

# PRIORITY THEME 2

## Promote healthy lifestyles and prevent ill health

There is evidence that in general people are taking less care of their own health, with an increase in levels of obesity due to changes in lifestyles, reduced levels of physical activity and less healthy diets. Environmental factors are also major contributors to reduced levels of health and well being as people become more car dependent and sedentary. There are increased levels of alcohol consumption and use of tobacco and drugs remains high. These factors contribute to the rising level of poor health in the city; 22% of Cardiff residents reported they suffered from a limiting long term illness (2008-09 Welsh Healthy Survey).

Healthy lifestyles and the prevention of ill health is a priority of the Welsh Assembly Government, acknowledging that people living in the most deprived parts of Wales have some of the worst health in Europe. *Our Healthy Future* provides the strategic framework for public health in Wales and lays out the Assembly's commitment to improve the quality and length of life and achieve fairer health for all.

### Our Healthy Future Priority areas:

- Reducing smoking prevalence
- Increasing participation rates in physical activity
- Reducing unhealthy eating
- Stopping the growth in harm from drugs and alcohol
- Reducing teenage pregnancy rates
- Reducing accident and injury rates
- Improving mental well being
- Improving health at work
- Increasing vaccination rates to recommended levels
- Stopping the growth in inequities



The inclusion of the delivery of *Our Healthy Future* as a requirement in the *Health, Social Care & Well Being Strategy draft Guidance 2010*, places responsibility on partners to contribute to the implementation of this public health focus and increase the delivery of health promotion and prevention, supporting people of all ages to be as healthy and active as possible and ensuring sustainability of approach.

The Health Alliance Well Being Task Groups focus on promoting healthy lifestyles and there are Advisory Planning Groups and other partnership sub-groups working to address the issues highlighted in *Our Healthy Future* and thus the Operational Plan provides the local response to *Our Healthy Future*.

The Healthy City Programme as detailed in Theme 1 lays out planned areas of action to take forward the promotion of healthy lifestyles. The promotion of *Health Challenge Cardiff* and *Change4Life* marketing programmes forms an element of the programme to promote health improvement to the public. Partner agencies will be supported to become Practising Public Health Organisations and businesses will be encouraged to consider the health and well being of employees through workplace interventions. The Healthy Schools Scheme will take forward the programme with children and young people and the Chronic Conditions programme will help people manage their conditions with health promotion support.

The Health, Social Care and Well Being Operational Plan focuses on action to promote healthy lifestyles and prevent ill health across the city through the work on:

- Healthy Weights
- Food and health
- Physical activity and health
- Tobacco free Cardiff
- Communicable disease and public protection
- Sexual health
- Substance misuse

The plans that relate specifically to meeting the needs of children and young people are set out in the delivery plan for the Children and Young People's Partnership.