



Launch of Live Healthy, Live Green Campaign

Derek Harris
Chairman,
Live Healthy, Live Green Partnership
(Chairman, NHS Peterborough)



Peterborough
LIVE HEALTHY, LIVE GREEN

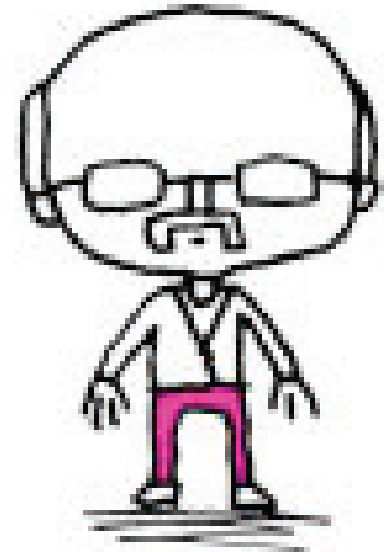


- **175,000 people live in Peterborough**
- **BUT IMAGINE**
- **Peterborough is a small village with just one hundred inhabitants**





In our small village,



twenty-five people
are under 19

sixty-one are
adults 20 - 64

and fourteen are
adults 65 or over



GPP FORUM 2011



...it is a small village with a higher number of births than the national average

although their life expectancy will be **0.8 years less** for a baby girl and **1.1 years less** for a baby boy

