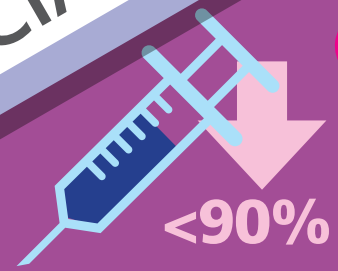


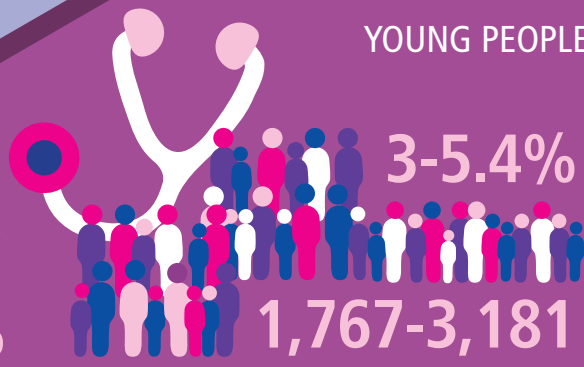
DISEASE & SOCIAL MEDIA

KEY DISEASE INDICES IN BRIGHTON & HOVE

YOUNG PEOPLE



Immunisation rates for children have improved in recent years although MMR coverage remains below 90%



There are between 3% (1,767) and 5.4% (3,181) of children and young people with disabilities and complex health needs

School entry surveys (84% response rate) from 2015/16 show that among school children:



9%

have allergies



8%

have asthma



14%

have other medical conditions



5%

have eyesight concerns



8%

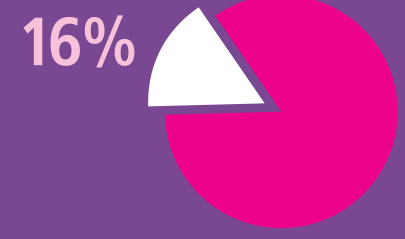
have hearing concerns



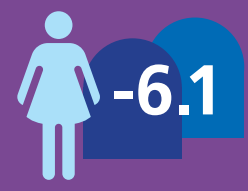
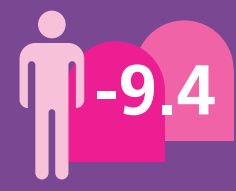
9%

have speech concerns

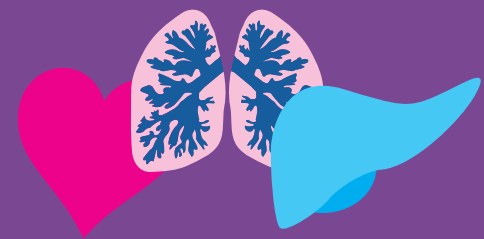
ADULTS & OLDER PEOPLE



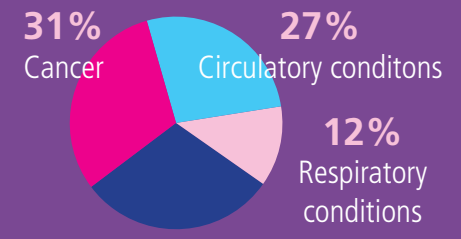
16% of the population live with a health problem or disability



The gap in life expectancy between the most and least deprived residents is falling but is still 9.4 years for males and 6.1 years for females.



The commonest causes of adult deaths in the city are cancers, circulatory, respiratory and digestive diseases.



In 2014 there were a total of 1,976 deaths. The main causes of death were cancer (31%), circulatory conditions (27%) and respiratory conditions (12%).

