obesity.

Source: NCMP local dataset and PHE fingertips profiles, IMD 2019 and Urban Rural classification. The Indices of Deprivation are a measure of relative deprivation at a local level across England. The IMD combines information from the seven domains to produce an overall relative measure of deprivation. The domains are combined using the following weights: Income Deprivation (22.5%), Employment Deprivation (22.5%), Education, Skills and Training Deprivation (13.5%), Health Deprivation and Disability (13.5%), Crime (9.3%), Barriers to Housing and Services (9.3%), Living Environment Deprivation (9.3%).
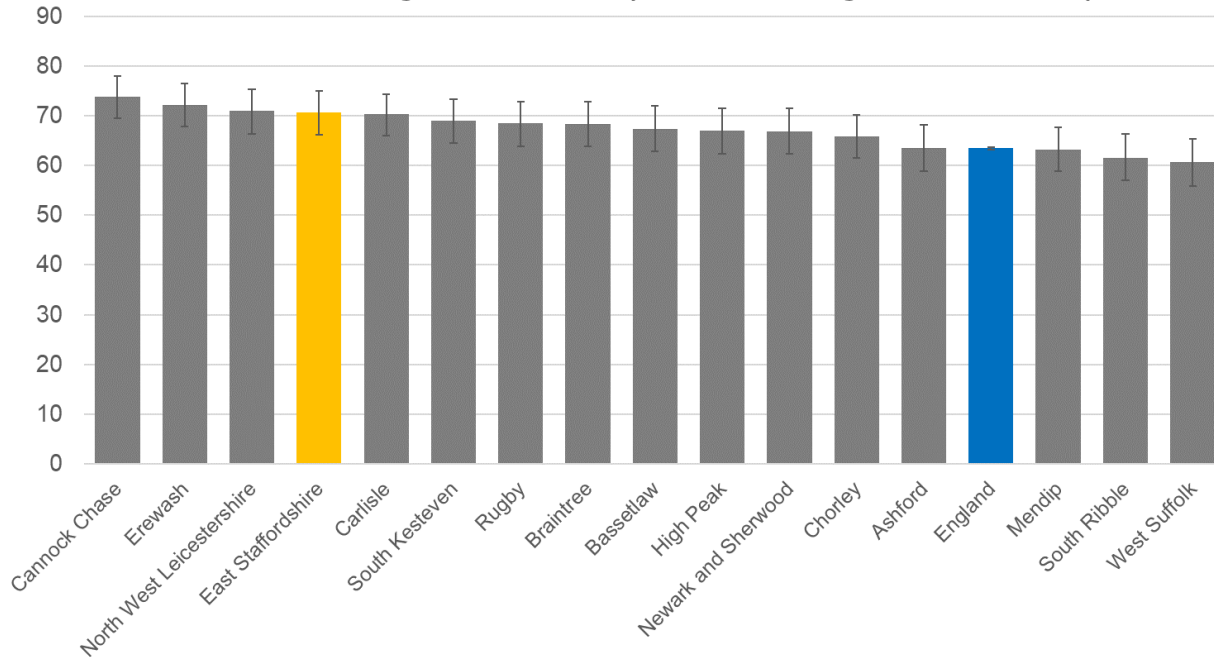
Increasing excess weight into adulthood

In East Staffordshire …

7 in 10 adults live with excess weight, similar to Staffordshire but higher than the national average.

Adult Excess Weight Prevalence (Statistical Neighbours 2020/21)

- East Staffordshire ranks 4th highest of similar local authorities.

Source: Office for Health Improvement and Disparities. Public health profiles.

