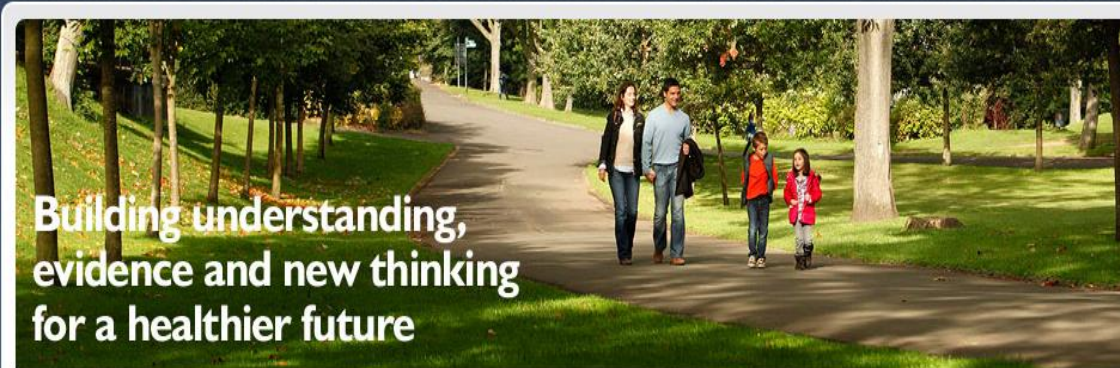


Higher or lower game

How well do you know Glasgow?



Cat Tabbner & Bruce Whyte
Understanding Scotland's population in a data driven future
September 2018, Edinburgh Zoo



Building understanding,
evidence and new thinking
for a healthier future

Glasgow Centre for Population Health (GCPH), established in 2004, is a resource to generate insights and evidence, to create new solutions and provide leadership for action to improve health and tackle inequality. GCPH works across the boundaries of research, policy, implementation and community life to shape a healthier future for Scotland. It focuses on bringing people with different perspectives together to commit to fresh thinking and approaches to improve Glasgow's health.

Sign up to the
GCPH network

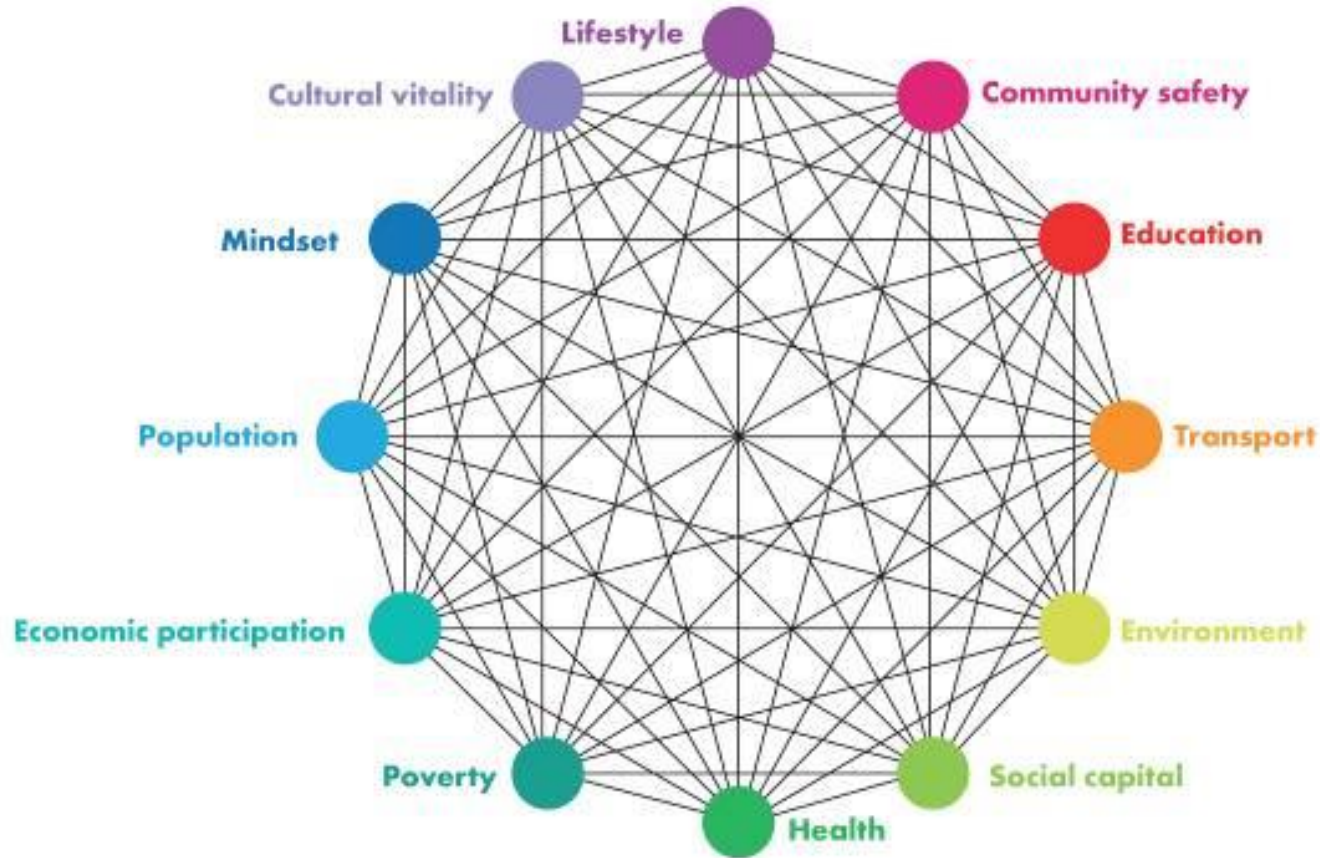
The Glasgow Centre for Population Health was set up in 2004 to...

