



Office for Health  
Improvement  
& Disparities

# Public Health Taster Session

## Public Health Intelligence (PHI)

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# So...why is public health intelligence important?

*The public health knowledge and intelligence function underpins the delivery of public health practice*

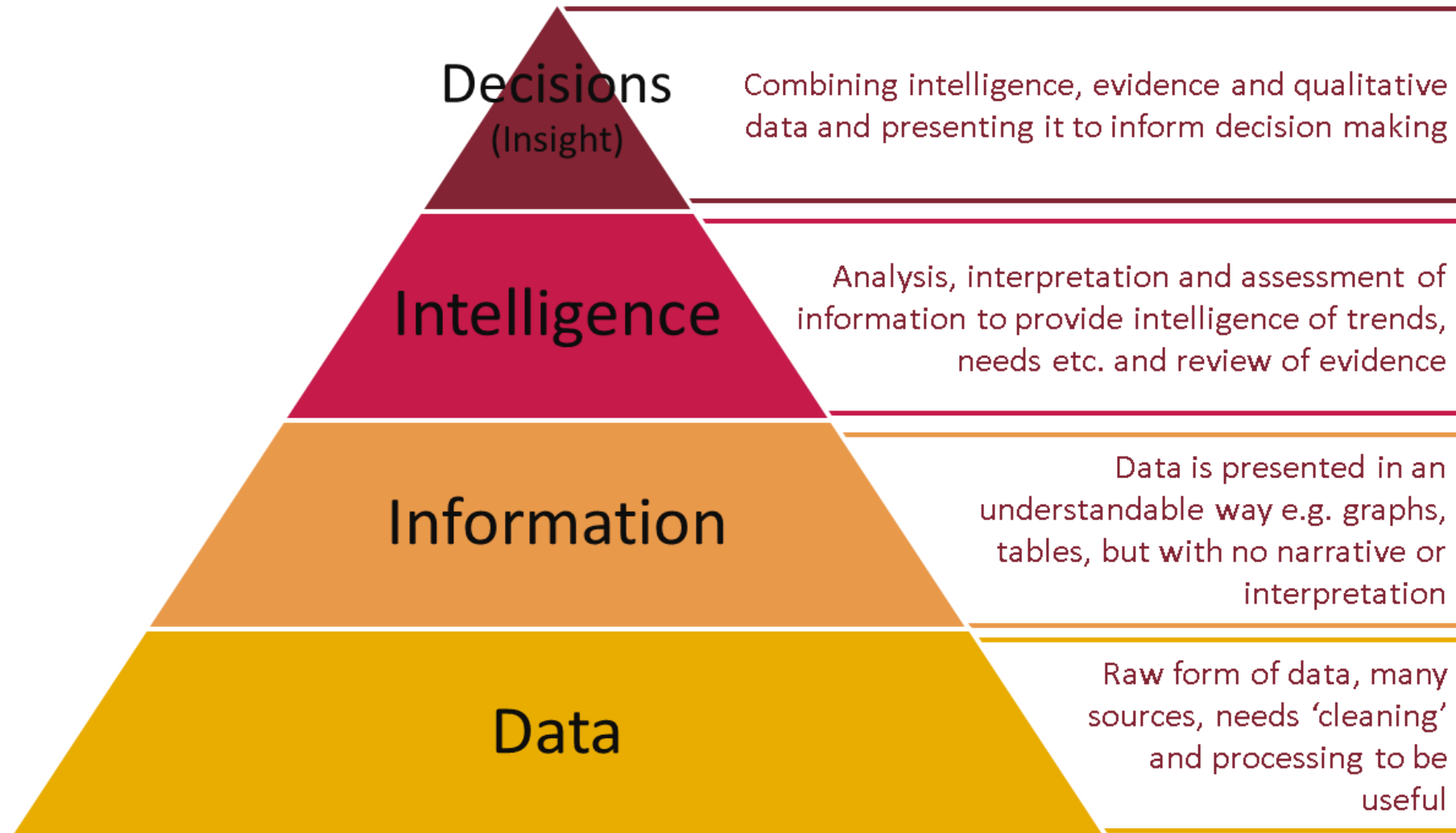
Source: Healthy Lives, Healthy People: A Public Health Workforce Strategy, Public Health Policy & Strategy Unit, 2014

