

Healthy Lifestyles for Women in Bristol

Living Well for Longer – The Case for Prevention

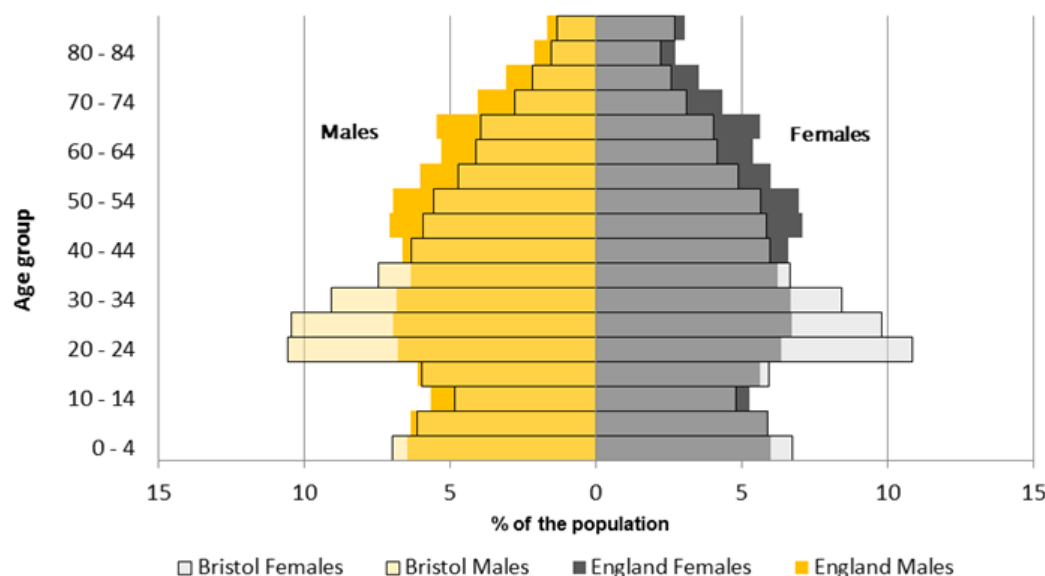
Becky Pollard, Director of Public Health, Bristol City Council

Presentation Overview

- **Summary of the findings from my Director of Public Health Annual Report, 2016**
- **What we know about modifiable lifestyle factors in women**
- **Focus on women and healthy weight and physical activity**
- **Examples of the work we are doing in Bristol to tackle these issues.**

