

DISTRICT PROFILE

BRANDON SOUTH END



LOCATION AND DEMOGRAPHICS



LOCATION	Located in the Brandon Zone, the Brandon South End district consists of the entire south end of Brandon. Richmond Avenue is the northern boundary, 65 th Street East is the eastern boundary, Patricia Avenue is the southern boundary, and 47 th Street is the western boundary.
DEMOGRAPHICS	Population ¹ : 9,864
FACILITIES (BRANDON ZONE)	Brandon Regional Health Centre, 7 th Street Access Centre, Western Manitoba Cancer Care Centre, Child & Adolescent Treatment Centre, Fairview and Rideau Park PCH
COMMUNITY HEALTH SERVICES	Public Health, Home Care, Mental Health, Primary Health Care, Emergency Medical Services

DID YOU KNOW?

- ✓ Brandon South End has the lowest Premature Mortality Rate in Prairie Mountain Health
- ✓ Brandon South End has the lowest prevalence of Congestive Heart Failure in PMH
- ! Over 12% of Brandon South End residents (age 50+) live with Osteoporosis
- * Over 25% of Brandon South End seniors (age 75+) living in the community (not in a personal care home) use Benzodiazepines
- * Over 15% of Brandon South End residents live with respiratory illness

SOCIAL AND ECONOMIC INDICATORS

LIFE EXPECTANCY² 90.6 years		81.7 years	DEPENDENCY RATIO¹		5 dependents age 0-14 and 65+ for every 10 of working age 15-64
MEDIAN HOUSEHOLD INCOME³		\$62,598 > \$50,888 (PMH)	HOUSING AFFORDABILITY³		Tenant: 37.2% > 29.1% (PMH) Owner: 13.6% > 9.9% (PMH)
EDUCATION LEVEL³		12% < 19% (PMH) population aged 25-64 without a High School Diploma	UNEMPLOYMENT RATE³		5.9% = 5.9% (PMH)

