

# Better Health Evidence Base

**Staffordshire Moorlands**

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 and obesity in Staffordshire Moorlands is similar to the national average but ranks high among statistical neighbours.
- In line with national trends, levels of Year 6 excess weight and obesity have increased in recent years but remain similar to national levels. As with Reception, Staffordshire Moorlands ranks high among its statistical neighbours.
- Healthy weight challenge for children mainly focussed in Biddulph East, Cheadle North East and Leek North. However, challenges and opportunities exist across the district and shift over time.
- 7 out of every 10 adults live with excess weight in Staffordshire Moorlands, higher than the national average and the highest of its statistical neighbours.
- Wider impact on residents health and on the system – Obesity related long term conditions and hospital admissions higher than national.
- Fruit and vegetable consumption and activity levels in Staffordshire Moorlands are similar to national but there is a high density of fast food outlets in Town Centres and in areas of higher deprivation.
- COVID-19 likely to have negatively impacted lifestyle behaviours - Staffordshire's residents reported a mixed impact on healthy lifestyles during the first lockdown.

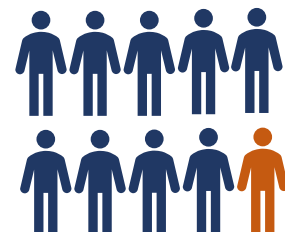
# At Reception age ...

## In Staffordshire Moorlands...

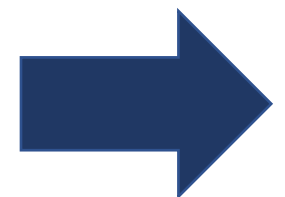
Levels of excess weight and obesity in Reception both remain similar to national.



1 in 4 live with excess weight  
(similar to national)



1 in 10 live with obesity  
(similar to national)



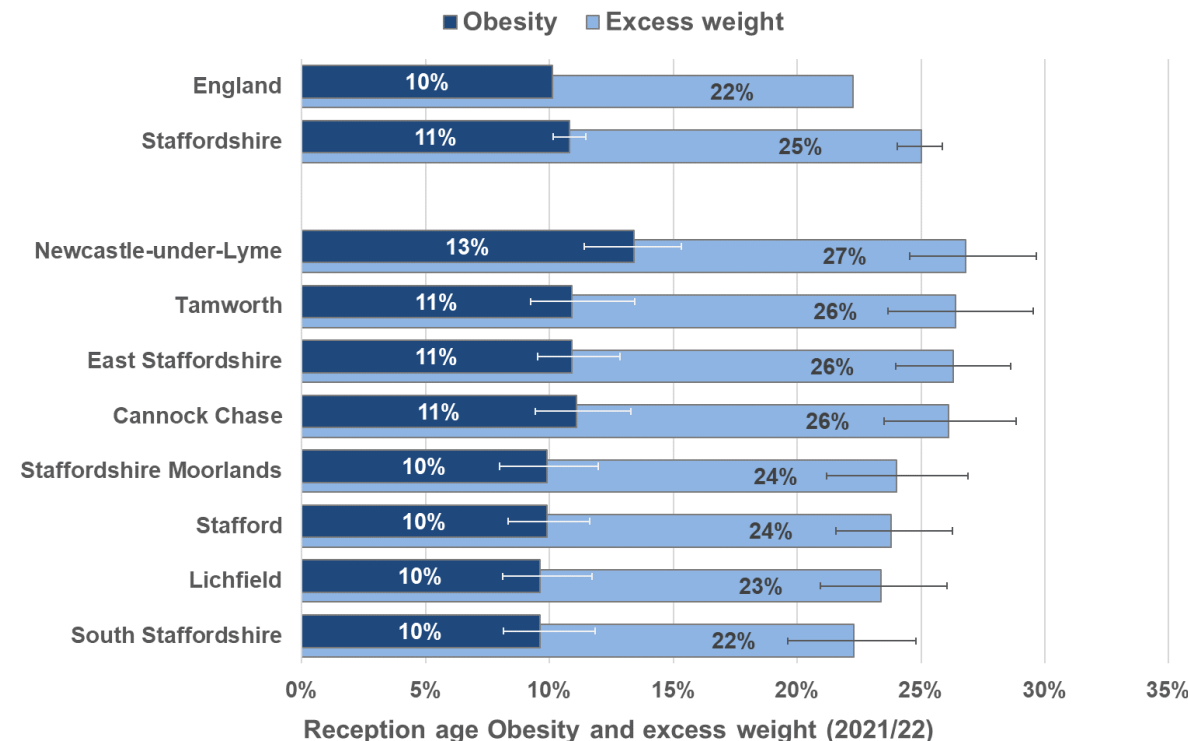
Levels of excess weight and obesity have remained stable over the last five years



**Excess weight** statistically higher than national in Leek North (30%).

**Obesity** statistically higher than national in Leek North (15%).

## District comparison

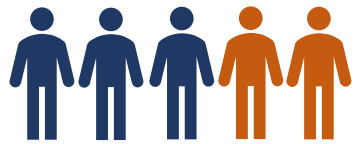


- Newcastle is the only district or borough to have a higher than national prevalence of **obesity**.
- Cannock Chase, East Staffordshire Newcastle and Tamworth have a higher than national prevalence of **excess weight**.

