

# Living Well in the North West

How can  
transport and  
health work  
together to  
promote well  
being and  
reduce  
inequalities?



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# I Will Cover.....

- Tackling Health inequalities
- New Policy on Public Health
- Contribution of Transport to Improving Health and Well being

# The Public's Health Matters!

- Social justice / Social conditions
- Opportunity for better health and well being / lifestyles
- Health Protection
- Quality health care including effective Primary Health Care

## Regional Variations: National Context

This table shows how each region compares to the England average for the range of indicators used in the local Health Profiles. Areas are sorted by a summary score of red, amber and green indicators so that areas with more indicators which are better than the England average appear at the left and those which are worse appear at the right. A green box may still indicate an important public health problem.

- Significantly worse than England average
- Significantly better than England average
- Not significantly different from England average
- No significance can be calculated, or data unavailable

\*Relates to National Indicator 2009

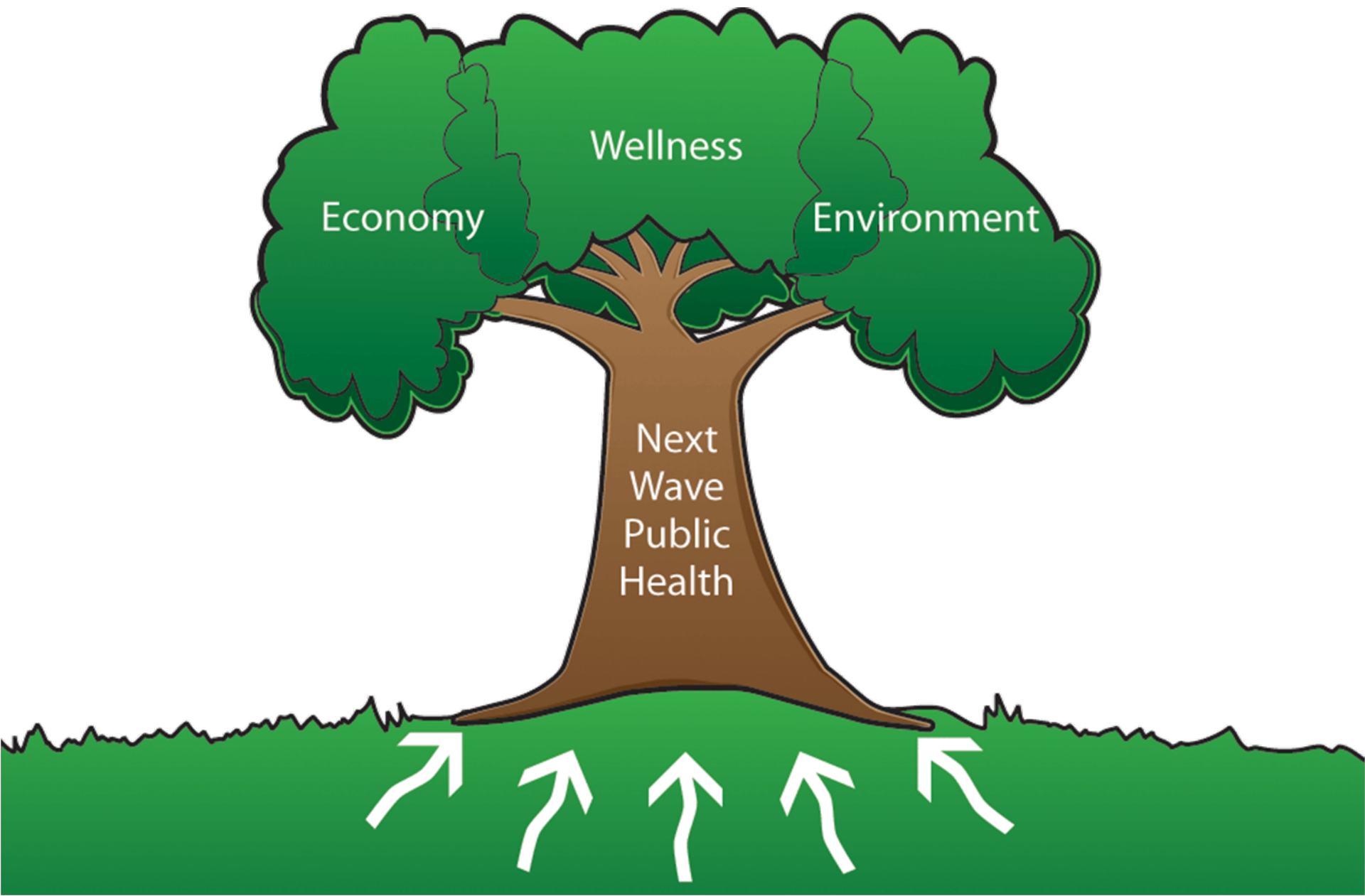
Domain	Indicator	England	South East	South West	East of England	East Midlands	London	North East	North West	Yorkshire and The Humber	West Midlands
Our communities	1 Deprivation	19.9	5.9	9.2	6.2	16.6	28.5	33.7	31.8	27.2	27.4
	2 Children in poverty *	22.4	15.4	16.9	16.9	19.5	33.9	26.0	25.0	23.0	24.8
	3 Statutory homelessness	2.8	1.5	1.9	2.4	2.5	4.1	3.2	2.7	3.3	4.2
	4 GCSE achieved (5A*-C inc. Eng & Maths) *	48.3	51.7	49.2	50.3	47.0	50.6	44.9	47.4	44.4	46.1
	5 Violent crime *	17.6	17.7	15.4	13.1	17.3	23.0	16.1	17.3	18.0	18.0
	6 Carbon emissions *	7.2	6.8	7.3	7.3	7.8	6.5	8.1	7.1	7.6	7.1
Children's and young people's health	7 Smoking in pregnancy	14.7	13.7	15.2	14.3	16.2	7.2	22.2	19.6	18.0	15.6
	8 Breast feeding initiation *	71.0	75.7	76.0	73.0	71.6	84.4	52.5	60.9	64.9	62.6