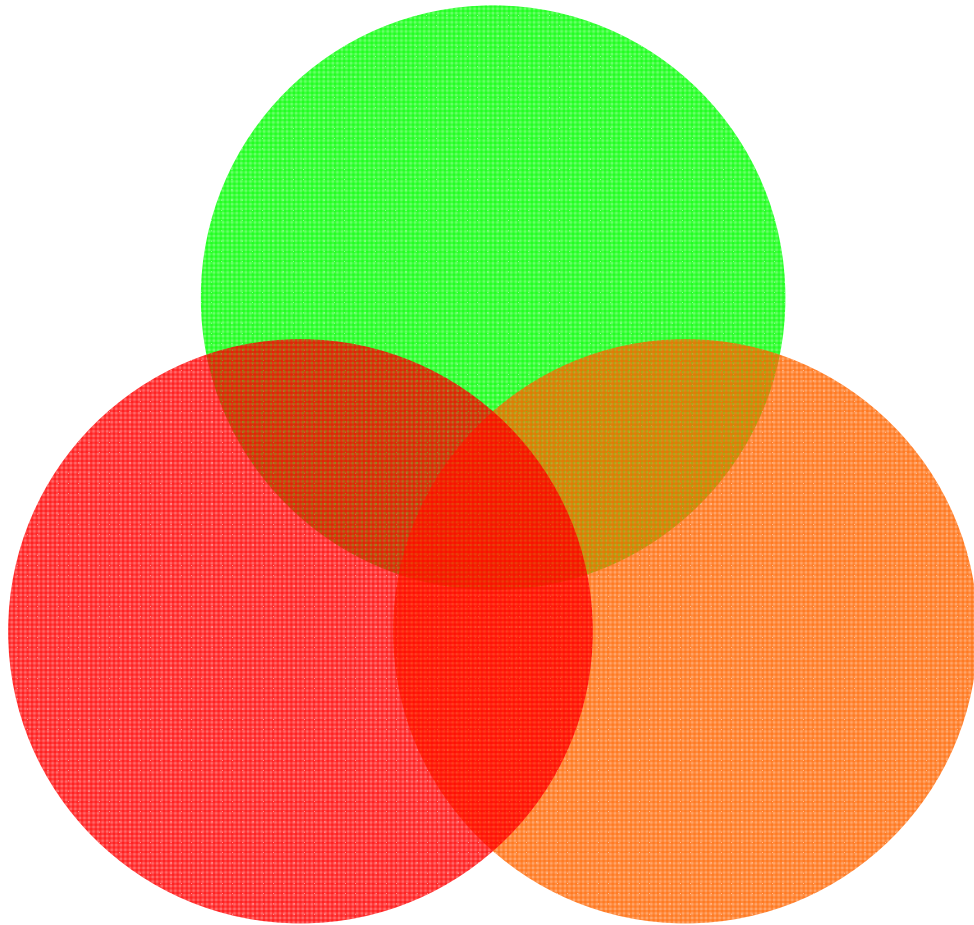


...it is also a
small village
with serious
inequalities

life expectancy of baby girls born in the
least and most deprived areas varies by
over 10 years, while for boys the
variation is **over 11 years**



it is a small village where...



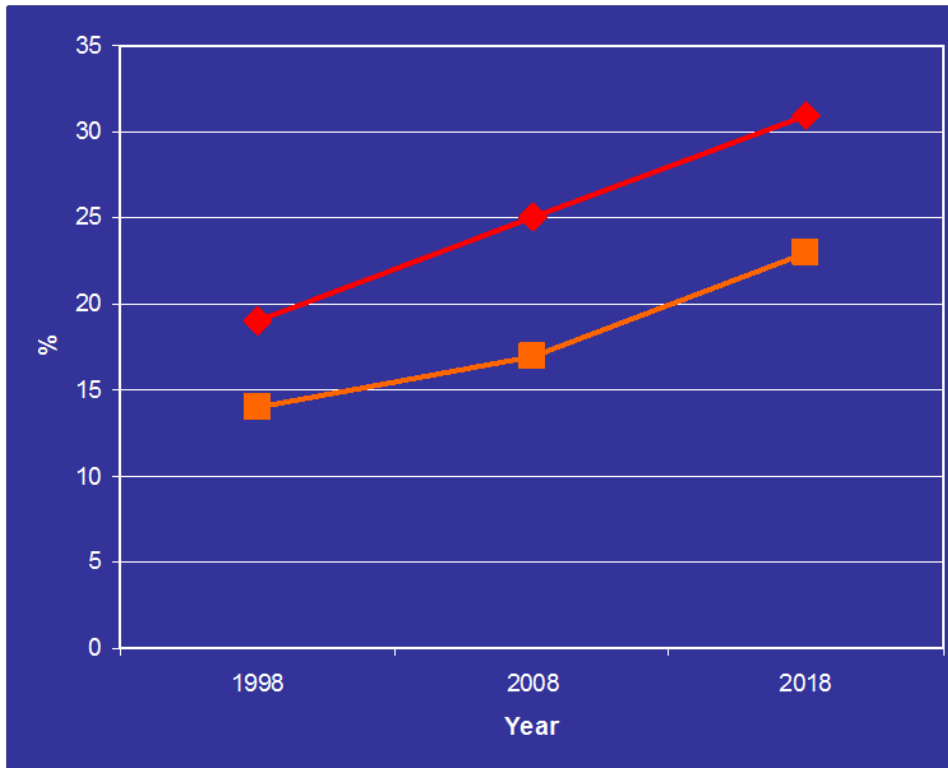
twenty-six people smoke

twenty-five adults are obese

seventeen people binge drink



...but by 2018 it is projected that it will be a small village where...

