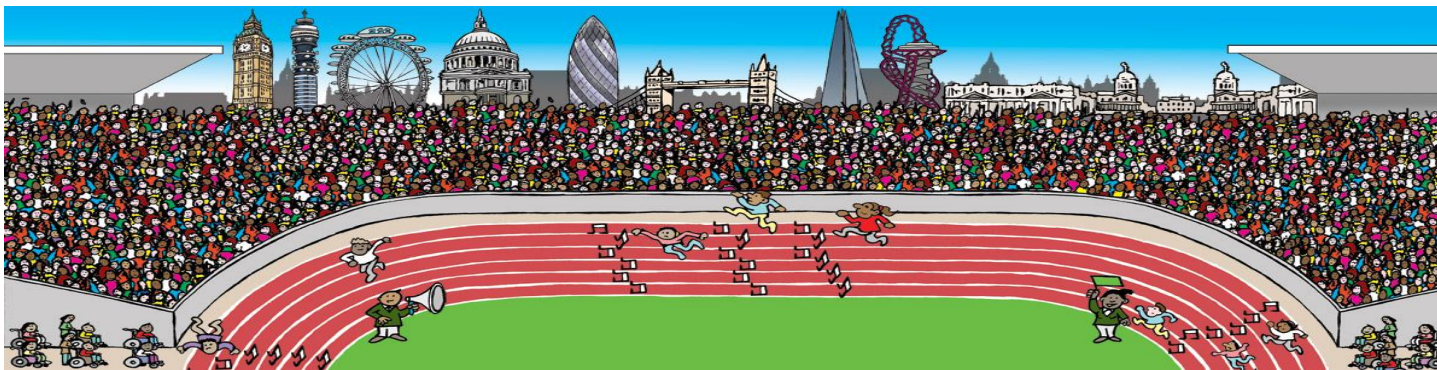




CHILD'S PLAY?

Diversity and inequality in the East End of London – the challenge of the Olympic legacy



Dr Bobbie Jacobson OBE, Director
Caroline Wright, Senior Public Health Analyst



Overview of the presentation

- **Following the Olympic Legacy objectives**
- **Our approach to measuring/presenting the inequality baseline**
- **Understanding diversity and explaining differences**
- **Key messages**



The Olympic legacy

The Olympic convergence goals:

- Creating wealth and reducing poverty
- Supporting healthier lifestyles
- Developing successful neighbourhoods
- Closing the gap between London and the Olympic boroughs

Marmot Review of Health and Inequalities in England:

- Focus on early years' development and the life course
- Give every child the best start in life and enable children, young people and adults to maximise their potential



UCL Institute of Health Equity

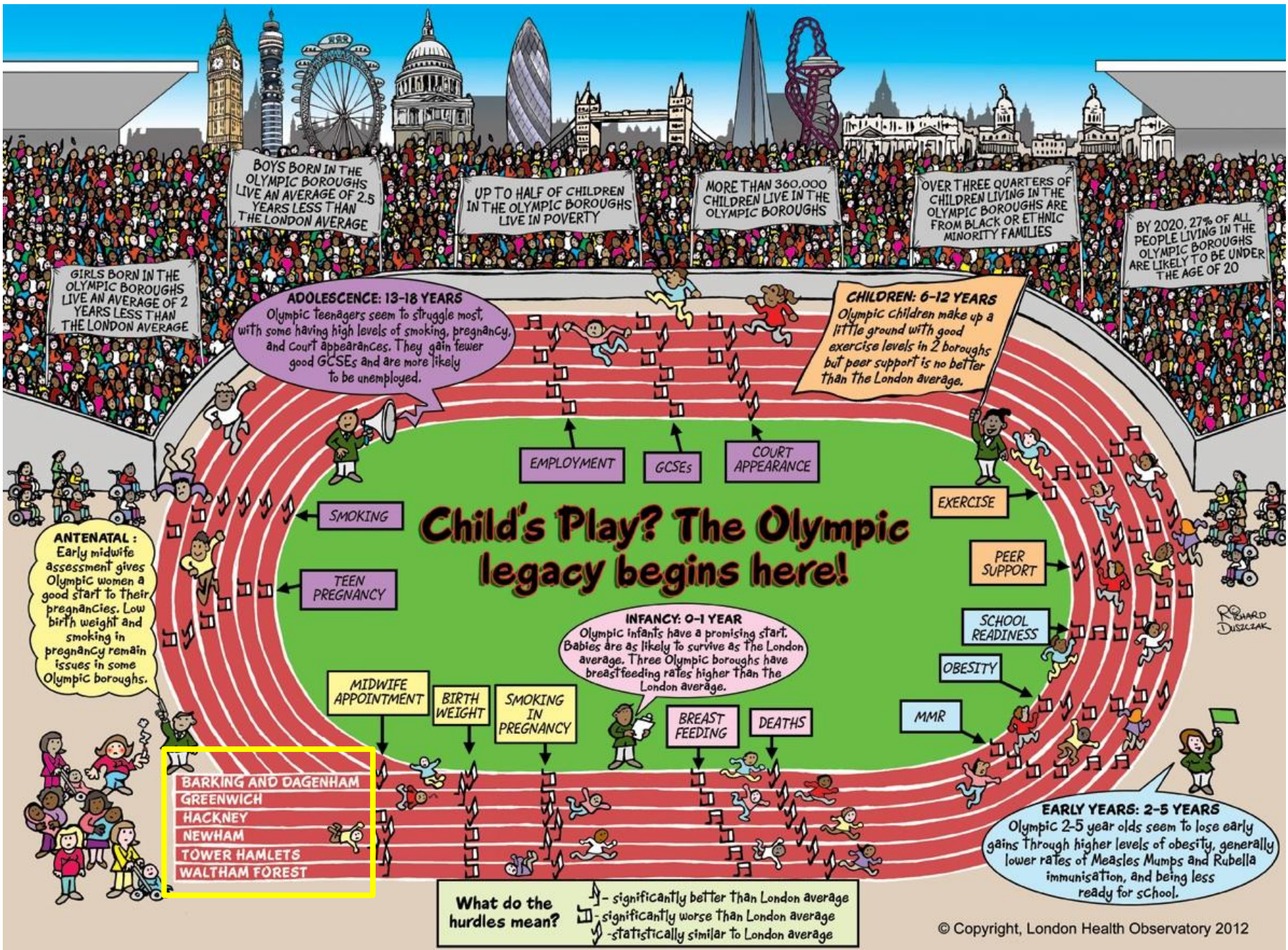
Reducing Health Inequalities Through Action
on the Social Determinants of Health



