



News Release

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LOCAL VARIATION IN AVOIDABLE DEATH RATES PUBLISHED BY LONDON BOROUGH

A new website showing significant variation in early death rates has been launched today to drive public awareness and local action to tackle public health problems.

Longer Lives, a new Public Health England (PHE) website, allows people to easily see information, broken down by London borough, on early deaths from major killers like heart disease, stroke and cancer, and how it varies across the city and the country.

Using a traffic-light rating system, areas are ranked so that those above average in tackling avoidable deaths are green, while those that still have more to do are red.

The website contains a range of data that, for the first time, allows people to easily compare an area's mortality against those with similar populations, incomes and levels of health. Overall it shows that the north of England has a higher risk of early death than the south, but when comparing areas of a similar socioeconomic status, it reveals a more complex picture.

Across London, the picture is mixed with early death rates varying across the 32* local authority areas. The data and website will provide local areas with information to help them understand their own position and better target efforts to improve the health of the people they serve.

Dr Yvonne Doyle, regional director for PHE London, said:

"London is a diverse urban city with a great deal of variation in health outcomes across boroughs due to different levels of deprivation and health behaviours.

"This website clearly shows that London has significant challenges with heart disease and stroke, cancer, lung disease and liver disease. The evidence is clear - a person's likelihood of dying early varies widely between boroughs due to differences in risk factors such as being overweight, lack of exercise, excessive alcohol consumption and smoking, and that these are closely linked to economic deprivation.

"Nearly all parts of London are impacted by these issues with some parts of the city having particularly poor health. We can all do things that contribute to better health for ourselves, such as stopping smoking, reducing alcohol intake, being a healthy weight and being physically active, all of which can lead to us living longer lives with less disability."

Longer Lives will support local government in its new role as the champion for their public's health. It presents a clear picture of health in local areas – where it is good and where there is more to do – so everyone involved can consider and agree how to make improvements from a common basis of the same information.

Dr Doyle added:

“The website goes further than just data, and contains evidence of what needs to be done and case studies of what has been successful elsewhere. Longer Lives has the potential to make a real difference to the health of each and every community in London, and we'll be working hard with London boroughs and the NHS in London to bring about the changes we need.”

Local councils were given the leadership of public health in April 2013 as part of a move to empower local areas to make real change in people's lives. To help them deliver these improvements the government has given them £5.46bn of funding.

Leading the work of the local Health and Wellbeing Board with Clinical Commissioning Group partners, local councils have a pivotal role in piloting the local health and care system to improve the health of their local citizens.

The website provides examples of best practice from other local authorities, guidance from the National Institute for Health and Care Excellence (NICE), and links to NHS Choices so that individuals, families and members of the public can learn about these conditions and what they can do to improve their health.

This data is the first information to be rolled out as part of the Government's plans to provide the public and health professionals in local areas with clear, easily accessible information on how health and care services are doing in improving health outcomes wherever we live.

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Notes to Editors

1. * It is important to note that the City of London is not included in Longer Lives at this time, because it has a very small resident population with very low numbers of deaths, which makes it difficult to calculate premature mortality reliably.
2. To access the site immediately please visit: <http://longerlives.phe.org.uk>
Username: preview
Password: Longerlives1
Please note these details will give you immediate access but information on the site is under embargo until 00:01 on Tuesday 11 June.
3. Fifteen London boroughs are ranked green for lowest rates of premature deaths: Richmond, Harrow, Kensington & Chelsea, Bromley, Kingston, Barnet, Bexley, Sutton, Merton, Enfield, Redbridge, Havering, Westminster, Hillingdon, Brent.
4. Three London boroughs are ranked yellow for better than average rates of premature deaths: Croydon, Wandsworth, Camden.

5. Four London boroughs are ranked orange for worse than average rates of premature deaths: Ealing, Hounslow, Waltham Forest, Haringey.
6. Ten London boroughs are ranked red for highest rates of premature deaths: Greenwich, Hammersmith & Fulham, Lewisham, Southwark, Newham, Islington, Lambeth, Hackney, Barking & Dagenham, and Tower Hamlets.
7. Authorities with best rates in more deprived areas are: Kensington and Chelsea, Enfield, Rotherham, Brent, Waltham Forest
8. Authorities with worst rates in less deprived areas are: Bracknell Forest, York, Milton Keynes, Warrington, Lancashire.
9. The disease data provided in *Longer Lives* is from the Public Health Outcomes Framework (PHOF). This is the first time it has been published in this form, making the information easy to access, view and compare. It is also the first time it has been published alongside relevant supporting information, such as the intervention guidance provided by the National Institute for Health and Care Excellence (NICE).
10. *Longer Lives* will undergo a process of continuous iteration adding new data and responding to feedback from health professionals and users.
11. *Longer Lives* provides peer grouping so local authorities can compare their premature mortality rates with others of similar socioeconomic status. All local authorities are divided into ten groups (each containing fifteen local authorities) by their Index of Multiple Deprivation.
12. Public Health England is a new executive agency of the Department of Health that took up its full responsibilities on 1 April, 2013. PHE works with national and local government, industry and the NHS to protect and improve the nation's health and support healthier choices and will be addressing inequalities by focusing on removing barriers to good health. To find out more visit our website www.gov.uk/phe, follow us on Twitter: @PHE_London and @PHE_uk

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