Analysing and interpreting data

Action Health Inequalities Training Series

What does Superhighways do?

Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.

A programme of Kingston Voluntary Action

Today's goals

✓Building confidence to find and understand key health datasets and combine with community insights

✓Drawing meaningful conclusions from data

✓Crafting case studies and communicating findings clearly and in engaging ways to different audiences

Agenda

Intro: **Our case study for today**

Part 1: **Data to make the case** Exploring external data sources

Break

Part 2: **Data analysis** Creaing charts and maps to evidence

Part 3a: **What's your story** Techniques for crafting case studies

Break

Part 3b: **Story formats** Tools & techniques for case studies

Close: **One take away**

Our case study for today

Care Eat Share (CES) a local community organisation bringing residents together to cook and share a meal, with a new community gardening project growing vegetables.

We know the challenges of our community in relation to health outcomes. We can share our insights with health partners so they can understand local challenges and adapt services to meet local need.

We are best placed to continue this work to help identify future challenges – but we need to be sustainably funded.

Our hunch

Potential participants from nearby wards with the highest needs are not attending our activities.

What would we need to prove / disprove your hunch?

Internal data   External data   Skills needed

Some ideas we had…

Internal data

Current user demographics

Current user post codes

Current users travel details

Current users referral pathways

External data

Demographics & deprivation data for nearby Wards

What other community projects are available?

Transport info e.g. bus routes / costs

Where are Social Prescribers based?

Skills needed

Querying & exporting datasets

Excel for analysis inc pivot tables & charts

Visually mapping postcodes

1.Data to make the case

Exploring external data sources

What external data sources do you use?

Please share in Chat

External data we'll look at today

NHS North East London

London Poverty Profile

Indices of Deprivation

Fingertips

Census 2021

Strategic priorities:

✓ Babies, children & young people

✓ Long term conditions

✓ Mental health, learning disabilities and autism

Cross cutting themes

Co-production

Improved health outcomes as residents build their confidence and ability to positively manage their own health and wellbeing.

Health inequalities

Dedicated health inequalities funding has been provided to each place-based partnership to lead locally determined programmes to reduce health inequalities within their local communities.

North East London
Health & Care
Partnership

Your area

Waltham
Forest

Redbridge

Havering

City and
Hackney

Barking and
Dagenham

Tower
Hamlets

Newham

VCSE Access?   X

North East London ICB - Reporting and Analytics Portfolio

Neighbourhood and PCN Population Profiles

These reports provide key insights into general health status, demographics, health conditions, and per capita healthcare usage of the registered population individually for each Neighbourhood and PCN, plus comparisons with other populations and NEL as a whole. Future iterations will focus on Place populations.

To access these reports, go to the **'Place Base Reporting'** section of the NEL ICB analytics portal. If you do not already have access, please request it via the same link.

Secondary Usage Services

Analysis on patients accessing Accidents & Emergency (A&E) , Inpatient , Outpatient across North East London (NEL) Boroughs. Track peak arrivals timeswaiting times , categorized by Triage levels , Patient outcomes, Length of Stay , Overall revenue costs ,Readmissions , Appointment utilizations, Did not attend (No show), patients seen by Provider, No of referrals , Follow-up rates , Outcomes of appointments

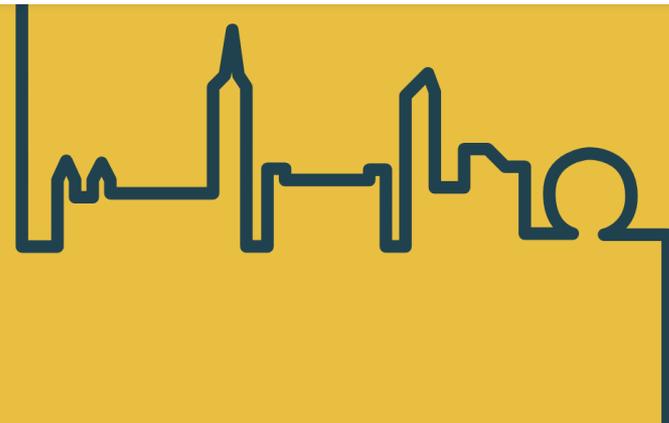Already have access? - Sign-In   Request Access

Social Prescribing

This dashboard provides an overview of Social Prescribing activity across NEL. View data by timeline, Referrals, Support offered, Consultation Type, Employment / Carer / Househoold

Already have access? - Sign-In   Request Access

London's
Poverty Profile

London is one of the world's wealthiest cities - but millions struggle to make ends meet.