convergence

(kuhn-ver-juhns) n:

Within 20 years the communities who host the 2012 Games will have the same social and economic chances as their neighbours across London





BOYS BORN IN THE OLYMPIC BOROUGHS LIVE AN AVERAGE OF 2.5 YEARS LESS THAN THE LONDON AVERAGE

UP TO HALF OF CHILDREN IN THE OLYMPIC BOROUGHS LIVE IN POVERTY

MORE THAN 360,000 CHILDREN LIVE IN THE OLYMPIC BOROUGHS

OVER THREE QUARTERS OF CHILDREN LIVING IN THE OLYMPIC BOROUGHS ARE FROM BLACK OR ETHNIC MINORITY FAMILIES

BY 2020, 27% OF ALL PEOPLE LIVING IN THE OLYMPIC BOROUGHS ARE LIKELY TO BE UNDER THE AGE OF 20

OLYMPIC BOROUGHS LIVE AN AVERAGE OF 2 YEARS LESS THAN THE LONDON AVERAGE

ADOLESCENCE: 13-18 YEARS
Olympic teenagers seem to struggle most, with some having high levels of smoking, pregnancy, and court appearances. They gain fewer good GCSEs and are more likely to be unemployed.

CHILDREN: 6-12 YEARS
Olympic children make up a little ground with good exercise levels in 2 boroughs but peer support is no better than the London average.

EMPLOYMENT GCSEs COURT APPEARANCE

Child's Play? The Olympic legacy begins here!

EXERCISE PEER SUPPORT SCHOOL READINESS OBESITY

ANTENATAL: Early midwife assessment gives Olympic women a good start to their pregnancies. Low birth weight and smoking in pregnancy remain issues in some Olympic boroughs.

INFANCY: 0-1 YEAR
Olympic infants have a promising start. Babies are as likely to survive as the London average. Three Olympic boroughs have breastfeeding rates higher than the London average.

