



TRAFFORD
COUNCIL

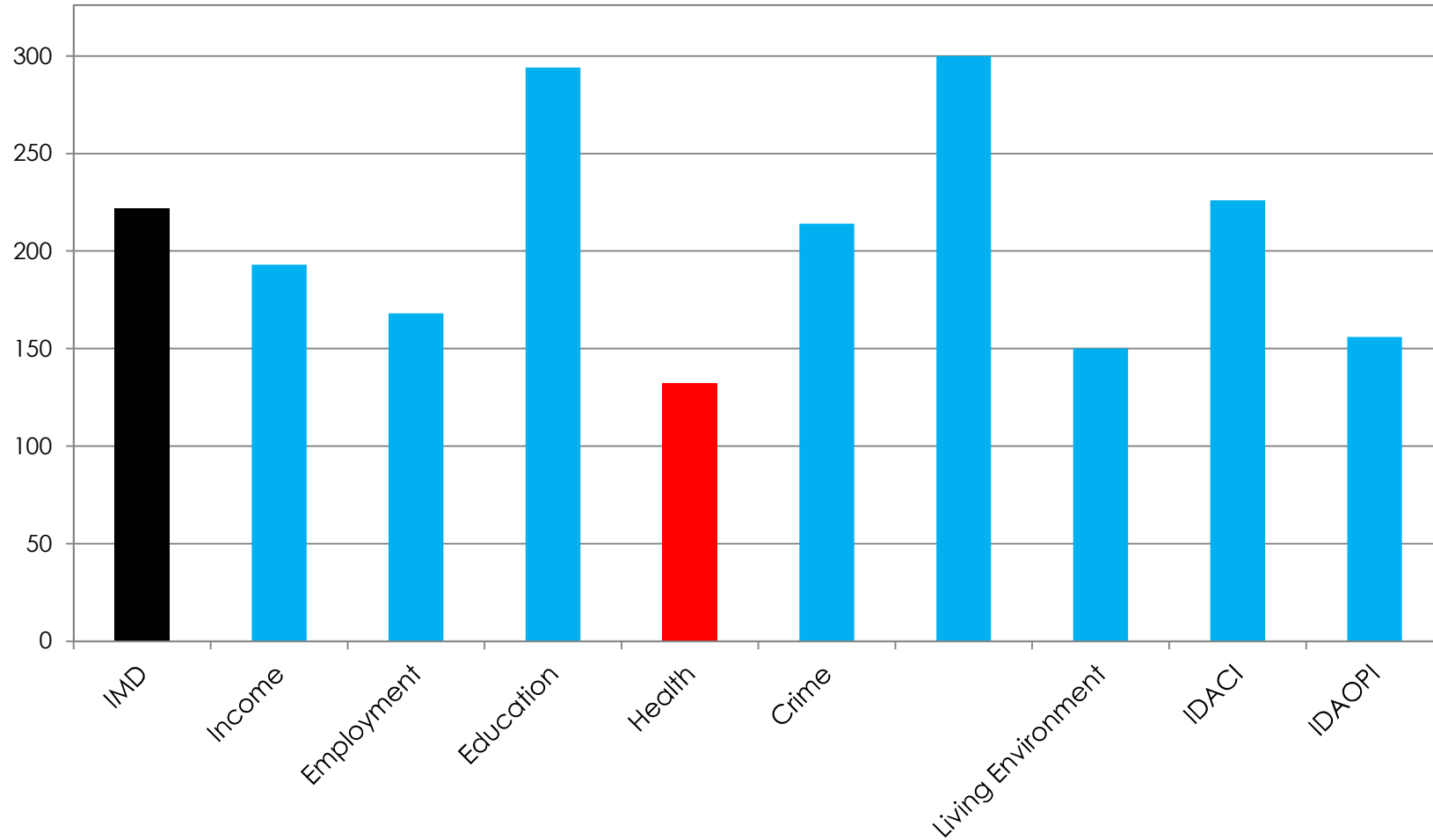


Proposed Health & Wellbeing Priorities for 2016-2019



22nd January 2016

IMD 2015 component measures for Trafford



Healthy Life Expectancy

- Healthy life expectancy is the number of years a person is likely to live in a healthy state.
- In Trafford it is considerably worse than would be expected for the levels of deprivation.
- Healthy life expectancy at birth for men is 65.7 years and women 63.2 years in Trafford.
- Increasing healthy life expectancy would improve quality of life and help deliver economic prosperity and sustainable communities.

