

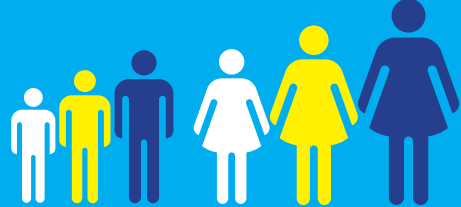
DIET & EXERCISE

DIET

 [Read the government advice for a healthy, balanced diet](#)

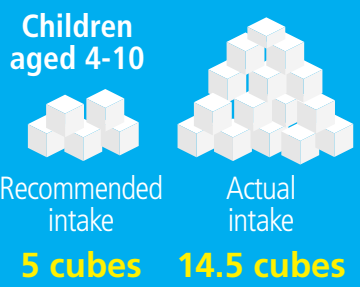
People in the UK eat too much saturated fat, added sugars and salt and not enough fruit, vegetables, oily fish and fibre. Technology is changing how we find and buy food, there has been a rise in fast food delivery apps and companies promoting junk food on social media.

5 A DAY IN BRIGHTON & HOVE



52% eat five or more portions of fruit and veg each day. More women than men across all age groups achieve this.

ENERGY INTAKE FROM SUGAR



Contribution of sugary drinks to added sugar intake of young people:

- Teenagers 11-18: **40%**
- Children 4-10: **30%**
- Children 1½-3: **27%**

29% 29% of primary school age pupils reported drinking fizzy drinks at least once a week (and **13%** at least once a day)

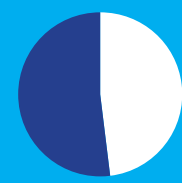
Further information about diet and weight:  

IMPACT

WEIGHT



26% of primary school age children in the city are overweight or obese



49%

49% of our population are above a healthy weight

HEALTH

Overweight and obesity increases our risk of type 2 diabetes, certain cancers, heart disease and stroke

10 types of cancer could be caused by being overweight or obese. Read [the report](#) to find out more



High sugary drink intake is linked with an increased risk of type 2 diabetes

Estimated prevalence of type 2 diabetes in Brighton & Hove is **8.5%**. **10%** of the NHS budget is spent managing diabetes.

10%
£

The annual estimated cost of obesity in Brighton & Hove is £78.1m

£78.1m

WHAT ARE WE DOING TO HELP?



VIDEO [Watch Behaviour change: Shape up](#)



VIDEO [Watch Healthy Choice Award Sign up here](#)

LISTENING TO LOCAL PEOPLE: SUGAR SMART CITY
We asked whether, and how, we should take action on sugar
[Read the debate summary](#) and [watch the youth debate film](#)

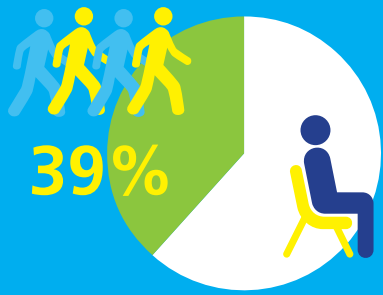
% of physically active adults in Brighton & Hove, by gender



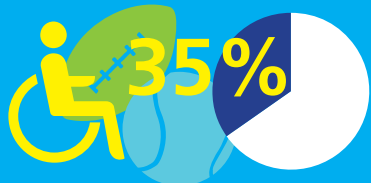
Active women: **63%**



Active men: **65%**



39% of people aged 65+ achieve the recommended levels of physical activity



Only 35% of disabled adults are active (69% non disabled)

