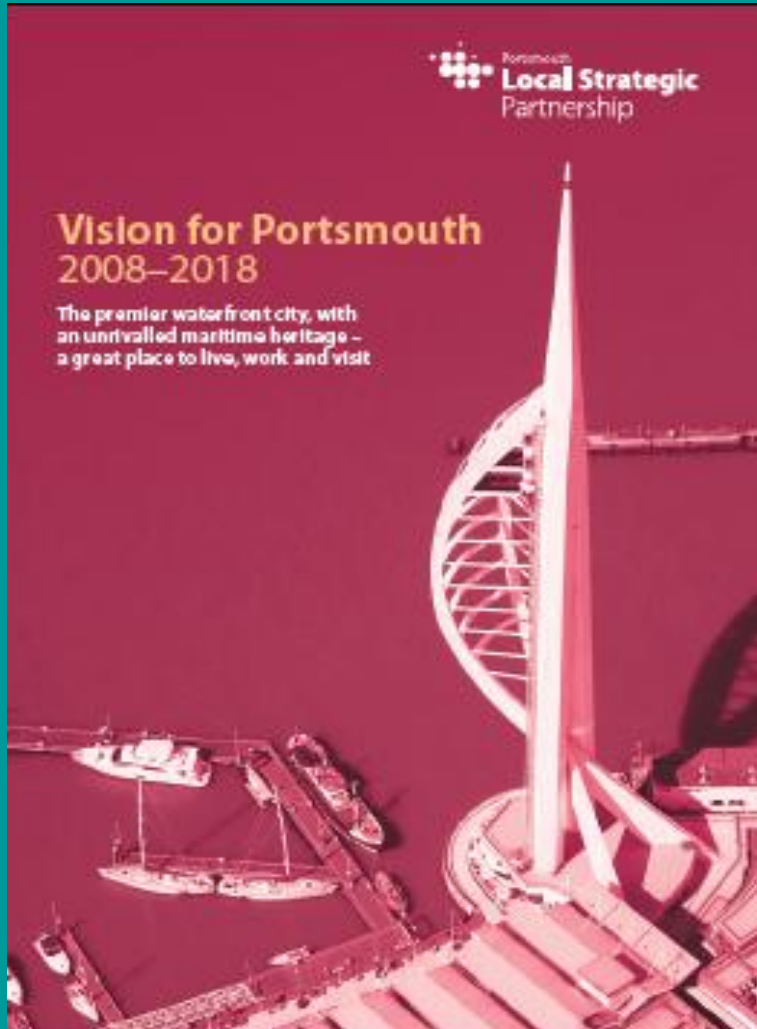


Setting the Scene



Dr Paul Edmondson-Jones
Director of Public Health

The Vision for Portsmouth 2008-2018



The premier waterfront city with an unrivalled maritime heritage – a great place to live, work and visit

Where did we start from?

HEALTH

Life Expectancy
Obesity & Exercise
Smoking and Alcohol

ASPIRATION

Parenting Skills
Participation
Literacy

DEPRIVATION

CWI – 105/150 Top Tier
(Education & Housing)
IMD – 94/354 LA
(Education & Housing)

