

Introduction to Lifestyle Topics



Inspected and rated

Outstanding ☆



- Identify the major causes of premature death, long-term conditions and poor health and the link to behaviour i.e. individual determinants
- Identify the public health messages around healthy eating/healthy weight, physical activity, alcohol, smoking, and emotional wellbeing and mental health

This is the third of four related sessions.

- In this session, we will recap on the nation's health and uncover the major causes of premature death, long-term conditions and poor health. We will also see that many conditions are preventable by changing lifestyle and behaviour.
- We will also look at the underlying health messages that you can use when having a healthy conversation in your everyday contacts with people.
- Talking to people about their health is known to be effective and we saw in session 1 that we all have a role to play in Making Every Contact Count.
- Knowing key health messages is not about being an expert but aims to give you confidence to have a healthy conversation so it becomes part of your everyday practice.



Making Every Contact Count is for everyone

Over the course of this session you will learn about the links between lifestyle and health. You will explore:

- The major causes of premature death
- The individual determinants of health
- Key public health messages



The link between behaviour and health

Public Health is Everyone's Business

Major Causes of Illness and Mortality

The major causes of premature death, long term conditions and poor health

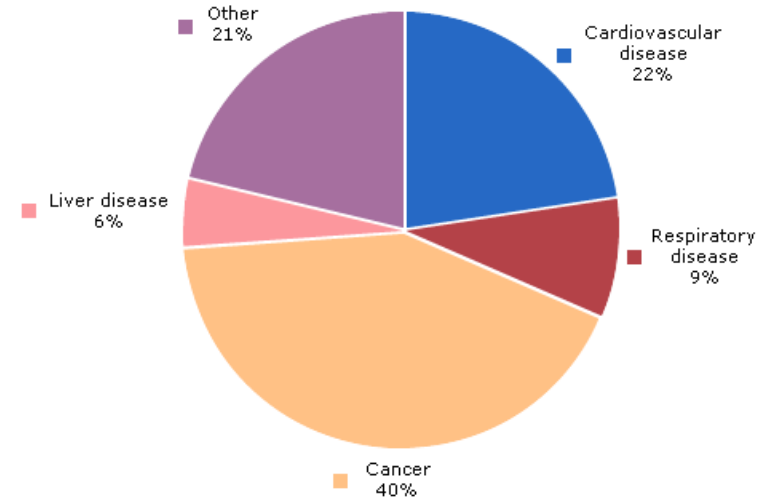
The conditions that are the major causes of premature death in the UK are commonly known as the 'five big killers'.

The 'five big killers', are; cancer, cardiovascular disease (heart disease and stroke) respiratory disease and liver disease.

These conditions impact on a person's quality of life leading to both physical and emotional ill health, and account for over 117,000 deaths annually among the under-75s in England [1].

The pie chart below (Fig 1) shows leading causes of preventable early death in those aged under 75 years of age in 2012 included:

- Cancer (62,000 deaths)
- Cardiovascular diseases (33,000 deaths)
- Respiratory diseases (14,000) and
- Liver conditions (8,000 deaths)



Many of the conditions highlighted are closely linked to behavioural factors.

Early death and poor health has been linked to tobacco, high blood pressure, alcohol, being overweight or being physically inactive.

Making changes such as stopping smoking, healthy eating, increasing physical activity, losing weight and reducing alcohol consumption can help people significantly reduce their risk of disease.

The table opposite illustrates the five big killers and lifestyle behaviour linked to them.

Lifestyle behaviour	The five big killers
Tobacco use	Heart disease
Harmful use of alcohol	Stroke
Physical inactivity	Respiratory disease
Unhealthy diet	Cancer
High blood pressure	Liver disease
Obesity	

The five big killers and lifestyle behaviour linked to them

As we saw in session 1, areas that are wealthier tend to have fewer people with an unhealthy lifestyle than those with lesser income or greater levels of deprivation. This is another health inequality. A study by the Kings Fund found that people with no qualifications were more than five times as likely than those with higher education to engage in poor health and lifestyle behaviours [3].

