

THE DISCRIMINAORY POWER OF GEODEMOGRAPHICS TO INFORM HEALTH PROMOTION STRATEGIES

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The Public Health White Paper emphasised the role of Public Health departments in empowering local communities to make informed healthy lifestyle choices. Greater understanding of the dissimilarity of lifestyles and demographics that exist between different neighbourhood populations, will enable public health specialists to tailor health promotion strategies accordingly.

Geodemographic classifications study population types and their behaviour by geographical area, classifying small areas by combining census variables and other socio-economic data. This paper explores their use in Public Health initiatives on a local scale to improve the targeting of Health Promotion initiatives to different population groups, positively influencing change in population health risks.