# By year six...

## In Staffordshire Moorlands...

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)

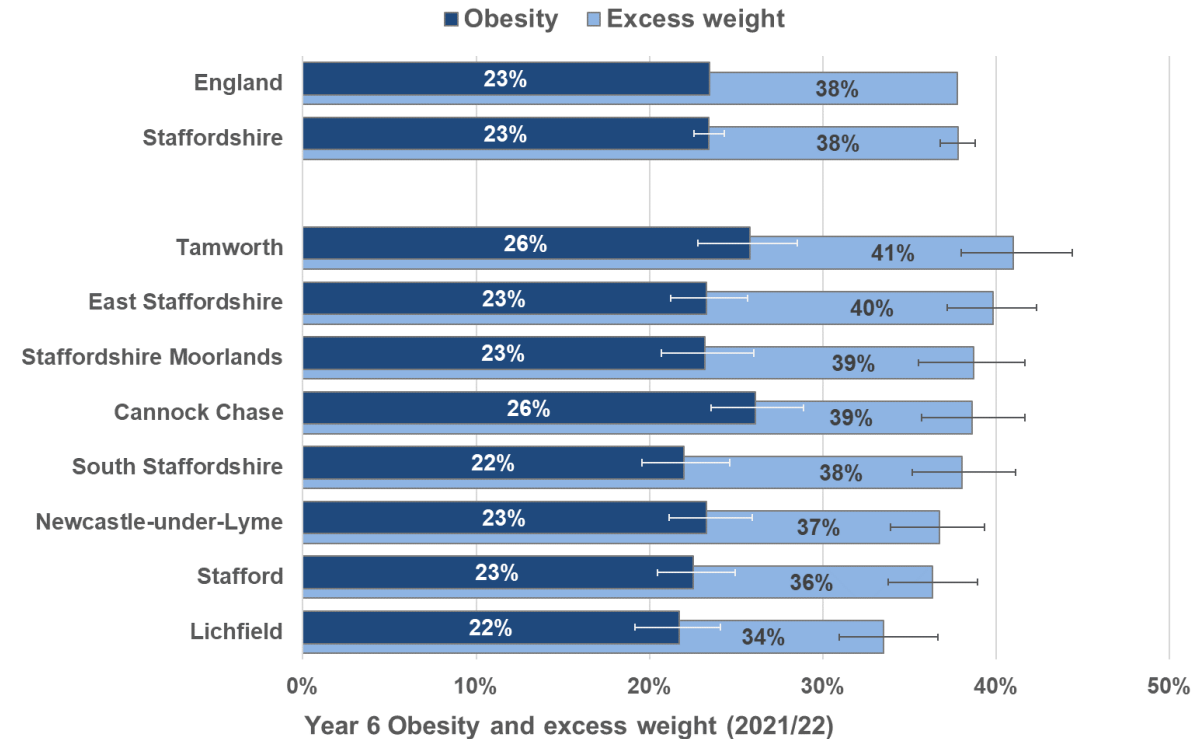


**1 in 4** live with obesity  
(similar to national)

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

**Excess weight** statistically higher than national in Biddulph East (43%) and Cheadle North East (47%).  
**Obesity** statistically higher than national in Biddulph East (27%), Biddulph South (35%) and Cheadle North East (31%).

