# Public prevention campaign

Sally Kilbourne March 2017



### **Challenges:**

Life expectancy

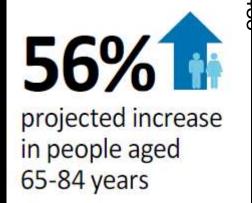
\$80.1 years for males

\$4.0 years for females

Healthy life expectancy

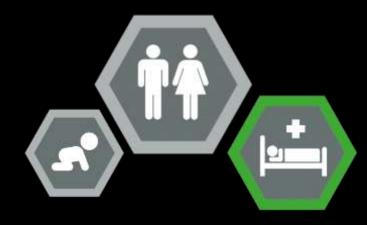
64.9 years for males





#### Objective

Promote, maintain and enhance people's independence so that they are healthier, stronger, more resilient and less reliant on health and care services



### **Communications strategy**

Inform and engage local people to take responsibility for their health and wellbeing to achieve the best possible quality of life



## Timescales

May Walking month – physical activity	June - Be Clear on Cancer - Bike week	July Physical activity (Change 4 Life)
August Physical activity (Change 4 Life)	September Be Food Smart (Change 4 Life)	October Stoptober
November - Stay Well this Winter - flu jabs - Lung Cancer awareness	December Stay Well this Winter – flu jabs, pharmacy, A&E	January New Year New You – One You (PHE)
February	March Ovarian & prostate cancer awareness	April

#### Next steps:

Your ideas?

What would help you get involved?