

# BETTER HEALTH

# CAMPAIGN GUIDE



Better  
Health

LET'S  
DO THIS

This summer, Public Health England is launching a major new adult health campaign to seize the opportunity for a national reset moment. Better Health will help capture the imagination of the nation, using this unique moment in time to help kick start our health – to eat better and get active.

**COVID-19 has affected the whole country;** for almost everyone, life has had to fundamentally change. It has prompted many people to reflect and think more seriously about their health. What's more, people have been surprised by how able they have been to change their behaviour, with lockdown showing many that they are able to make and sustain changes to their lives.

**Nearly two thirds (63%)** of adults in England are overweight or living with obesity. Gaining weight is often a gradual process that takes place over a number of years and modern life doesn't always make it easy. But this extra weight causes pressure to build up around vital organs, making it harder for the body to fight against diseases like cancer, heart disease and now COVID-19.

The Better Health campaign will kick off by supporting individuals on their weight loss journey, but later down the line, will also provide advice and support for quitting smoking and looking after your mental health.

We've had a wake-up call and realised it's time to **get our health back on track.** We've quickly realised that we can make a change. Whether it's cooking more, working from home or being more active, we've shown that we can change our behaviour for the better.

In these times, it's more important than ever to try to maintain a healthy lifestyle.

**Eating well, moving more and keeping your weight within a healthy range** could help cut your risk of getting serious diseases in the future. With the NHS Weight Loss Plan, your communities can set a goal, and monitor their progress.

**Your communities can  
get help and support  
to lose weight  
at [nhs.uk/BetterHealth](https://nhs.uk/BetterHealth)**



# HELPFUL FACTS & STATS

To help people understand just how important it is to stay fit and healthy, we've provided a number of key messages, facts and statistics.



## OVERWEIGHT AND OBESITY STATS

- **Six in ten adults** in England are above a healthy weight, with **36%** of adults being overweight and **27%** living with obesity.
- **1 out of 4** men is living with obesity and almost **1 out of 3 women** is living with obesity.
- **76% of men aged 45–54 years are overweight** or living with obesity, and this increases to **82% for men aged 55–64 years**.
- People living with obesity are **twice as likely** to be hospitalised with COVID-19.
- Current evidence suggests that COVID-19 patients living with obesity, and in particular morbid obesity, may be **more likely to be admitted to intensive care**; require advanced treatment; and potentially have poorer outcomes, including greater risk of mortality.

## PHYSICAL ACTIVITY

- **Over 1 in 3** men and almost half of women are not active enough for good health, because they are doing less than 150 minutes of moderate exercise each week.
- People in lower socioeconomic groups are more likely to not be active enough for their health. **Half of the most deprived 20% of the population do not do the recommended amount of physical activity.**
- **Physical activity declines with age**, with less than half of adults aged 65 and over doing the recommended amount of physical activity.

# SUPPORTING PEOPLE TO MAKE A CHANGE

The Better Health site has a range of evidence-based tools to help people change their eating habits, get more active and lose weight. You might want to include some of these in your local communications.

## OVERWEIGHT AND OBESITY

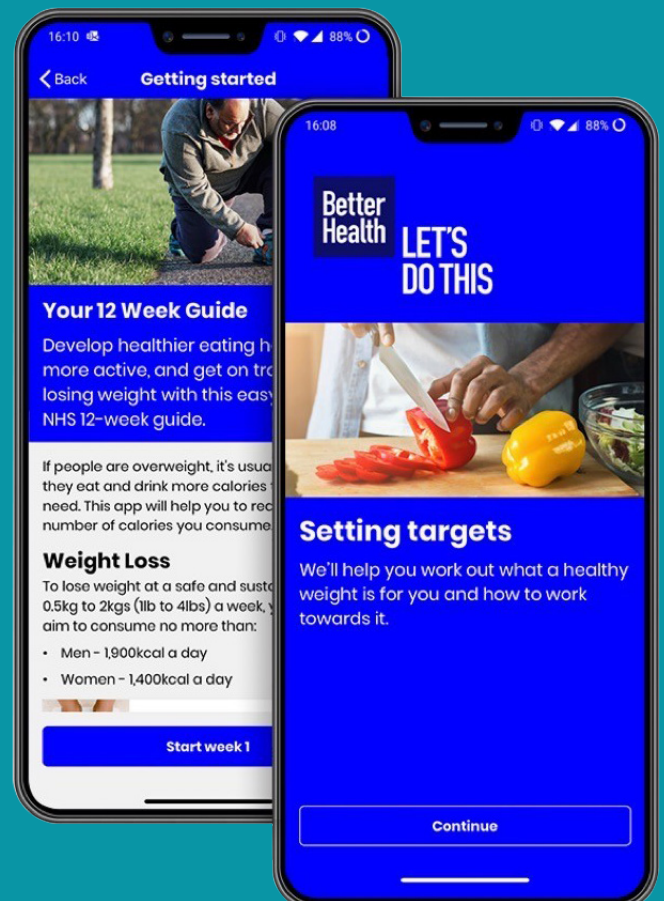
- Start your journey to better health with the **free NHS Weight-Loss Plan**. Download the app to help you start healthier eating habits, be more active and start losing weight.
- Visit [nhs.uk/BetterHealth](https://www.nhs.uk/BetterHealth) for tips and advice about how to lose weight. There are a range of weight-loss programmes available from campaign partners.
- **BMI calculator** – you can use this tool on the NHS website to find out your BMI.