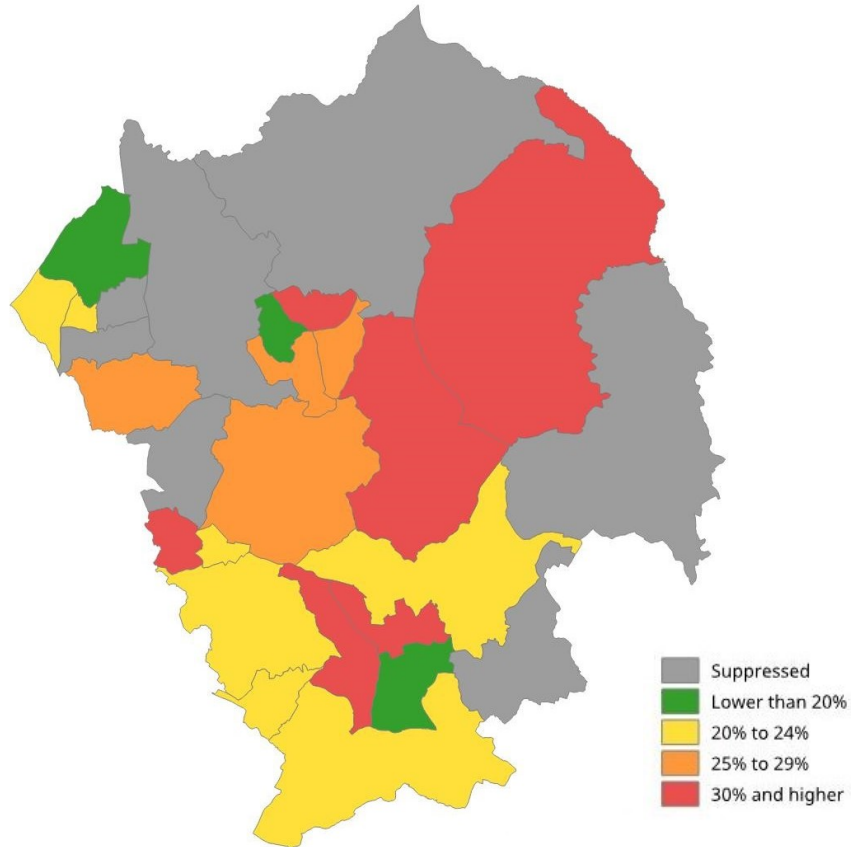
## District comparison



- 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

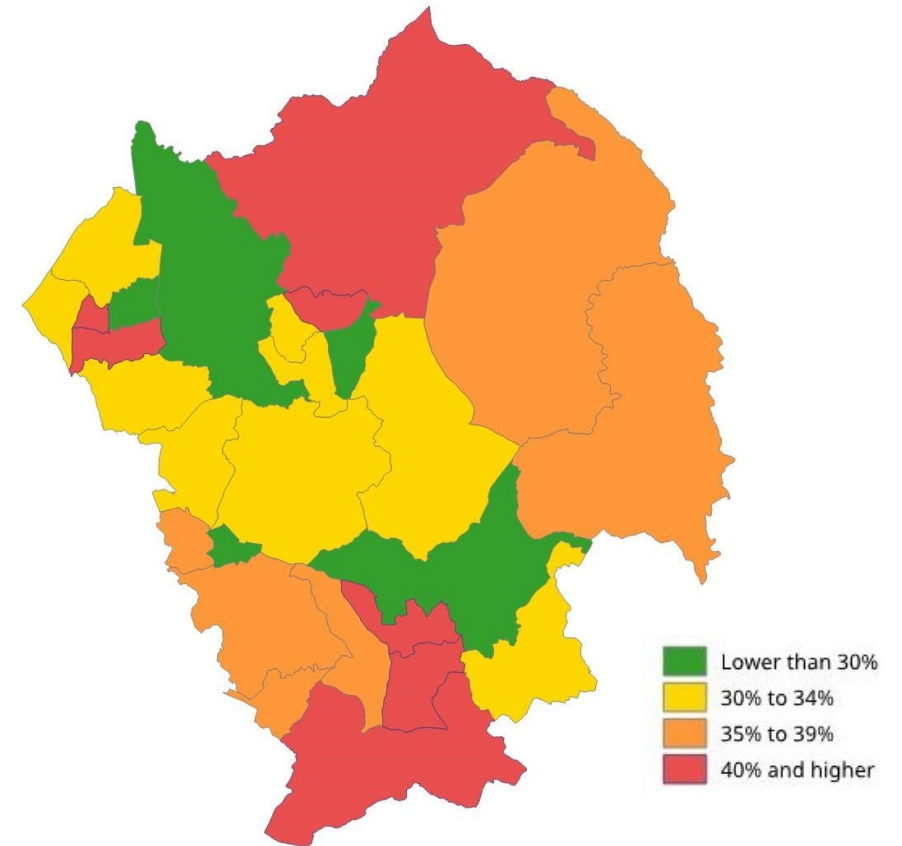
## Reception excess weight (2018/19, 2019/20 & 2021/22)



**Excess weight** statistically higher than national in Leek North (30%).

**Obesity** statistically higher than national in Leek North (15%).

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



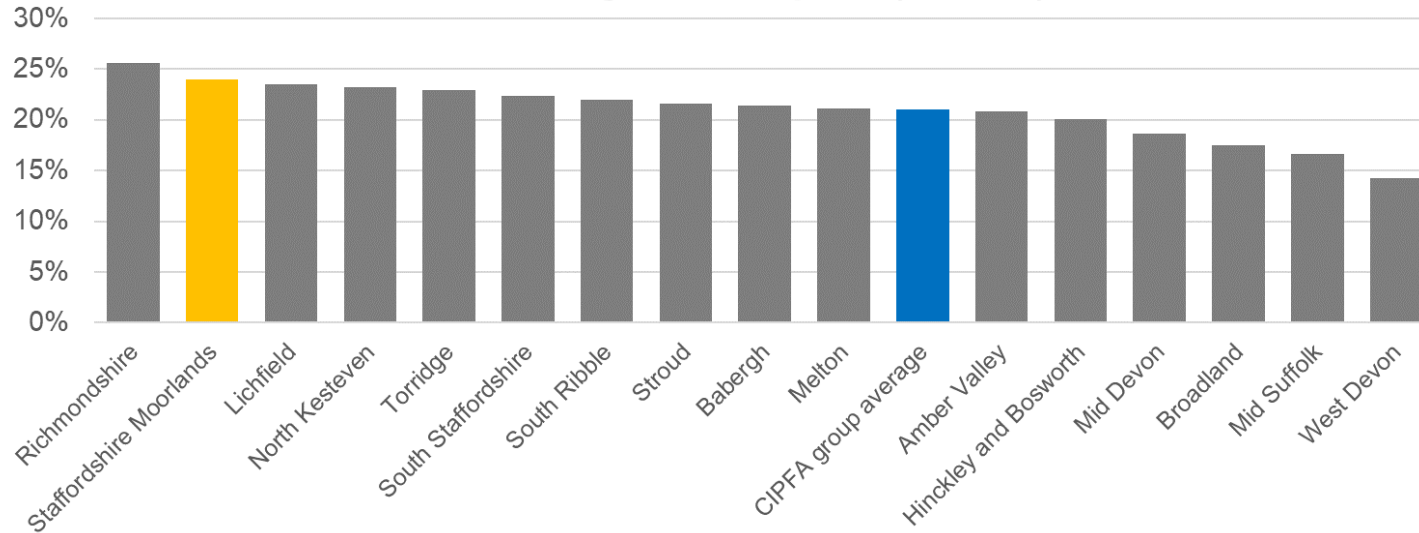
**Excess weight** statistically higher than national in Biddulph East (43%) and Cheadle North East (47%).

**Obesity** statistically higher than national in Biddulph East (27%), Biddulph South (35%) and Cheadle North East (31%).



# How does Staffordshire Moorlands compare?

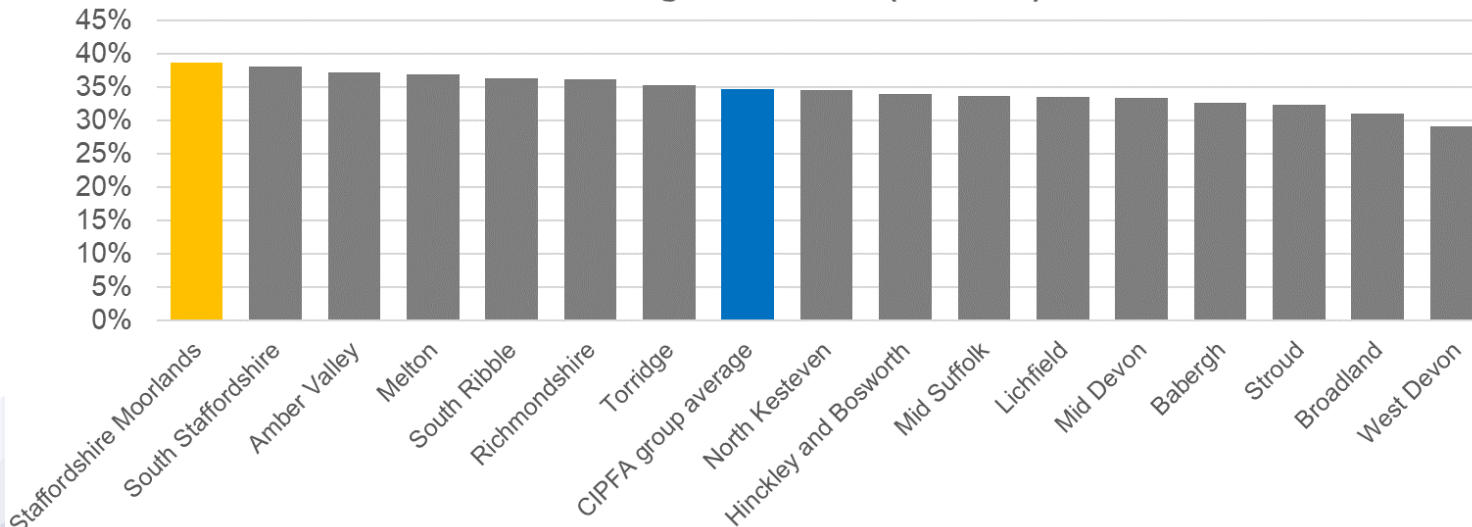
Excess Weight in Reception (2021/22)



