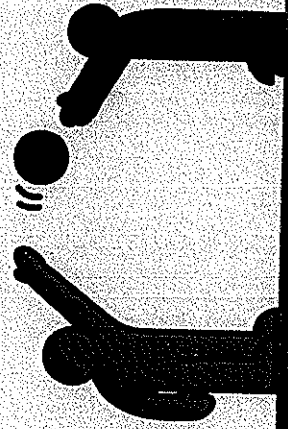


**Dean Hill**  
**Physical Activity and CVD Prevention Programme Manager (PCT)**  
**Head of Healthy Towns Programme (Dudley MBC)**

# Dudley's Healthy Town Programme

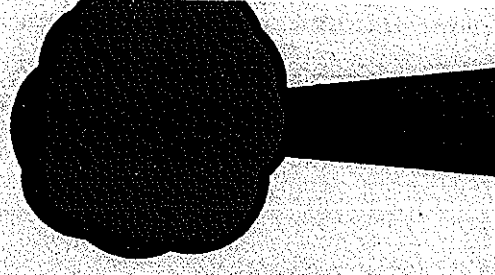
*Let's GO! Outside*



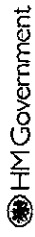
**change  
4life**  
Get more. Live longer.

**Dudley**  
Metropolitan Borough Council

**Dudley NHS**  
Primary Care Trust



Healthy Towns



**HEALTHY WEIGHT, HEALTHY LIVES:  
A CROSS-GOVERNMENT STRATEGY  
FOR ENGLAND**



Healthy Towns



*"We must do nothing less than transform the environment in which we all live. We must increase the opportunities we all have to make healthy choices around the exercise we take and the food we eat"*

**Gordon Brown MP**

**Healthy Weight Healthy Lives 2008**



Healthy Healthy Lives Partnership  
 Dudley Metropolitan Borough Council  
 Dudley Community Partnership  
 Dudley Primary Care Trust  
 Dudley Children's Trust

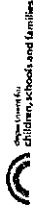
### Healthy Community Challenge Fund



Let's GO! *outside*

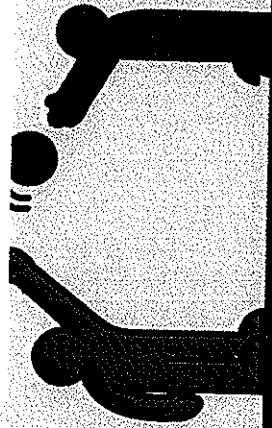
Stage Two Application

September 2008



Open to all children, schools and families

Our way places + changing lives



change  
**4life**  
Let's lead a healthier life

**Dudley**  
 Metropolitan Borough Council

*Why!*

Let's GO! Targets

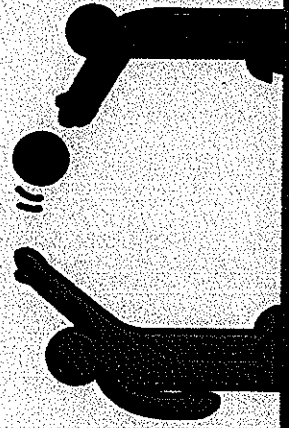
... more children

... more families

... more active

... more often

Healthy Towns



**change  
4 life**  
Let's lead... Make better... Live longer

**Dudley**  
Metropolitan Borough Council

Primary

Let's GO!

...TYS!

...Liveability!

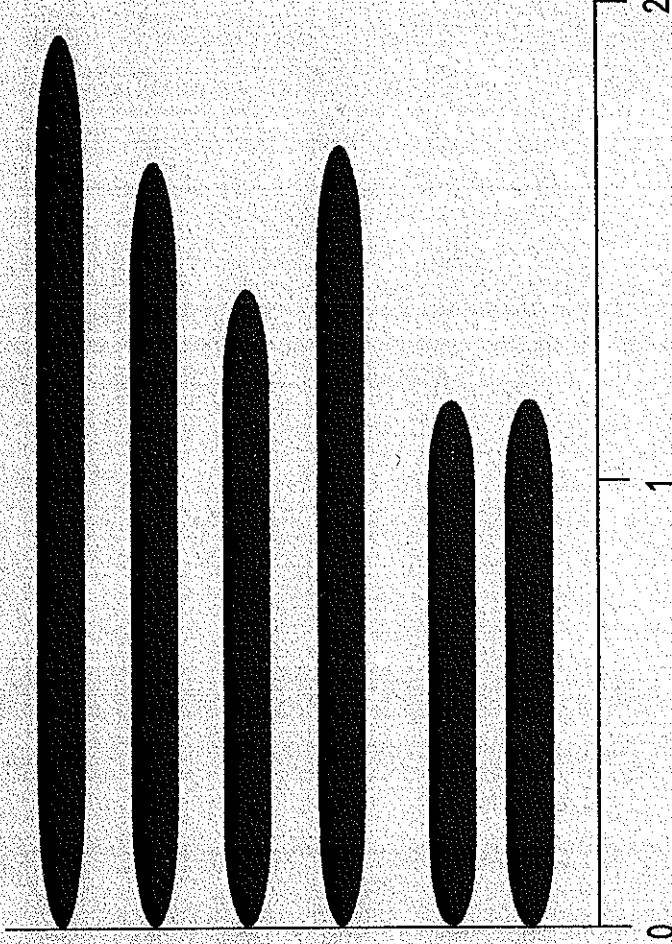
...BIG Children's Play!