	9 Physically active children *	90.0	89.5	91.8	91.9	89.7	88.9	90.5	89.8	88.8	90.0
	10 Obese children *	9.6	8.3	8.9	9.3	9.1	10.9	10.7	10.0	9.8	10.0
	11 Children's tooth decay (at age 5)	1.5	1.1	1.6	1.1	1.3	1.7	2.0	2.0	1.8	1.0
	12 Teenage pregnancy (under 18) *	41.2	33.3	34.3	33.0	40.1	45.8	50.6	45.9	47.3	46.5
Adults' health and lifestyle	13 Adults who smoke *	24.1	21.8	21.5	23.5	24.9	23.3	29.1	26.0	25.5	24.0
	14 Binge drinking adults	18.0	16.2	15.3	15.2	17.7	12.7	26.5	23.0	22.0	17.9
	15 Healthy eating adults	26.3	30.4	25.9	27.0	25.9	29.7	18.5	23.6	24.7	25.1
	16 Physically active adults	10.8	11.4	12.3	11.0	11.4	9.4	10.6	10.8	11.3	9.5
	17 Obese adults	23.6	22.0	23.2	24.8	25.6	18.4	25.2	24.5	24.1	26.5
Disease and poor health	18 Over-65s 'not in good health'	21.5	16.9	18.4	18.2	22.0	22.3	27.5	25.0	25.0	23.5
	19 Incapacity benefits for mental illness *	27.7	19.8	26.8	20.6	24.6	27.0	40.2	40.5	28.4	29.0
	20 Hospital stays for alcohol related harm *	1472.5	1161.4	1365.3	1234.8	1451.6	1386.4	2045.6	1943.8	1413.1	1479.5
	21 Drug misuse	9.8	5.6	9.0	5.4	8.4	14.2	9.4	12.3	11.8	10.9
	22 People diagnosed with diabetes	4.1	3.7	3.9	3.8	4.3	4.2	4.1	4.3	4.1	4.5
	23 New cases of tuberculosis	15.0	8.0	5.4	7.9	12.2	44.6	5.6	10.0	11.9	17.4
	24 Hip fracture in over-65s	479.8	467.5	462.7	467.6	480.1	454.4	552.3	493.9	484.0	499.0
	25 Excess winter deaths	17.0	17.2	17.9	17.7	16.4	16.4	15.8	16.3	16.2	18.2
Life expectancy and causes of death	26 Life expectancy - male *	77.7	78.9	78.7	78.7	77.6	77.9	76.3	76.0	76.9	76.9
	27 Life expectancy - female *	81.8	82.7	82.9	82.6	81.6	82.4	80.4	80.4	81.1	81.4
	28 Infant deaths	4.9	4.0	4.2	4.1	5.1	4.8	4.9	5.5	5.8	6.2
	29 Deaths from smoking	210.2	183.0	178.2	185.0	204.5	207.2	268.3	253.3	235.0	215.3
	30 Early deaths: heart disease & stroke *	79.1	66.3	65.6	67.9	78.8	83.5	92.7	96.4	86.1	85.0
	31 Early deaths: cancer *	115.5	108.0	106.0	106.9	114.4	112.0	134.3	129.5	121.0	118.5
	32 Road injuries and deaths *	54.3	54.5	49.0	60.4	60.5	50.7	42.8	54.6	63.3	49.0