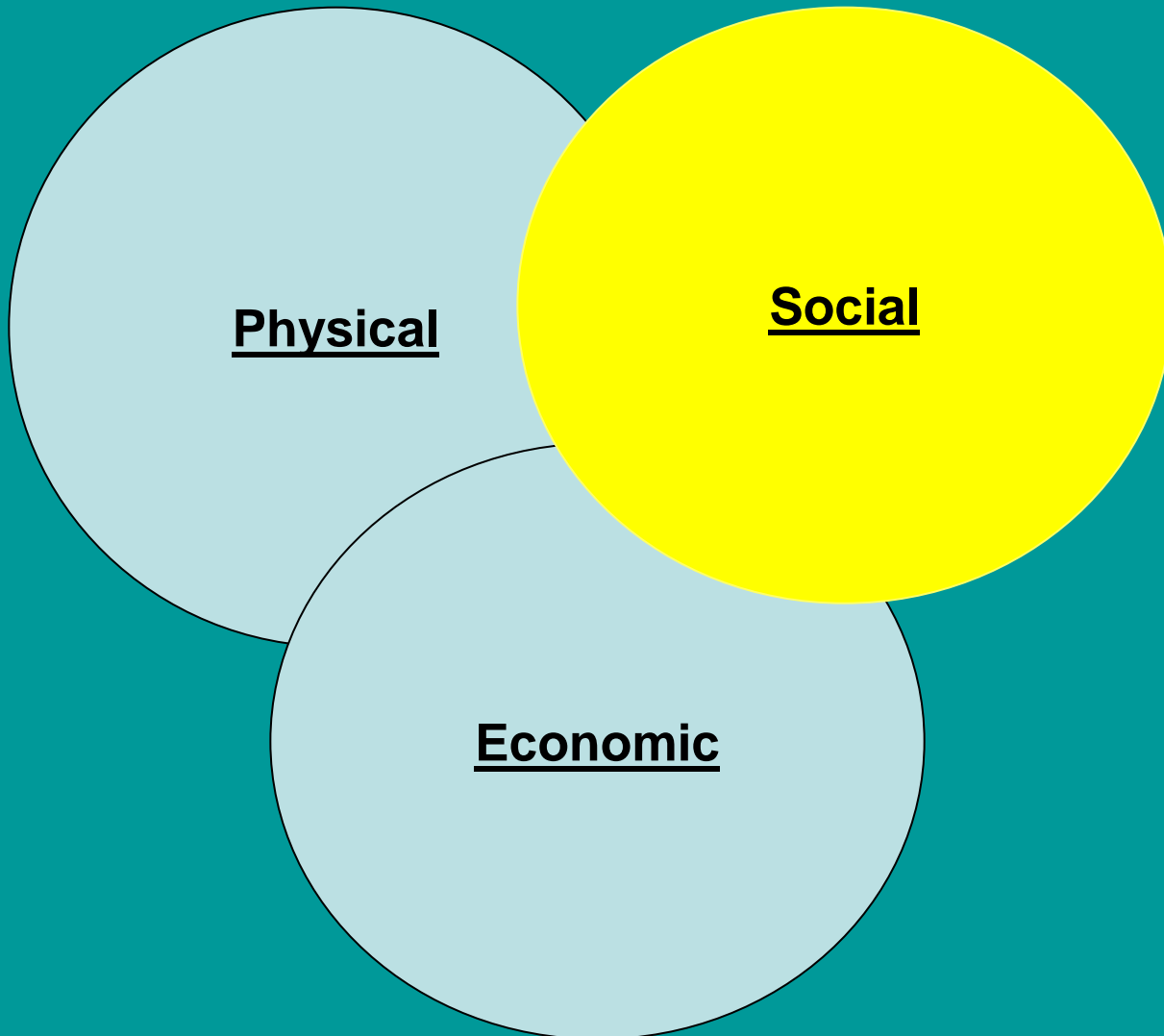
GEOGRAPHY

Densely Populated
Island- Waterfront
Lack of Green Space

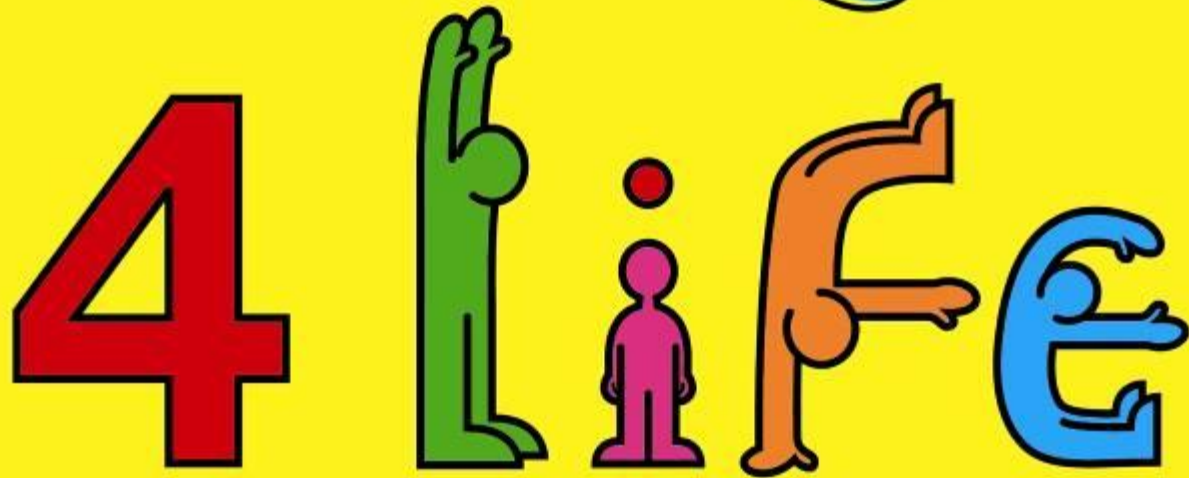
FLAGSHIP ISSUES

Healthy Weight & Activity
Violence & Alcohol
Employability of YP
Innovation and Enterprise

Regeneration



change



Eat well

Move more

Live longer

An innovative approach in a pioneering City

Cllr Lynne Stagg said “Portsmouth is leading the way in transforming services and engaging and empowering citizens, ensuring users are involved in designing innovative approaches for the benefit of all the community”

The Rt Hon Ed Milliband MP said (in 2008) “Portsmouth is pioneering approaches which others across the country should learn from” and “Portsmouth has real examples of people empowered to determine their own lives”

Portsmouth a Healthy Town: Our vision

www.portsmouthcitypct.nhs.uk

www.portsmouth.gov.uk



Four themes to remove barriers to healthy choices

**Urban
Growing**

**Active
travel**

**Food and
Health**

**Social
Enterprise**

supported by Social Marketing, Communications and Evaluation

Urban growing

The aim was to increase home and community based food production

A key element was the expansion of the community allotments



Active travel



The aim was to increase access to cycling, expand cycle training, encourage personalised travel plans and optimise use of the sea front and its open spaces



Food and health

The aim was to explore innovative programmes that would encourage healthy eating and help improve healthy weight management in the City

This included adolescent weight management, the Pre School Challenge and Edible Images – all about positive choices and positive life styles



Social enterprise

The aim was to develop a third sector led social enterprise that would increase access to more affordable food, increase the awareness of the relationship between healthy eating, healthy weight and improved health outcomes. It would also provide training and some employment opportunities for local people



Underpinned by Social marketing, Communications and Evaluation

The key element here was to use our knowledge of the City and its population to ensure that we successfully targeted the right people, in the right way and at the right time.

We maintained a very comprehensive and sustained communications programme which built on and localised the national Change 4 Life advertising campaign

We remain absolutely determined to learn from our local experiences by rigorous evaluation which, when set alongside the national lessons learned, will enable us to build a sustainable programme of lifestyle change

Have we been successful?



Yes, we have!!

Healthy Lives, Healthy People (The Public Health White Paper)

The government said that, in asking local government to take over (take back) responsibility for public health functions for health protection, health improvement and for health and social care service development, it would be creating a system that would “**reach across and reach out**” by addressing the wider determinants of health and the root causes of poor health and well-being and by reaching out to individuals and families who need most support. In doing so it would be clearly owned by local people and communities, shaped by their needs and responsive to their lives and circumstances.

Can we build on our success?



Yes, we can!!

Any Questions?



Should we say thank you?



Yes, we should!!