

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

- Informed choice for all
- Personalisation of support to make healthy choices
- 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



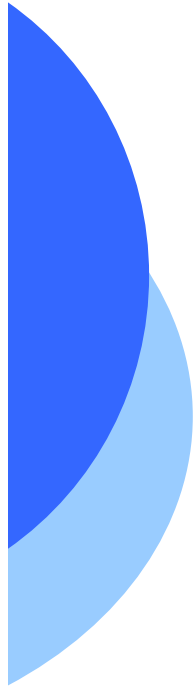
Choosing Health: Support

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

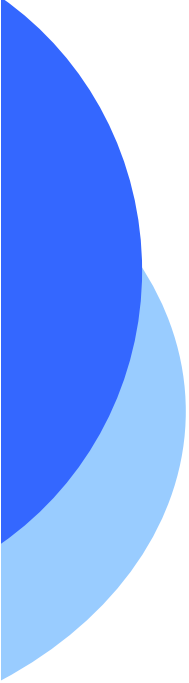


Measuring success

- 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?



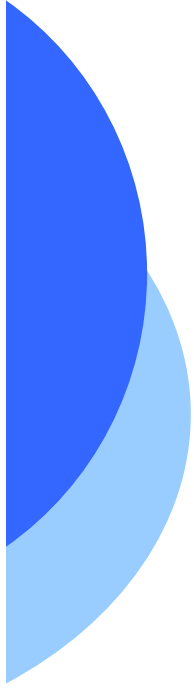
How healthy is Gateshead

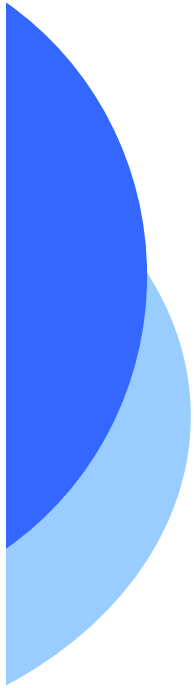
- Health in Gateshead is improving
- But how do we compare to other areas?
- Gateshead is one of 354 Local Authority areas in England



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

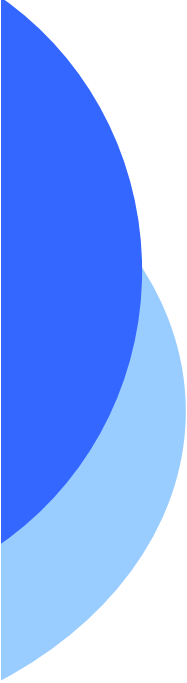
2

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

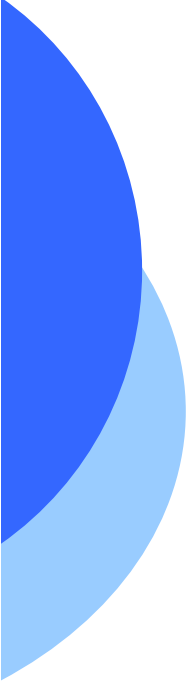
2

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

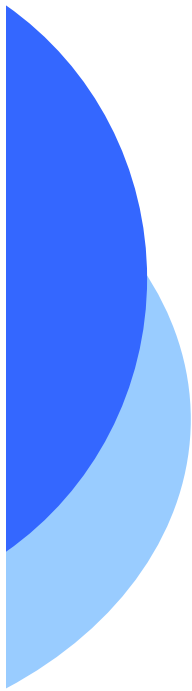
6

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

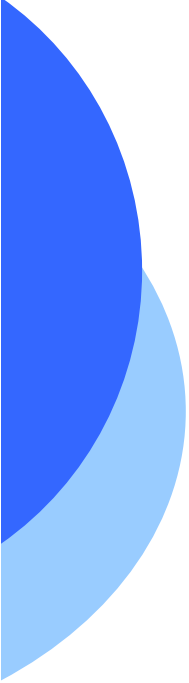
- Only an estimated figure
- Numbers of local people taking part in national surveys is too small
- Consuming five a day reduces risk of suffering heart disease and some cancers



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

2

North East = 2, England = 6



What picture of health in Gateshead do you have?