Over the next few pages we will explore how differences exist across the country. In particular we will explore:

- Smoking
- Proportion of the population meeting the recommended '5-a-day'
- Unhealthy weight



Smoking

Smoking is one of the biggest causes of death and illness in the UK.

Every year around 79,100 deaths (18% of all deaths of adults aged 35 and over) were estimated to be caused by smoking in England, with many more living with debilitating smoking-related illnesses [4].

Smoking increases the risk of developing more than 50 serious health conditions [5]. Some may be fatal and others can cause irreversible long-term damage to health.

The table opposite highlights how areas in England have different levels of adults smoking [6].

Select the hyperlink below.

To explore the area where you live, visit the [Public Health Outcomes Framework](#).

Area	Percentage of people over 18 smoking
Ashford (Kent)	23%
Corby (East Midlands)	30%
Portsmouth	21%
Richmond upon Thames (London)	11%
Rutland (East Midlands)	14%
Sevenoaks (Kent)	6%
Southampton	20%
Tower Hamlets (London)	22%

Smoking prevalence in selected areas of England

Proportion of the population meeting the recommended '5-a-day'

Poor diet increases the risk of some cancers and cardiovascular disease (CVD), both of which we have seen are causes of premature death. These diseases, and type II diabetes are also associated with obesity.

Average intakes of saturated fat, sugar, and salt are above recommendations while intakes of fruit and vegetables, fibre and some vitamins and minerals are below recommendations [6].

The table opposite highlights how areas in England have different levels of meeting the 5-a-day recommendation.

Select the hyperlink below.

To explore the area where you live, visit the [Public Health Outcomes Framework](#).

Area	Proportion of the population meeting the recommended '5-a-day'
Ashford (Kent)	53%
Corby (East Midlands)	41%
Portsmouth	50%
Richmond upon Thames (London)	59%
Rutland (East Midlands)	63%
Sevenoaks (Kent)	57%
Southampton	57%
Tower Hamlets (London)	45%

5-a-day in selected areas

Unhealthy weight

Being overweight or obese, is recognised as a major determinant of early death and avoidable ill health, such as type II diabetes and cardiovascular disease (CVD), risk [6]. Being underweight may also be a health risk for some people particularly the elderly and certain circumstances may affect a person's ability to eat or access food.

The table opposite highlights how areas in England have different percentages of adults above a healthy weight.

Select the hyperlink below.

To explore the area where you live, visit the [Public Health Outcomes Framework](#).

Area	Percentage of adults classified as overweight or obese
Ashford (Kent)	67.5%
Corby (East Midlands)	71%
Portsmouth	50%
Richmond upon Thames (London)	52%
Rutland (East Midlands)	67%
Sevenoaks (Kent)	58%
Southampton	63%
Tower Hamlets (London)	53%

Unhealthy weight in selected areas

People's lifestyles are widely recognised as affecting their health and risk of dying young.

There are four main unhealthy behaviours.

The four main unhealthy behaviours are:

- Smoking
- Excessive consumption of alcohol
- Poor diet and
- Low levels of physical activity

You have probably found that a number of lifestyle behaviours are common in your area.

Health and behaviour national statistics:

- 18% of adults smoke
- 53% of the population meet the recommended 5 a day
- 64% of adults are above a healthy weight
- 27% of adults are physically inactive [5]

The behaviours or habits of day-to-day life that influence our health and wellbeing are called '**individual determinants**'.

These are:

- Being physically active
- Eating more healthily
- Sensible drinking
- Not smoking
- Connecting, learning, giving and taking notice (Ways to Wellbeing)

These are important throughout a lifespan.



