Changing for the better

Healthy lifestyles in Coventry between 2007 and 2012

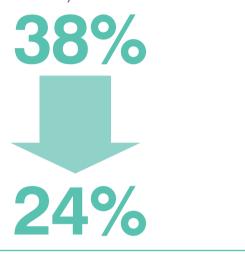
4 unhealthy behaviours

SMOKING + EXCESSIVE DRINKING + POOR DIET + LACK OF EXERCISE

SAME CHANCE OF DYING AS SOMEONE **12-14 YRS OLDER**

Multiple unhealthy behaviours

Overall, there has been a reduction in those with high risk (3 or 4 unhealthy behaviours) between 2007-12.



MIND THE

The proportion of people reporting none of the behaviours more than doubled.

6.9% 3.1%

Life expectancy Citywide

Most deprived

F 82 M 77

areas

Coventry faces significant health inequalities and large gaps in life expectancy between parts of the city. The biggest health improvements are in the most affluent areas, whilst the most deprived areas

have the highest prevalence of high risk behaviours.



GAP

CHANGES MADE

Changes in lifestyle have a huge impact in later life. The collective effort is beginning to have an impact in Coventry.



We are now in a similar position to where the rest of the UK was five years ago and the positive changes we have seen have not affected some of the people in the city with the worst health status.

KEY CHALLENGES

Focus on closing the health gap



Target the areas of the city and the people, where we have seen the least improvement





Men are twice as likely to have several unhealthy behaviours Improvements are not seen in the economically inactive Those from white groups have the most unhealthy behaviours



Work with local communities to empower them to make a change



Use social marketing, social media and technology to support behaviour change



Make it easier for people to change

For the full reports, please visit www.coventry.gov.uk/publichealthreports



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