

# Growing a Healthy Community

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# What Makes a Healthy Community?

- **Jobs**
- **Appropriate Housing**
- **Skills Mix**
- **A healthy workforce**
- **Community confidence**
- **Community and individual resilience**
- **Connectedness**
- **Planning for people**

# Enemies Within

- **Poor Educational Attainment**
- **Obesogenic Environments**
- **Poverty**
- **Inequality**
- **Air Pollution**
- **Isolation**
- **Poor fit between people and place**

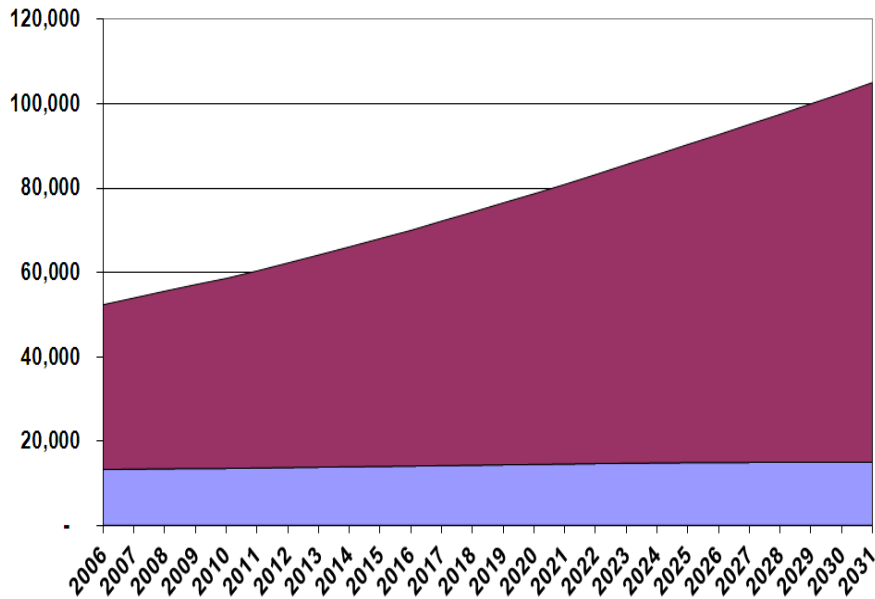
# Some Facts about Norfolk.....

- **65.7% of adults overweight or obese** (2012)
- **Nearly one third of people classed as inactive** (2013)
- **Higher than average alcohol related admissions to hospital** (2012/13)
- **A third of routine and manual workers smoke** (2012)

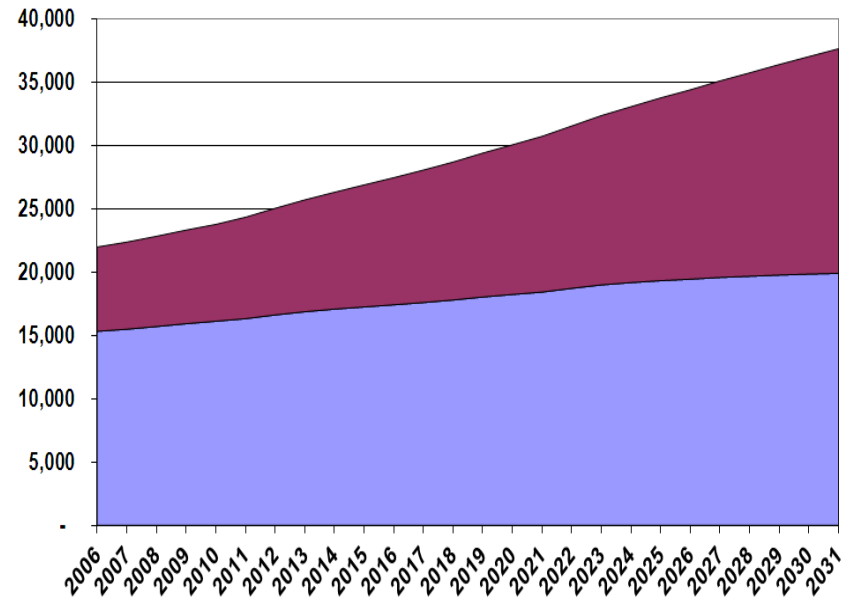
# Obesity

Over the next 25 years if trends continue it is estimated that there will be an additional, 50,000 diabetics and an additional 9,000 strokes due to obesity.

