

Choosing Health: Making healthy choices easier

Published in 2004 sets out how the:

'Government will make it easier for people to make healthier choices by offering practical help to adopt healthier lifestyles.'

Choosing Health: Principles

- o Informed choice for all
- o Personalisation of support to make healthy choices
- o Working in partnership to make health everyone's business



Choosing Health: Priorities

- Tackling health inequalities
- Reducing the number of people who smoke
- Tackling obesity
- Improving sexual health
- Improving mental health & well-being
- Reducing harm and encouraging sensible drinking



Choosing Health: Priorities

- Helping children & young people to lead healthy lives
- Promoting healthy and active life amongst older people




Choosing Health: Support


- Promoting personal health
- Developing the workforce
- Building in research and development
- Using information and intelligence



Measuring success

- Reduce health inequalities by 10% by 2010 as measured by infant mortality and life expectancy at birth

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- Tackle the underlying determinants of ill health and inequalities




What does this mean for Gateshead?

- Improve the health of the population. By 2010 to increase life expectancy at birth in England to 78.6 years for men and to 82.5 years for women




How Healthy is Gateshead?



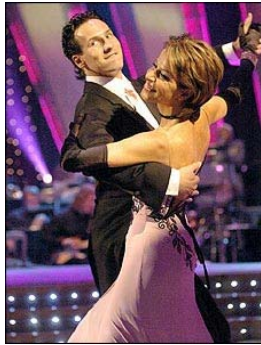
How healthy is Gateshead

- Health in Gateshead is improving
- But how do we compare to other areas?
- Gateshead is one of 354 Local Authority areas in England



How healthy is Gateshead?

- On a scale of 1 to 10 what score would you give Gateshead for the health of its population?
- Is your “picture” of health in Gateshead the same as that painted by the statistics?





Scoring system

- 1 says Gateshead has the poorest health
- 10 says Gateshead has the best health
- 5 or 6 says health in Gateshead is similar to average health in England

Life expectancy in Gateshead

- The number of years that a person can expect to live in Gateshead
- Based on the ages at which people in Gateshead have died in the last three years

Life expectancy at birth Gateshead score

2

North East = 2, England = 5

Number of people dying prematurely due to heart disease

- Average life expectancy in England
 - Males = 77 years
 - Females = 81 years
- 'prematurely' = under 75 years of age
- Compare Gateshead with England using "deaths per 100,000 people"

Premature deaths due to heart disease
- Gateshead score

2

North East = 2, England = 4

Number of people dying prematurely
due to cancer

- Average life expectancy in England
 - Males = 77 years
 - Females = 81 years
- 'prematurely' = under 75 years of age
- Compare Gateshead with England using "deaths per 100,000 people"

Premature deaths due to cancer
Gateshead score

2

North East = 2, England = 4

Number of infants dying under the age of 1 year

- Known as the “infant mortality rate”
- Thankfully number is small, on average under 10 deaths each year in Gateshead
- Compare Gateshead with England using “deaths per 1,000 births”

Infant deaths under 1 year
Gateshead score

6

North East = 5, England = 4

Percentage of the adult population who smoke

- Only an estimated figure
- Numbers of local people taking part in national surveys is too small
- Smoking a major cause of some cancers and heart disease

Percentage of the adult population who smoke - Gateshead score

1

North East = 3, England = 5

Percentage of the adult population who eat five portions of fruit & veg. each day

- Only an estimated figure
- Numbers of local people taking part in national surveys is too small
- Consuming five a day reduces risk of suffering heart disease and some cancers

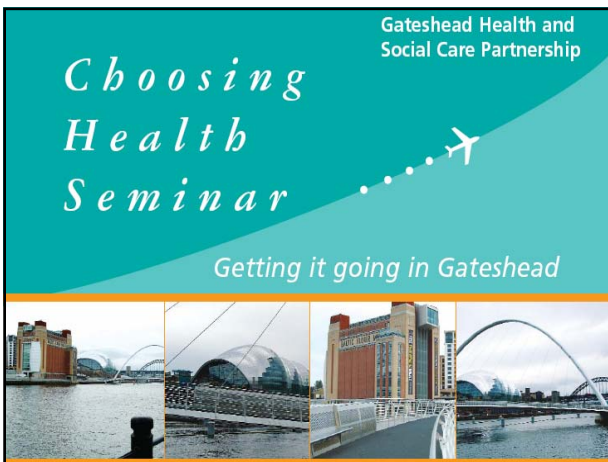
Percent of the adult population who eat five a day - Gateshead score

2


North East = 2, England = 6

Two different stories

- Gateshead health improving over time
- Gateshead is among the fifth (20%) of Local Authorities where health is poorest







- “every contact a health improvement contact”