...Play Pathfinder!

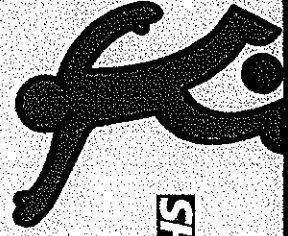
...Parks for People!

# Healthy Towns

# CHD Risk Factors



**Factors**  
Inactivity  
Smoking  
Hypertension  
Cholesterol  
Par.Hist.  
BMI >27



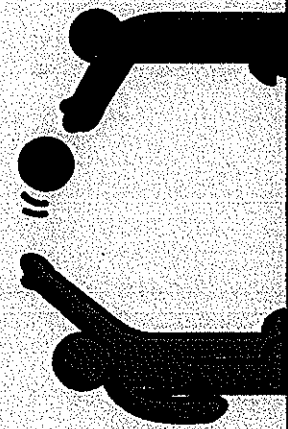
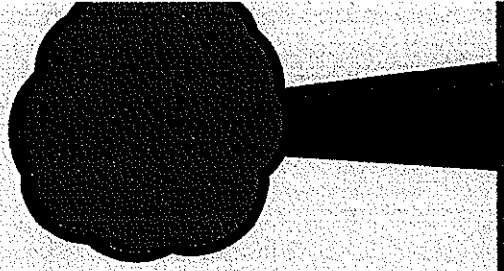
**Relative Risk**  
change  
**4 life**  
Get well. Move more. Live longer.

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**Relative Risk**  
change  
**4 life**  
Get well. Move more. Live longer.

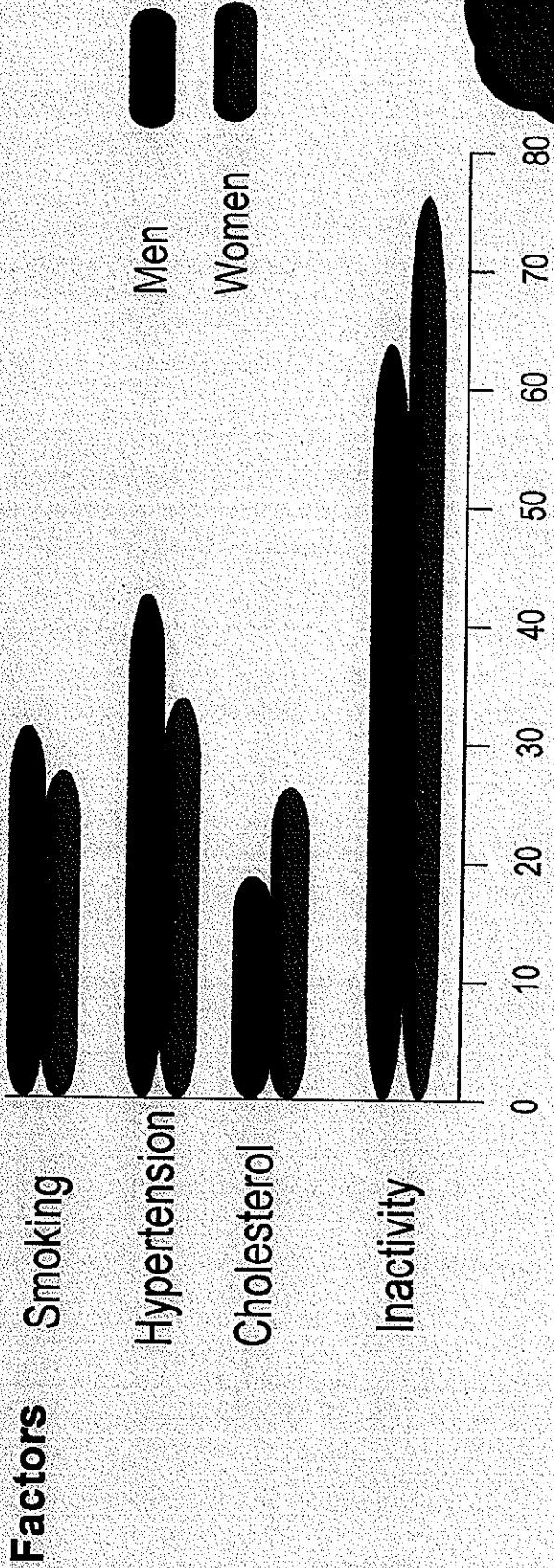
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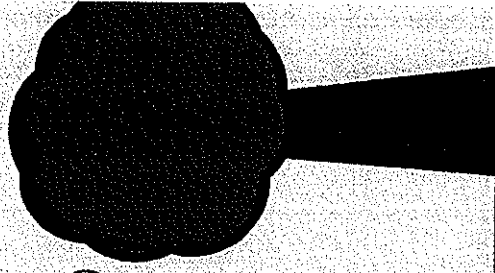
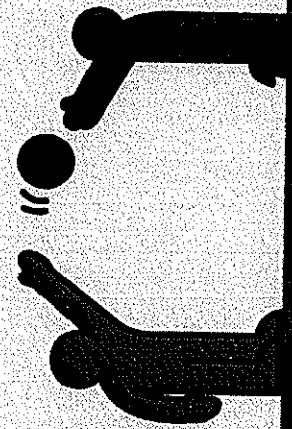
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Metropolitan Borough Council

