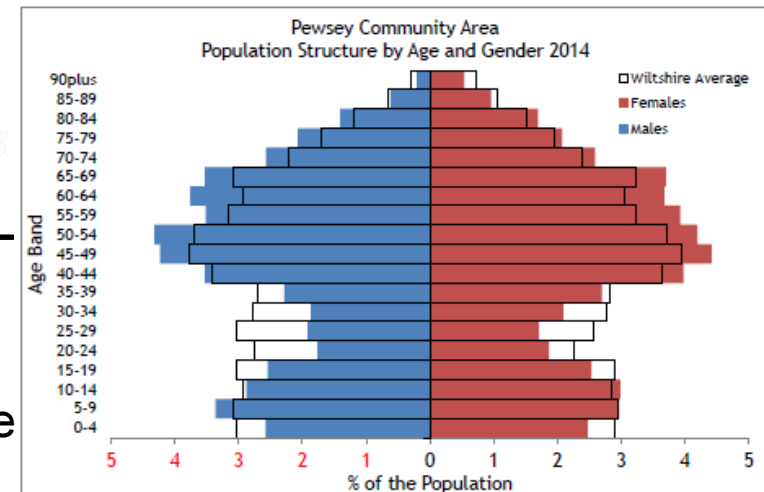
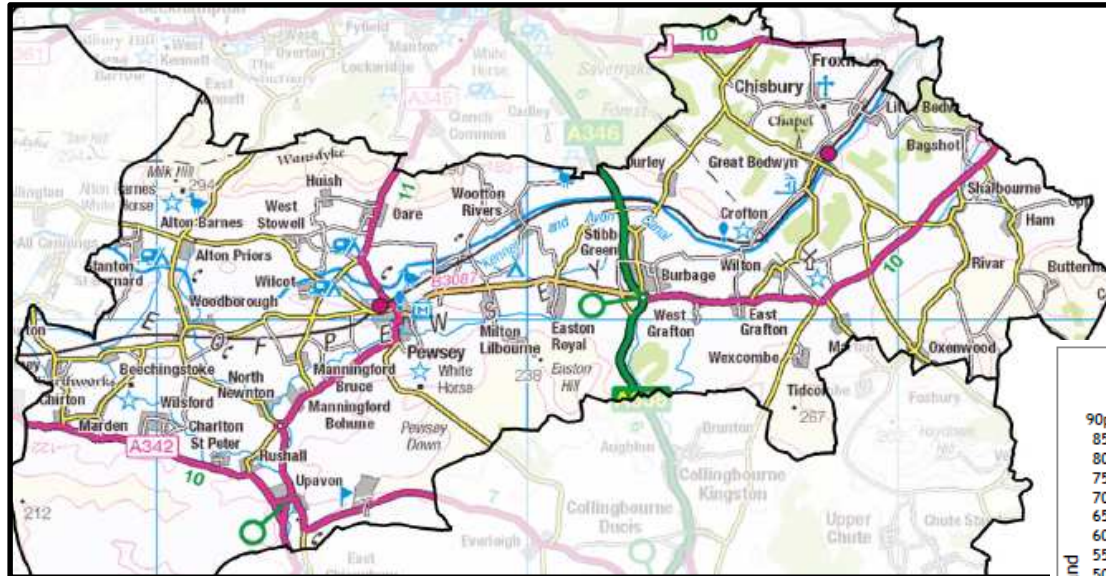


Wiltshire Healthy Lives: Helping everyone to live well

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Public Health Consultant
Wiltshire Council

Pewsey Community Area



- Community Area population = approx. 15,000
- Greater proportion aged over 40 than Wiltshire
- Lower proportion of 15-39 years
- Lower levels of deprivation than elsewhere in Wiltshire

In Wiltshire...

- Life expectancy is 81.0 years for males and 84.1 years for females
- Wiltshire's CVD mortality rates are below those of the South West and England nationally
- The health of people in Wiltshire is generally better than England average
- Deprivation is lower than average



Source: PHOF Feb 2018

However, in Wiltshire...