Districts comparison

Excess weight in adults aged 18 and over, 2020/21

Overweight / Obese

	Overweight	Obese
England	38%	25%
West Midlands	39%	28%
Staffordshire	39%	29%
Tamworth	40%	35%
Cannock Chase	38%	36%
East Staffordshire	41%	29%
Newcastle-under-Lyme	35%	34%
Staffordshire Moorlands	41%	28%
South Staffordshire	47%	21%
Lichfield	38%	27%
Stafford	37%	25%
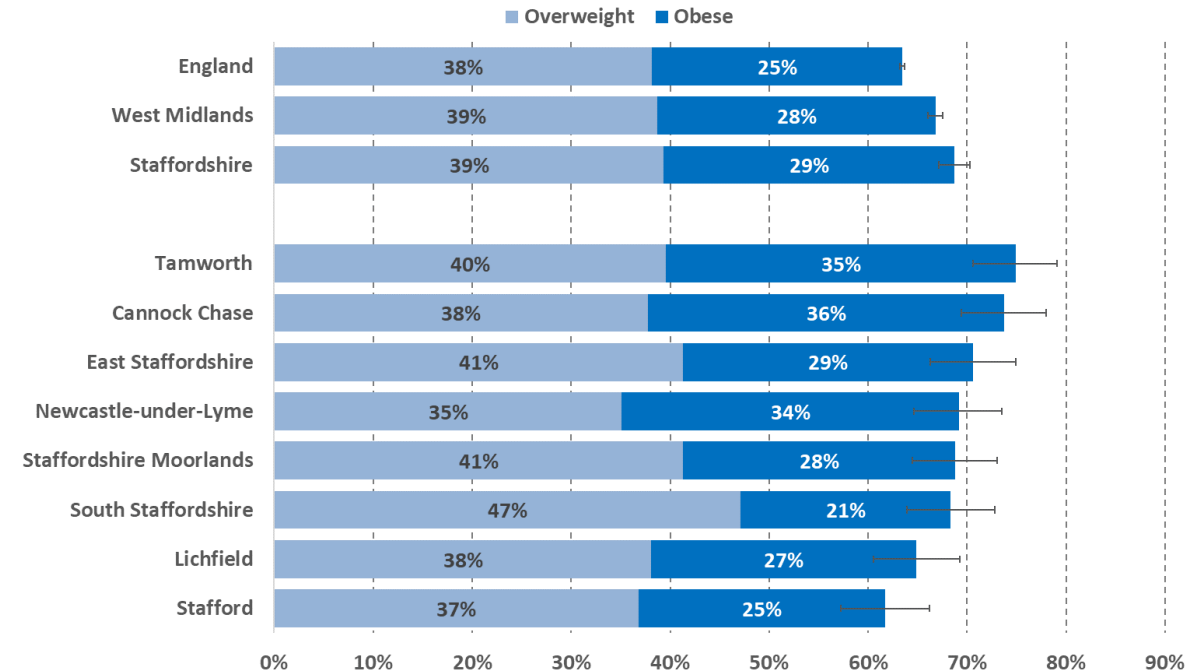
- Excess weight prevalence is higher than national in Cannock Chase, East Staffordshire, Newcastle, South Staffordshire, Staffordshire Moorlands and Tamworth.