The individual determinants that affect our health

The core message about diet is that we all need a balanced nutritious diet. The key dietary messages we should encourage are:

- Eat at least 5 portions of a variety of fruit and vegetables every day
- Base meals on potatoes, bread, rice, pasta or other starchy carbohydrates; choosing wholegrain versions where possible
- Have some dairy or dairy alternatives (such as soya drinks); choosing lower fat and lower sugar options
- Eat some beans, pulses, fish, eggs, meat and other proteins (including 2 portions of fish every week, one of which should be oily)
- Choose unsaturated oils and spreads and eat in small amounts
- Drink 6-8 cups/glasses of fluid a day
- If consuming foods and drinks high in fat, salt or sugar have these less often and in small amounts

Key Public Health Messages

Physical Activity

Physical activity is not just about joining a gym, doing an exercise class or running a marathon. Physical activity is about being active.

- The key messages around physical activity are:
- Move more
- Sit less
- Build strength



Physical activity benefits for adults and older adults. Department of Health infographic

Key Public Health Messages

Smoking

Not smoking is the best thing someone can do to improve their health as it damages the body in many ways. From the day-to-day effects on the heart and breathing, to longer-term smoking related diseases such as heart disease, cancer and stroke. Second hand smoke can be harmful too.

The key message around smoking is:

- Stop smoking

Remember – this information is to give you confidence and understanding to have a conversation about smoking.



Stop smoking

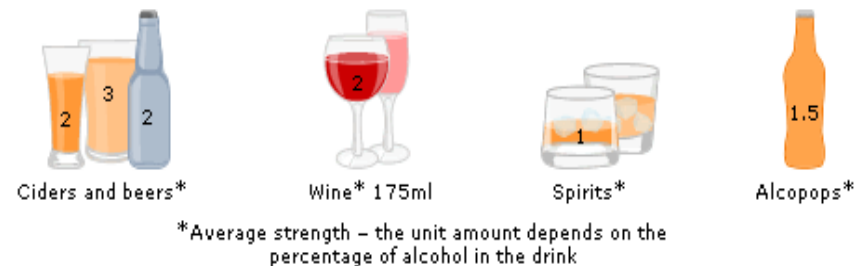
Key Public Health Messages

Alcohol

There is no such thing as a 'safe level' of drinking. Sticking within the guidelines, you can lower your risk of harming your health if you drink most weeks. The key messages for alcohol are:

- Men and women are advised not to regularly drink more than 14 units a week (this is the same as 6 pints of average strength beer a week)
- Regularly drinking more can increase the risk to health
- Spread your drinking over three days or more if you drink as much as 14 units a week
- If you want to cut down how much you're drinking, a good way to help achieve this is to have several drink-free days each week

Remember – this information is to give you confidence and understanding to have a conversation about alcohol.



Units of alcohol in common drinks

Which of the statements below are correct?	Correct / Incorrect
Drinking can make someone gain weight	Correct
Alcohol is helpful if someone has trouble getting to sleep	Incorrect
Saving up 14 units of alcohol to have in one day is ok	Incorrect
Drinking more than 14 units per week can increase the risk of cancer	Correct

Key Public Health Messages

Emotional Wellbeing and Mental Health

Lots of things can affect someone's emotional wellbeing, from work to relationships to money problems. The **Five Ways to Wellbeing** activities are simple things people can do in their everyday lives that can improve emotional health.

The 5 key messages are:

- Connect
- Be Active
- Take Notice
- Keep Learning
- Give

For more information visit the [NHS Choices](#) and [New Economic Foundation](#) websites via the links available in the Resources section of this session.

Remember – this information is to give you confidence and understanding to have a conversation about emotional wellbeing. If someone discloses to you that they are thinking about harming themselves, follow safeguarding policy.

Key Public Health Messages

Your Role

If you feel confident about and understand these key facts you may feel more positive about starting a conversation.

In this session we have explored the underlying health messages that you **could** use when talking to someone about their health and lifestyle. It is these key messages that Making Every Contact Count is trying to support.

You may also be able to access materials that you could use when talking with someone.

In the next and final session we will explore how to share information.



Making Every Contact Count is for Everyone