- ▶ Male healthy life expectancy is 65.2 years
- ▶ Female healthy life expectancy is 67.1 years
- ▶ **62.2% of adults are overweight or obese**
- ▶ **19.3% % of adults are inactive**
- ▶ **13.9% of adults smoke (27.4% R&M)**
- ▶ About 260 early deaths from CHD & stroke a year
- ▶ Over 16,000 people have Coronary Heart Disease
- ▶ Over 10,000 people have had a stroke or TIA
- ▶ Over 74,000 people have hypertension
- ▶ Over 24,000 people have diabetes

Sources: PHOF Feb 2018, QOF

Vascular Disease – One Event Leads to Another

Having a stroke increases your chance of:

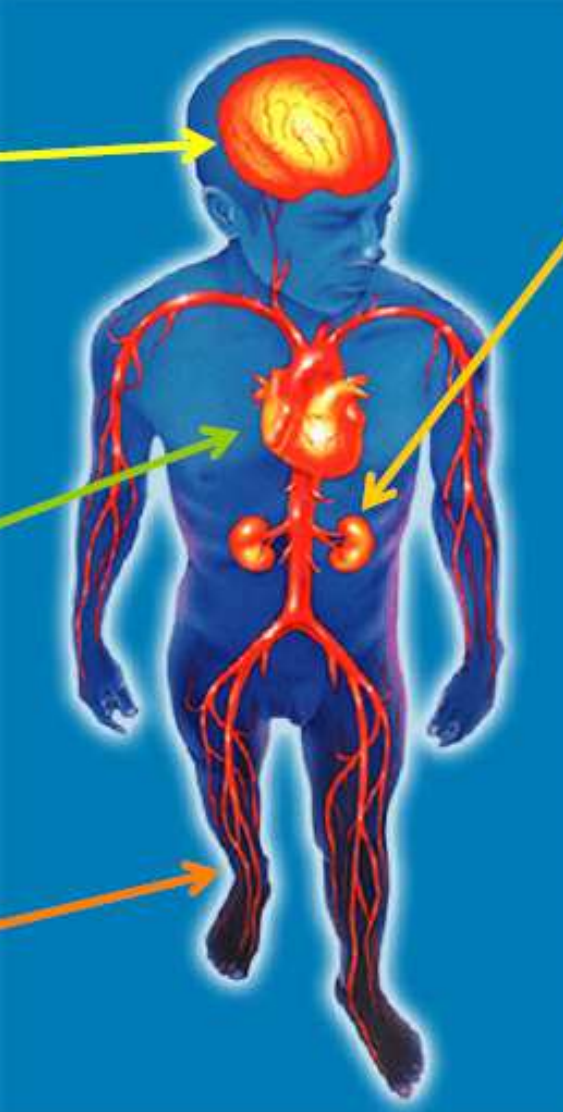
- Heart attack by 2-3 times
- Another stroke by 9 times

Having a heart attack increases your chance of:

- Having another heart attack by 5-7 times
- Stroke by 3-4 times

Having PAD increases your chance of:

- Heart attack by 4 times
- Stroke by 2-3 times



Having Chronic Kidney Disease increases your chance of:

- Heart attack by 2 times
- Stroke up 50%

Having diabetes doubles the risk of heart attack or stroke

Amputation risk increased 23 times

What can we do?

- Be **'well aware'**
- Know what we can do to help ourselves and our families stay well
- Know where to go for advice and support when we need it

Preventable risks to our health

- Up to 80% of cardiovascular disease is caused by poor lifestyles:
 - Smoking
 - Unhealthy diet
 - **Lack of physical activity**
 - Alcohol misuse
 - Obesity

Source: Lancet Commission report on hypertension, 2016



THE LANCET

Physical activity—time to take it seriously and regularly

“Physical inactivity is as important a modifiable risk factor for chronic diseases as obesity and tobacco.”