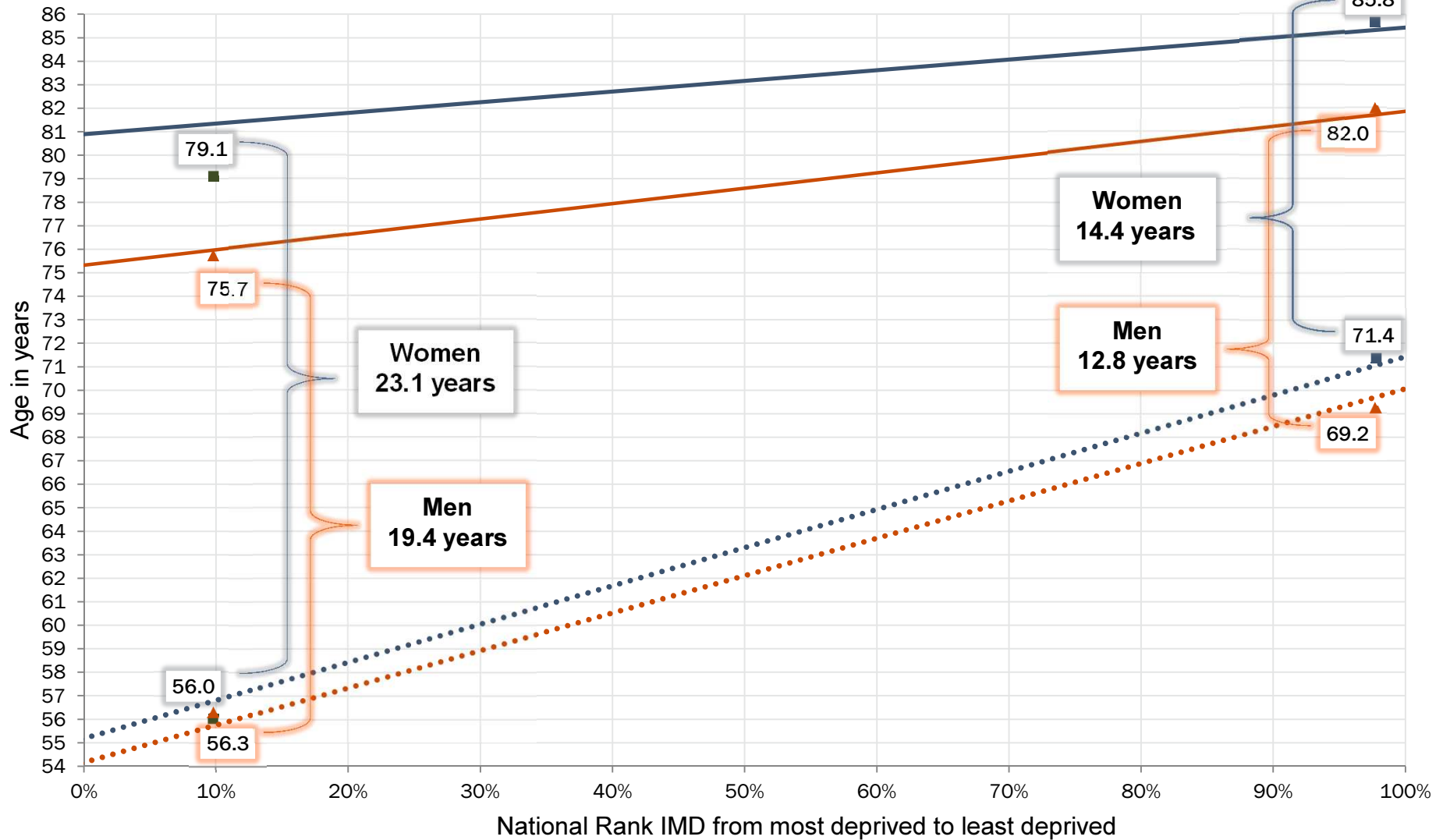


Trends in Life Expectancy and Healthy Life Expectancy by National Rank of IMD for areas in Trafford (2009 to 2013)



TRAFFORD COUNCIL

— Female LE Female HLE — Male LE Male HLE



What should our focus be?

