NHS
East Midlands

News Release – Tuesday 30th June 2009

What's your health profile?

Longer life expectancies and fewer deaths from heart attacks and smoking are just some of the findings revealed in the health profiles for the East Midlands published today.

Health Profiles 2009, which have been produced by the Department of Health and the Association of Public Health Observatories for the fourth year running, use key health indicators to capture a picture of the nation's health to specific local authority areas.

These health snapshots can then be used to support action by local government and NHS primary care trusts across the region to tackle health inequalities and improve people's health.

The key points from Health Profiles 2009 for the East Midlands include:

- Generally, health across the region is improving - people are living longer and fewer people are dying early from the major killers such as heart disease and stroke.

- However, there are still health inequalities in the region. People living in more deprived areas within the East Midlands tend to live shorter lives than those living in more affluent areas. For example, the life expectancy for men in Nottingham is five years less than in Rutland and three years less than the England average. Tackling and reducing these inequalities is a key priority for the region.

- We have fewer deaths from smoking in the East Midlands and figures* released earlier this year revealed that we had the highest percentage of smokers who have quit with the help of NHS stop smoking services in the

country. We also have an estimated lower percentage of binge drinking than the national average.

- Child obesity in reception year children is lower than the national average but we still have to work to reduce obesity levels in the region's adult population.

- Levels of child tooth decay (at age five) are also below the national level.

David Walker, NHS East Midlands director of public health, said: "These profiles provide a useful overview of health across the region. They show there are still inequalities within the East Midlands and tackling this issue is one of our main priorities. They also highlight that the targeted work we are doing to reduce such issues as childhood obesity, like the Change4Life campaign which is about making healthier lifestyle choices, is paying off."

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For further information, contact NHS East Midlands communications team on 0115 9684468.

Notes to editors:

1. Health Profiles are compiled by the Public Health Observatories for the Department of Health, using the most up to date data available. They are intended to give the NHS, local authorities and other partners an insight into the health of residents to enable resources and initiatives to be better targeted, and to support local needs assessments, policies and planning. They have been used successfully for a variety of purposes including:
   - informing Joint Strategic Needs Assessments and other strategic plans
   - preparing briefings for senior officials at national, regional and local level
   - supporting funding applications for third sector organisations
   - identifying neighbourhood baseline data for inequalities targets
2. The Health Profiles are presented in an easy-to-read format, comparing each area's health against the national average for each indicator. They are available online and can be requested in a printed format at www.healthprofiles.info
3. The Department of Health press office is contactable on 020 7210 5221.
4. Regional media should contact the Communications Team at their local Strategic Health Authority for comments and interviews.
5. For information about the Health Profiles, or for interviews with leading members of the Health Profiles team, please contact Penny Cole on 07951 350835.
6. Health Profiles 2009 are a follow-up to the Health Profiles 2008, 2007 and 2006.
7. For technical enquiries about the production of the profiles contact East Midlands Public Health Observatory on 01623 812069.

8. Change4Life is a national lifestyle revolution that involves thousands of local organisations and charities to help mums, dads and families eat well, move more and live longer.
9. *These figures are from the NHS Information Centre and can be found at http://www.ic.nhs.uk/.
10. About NHS East Midlands:
    NHS East Midlands is the headquarters of the NHS in the East Midlands and was formally established on 1 July 2006, replacing the former Leicestershire, Northamptonshire and Rutland Strategic Health Authority and Trent Strategic Health Authority
    NHS East Midlands provides strategic leadership to NHS organisations in the counties of Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire and Rutland
    The role of NHS East Midlands is to ensure that local health systems operate effectively and efficiently and that national standards and priorities are met in order to continually improve services for patients
    The organisation works in partnership with local NHS trusts, regional government and other partners. NHS East Midlands is ultimately accountable to the Secretary of State for Health.