

# Healthy Lifestyles for Women in Bristol

**Living Well for Longer – The Case for Prevention**

**Becky Pollard, Director of Public Health, Bristol City Council**

**Neighbourhoods**

Public Health

Slide 1

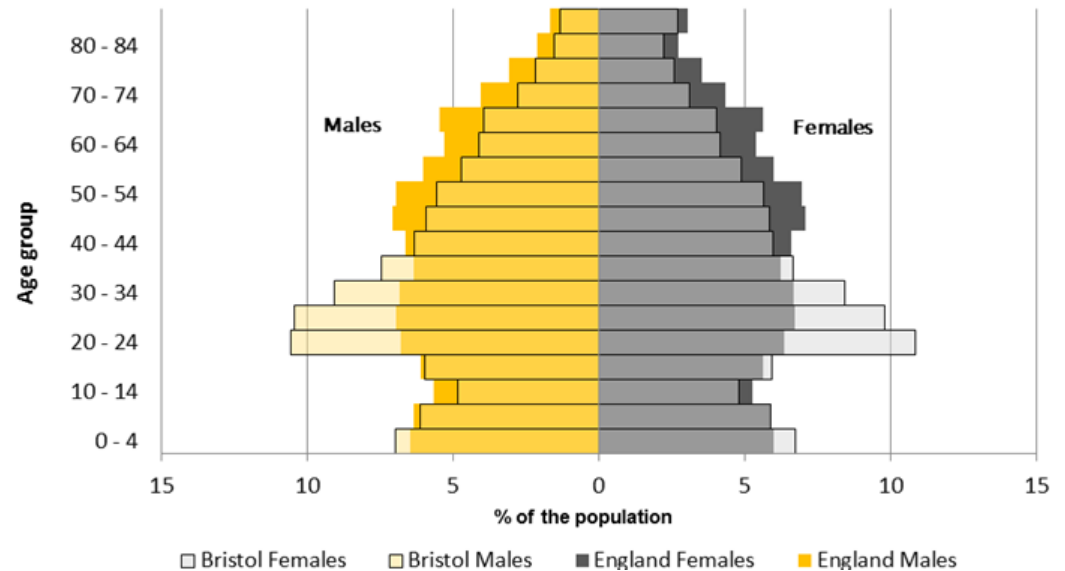


# Presentation Overview

- **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.**

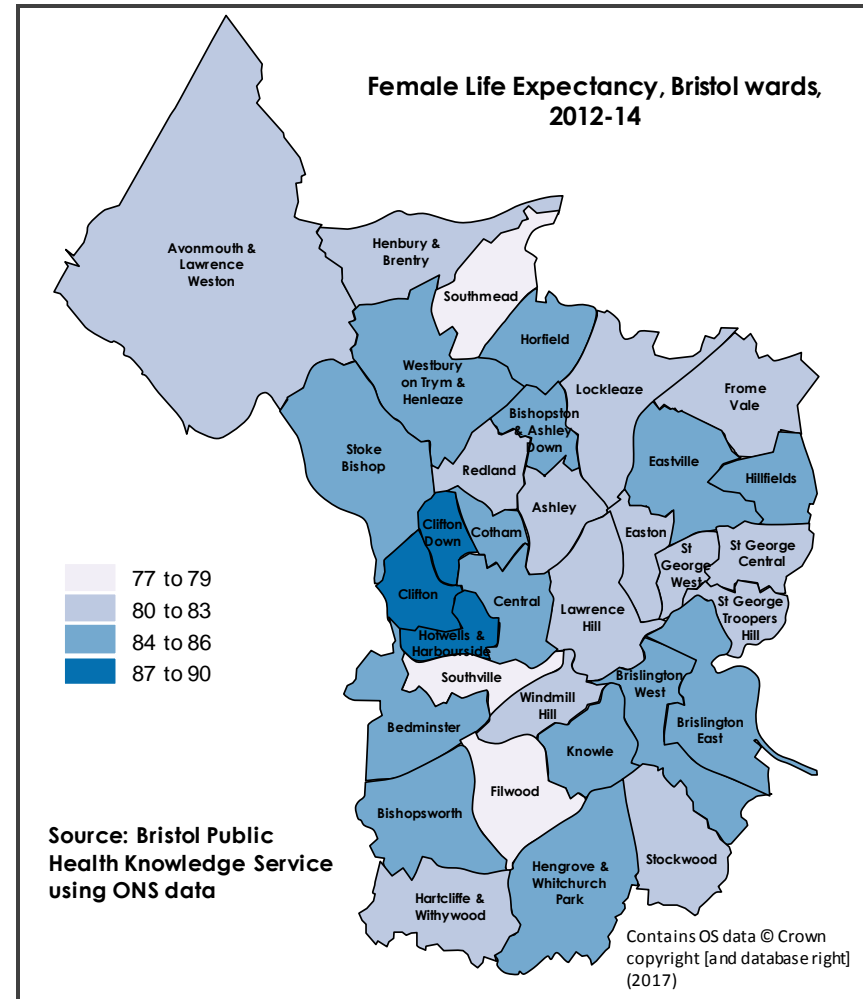
# Our Population

- 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

