

Healthy City

Cardiff achieved Healthy City status and membership of the World Health Organization (WHO) European Network of Healthy Cities (Phase V) in October 2009. The aim in applying for designation was to facilitate the development of a co-ordinated approach to tackling the issues of health equity and health improvement in Cardiff.

The overarching goal of the current phase of the WHO European Healthy Cities Network is to embed health and health equity in all local policies and deliver on the three core themes: caring and supportive environments, healthy living and healthy urban design.

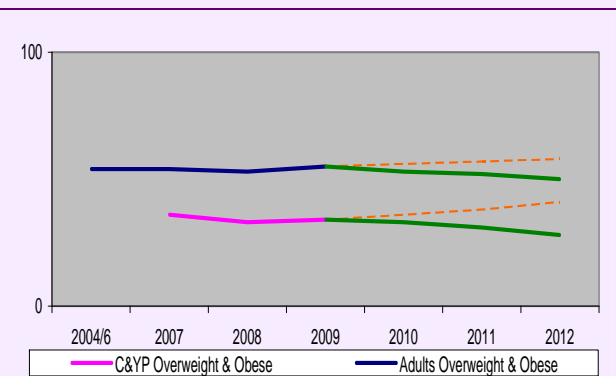
The Cardiff Healthy City Programme is committed to the WHO Healthy Cities principles and goals, and will work towards addressing the local determinants of health and reducing inequalities in health. Cardiff has identified these priorities in its strategic planning through the *Health, Social Care & Well Being Strategy 2008-11*, the *Children and Young People's Plan 2008-11* and the *Community Strategy 2007-17*. The Cardiff Healthy City Programme is integral to the delivery of the "People in Cardiff are healthy" outcome, identified within the Integrated Partnership Strategy (IPS), and makes a significant contribution to each of the other agreed IPS outcomes.

The Healthy City Programme provides a framework for Cardiff to drive forward targeted action, particularly in areas of deprivation. The programme will advance the public health agenda with regards to lifestyle choices, the impact of the built and natural environment on health and the provision of supportive services. The programme uses the issue of obesity as its central theme and uses the *Healthy Weight, Healthy City Strategic Framework* to inform areas of focus with the aim to reduce the number of obese or overweight people in the city. Although the programme focuses on obesity, there will be a need for community engagement and actions across partnerships and organisations if improvements are to be gained across the determinants of health and to individual's commitment to healthy behaviours.

Headline Indicators and how are we doing?

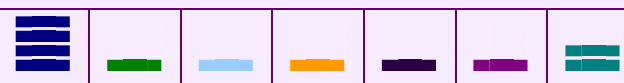
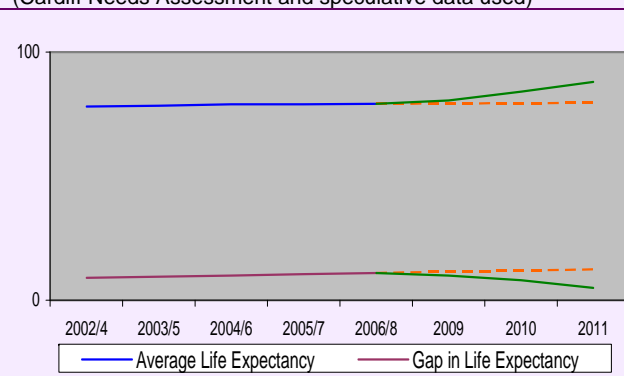
1. % overweight or obese

(Welsh Health Survey)



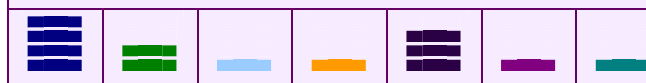
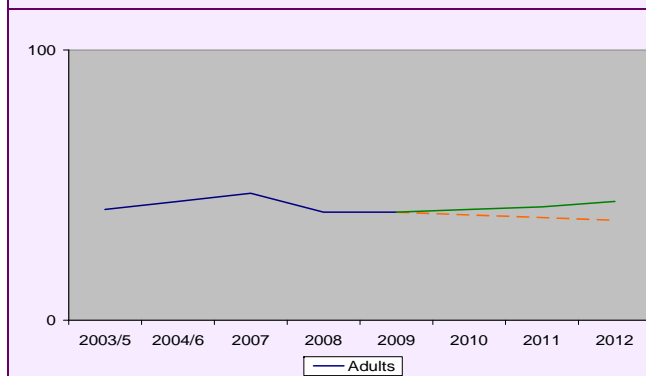
2. Life Expectancy & Gap in Life Expectancy across Cardiff (Highest area average – Lowest area average)