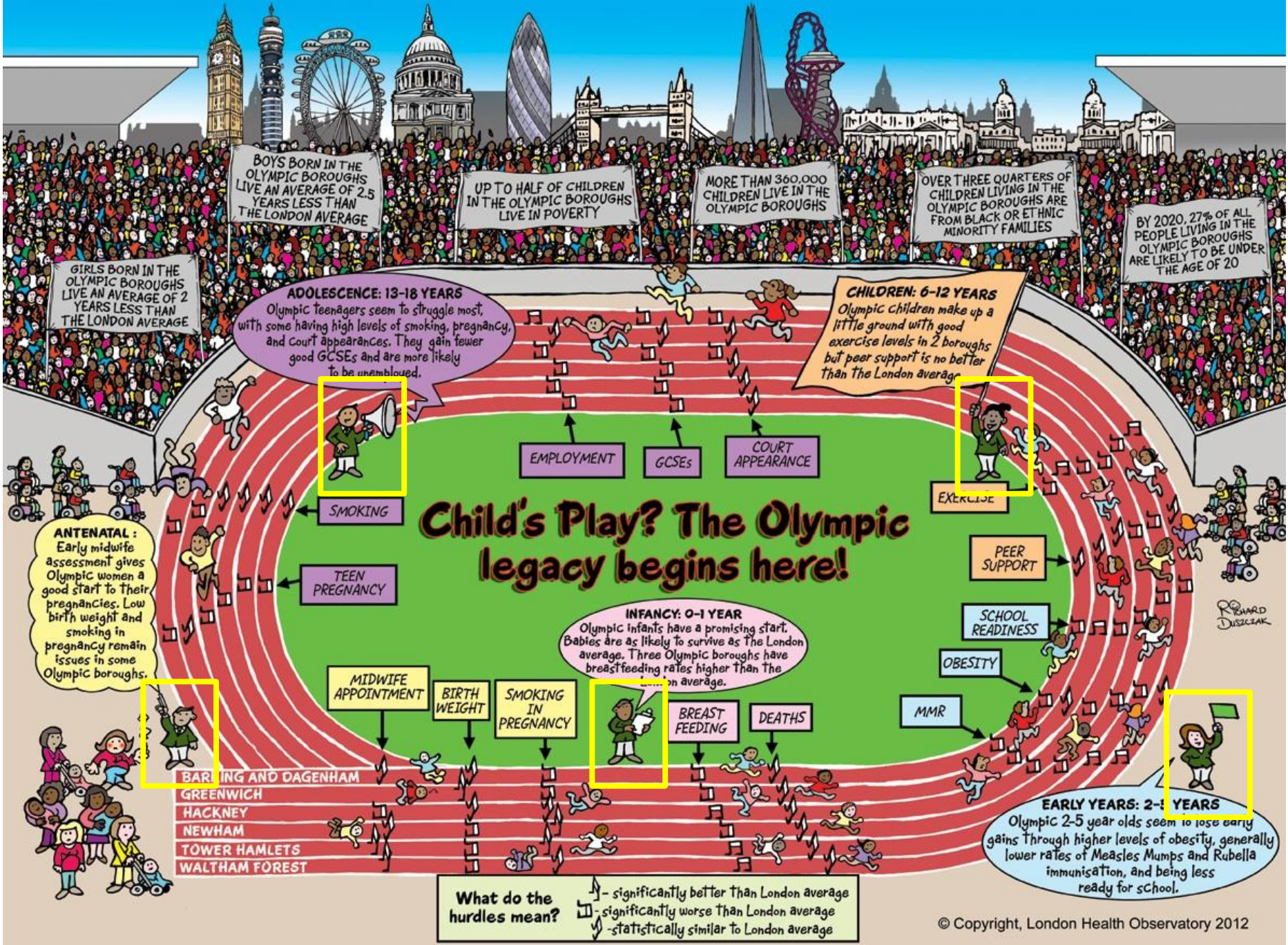
MIDWIFE APPOINTMENT BIRTH WEIGHT SMOKING IN PREGNANCY

BREAST FEEDING DEATHS

- BARKING AND DAGENHAM
- GREENWICH
- HACKNEY
- NEWHAM
- TOWER HAMLETS
- WALTHAM FOREST

EARLY YEARS: 2-5 YEARS
Olympic 2-5 year olds seem to lose early gains through higher levels of obesity, generally lower rates of Measles Mumps and Rubella immunisation, and being less ready for school.

What do the hurdles mean?
 ▲ - significantly better than London average
 ▬ - significantly worse than London average
 □ - statistically similar to London average



