



Public Health Information Briefing

NHS
Southampton City



August 2010

Welcome to the August Public Health Information Briefing.

This monthly resource will keep you up-to-date with the releases of information about the characteristics and health needs of Southampton's population.

Painting a picture of our patients...



The PCT and the City Council have been working with a company called Experian to get a better picture of Southampton's population in order to understand their lifestyles and the methods of communication they will respond to.

The result of this work has been a classification of the population into 15 groups called MOSAIC segments – each household in the City has been assigned to one of these segments. Clearly the groups are generalisations; individual households in the City will only 'approximate' to these groups rather than match exactly. For further details about the methodology and caveats in using the MOSAIC data please refer to the JSNA consultation document www.southamptonhealth.nhs.uk/jsna

Using the MOSAIC data we have been able to profile the population of each locality and GP practice in the City using the postcode of registered patients. GP practices will be able to access their own profiles at www.southamptonhealth.nhs.uk/EasySiteWeb/getresource.axd?AssetID=90361 (a password is needed to open the file and this will be sent to practices by separate email).

We also have detailed pen portraits available for each of the 15 MOSAIC segments. This information, alongside the population profiling, can be used to target information and initiatives more appropriately.

For further Public Health Information visit www.southamptonhealth.nhs.uk/publichealth or contact the team:

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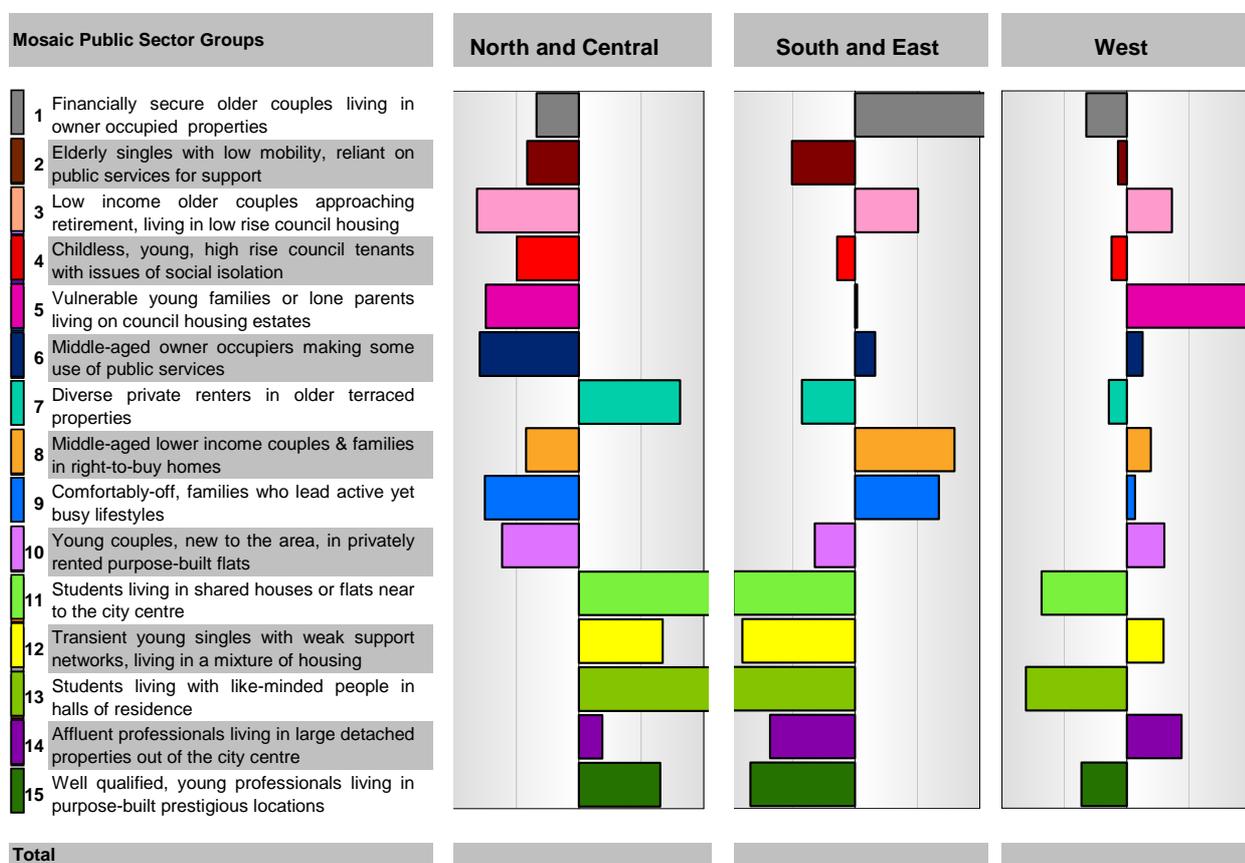
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MOSAIC profiles for PBC Localities

The profiles below compare the population of the PBC localities to the Southampton City average. Bars to the right of the centre line indicate which MOSAIC segments are over-represented in that locality compared to the rest of the City (bars to the left indicate under-representation). For instance, North and Central has a greater proportion of people from segment 7 (diverse private renters) than the City average whereas the West has a higher proportion from segment 5 (vulnerable young families).



We hope you have found this resource useful and welcome your feedback and comments. Next month's Public Health Information Briefing will bring news of the latest data profiles for practices and localities in Southampton.

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