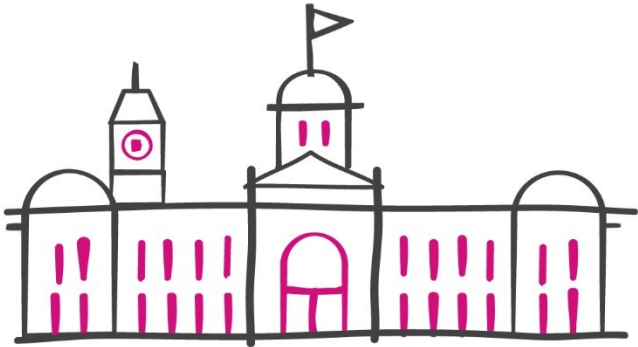


Postcode: IMD and Ward

Birmingham Measurement Tools Webinar Series



 **RESET**

 **RESHAPE**

 **RESTART**

Introduction



- Impact and outcome measurement should be a key part of any intervention.
- Measuring in the impact of what we do helps us demonstrate that what we are doing is making a difference. They help us demonstrate that an intervention is having an impact in a measurable way rather than using just stories.
- Using standard tools allows us to compare different interventions impact. Combining these standard measures with standard questions on people's identity helps understand if different interventions are more effective for different groups. We can also combine them with information on the cost of an intervention and the numbers of users to look at cost effectiveness.
- Without clear impact and outcome measurements it is difficult to support funding for interventions or to justify that the approach used should be continued or scaled up.

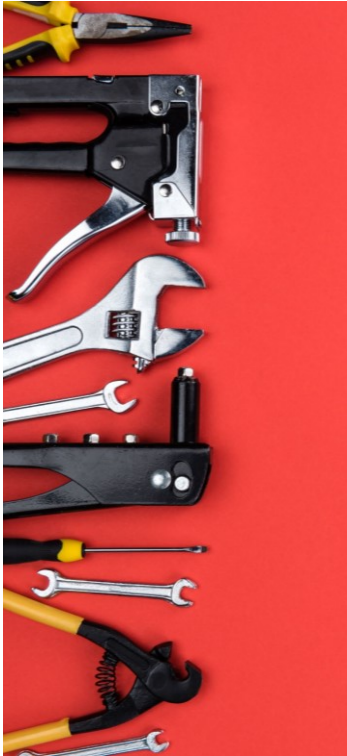


Birmingham Public Health Measurement Toolbox

- The Birmingham Public Health Measurement Toolbox has been developed to standardise impact and outcome measures for interventions that are trying to improve health and wellbeing across Birmingham.
- The toolbox supports organisations when they are developing projects to build the appropriate measures into their service design.
- It provides clarity and transparency on how to clearly assess and measure interventions based on their focus, which can then be demonstrated clearly when applying for funding.
- It allows for accurate and meaningful comparisons between different programmes and interventions to help inform decision-making



Contents



- The Tool Box is a developing set of resources to support measurement related to different areas of health and wellbeing, these include:
 - Physical activity
 - Smoking
 - Mental Wellbeing
 - Healthy Start
 - High Blood Pressure/Hypertensions
 - Long-acting Reversible Contraception
 - HIV and Hepatitis Risk Reduction
- For each section there is:
 - A description of the issue/topic
 - Links for local or national information on the issue/topic
 - A description of the tool
 - Information on any registration requirements to use the tool
 - Useful links to support behaviour change and evidence-based interventions related to the issue/topic
 - A case study example of using the tool in practice



POSTCODE TOOLKIT



What is postcode?



- The first section of your postcode provides us with a sense of the area of the city that you live in, and the first number of the second section allows us to narrow this down to a smaller area, but not to your specific house or flat.
- The number in the second bit of the postcode identifies a smaller geographical area in which someone lives.



What is postcode useful?

Index of Multiple Deprivation (IMD)

- IMD is the official measure of relative deprivation in England. It follows an established methodological framework in broadly defining deprivation to encompass a wide range of an individual's living conditions

Ward:

- Areas used to elect local authority councillors



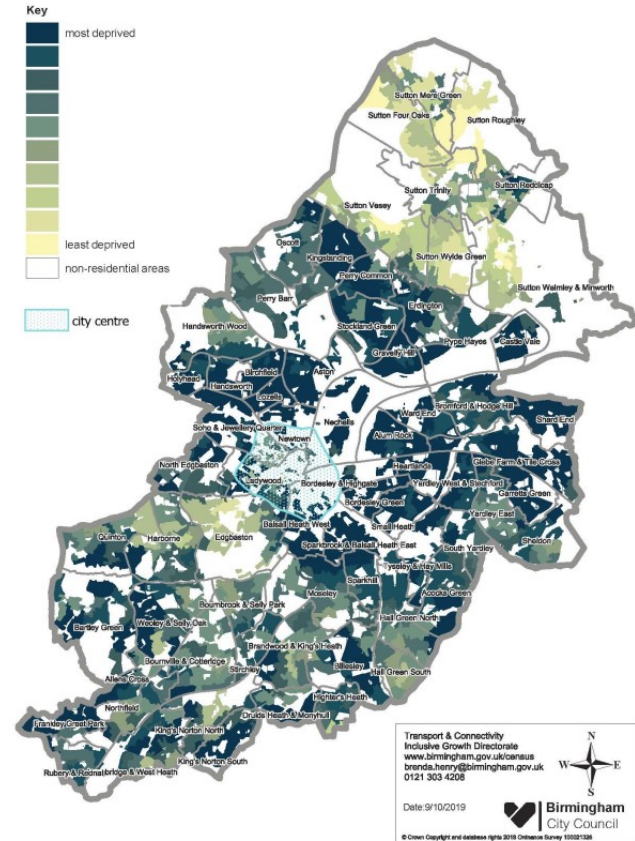
INDEX OF MULTIPLE DEPRIVATION



Local Context: IMD

- Birmingham suffers from high levels of deprivation, with 43% of the population living in LSOAs in the 10% most deprived in England, and 51% of children (under 16s) living in the 10% most deprived areas
- Birmingham is ranked the 7th most deprived local authority in England.
- Birmingham is ranked the third most deprived English Core City after Liverpool and Manchester

2019 English Index of Multiple Deprivation - Birmingham



Why do we measure IMD?

Individual Care:

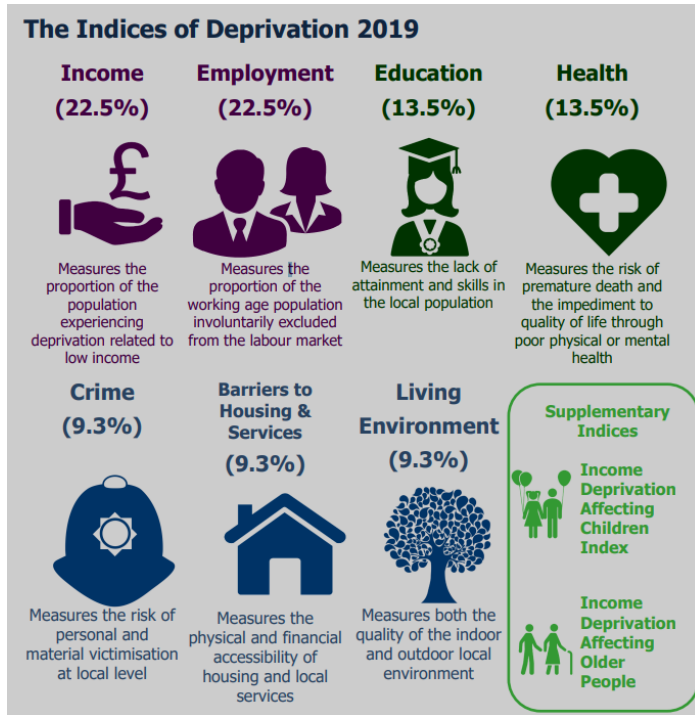
- Measuring IMD can help provide informed care and support to people from different backgrounds and experiences
- By collecting this information, we can tailor interventions and services to meet the diverse needs of users
- We understand people living in more deprived areas have worse health outcomes than those living in less deprived areas

Service Improvement:

- Measuring IMD can help identify and address health disparities and inequalities among different areas
- By collecting data, we can monitor and evaluate the quality and effectiveness of our services for different groups and identify gaps and areas for improvement
- We can also use the data to design and implement policies and programmes that promote health equity and social justice



How is IMD calculated?



- IMD is calculated nationally with each area given a score and a rank
- The IMD is based on 39 separate indicators, organised across seven sub domains of deprivation which are combined and weighted to calculate the Index of Multiple Deprivation 2019 as shown in the infographic opposite
- This is an overall measure of multiple deprivation experienced by people living in an area and is calculated for every Lower Super Output Area (LSOA), or neighbourhood, in England
- All neighbourhoods in England are then ranked according to their level of deprivation relative to that of other areas.



Measurement tool: Postcode (IMD)

Tool	Postcode: IMD
Question	What is your postcode?
Options	First Section: <i>Free Text</i> Second Section: <i>Free Text</i> Do not wish to answer
IMD	Postcode lookup
Benchmark	English indices of deprivation - 2019 Index of Deprivation 2019 - Birmingham City Observatory - IMD 2019
Source	Birmingham City Council



How to find IMD from postcode?

- Once a participant's postcode is collected, IMD can be calculated using the [postcode lookup](#)
- Multiple postcodes can be looked up at once, to give you a full data set.



English indices of deprivation 2019

This tool provides access to the 2019 deprivation data. If you were looking for the previous 2015 release, it's available through the 2015 version of the tool.