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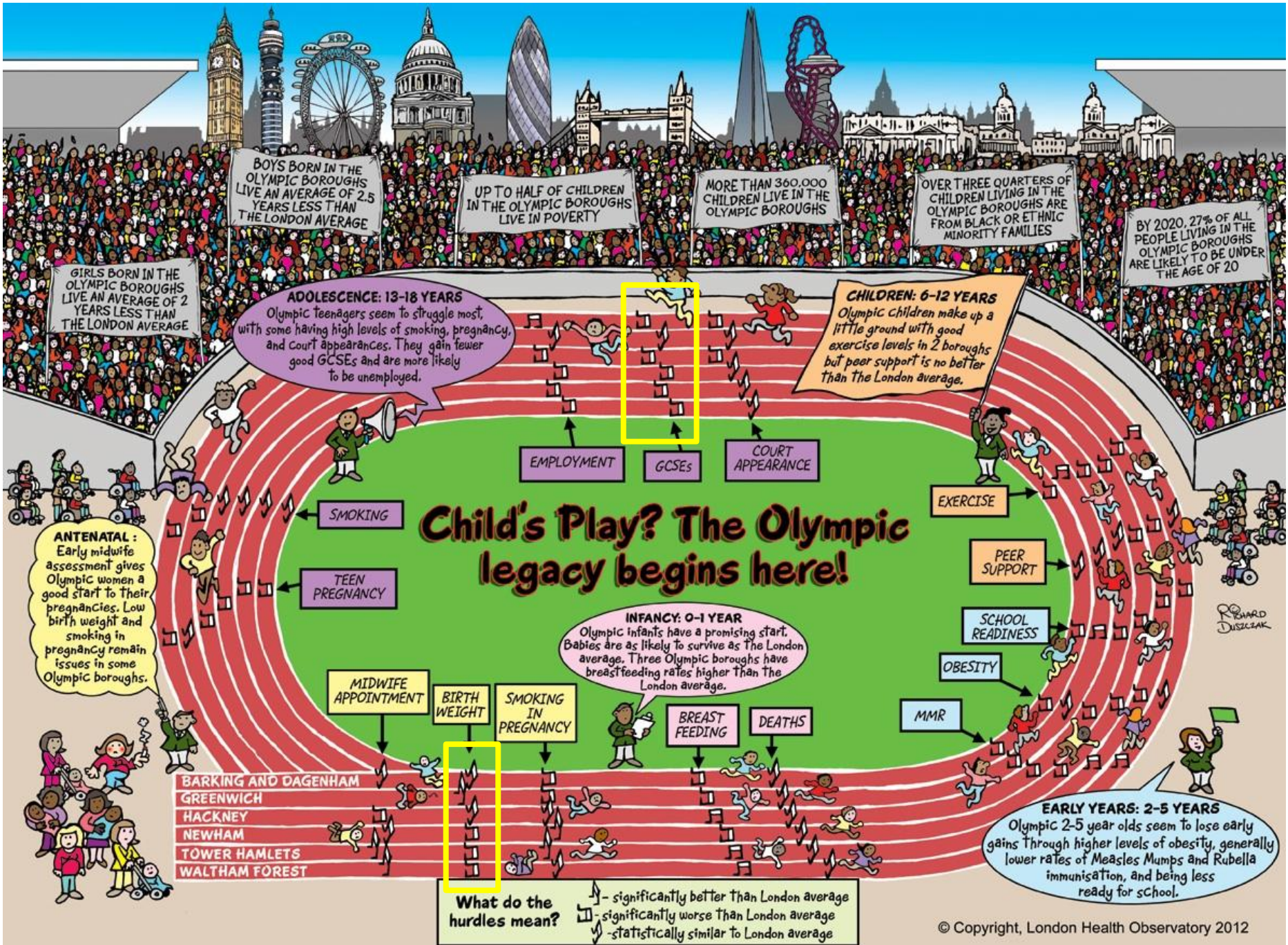
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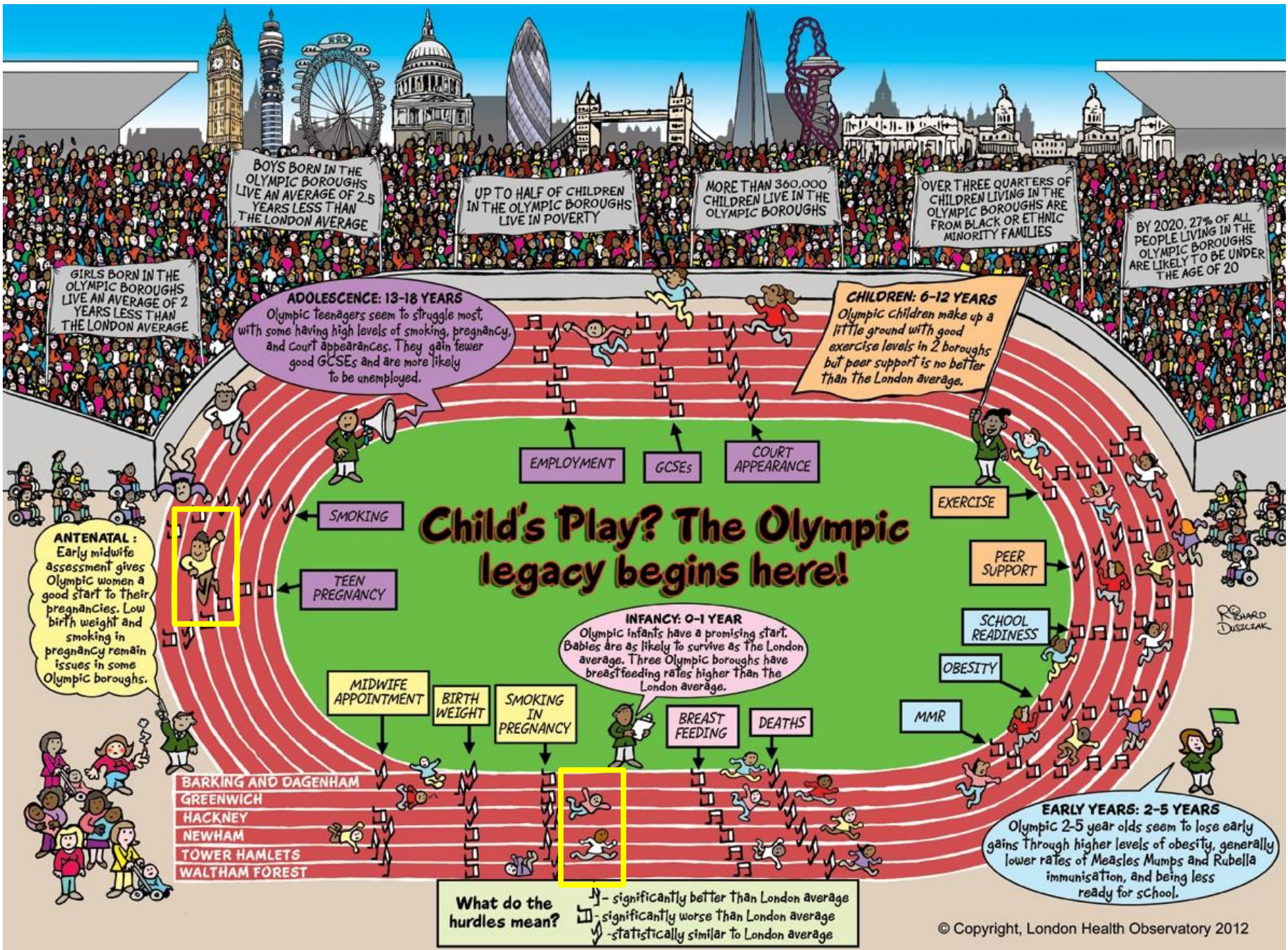
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ROBERT DUSZCIK