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Metropolitan Borough Council

# Prevalence of CHD Risk Factors



Percentage



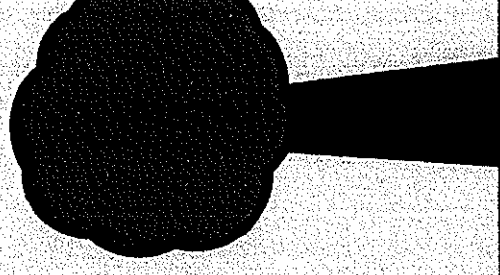
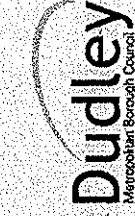
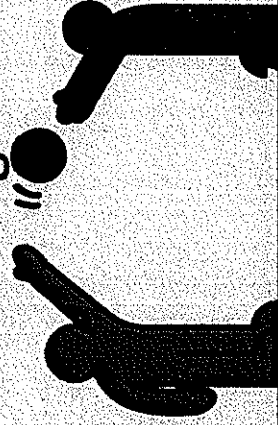
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## Local Barriers

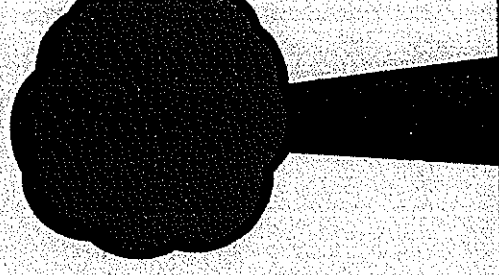
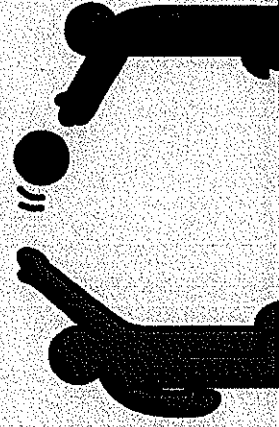
- Time
- Money
- Access
- Fear of safety
- Lack of local facilities
- Feeling unsafe in streets
- Perception of relative importance on PA generally
- Topography
- Obeseogenic environment



## What is obesity? (cause)

Energy in = Energy Out

‘Obesity is a complex, multi-factorial disease that develops from the interaction between the individual and the **environment**. It involves the integration of social, behavioural, cultural, physiological, metabolic and genetic factors’



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**4 life**  
Let's live... Move more... Live longer

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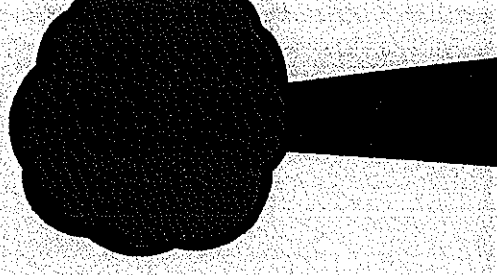
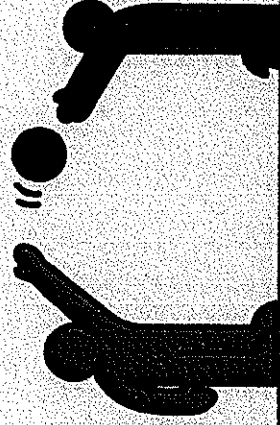
**Dudley NHS**  
Primary Care Trust