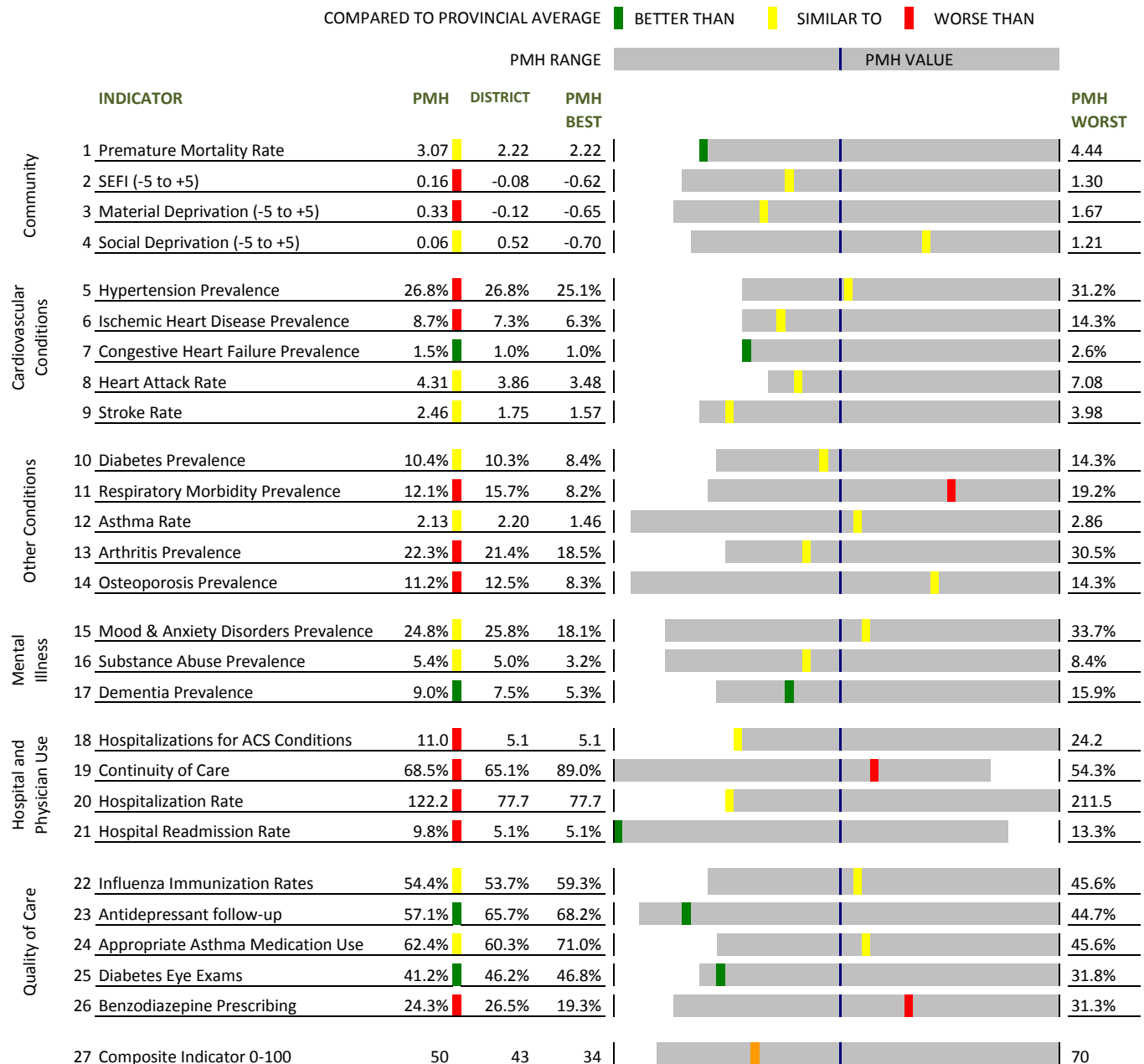
NOTES

¹ Manitoba Health Population Reports, 2013 ² Manitoba Centre for Health Policy RHA Indicators Atlas, 2013 ³ 2011 Census. Statistics Canada did not publish any area information where Global Non-response (GNR) was 50% or higher. Brandon South End had a GNR of 26.0%. Housing affordability is the percentage of households spending \geq 30% of household total income on shelter costs.

DISTRICT PROFILE INDICATORS

BRANDON SOUTH END

The chart below shows how the health of the people in this district compares with the rest of Prairie Mountain Health. The districts result for each indicator is shown as a vertical bar. The PMH rate is shown as a blue vertical bar at the centre of the chart. The range of results for all of PMH is shown as the grey shaded area. The colour of the horizontal bar for both the district and PMH values indicates whether the value is significantly lower (green), significantly higher (red) or not significantly different (yellow) to the Provincial average.



Indicator Notes

1. Age & Sex Adjusted Average Annual Premature Mortality Rate 2007-2011, per 1000 age 0-74 2. Socioeconomic Factor Index (SEFI), Canadian Census 2006 3. Material Deprivation, Canadian Census 2006 4. Social Deprivation, Canadian Census 2006 5. Age & Sex Adjusted Hypertension Prevalence 2011/12, age 19+ 6. Age & Sex Adjusted Ischemic Heart Disease Prevalence 2007/08-2011/12, age 19+ 7. Age & Sex Adjusted Annual Average Congestive Heart Failure Prevalence 2009/10-2011/12, age 40+ 8. Age & Sex Adjusted Rates of Acute Myocardial Infarction 2007-2011, per 1000 age 40+ 9. Age & Sex Adjusted Rates of Stroke 2007-2011, per 1000 age 40+ 10. Age & Sex Adjusted Diabetes Prevalence 2009/10-2011/12, age 19+ 11. Age & Sex Adjusted Total Respiratory Morbidity Prevalence 2011/12 (all ages) 12. Age & Sex Adjusted Average Annual Asthma Rates 2010/11-2011/12, per 100 (all ages) 13. Age & Sex Adjusted Arthritis Prevalence 2010/11-2011/12, age 19+ 14. Age & Sex Adjusted Osteoporosis Prevalence 2009/10-2011/12, age 50+ 15. Age & Sex Adjusted Mood & Anxiety Disorders Prevalence 2007/08-2011/12, age 10+ 16. Age & Sex Adjusted Substance Abuse Prevalence 2007/08-2011/12, age 10+ 17. Age & Sex Adjusted Dementia Prevalence 2007/08-2011/12, age 55+ 18. Age & Sex Adjusted Rates of Hospitalizations for Ambulatory Care Sensitive Conditions 2011/12, per 1000 age 0-74 19. Age & Sex Adjusted Continuity of Care (> 50% visits to same physician) 2010/11-2011/12, all residents with 3+ visits in 2 yrs 20. Age & Sex Adjusted Inpatient Hospital Separation Rates 2011/12, per 1000 21. Age & Sex Adjusted Percent of Hospital Episodes with a Readmission within 1-30 days 2011/12 22. Age & Sex Adjusted Flu Shot Rates 2011/12, age 65+ 23. Crude Proportion of New Depression Patients with Appropriate Follow-up Care 2007/08-2011/12 (New Depression patients all ages) 24. Crude Proportion of Asthmatics with Appropriate Long-term Medications 2011/12 (asthmatics all ages) 25. Crude Proportion of Diabetics who had an Eye Exam 2011/12 (diabetics age 19+) 26. Crude Proportion of Community-Dwelling Seniors with Inappropriate Benzodiazepine Rx 2010/11-2011/12, age 75+ 27. A Composite score of Indicators 1-26 scored 0-100 (lower is better)