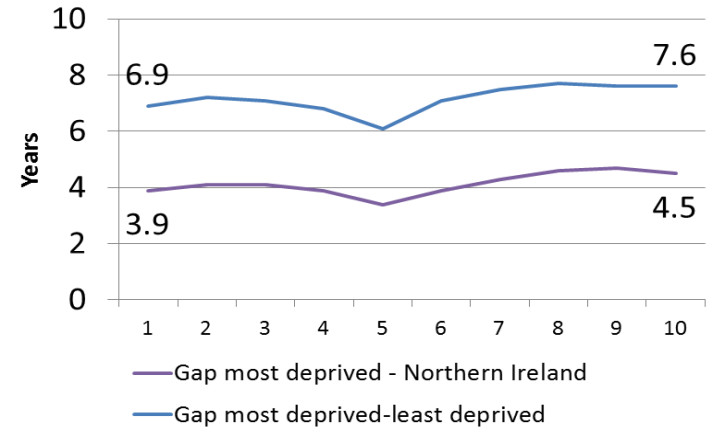
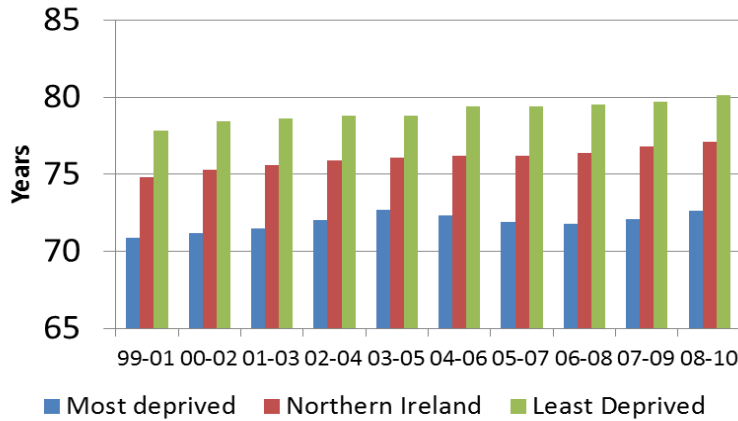
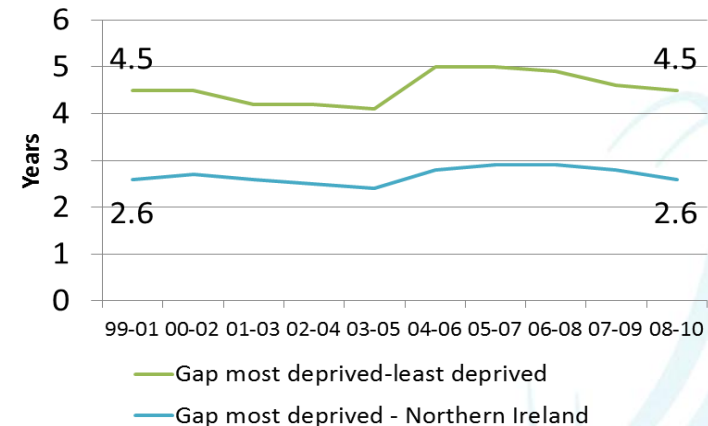
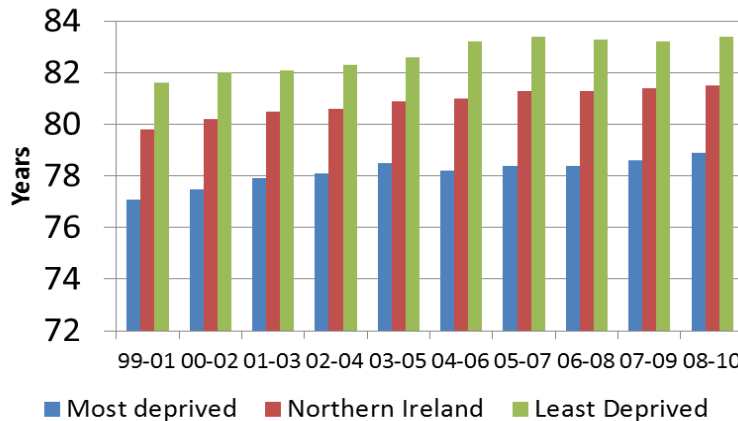