# Deaths in young people in the NW Region 2008/9

- Of 670 deaths – 284 died in 1<sup>st</sup> month of life
- Of the remaining 369 – 29 deaths were due to Road Traffic Accidents



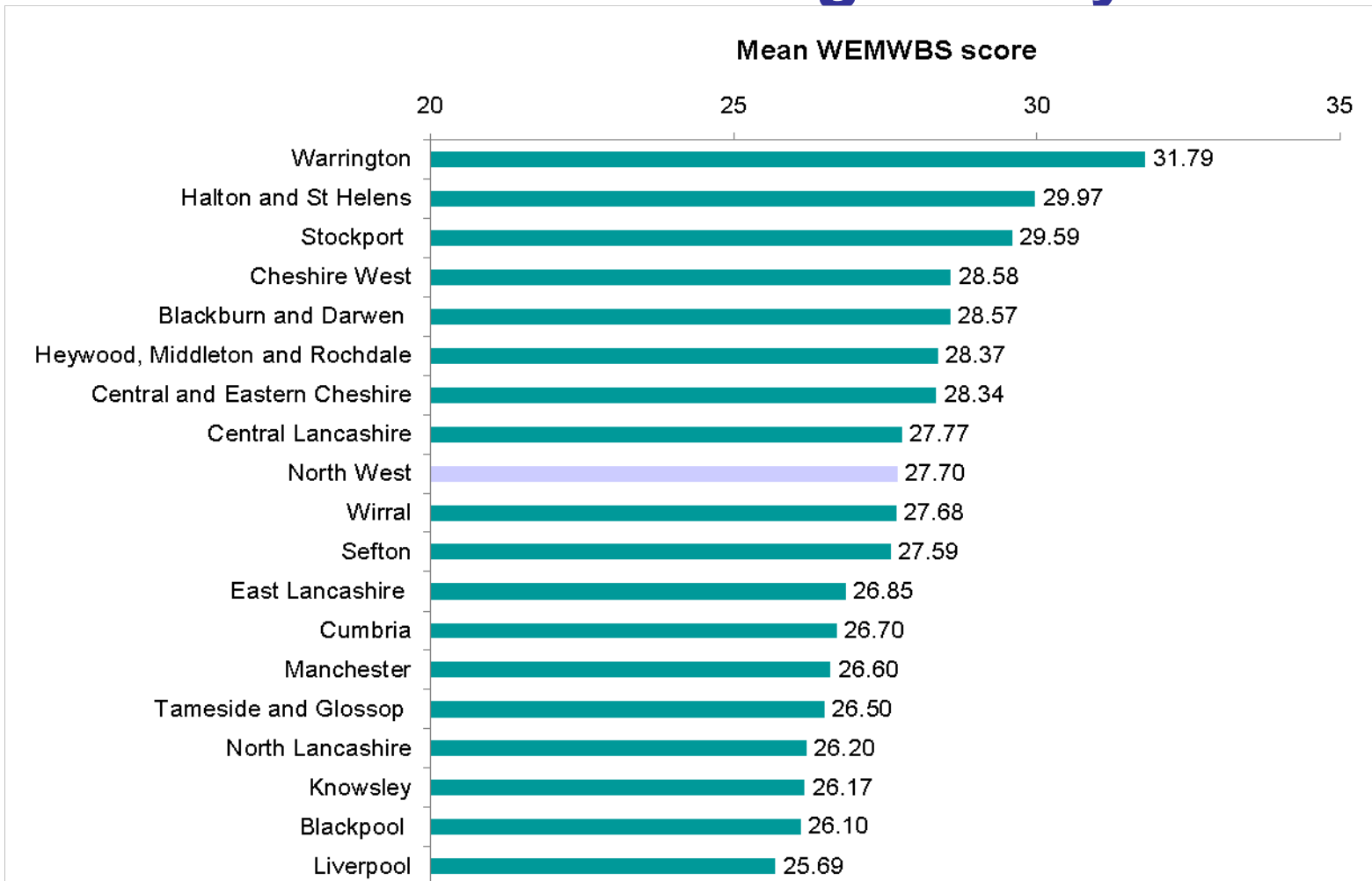
- Giving every child the best start in life;
- Enabling all children, young people and adults to maximise their capabilities and have control over their lives;
- Creating fair employment and good work for all;
- Ensuring a healthy standard of living for all;
- Creating and developing healthy and sustainable places and communities;
- Strengthening the role and impact of ill health prevention.