- Obesity prevalence is higher than national in Cannock Chase, Newcastle and Tamworth.
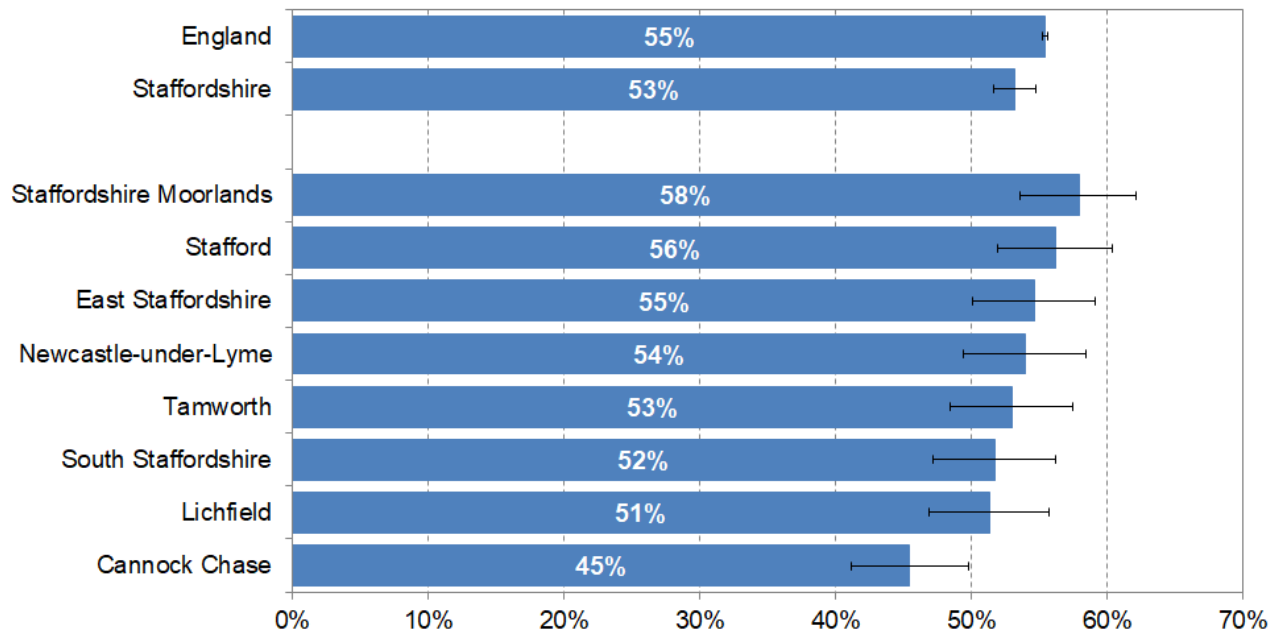
Source: Office for Health Improvement and Disparities. Public health profiles.
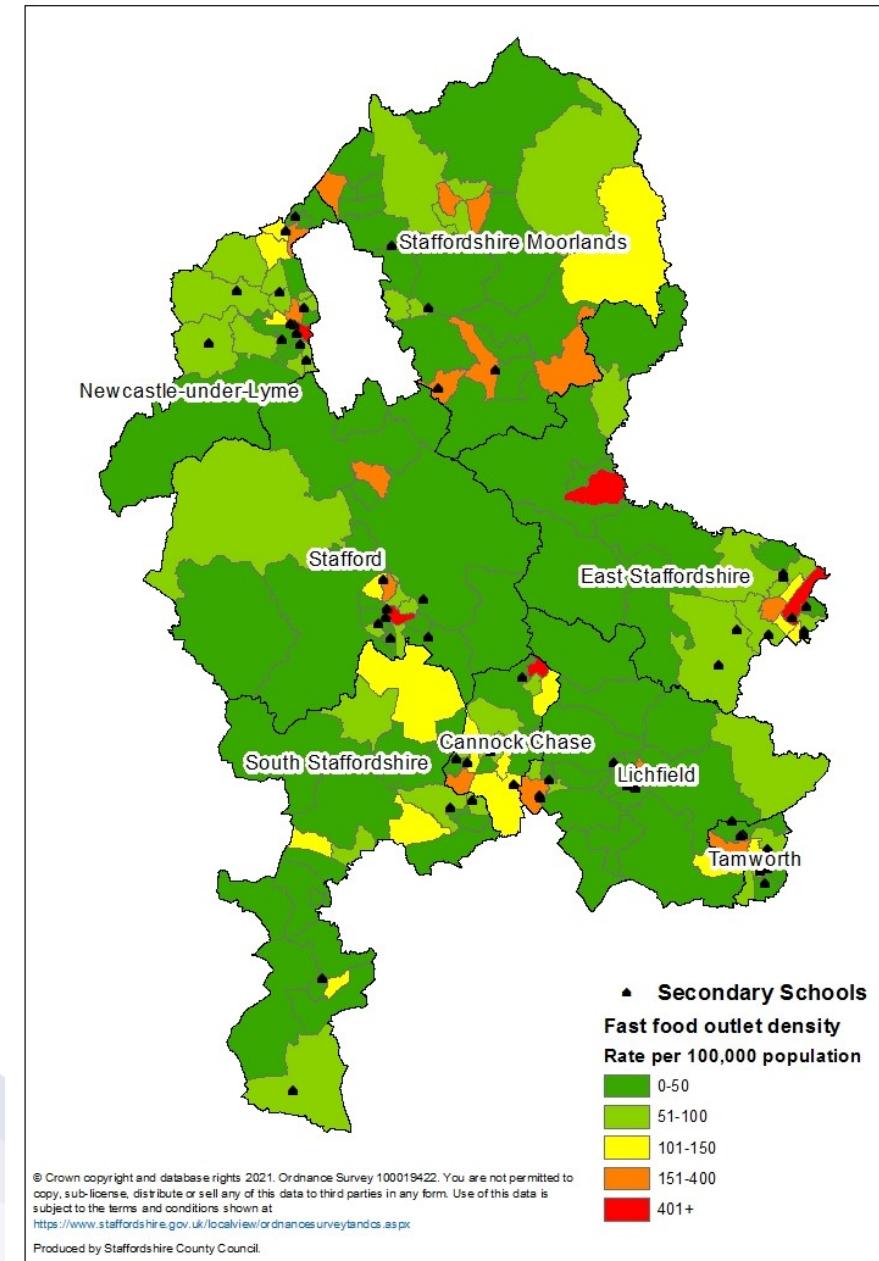
Healthy eating