**Estimated impact of rising obesity on Diabetes prevalence in Norfolk and Waveney**



**Estimated impact of rising obesity on Stroke prevalence in Norfolk and Waveney**



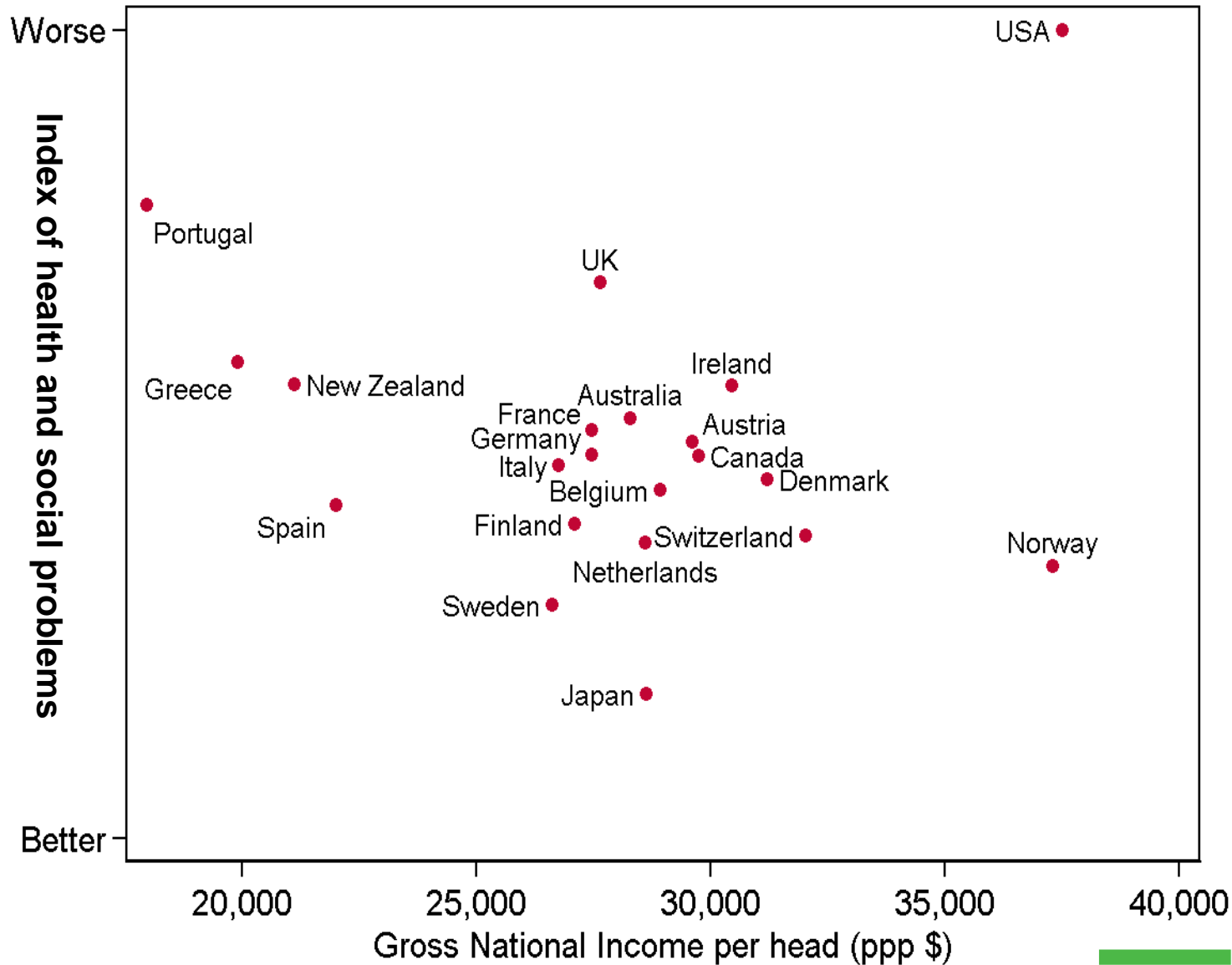
■ Numbers from Non-Obese Population

■ Numbers From Obese Population

# Why does Inequality Matter?