London's Poverty Profile brings together over 100 indicators to help explain what poverty and inequality actually means across the capital.

You can use the data here to support your work towards a fairer London, to champion actions in your local borough, or simply to understand more about life in London for millions of people.

Indices of Multiple Deprivation

Find out more in our Introduction to the new IoD 2025 data event in our <u>round up blog</u>

Discover additional tools available to you in our <u>Resources for exporing IoD data page</u>

Fingertips

Fingertips is a large public health data collection.
Data is organised into themed profiles.

Search for indicators

Public health profiles

These profiles provide collections of indicators covering a range of public health topics. They have been developed to show local area data alongside relevant comparators.

View all public health profiles

Health trends in England

Health trends in England summarises key information about the health of people in England and how it has changed over time. It is intended to provide an overview for the public in an accessible way.

View health trends in England

Create a custom dataset

We group Census 2021 data together based on who or what the information is about, for example, people or households. We make population types from these groups or subsets of them. For example, people who are usually resident in England or Wales make up the population type usual residents. Read about the measurements we used for Census 2021 data.

🔍 Follow our step by step guide to Creating a Census 2021 custom data set

Web & AI searches

Health Inequalities Data for Barking and Dagenham

Find data sets about health inequalities in Barking and Dagenham and in particular relating to wellbeing and active lifestyles

Copilot

Here are key datasets and data sources on health inequalities in Barking & Dagenham, with a focus on wellbeing and active lifestyles:

📊 Joint Strategic Needs Assessment (JSNA)

- **2024–27 JSNA** report & infographic: Provides borough-level data on healthy life expectancy, self-reported health, personal wellbeing, health behaviours (including physical activity), inequalities, and social determinants. lbbd +1
  - Download both PDF report (9.26 MB) and infographic for quick data overview. lbbd +1

Key statistics for Barking and Dagenham from the Joint Strategic Needs Assessment 2024/27

Barking & Dagenham

People in Barking and Dagenham are **more likely to die under 75** than other parts of London and England.

Approx **1 in 3** over 65s have at least one long-term condition. B&D has a higher rate of young people (20-64) with a long-term condition than neighbouring boroughs

Over **3 in 10** (26.8%) feel lonely at least some of the time. Higher than UK and London average

Less than **8 in 10** (77.1%) children aged 2 years have an MMR vaccination. Lower than London (82.6%) and England (90.6%)

13.7% of adults smoke (18+) Higher than both the national and regional averages

Over **7 in 10** (70.5%) adults are overweight or obese. Higher than London and England

Approx **6 in 10** people invited for a bowel cancer screening attend. This is a lower rate than in London and England

6 out of 10 children 2 to 2½ achieve a good level of development. Lower than London and England rates

Just **under half** (49.2%) of all infants aged 6-8 weeks in Barking and Dagenham were totally or partially breastfed. Similar to the London average

42% of neighbourhoods in Barking and Dagenham are ranked within the worse 10% nationally for exposure to fast food, alcohol, tobacco, and gambling outlets.

Approximately **8 in 10** residents are likely to struggle to understand health information. Higher than the England average

Barking and Dagenham had the lowest estimated proportion of deaths attributable to air quality in residents aged 30 and over (6.4%) compared to neighbouring areas.

View the full JSNA report at: www.lbbd.gov.uk/council-and-democracy/statistics-and-data/joint-strategic-needs-assessment-jsna

Data considerations (& things to check!)