Fast food outlet density (2017)

- 55% of adults in East Staffordshire eat five a day, similar to 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 and as a result, sometimes near secondary schools as shown on the map.

- The density of fast food restaurants is higher than national in East Staffordshire and specifically in Burton and Town wards.

Proportion of adults eating '5-a-day' on a 'usual day' (2019/20)
Public Health England (based on Active Lives, Sport England)

Region	Percentage
England	55%
Staffordshire	53%
Staffordshire Moorlands	58%
Stafford	56%
East Staffordshire	55%
Newcastle-under-Lyme	54%
Tamworth	53%
South Staffordshire	52%
Lichfield	51%
Cannock Chase	45%

▲ **Secondary Schools**

Fast food outlet density
Rate per 100,000 population
- 0-50
- 51-100
- 101-150
- 151-400
- 401+

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Produced by Staffordshire County Council.

Physical activity in East Staffordshire

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

4 in 10 East Staffordshire **children** are physically active for one hour a day, similar to Staffordshire and England (2020/21 - latest data for East Staffordshire).

1 in 3 East Staffordshire **children** are active for less than 30 minutes a day, similar to Staffordshire and England (2020/21 - latest data for East Staffordshire).
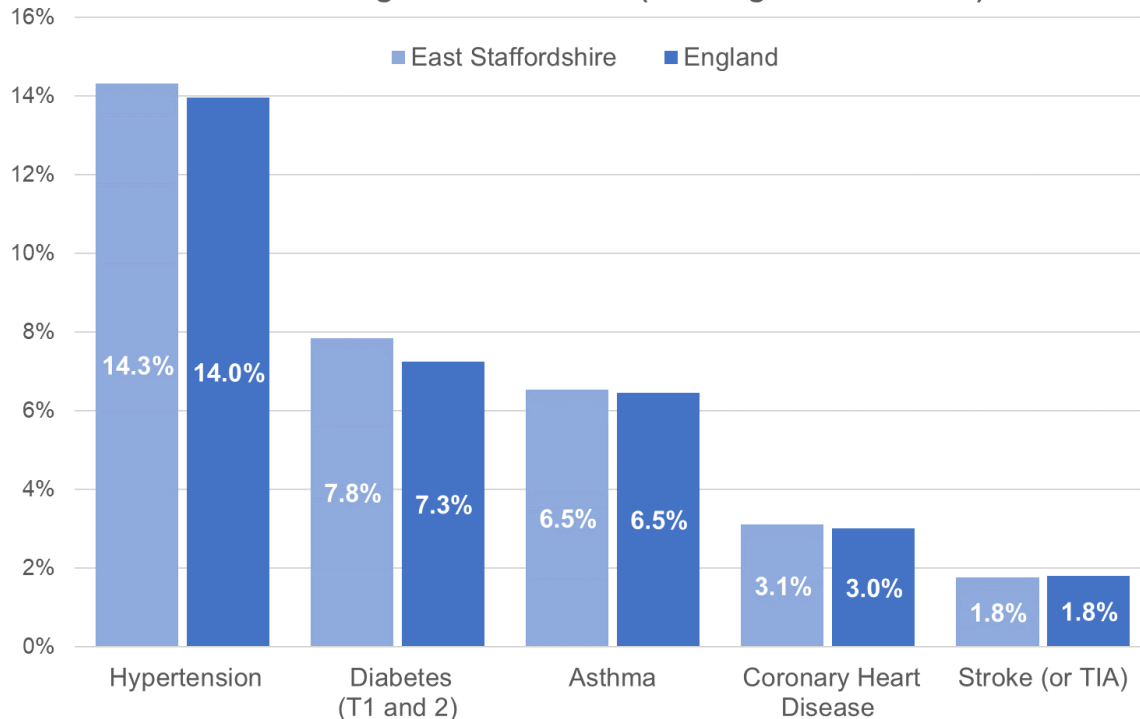
6 in 10 East Staffordshire **adults** are active for more than 150 minutes a week, lower than Staffordshire and England (2020/21).