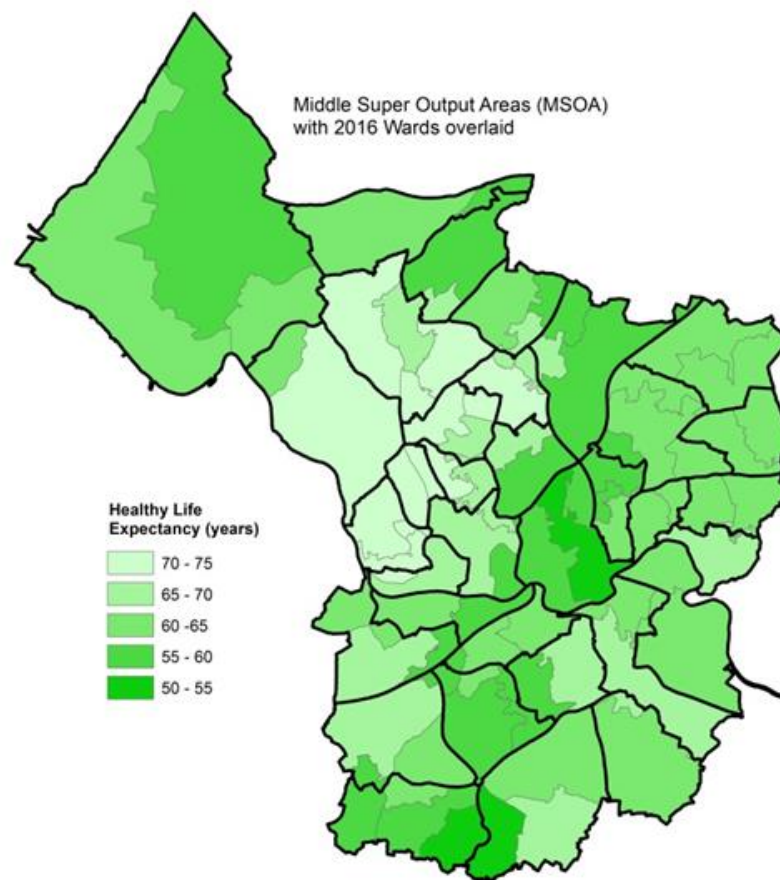
- On average, women in Bristol live for 82.7 years, now significantly below the 83.1 yrs England average for women (2013-15)
- Life expectancy varies considerably across Bristol. Inequalities in life expectancy have not improved
- The gap between the most and least deprived areas is 7.0 years for women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