✓Data source – who's the publisher & are they reputable?
  (always double check sources when using AI search)

✓Data collection / analysis methodologies

✓Sample size – statisiccally relevant / representative

✓Date/time – collection, published, frequency

✓Granularity – regional, borough, ward, smaller geographies

✓Actual vs estimated / projected

✓Static vs interactive

✓Fixed vs zoom in / segment / comparisons

* Remember to reference sources and include any other relevant information about the data you use

Break time

10 minutes

What tools are you using to analyse & interpret data?

Now...

Please share in Chat

2. Analysis and evidence

Creating maps and charts

Introducing…

Community Lens

Datawrapper

Community Lens - 2025

Match open datasets to the areas you work in to learn more about the needs of local communities.

Learn More   Use now

The Community Lens tool allows you to plot your postcodes over the Indices of Multiple Deprivation (IMD), the official measure of deprivation in England, comprised of seven distinct domains of deprivation, Income Deprivation, Employment Deprivation, Education, Skills and Training Deprivation, Health Deprivation and Disability, Crime, Barriers to Housing and Services, Living Environment Deprivation.

Why do we have a 2025 and 2019 version of Community Lens?

The Indices of Multiple Deprivation (IMD) are typically released every 5-6 years. This version of the Community Lens tool uses the IMD data released in 2025. If you would like to compare to the 2019 data, you can access the 2019 version of the Community Lens here:

[Community Lens 2019](#)

Other mapping tools

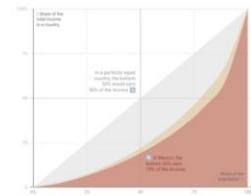Read our Round up of Geomapping tools resource with step by step guides for a range of entry level options
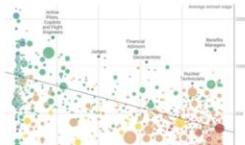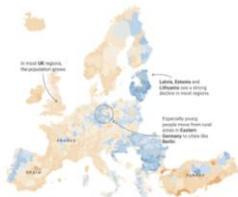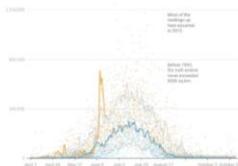
Create better charts, maps, and tables with ease

Design and publish high-quality data visualizations
with a single, powerful web app.

Start creating →

You can try it, **no account needed.**

Datawrapper resources

Watch our video showing how to create a range of charts

Follow our step by step guide to create a heat map from Census data

3a. What's your story?

Techniques for crafting case studies

"no numbers without stories, no stories without numbers"