# Neither health nor social problems are related to national income per head

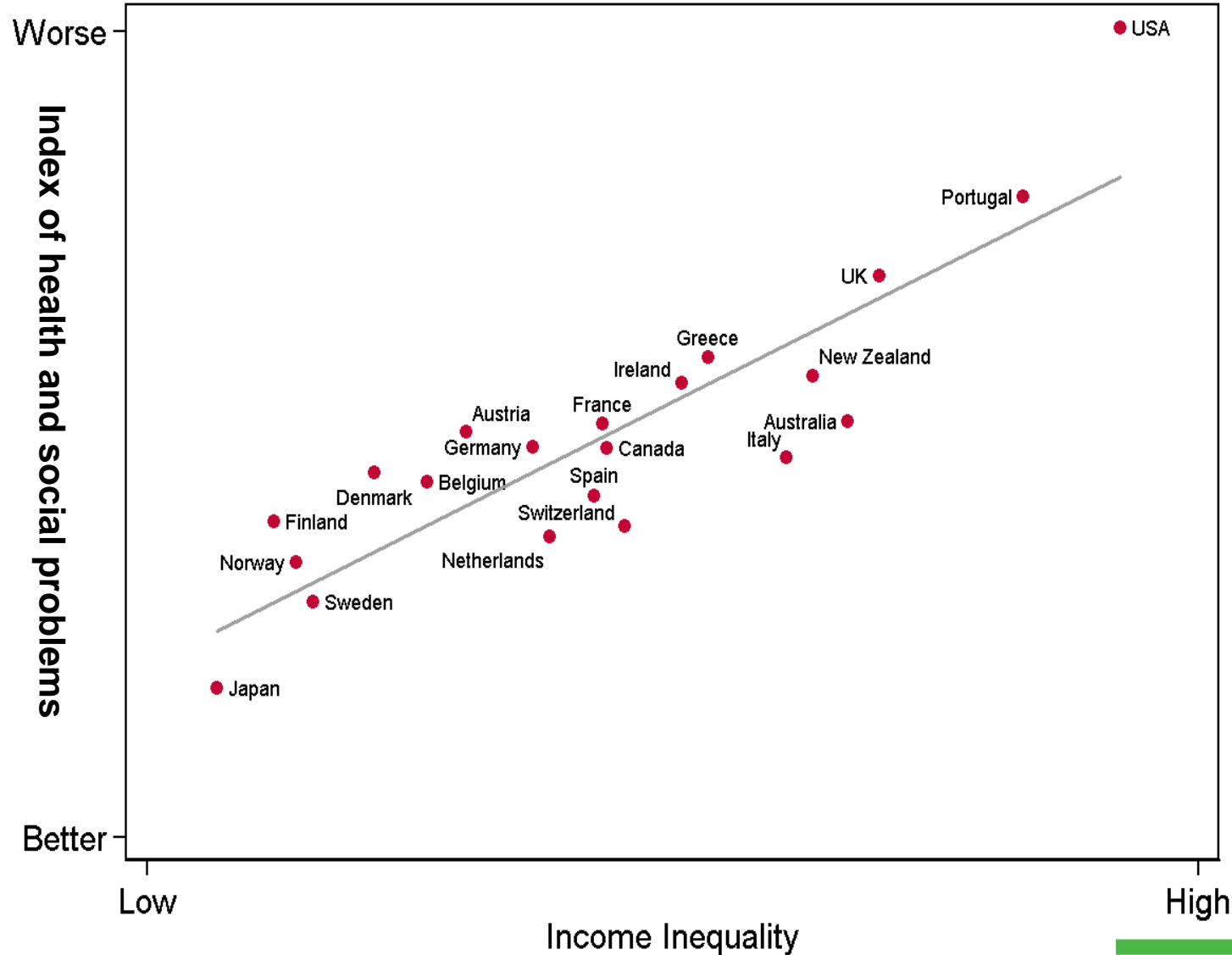
- Index of:
- Life expectancy
  - Math & Literacy
  - Infant mortality
  - Homicides
  - Imprisonment
  - Teenage births
  - Trust
  - Obesity
  - Mental illness – incl. drug & alcohol addiction
  - Social mobility



# Health and social problems are worse in more unequal countries

Index of:

- Life expectancy
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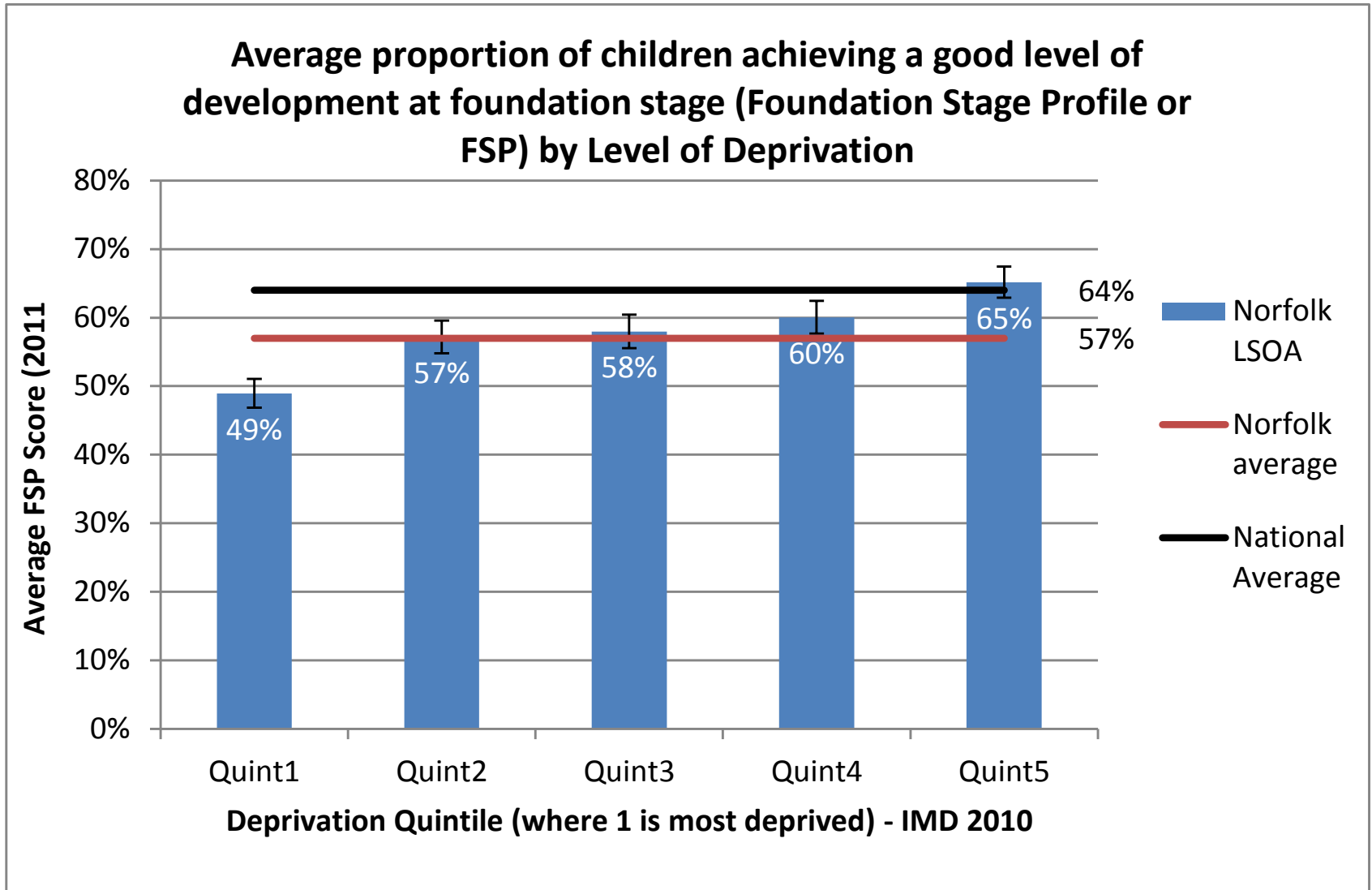




# Male Disability Free Life Expectancy in Norfolk

Male Disability Free Life Expectancy at Birth 1999 to 2003	Local Worst	Norfolk and Waveney Range	Local Best	
Breckland	59.1		65.9	
Broadland	62.8		68.0	
Great Yarmouth	50.2		64.5	
King's Lynn and West Norfolk	52.7		66.6	
North Norfolk	59.5		66.5	
Norwich	53.6		67.1	
South Norfolk	64.1		68.0	
Waveney	54.9		65.4	
Norfolk	50.2		68.0	
England Av 61.7				

# Deprivation and Attainment



# Growth, Development and Public Health - Linkages

- Projections
- Mapping
- Aligning Services
- Developing an information base
- Analysis of need
- Social Marketing
- Telehealth

# POPULATION

INFOGRAPHIC

## OVERVIEW

Norfolk is a large rural county comprising of...