Life expectancy differentials in Northern Ireland

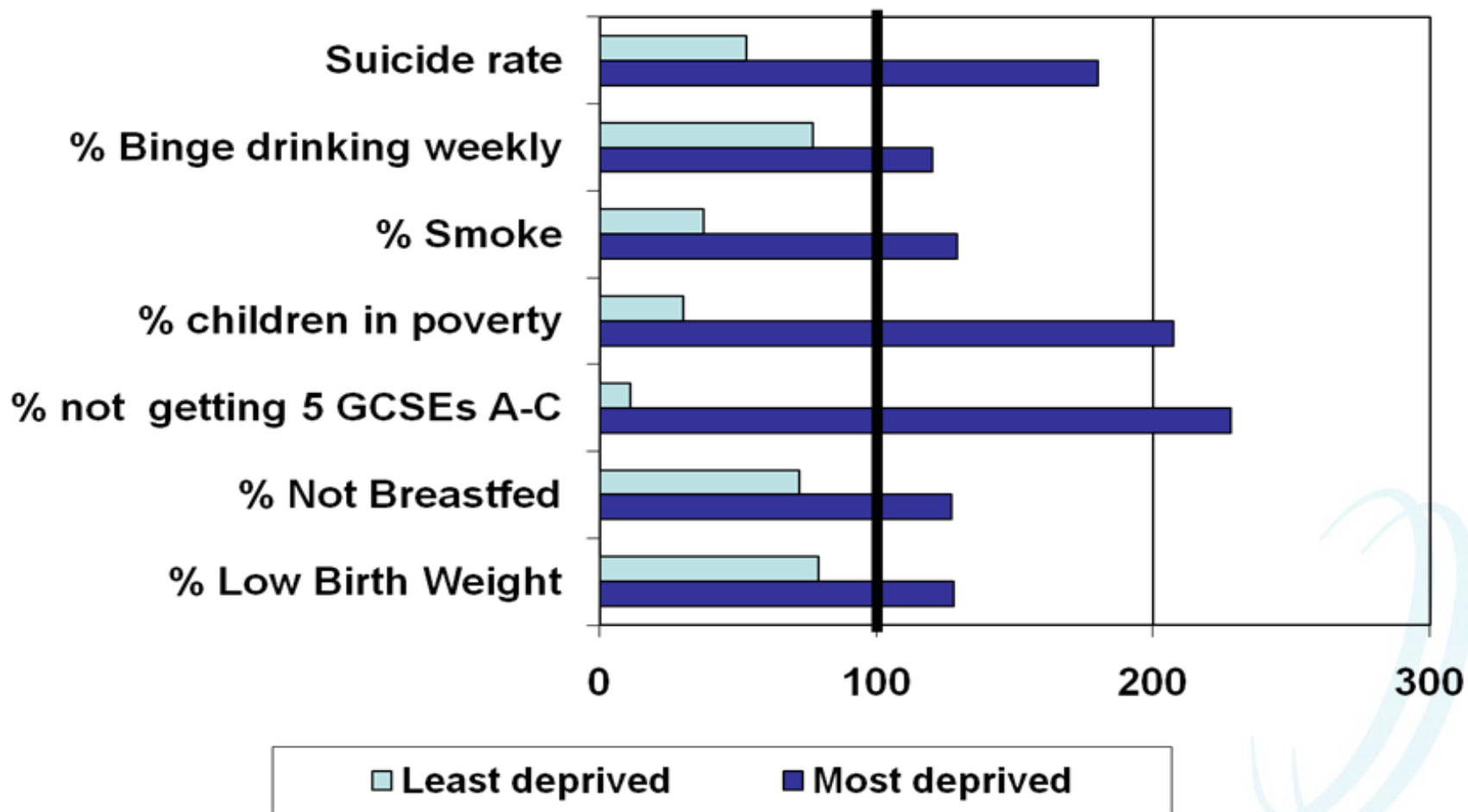
MALES



FEMALES



Relative inequalities in NI (NI=100)



Building Blocks For A Healthy Life

Working with others to

1. Give every child & young person the best start in life
2. Ensure a decent standard of living for all
3. Build sustainable communities
4. Make healthy choices easier
5. Ensure high quality care

Give Every Child the Best Start in Life

- Intensive Nurse Home Visiting/Family Nurse Partnership
- Infant Mental Health and Parenting Support
- Roots of Empathy
- Breast Feeding Action Plan
- Hidden Harm Action Plan

A Decent Standard of Living

- Fuel Poverty
- Rural/Urban Poverty-MARA partnership with DARD
- Travellers-PHA/HSCB/Trusts/Travellers

Sustainable Communities

- Community Development –PHA/HSCB

Neighbourhood work-community planning models

Local Partnerships

Healthy Living Centres

BME (Black Minority and Ethnic) Thematic
Plan/Structure

LGBT (Lesbian Gay Bisexual and Transgender)
Thematic Plan/Structure

Homeless Thematic Plan/Structure

Looked After Children Action Plan/Structure

Prevention of Ill Health

- Tobacco
- Healthy Weight – nutrition & physical activity
- Alcohol and Drugs inc Hidden Harm
- Mental Health and Suicide Prevention
- Sexual Health Promotion
- Accident Prevention
- Oral Health
- Skin Cancer
- Breast feeding

Public Information

- Campaigns-local and regional
- Smoking
- Mental Health
- Lifeline
- Public information resources
- Planned use of the media



Public Information Campaign



Quit cigarettes for **28 days** and you're **5 times** more likely to quit for good.

To order your free quit kit visit want2stop.info or call 0808 812 8008



Produced by the Public Health Agency www.publichealth.gov.ie

"The day dad quit smoking was the day of my biggest smile ever."



Make them proud

For help giving up visit want2stop.info or call 0808 812 8008

Produced by the Public Health Agency www.publichealth.gov.ie

Obesity Campaign



**For women,
a waistline of
32 inches or
more can put
your life at risk.**

Find out more at choosetolivebetter.com

Produced by the Public Health Agency

The advertisement features a woman's waist in a red top and blue jeans. A black belt with white studs is wrapped around her waist, with the words "TYPE 2 DIABETES" written in white on the belt.



**For men,
a waistline of
37 inches or
more can put
your life at risk.**

Find out more at choosetolivebetter.com

Produced by the Public Health Agency

The advertisement features a man's bare torso. A white waistband with the word "Cancer" repeated is visible at his waistline.

