

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 Creating 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



Let's discuss?



- ✓ Individually pause and reflect on the question
- ✓ Join a breakout room in a pair
- ✓ Answers in chat when you come back to the main space

[Check out some Liberating Structures engagement methods](#)



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





North East London Health & Care Partnership

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



North East London
Health & Care
Partnership

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VCSE Access?



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 times waiting 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



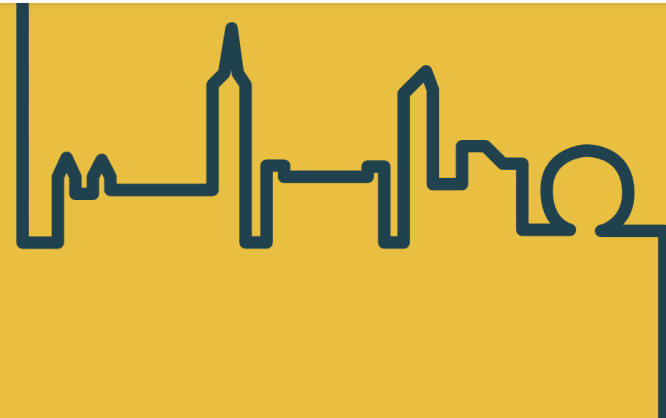
Social Prescribing

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

Already have access? - Sign-In

Request Access

London's Poverty Profile



[Home](#) → [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.

English indices of deprivation 2025

Menu ▾

Beta This is a new service. Help us improve it and [give your feedback by email](#).

Select a type of deprivation

Overall (IMD) ▾

Select a geography level

Lower layer super output areas (LSOAs) ▾

^ Find areas

Input your postcode (e.g. NG8 5GT)



Showing **Overall (IMD)** deprivation for neighbourhoods (LSOAs) in England



Indices of Multiple Deprivation



Find out more in our Introduction to the new IoD 2025 data event in our [round up blog](#)



Discover additional tools available to you in our [Resources for exploring IoD data page](#)





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.



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 – statistically 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

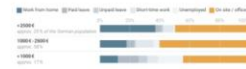
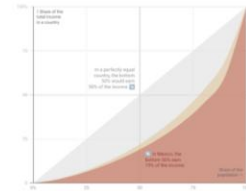
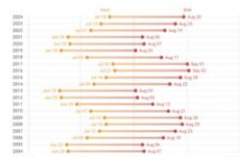
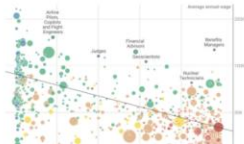
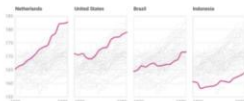


Create better charts, maps, and tables with ease

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](#)