**372,100**  
households



**551,000**  
hectares



**865,300**  
people

Source - ONS. Households: 2011 Census; Area measurement: 2012; Population: mid-2012

## RURAL-URBAN [2012]



**40%** of Norfolk's population live in the four urban areas of Norwich, Great Yarmouth, King's Lynn and Thetford

Source - ONS, mid-2012

While most of Norfolk looks rural, almost **half of residents live in an environment classed as urban**

## ETHNICITY [2011]



**3.5%** of Norfolk's population have an ethnic group other than white

Highest  
Norwich  
(9.2%)

Lowest  
North Norfolk  
(1.4%)

Source - ONS, 2011 Census

## POPULATION PROJECTION

[2011-2021]



**+8.7%**  
Norfolk's population is expected to grow

by around 74,600 in the decade to 2021

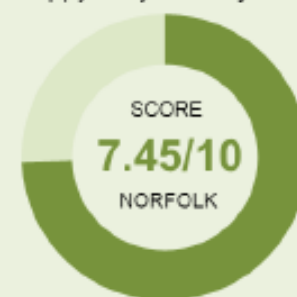
Source - ONS, 2011-based interim sub-national projections

## JSNA SUMMARY BY THE NUMBERS

[norfolkinsight.org.uk/jsna/population](http://norfolkinsight.org.uk/jsna/population)

## WELLBEING [2012/13]

How happy did you feel yesterday?

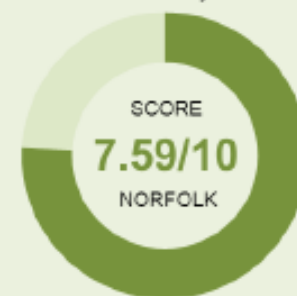


Happiest  
South Norfolk  
(7.59)

Unhappiest  
Great Yarmouth  
(7.28)

[7.28 England average]

How satisfied are you with life?



Most satisfied  
North Norfolk  
(7.79)

Least satisfied  
Great Yarmouth  
(7.30)

[7.44 England average]

Source - ONS Personal wellbeing survey 2012/13

# CHILDREN & FAMILIES

INFOGRAPHIC

JSNA SUMMARY  
BY THE NUMBERS

[norfolkinsight.org.uk/jsna/youngpeople](http://norfolkinsight.org.uk/jsna/youngpeople)

## POPULATION [2012]



**21.54%** of Norfolk's population aged 0-19

[23.94% in England]

**Highest numbers of children**  
King's Lynn and West Norfolk  
Norwich

**Lowest numbers of children**  
North Norfolk  
Great Yarmouth

Source - ONS mid-2012

## ATTAINMENT [2009/10]



**50.2%** of Foundation Stage pupils achieving a good level of development in Norfolk

[56.0% in England]

We need to focus on Early Years as issues in early life such as low attainment can adversely impact on future life chances.

Source - Director of Public Health Report 2012

## OBESITY [2012/13]

Around **1 in 10** Norfolk children in Reception is obese (**8.8%**)



[9.3% in England]

Around **1 in 5** Norfolk children in Year 6 is obese (**18.6%**)



[18.9% in England]

Being obese or overweight in childhood leads to increased risk of cancer, diabetes and other causes of avoidable ill-health.

Source - National Child Measurement Programme 2012/13

## CHILDREN IN LOW INCOME FAMILIES [2011]



**17.3%** of Norfolk's children live in low income families

[20.1% in England]

Source - HMRC 2011

**Highest levels**  
Norwich  
Great Yarmouth

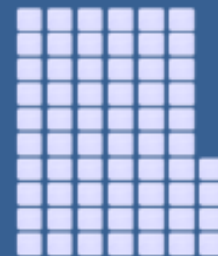
**Lowest levels**  
Broadland  
South Norfolk