- Better or worse than the statistics say?



Differences in life expectancy between Gateshead and England

- On average, men in Gateshead die 2 years earlier than men across England
- Women in Gateshead will die, on average, 1.5 years earlier than women across England

Local variations in life expectancy

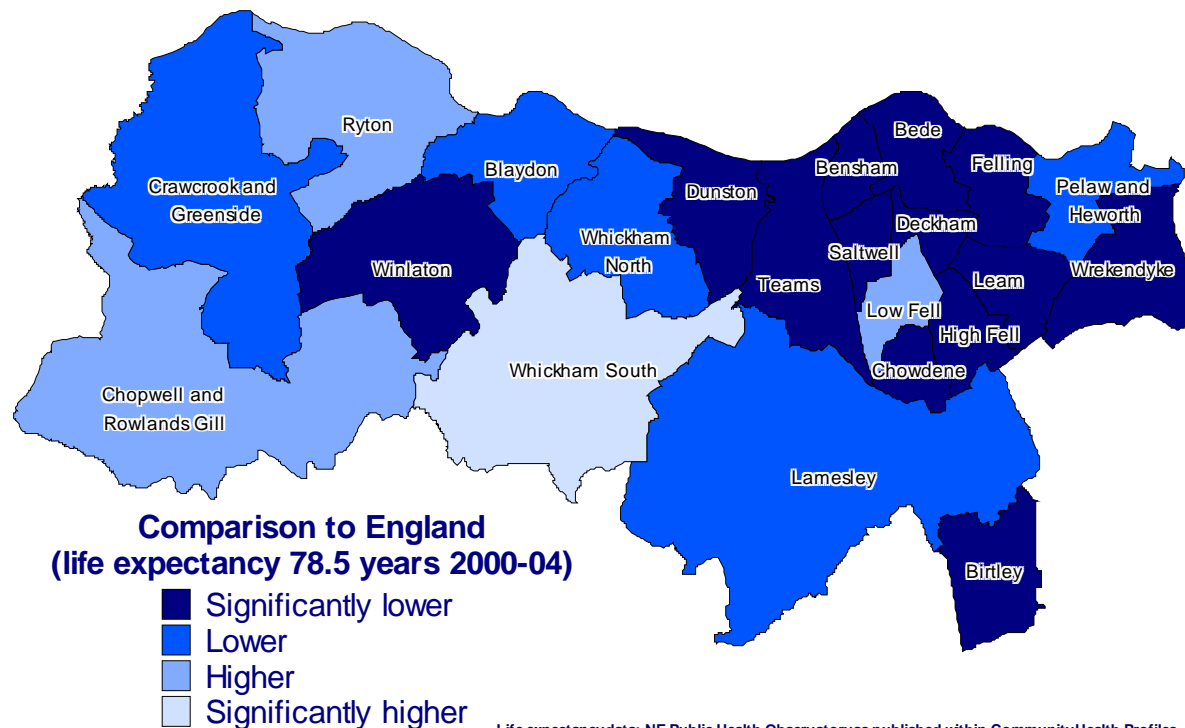
Life expectancy gap between wards with highest and lowest life expectancy

Men 9 years

Women 12 years

Gateshead 
Primary Care Trust

Life Expectancy in Gateshead



Life expectancy data: NE Public Health Observatory as published within Community Health Profiles