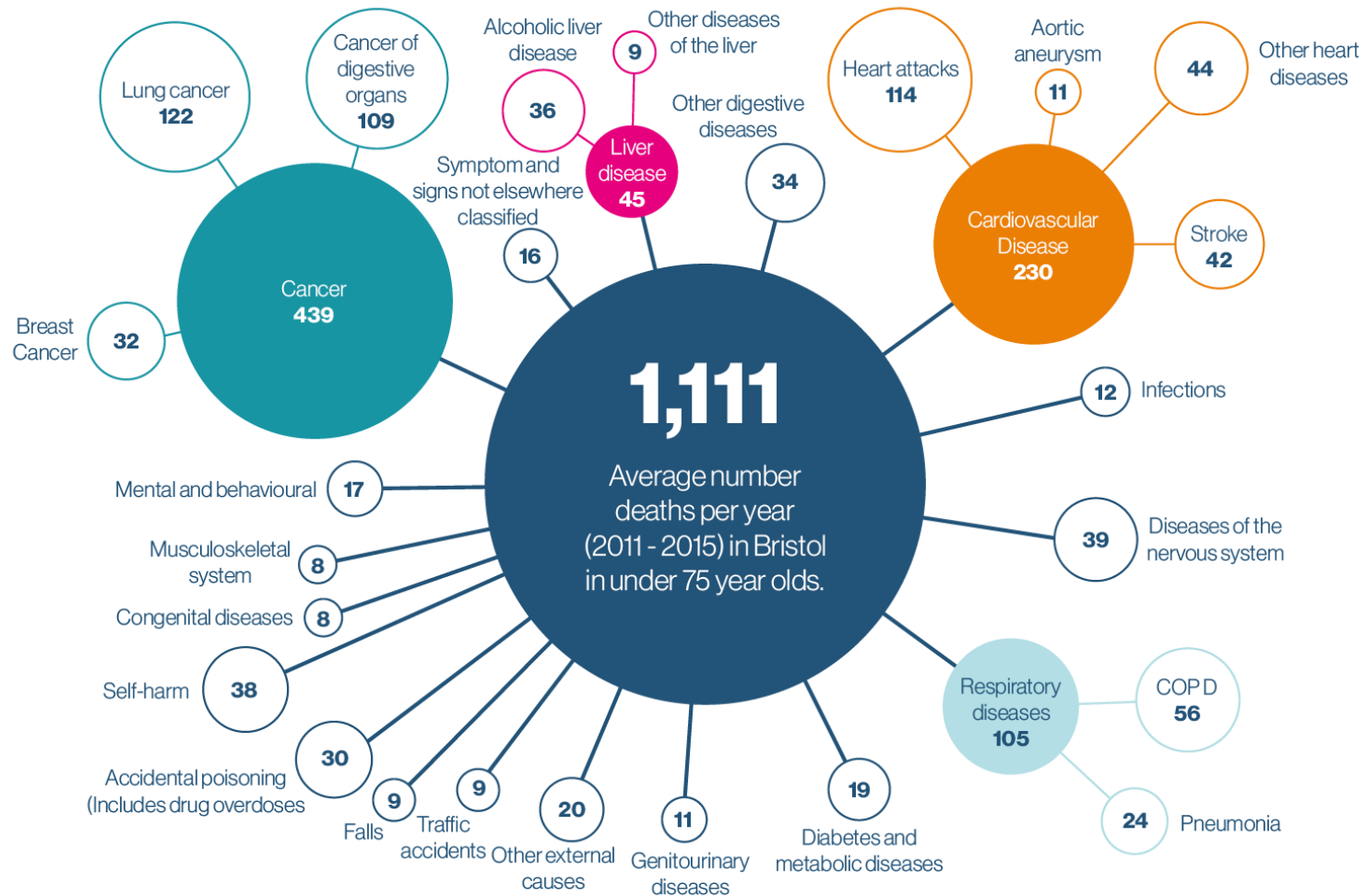
# Female Healthy Life Expectancy

- **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)