Source: Published online 27 July 2016

[http://dx.doi.org/10.1016/S0140-6736\(16\)31070-4](http://dx.doi.org/10.1016/S0140-6736(16)31070-4)

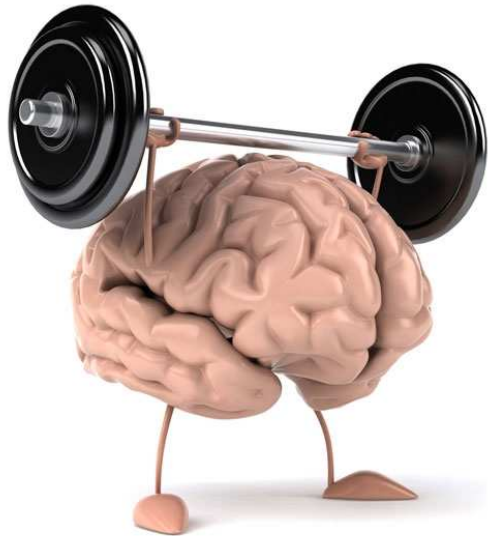
Wiltshire Council
Where everybody matters

Health Benefits of Physical Activity (1)

Whatever your age, there's strong scientific evidence that being physically active can help you lead a healthier and even happier life

- Adults should undertake 150 minutes moderate-intensity aerobic activity weekly and muscle strengthening on 2 days or more
- Children should undertake 60 minutes moderate-intensity aerobic activity daily and muscle strengthening on 3 days or more





Physical activity prevents

- Depression
- Anxiety
- Dementia

- up to 30% lower risk of depression
- up to 30% lower risk of dementia

Source: NHS Choices

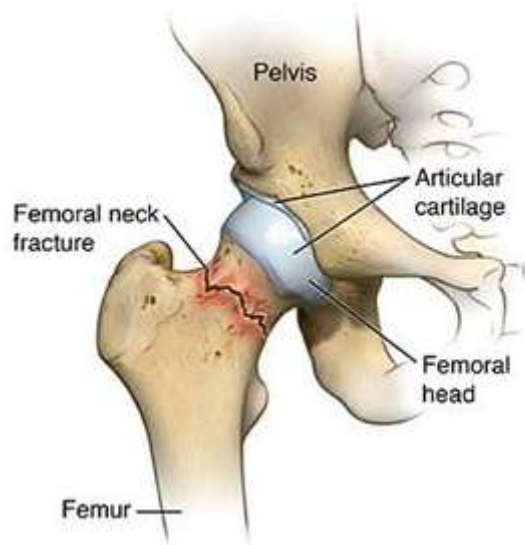


Physical activity prevents

- **Coronary heart disease**
- **Stroke**
- **Type 2 diabetes**

- up to 35% lower risk of coronary heart disease and stroke
- up to 50% lower risk of type 2 diabetes

Source: NHS Choices

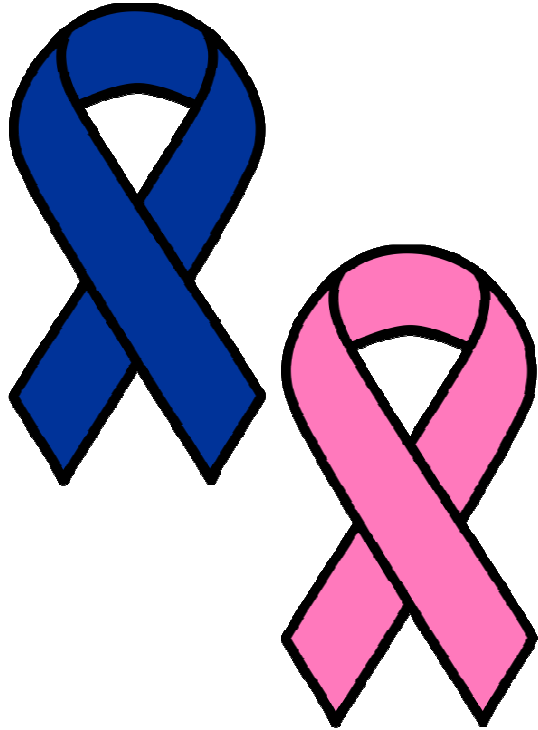


Physical activity prevents

- Falls
- Osteoarthritis
- Hip fractures

- up to 83% lower risk of osteoarthritis
- up to 68% lower risk of hip fracture
- 30% lower risk of falls (among older adults)