## What is obesity? (effect)

- **Obesity** – excessive amount of body fat in relation to lean body mass
- **Overweight** – increase in body weight in relation to height when compared to standard

**Essentially obesity is an imbalance between energy intake and energy output over a sustained period of time**



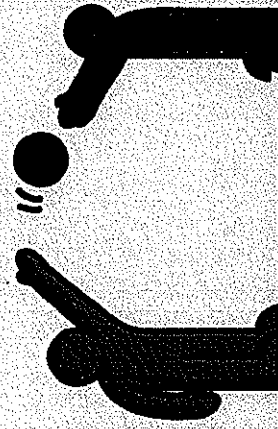
change  
**4life**  
by eat. move. rest. live happy.

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Metropolitan Borough Council

**Dudley NHS**  
Primary Care Trust

# Where are we nationally?

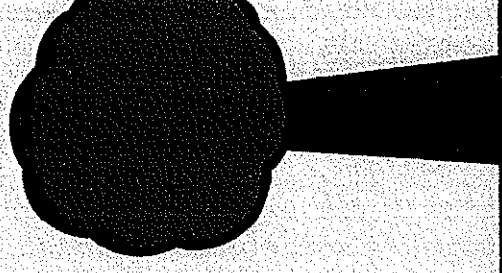
- 2/3 of the population of England are overweight or obese
- Obesity has grown by 400% over the past 25 years
- Obesity will surpass smoking as the greatest cause of premature death
- The UK has the fastest accelerating rates of Childhood obesity in the world
- Today's generation of children will be the first for over a century for whom life expectancy falls



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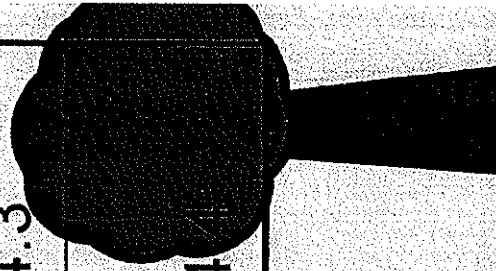
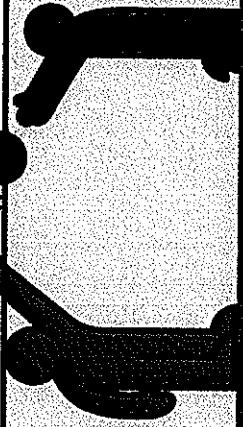
**Dudley**  
Primary Care Trust



## Dudley

**% BMI 25+ (overweight + obese + very obese)**  
**128,826 people in Dudley**

	Men	Women	All
1992	50.5	37.9	44.3
2004	60.7	48.2	54.4



**change  
4life**  
Let's make the difference

**Dudley**  
Metropolitan Borough Council

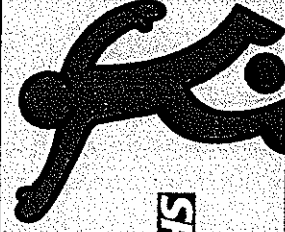
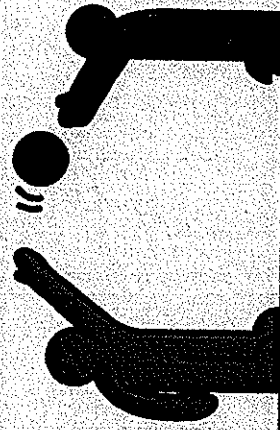
**Dudley NHS**  
Primary Care Trust

## Estimated Obesity Prevalence in Dudley (Age 2 – 15)

	Overweight	Obese	Overweight & Obese
Boys	15% (4128)	17% (4679)	32% (8807)
Girls	15% (3830)	16% (4086)	31% (7916)

Estimated: 8 – 9000 children obese and 8000 overweight

(Application of national HSE 2002 to Dudley Child Population  
BMI cut offs using >91st > 98th centile on UK 1990 charts)

