

# Living Well

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# Living Well

## Vision:

**Making it easier for everyone, everywhere, everyday  
to live a healthy and active lifestyle**

## Impact:

**The places and organisations in which we live, work, learn and  
play make it easier for people of all ages to adopting healthier  
behaviours and are better able to care for themselves**



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2019/20 data shows that 65.5% of adults in Bradford District were classified as overweight or obese.

This means 65.5% of people have an increased risk of developing preventable conditions and reduced Healthy Life Expectancy.

Bradford's rates are higher than the national average (63.8%)



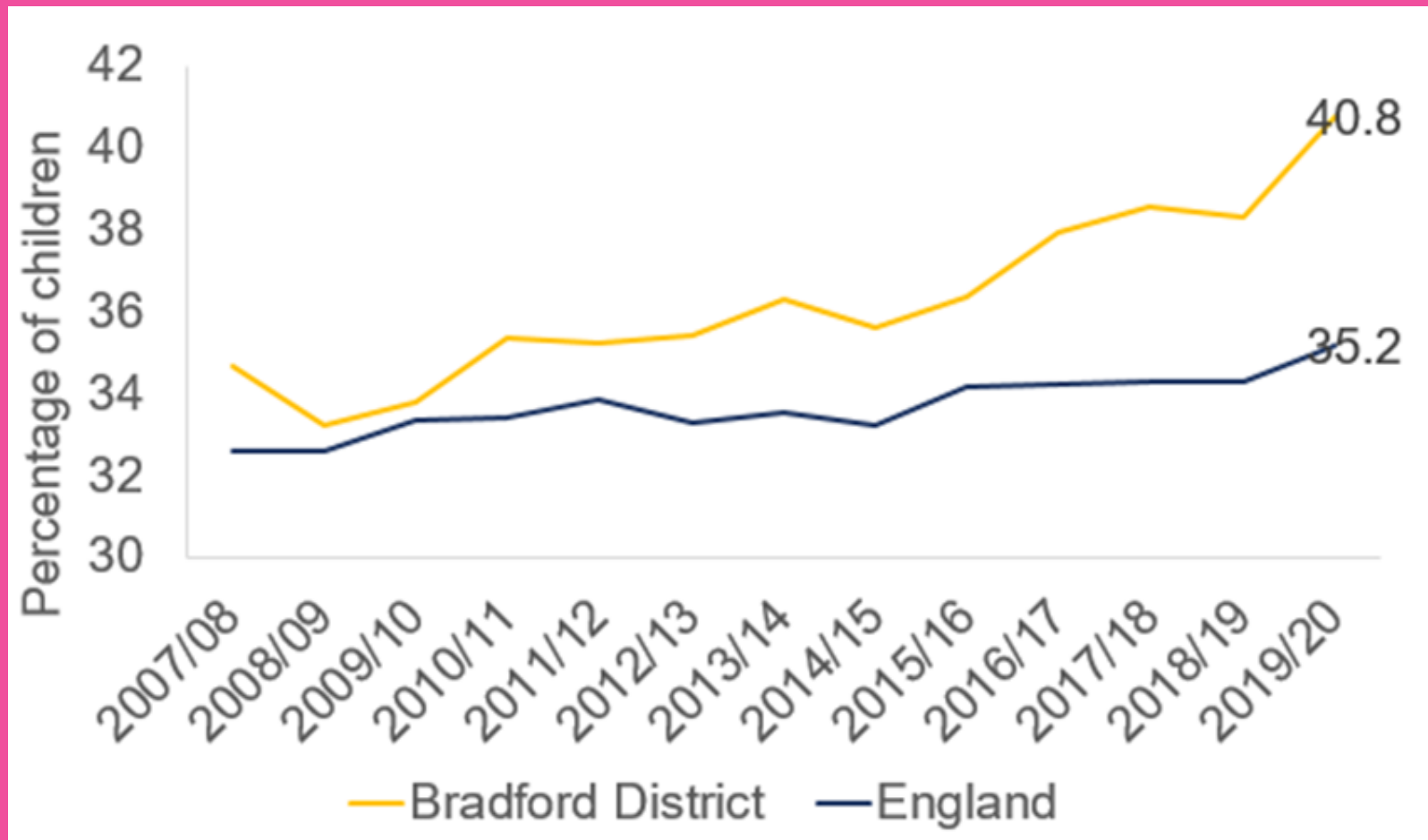
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# Year 6 Children who are above a healthy weight 2020/21



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# Living Well is a systems approach to addressing obesity.

