Re-design of Support for Healthy Behaviour

Norfolk Public Health 2020



Embedding prevention across all organizational strategies and policies

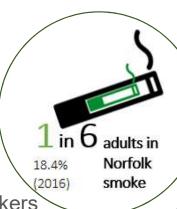
Promoting and supporting healthy lifestyles with our residents, service users and staff

Promoting the health and wellbeing of their workforce

Prioritising prevention at both policy level and in decision making









3 in 5 adults in Norfolk eat '5-aday'

280,000 adults do not eat a good diet

119,000 smokers

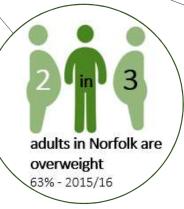
Adults in Norfolk aged 16-75 adults in Norfolk drink

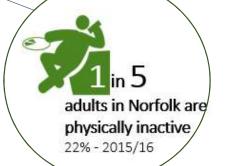
14+ units of alcohol

weekly (25% - 2011-14)

154,000 adults drink more than the recommended amount

400,000 adults with excess weight





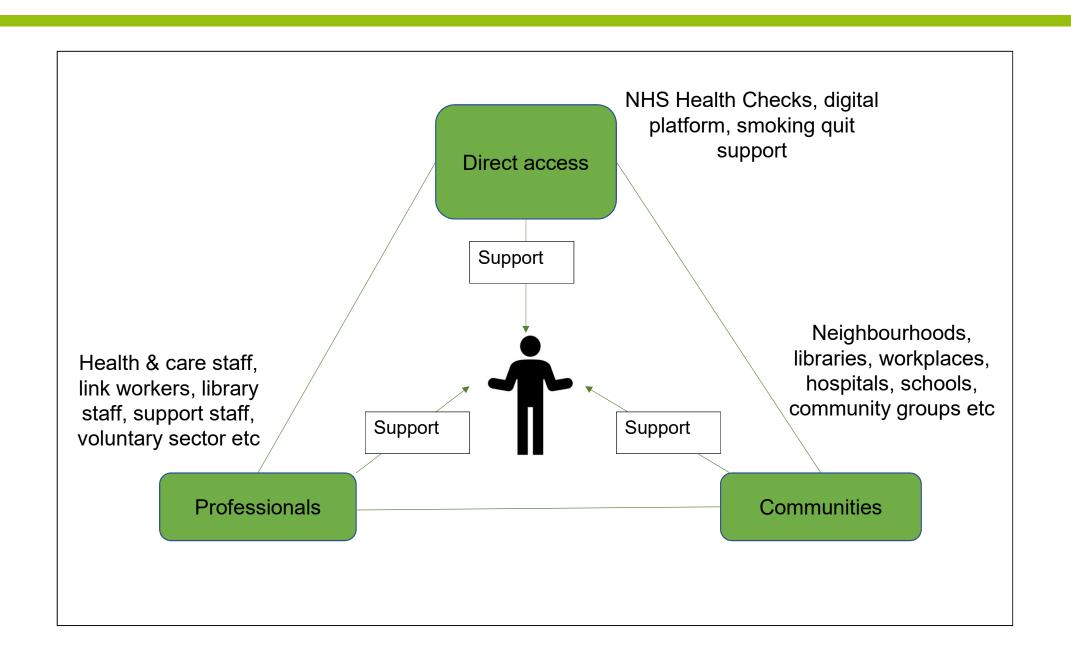
132,000 adults do no exercise



Outcomes.....

- Norfolk workforces will be better versed in behaviour change
- Environments will start to be more supportive of change
- Residents will get support from many more sources
- Making healthy choices will be easier for people
- This could lead to reduced demand on specialist services







Offer to individuals....

New website

- for individuals to self-support behaviour change
- To facilitate change support from frontline workers



Tier 2 weight management service



Increased opportunities for smokers to receive remote support to quit



Target NHS Health
Checks to those at
greater risk of poor
health / inequalities



Tiered Approach......