Source: NHS Choices



Physical activity prevents

- **Colon cancer**
- **Breast cancer**

- up to 50% lower risk of colon cancer
- up to 20% lower risk of breast cancer

Source: NHS Choices

How can we be 'well aware'

When we are young, our parents ensure:

- we are vaccinated, eat healthily, are physically active and understand basic hygiene (e.g. hand washing).

When we are adults:

- We won't smoke, are physically active, eat healthily, and drink alcohol sensibly.
- We practise safe sex, and don't misuse drugs.

When we are older adults:

- We won't smoke, are physically active, eat healthily, and drink alcohol sensibly.
- If we have a long term condition we will understand how to manage it effectively.

But we all need help from time to time

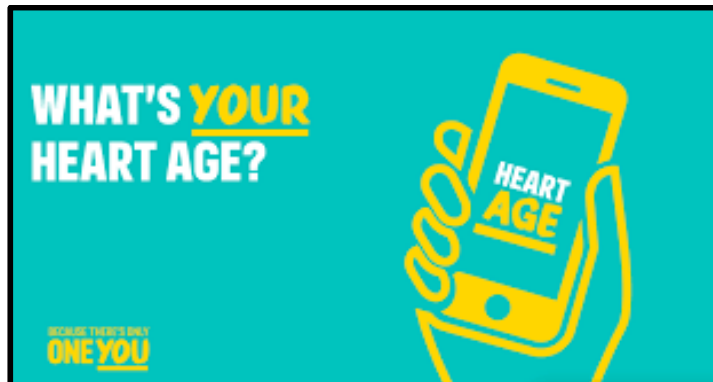
Being **well aware** also means understanding what help is available to me and is appropriate to my needs:

Health improvement services

Advice and support from:

- NHS Choices
- NHS 111
- Primary Care GP
- Minor Injuries Unit
- Pharmacy
- For life-threatening emergency 999 or direct to a hospital A&E

Some 2018 Campaigns promoted by Public Health



Health Improvement Information

Healthy Weight 4 Life

Welcome to our Healthy Weight 4 Life e-toolkit. Here you will find information on healthy weight for all ages along with useful resources and signposting to local services and recommended websites for further reading. Each life stage includes information on why being a healthy weight is important, top tips for a healthy weight, and further support available locally to achieve a healthy weight.



Pregnancy



Your Baby



Early years



Children



Adults

www.wiltshire.gov.uk/public-health-weight

Some Wiltshire Health Improvement Services

NHS Health Check



Physical Activity on Referral



Walking



Children



Health Trainers



health.trainers@wiltshire.gov.uk

Weight Management



ShapeUp4Life

Free support to lose weight and keep it off

Stop Smoking



Type 2 Diabetes Prevention

HEALTHIER YOU
NHS DIABETES PREVENTION PROGRAMME

Big Pledge 2018

14 May – 8 July

- First campaign was 2014
- Part of Wiltshire's Olympic Legacy Programme
- 2018 – Beat the Clock Challenge
- For all ages and abilities – includes beginners and ability challenges
- 1,358 individuals signed up
- 44 schools with 8,513 pupils
- 9,871 participants in total



Opportunities for people of all ages and abilities to be active

Ability Sports

- Community multi-sports sessions for adults and children
- Schools coaching
- 121 Swimming
- Sport specific opportunities



Sports Camps

- Sport Specific holiday camps for: athletics, basketball, cricket, football and tennis
- Disability delivery part of mainstream camps to encourage inclusivity



Walking Football
Walking Netball
Walking Basketball

Wiltshire StreetGames

Weekly community-based sports activities, events and volunteering opportunities targeting hard to reach young people aged 13 – 25



Older People's
classes and groups
in leisure centres

