Turning Data into Action

Community Insight Profiles for Local Impact

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Oxfordshire County Council, Public Health

OXFORDSHIRE COUNTY COUNCIL

How it started



PublicHealthAnnualReportMay2020

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How it started



https://youtu.be/GgKwWFjNRD4?

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National direction needs local detail

NATIONAL DIRECTION

- National strategies set direction, but neighbourhoods differ
- County-level averages can hide the factors shaping daily life

LOCAL DETAIL

- Local evidence helps priorities reflect people and place
- The aim is targeted action—not more description

Local context turns direction into targeted action.

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How we responded – Community Insight Profiles



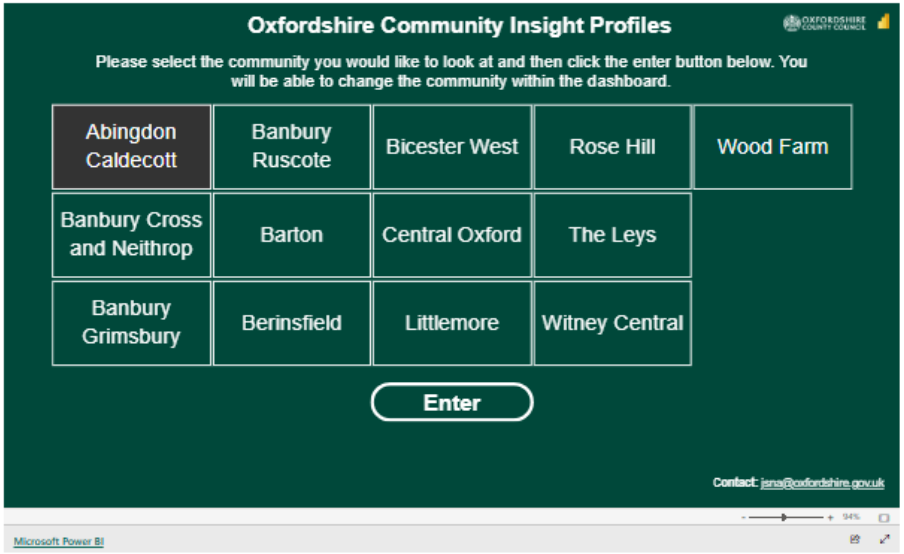
Community Insight Profiles Dashboard

The dashboard below is an interactive tool which brings together key information for 14 priority areas across Oxfordshire. These areas contain neighbourhoods that fall within the 20–40% most deprived nationally and/or are more likely to experience inequalities in health and wellbeing. Each area has an associated Community Insight Profile.

The dashboard was developed as part of the legacy of the Community Insight Profiles programme, to make local data more accessible and to support ongoing work to understand community needs, strengths and opportunities.

The areas covered by each Community Insight Profile were defined with input from local steering groups, using local knowledge, data and intelligence about community needs.

The dashboard is updated as new data becomes available to provide the most current picture possible for partners, communities and decision-makers.



Community Insight Profiles reports

NEW – Bicester West – Cherwell (click for more)

Wood Farm – Oxford (click for more)

Witney – West Oxfordshire (click for more)

Berinsfield – South Oxfordshire (click for more)

Abingdon Caldecott – Vale of White Horse (click for more)

The Leys – Oxford (click for more)

Littlemore – Oxford (click for more)

Central Oxford – Oxford (click for more)

Barton – Oxford (click for more)

Rose Hill – Oxford (click for more)

Banbury Grimsbury – Cherwell (click for more)

Banbury Ruscote and Neithrop – Cherwell (click for more)

Where we are now – CIPs Legacy Programmes

4

legacy foundations

Together, they support sustained partnership working and community-led responses.

1. **Community-led grant responses**
   CIP grants supporting and sustaining local action
2. **CHDO delivery partners**
   Community Health Development Officers as key connectors
3. **Dashboards, toolkits & guidance**
   Practical resources for partner delivery and targeting
4. **DPH Annual Report spotlight**
   2025/26 report highlights partnership strength

equalhealthoxon.org.uk

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Development of the Dashboard

- Why?
  - Easily accessible
  - Hyper-localised
  - Regularly updated
- How?
  - Qualitative data
  - Quantitative data
  - Public and internal data
- Learning and testing
  - Created in collaboration
  - Tested on community interest groups
  - Updated with new areas

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Dashboard and CIPs demo

Oxfordshire Data Hub – Health and Social Care – Community Insight Profiles

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Community insight is contributing to system change

The programme has supported partners to better understand local needs, and assets that can be built on and has helped to strengthen collaboration between communities and services.