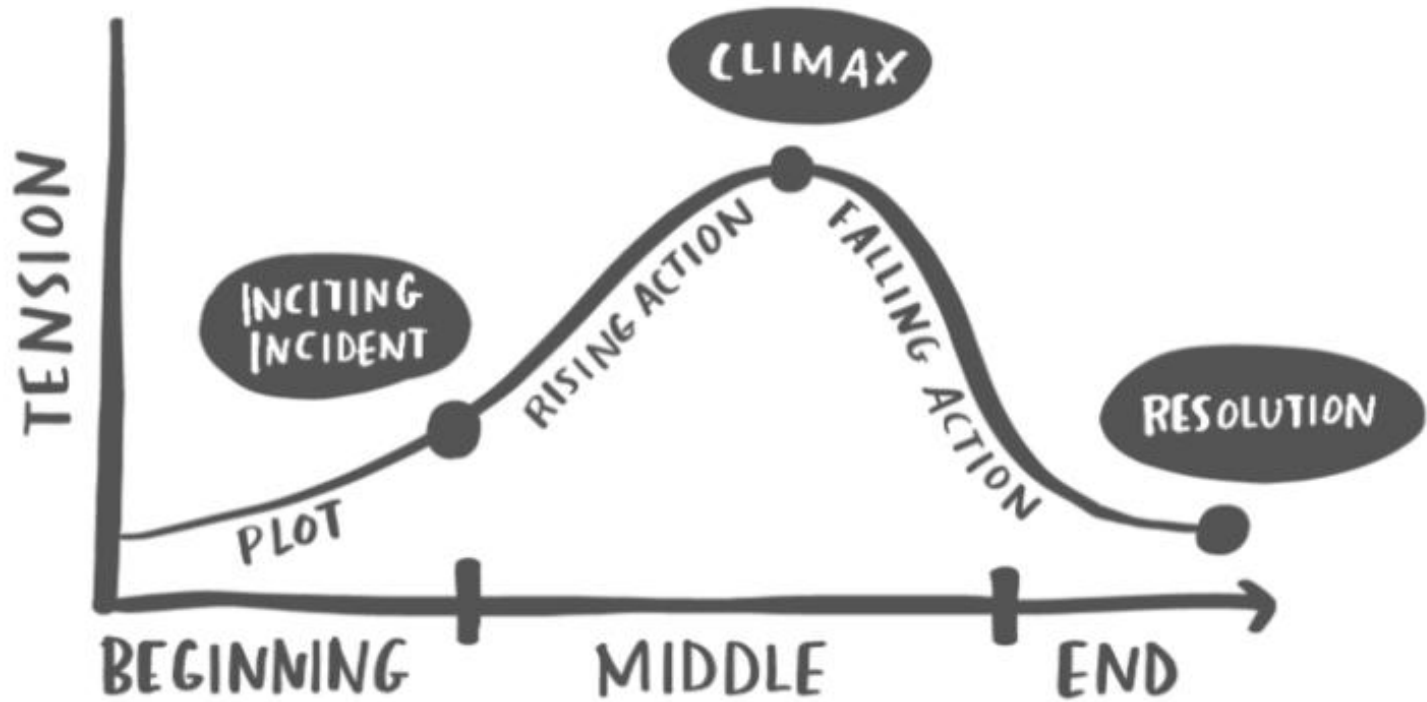
What kind of story narratives do you see? What's similar and what's different?

Watch the video and read the story.



**The strongest stories outline a path
from problem to solution**





[Storytelling with Data](#)



An example impact storyline

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.