## CRIME [2012/13]

**44** Crimes per 1,000 people in Norfolk



**64** Crimes per 1,000 people in England



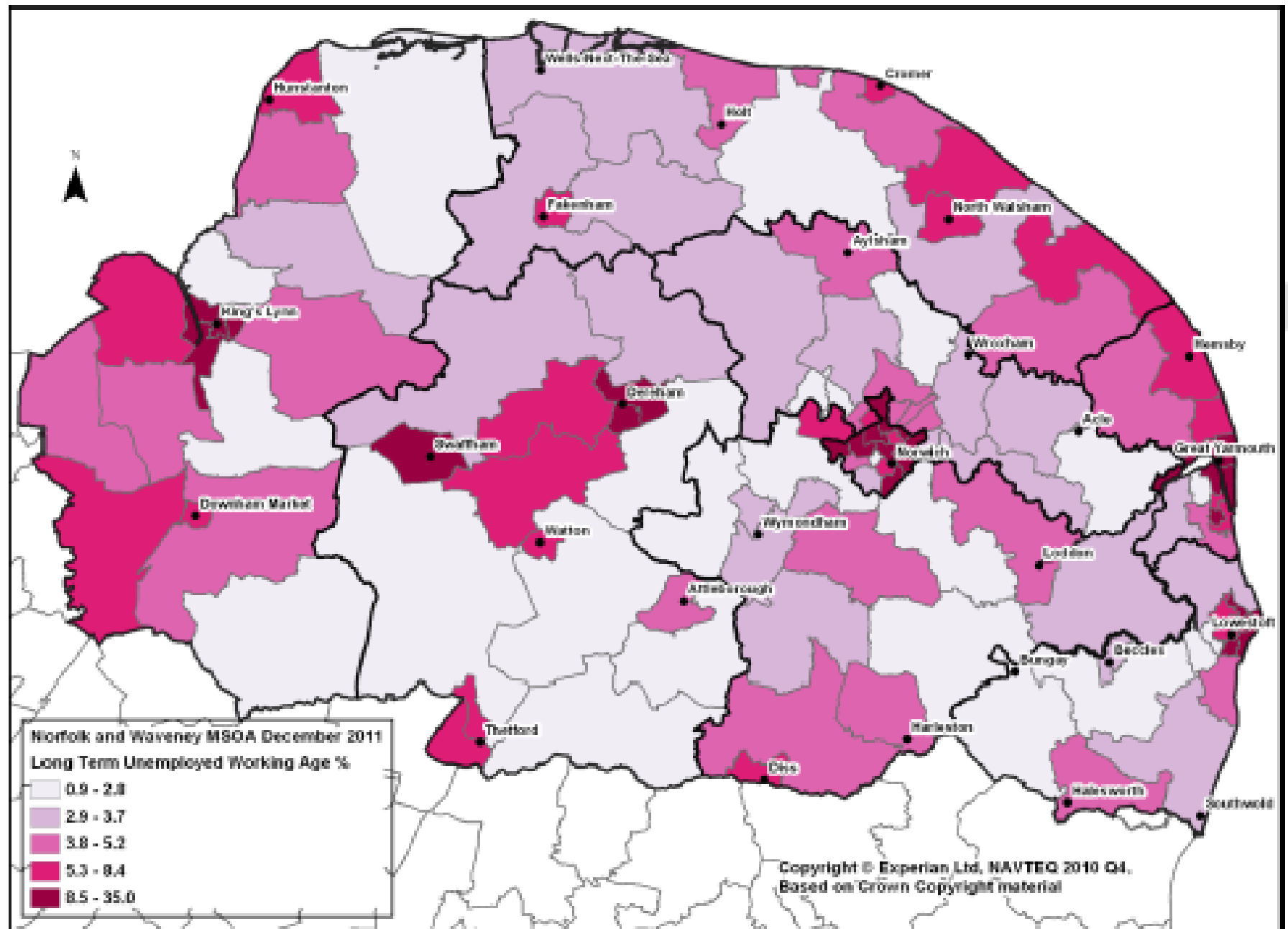
Norfolk remains one of the safest places in the country

Source - ONS Apr 12 - Mar 13

In 11/12 for the Norwich CCG population there were:

- ~9,000 alcohol-related A&E attendances (~£800,000)
- 801 alcohol-specific hospital admissions (£928,226)
- 3,070 alcohol-related hospital admissions (£4,542,166)
- 65% of referrals to Norwich antisocial behaviour action group last year were for alcohol-induced ASB
- alcohol a factor in about a third of domestic abuse cases

# Long term unemployment





**Thank You**