Priorities should

- Impact on outcomes that are important across different organisations – involve all stakeholders
- Link to the Locality Plan and the GM Strategic Plan
- Support a sustainable Trafford and provide return on investment
- Be based on need and supported by a robust evidence base
- Strengthen and utilise our local and Greater Manchester assets
- Improve health, wellbeing and healthy life expectancy for all



Proposed Priorities for 2016-2019

- Improving mental health and reducing the impact of mental illness
- Reducing physical inactivity
- Reducing the number of people who smoke or use tobacco
- Reducing harms from alcohol



Why these priorities?

On average **32%** of people in Trafford die before their 75th birthday

- 66% of these deaths are preventable

People with serious mental health die **3 years earlier** than the rest of the population in Trafford- this is significantly higher than the rate for England

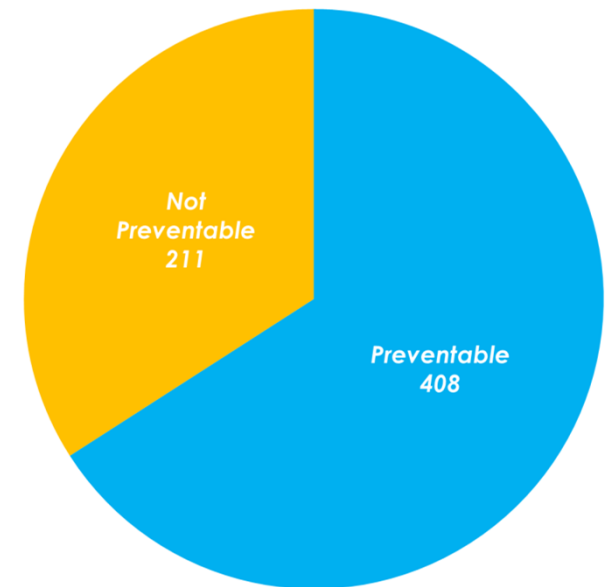
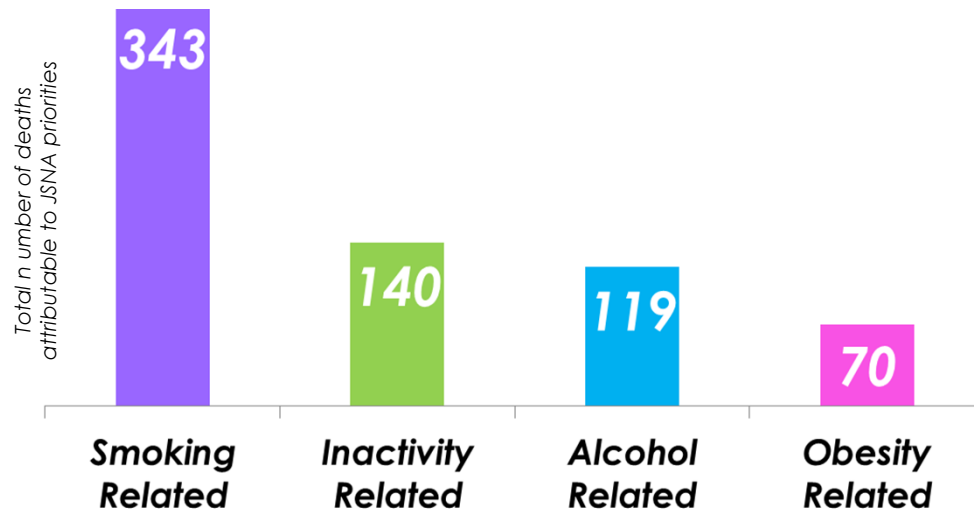
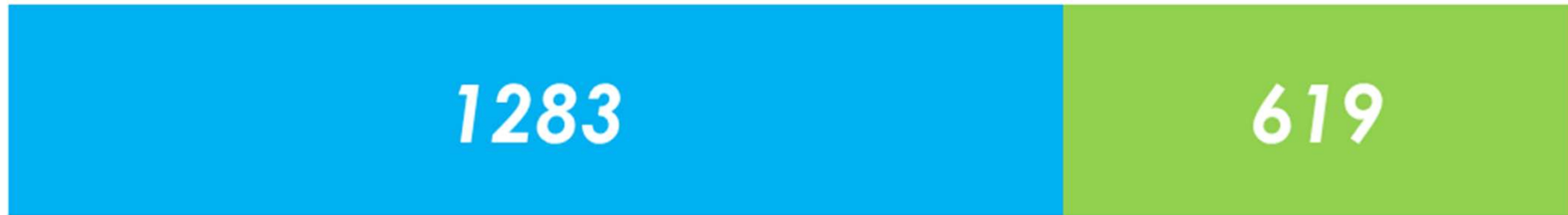


