



BETTER HEALTH

CAMPAIGN GUIDE

Better
Health

LET'S
DO THIS

After successfully kick-starting the nation's health at launch in July 2020, the Better Health campaign is returning in January 2021 with positive and motivating messages to support us all to take action to improve our health.

The campaign will show the public the simple steps they can take to help them feel better, whether that's looking after their mental health, increasing their physical activity or losing weight.

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.

For almost everyone, life in 2020 has been fundamentally different. It has prompted people to reflect on what really matters to them, with many of our audience refocusing on family, friends, and health. Recent research revealed that 80% of adults plan to make at least one change to their health and wellbeing in 2021. Public Health England's (PHE) Better Health campaign launches on Monday 4th January, to help provide the nation with the resources to take the first steps towards making positive, healthier choices in 2021.

As they look towards the start of a new year, people are looking for support to take practical actions that could make them feel better, so January's Better Health campaign provides just that, whether people want to lose weight, quit smoking or get active and increase their activity levels.

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**



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 **28%** living with obesity.
- **Over a 1/4** of men and **under a 1/3** of women are living with obesity.

- **79% of men aged 45–54 years are overweight** or living with obesity, and this increases to **81% for men aged 65–74 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 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.

STOPPING SMOKING

- Smoking damages the lungs and airways, making it harder to breathe.
- Each cigarette fills our lungs with toxins which harm the immune system and leave us more vulnerable to infections.



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.

STOPPING SMOKING

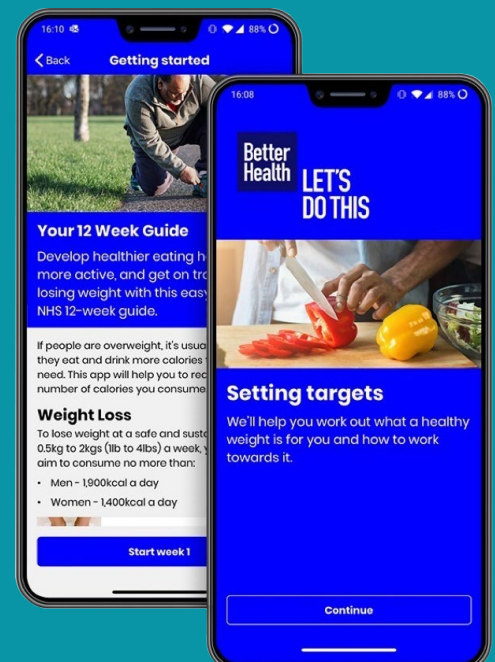
- **Smokefree app** – a 4-week programme with practical support and tailored advice to stop smoking.
- **Better Health Quit Smoking website** – information and support to help you quit, including an online Personal Quit Plan that can help you find the combination of support that's right for you.

MENTAL HEALTH

- **Every Mind Matters** – can help get you started with your free NHS online plan, which will show you the simple steps you can take to help deal with stress, boost your mood and feel more on top of life's challenges.

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.



TIPS AND GUIDELINES

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. 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 recommends¹ that Black, Asian and minority ethnic groups (BAME) should aim to have a BMI below 23 and above 18.5 to reduce risk to health². You can use the NHS BMI calculator to find out your BMI.

- 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.

STOPPING SMOKING

- **It's never too late to quit** – stopping smoking brings immediate benefits to health, including for people with an existing smoking-related disease.
- Local Stop Smoking Services, pharmacists and GPs can also give advice and tips to help smokers quit, including what prescription medicines might be right for them.

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

¹ Health Survey for England 2016.

² 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 resources 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.

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.

