



*Winning
Hearts and
Minds*

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News Health Manchester

Manchester named as heart disease capital of England

New figures show that city among the highest rates of premature deaths from cardio-vascular disease.

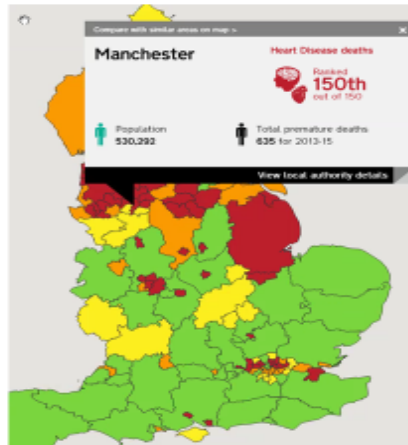
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By Dean Kirby 13:13, 6 AUG 2014 UPDATED 13:15, 6 AUG 2014

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Heart Health Stats



Source: www.healthierlives.phe.org.uk/topic/mortality

Manchester has the worst early death rate from heart disease in the country at 85 per 100,000.

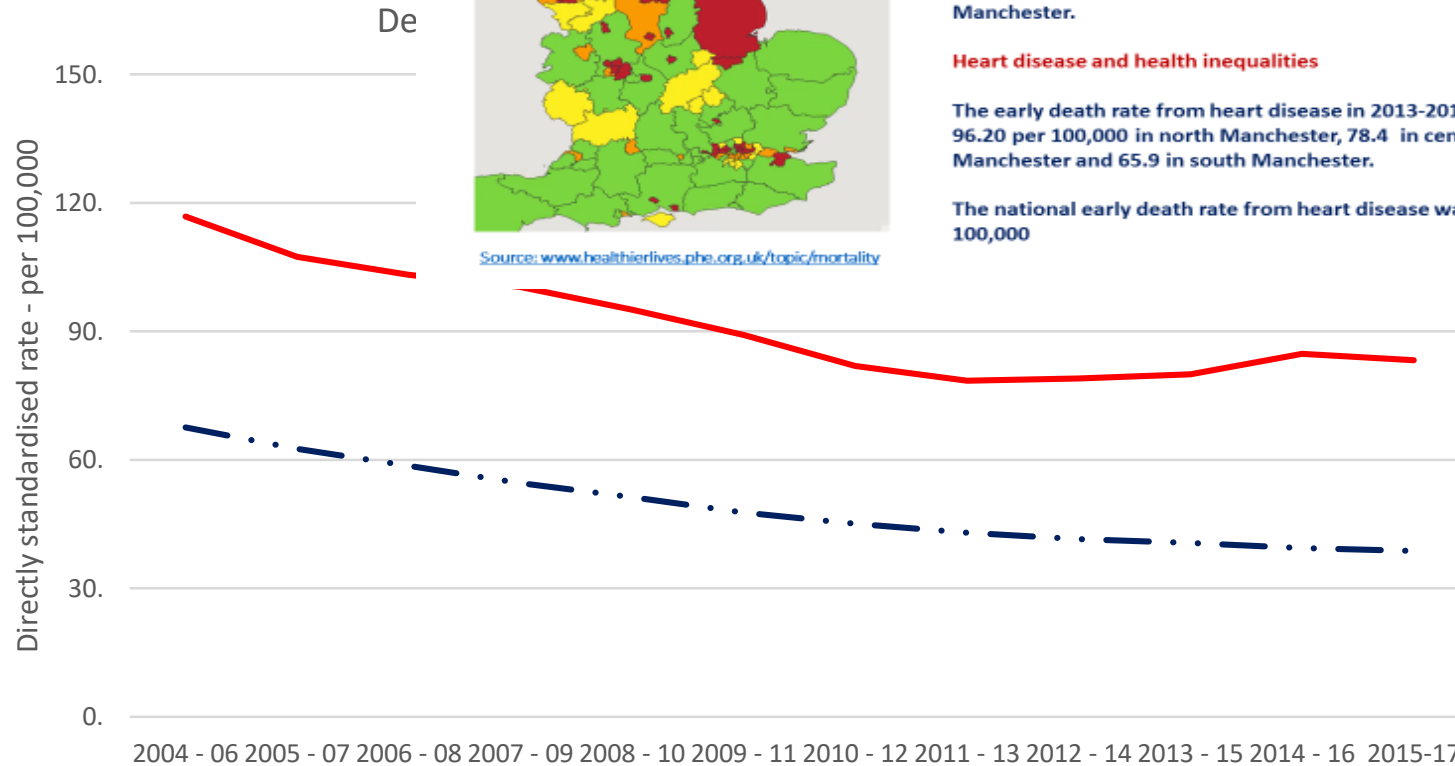
The best local authority in our socio-economic peer group was Tower Hamlets with a premature death rate of 50 per 100,000.

