

Public prevention campaign

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Challenges:

Life expectancy

 **80.1**

years for males

 **84.0**

years for females

Healthy life expectancy

 **64.9**

years for males

 **66.7**

years for females

56%



projected increase
in people aged
65-84 years

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

Next steps:

- **Your ideas?**
- **What would help you get involved?**