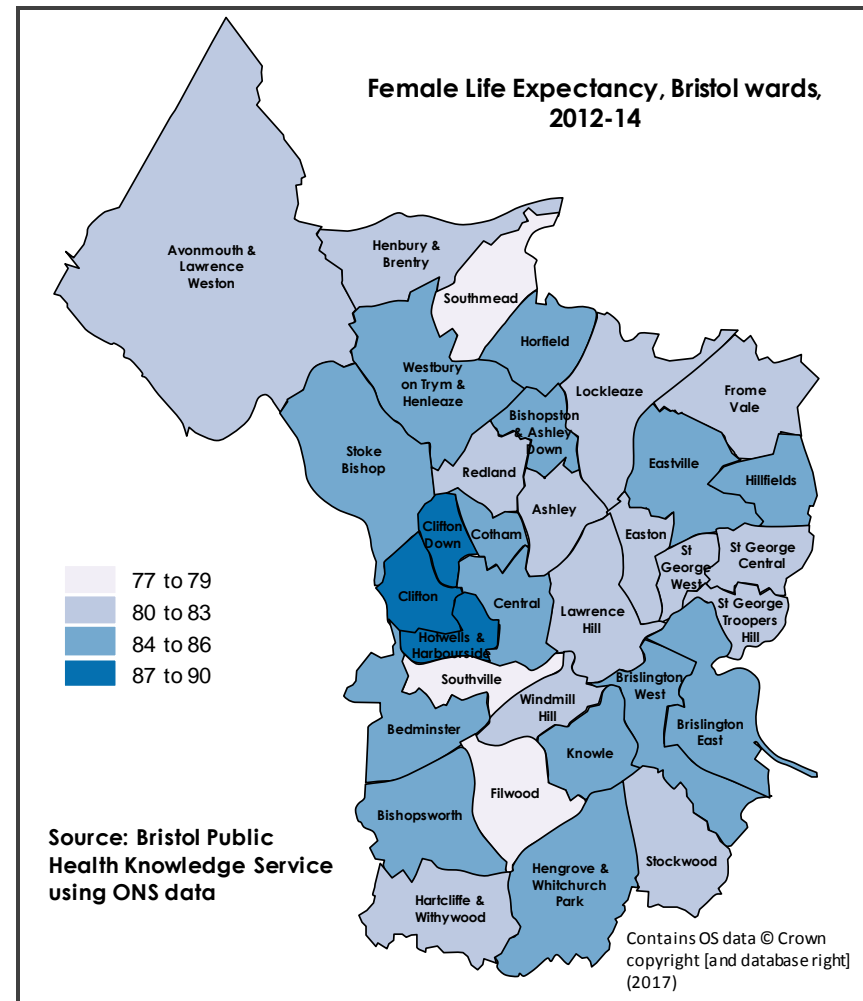
Our Population

- The Bristol population is 224,600 females and 224,800 males (or 50% women and 50% men).
- There are more women than men aged 65 and over and more men than women in the 25-49 year age group.



Female Life Expectancy

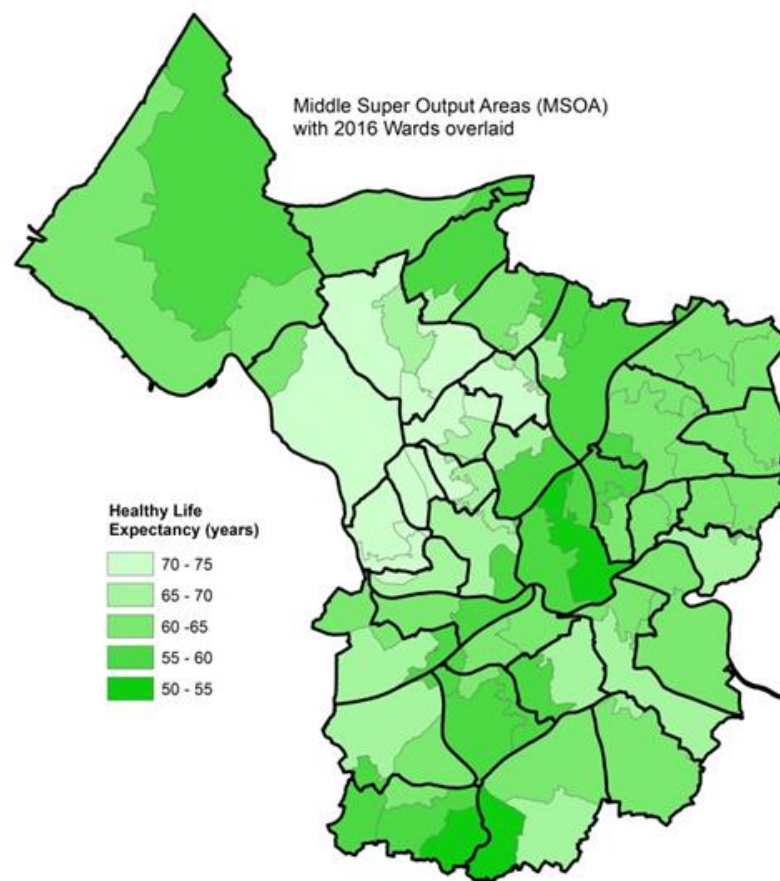
- **On average, women in Bristol live for 82.7 years, now significantly below the 83.1 yrs England average for women (2013-15)**
- **Life expectancy varies considerably across Bristol. Inequalities in life expectancy have not improved**
- **The gap between the most and least deprived areas is 7.0 years for women and 9.6 years for men**



Female Healthy Life Expectancy

- **Healthy life expectancy for women is similar to the England average**
- **However the gap between the most and least deprived areas of deprivation within Bristol is over 16 years**
- **Women in Bristol live for around 64.5 years in good health (average for 2013-15)**
- **This means that on average women live over 18 years in poor health**

Healthy Life Expectancy, Females, 2009-2013



The main causes of early death in Bristol (under 75 years)