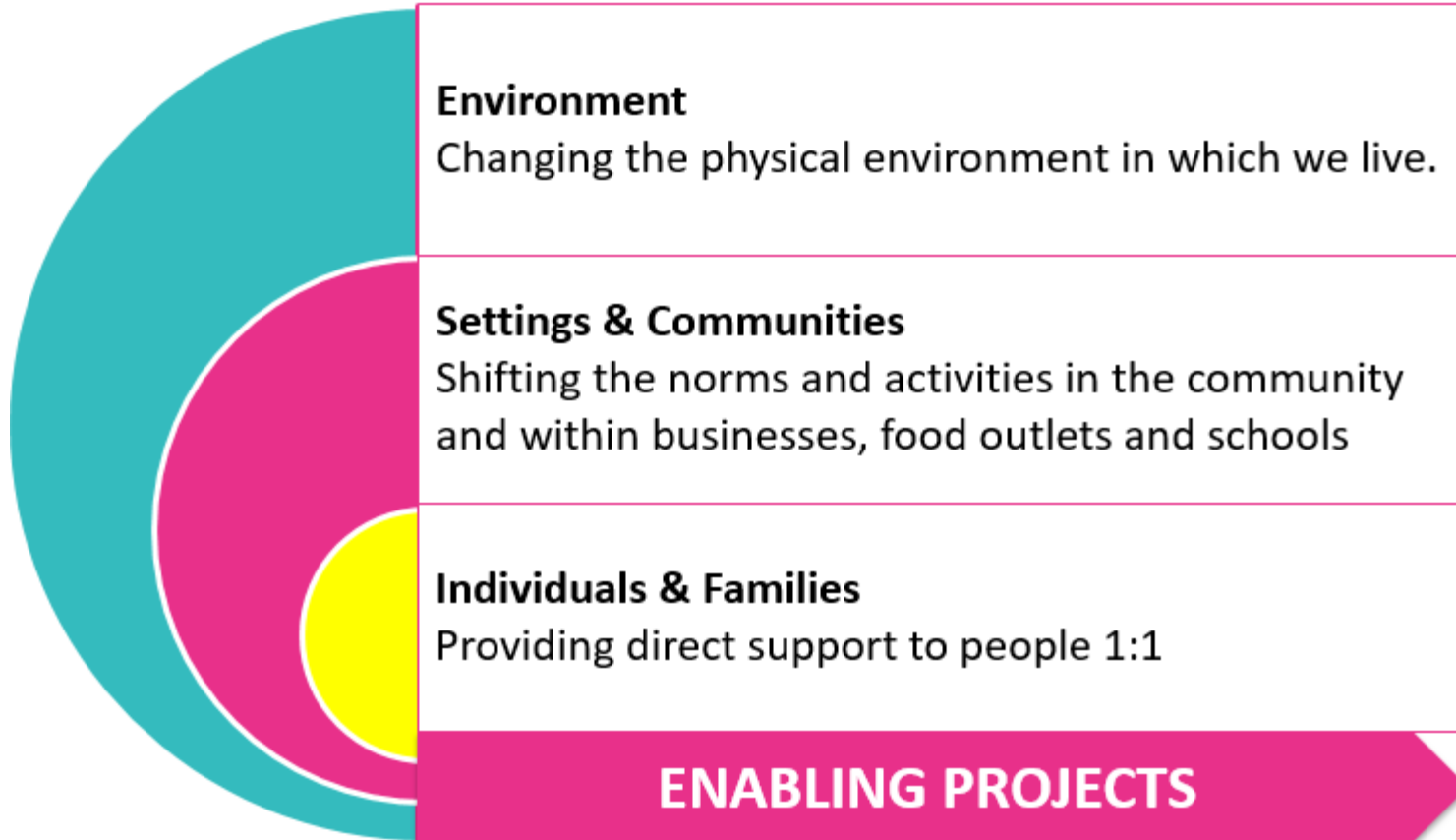
It aims to enable the whole of the local system  
to **work together with coordinated actions**  
to make it easier for people living in our  
district to live healthier lives



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## Systems approach...



to make it easier to live a healthy and active lifestyle



# Living Well People

Enabling individual behaviour change e.g.