Postcode Lookup

Use this tool to obtain deprivation data for up to 10,000 post codes at a time. You can also look up deprivation data by local authority.

Enter Postcodes (one per line)

Enter one postcode per line

and / or upload a file of postcodes

No file chosen

Tip: Upload a single column Excel spreadsheet or CSV file with one postcode per line, eg
M1 1EA
M1 2EA



How to collect IMD data from postcode lookup

- The postcode checker produces a downloadable excel file with IMD data for each postcode.

Dimension	Value
Indices Of Deprivation	a. Index of Multiple Deprivation (IMD) b. Income Deprivation Domain c. Employment Deprivation Domain d. Education, Skills and Training Domain e. Health Deprivation and Disability Domain f. Crime Domain g. Barriers to Housing and Services Domain h. Living Environment Deprivation Domain i. Income Deprivation Affecting Children Index (IDACI) j. Income Deprivation Affecting Older People Index (IDAOPi)
Measure Type	Decile Rank Score
Reference Period	2015
Reference area	Lower Layer Super Output Areas in England



Specific risk and issues to consider

- IMD cannot be used to quantify how deprived a small area is
- IMD cannot be used to identify deprived people, it gives an overview of an area but does not reflect the lived experiences of everyone living in that area
- IMD cannot be compared with other UK countries, **only England**
- Small number suppression: when reporting participant IMD, values less than five will require small number representation to prevent participant identification. In such cases, it should be reported as “< 5”
- In Birmingham, a large proportion of the neighbourhoods are amongst the most deprived nationally. This causes less variation in IMD and can make it more difficult to look at its impact.



Data Protection

- IMD requires a person's full postcode, to be calculated.
- For digital files containing participants full postcode, it is recommended that this should have limited access through password protection
- For paper copies, it is recommended that files should be kept in a locked cabinet.
- Once IMD and Ward data have been obtained and recorded, original postcode data should be deleted/destroyed.



WARDS



Local Context: Ward

- Hodge Hill is the most deprived constituency in the city; Sparkbrook & Balsall Heath East, Bordesley Green and Lozells are the top 3 most deprived wards. Sutton Coldfield is the least deprived part of the city with 7 of the 8 Sutton wards ranked as the city's least deprived wards.



Why do we measure ward?

Individual Care:

- Measuring wards can help provide informed care and support to people from different backgrounds and experiences
- By collecting this information, we can tailor interventions and services to meet the diverse needs of users

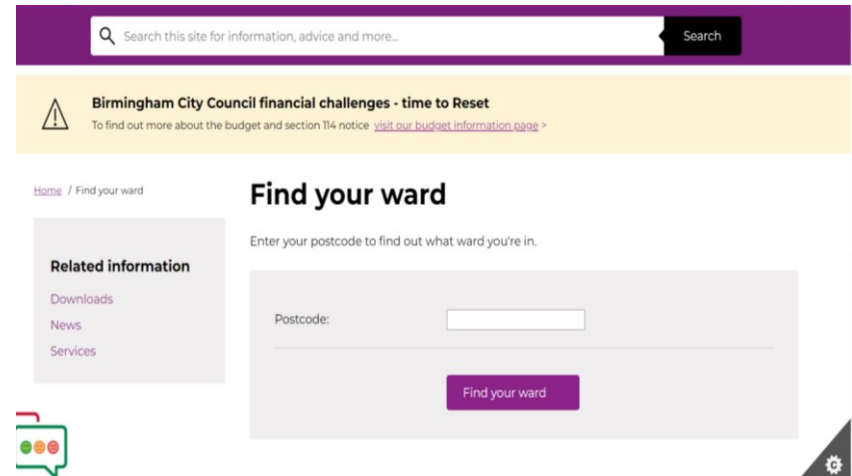
Service Improvement:

- Measuring ward we can help identify and address health disparities and inequalities among different areas
- By collecting data, we can monitor and evaluate the quality and effectiveness of our services for different groups and identify gaps and areas for improvement
- We can also use the data to design and implement policies and programme's that promote health equity and social justice
- It helps us understand geographical spread across the city



How do we obtain ward?

- In Birmingham, the council provides a [postcode look up](#) on their website which informs what ward a postcode belongs to.
- You should check your local authority's website for their own ward checker.



Measurement tool: Postcode (Ward)

Tool	Postcode: Ward
Question	What is your postcode?
Options	First Section: <i>Free Text</i> Second Section: <i>Free Text</i> Do not wish to answer
Ward checker:	Birmingham postcode only can be found here
Benchmark	English indices of deprivation - 2019 Index of Deprivation 2019 - Birmingham City Observatory - IMD 2019
Source	Birmingham City Council



Specific risk and issues to consider

- Small number suppression – for wards with less than 5 participants, information should be conveyed as <5 to prevent identification of participants



Data Protection

- Ward requires a person's full postcode, to be calculated.
- For digital files containing participants full postcode, it is recommended that this should have limited access through password protection
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