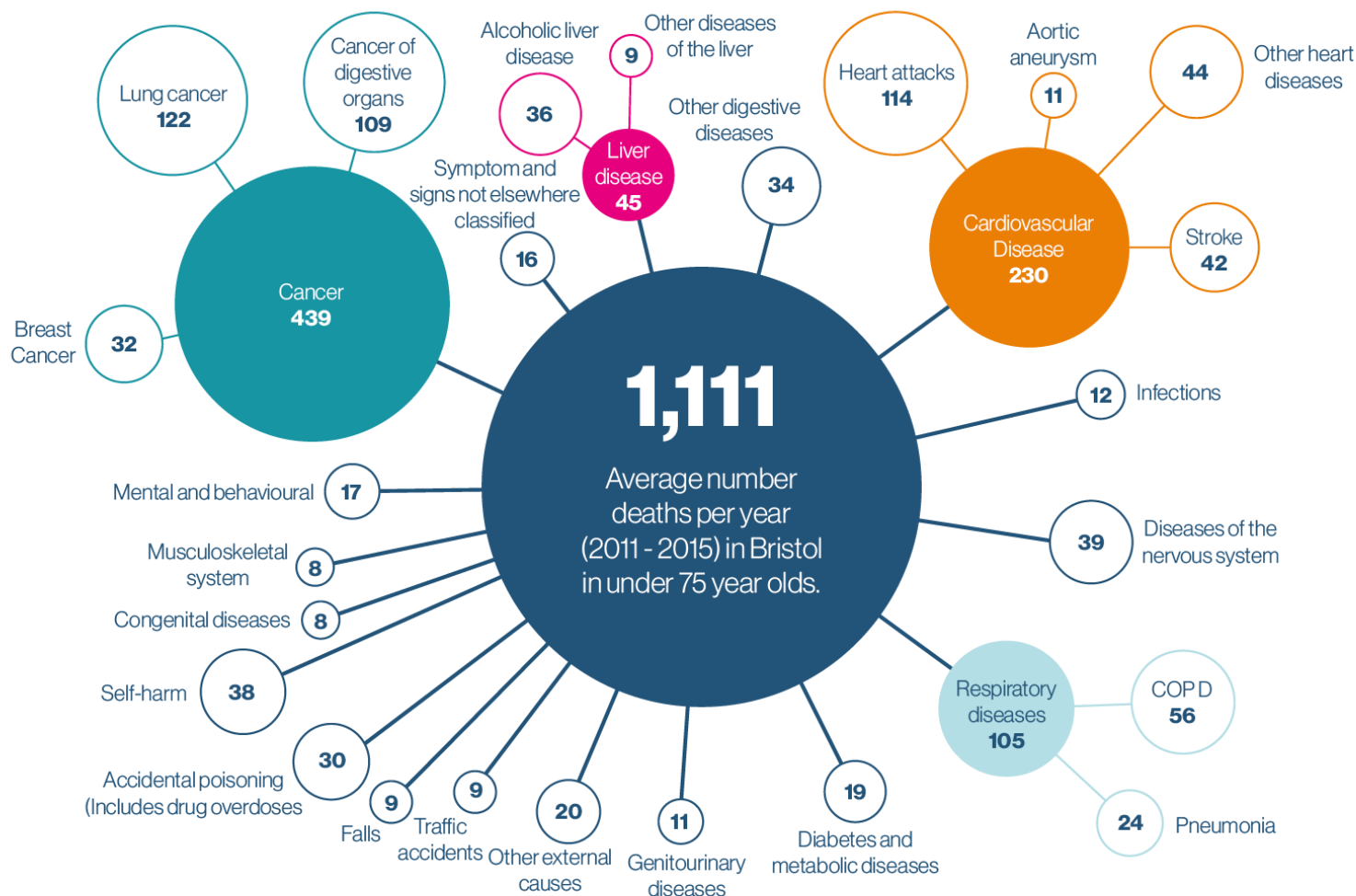


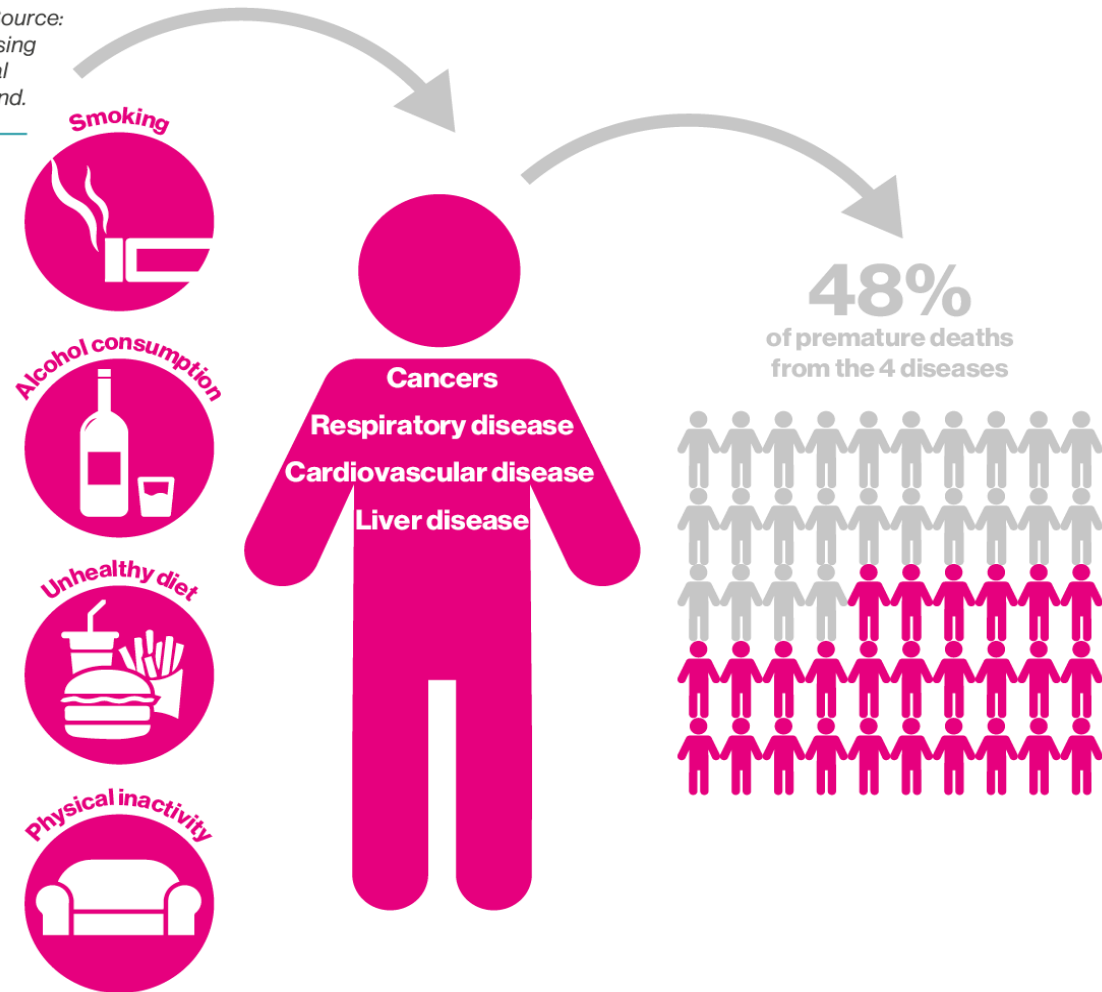
Figure 6: Main causes of premature death in Bristol (average per year 2011 - 15). Source: calculated by Bristol Public Health Knowledge Service using ONS mortality data.

What are the main modifiable influences on the health of people in Bristol?

- **Social and economic factors** (education, employment, income, family and social support, community safety)
- **Lifestyle health behaviours**
- **Physical environment** (sanitation, water and air quality, housing)
- **Access to quality services**