*Without data, you're just another person with an opinion*

W. Edwards Deming



# PHI covers from data to decisions....



# PHI tells a story

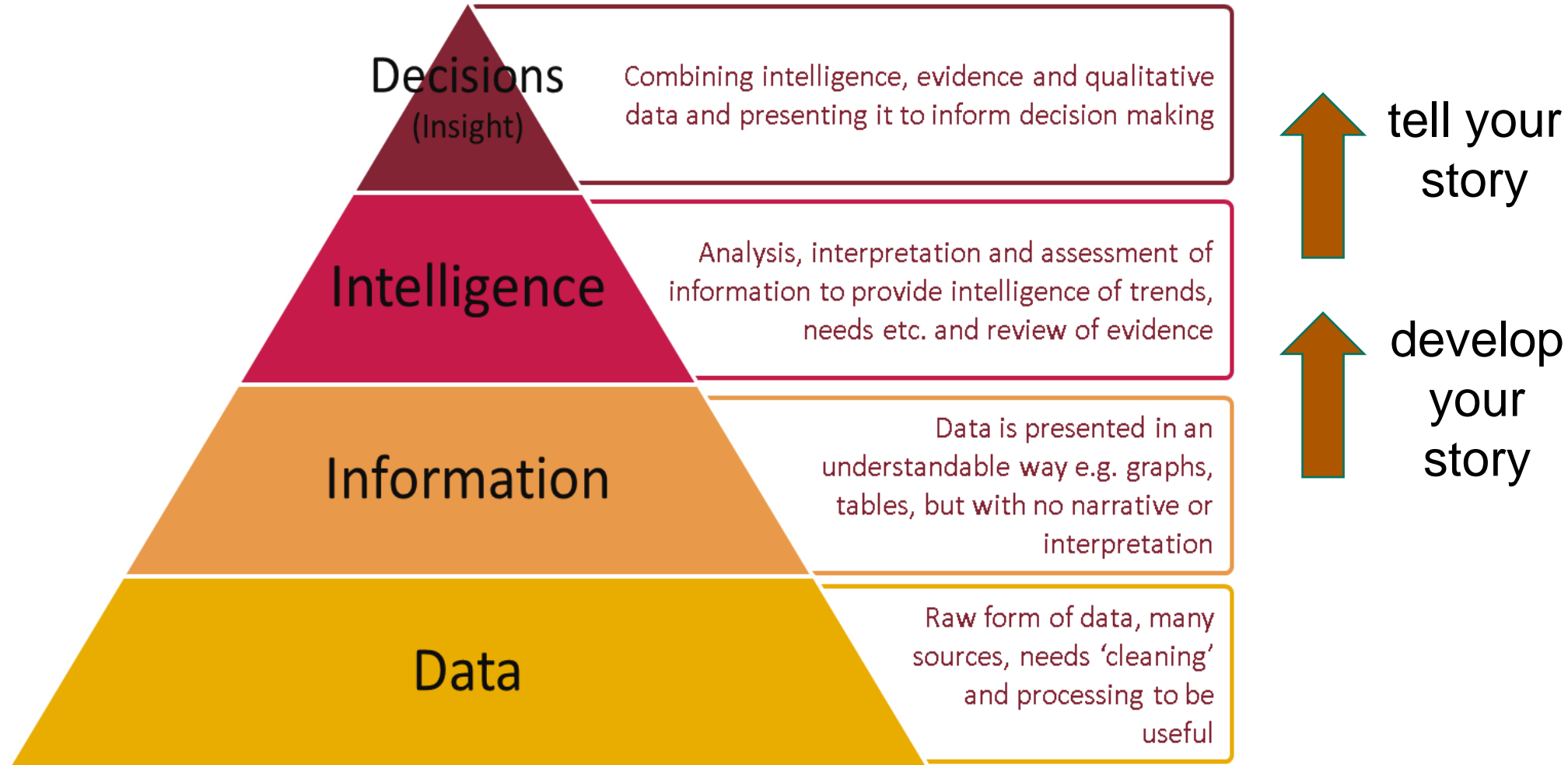
*Without data, you're just another person with an opinion*

W. Edwards Deming


*Without a story, you're just another person with some data*

Barbara Coyle

# The story needs to be developed then told



# Fingertips is the main platform for National K&I resources



Office for Health Improvement & Disparities

**Fingertips | Public health data**

Guidance API Contact us Your data

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## Public health profiles

Fingertips is a large public health data collection. Data is organised into themed profiles. Start by choosing a profile from the list.