- Reception age excess weight is similar to the statistical neighbour average but is the second highest of its statistical neighbour group.
- To be in line with CIPFA average, there would need to be an additional 30 children of a healthy weight.

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

Excess Weight in Year 6 (2021/22)



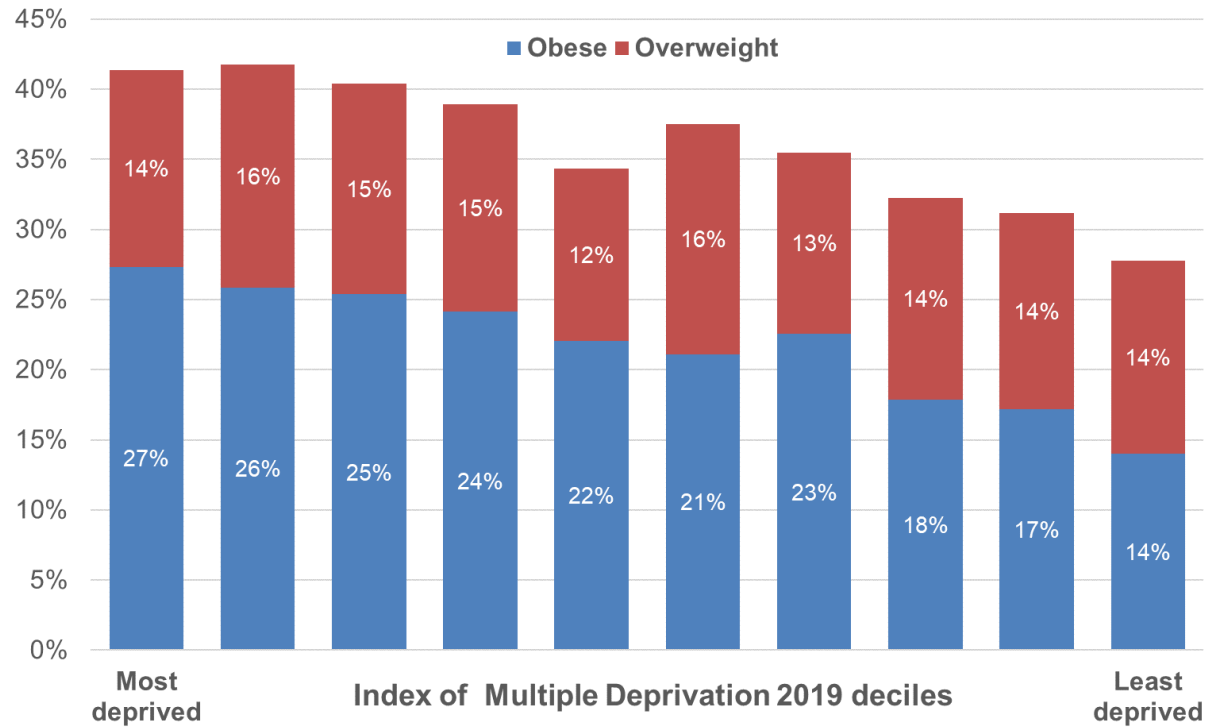
- Year 6 age excess weight is higher than the statistical neighbour average and the highest prevalence of the statistical neighbour group.
- To be in line with CIPFA average, there would need to be an additional 40 children of a healthy weight.