1,902

DEATHS PER YEAR

OVER 75s

UNDER 75s

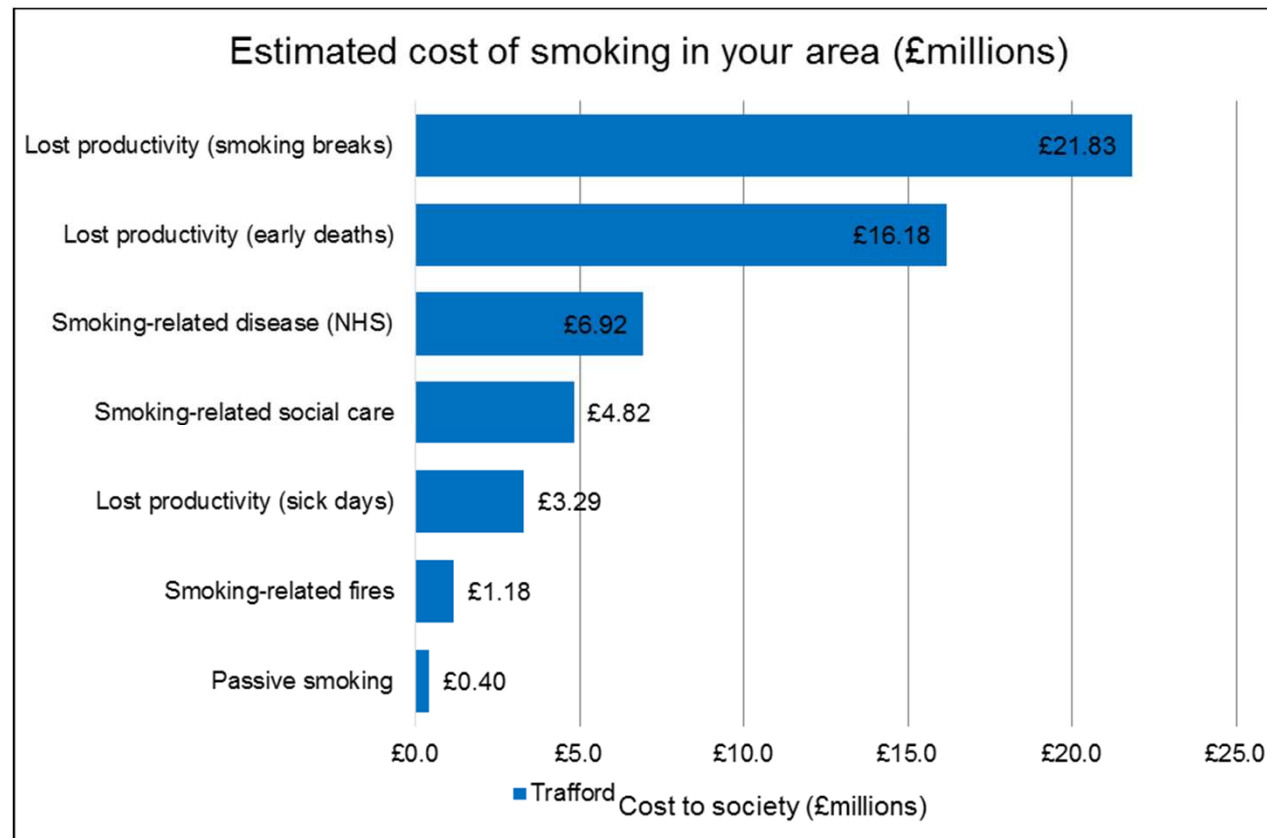


Deaths of Under 75s considered preventable



Example: Reducing the number of people who smoke or use tobacco

- In Trafford 27.8% routine and manual groups smoke compared to 15.5% of the total population
- Smoking costs us £54.6 million a year in Trafford



Our way forward

- Agree priorities
- Formalise governance & reporting arrangements to HWB of established partnerships
 - Alcohol Harm
 - Tobacco Harm
 - Sports and Physical Activity
- Establish Mental Health Harm Reduction Partnership
- Agree outcome measures
- Develop communication and engagement plan