### Highlighted profiles

<a href="#">Cardiovascular Disease, Diabetes and Kidney Disease</a>	<a href="#">National General Practice Profiles</a>
<a href="#">Child and Maternal Health</a>	<a href="#">Productive Healthy Ageing Profile</a>
<a href="#">Mental Health, Dementia and Neurology</a>	<a href="#">Public Health Outcomes Framework</a>

### National public health profiles

<a href="#">AMR local indicators - produced by the UKHSA</a>	<a href="#">Mental Health, Dementia and Neurology</a>
<a href="#">Atlas of Variation</a>	<a href="#">Modelled Prevalence Estimates</a>
<a href="#">Cancer Services</a>	<a href="#">Mortality Profile</a>
<a href="#">Cardiovascular Disease, Diabetes and Kidney Disease</a>	<a href="#">Musculoskeletal Conditions</a>
<a href="#">Child and Maternal Health</a>	<a href="#">National General Practice Profiles</a>
<a href="#">Health Protection</a>	<a href="#">NHS Health Check</a>
<a href="#">Inequality Tools</a>	<a href="#">Obesity Profile</a>
<a href="#">Inhale - INteractive Health Atlas of Lung conditions in England</a>	<a href="#">Palliative and End of Life Care Profiles</a>
<a href="#">Learning Disability Profiles</a>	<a href="#">Physical Activity</a>
<a href="#">Liver Disease Profiles</a>	<a href="#">Productive Healthy Ageing Profile</a>
<a href="#">Local Alcohol Profiles for England</a>	<a href="#">Public Health Dashboard</a>
<a href="#">Local Authority Health Profiles</a>	<a href="#">Public Health Outcomes Framework</a>
<a href="#">Local Health - Small Area Public Health Data</a>	<a href="#">Sexual and Reproductive Health Profiles</a>
<a href="#">Local Tobacco Control Profiles</a>	<a href="#">TB Strategy Monitoring Indicators</a>
<a href="#">Marmot Indicators</a>	<a href="#">Wider Determinants of Health</a>
	<a href="#">Wider Impacts of COVID-19 on Health</a>

### Latest news

#### October 2022

STI and HIV indicators in the [Sexual and Reproductive Health Profiles](#) updated, including new and modified indicators

#### September 2022

ONS 2021 population estimates are delayed to enable their alignment with Census results. This delay will have an impact on the publication of indicators which use populations either directly or in their denominators (compare [Impact of Census 2021](#))

#### June 2022

Integrated Care Boards (ICBs): new geography type added to [GP profiles](#)