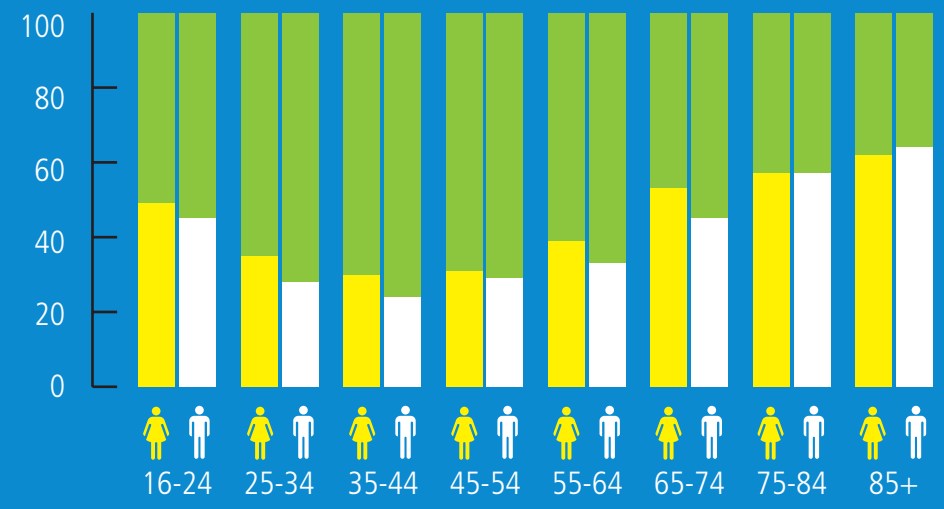


Residents on lower incomes are less likely to meet the government recommendations (50%) compared to those with higher incomes (70%)

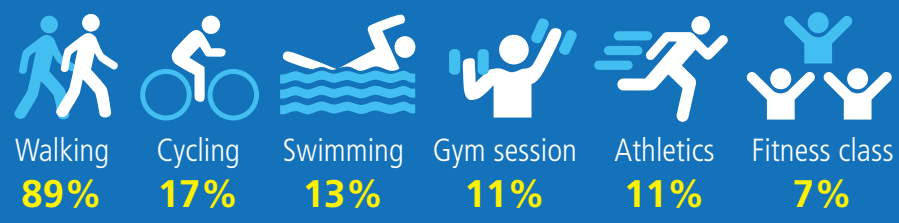
Modern lifestyles are encouraging us to be less active:



Adults reporting 6 or more hours of sedentary time on weekends, by age and gender, England 2012



How do people in the city get active?



Getting to work in Brighton & Hove



Other barriers to active lifestyles are known to be:

Motivation, time, cost, access to facilities and social influence



[Find out more about physical activity in Brighton & Hove here](#)



Young people aged 15-16 now spend 4.8 hours a day online!





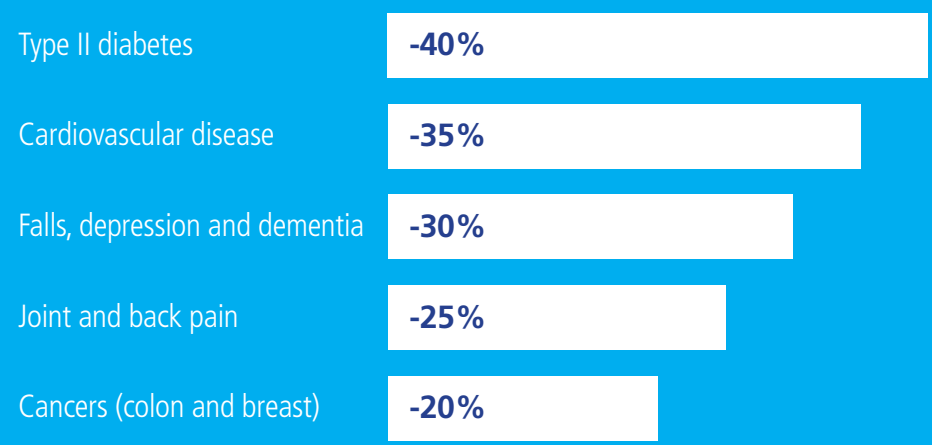
Physical activity:
The wonder drug!



PHYSICAL ACTIVITY BENEFITS FOR ADULTS AND OLDER PEOPLE

Benefits health Improves sleep Maintains healthy weight Manages stress Improves quality of life

Reduces your chance of...



