

Lifestyles Risk

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.

38%
↓
24%

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

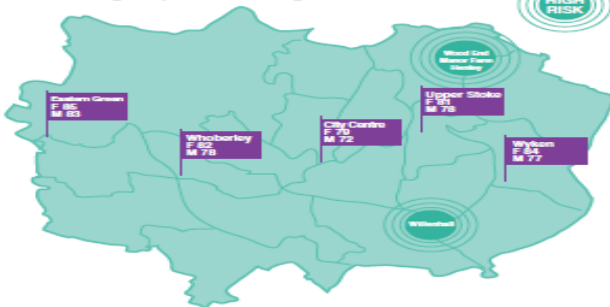
6.9%
↑
3.1%

MIND THE GAP

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.

Life expectancy
Citywide
F 82 M 77

Most deprived areas



2x
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

CHANGES MADE

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

SMOKING
4,400 QUIT
RATES DOWN 3.6%
= **17** LIVES SAVED

EXCESSIVE DRINKING
46.8%
↓
30.5%
REDUCTION SEEN ACROSS ALL AGE GROUPS

EXERCISE
↑
8%
INCREASE IN PEOPLE TAKING PART IN RECOMMENDED LEVELS OF EXERCISE

HEALTHY DIET
↑
7%
INCREASE IN PEOPLE GETTING 5 A DAY

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.

5 KEY CHALLENGES

- 1 Focus on closing the health gap
- 2 Target the areas of the city and the people, where we have seen the least improvement
- 3 Work with local communities to empower them to make a change
- 4 Use social marketing, social media and technology to support behaviour change
- 5 Make it easier for people to change