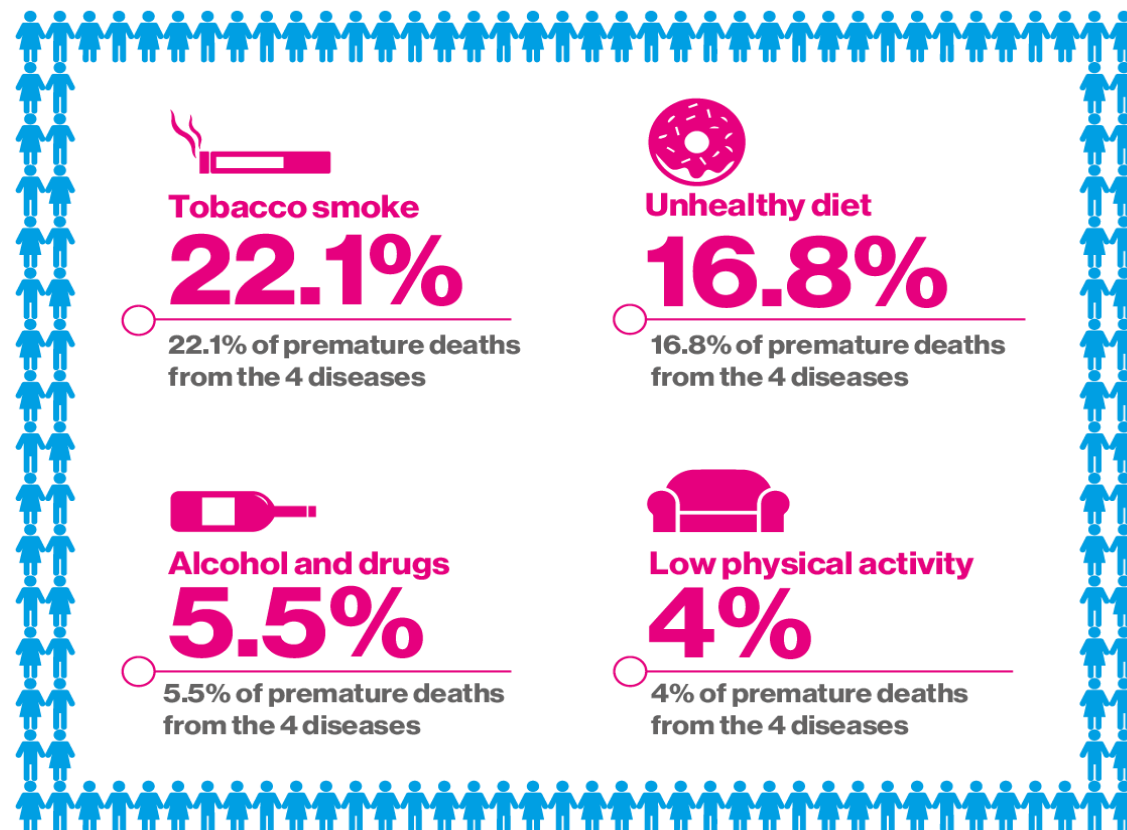
The 4:4:48 Prevention Model

Figure 17: The 4:4:48 Prevention Model for Bristol. Source: Bristol Public Health Knowledge Service using primary care mortality database and Global Burden of Disease (2013) results for England.



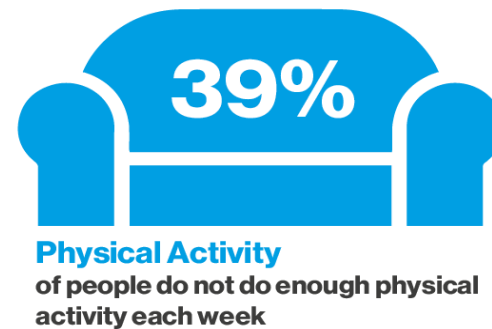
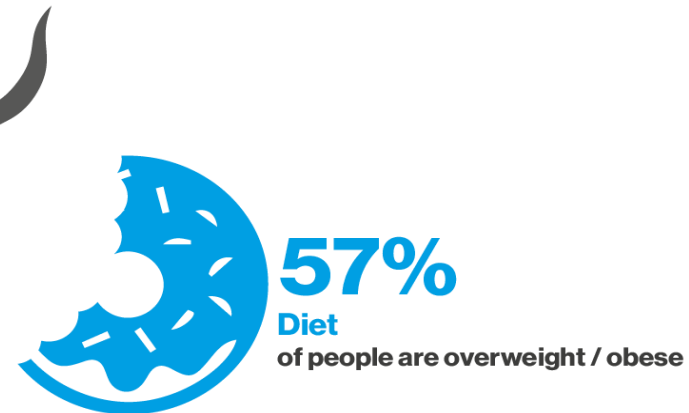
Risk factors for premature mortality from the four main diseases in Bristol

Figure 18: Risk factors for premature mortality from the four main diseases in Bristol
Source: Bristol Public Health Knowledge Service using primary care mortality database and Global Burden of Disease (2013) results for England.