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

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

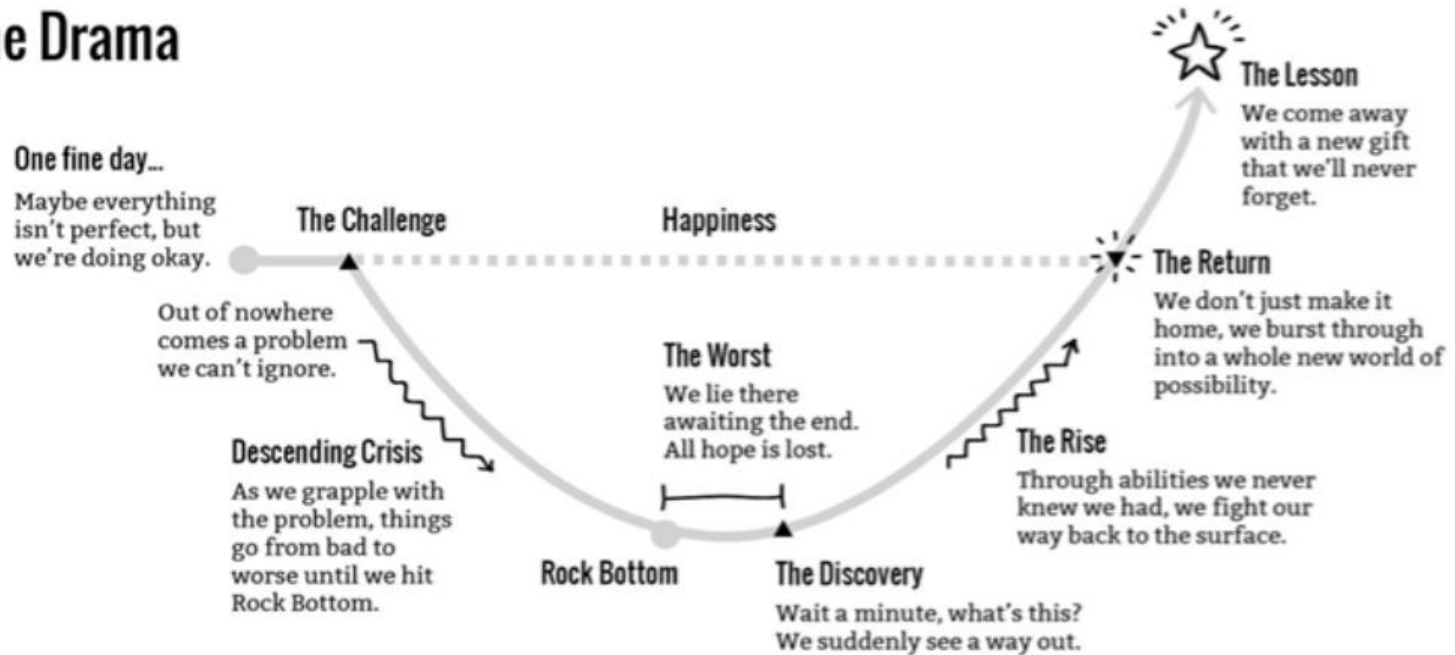
Saskia's GP suggests some respite care and tells her about Care Eat Share's gardening project

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



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

Situation-Opportunity-Resolution



PRISON TO PANDEMIC

Patrick was one of the 37% of prisoners released straight into homelessness during the pandemic .

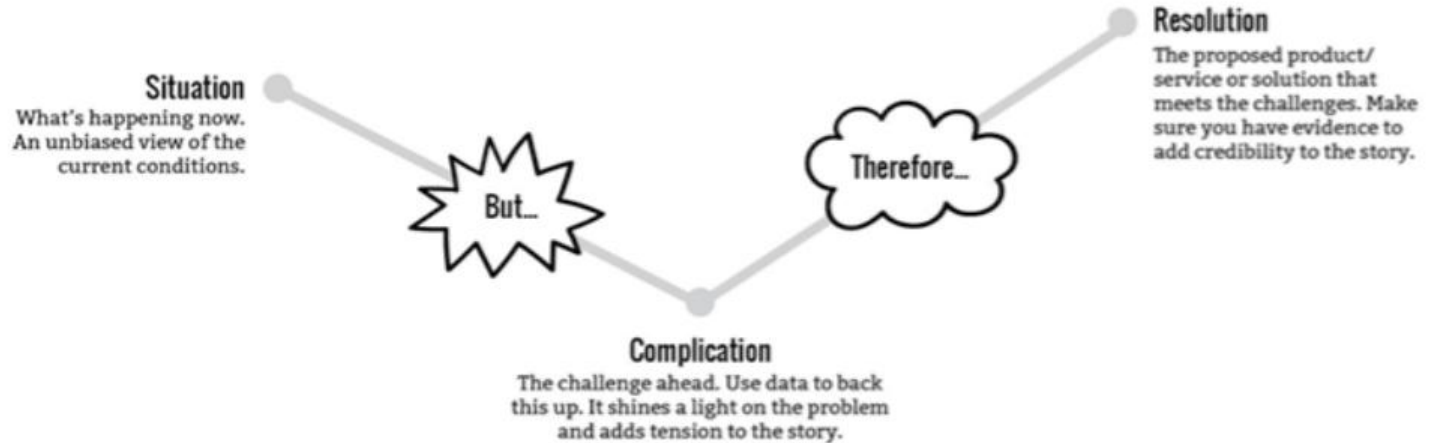
With the ceaseless support of Raph, his Switchback mentor and now friend, Patrick has not only a home but a bright future.