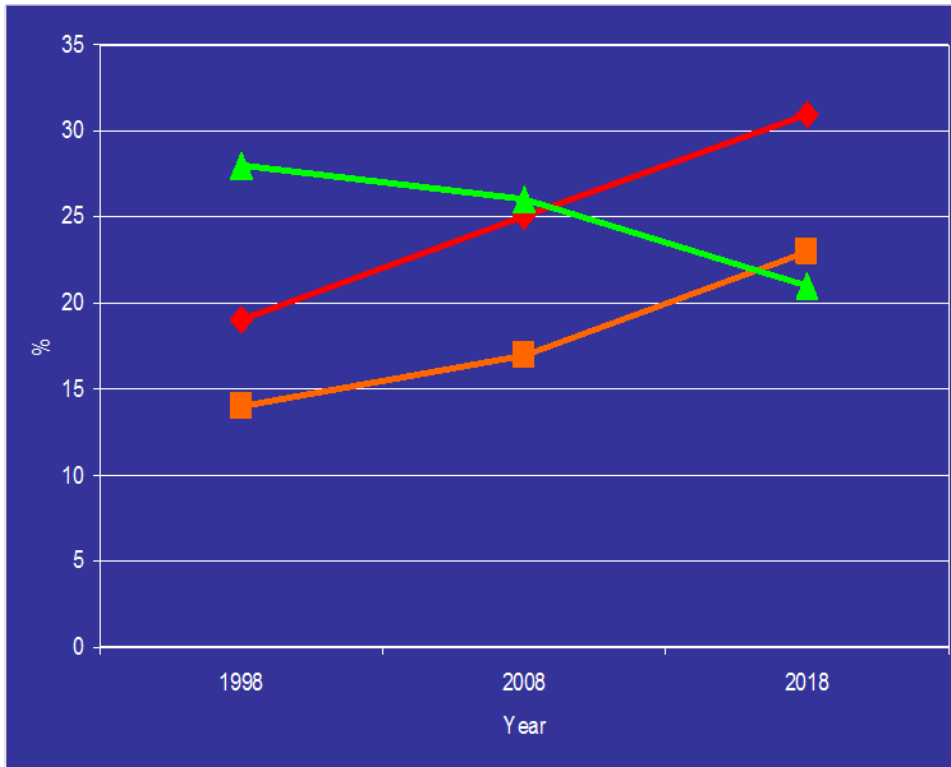


thirty-one adults are obese

twenty-three people binge drink



...but by 2018 it is projected that it will be a small village where...



thirty-one adults are obese

twenty-three people binge drink

twenty-one people smoke

Projections based on trends drawn from Health Survey for England from 1998 – 2008



GPP FORUM 2011



It is a small village that recognises the impact that it is having on local and global environmental challenges - including climate change - and has aspirations to be the **UK's Environment Capital.**



Peterborough
LIVE HEALTHY, LIVE GREEN



BUT...in our 100 person village:

Each household produces **579Kg** of waste to landfill every year;

***24.3%** of children travel to school by car,*

Annually, each resident is indirectly responsible for **8.1kg of Carbon**





So effective action is
needed and...doing
nothing is **not** an option!



Peterborough
LIVE HEALTHY, LIVE GREEN



GPP FORUM 2011



that is why we are developing
new partnerships to deliver
**effective and efficient
change**



Peterborough
LIVE HEALTHY, LIVE GREEN



...for example there are clear synergies between the health and environmental agendas

linking exercise for health and outdoor activities
(cycling and walking)

linking healthy eating and growing / selecting local, seasonal food

linking fuel poverty and energy efficiency





through such partnership work we will deliver support programmes to help people...

reduce energy

drink less alcohol

use local produce

eat healthy

use sustainable transport

exercise more

stop smoking

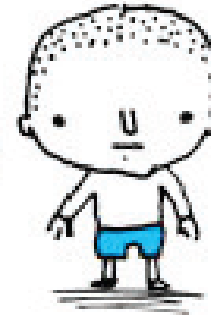
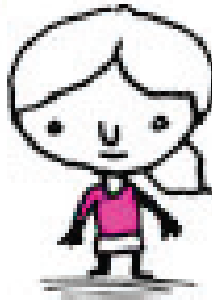
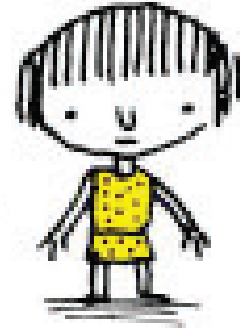
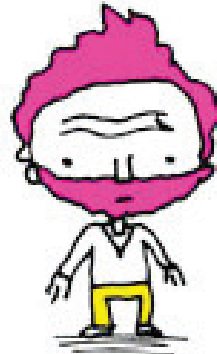
lose weight



Peterborough
LIVE HEALTHY, LIVE GREEN



...but to make this work we need people across the city to play their part...