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TEEN PREGNANCY

EXERCISE
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What do the hurdles mean?
 [Blue hurdle] - significantly better than London average
 [Red hurdle] - significantly worse than London average
 [White hurdle] - statistically similar to London average



Child's Play? the Olympic legacy “forecast”



Three consecutive years of improvement.



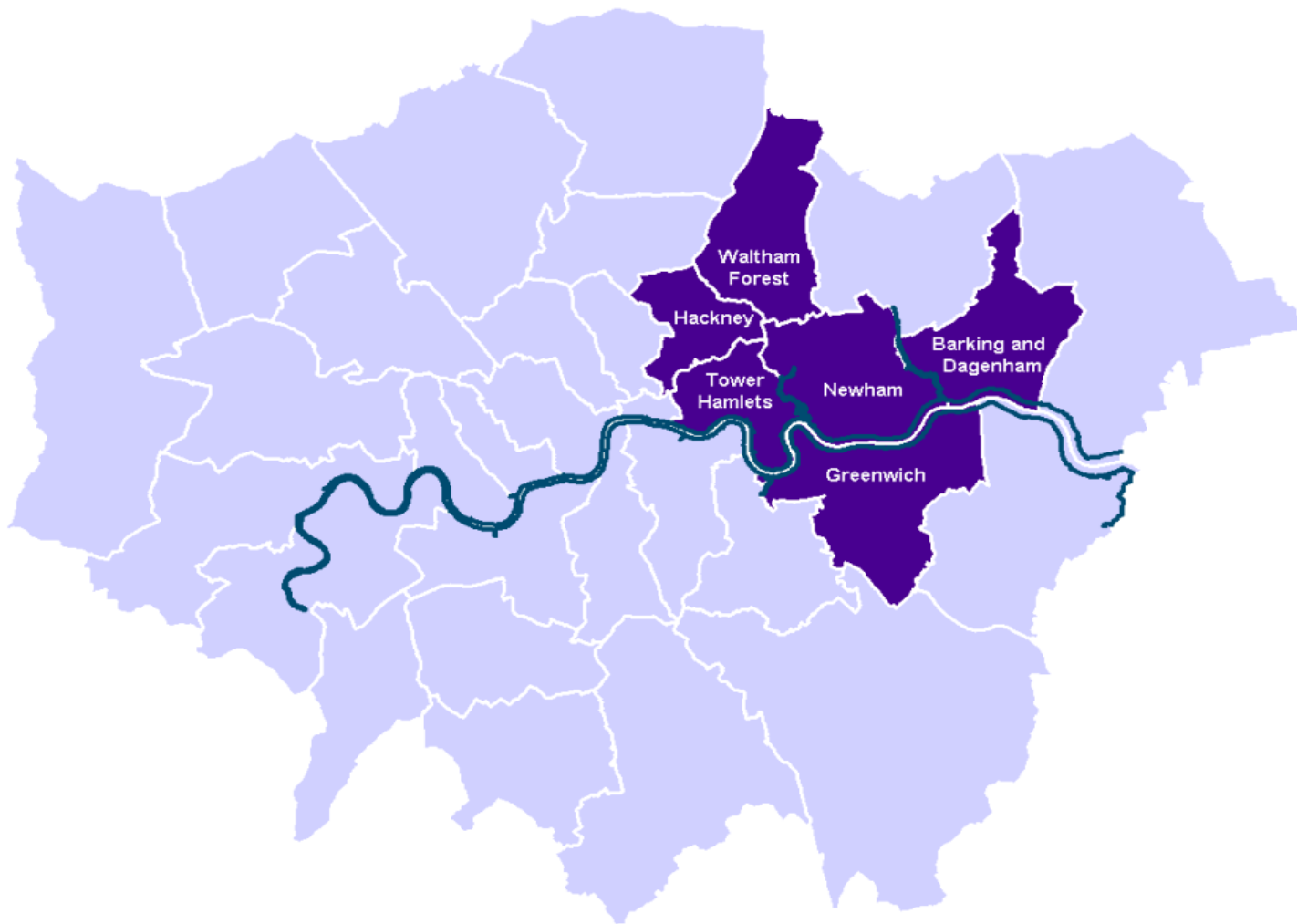
No trend could be determined



Three consecutive years of worsening