Just over one in twenty deaths in the city (6%) are not caused by disease – these are predominantly accidents or suicide



See the Joint Strategic Needs Assessment for more detail



SOCIAL MEDIA IS NOW BEING USED TO MONITOR DISEASE AND LIFESTYLES



Surveys are often used to capture health and lifestyle information, but there are inevitable delays in data capture and analysis



Research may not be timely enough to influence response or strategy



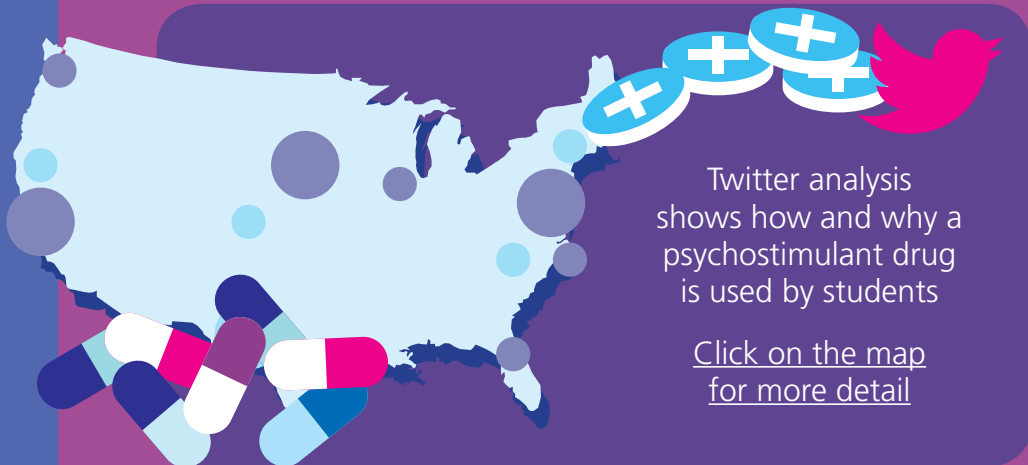
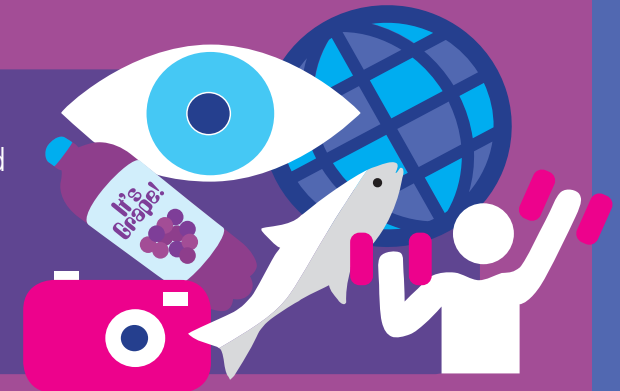
Could social media have the answer?

SOCIAL MEDIA COULD BE USED FOR DISEASE, ATTITUDE AND LIFESTYLE SURVEILLANCE. THERE ARE SEVERAL INTERESTING EXAMPLES, SOME FROM THE US:

Internet-based racism is associated with increased mortality in black people



Free Google Earth and Streetview have been used to map environmental characteristics related to physical activity and dietary behaviours



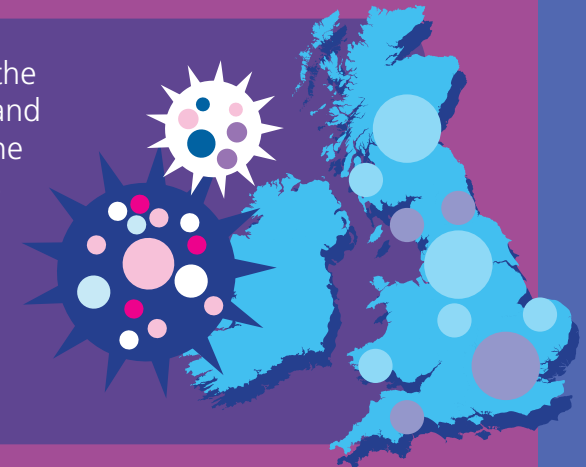
Twitter analysis shows how and why a psychostimulant drug is used by students

Click on the map for more detail

Public Health England and the London School of Hygiene and Tropical Medicine use online tracking of flu symptoms

Anyone can register to be part of this

Click on the map for more information



Studybugs

Studybugs is an on-line app based service to support school attendance. Parents can report their child's reasons for school absence using the app. Since January 2015, 10 schools have registered with up to 80% of parents in those schools using the app. More than 13,000 absences have since been reported in more than 3,000 pupils. The coverage may not be comprehensive, but it provides new insight into the illnesses leading to school absence.