**Illness** → **Wellness**



# North West Regional Wellbeing Survey



# Five Ways to Well-being

Action that individuals can take .....

1. **Connect**..with family, friends, colleagues, neighbours
2. **Be active**..walk, run, garden, dance
3. **Take notice**..be curious, reflect on experiences
4. **Keep learning**..try something new
5. **Give**..doing something for others

# Where do we want to be in 2020?



- **LIVING WELL**

- **ACROSS LOCAL COMMUNITIES**

- Prioritising wellbeing to reduce inequalities

Available from [www.nwph.net/hawa](http://www.nwph.net/hawa)

# Delivering Living Well

- Building on the **strengths, assets** and **resilience** of individuals, families and communities to bring about change.
- Create a social movement.

## Resources:

- **‘Investment for health’** - where public investment becomes a force for the creation of health and wellbeing for all communities
- **‘Social Value’** – doing the right thing.
  - Worklessness
  - sustainability
  - Community outreach/engagement
  - Procurement & Commissioning



# Health and transport sectors are realising the benefits of working together

*‘The potential benefits of physical activity to health are huge. If a medication existed which had a similar effect, it would be regarded as a “wonder drug” or “miracle cure”.’*

*Sir Liam Donaldson – Chief Medical Officer (Annual Report of the Chief Medical Officer 2009, Department of Health, March 2010)*



- Liverpool - *“Cycling City” to improve quality of life and create a healthy low-carbon city*

# Transport and health:

## What is working?

### Smarter Travel choices

- High quality, high capacity public transport with quality, level access 'stops and shelters' and provision of improved timetable/Real-time Travel Information.
- Promotion of walking as an important method of transportation in its own right and to join up with other methods of transport.
- Traffic calming/demand management infrastructure and the reallocation of road space to give priority to buses, cyclists and pedestrians for journeys within the urban area.
- Providing advice on low emission/electric vehicles and vehicle choice and promoting Park and Ride schemes, online journey planning and organisational travel planning to encourage cycling and public transport use.
- Comprehensive measures to support safe routes throughout urban areas

# The New Approach to Public Health

- Grounded in localism with a strong focus on assets and need
- Planning and decision making that takes account of public priorities, community assets and a range of social / environmental outcomes e.g. green space, support into work
- **Different way to deliver services** - responsive to public choice – Health protection
- NHS - A **prevention, treatment** and care service

# The New Public Health System

- A new Public Health Service incorporated into the Department of Health;
- Directors of Public Health will be employed by Local Authorities, jointly appointed by the Public Health Service;
- A ring-fenced budget devolved to Local Authorities and local Directors of Public Health;
- A new 'health premium' to promote action to improve population-wide health and reduce health inequalities;
- Public health outcomes framework;

# At National Level .....

- The **Secretary of State will take personal responsibility for:**
- Setting **clear goals for improving public health and wellbeing;**
- Leading and driving a **cross-Government approach;**
- Working with all partners, including through the **Responsibility Deal** with industry, to support these goals; and
- Establishing a **new public health service** to protect and help improve the nation's health and wellbeing, including responding to emergencies.
- A new Cabinet sub-committee on Public Health chaired by the Secretary of State for Health.

# Healthy Lives, Healthy People

- Active travel and physical activity need to become the norm in Communities
- Better use of evidence
- £560M Local Sustainable Transport Fund – more in Local Transport White paper

# New System Opportunities

- Health and Well Being Boards – strategic approach across public sector
- Outcome focussed
- Responsibility deal - shared commitment e.g. physical activity
- Prevention in all we do – health promoting services / environmental health/ transport/ urban design / housing etc

Etc .....

# Sustainable Places:

## Good transport services linking people to jobs, schools, health and other services and EACH OTHER!



# A sustainable community is one where there is...

Affordable public transport  
Good local employment  
Pedestrian bicycle and  
public transport networks  
A pedestrian dominated  
public realm  
A rich and diverse natural  
environment  
Local facilities and  
resources  
Vibrantly textured social  
networks  
Informed and empowered  
individuals





## Five ways to well-being

Connect..with family, friends, colleagues, neighbours

Be active..walk, run, cycle, garden, dance

Take notice..be curious, reflect on experiences

Keep learning..try something new

Give..*doing something for others*

# Year of Health and Wellbeing 2011

- Once in a lifetime opportunity to inspire change through 2012 Olympics
- Get people using the **five ways to wellbeing** to radically improve wellbeing
- Use changing public sector services as a chance to build an improved approach
- Build new partnerships (Big Society and Responsibility Deal)
- Want to get involved?

This is your movement.....  
**and your moment**