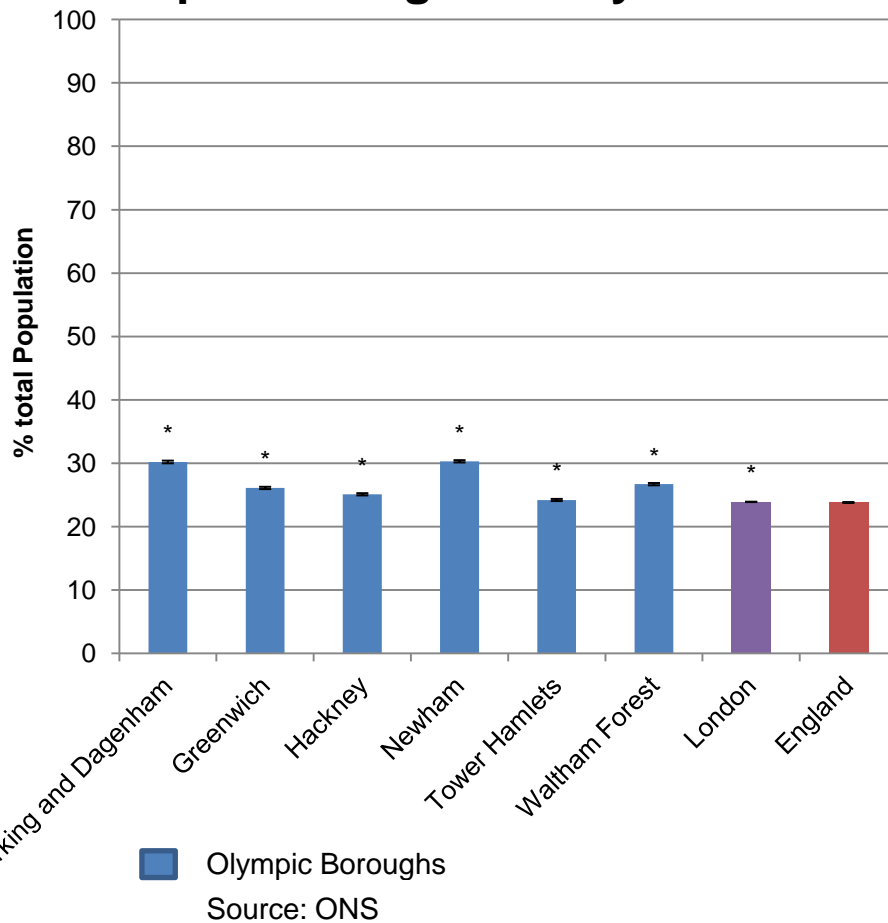
The six Olympic Boroughs



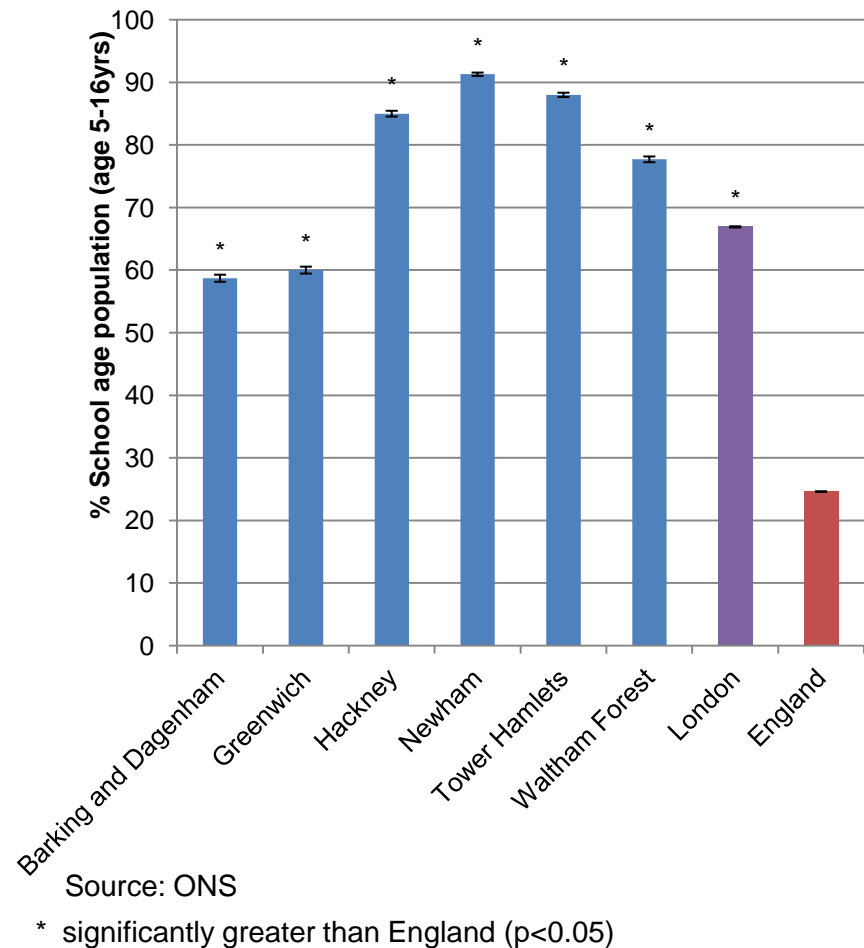


Diverse boroughs – diverse issues

Population aged 0-19 years



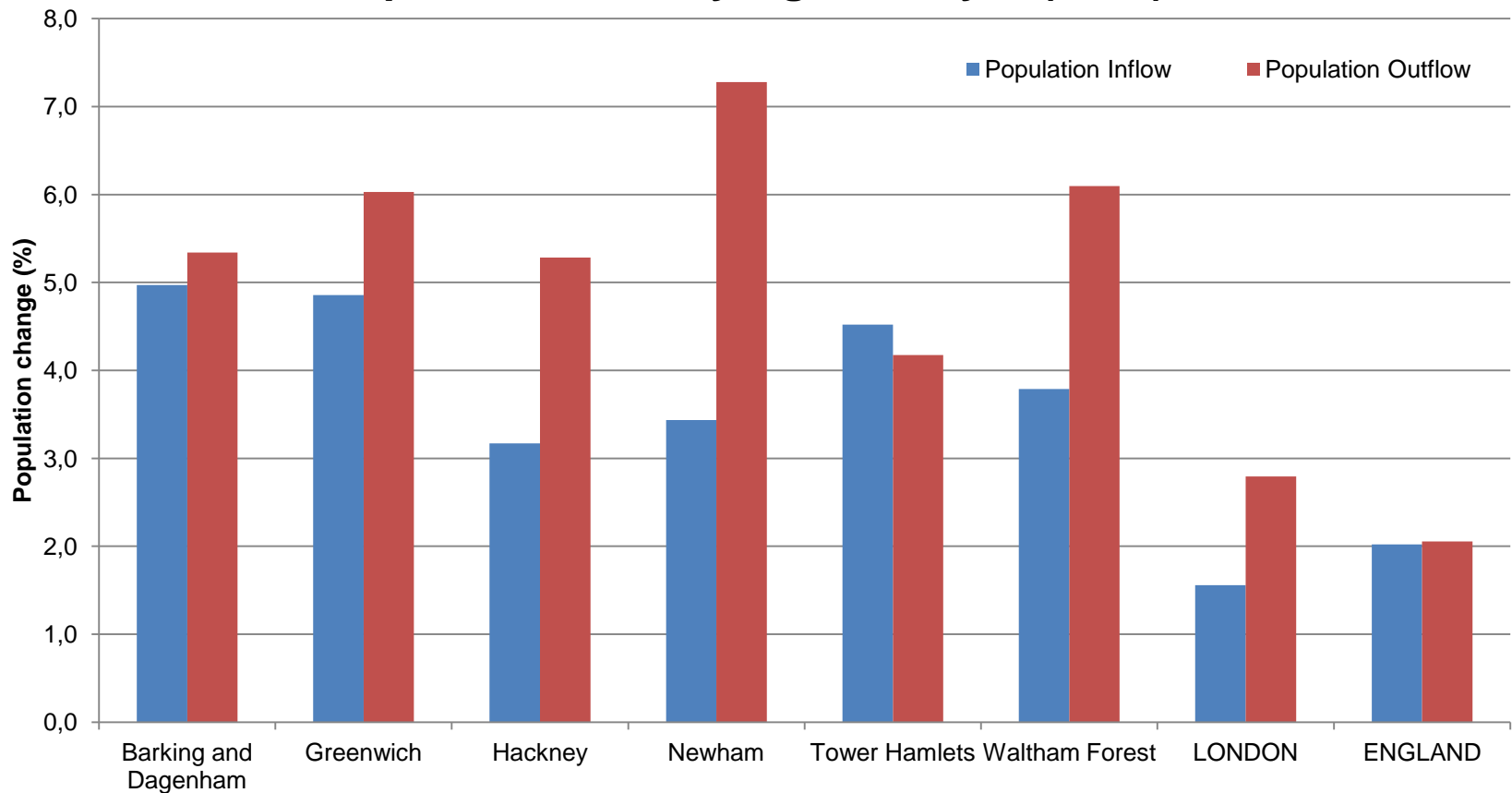
School age children from black and minority ethnic groups