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

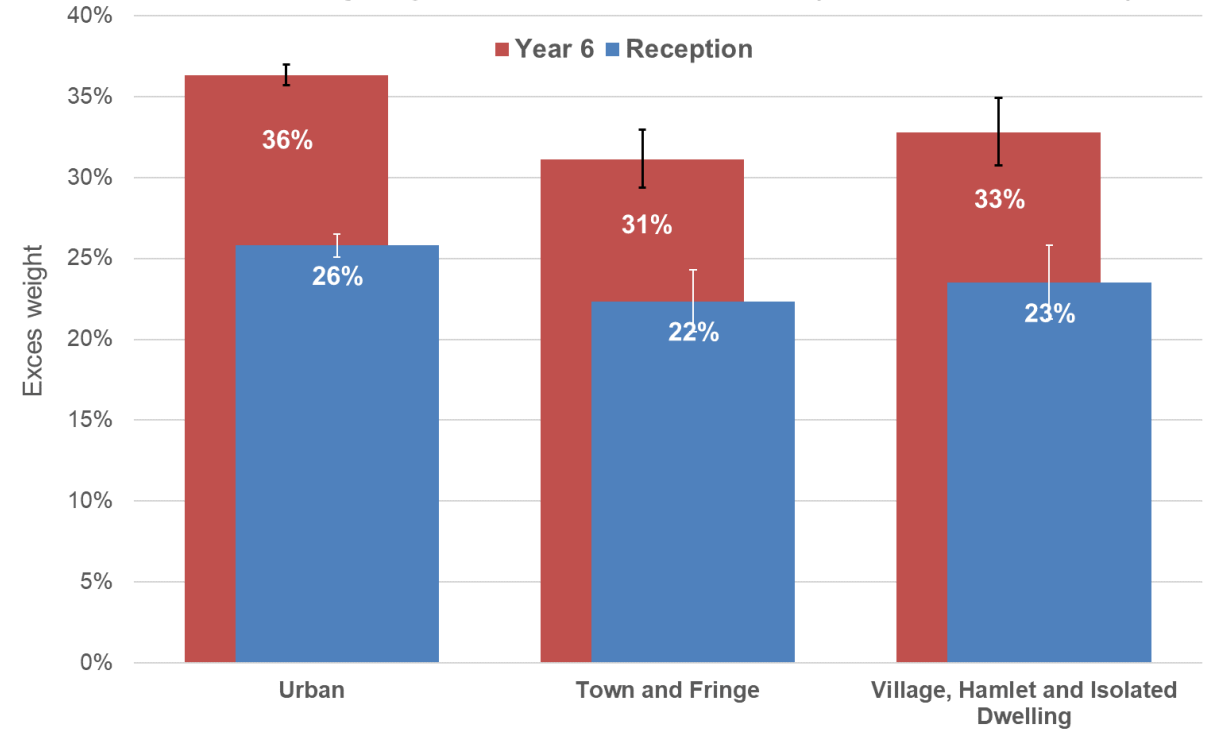


# Higher obesity in urban and deprived areas

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



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

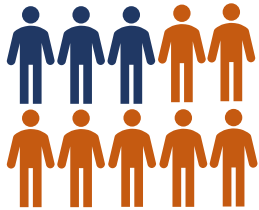


- For both Reception and Year 6, the prevalence of obesity in Staffordshire's least deprived areas is almost half that of Staffordshire's most deprived areas.
- Excess weight is also more prevalent in our urban areas than in town fringe and more rural locations.
- Consequently, urban and deprived neighbourhoods within the district 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%).

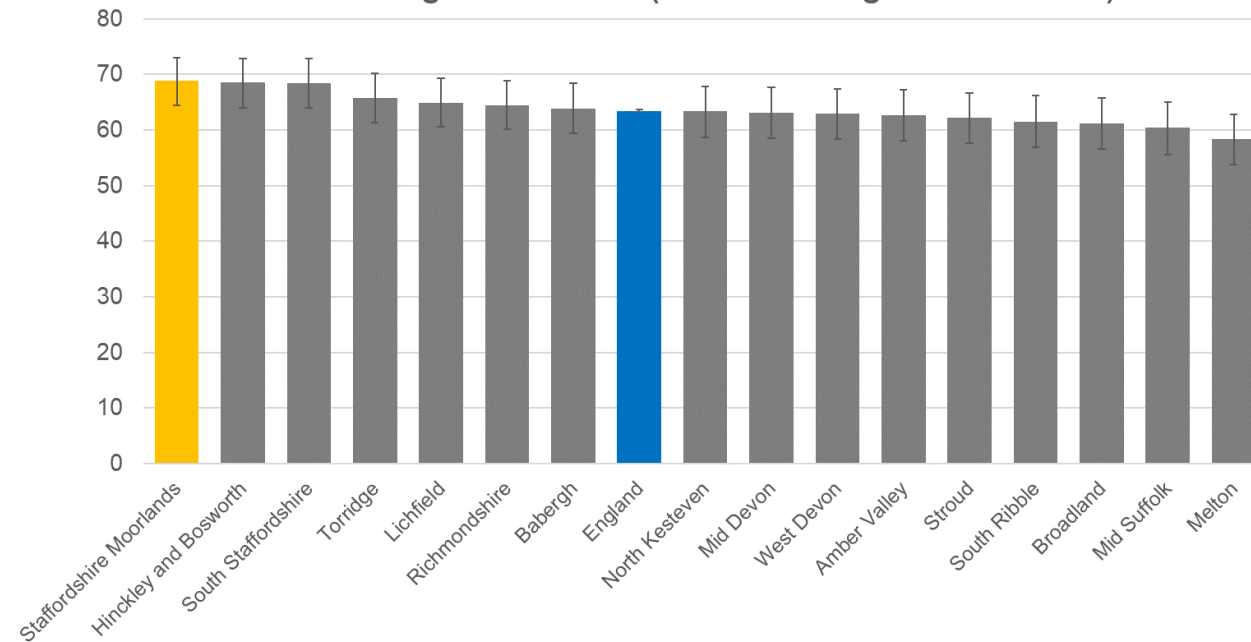
# Increasing excess weight into adulthood