Two different stories

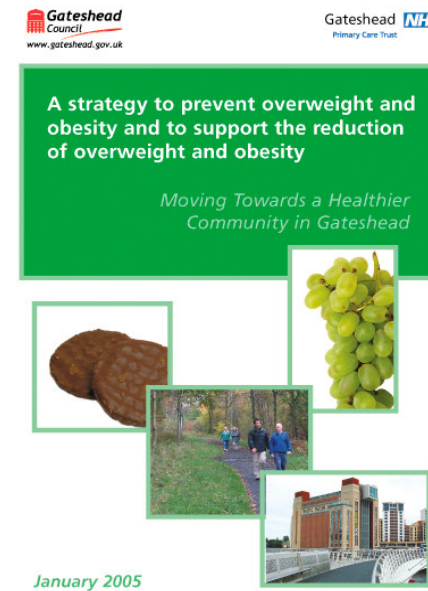
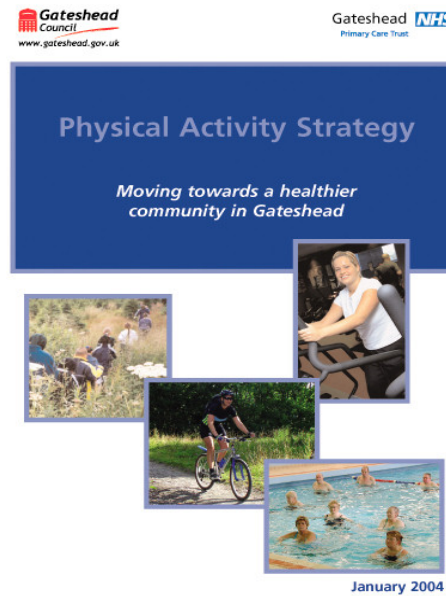
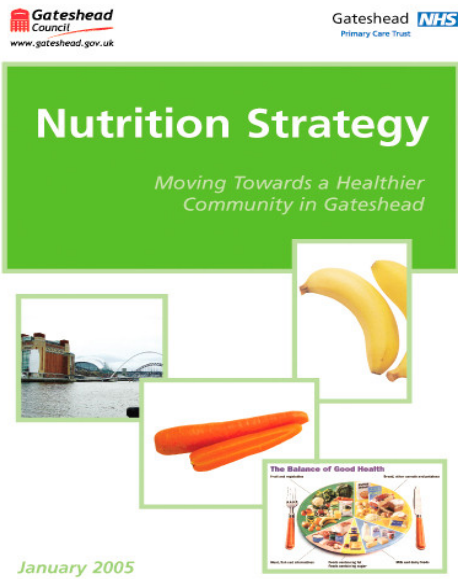
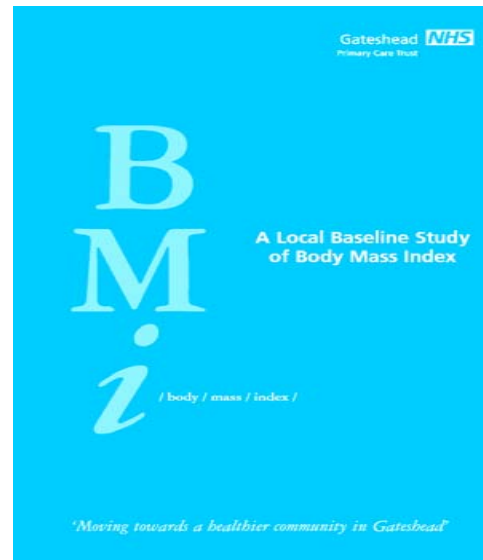
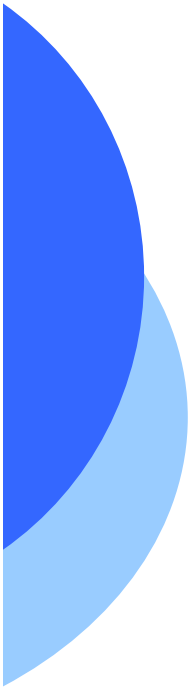
- Gateshead health improving over time
- Gateshead is among the fifth (20%) of Local Authorities where health is poorest

Gateshead Health and
Social Care Partnership

Choosing Health Seminar

Getting it going in Gateshead







Campaigns 2007

Sexual Health Awareness Week

12th - 18th February 2007
Lead - Sexual Health Promotion Team
steve.paske@ghpct.nhs.uk (Tel 0191 490 1699)

2007 will see an expansion of Sexual Health Services for Gateshead residents, Sexual Health Awareness week will kick-start awareness of sexual health issues and promote the use of condoms.