(Cardiff Needs Assessment and speculative data used)

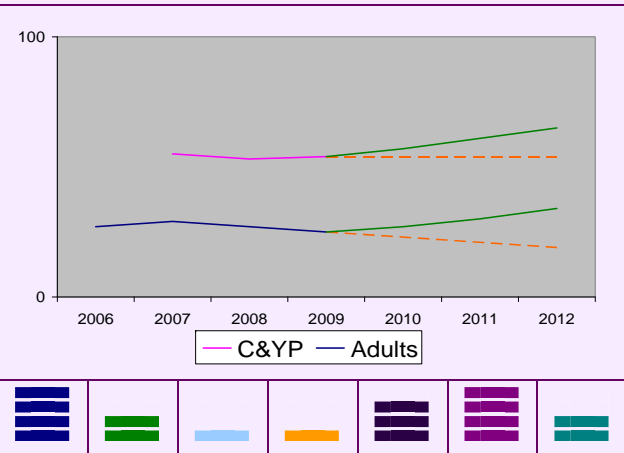


3. % achieving 5-a-day fruit and vegetable consumption (Welsh Health Survey)

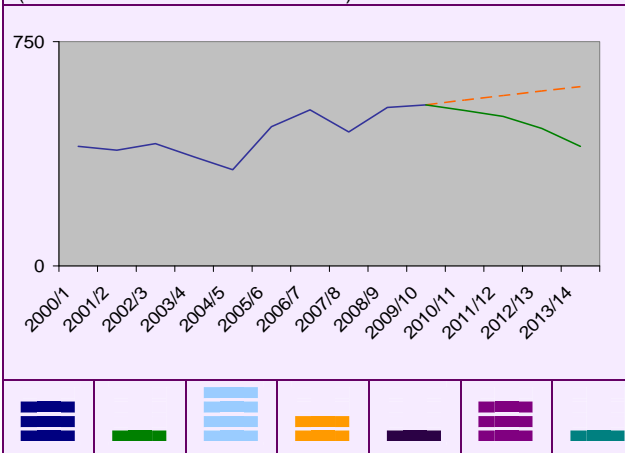
(Welsh Health Survey)



- 4. % people sufficiently active:**
a) 5x30 minutes per week – adult
 (Welsh Health Survey)
b) 5x60 minutes per week – C&YP
 (Speculative data used)



- 5. Workplace Health: RIDDOR Reports (Reporting of Injuries, Diseases and Dangerous Occurrence Regulations) from Cardiff Council enforced premises**
 (HSE Incident Contact Centre data)



Data Development Agenda

- **Graph 1:** Overweight & obesity rates for children will be established when national measurement programme rolled out (*Public Health Observatory Wales 2010*).
- **Graph 4:** Physical Activity & Health Steering Group to collate local data to inform the % of children and young people meeting the physical activity guidelines.
- An indicator relating to Healthy Urban Planning is to be developed.

Key:

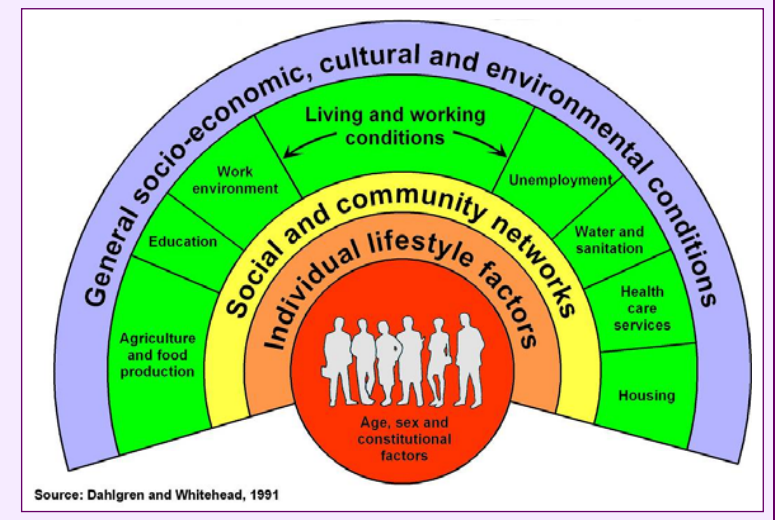
— — — The route we will take if we do nothing ————— The curve we want to turn