## In Staffordshire Moorlands...



**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)

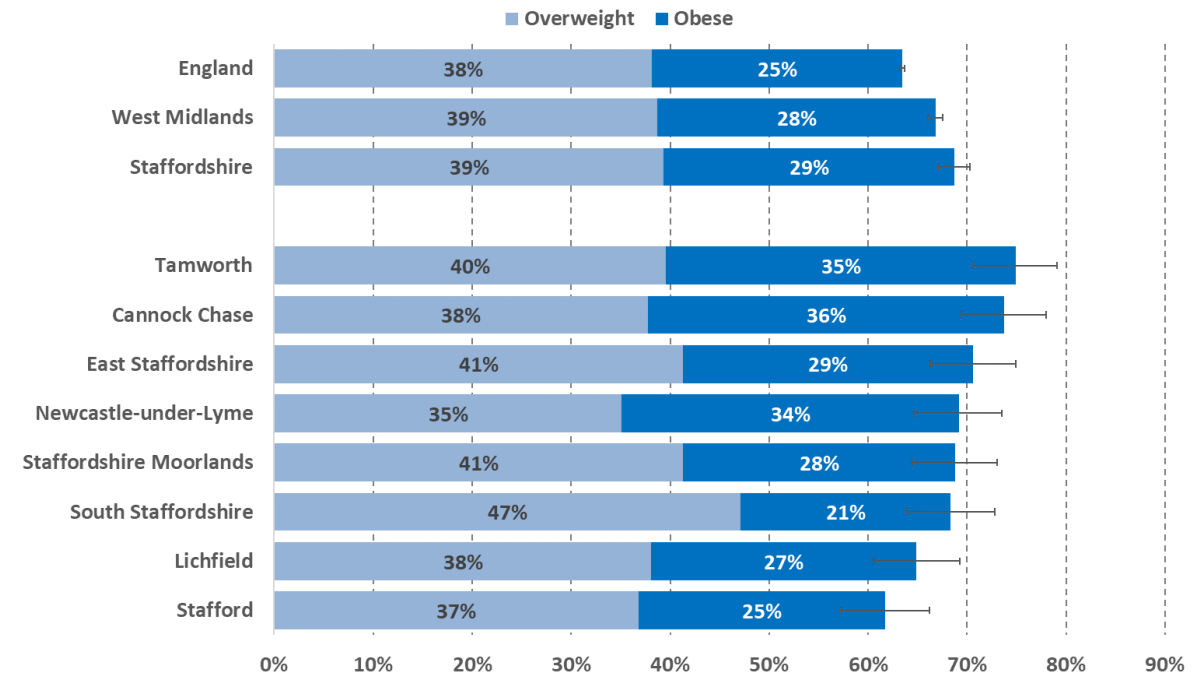


- Staffordshire Moorlands has the highest prevalence of excess weight of similar local authorities.

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

## Districts comparison

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



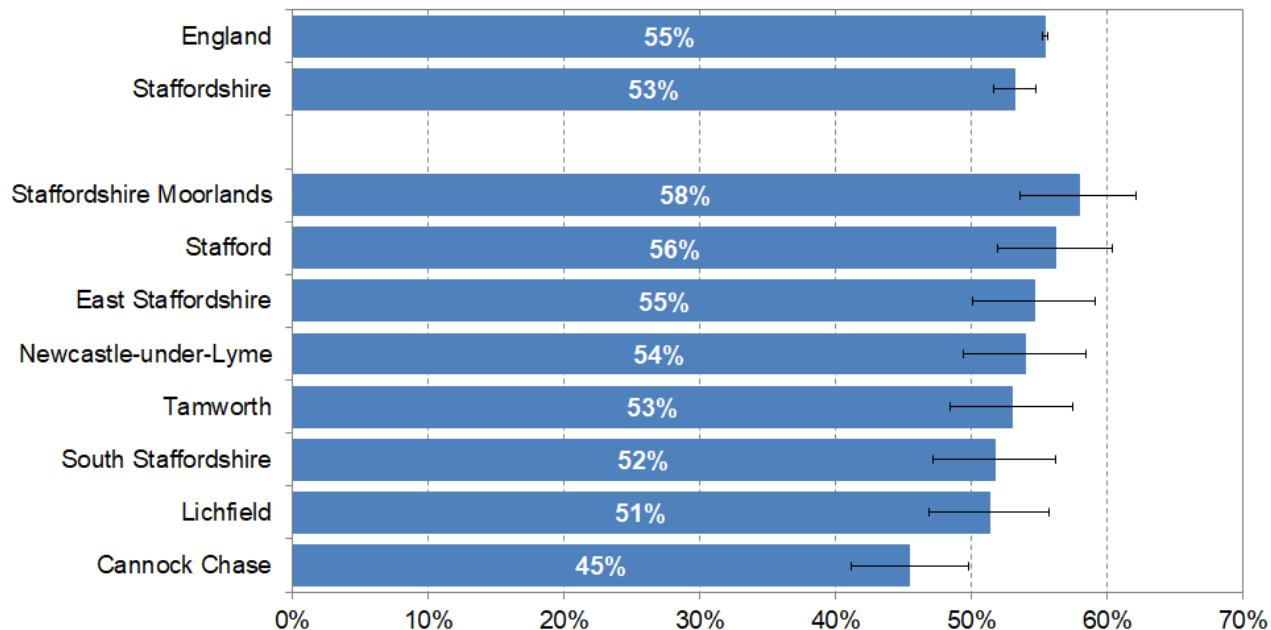
- Excess weight prevalence is higher than national in Cannock Chase, East Staffordshire, Newcastle, South Staffordshire, Staffordshire Moorlands and Tamworth.
- Obesity prevalence is higher than national in Cannock Chase, Newcastle and Tamworth