No Smoking Day

14th March 2007
Lead - Claire Mawson
claire.mawson@ghpct.nhs.uk (Tel 0191 487 1489)

No Smoking Day will promote the support available for people wishing to give it up. It will also raise awareness of the forthcoming smoke-free legislation (July 1st 2007).

Breastfeeding Awareness Week

13th - 19th May 2007
Lead - Community Health Team
jaynenorwood@gateshead.gov.uk (Tel 0191 433 2177)

Focusing on promoting The Gateshead Breastfeeding Friendly Scheme, this campaign will encourage as many businesses as possible to take part in the scheme. Breastfeeding in public areas will be made as easy as possible for mums in Gateshead.

Cancer Prevention - Fruity Friday

25th May 2007
Lead - Angela Hannant
angela.hannant@ghpct.nhs.uk (Tel 0191 497 1548)

This year's one-day campaign will focus on encouraging people to increase their fruit & vegetable intake. The campaign will build on the success of the 'Fruity Friday' theme developed over the last two years.

Heart Health Week

2nd - 10th June 2007
Lead - Michael Chappell
michael.chappell@ghnt.nhs.uk (Tel 0191 497 1516)

Heart Health Week promotes physical activity. It starts a summer of events/initiatives through to September. The campaign will signpost how you can get involved in activities across the borough.

Immunisation Awareness Week

10th - 16th September 2007
Lead - Laurence Lines
laurence.lines@ghpct.nhs.uk (Tel 0191 460 5249)

The Immunisation campaign will seek to raise awareness of immunisation.

World Mental Health Day

10th October 2007
Lead - Tom Hall
tom.hall@ghpct.nhs.uk (Tel 0191 497 1516)

This campaign's aim is to protect the mental health and well-being of children and young people in Gateshead, focusing on stigma and bullying.

Alcohol Awareness Week

10th - 16th December 2007
Lead - Julie Parker
julie.parker@ghpct.nhs.uk (Tel 0191 497 1474)

Alcohol awareness week will be co-ordinated at a local level by a multi-disciplinary partnership and will target at risk groups.

Finding out more

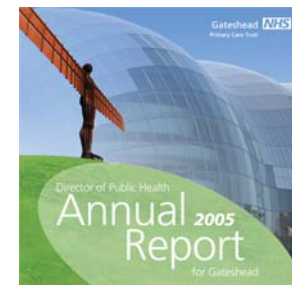
- Community Health Profile
www.communityhealthprofiles.info
- Director of Public Health Annual Report
- Gateshead Compendium of Health Related Statistics
www.cehi.org.uk/dph_annual_report/
- Centre for Enabling Health Improvement weblog
www.cehi.org.uk



Choosing Health
Making healthier choices easier



Health Profile for
Gateshead 2006



Chapter 4

Circulatory Disease
(CHD, Stroke and related diseases)

Compendium of Health Related Statistics 2005



Gateshead Centre for Enabling Health Improvement

cehi

a weblog for the gateshead public health workforce

0191 497 1475

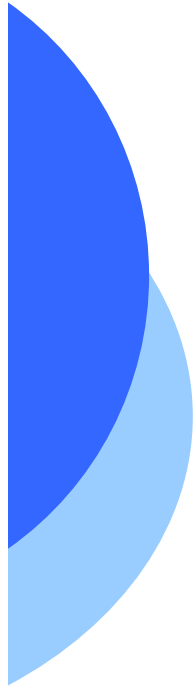


Vision and mission

‘Wherever you live in Gateshead, whoever you are, you will live the longest and healthiest lives in England’

We will know if we have achieved the vision if, by 2030, Gateshead:

- ***is top of the life expectancy tables in England***
- ***has the lowest death rate in England***
- ***has the lowest rate of people unable to work due to ill health in England***
and
- ***has eradicated the unacceptable differences in these measures across the borough***



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- “every contact a health improvement contact”