Stories and Numbers: Collecting the right impact data
New Philanthropy Capital

Storytelling in action with Javeno Mclean and Switchback

Ash with Javeno Mclean

Brian's story for Switchback

What kind of story narratives do you see? What's similar and what's different?
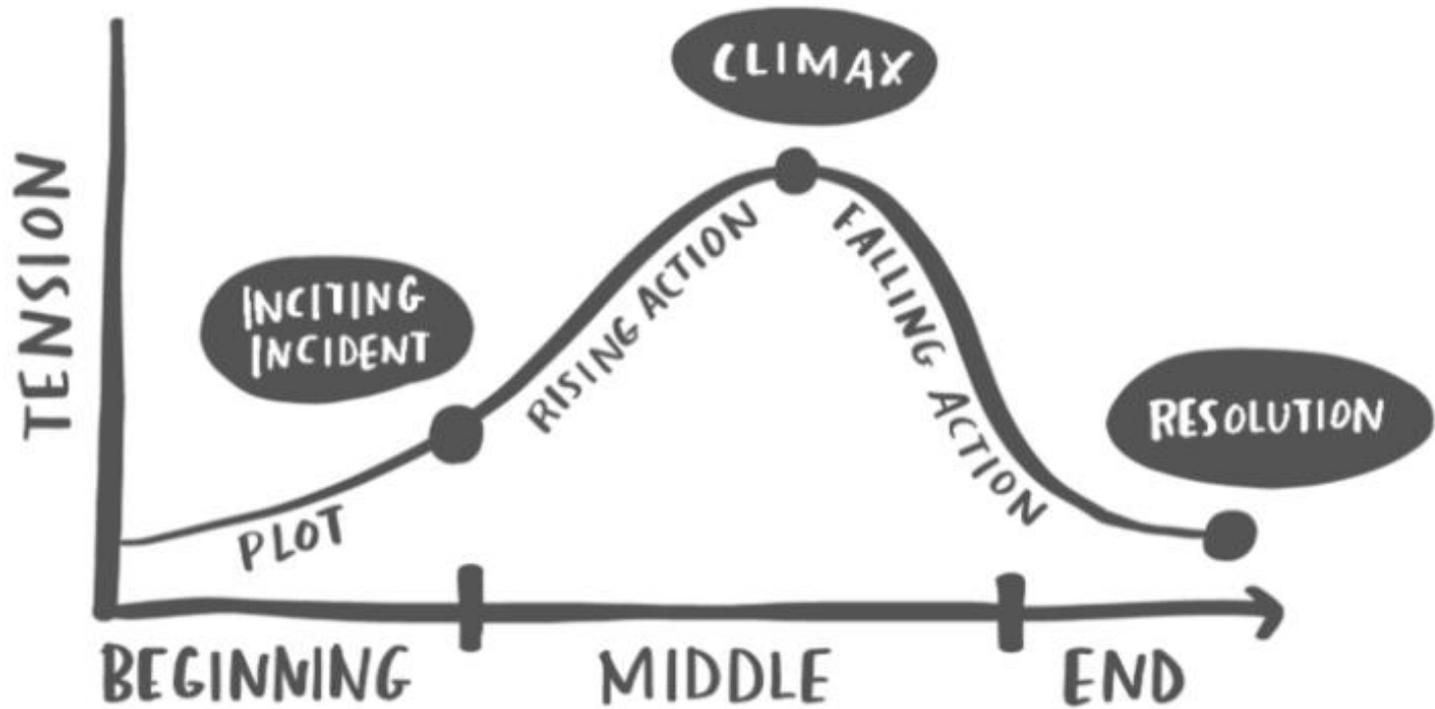Watch the video and read the story.

Break time

10 minutes

The strongest stories outline a path from problem to solution

An example impact storyline

Her mum died and she found herself increasingly isolated, stressed and worried about leaving the house.

After an accident, Saskia's unable to put pressure on her joints and stops running.

Saskia's GP suggests some respite care and tells her about Care Eat Share's gardening project

Saskia is a mum of two and a full-time. Kind, outgoing and sociable. Mum helps out and Saskia goes for a run a few times a week with her local running club.

She feels healthier, more confident to try new things and more relaxed now that she has some breathing space.

New belief or way of looking at the world – suits longer in-depth personal stories

The Drama

One fine day...
Maybe everything isn't perfect, but we're doing okay.

The Challenge

Happiness

Out of nowhere comes a problem we can't ignore.

Descending Crisis
As we grapple with the problem, things go from bad to worse until we hit Rock Bottom.

The Worst
We lie there awaiting the end. All hope is lost.

Rock Bottom

The Discovery
Wait a minute, what's this? We suddenly see a way out.

The Rise
Through abilities we never knew we had, we fight our way back to the surface.

The Return
We don't just make it home, we burst through into a whole new world of possibility.

The Lesson
We come away with a new gift that we'll never forget.

Simple story arc – useful for influencing e.g. policy makers

Situation-Opportunity-Resolution

Situation
What's happening now.
An unbiased view of the current conditions.

But...

Opportunity
Opportunity is an alternative path if you wish to cast the presentation in a hopeful light.

Therefore...

Resolution
The proposed product/ service or solution that meets the challenges. Make sure you have evidence to add credibility to the story.