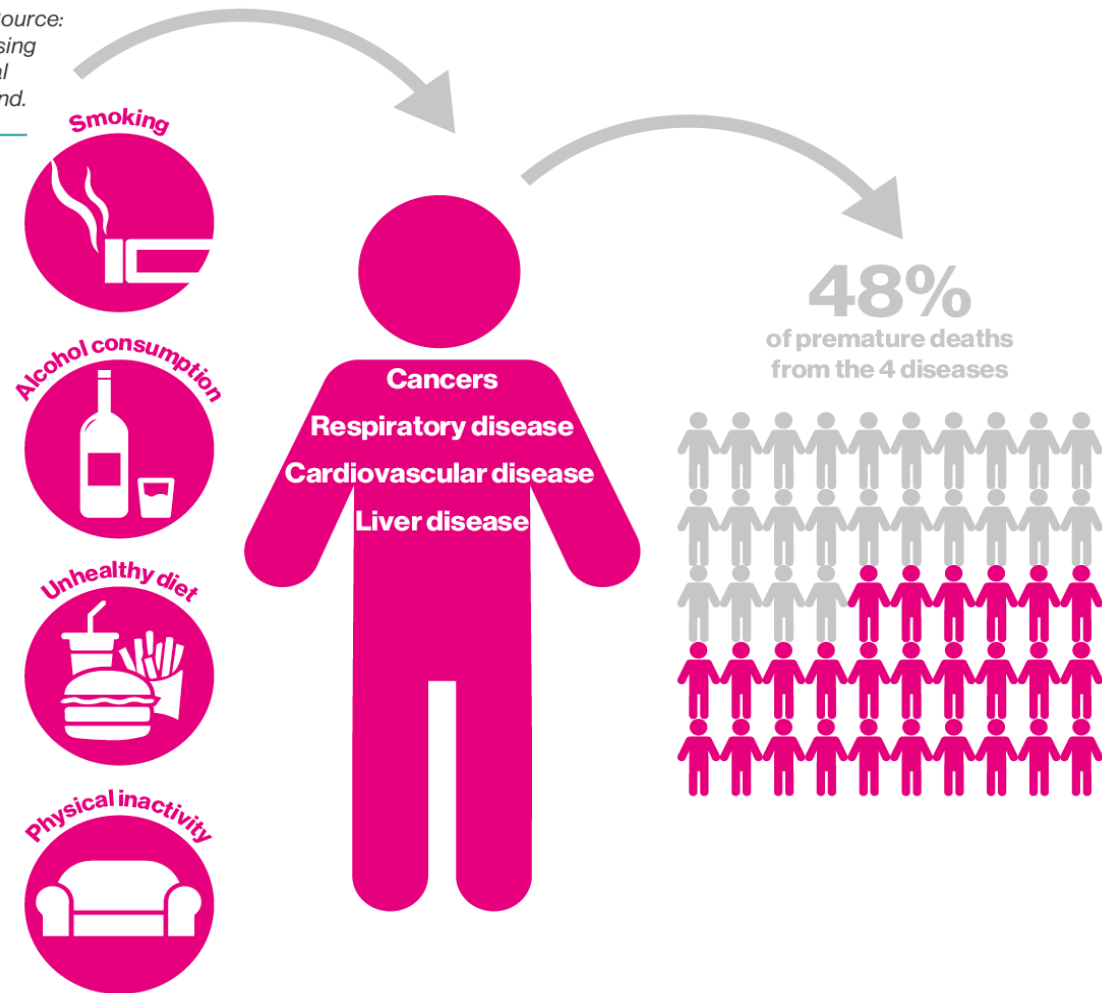
**Figure 6:** Main causes of premature death in Bristol (average per year 2011 - 15). Source: calculated by Bristol Public Health Knowledge Service using ONS mortality data.