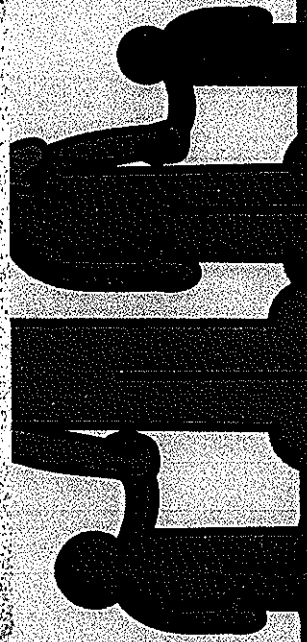


**change  
4life**  
Let's meet... There's more. Let's change.

**Dudley**  
Metropolitan Borough Council

**Dudley NHS**  
Primary Care Trust



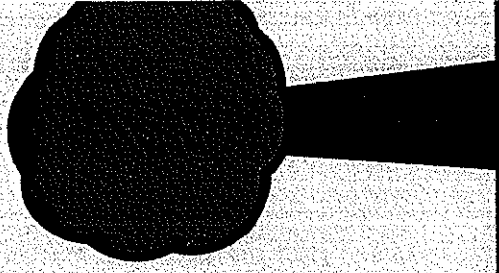


change  
**4life**  
eat well • move more • live longer

**Dudley**  
Metropolitan Borough Council

**Dudley NHS**  
Primary Care Trust

Healthy Towns

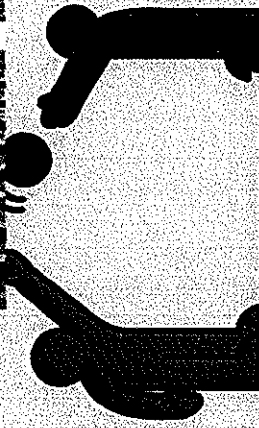


**NHS**

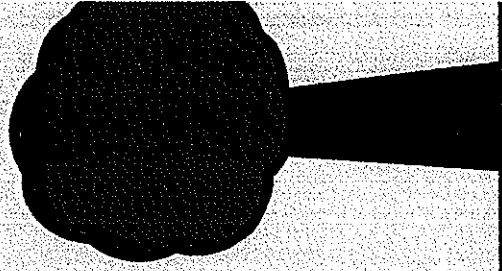
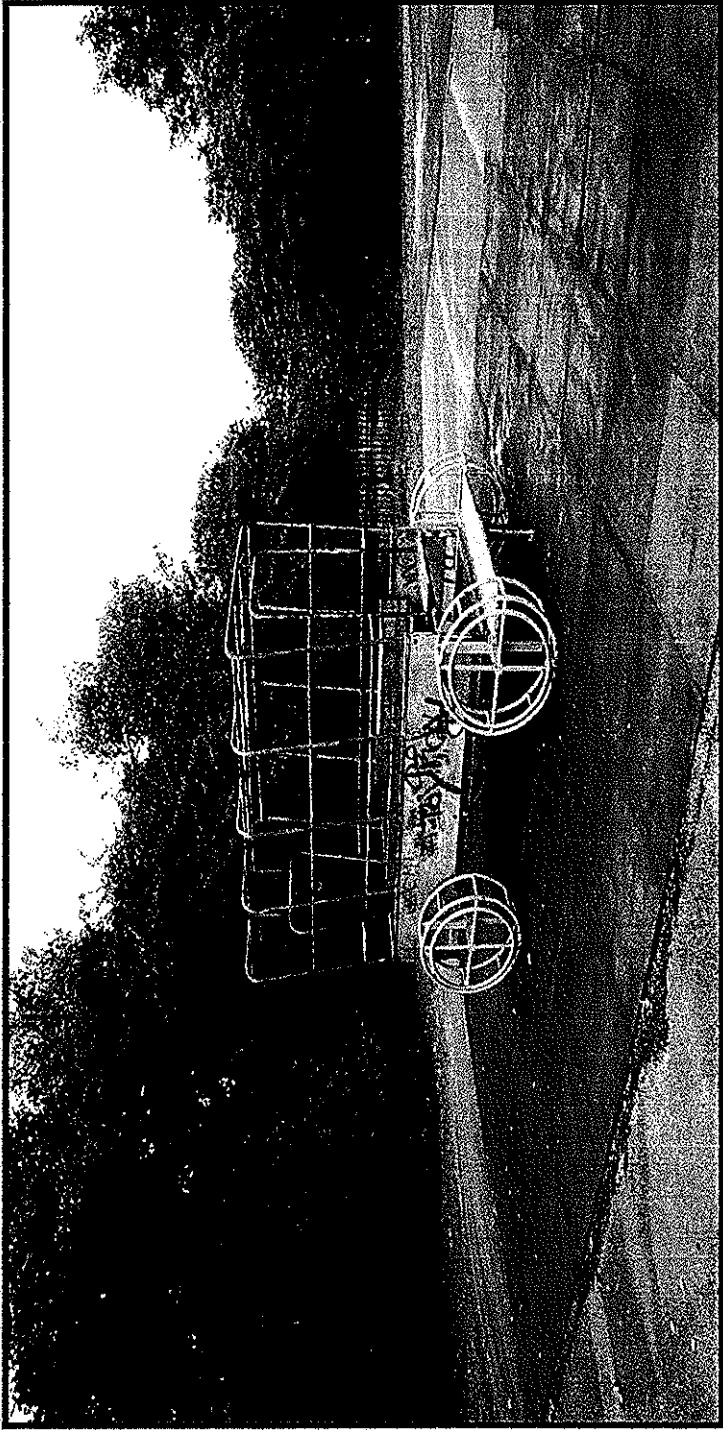
Dudley  
Primary Care Trust

change  
**4life**  
Get well. Feel better. Live longer.