1

Behaviour change literacy

2

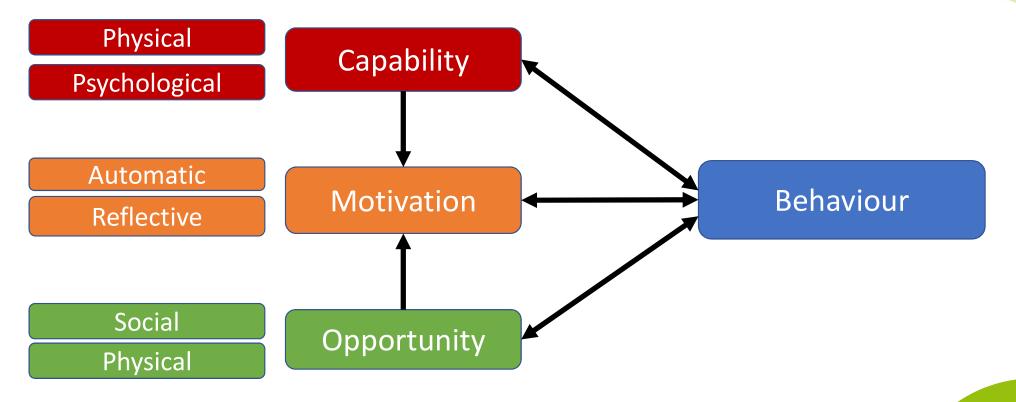
Behaviour change skills

3

Coaching for Behaviour Change

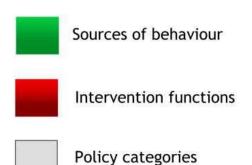


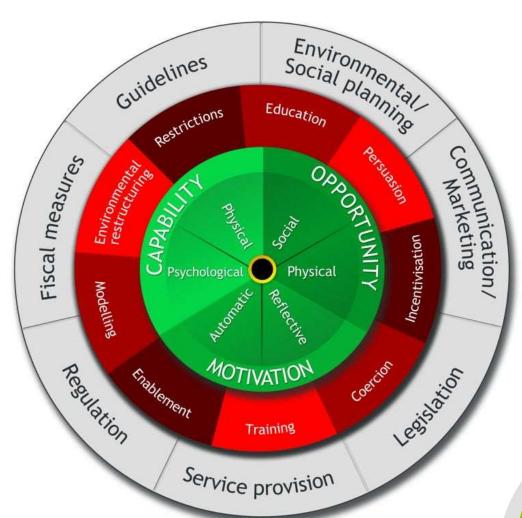
COM-B Framework





Behaviour Change Wheel





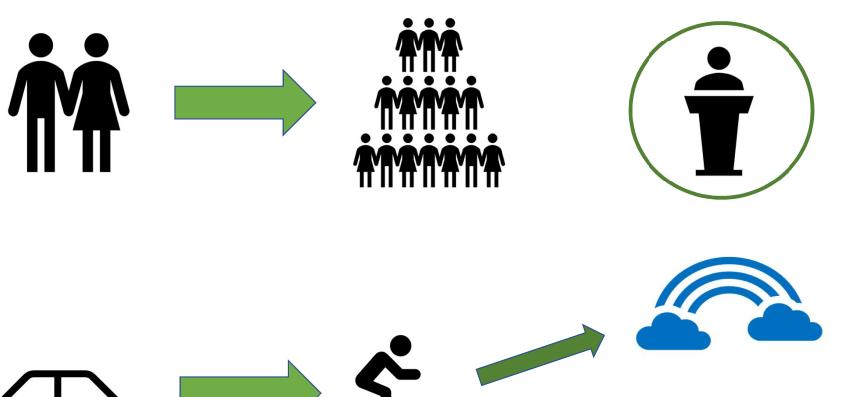


Communities.....

Population level interventions



Benefits of changing approach









Take away messages......

- 1. The issues are significant
- 2. We need to do different
- 3. We need to achieve a greater reach
- 4. Now is the time