# 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**

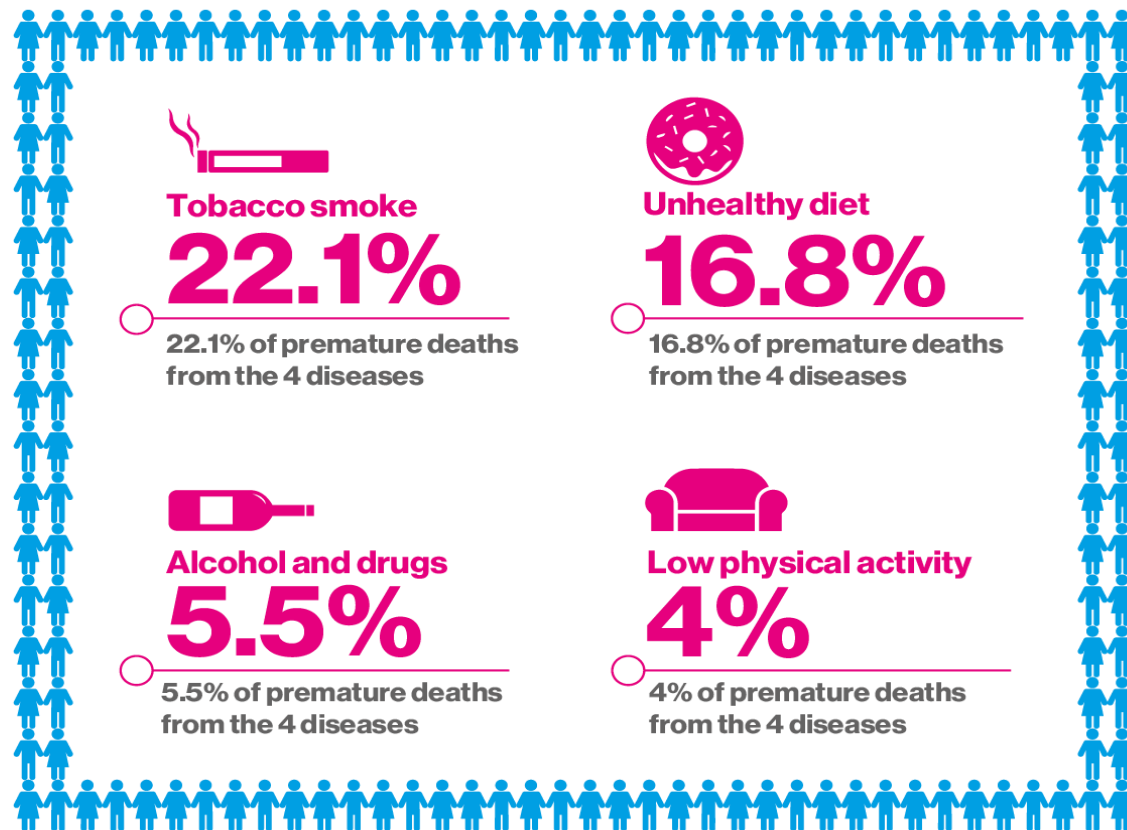
# The 4:4:48 Prevention Model

**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.



**19%** Smoking  
of people are smokers



**57%**  
Diet  
of people are overweight / obese



**28%** Alcohol  
of people drink above the recommended levels



**39%**  
Physical Activity  
of people do not do enough physical activity each week



**47%**  
Diet  
of people are not meeting the 5 fruit and veg a day recommendation

## 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.

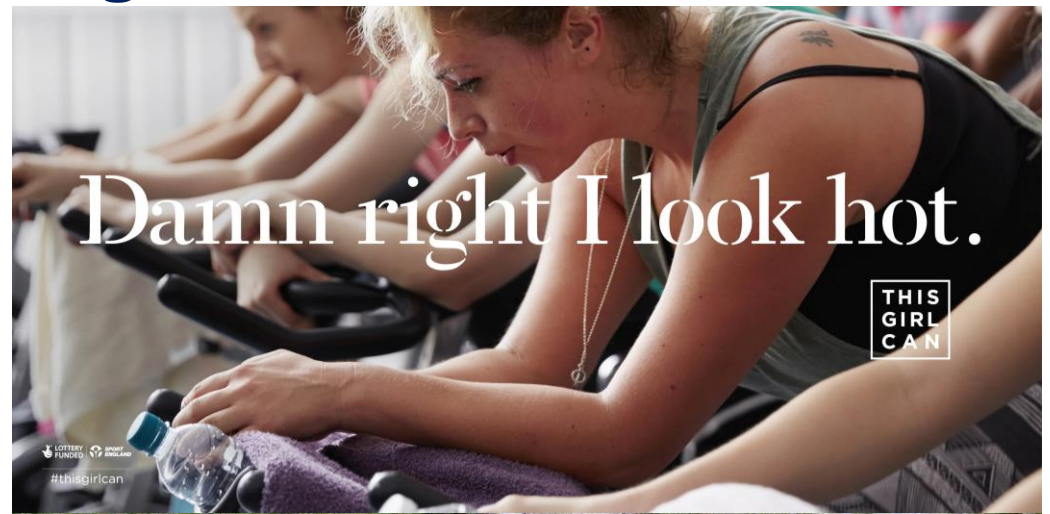


# Co-benefits of physical activity for women

- **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.