**Dudley**  
Metropolitan Borough Council



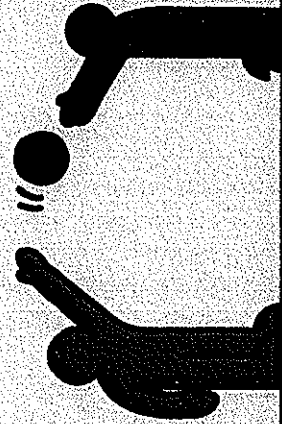
Healthy Towns



Dudley **NHS**  
Primary Care Trust

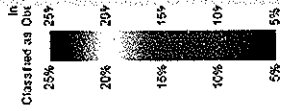
change  
**4life**  
BY 2010 - FIVE MORE - LIVE LONGER

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Metropolitan Borough Council



Healthy Towns





**Dudley**  
Metropolitan Borough Council

change  
**4 life**  
for you. for your town. for the future.

**Dudley NHS**  
Primary Care Trust

What!

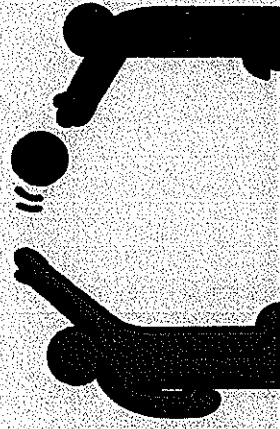
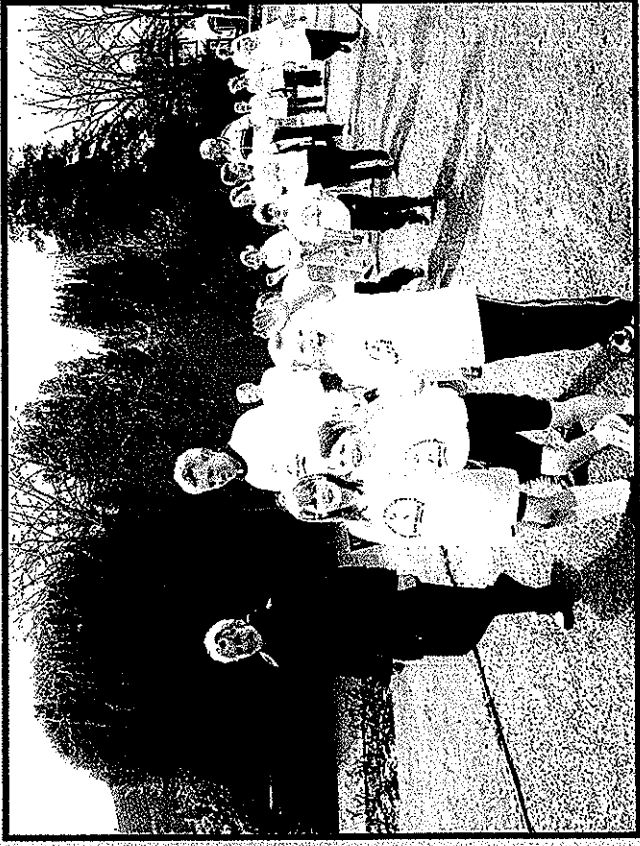
Let's GO!

... healthy hubs

... safer routes

... service reform

Healthy Towns



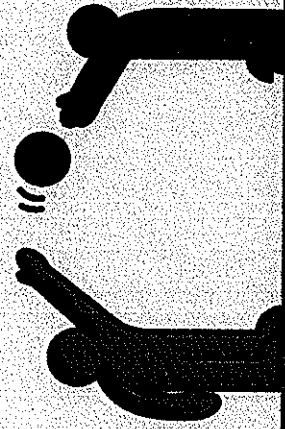
change  
**4life**  
by the way... we're here to help

**Dudley**  
Metropolitan Borough Council

How!