- Living Well Advisors
- Stop Smoking service
- BEEP service (inc RIC enhanced service)
- Adult weight management offer
- Children's and families weight management offer
- (External e.g. Social Prescribing services)



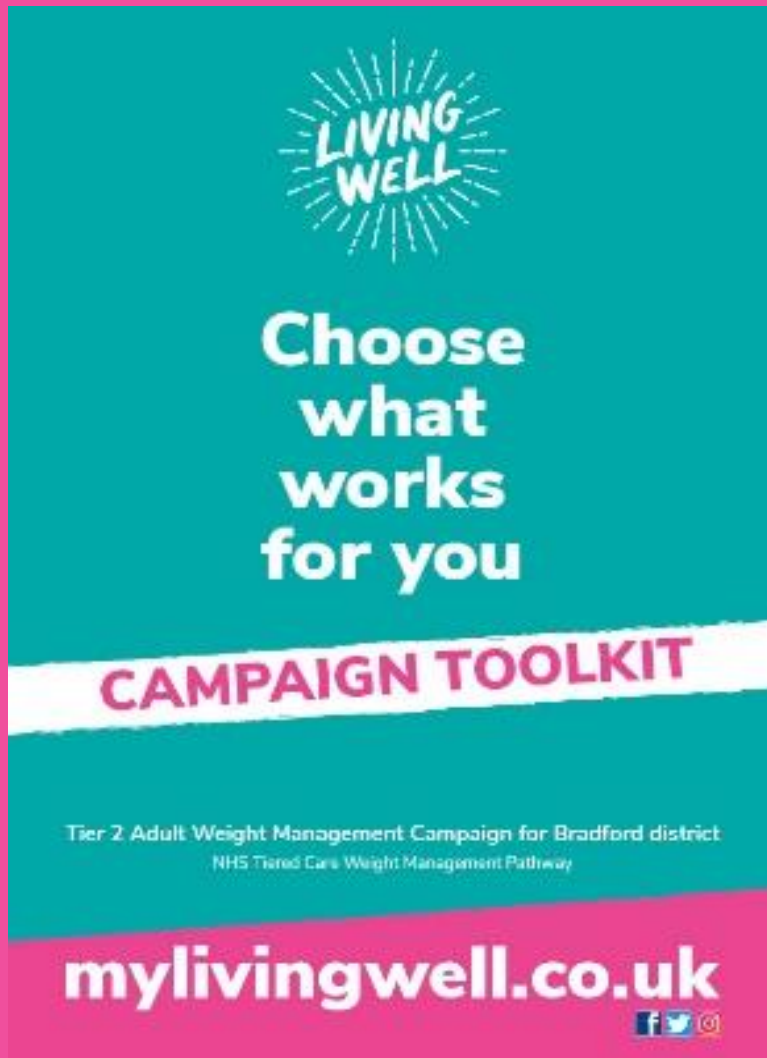
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# Adult weight management services



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# Adult weight management

If you would like to lose some weight...

**Choose  
what  
works  
for you**

**12  
Weeks  
FREE**



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T&Cs apply see website for details



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# Children and families weight management offer

- Secured £926k grant funding from OHID (was PHE)
  - Additional funding commitment from Public Health to ensure continuity
  - Service to support the National Child Measurement Programme (NCMP)
  - Model of delivery:
    - a) Extended Brief Intervention: contact 80% of children identified as overweight/obese via the NCMP
    - b) Tier 2 service: contact 25% of elected age-range living with obesity
- One eligible child = intervention and support for whole family in highly personalised home based approach
- Launching a) this week!! and b) next week !!
  - 2500 calls to families initially and then accepting referrals from health care professionals
  - Staffing – delivered by fully trained Living Well Advisors and service includes registered dietician and mental health nurse



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# Living Well Societies

Enabling behaviour change within community settings:

- Living Well Schools (inc. RIC Schools)
- Childhood Obesity Trailblazer
- Living Well Businesses
- Living Well Food Retailers
- Community Health programme



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# Living Well Environments

## Enabling behaviour change at population level across Bradford District:

- Food Strategy inc. Healthy Markets Action Plan
- Health in all Policies
- School Streets & Play Streets
- Healthy Vending
- Strategic physical activity development
- External e.g. JUMP & Fresh Streets



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# Living Well Enabler Projects

- Living Well Communications and Marketing
- Living Well website and digital offer
- Living Well Training Academy



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# New campaign - Eating Well 'Simple Swaps'


## Swap when you cook

"Making simple swaps, like using brown rice instead of white, has given me more energy and helped me feel happier and healthier"  
*James from Laisterdyke*




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## Swap when you snack

"Swapping chocolate and crisps for fruit when I snack has lifted my mood and helped me to feel happier and healthier"  
*Mohammed from XXXXXX*