What do we know about the four modifiable lifestyle behaviours in adults in Bristol?

Figure 19: The estimated prevalence of the four modifiable lifestyle Behaviours by percentage of the adult population in Bristol.
Source: Public Health Outcome Framework, Alcohol LAPE PHE 2016 and Bristol Quality of Life Survey 2015.



What do we know about differences in modifiable lifestyle factors for women?

- Based on the Active for Life survey, adult participation in sport and physical activity was lower in women in Bristol (22.4%) than for men (24.95)
- Locally, women are significantly less likely to be physically active (63%) than men (68%)

Barriers women experience

- **Sport England research into engaging women and girls in sport and exercise:**
 - Time and cost are often given as the main reasons preventing women from taking part in sport and exercise but often mask other barriers.
 - Seen as competitive, difficult, unfeminine, aggressive, not aspirational.
 - Press and social media criticism of the muscular bodies of professional sports women
 - Fear of being judged e.g. mums in particular feeling that spending time on exercise will be perceived as self-indulgent and implies she is neglecting her domestic and maternal duties.
 - Personal barriers such as feeling intimidated or embarrassed.

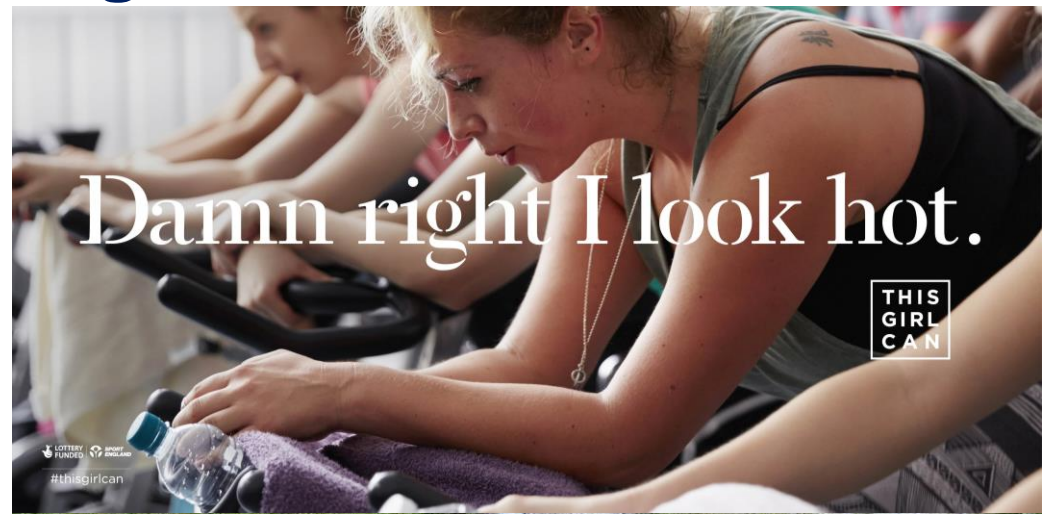


Co-benefits of physical activity for women

- **The menopause:**
 - Physically active women tend to report higher quality of life and fewer hot flushes compared with inactive women (The Health of the 51%: Women, DoH).
- **Osteoporosis:**
 - Women are more likely than men to have osteoporosis (Focus on Older Women, WHEC).
 - Older Women who exercise – whatever their body weight – are less likely to have hip fractures.

What we're doing

- **'This Girl Can' national Sport England campaign to get women and girls moving, regardless of shape, size and ability.**
- **Bristol Girl's Can is our local social media campaign, launched two years ago with Sport England money. #bristolgirlscan**
- **Plan to reinvigorate this year.**



Run4Life

- 12 week Couch to 5k / zero to 35 minutes running courses.
- Targeted in areas of higher health need.
- 95% are female.
- Built in sustainability through training successful completers to be course leaders.
- Also trained mental wellbeing ambassadors.