- ... Healthy Towns Partnership
- ... Lead Officer
- ... Implementation Groups
- ... Project Plans
- ... Risk Management
- ... Budget Control
- ... Regular communication

Healthy Towns



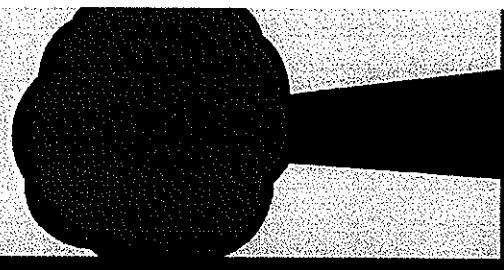
cha  
41

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Healthy Towns

What...

- Each healthy hub will have...
- ...a healthy town building
- ...regular healthy town activities
- ...special healthy town events
- ...safe healthy town walking routes
- ...new healthy town cycle routes
- ...healthy town signage
- ...healthy town outdoor gym
- ...healthy town toilets



# Evaluation

*GO! activities*

*...outdoor gym!*

*...park leader walks!*

*...multi skills!*

*...play rangers!*

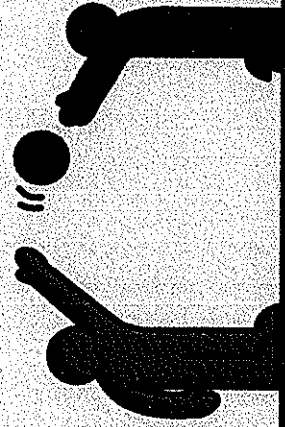
*...family cycle rides!*

*.....line dancing live!*

*...cycle treasure hunts!*

*...adventurous activities*

*...climbing walls*



**change  
4life**  
Let's make the most of life

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Metropolitan Borough Council

**Healthy Towns**

# Evaluation

Active Travel Corridors

will have...

...direction signs

...electronic warning signs

...cycle storage

... Use of the Walkzone

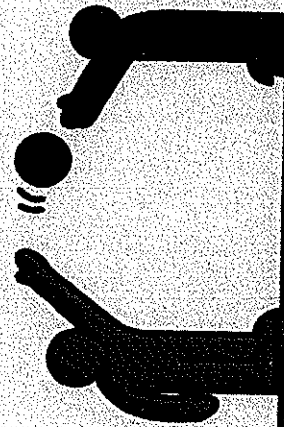
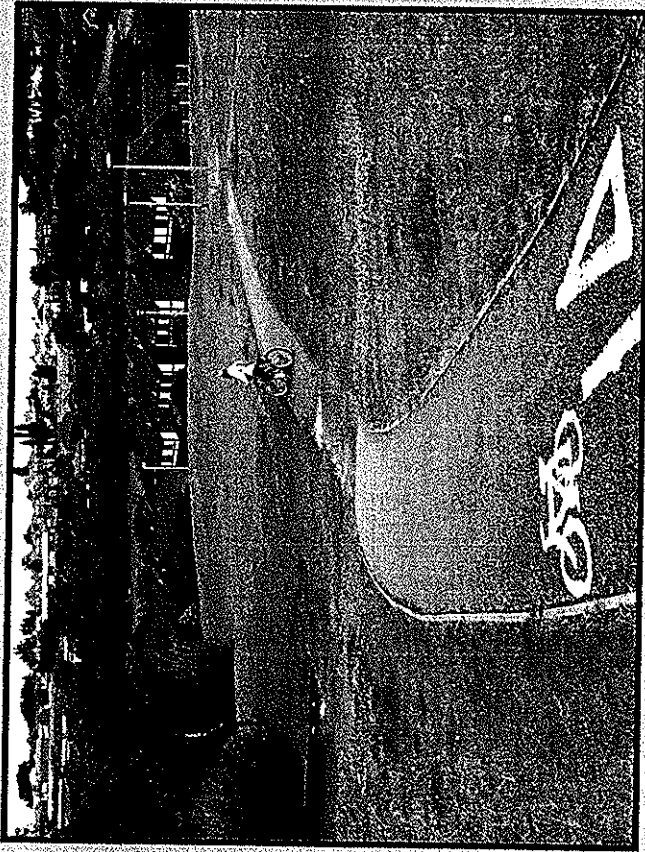
... traffic calming