## PHYSICAL ACTIVITY

- **Active 10** – download the Active 10 app to start tracking your minutes today.
- **Couch to 5K** – our Couch to 5K app will help you gradually work up towards running 5k, or running for 30 minutes in just 9 weeks.

## NUTRITION

- **Easy Meals** – to help you stay on top of your calorie intake, download the Easy Meals app and find delicious and healthy meal ideas and recipes.
- **Food Scanner** – use our Food Scanner app to see how much sugar, saturated fat and salt is in everyday food and drink.



Please share these valuable tips and guidelines for maintaining a healthy weight with your community:

## PHYSICAL ACTIVITY

- It is never too late to get active to improve your health, so start small and build up, starting from 10 minutes of brisk walking a day. **Remember, every minute counts!**
- When it comes to physical activity, some is good, but **more is better** – the more time you spend being active, the greater the health benefits.
- Improvements in health per additional minute of physical activity is greatest in those doing the least activity, so **every step counts!**
- Physical activity can help manage stress, improve sleep and increase your enjoyment of life.

## NUTRITION

- Try to aim for around 1,400kcal a day if you're a woman, and around 1,900kcal if you're a man. If you're trying to lose weight, the NHS Weight Loss Plan can help you get started. You can also visit [nhs.uk/BetterHealth](https://www.nhs.uk/BetterHealth) to see a range of weight loss plans from our campaign partners.
- To be a healthy weight, you should aim to have a BMI below 25 and above 18.5. NICE recommends<sup>1</sup> that Black, Asian and minority ethnic groups (BAME) should aim to have a BMI below 23 and above 18.5 to reduce risk to health<sup>2</sup>. You can use the NHS BMI calculator to find out your BMI.
- Men: Aim for around 400 calories at breakfast and 600 for lunch and dinner.
- Women: Aim for around 300 calories at breakfast and 400 at lunch and dinner.
- Remember, you can still have drinks and a couple of healthy veg and fruit-based snacks in-between.
- Choose vegetable-based snacks when you can. If you're having packaged snacks, choose those with around 100kcal and stick to two a day max.
- **Check the 'traffic light' labels** and pick foods and drinks with more greens and ambers and less reds.
- **Take the How Are You? quiz** to see how your health scores and get simple tips to feel better every day.

**These are just some of the adjustments we can make to ensure we're eating well and moving more.**

<sup>1</sup> Health Survey for England 2016.

<sup>2</sup> NICE recommendations 1–18 in Preventing type 2 diabetes: risk identification and interventions for individuals at high risk (public health guidance 38).

# SUPPORTING THE CAMPAIGN LOCALLY

We understand that these are particularly challenging times and that local services may not be running as usual. However, you can still get involved with the Better Health campaign. You can:

- Share our materials on your channels with the hashtag #BetterHealth.
- Signpost to the Better Health website or specific support tools available from your website, or through your social channels.
- Share the scripts with local community organisations, who may be able to incorporate them into their online meetings, or who might become local ambassadors for the campaign.
- Incorporate the campaign messages in staff briefings and use them to promote your organisation's health & wellbeing offer for staff.
- Use the PR toolkit to help you facilitate a segment with your local radio stations, discussing the campaign and support tools available. We can also work with you on local press releases and PR plans you may like to develop.

If local circumstances allow, and it can be done safely, you could:

- Use our adaptable resources to direct people to local services.
- Hold events to demonstrate healthier food options and/or opportunities to get physically active in your local area. You can use the Better Health campaign materials to promote these.

## RESOURCES AVAILABLE

We have a toolkit of partner resources available for you to use, including posters, social media assets and suggested posts. We also have a script available for use in local translation to people in the community whose first language is not English. We will continue to release new assets during August and September 2020, so keep checking the Campaign Resource Centre.

# THANK YOU FOR SUPPORTING THE CAMPAIGN

However you engage with your community, please share your stories and show us the resources in action by sending any photos to [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk).