Peterborough
LIVE HEALTHY, LIVE GREEN



GPP FORUM 2011



Live Healthy, Live Green

www.livehealthylivegreen.org.uk



Peterborough
LIVE HEALTHY, LIVE GREEN



GPP FORUM 2011



text: A A A



- Home
- About us
- Get involved
- Members
- Contact us
- News and events

Live Healthy, Live Green

What if we can't enjoy our future because we are simply not well enough? Or dead? Or because we have failed to make that future sustainable?

Organisations and individuals across the city are joining forces to show their commitment to making Peterborough healthier and greener, and to give the city, and the people who live here, a better future.

Pledge today to make one small healthy and green change to your life to help make a big difference to your future and Peterborough's.



> Local food and healthy eating



From growing your own vegetables, to how to prepare them and get your 5-A-Day

- Growing your own or choosing local
- What to eat and how to cook it
- How you can get involved

> Alcohol reduction



Know your limits and know your numbers, and know the risks

- How many units should you and do you drink?
- Alcohol support services
- How you can get involved

> Stop smoking



Save your health and the environment one stub at a time

- Free stop smoking advice and support
- Preventing smoking – young people and pregnant women
- How you can get involved

> News and events

Live healthy, Live green launch on 23 May 2011, with local leaders across the city pledging to change their lives to be healthier and greener.

Derek Harris, Chairman of Live healthy, Live green and NHS Peterborough Chairman pledges to keep his weekly alcohol consumption to 21 units (recommended NHS amount), loose 10bs in weight and exercise regularly.

Marco Cereste, Leader of the City Council pledges to loose weight with a goal of being less than 16stone by exercising more and eating less.

Gillian Beasley, Chief Executive of the City Council pledges to cycle to work at least twice a week, as well as going swimming at least three times a week.

Jannette Powell, has pledged to use her car less, even by going as far as to say she would consider selling it and using her bike and public transport more.

> Healthy exercise, green travel



Cycling and walking help you exercise and travel greener

- Advice on how to travel greener
- Healthy exercise advice and information
- How you can get involved

> Energy saving



Saving energy can save you money and the environment

- How to use less energy and save money
- Advice and information on energy savers
- How you can get involved

> Renewable energy



Renew your energy today for a cleaner, sustainable future

- Renewable energy resources
- Information and support on how to renew your energy
- How you can get involved

Select Language

Powered by Google
Please note: Translations are handled by an external website and are not endorsed by NHS Peterborough



Peterborough
LIVE HEALTHY, LIVE GREEN



Peterborough
LIVE HEALTHY, LIVE GREEN

'My Pledge Card'

Organisations across the city have shown their commitment to making Peterborough healthier and greener, and to give the city, and the people who live here, a better future.

What one thing am I going to change to live healthy and live green?

I pledge to...	I will do this by...	I will start by...	I'm successful when...
Name:			
Contact details (email/address/phone):			

To find out how you can get involved in the **Live Healthy, Live Green** campaign visit www.livehealthylivegreen.org.uk or make your pledge today.



I'm playing my part...

I have pledged to:

- Keep weekly alcohol consumption to 21 units
- Lose 10bs in weight and exercise regularly
- While others have already pledged...





...including **all of the panel** here today,
for example;

Gillian Beasley has pledged to cycle to work at least twice a week, as well as going swimming at least three times a week

Andy Hebb has pledged to lose two stone in weight by eating healthily and undertaking a regular exercise programme

Janette Powell has pledged to use her car less, even by going as far as to say she would consider selling it and using her bike and public transport more.





we need you to do the same

as a business, community, family or individual,
you can get involved...today!

Pick up a form and pledge your support or go to

www.livehealthylivegreen.org.uk



Peterborough
LIVE HEALTHY, LIVE GREEN