Raise Your Hands

ABOUT US ▾   OUR CHARITIES ▾   INDIVIDUALS ▾   COMPANIES ▾   DONATE

PRISON TO PANDEMIC

Patrick was one of the 37% of prisoners released straight into homelessness during the pandemic .
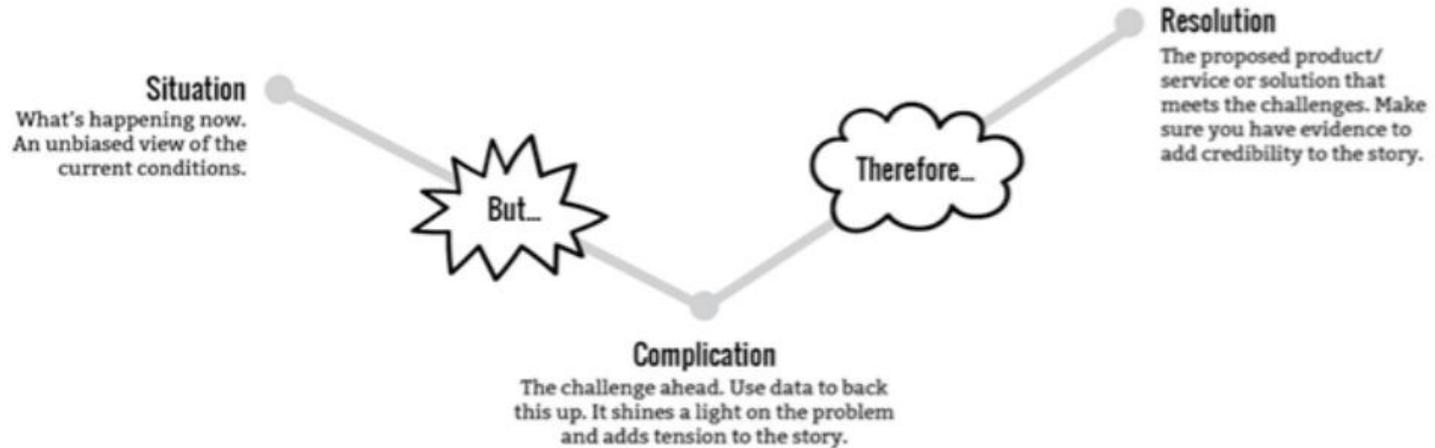
With the ceaseless support of Raph, his Switchback mentor and now friend, Patrick has not only a home but a bright future.

READ MORE →

https://raiseyourhands.org.uk/stories/prison-to-pandemic/
Funder shares stories of grantees

Simple story arc – complication offers tension

Situation
What's happening now. An unbiased view of the current conditions.

But...

Complication
The challenge ahead. Use data to back this up. It shines a light on the problem and adds tension to the story.

Therefore...

Resolution
The proposed product/ service or solution that meets the challenges. Make sure you have evidence to add credibility to the story.

Join Switchback's call to Reshape Release

Every month, thousands of people are released from prison with just a **plastic bag of belongings and nowhere to go**.

Prison leavers are 56% more likely to reoffend when homeless

This is not only a huge waste of human potential – it's also causing more crime and placing huge strain on public spending.

Reoffending costs the economy £18bn every year

We're calling on the government to **reshape release** for people leaving prison, to reduce reoffending and give people a real chance to change.

SEE OUR CALLS TO ACTION

SIGN UP TO OUR CAMPAIGN

DOWNLOAD OUR BRIEFING

Context → Insight → Implication → Recommendation

3b. Story formats

Tools and techniques for case studies

What does your case study look like?

| Slide deck |
| A4 report |
| Webpage |
| Video |
| Audio story |
| Social media post |