- To understand **patterns and trends in health** and underlying factors
- To generate **insights and evidence**
- To create **new solutions** and develop **new thinking**

- To provide **leadership** for action to improve health and tackle inequality
- Works **across the boundaries** of research, policy, implementation and community life
- **Brings people** with different perspectives **together** to commit to fresh thinking and approaches to improve Glasgow's health.



Understanding Glasgow



www.understandingglasgow.com

Lots of statistics and comparisons

LIFESTYLE AND HEALTH

Smoking, drinking alcohol, health. However, it's important to consider circumstances such as deprivation, wellbeing and early-life factors.



2x Drug-related double the rate



GLASGOW'S POPULATION

The birth rate in Glasgow has exceeded the death rate since 2007. Increased inward migration to the city. The population in Glasgow is now 615,070 lived in Glasgow in 2016.



Glasgow has the most ethnically diverse population in Scotland... Over 12% of the population from an ethnic minority.

The city is also getting older... The population aged over 50 is predicted to rise to 234,000 by 2025.

The number of households in Glasgow is predicted to rise by 16% in the next 25 years. Single adult household projected to rise further. It is forecast they will require half of all households by 2025.

LIFE EXPECTANCY AND HEALTH IN GLASGOW

Health can be measured in many different ways and life expectancy is a good way to measure health across a population.

In 2014-2016, a girl born in Glasgow was estimated to be likely to live to the age of 78.9. And for boys: 73.4.

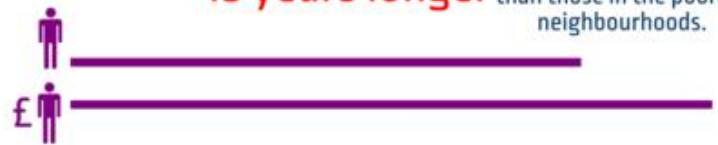
Comparatively the city has one of the poorest health profiles of any Scottish or UK city.

Life expectancy for Glaswegian men at birth is 3.7 years less than the Scottish average and 2.2 years less for women.

This is in part because improvements in health have lagged behind other comparable cities in the UK.

There are also wide health inequalities within Glasgow itself...

Men in the richest areas of the city can expect to live up to 15 years longer than those in the poorest neighbourhoods.



GCPH Tabletop Object



Background: GCPH request

- Calton and Heritage Learning Centre stall at a local community open day
- Run-up to hosting UK Healthy Cities Seminar – engaging local citizens who would also take part in the seminar
- Challenge: igniting conversation with passers by about local neighbourhood

Higher or lower

- We created a paper prototype based on the higher or lower concept
- Piloted at the Calton Heritage and Learning Centre:
 - conversations about change over time in local neighbourhood
 - a stepping stone to neighbourhood health profiles



Tabletop activity

Turning the prototype into a permanent tabletop activity:

- with different datasets and at neighbourhood and city levels
- reusable, flexible and appealing
- suit our range of GCPH engagements: community stalls, Open Doors Day, conferences, meetings with stakeholders...



Demo

Contact us

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