READ MORE →

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



Simple story arc – complication offers tension



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!



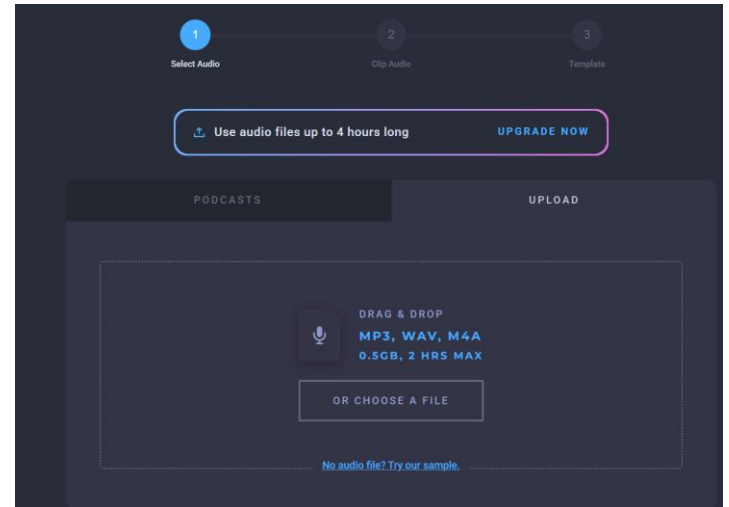
Headliner DEMO

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



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





Adobe Creative Cloud Express



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Collage

Card

Web page

Video

Start with [Canva](#) or [Adobe Express Video](#) especially if you are new to video and prefer desktop...



A useful online editor is Clipchamp.



An
example
using
Canva



Care Eat Share

Gardening for good health

Presented By:
Sorrel Parsons

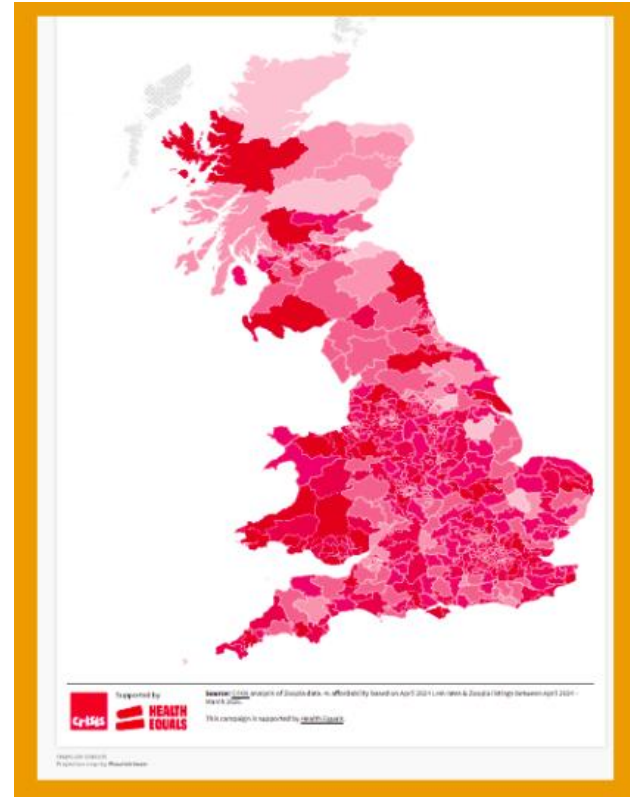
Presented to:
North East London Health and Care Partnership