3 in 10 East Staffordshire **adults** are active for less than 30 minutes a week, higher than Staffordshire and England (2020/21).

Child Activity Source: Active Lives Survey (2019/20 to 2021/22). School years 1-11. Active = minimum of 60 mins a day. Less Active = less than 30 mins a day.
Adult Activity Source: NCMP local dataset 2021/22, Office for Health Improvement and Disparities. Public health profiles. Note Sport England also publish adult activity levels for ages 16+

High levels of obesity related conditions

Selected Long Term Conditions (QOF registered 2021/22)

■ East Staffordshire ■ England

Condition	East Staffordshire	England
Hypertension	14.3%	14.0%
Diabetes (T1 and 2)	7.8%	7.3%
Asthma	6.5%	6.5%
Coronary Heart Disease	3.1%	3.0%
Stroke (or TIA)	1.8%	1.8%

Self reported long term Musculoskeletal problem (GP Survey 2022)
West Midlands Districts and Unitary Authorities

% reporting a long term Musculoskeletal (MSK) problem

(Districts listed top to bottom: Tamworth, Newcastle-under-Lyme, Cannock Chase, Walsall, Dudley, Stoke-on-Trent, South Staffordshire, Solihull, Bromsgrove, Redditch, Staffordshire Moorlands, Nuneaton and Bedworth, Wyre Forest, Stafford, Shropshire, Sandwell, Telford and Wrekin, West Midlands region, Wychavon, Malvern Hills, North Warwickshire, Lichfield, Herefordshire, Worcester, Wolverhampton, East Staffordshire, England, Stratford-on-Avon, Birmingham, Rugby, Coventry, Warwick)
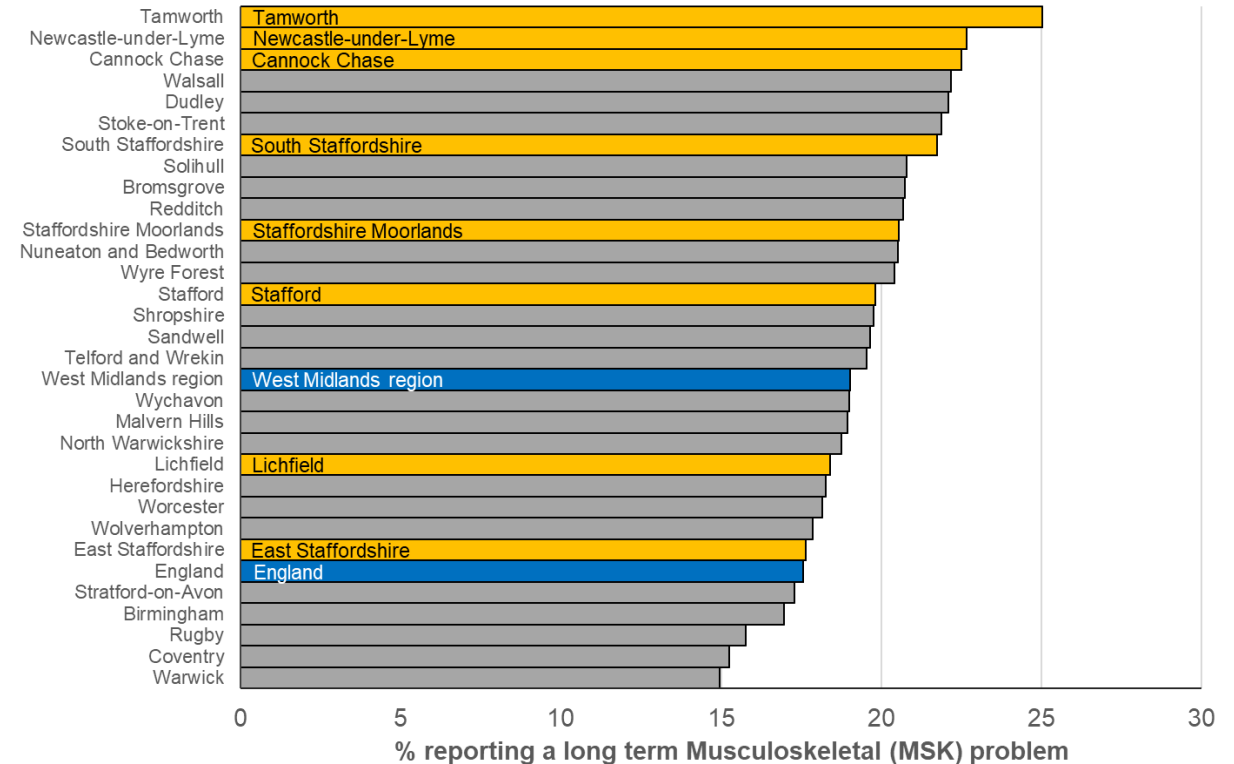
In East Staffordshire, GP registered prevalence of Hypertension, Diabetes, and Coronary Heart Disease are higher than national.