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## Swap when you shop

"As a busy new mum, making simple swaps when I shop like swapping sugary cereals to porridge, has given me more energy and helped me feel happier and healthier"  
*Shaheen from XXXXXXXX*



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# Living Well Systems

- Governance
- Stakeholder engagement
- Alignment with system priorities/programmes  
e.g. Act As One & Community Partnerships
- Behavioural Science
- Research and evaluation



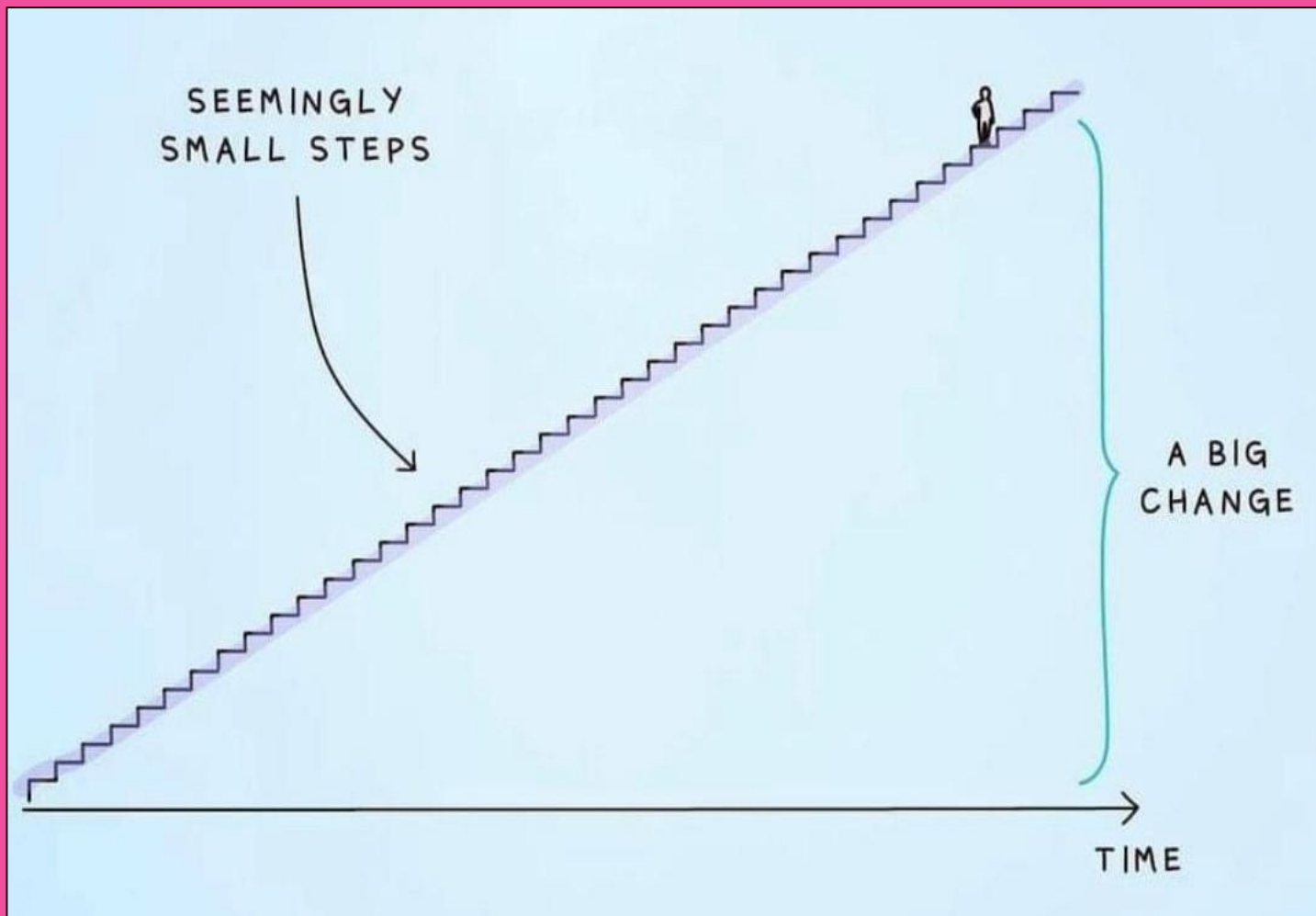
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Recognise the opportunities in your role both in and out of work to make it easier for others to be healthy and active



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