



Better Health Staffordshire

What is Better Health Staffordshire?

Branding for a Whole Systems Approach to tackle the causes of excess weight and promote a healthy weight, healthy eating and an active lifestyle

Developed by Public Health England (PHE) and launched in 2020 during lockdown by Staffordshire County Council

Support local authorities (LAs), with partners, to address levels of excess weight and promote a healthy weight, healthy eating and active lifestyle

Key Headlines – Staffordshire Moorlands

- The proportion of Reception age children living with excess weight and obesity in Staffordshire Moorlands is similar to the national average but ranks high among statistical neighbours.
- • In line with national trends, levels of Year 6 excess weight and obesity have increased in recent years but remain similar to national levels.
- As with Reception, Staffordshire Moorlands ranks high among its statistical neighbours. • Healthy weight challenge for children mainly focussed in Biddulph East, Cheadle North East and Leek North.
- 7 out of every 10 adults live with excess weight in Staffordshire Moorlands, higher than the national average and the highest of its statistical neighbours.
- • Wider impact on residents health and on the system – Obesity related long term conditions and hospital admissions higher than national.
- • Fruit and vegetable consumption and activity levels in Staffordshire Moorlands are similar to national but there is a high density of fast food outlets in Town Centres and in areas of higher deprivation.
- • COVID-19 likely to have negatively impacted lifestyle behaviours - Staffordshire's residents reported a mixed impact on healthy lifestyles during the first lockdown.

Better Health Staffordshire's Mission ...

To encourage people to live their happiest healthiest lives in Staffordshire.

To cause a social movement for change around better health across the County.

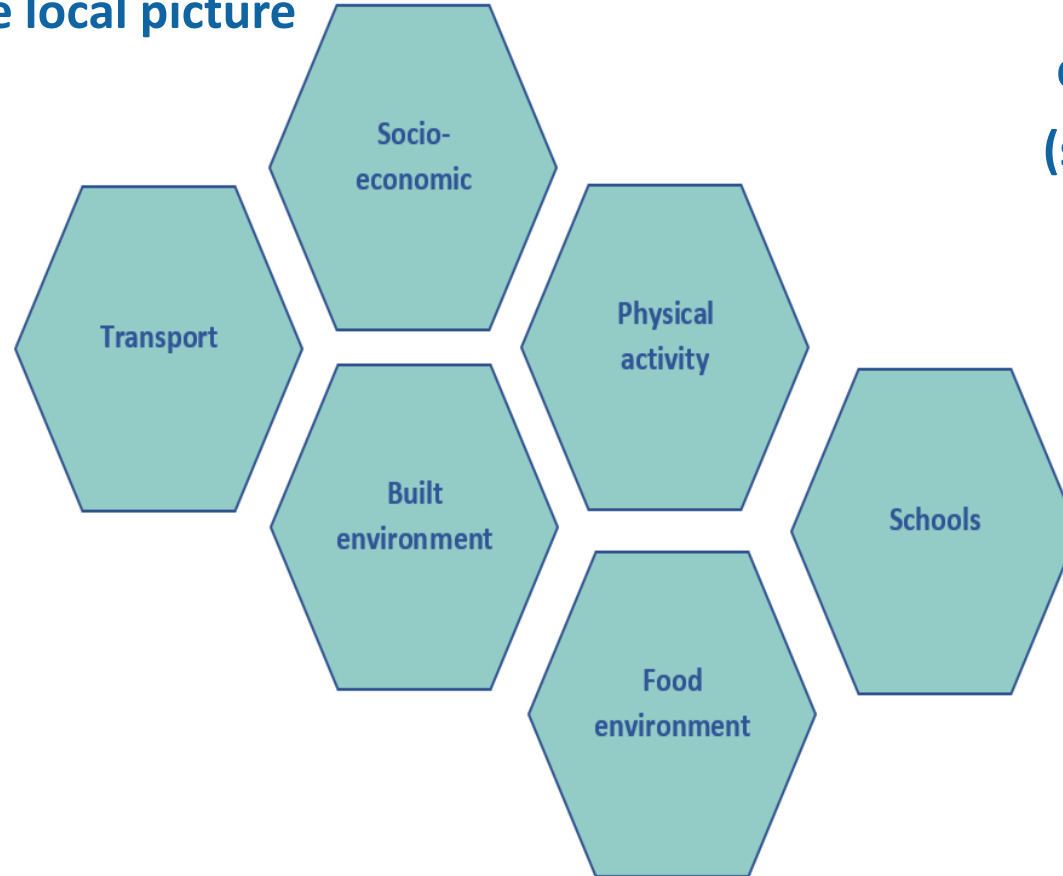
To create situations together with local people where they choose to Do Something Different