Note: Prevalences not age standardised. The contribution of obesity to each condition varies.

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

In East Staffordshire, the self reported prevalence of Musculoskeletal conditions is similar to England.

Source: Office for Health Improvement and Disparities. Public health profiles.

The rate of **obesity related hospital admissions** in East Staffordshire CCG was the highest in England (2019/20).
Source: NHS Digital (Hospital Episode Statistics)

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Supporting Data Matrix

	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	England
Reception Excess Weight Prevalence	26%	26%	23%	27%	22%	24%	24%	26%	25%	22%
Statistical Neighbour Rank	4 out of 16	1 out of 16	5 out of 16	1 out of 16	7 out of 16	1 out of 16	2 out of 16	2 out of 16	2 out of 16	
Reception Obesity Prevalence	11%	11%	10%	13%	10%	10%	10%	11%	11%	10%
Statistical Neighbour Rank	4 out of 16	3 out of 16	6 out of 16	1 out of 16	4 out of 16	3 out of 16	1 out of 16	7 out of 16	3 out of 16	
Year 6 Excess Weight Prevalence	39%	40%	34%	37%	38%	36%	39%	41%	38%	38%
Statistical Neighbour Rank	9 out of 16	1 out of 16	9 out of 16	10 out of 16	2 out of 16	2 out of 16	1 out of 16	6 out of 16	2 out of 16	
Year 6 Obesity Prevalence	26%	23%	22%	23%	22%	22%	23%	26%	23%	23%
Statistical Neighbour Rank	5 out of 16	3 out of 16	7 out of 16	7 out of 16	4 out of 16	2 out of 16	2 out of 16	7 out of 16	2 out of 16	
Adult Excess Weight Prevalence	74%	71%	65%	69%	68%	62%	69%	75%	69%	63%
Statistical Neighbour Rank *	2 out of 16	4 out of 16	6 out of 16	5 out of 16	5 out of 16	12 out of 16	1 out of 16	1 out of 16	2 out of 16	
Adult Obesity Prevalence	36%	29%	27%	34%	21%	25%	28%	35%	29%	25%
Statistical Neighbour Rank *	1 out of 16	9 out of 16	7 out of 16	2 out of 16	14 out of 16	8 out of 16	6 out of 16	2 out of 16	2 out of 16	
Physical Activity in Children	**	**	**	43%	42%	47%	42%	**	47%	47%
Physical Activity in Adults	64%	60%	72%	64%	64%	71%	68%	62%	66%	66%
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	16%	14%	16%	17%	17%	16%	19%	14%	16%	14%
Diabetes prevalence	8%	8%	7%	8%	8%	7%	8%	8%	8%	7%
Coronary Heart Disease prevalence	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%
Asthma prevalence	6%	6%	7%	7%	6%	6%	7%	7%	7%	6%
Stroke prevalence	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Musculoskeletal conditions	22%	18%	18%	23%	22%	20%	21%	25%	21%	18%
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)
* Difference to Statistical Neighbour Group not calculated ** recent coverage low in the district / borough *** methodology under review. District / Borough figure based on best fit CCG