Challenges

- Persistent inequalities in health.
- Disadvantage because of education, income, or social position associated with a larger burden of disease especially multi-morbidity.

Response

- We need to
  - Maximise the value of health and incentives for healthy behaviour; promote healthy choices as a default;
  - Minimise the factors that create a culture and environment which promotes unhealthy behaviour
  - Use better understanding of the contribution of individual behaviours and lifestyle choices to health outcomes in order to shape support and care
  - Ensure healthcare practitioners use ‘health promoting practice’ encompassing disease prevention, early intervention and promotion of health and wellbeing as well as excellent personalised care when people are ill.
  - Create a Culture for Health

Outcome measures

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<thead>
<tr>
<th>Public Health Outcome Indicators</th>
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Challenges – the facts in 2012

- **62,000** people under the age of 75 died of cancer (not including liver cancer)
- **33,000** people under the age of 75 died of cardiovascular diseases
- **14,000** people under the age of 75 died of respiratory diseases
- **8,000** people under the age of 75 died of liver conditions

- Liver disease up by **23%** in last decades.
- Lack of physical activity contributes to **17%** of premature deaths.
- **66.6%** men are overweight or obese
- **57.2%** women are overweight or obese

- Smoking is the primary cause of preventable morbidity and premature death accounting for nearly **80,000** deaths in England in 2011.
- Long-term musculoskeletal conditions account for **7.6 million** working days lost each year.
- Number of people living with more than one long-term condition will increase from **1.9 to 2.9 million** over next 10 years.
- Persistent inequalities in health: Men in richer areas live in good health for nearly **20 years** more than men in poorer areas.

Activities for Population Health

- Public Health Practitioners, Specialist Community Public Health Nurses and Specialist Midwives and Allied Health Professionals
- Managed care and support
- Recruitment and retention
- Care management
- Area reviews
- Community health improvement
- Health protection
- Improving the Wider Determinants of Health
- Health Protection - Making Every Contact Count
- Supporting Health Wellbeing and Independence
- Healthcare Public Health

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