

# Birmingham Public Health: Priorities on a Page

Addressing health inequalities because every child, citizen and place matters

## Priority 1: Child health

- Reducing infant mortality
- Taking a whole systems approach to childhood obesity
- Supporting the mental and physical health of our most vulnerable children

## Priority 2: Working age adults

- Supporting workplaces to improve their employee wellbeing offer
- Addressing the cumulative impact of unhealthy behaviours such as tobacco control, substance misuse and physical inactivity
- Supporting the mental and physical health of our most vulnerable adults

## Priority 3: Ageing well

- Reducing social isolation
- Providing system wide information, advice and support to enable self-management
- Developing community assets
- Supporting the mental and physical health of our most vulnerable older people

## Priority 4: Healthy environment

- Improving air quality
- Increasing the health gains of new developments and transport schemes
- Health protection assurance and response including screening, immunisation and communicable diseases

Maximising the public health gains from hosting the Commonwealth Games

## Our vision:

To improve and protect the health and wellbeing of Birmingham's population by reducing inequalities in health and enabling people to help themselves

## Our values:

- Equity
- Prevention
- Evidence based practice

## Our approach:

- Population based
- Proportionate universalism
- Intelligence led
- Strategic influence
- Communication
- Joint working
- Health in all policies