Find out more on the DPHAR website

Visit the DPHAR website: equalhealthoxon.org.uk

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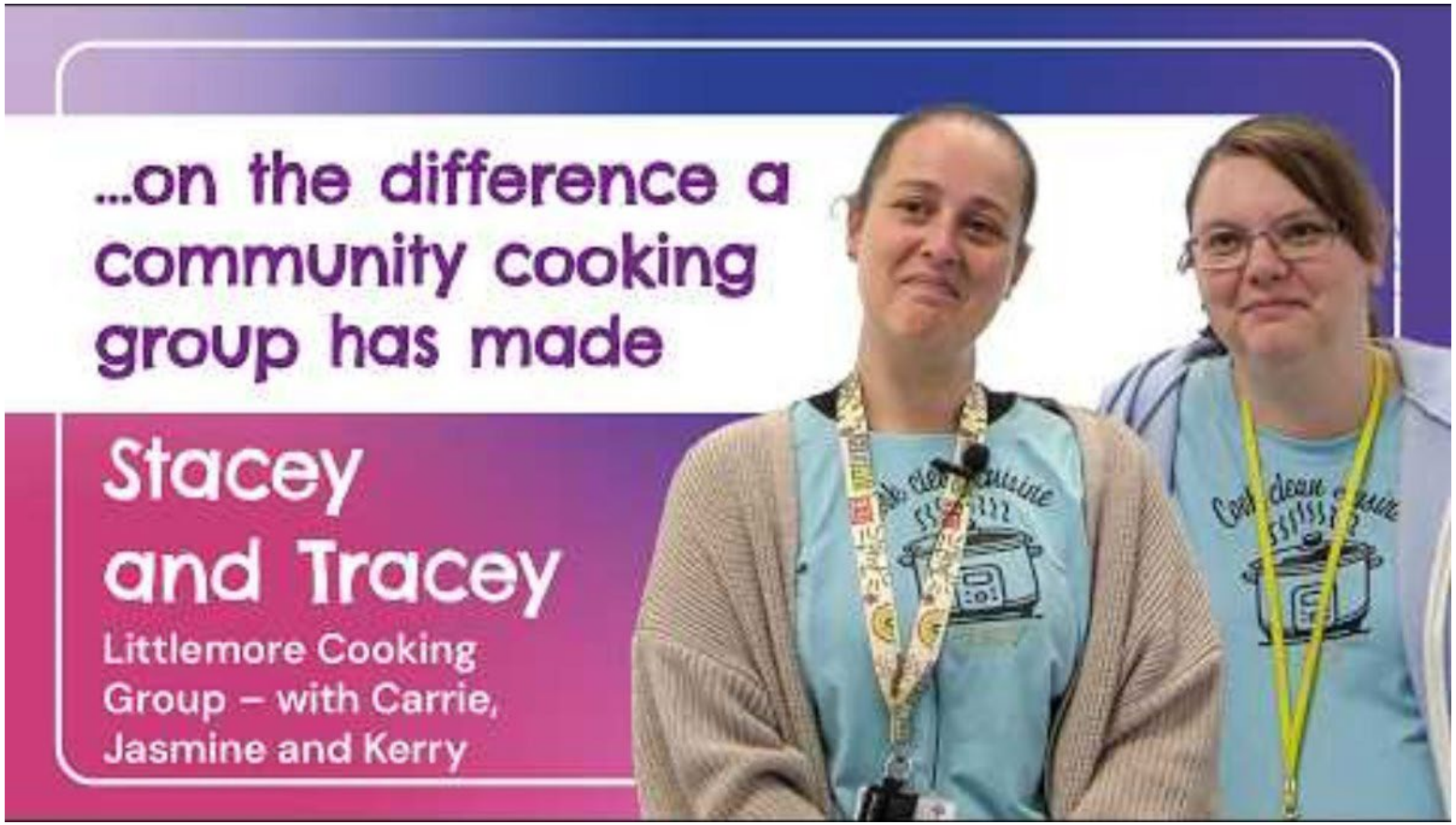
The impact of supporting local initiatives



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Questions

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