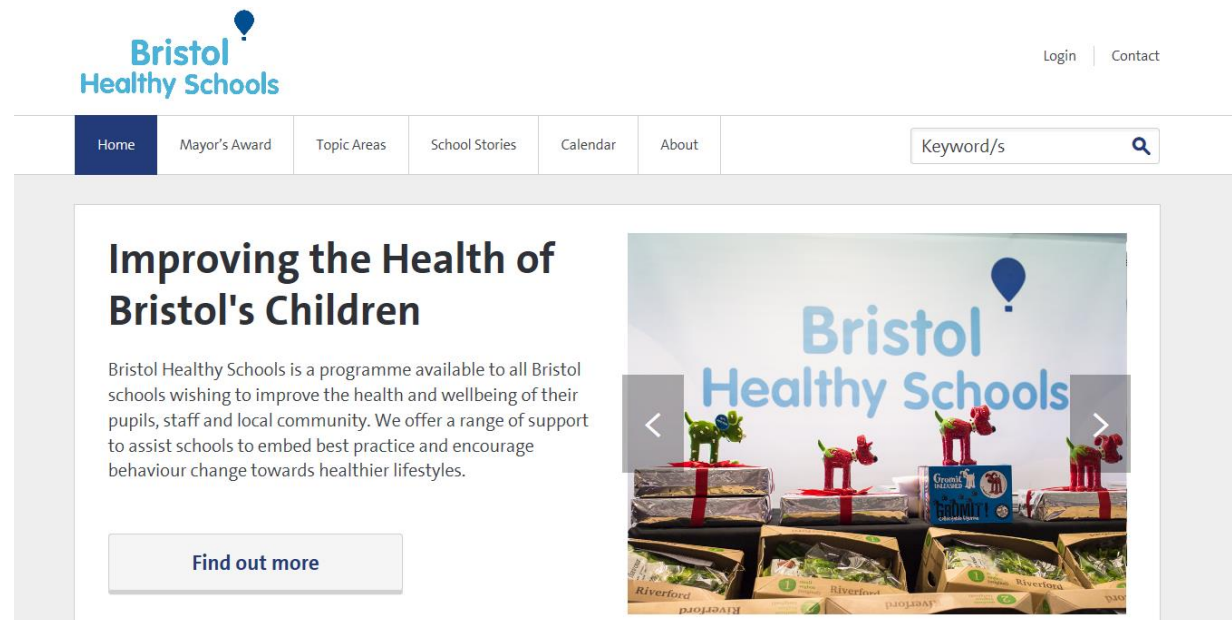


Working towards the Health of the 51%: Women report recommendations

- Focus on reducing obesity in women
- Interventions in teenagers and young adults
- Public Health interventions important before pregnancy to secure good health in the next generation
- Partnership working across agencies, using the four P's model:
 - ❖ Pregnancy planning
 - ❖ Pregnancy prevention
 - ❖ Pregnancy preparation
 - ❖ Preparing for parenthood
- Improvement in all areas is required for a step change in preconception health and pregnancy outcomes (reproductive health) and that this in turn calls for a comprehensive strategy directed at schools, youth services, health services and the wider public.

What we're doing

- **Bristol Healthy Schools programme includes standards for sex and relationship education, physical activity and food and nutrition.**



The Great Weight Debate

- **Healthy weight is one of three priorities of Bristol's Health and Wellbeing Board**
- **We're launching the Great Weight Debate – a conversation and action plan towards healthier lifestyles.**
- **This will inform our Healthy Weight Strategic Plan, due to be published in June.**
- **It covers the breadth of issues influencing weight across the lifecourse.**
- **To get involved email**

beth.bennett-britton@bristol.gov.uk



Women's Health Bristol -Strategy

- Thank you for your input into the workshops this morning!
- Joint Strategic Needs Assessment (JSNA) 2016-2017 Data profile of Health and Wellbeing in Bristol available now:
<https://www.bristol.gov.uk/documents/20182/34740/JSNA+2016+to+2017+final+version/1ffc45f9-0a75-4e04-8b0d-a1ee86f23bf2>
- Stay involved with the Women's Health Task Group: www.bristol.gov.uk/womenshealthbristol
- Stay involved #womenshealthbristol