10
Schools

80%
Parents

3000
Pupils



Interested in using Studybugs at your school?

Visit studybugs.com or email info@studybugs.com



A WORD OF WARNING:

Google flu predictions (based on social media analysis not reported illness like Studybugs) have ceased as it was better to wait two weeks for reliable surveillance data

STUDYBUGS IN BRIGHTON & HOVE SCHOOLS

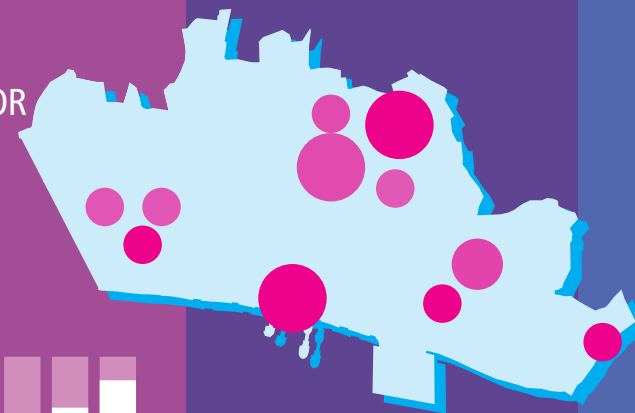
WHAT IT CAN TELL US NOW

In one week in January 2016 there were 749 symptoms and illnesses in Brighton & Hove.

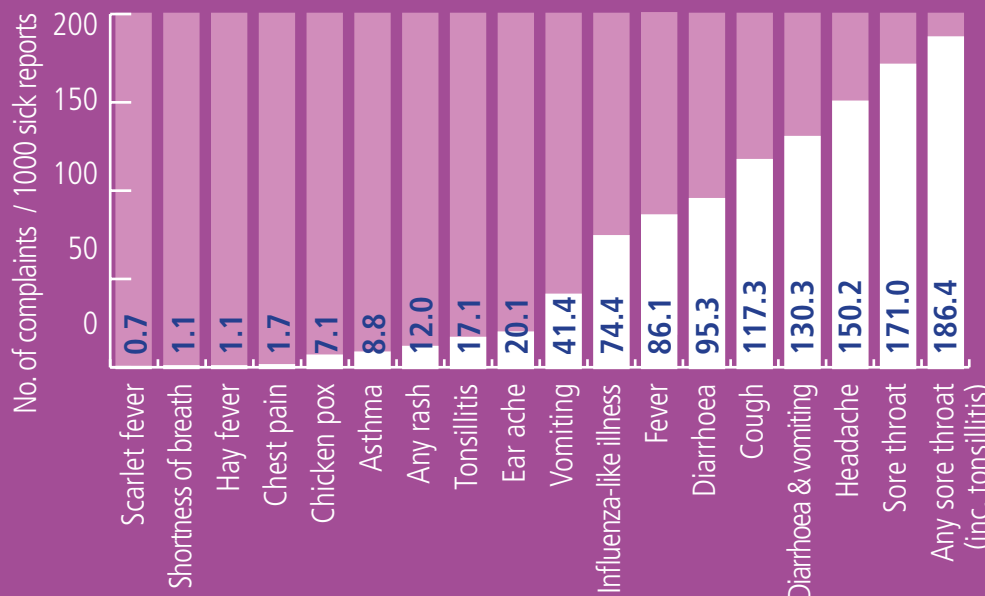
Sore throat has the highest rate of symptoms, followed by headache, then diarrhoea and vomiting.

WHAT DO WE NEED TO BE MINDFUL OF IN USING SOCIAL MEDIA TO MONITOR DISEASE:

- Representativeness
- Completeness
- Ethics



To view live [Studybugs data for Brighton & Hove](#), click on the map



WHAT IT COULD GIVE US

A real-time picture of common illness by location and over time to help health promotion and health protection efforts, for example through targeting health service pressure messages



#notanemergency