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

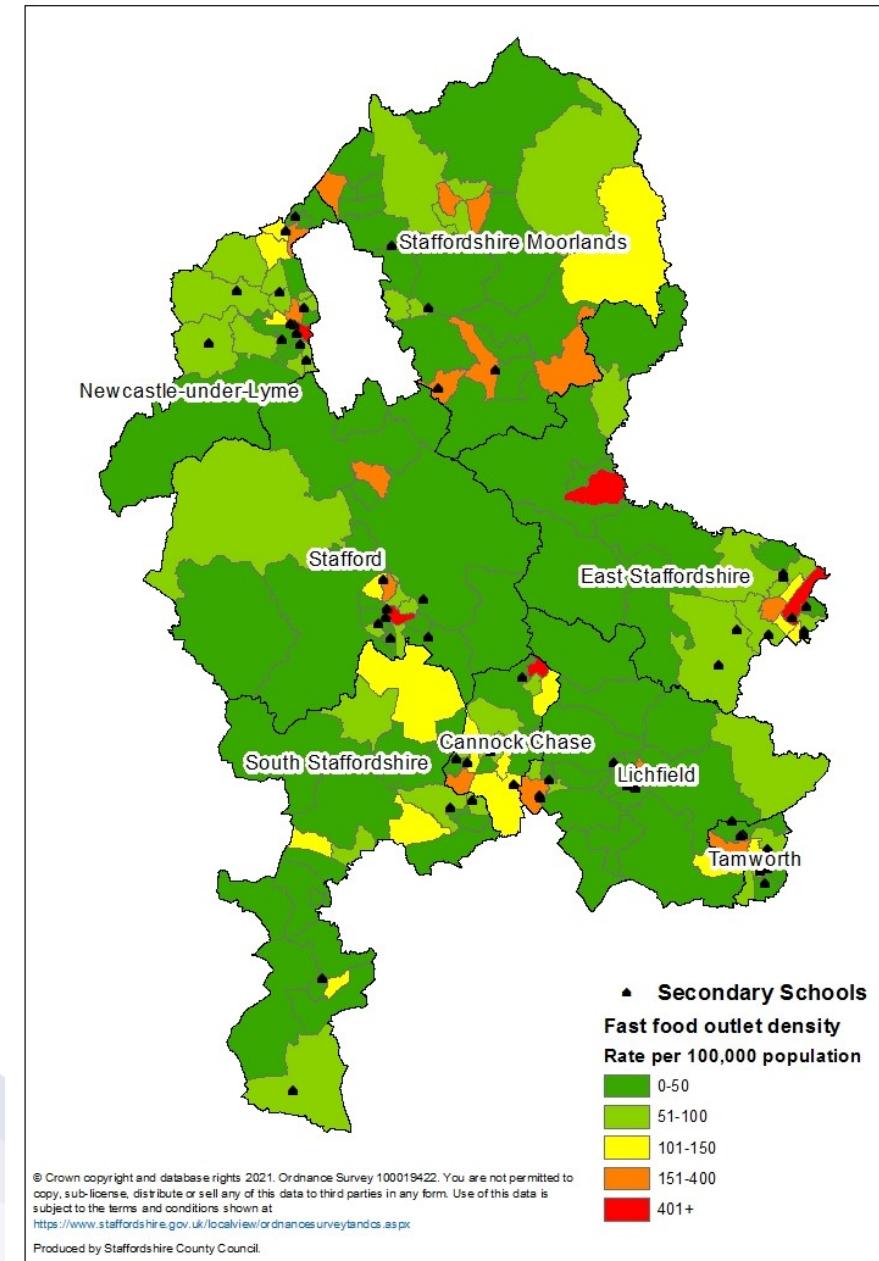
# Healthy eating

- 58% of Staffordshire Moorlands adults eat five a day, similar to national and the highest of all districts in Staffordshire.
- 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 Alton, Biddulph West, Cheadle West and Leek East wards.

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



## Fast food outlet density (2017)



# Physical activity in Staffordshire Moorlands

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



**4 in 10** Staffordshire Moorlands **children** are physically active for one hour a day, similar to Staffordshire and England (2021/22).



**1 in 3** Staffordshire Moorlands **children** are active for less than 30 minutes a day, similar to Staffordshire and England (2021/22).



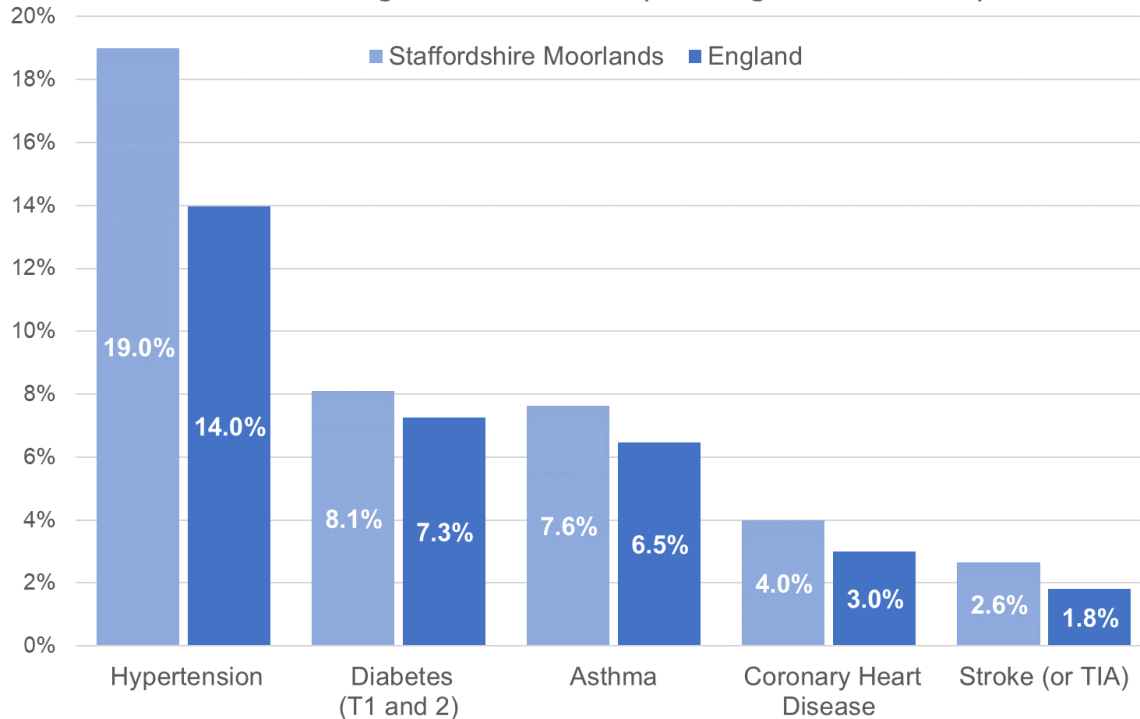
**7 in 10** Staffordshire Moorlands **adults** are active for more than 150 minutes a week, similar to Staffordshire and England (2020/21).



**1 in 5** Staffordshire Moorlands **adults** are active for less than 30 minutes a week, similar to Staffordshire and England (2020/21).

# High levels of obesity related conditions

Selected Long Term Conditions (QOF registered 2021/22)