Key Focus Areas

1. Impact story
2. Influencing story
3. Single person
4. Big picture data story

What will you do?
Answers in chat

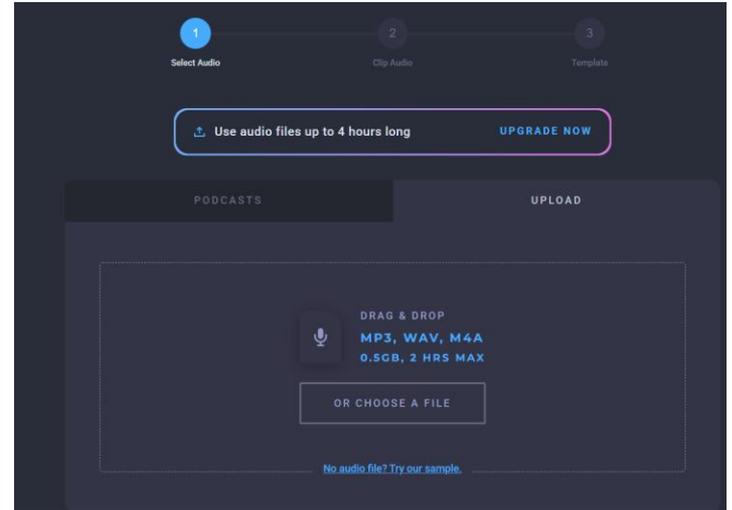# Practical things to think about...

Make sure you have a microphone!

Headliner DEMO

Create and transcribe a simple audio recording without creating a podcast or sharing to social media.

Manual audiograms

Turn audio content into videos with a waveform to share across the web

I'M NOT SURE, SHOW ME THE OLD OPTIONS

1 Select Audio   2 Clip Audio   3 Template

⬆ Use audio files up to 4 hours long   UPGRADE NOW

PODCASTS   UPLOAD

DRAG & DROP
🎤 MP3, WAV, M4A
0.5GB, 2 HRS MAX

OR CHOOSE A FILE

No audio file? Try our sample.

I'll demo first and then you can have a go!

Adobe Creative Cloud Express

- Custom size graphic
- From your templates **NEW**
- Instagram story
- Instagram post
- Facebook post
- Logo
- Flyer
- Collage
- Card
- Web page
- Video

Home

Projects

Brands

Libraries

Recent

Start with Canva or Adobe Express Video especially if you are new to video and prefer desktop...

A useful online editor is Clipchamp.

Canva

An example using Canva

Find a story

Better for internal use or external expert audience such as researchers, policy makers, possibly funders
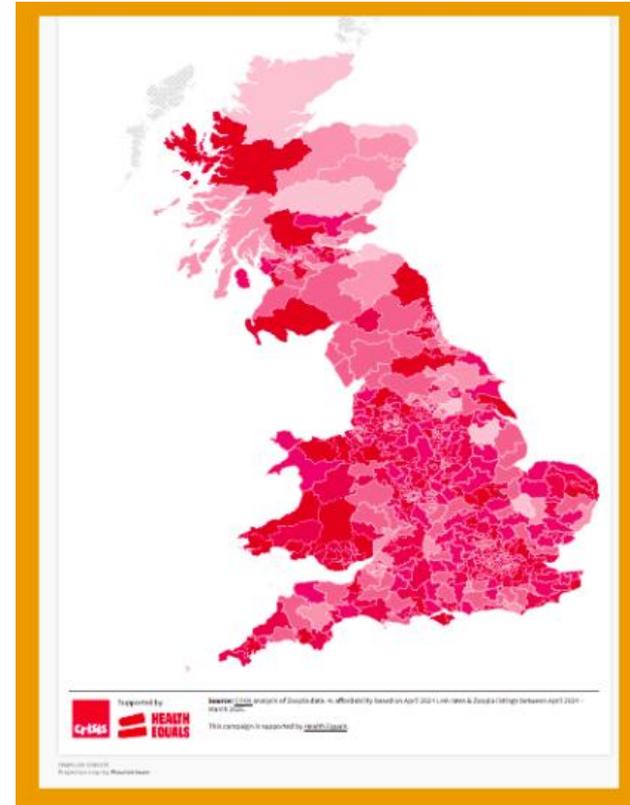

[Restore housing benefit to cover the cost of rent](), Crisis campaign

Tell a story

- ✓ Journalists, campaigning and policy change group
- ✓ Some interested supporters/general public.
- ✓ Simple comparisons can also be used internally to drive change

Fig 3: Average Local Housing Allowance (LHA) shortfalls per month by number of bedrooms, across Great Britain.