Whole System approach

Understanding the local causes of excess weight and physical inactivity ... and how they link together

Consider the big picture of the local system which causes excess weight and physical inactivity

Understanding and responding to the local picture

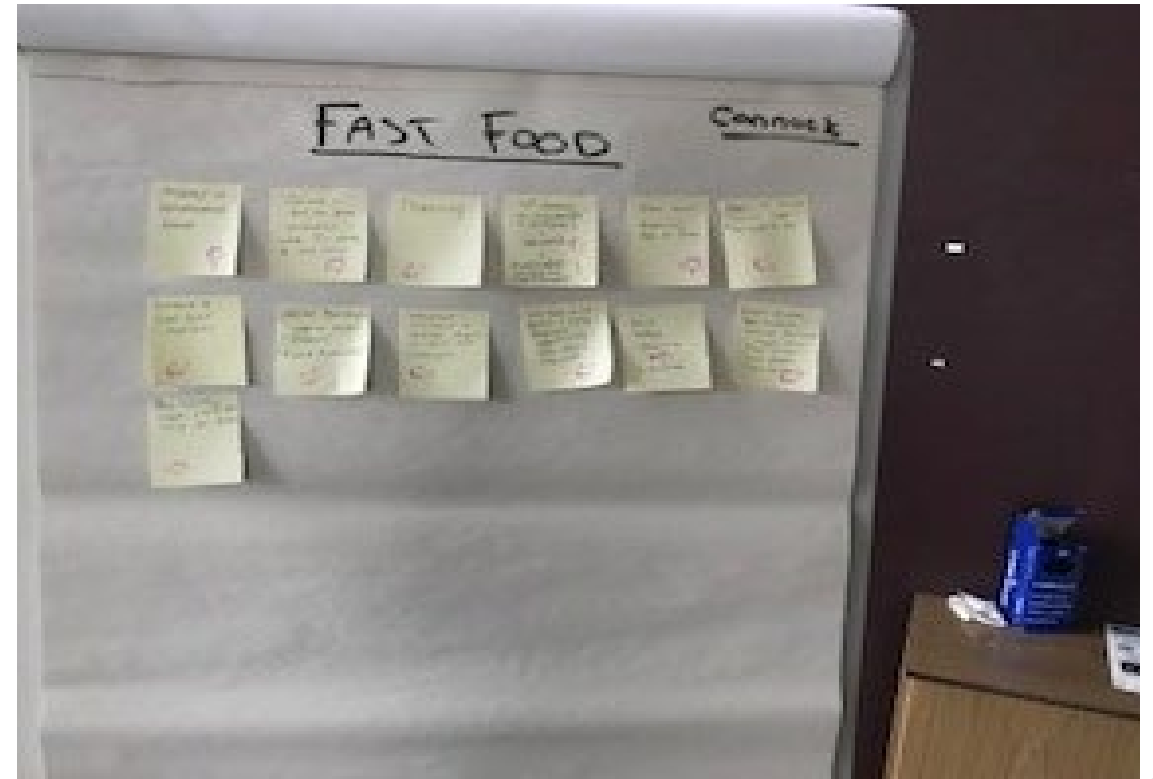


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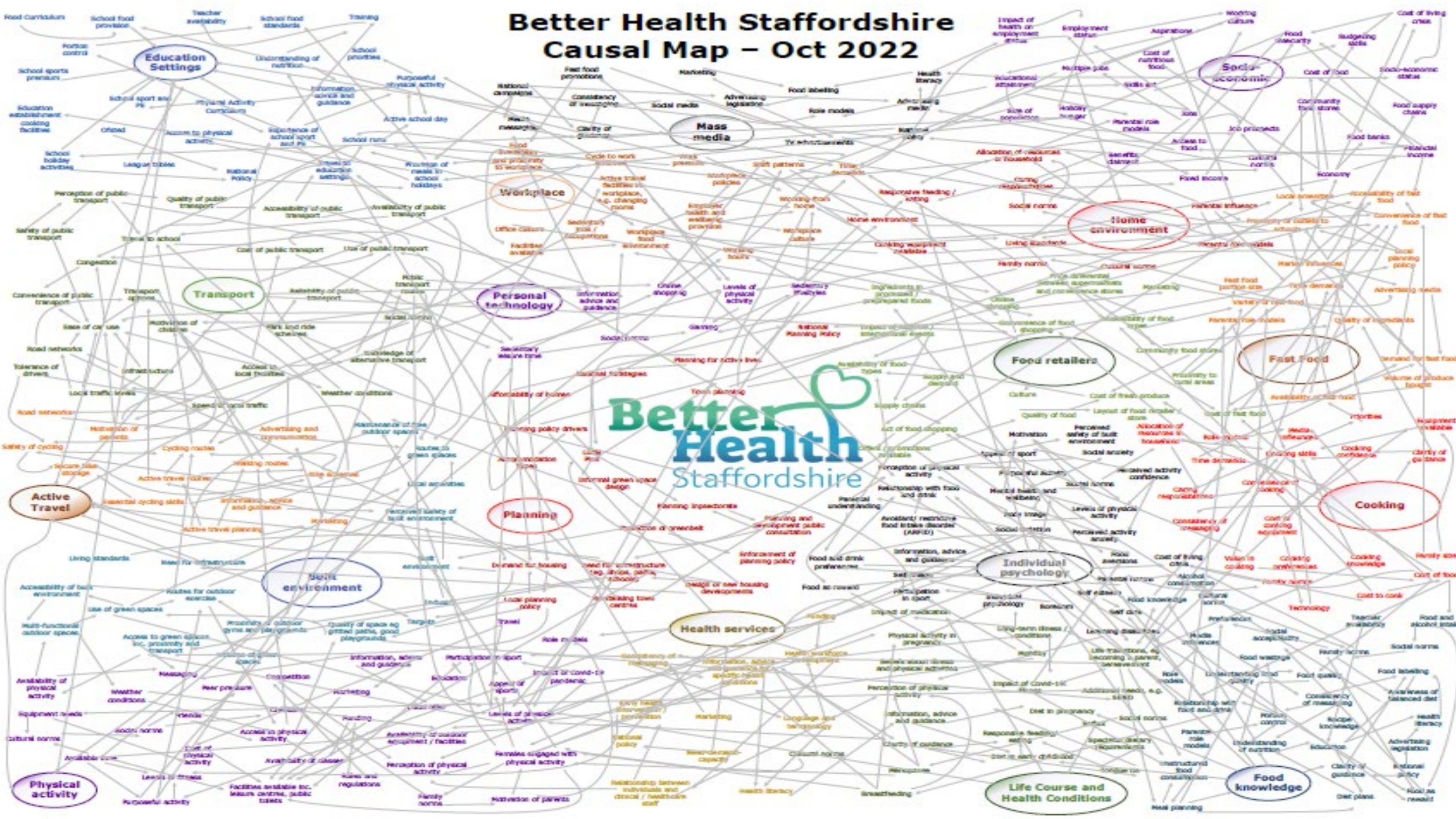


Casual Mapping ...

- All causes were sorted into the themes
- Causes that did not match a theme were separated and reviewed



Better Health Staffordshire Causal Map - Oct 2022



Focus for Staffordshire Moorlands

Three key themes:

- Food and Nutrition
- Increased physical activity – Move More Moorlands
- Built Environment

How

- Aligning Better Health Staffordshire and Move More Moorlands
- Health Inequalities Funding to help accelerate these two programmes.
- Local Steering Group
- Task and Finish Groups

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