The bars under each graph represent how the indicator impacts on the seven Cardiff outcomes for the city as seen below:



Story behind the baselines

- Number of people living in deprivation in Cardiff with the resultant poor health has risen to 60,000 (2008 Wales Index of Multiple Deprivation).
- Difference in life expectancy across geographical areas in a given period is 11.6 years (Life Expectancy 1999 - 2003 Cardiff Electoral Divisions, Office for National Statistics).
- Life expectancy for women in Cardiff is rising steadily in line with the Wales and UK trends. However, life expectancy for men in Cardiff has levelled off between the years 2006 – 2008, whilst the Welsh and UK average have continued to show a steady increase during this period.
- Reflecting health inequalities, local level data for life expectancy clearly shows that areas of highest deprivation have the lowest levels of life expectancy. This suggests that as the gap between the richest and poorest people in Cardiff widens, the gap in life expectancy will increase.
- 53% adults in Cardiff are overweight or obese. This level is increasing, with resultant impact on levels of health and well being. (Further details in Healthy Weight section).



- Unhealthy behaviour, for example food consumption and levels of physical activity will influence rates of overweight and obesity. Generally over the past decade food choices have become less healthy and food portions bigger, whilst levels of physical activity have been in decline.
- Environmental conditions such as urban planning, design and transport will impact on the health of the population and, in particular, prevalence of overweight and obesity.
- The health of individuals and populations is influenced both positively and negatively by a wide range of inter-related factors, also known as the determinants of health (as per diagram).
- RIDDOR data has been included for premises enforced by Cardiff Council, although this is likely to act as a 'bellwether' indicator for other work places not enforced by the Council. As with many statutory reporting systems, there is evidence of under-reporting. National rate of RIDDOR incidents was 502.2 per 100 000 employees.
- In addition to data collation, additional work is undertaken to assess the effectiveness of workplace health and safety interventions.
- Current recession could lead to reduction in health improvements and health and safety as business priorities.

Partners with a role to play

The aim of the Healthy City Programme is to engage a wide range of public, private and Third Sector organisations in taking forward the principles and goals of the Healthy City Programme. The Programme is citizen focused and through an inclusive approach will engage communities and individuals.

Key partners will include:

- | | | |
|-------------------|---------------------|---|
| • Cardiff Council | • Third Sector | • Cardiff Health Alliance |
| • NHS | • Private Sector | • Children & Young People's Partnership |
| | • Communities First | • Communities and Citizens in Cardiff |

What are we going to do?

In line with the WHO Healthy Cities themes and the Cardiff Healthy City Programme, focus for action will be in the following areas:

- **Caring and Supportive Environments** Action will concentrate on access to physical activity opportunities and healthy food choices. The focus will be on outcomes for children and young people and health improvement through school, workplace and leisure settings including:
 - Healthy Schools
 - Healthy Early Years
 - Health promoting workplaces
 - Healthy Leisure venues.
- **Healthy Living** by promoting health and active living across all ages. Prevention of non-communicable diseases will be a priority and link with the Chronic Conditions Programme. Actions will be targeted within areas of greatest health inequities and include:
 - Healthy behaviour information
 - Healthy Weight, Healthy City Strategic Framework.

Healthy Urban Design, healthy urban planning and healthy transport will be promoted in order to create an environment that supports healthy lifestyles.

Capacity building to support the delivery of the public health agenda and priority areas of *Our Healthy Future*. Actions will include:

- Raise awareness and engage partners, businesses and communities in the Healthy City Programme
- Deliver training and capacity building programmes with partners
- Support partner agencies to become public health practising organisations.