

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

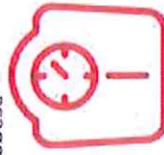
The challenge

Birmingham continues to wrestle with some deep-seated challenges...

OBESITY

25%

of 10–11 year olds are obese



20% National average

NOT SATISFIED

16%

of 15 year olds are not satisfied with life

1 IN 3

CHILDREN LIVE IN POVERTY



128,000

children (0–15 yr olds) live in the bottom decile households

10.8%

growth in number of children aged 5–15 over the next 20 years (2017–2037)

INFANT MORTALITY



7.9

Birmingham

National average

<1%

CYCLING



percentage of children who cycle to school

PHYSICAL ACTIVITY

(adults 19yrs+)

61.2%

Birmingham

64.9%

National



FUEL POVERTY

17TH

Out of 326 English local authorities, Birmingham ranks 17th for proportion of fuel poor households



LIFE EXPECTANCY

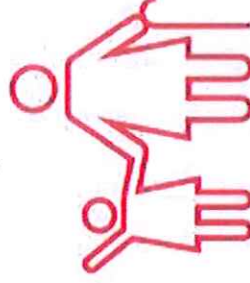
The difference between most affluent and most deprived areas

10.6yrs

less for men

8.2yrs

less for women



SOCIAL CONTACT

>50%

More than half of adult carers would like more social contact