1 Bed: £337
2 Bed: £326
3 Bed: £486
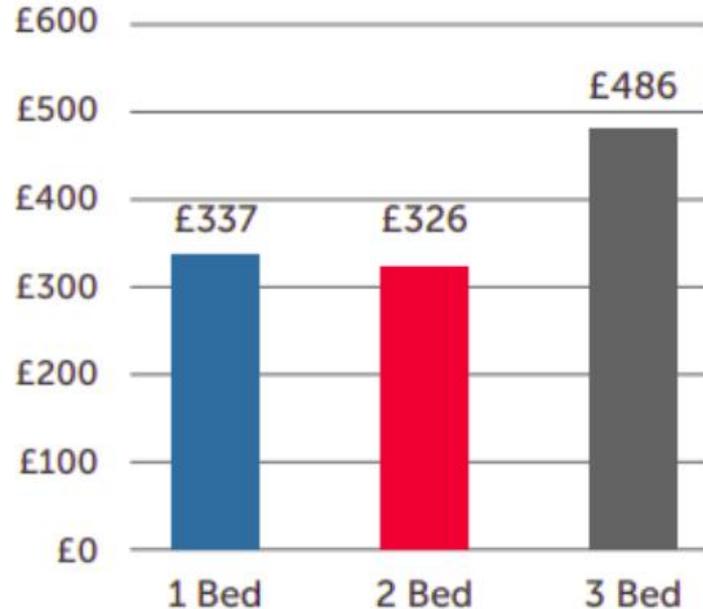
[Crisis policy report](#)

Less than 3% of private rent properties in Britain are affordable for people needing housing benefit.

affordable

unaffordable

This isn't right.

Email Rachel Reeves to unfreeze housing benefit today.

Tell a story

- ✓ General public,
- ✓ Beneficiaries
- ✓ Donors

Tell a story

COST OF ITEMS IF THEY ROSE AT THE SAME RATE AS PRIVATE RENT **SINCE 1988**

A CHICKEN WOULD COST **£53.76**

4 PINTS OF MILK WOULD COST **£12.36**

4 PINTS

THESE PRICES ARE **RIDICULOUS**

but that's how much they'd cost if other essentials had risen by as much as private rents have since 1988 (the last time renting saw major reform).

Rising rents are pushing people out of their homes.

SIGN OUR PETITION
Demand the government end unfair rent increases.

Three Facebook posts from the Shelter campaign on the Renters Bill May 2022
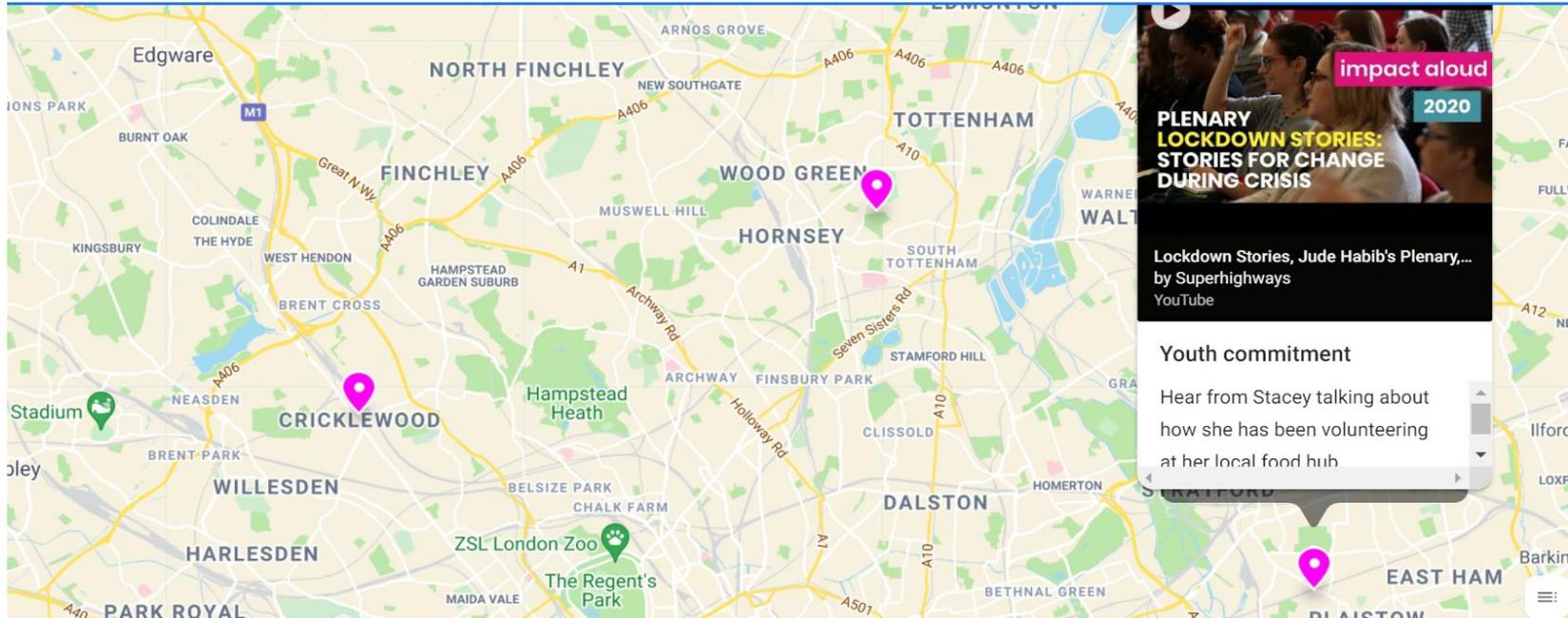
Padlet story map example