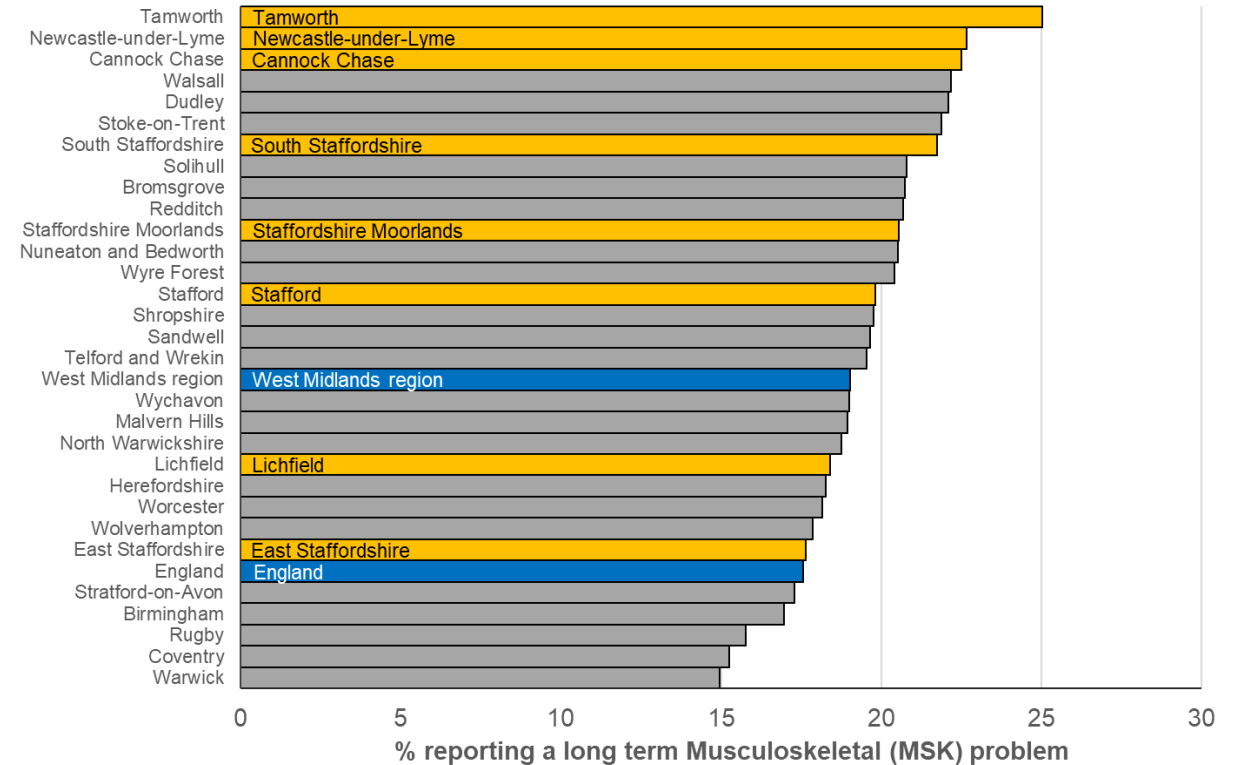


In Staffordshire Moorlands, GP registered prevalence of Hypertension, Diabetes, Asthma, Coronary Heart Disease, and Stroke are higher than national.

Note: Prevalences not age standardised – Staffordshire Moorlands has a greater proportion of over 50s than England. The contribution of obesity to each condition varies.

Source [Obesity - NHS \(www.nhs.uk\)](https://www.nhs.uk).

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



The prevalence of self reported Musculoskeletal conditions is higher than national in Staffordshire Moorlands.

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

The rate of **obesity related hospital admissions** in North Staffordshire CCG was higher than England (2019/20).

Source: NHS Digital (Hospital Episode Statistics)



# Supporting Data Matrix

	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	England
Reception Excess Weight Prevalence	<b>26%</b>	<b>26%</b>	23%	<b>27%</b>	22%	24%	24%	<b>26%</b>	<b>25%</b>	22%
Statistical Neighbour Rank	4 out of 16	<b>1 out of 16</b>	5 out of 16	<b>1 out of 16</b>	7 out of 16	1 out of 16	2 out of 16	2 out of 16	<b>2 out of 16</b>	
Reception Obesity Prevalence	11%	11%	10%	<b>13%</b>	10%	10%	10%	11%	11%	10%
Statistical Neighbour Rank	4 out of 16	3 out of 16	6 out of 16	<b>1 out of 16</b>	4 out of 16	3 out of 16	1 out of 16	7 out of 16	<b>3 out of 16</b>	
Year 6 Excess Weight Prevalence	39%	40%	<b>34%</b>	37%	38%	36%	39%	<b>41%</b>	38%	38%
Statistical Neighbour Rank	9 out of 16	<b>1 out of 16</b>	9 out of 16	10 out of 16	<b>2 out of 16</b>	2 out of 16	<b>1 out of 16</b>	6 out of 16	<b>2 out of 16</b>	
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	<b>2 out of 16</b>	2 out of 16	7 out of 16	<b>2 out of 16</b>	
Adult Excess Weight Prevalence	<b>74%</b>	<b>71%</b>	65%	<b>69%</b>	<b>68%</b>	62%	<b>69%</b>	<b>75%</b>	<b>69%</b>	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	<b>36%</b>	29%	27%	<b>34%</b>	21%	25%	28%	<b>35%</b>	<b>29%</b>	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%	<b>60%</b>	<b>72%</b>	64%	64%	<b>71%</b>	68%	62%	66%	66%
Five a day consumption	<b>45%</b>	55%	51%	54%	52%	56%	58%	53%	<b>53%</b>	55%
Fast Food Outlets (rate per 100,000)	<b>120</b>	<b>119</b>	<b>64</b>	103	<b>51</b>	<b>76</b>	99	86	90	95
Hypertension prevalence	<b>16%</b>	<b>14%</b>	<b>16%</b>	<b>17%</b>	<b>17%</b>	<b>16%</b>	<b>19%</b>	<b>14%</b>	<b>16%</b>	14%
Diabetes prevalence	<b>8%</b>	<b>8%</b>	7%	<b>8%</b>	<b>8%</b>	<b>7%</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>	7%
Coronary Heart Disease prevalence	<b>4%</b>	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>	3%
Asthma prevalence	<b>6%</b>	6%	<b>7%</b>	<b>7%</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>	6%
Stroke prevalence	<b>2%</b>	2%	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	2%	<b>2%</b>	2%
Musculoskeletal conditions	<b>22%</b>	18%	18%	<b>23%</b>	<b>22%</b>	<b>20%</b>	<b>21%</b>	<b>25%</b>	<b>21%</b>	18%
Obesity related hospital admissions (rate per 100,000 - CCG values) ***	<b>2,708</b>	<b>4,009</b>	<b>2,354</b>	<b>2,311</b>	<b>2,354</b>	<b>2,216</b>	<b>2,311</b>	<b>2,354</b>	<b>2,595</b>	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