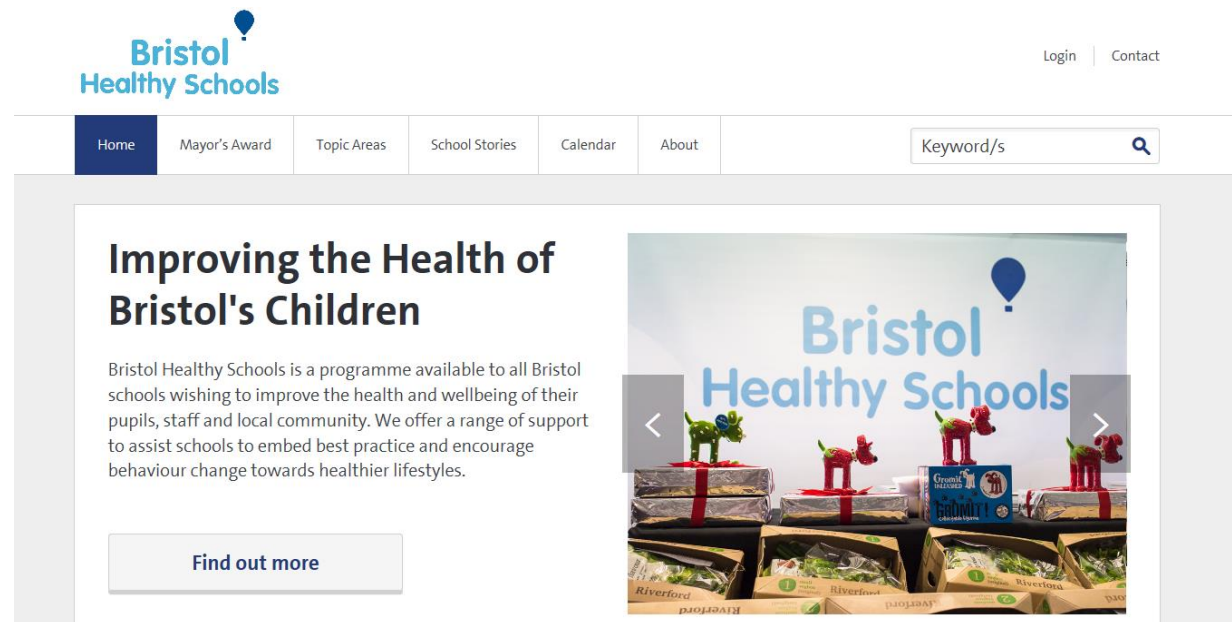


# Working towards the Health of the 51%: Women report recommendations

- 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 screenshot shows the website for Bristol Healthy Schools. At the top left is the logo with a blue lightbulb icon. To the right are links for 'Login' and 'Contact'. Below this is a navigation menu with 'Home' (highlighted), 'Mayor's Award', 'Topic Areas', 'School Stories', 'Calendar', and 'About'. A search bar on the right contains the text 'Keyword/s' and a magnifying glass icon. The main content area features a large heading 'Improving the Health of Bristol's Children' and a paragraph: 'Bristol Healthy Schools is a programme available to all Bristol schools wishing to improve the health and wellbeing of their pupils, staff and local community. We offer a range of support to assist schools to embed best practice and encourage behaviour change towards healthier lifestyles.' Below the text is a 'Find out more' button. To the right is a carousel image showing a display of 'Riverford' produce boxes and a book titled 'Great Grains for Children' with a 'Bristol Healthy Schools' banner in the background.

# 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**

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# 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](http://www.bristol.gov.uk/womenshealthbristol)
- Stay involved #womenshealthbristol