

Better Health Staffordshire



Mission

- Tackle the causes of excess weight, physical inactivity and poor diet
- Enable and empower individuals, families and communities to move more, eat a healthy balanced diet and maintain a healthy weight



Goals

- Reduce excess weight in children and adults
- More children and adults eating healthy, balanced diets
- More physical activity in children and adults
- Less physical inactivity in children and adults



A whole system approach: creating the conditions for change. 'Everyone has a role to play'

- Develop a shared understanding of data, insight and evidence
- Develop effective ways of working with partners and communities
- Create healthy settings and environments
- Develop effective information, advice and guidance
- Evaluate impact and embed learning



How stakeholders can engage

- Commit to the mission
- Connect with colleagues, partners and communities
- Champion the approach
- Collaborate on creating the conditions for change

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Factors that impact our weight, how active we are and what we eat

- Deprivation
- Income
- Financial security
- Childhood experiences
- Food prices
- Food advertising and promotion
- Genetics and biology
- Stigma
- Mental health
- Sleep
- Access to support and treatment
- Access to opportunities to be physically active



Benefits of the BHS programme

- Improves physical and mental health
- Reduces absence from work
- Physical activity can help prevent anti-social behaviour
- Reduced school absence and better concentration
- Reduction in future health & adult social care costs

What we do

Workstream	How this will help	Examples of what BHS is doing
Healthy settings and environments	<p>Support positive food experiences and ensure everyone has access to good food</p> <p>Provide spaces for people to be more active as part of everyday life</p>	<ul style="list-style-type: none"> Understanding the views of schools, parents/carers and children to inform healthy school/college food Working with family hubs to maximise opportunities for families and children to eat healthy and be active Supporting the East Staffordshire Place Based approach to addressing physical inactivity (funded by Sport England)
Information, advice & guidance (IAG)	<p>Provide access to information and advice that support healthy choices</p> <p>Raise awareness of self-help tools and weight management services</p>	<ul style="list-style-type: none"> Creating a website for easy access to IAG Creating and evaluating a local 'just add veg' campaign Promoting and building on national campaigns Promoting high-quality apps
Partnerships and communities	<p>Partnerships provide coordinated action through a shared understanding of the issue. They ensure communities are involved in shaping local actions</p>	<ul style="list-style-type: none"> Setting up networks in local areas to coordinate action Influencing partners in districts and boroughs to develop local approaches aligned to BHS
Data, insight and evidence	<p>A shared understanding of data, insight and evidence enables partners to act collectively and make sure we're listening to what local people need and want</p>	<ul style="list-style-type: none"> Sharing data on childhood obesity rates across the system to raise awareness Sharing local good practice, national evidence and reports in our weekly BHS network updates Supporting partner funding applications Sharing insight from our Citizens Inquiry
Measuring impact and embedding learning	<p>Ensure that we learn, adapt and improve over time</p>	<ul style="list-style-type: none"> Using partnerships to build a culture of reflection and learning Using partnerships to create a space for knowledge sharing

Contact us

Share your achievements, tell us about your ideas or ask us a question at: betterhealthstaffordshire@staffordshire.gov.uk