care-eat-share.org.uk



Find a story

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



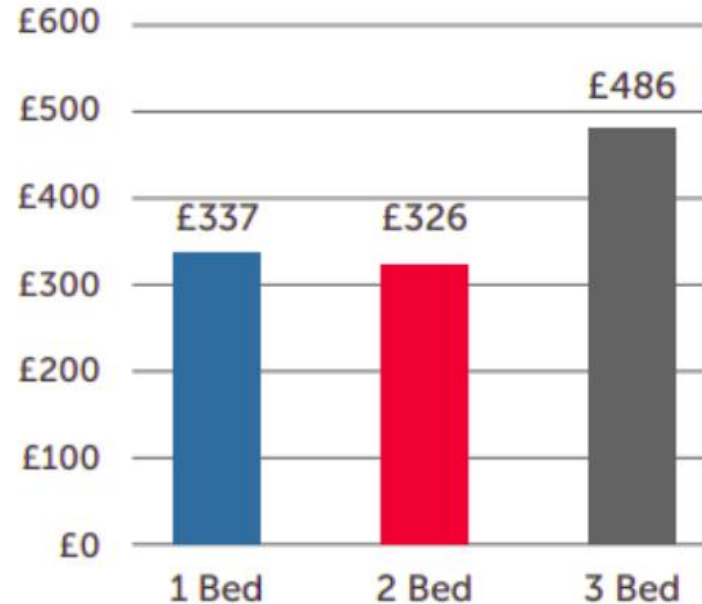
[Restore housing benefit to cover the cost of rent](#), Crisis campaign



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.



[Crisis policy report](#)



Less than 3%

**of private rent
properties in Britain
are affordable for
people needing
housing benefit.**



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



**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

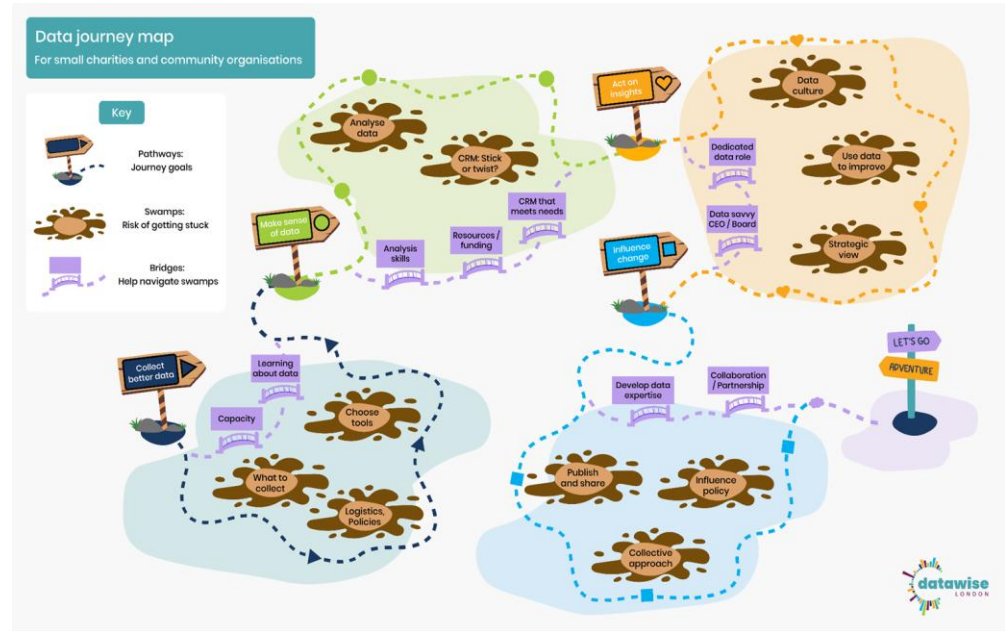
Demand the government end unfair rent increases.

Three Facebook posts from the Shelter campaign on the Renters Bill May 2022



Tools for presenting qualitative data

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



Thanks for taking part

Kate White & Sorrel Parsons
Superhighways
info@superhighways.org.uk
www.superhighways.org.uk

