

**NEW CAMPAIGN**

## Better Health, Let's do this

<https://www.nhs.uk/better-health/>



This summer, Public Health England has launched a major new adult health campaign to seize the opportunity for a national reset moment. **Better Health** will help capture the imagination of the nation, using this unique moment in time to help kick start our health – to eat better and get active.

COVID-19 has affected the whole country; for almost everyone, life has had to fundamentally change. It has prompted many people to reflect and think more seriously about their health. The Better Health campaign will kick off by supporting individuals on their weight loss journey, but later down the line, the programme will also provide advice and support for quitting smoking, drinking less and looking after your mental health.

## What support is available?

[Live Well Stay Well](#) – LWSW is a free healthy lifestyle support service for residents in Buckinghamshire, offering support and advice for losing weight, getting more active, stopping smoking and drinking less. Currently support is being offered remotely, but face to face support will become available again when safe.

LWSW have two free offers to support people to lose weight (subject to eligibility criteria):

1. 12 weeks of free Slimming World
2. 12 weeks of TAILORED support through specialist weight management Advisor at Live Well Stay Well

And can also discuss ideas for healthy eating, physical activity and signpost to other local support as well as the NHS weight loss app.

[Better Health website](#) – The national Better Health website has a range of evidence-based tools to help people change their eating habits, get more active and lose weight. This includes:

- BMI calculator
- 12 week weight loss NHS app
- Easy meals app
- Food scanner app
- Couch to 5k
- Active 10

### **Helpful facts and stats – Overweight and Obesity:**

- Growing evidence suggests that being obese or excessively overweight puts people at greater risk of serious illness or death from COVID-19. The current evidence does not suggest that having excess weight increases people's chances of contracting COVID-19.
- Six in ten adults in England are above a healthy weight, with 36% of adults being overweight and 27% living with obesity. In Buckinghamshire 61% of adults are above a healthy weight.
- 1 out of 4 men and almost 1 out of 3 women are living with obesity.
- 76% of men aged 45–54 years are overweight or living with obesity, and this increases to 82% for men aged 55–64 years.
- People living with obesity are twice as likely to be hospitalised with COVID-19
- Current evidence suggests that COVID-19 patients living with obesity, and in particular morbid obesity, may be more likely to be admitted to intensive care; require advanced treatment; and potentially have poorer outcomes, including greater risk of mortality.

### Helpful facts and stats – Physical Activity:

- Over 1 in 3 men and almost half of women are not active enough for good health, because they are doing less than 150 minutes of moderate exercise each week.
- In Bucks, 1 in 3 adults are not completing the recommended 150+ minutes of physical activity each week.
- In Bucks, 20% of all adults are classed as inactive (completing less than 30 minutes of physical activity each week)
- There are inequalities in physical activity levels:
  - Gender
    - Men are more likely to be active than women
  - Socio-economic status
    - People in lower socioeconomic groups are more likely to not be active enough for their health. Half of the most deprived 20% of the population do not do the recommended amount of physical activity.
    - Those in routine/ semi-routine jobs and those who are long-term unemployed or have never worked are the least likely to be active and most likely to be inactive

- Age
  - Physical activity declines with age, with less than half of adults aged 65 and over doing the recommended amount of physical activity.
- Disability/ long term conditions
  - Activity is less common for disabled people or those with a long-term health condition compared with those without (47% to 68% respectively)
- Ethnicity
  - There are differences observed in activity levels based on ethnic background. Black, Asian and Chinese groups are least likely to be active compared with other ethnic groups.

### **Key Messages:**

- To be a healthy weight, you should aim to have a BMI below 25 and above 18.5. Black, Asian and minority ethnic groups (BAME) should aim to have a BMI below 23 and above 18.5 to reduce risk to health. You can use the NHS BMI calculator to find out your BMI.
- Try to aim for around 1,400kcal a day if you're a woman, and around 1,900kcal if you're a man.
- Choose vegetable-based snacks when you can. If you're having packaged snacks, choose those with around 100kcal and stick to two a day max.
- It is never too late to get active to improve your health, so start small and build up, starting from 10 minutes of brisk walking a day. Remember, every minute counts!
- Physical activity can help manage stress, improve sleep and increase your enjoyment of life.
- When it comes to physical activity, some is good, but more is better – the more time you spend being active, the greater the health benefits.

### **How Partners can support the Better Health campaign:**

We understand that these are particularly challenging times and that local services may not be running as usual. However, you can still get involved with the Better Health campaign.

You can:

- Share the materials within this document within your workplaces and with colleagues.
- Share the materials within your digital channels, using the #BetterHealth and #LWSW hashtags.
- Re-tweet and share messages from Buckinghamshire Council and LWSW social media.
- Signpost or refer your residents/patients/clients for FREE support at Live Well Stay Well, to help them work towards their healthier lifestyle.
- Incorporate the campaign messages in staff briefings and use them to promote your organisation's health & wellbeing offer for staff.
- Add materials and key messages into your newsletters or on your website.

*Any questions or to share your case studies please email [emma.dillner@buckinghamshire.gov.uk](mailto:emma.dillner@buckinghamshire.gov.uk)*

## Promotional Materials:

### Example social media posts:

Lowering your BMI helps lower your risk of diseases like cancer, heart disease and now COVID-19. To start your journey to #BetterHealth visit [www.livewellstaywellbucks.co.uk/better-health](http://www.livewellstaywellbucks.co.uk/better-health)



There has never been a better time to kickstart your health. #LWSW has a range of tools and support to help you, visit [www.livewellstaywellbucks.co.uk/better-health](http://www.livewellstaywellbucks.co.uk/better-health)





Extra weight puts extra pressure on your body, which makes it harder to fight against diseases like cancer, heart disease and now, Covid-19. Losing weight can help reduce your risk #BetterHealth

[www.livewellstaywellbucks.co.uk/better-health](http://www.livewellstaywellbucks.co.uk/better-health)



We are proud to be supporting #BetterHealth, supporting people to live healthier lives. For advice and support visit [www.livewellstaywellbucks.co.uk/better-health](http://www.livewellstaywellbucks.co.uk/better-health)



**Email banner:** To be added at the end of your email signature with optional wording:

‘We’re supporting Better Health, Find out how the FREE Bucks Live Well Stay Well service can help support you to make some healthy changes. [www.livewellstaywellbucks.co.uk](http://www.livewellstaywellbucks.co.uk).’



**Web Banner:** to be added to your own website or newsletters. Suggested wording:

‘We’re supporting Better Health and there has never been a better time to kickstart your health. Extra weight puts extra pressure on your body, which makes it harder to fight against diseases like cancer, heart disease and now, Covid-19. Losing weight can help reduce your risk. Find out how the FREE Bucks Live Well Stay Well service can help support you to make some healthy changes. [www.livewellstaywellbucks.co.uk](http://www.livewellstaywellbucks.co.uk).’

Better Health LET'S DO THIS

**THIS IS ME NOW.**

Get help and support to get active at [nhs.uk/BetterHealth](http://nhs.uk/BetterHealth)

NHS

Better Health LET'S DO THIS

**CUTTING DOWN CUTS MY RISK**

Get help and support to lose weight at [nhs.uk/BetterHealth](http://nhs.uk/BetterHealth)

NHS

Better Health LET'S DO THIS

**I SAID ONE DAY. THIS IS DAY ONE.**

Get help and support to get active at [nhs.uk/BetterHealth](http://nhs.uk/BetterHealth)

NHS

Public Health, August 2020

**Posters and GIFS:** see email attachments.