Diverse boroughs – diverse issues

Population Mobility, aged 0-19yrs (2010)



Source: ONS



The baseline picture : Underlying causes and outcomes

Indicator Name	Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest	London
Life expectancy at birth (girls)	81.1	81.8	83.0	81.1	81.4	81.9	83.3
Life expectancy At birth (boys)	77.0	76.7	77.4	76.2	76.7	77.4	79.0
Children living in poverty	37.0	33.0	39.7	38.2	50.9	32.6	29.7

How to interpret the table:

- Red:** Borough is doing significantly worse than the average for London;
- Amber:** Borough is statistically similar to the average for London;
- Green:** Borough is doing significantly better than the average for London;
- White:** Significance could not be calculated

* Data recording <50% interpret with caution



Crossing the 'health hurdles': the differences?

Indicator Name	Life Stages	Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest	London
Early Antenatal visit?	1. Antenatal	58.3	45.3*	44.5	58.1	68.9	60.5	56.8
Low birth weight		7.0	6.7	7.5	11.5	8.8	9.4	7.8
Smoking		13.6	11.0	6.9	4.6	4.3	6.6	6.5
Breast feeding	2. Infancy	72.5	80.6	92.7	85.9	91.1	90.7	87.5
Infant mortality		5.0	4.5	5.6	5.3	4.0	5.4	4.5
MMR (by age 2)	3. Early years	81.4	82.6	75.4	80.8	94.4	87.0	83.8
Obesity (age 4-5 years)		13.9	12.0	14.3	12.9	12.7	10.0	11.1
Achieving a good level of devt. age 5	4. Childhood	55.0	63.0	54.0	57.0	50.0	51.0	60.0
Someone to talk to		63.0	61.0	63.0	58.0	59.0	61.0	62.0
Physically active		54.3	57.5	42.9	51.0	48.6	61.3	55.2
First time entrants to Youth Justice System	5. Adolescence	1210	1400	1430	2020	1420	1460	1270.0
GCSE achieved 5A*-C inc. Eng and maths		56.6	53.6	56.5	55.0	60.4	53.7	61.0
Not in education employment , training		6.9	6.2	6.2	6.4	5.3	4.2	5.0
Young people smoking		3.0	3.0	2.0	3.0	4.0	4.0	2.9
Teenage conception rate		56.0	63.6	55.7	48.1	40.1	52.7	43.7

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1 today

UK 1569 to 04/12





Explaining the differences

- Socioeconomic factors
- Ethnic factors
- Cultural and generational factors
- Impact of services
- Government policy



Key Messages

- **Early intervention** remains pivotal: the Marmot life course Approach shows that the good start in life experienced by the Olympic children is eroded by adolescence .
- The baseline findings need to be understood in terms of diversity within the populations as well as socio-Economic and service factors
- High levels of minority ethnic communities are synonymous with good as well as poor outcomes.
- We can't afford to neglect poor outcomes in deprived white communities



Useful resources

- **Child's Play: The antenatal to adolescence Olympic Health legacy**
<http://www.lho.org.uk/Pages/viewResource.aspx?id=17927>.
- **Local health profiles:** www.healthprofiles.info
- **Further information about LHO:** www.lho.org.uk
- **Further information about PHOs in England:** www.apho.org.uk