#### March 2022

[Child and Maternal Health](#) updated

#### February 2022

[PHOF](#): quarterly update published

#### December 2021

[HIV indicators](#) updated in time for 1st Dec, World AIDS day

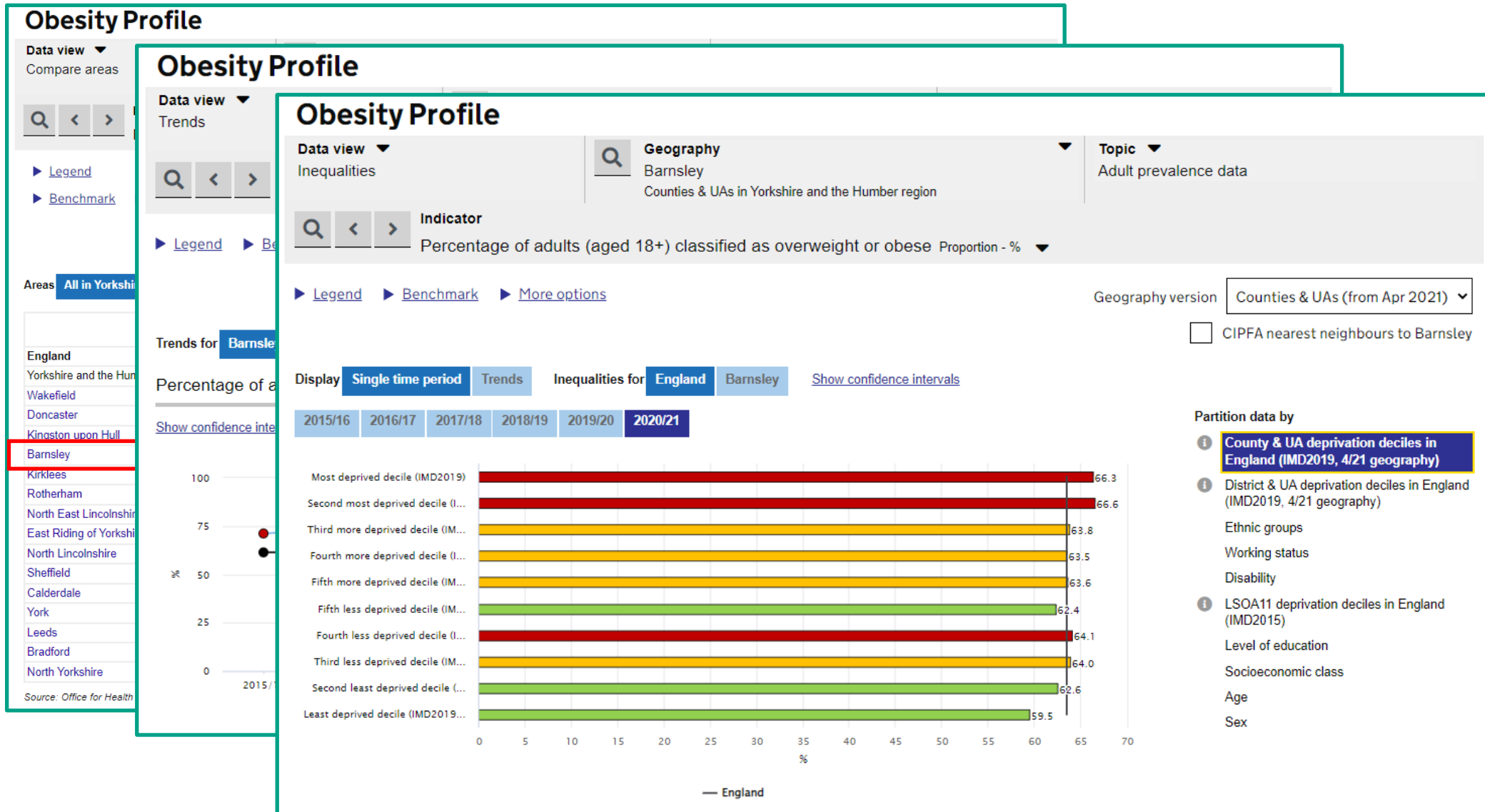
[Cancer Services](#): annual update released

#### September 2021

All 14 STI indicators have been updated to include 2020 data in the [Sexual and Reproductive Health Profiles](#)

<https://fingertips.phe.org.uk>

# For example, what's the story about obesity in Barnsley...



# Working in PHI

## C50-60 PHI specialists across Yorkshire and the Humber

- Local authorities
  - part of wider PH team, or
  - subsumed into corporate Intelligence/Strategy/Performance function
- OHID
  - regional LKIS team covers North East & Yorkshire and the Humber
  - some members of distributed national teams based in region

High demand due to:

- COVID
- restructure/refocus of NHS – ICSs & PHM



# Working in PHI

Basic numeracy, analytical & interpretation skills still needed but

- increased access to datasets => need for skills in data management and linkage
- moving from Excel & Powerpoint to:
  - data manipulation - programming languages such as R, Python; data science approaches
  - data visualisation – PowerBI, Tableau

Trainee scheme started May22, the Louise Brewins Programme:

- 8 trainees, each of whom do
  - X2 year-long placements in different local authorities
  - Data Analyst apprenticeship