WHAT WE ARE DOING TO HELP

Creating the right environment

Promoting active lifestyles across the city

Supporting inactive residents

Encouraging walking and cycling

Developing sport and PE opportunities in schools

Supporting local activity providers



Find out more about our Sport and Physical Activity Strategy

CLICK HERE TO READ THE REPORT

FINDING ROLE MODELS ONLINE

ROLE MODELS CAN SUPPORT BEHAVIOUR CHANGE

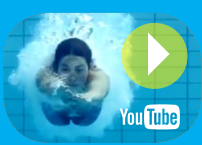
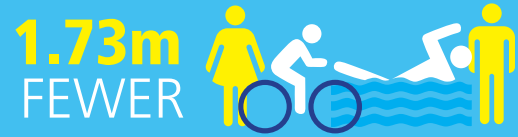
The behaviours and attitudes of friends, family and role models influence our own behaviour



Targeted campaigns can drive up participation



1.73 million fewer women play sport compared to men



This Girl Can helps women of all ages and abilities to be more active by championing everyday role models. #thisgirlcan Sussex Ambassador is Brighton-based runner and triathlete Tess Agnew.

#thisgirlcan was the second most popular trend on Twitter after its debut. 2.8 million 14-40 year olds who recognise the campaign say they have done more activity as a result



[Read more](#)

ROLE MODELS CAN ENHANCE CAMPAIGN REACH

The Sugar Smart City debate harnessed the popularity of local and national influencers who wrote blogs, articles and recorded messages to support the campaign.



200 tweets during the debate



Facebook posts reached up to 3,700 people

BRINGING EXPERTS INTO YOUR HOME



There's been an increase in takeaway delivery services and apps making it easier than ever to access fast food. But there's also been a rise in free apps helping people make more informed food choices.

Product scanners show the nutritional content and suggest healthier alternatives, challenging one barrier to healthy eating – lack of knowledge.

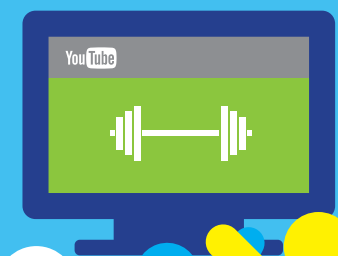


Food Switch UK has been downloaded over 50,000 times since it's launch in 2014.

Online broadcasting tools like YouTube and Periscope can bring trainers and coaches into our living rooms for free.

Online platforms are helping people to learn more about their own health behaviours.

ONE YOU



Some Body Coach broadcasts achieve more than **100,000 VIEWS**



MORE AND MORE PEOPLE ARE NOW TURNING TO TECHNOLOGY TO UNDERSTAND MORE ABOUT THEIR OWN DIET AND EXERCISE LEVELS



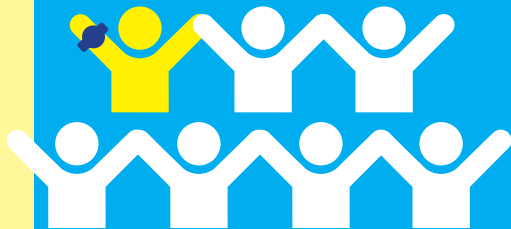
Couch to 5k has been downloaded 514432 times – [Available here](#)



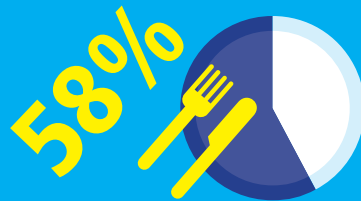
3 million wearable activity tracking devices were sold in the UK last year



iTunes and Google Play stores contained a combined total of **41,246 apps** categorised as Health and Fitness (2013)



One in seven UK adults now own some sort of wearable technology



58% of people search online for recipes more than they did 5 years ago (Waitrose Food and Drink Report 2015)

LOCAL INITIATIVES ARE USING SOCIAL MEDIA TO:

Organise online event and competitions
[Active Sussex Workplace challenge](#)

Find out what residents think
[Sugar Smart Campaign](#)

Keep people informed
[Sport & Activity Facebook page](#)

Support collaboration
[Dance Active Facebook Group](#)

Provide instructional films



Bring people together
[Brighton She Shreders](#)



HOW CAN WE DEVELOP THESE NEW OPPORTUNITIES?

Ensure people can easily find good sources of online support to help them improve diet and move more

Develop the use of online broadcasting tools and provide instructional content to tackle barriers to lifestyle change (such as cost, accessibility and lack of knowledge)

Engage online influencers and promote role models to increase the reach of and impact of campaigns

Integrate online peer support into local diet and exercise programmes to support behaviour change