...footpath improvements

...crossing upgrades

...canal tow path improvements

...PCSO involvement



cha  
4f

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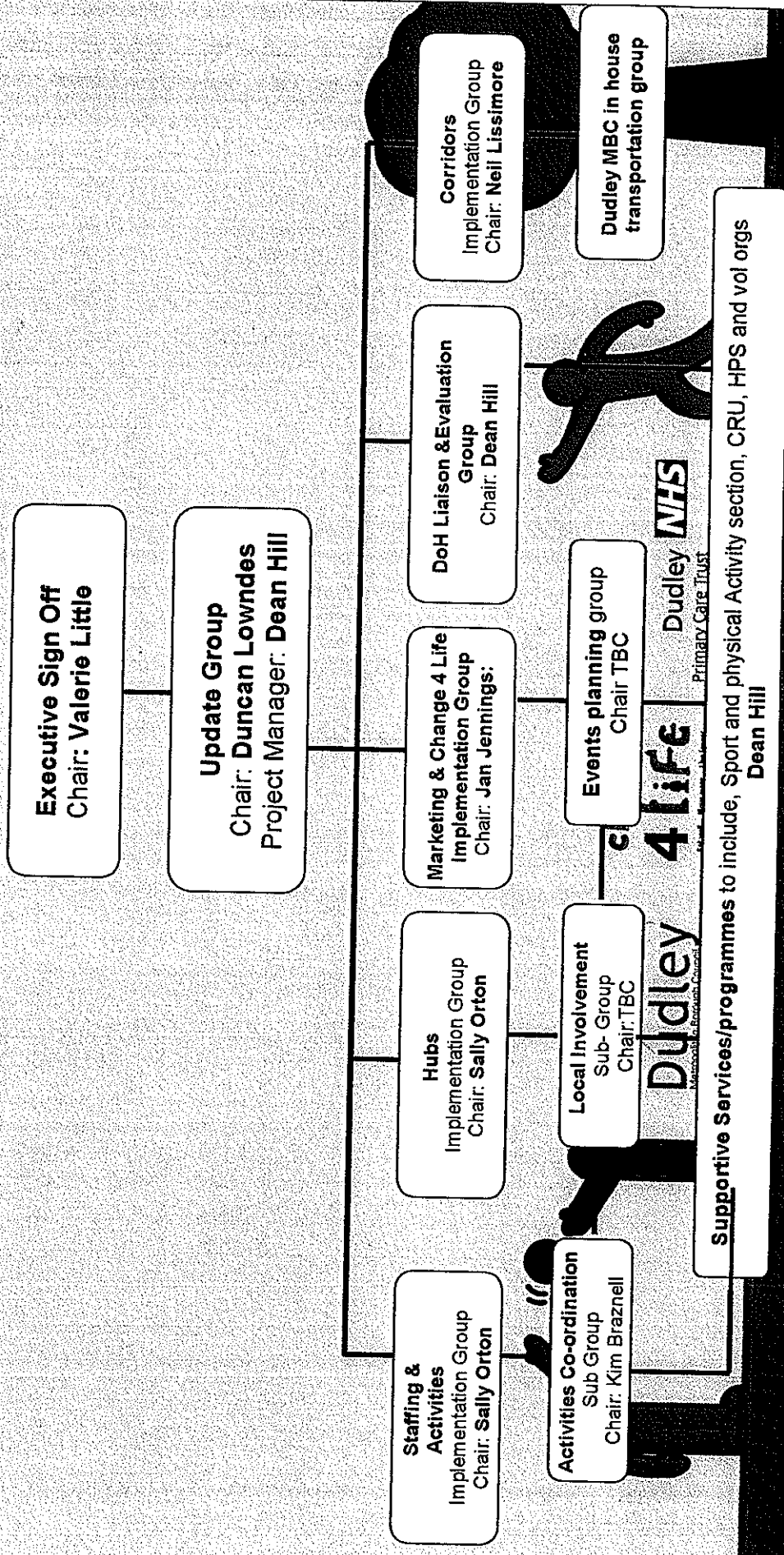
Healthy Towns





# Where are we now?

## Healthy Towns Project Management Structure





# Evaluation

## Success Criteria (SC):

- Increased awareness of Change 4 Life movement and messages.
- Increased walking and cycling in and around the hubs and across the borough in general.
- Increased demonstration of organisational policy change
- Communities value and use the Hubs and other open spaces to benefit their health.
- Communities value and use active modes of transport.
- Families feel empowered to manage their weight through increasing activity levels, and eating a healthy diet.

“Stakeholders show a cultural change that recognises the impact on the health of the borough and understand the links between behaviour and environment.”

**Dudley**  
Metropolitan Borough Council

**4 life**  
for you. about you. the way.

Dudley **NHS**

Primary Care Trust

A less obesogenic environment.

Change 4 Life philosophy embedded in environment Dudley

## Evaluation

- **Relevant Targets (RT):**
- 1. More children and families more active over initial base line.
- 2. An Increase in Parks/ Hub usage over baseline
- 4. Increased perceptions of safety in and around the Hubs.
- 5. An increase over baseline of numbers of children and families walking and cycling.
- 6. An increased awareness and understanding of the Change 4 Life messages.