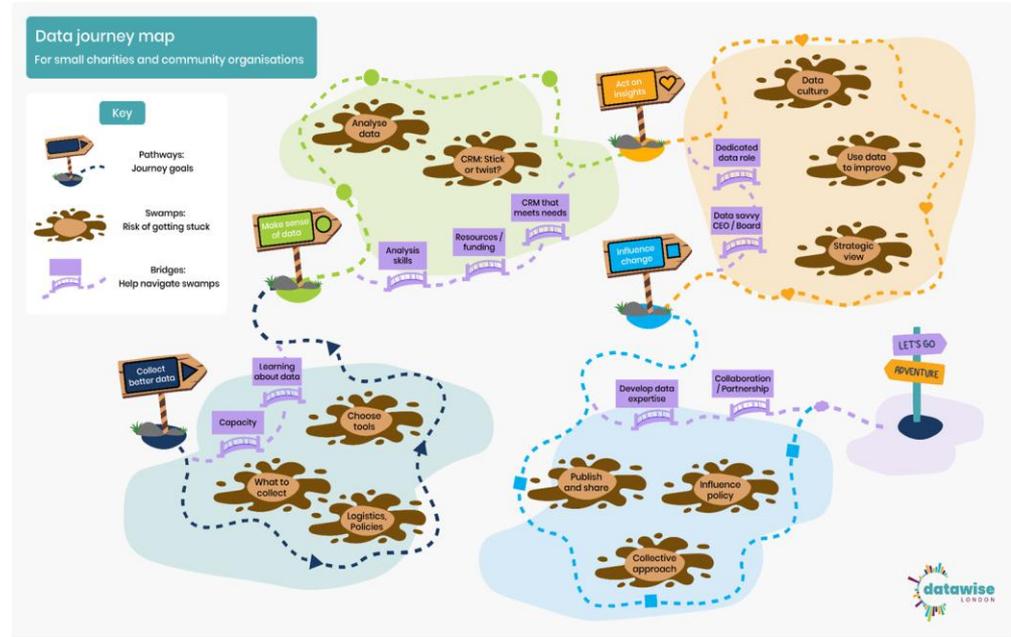katewhite71 + 1 • 14d

London Stories
Made with panache

Instead of a board style why not add stories to specific map locations? Not to reveal people's houses but good for borough areas or organisation locations

Tools for presenting qualitative data

- ✓ Quotes
- ✓ Case studies
- ✓ Journey maps
- ✓ Infographics
- ✓ Charts