Heart disease is the largest cause of death in North Manchester.

Heart disease and health inequalities

The early death rate from heart disease in 2013-2015 was 96.20 per 100,000 in north Manchester, 78.4 in central Manchester and 65.9 in south Manchester.

The national early death rate from heart disease was 40.6 per 100,000



Early deaths from heart
disease will drop to 50 per
100,000 by 2027

No more excuses!



Improve conditions that create health in socially disadvantaged neighbourhoods



Reduce levels of physical inactivity (number of adults doing < 30 mins of moderate to vigorous physical activity per week)



Reduce numbers of heart attacks, strokes and cardiovascular events



Improve physical health of people with Severe and Enduring Mental Illness



Strengthen connections, relationships and collective action for healthy lifestyles

Improve Heart and Mental Health in Manchester and Reduce Associated Health Inequalities

Coproduction

The TANGIBLE results of
creating the RIGHT conditions

Co-Creation

Creating the RIGHT conditions

Beliefs
Sharing space
Its about PEOPLE
Conversations
Curate
Principles

Relationships

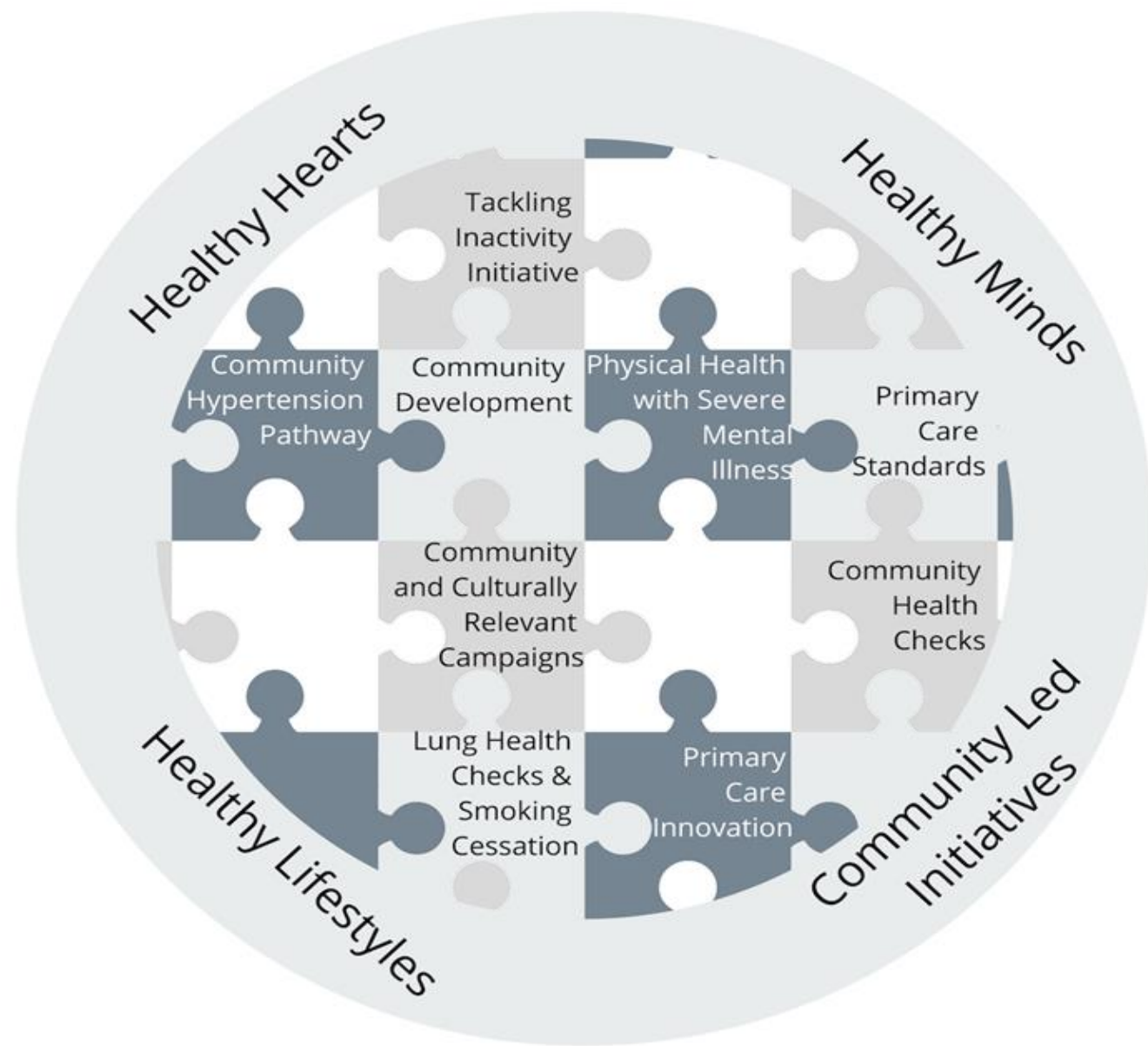
Values

Ethics

Coach Sponsor
Test things
Permission to fail
Culture Being Human

The Iceberg Effect...

Cat Duncan-Rees
Coproduction Advisor TLAP &
Facilitator/Mentor for WHM



Healthy Hearts

Healthy Minds

Healthy Lifestyles

Community Led Initiatives

Tackling Inactivity Initiative

Community Hypertension Pathway

Community Development

Physical Health with Severe Mental Illness

Primary Care Standards

Community and Culturally Relevant Campaigns

Community Health Checks

Lung Health Checks & Smoking Cessation

Primary Care Innovation

What does life look like for people living in our communities?

Environment

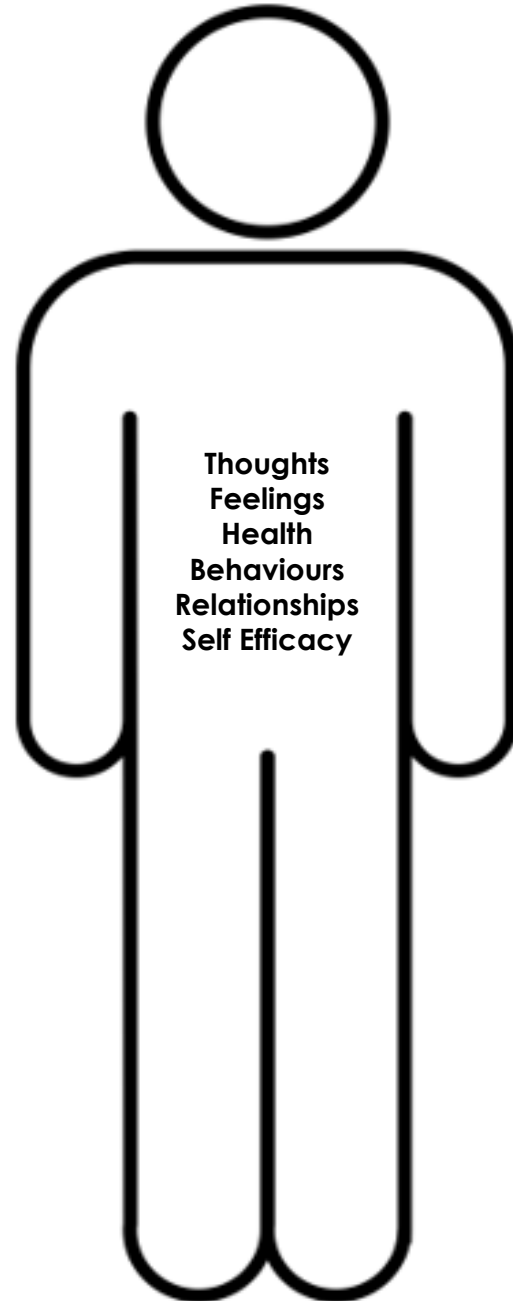
Access to Services

Socialisation

Transport

Education

ACEs



Employment

Financial Stability/Poverty

Health Services

Housing

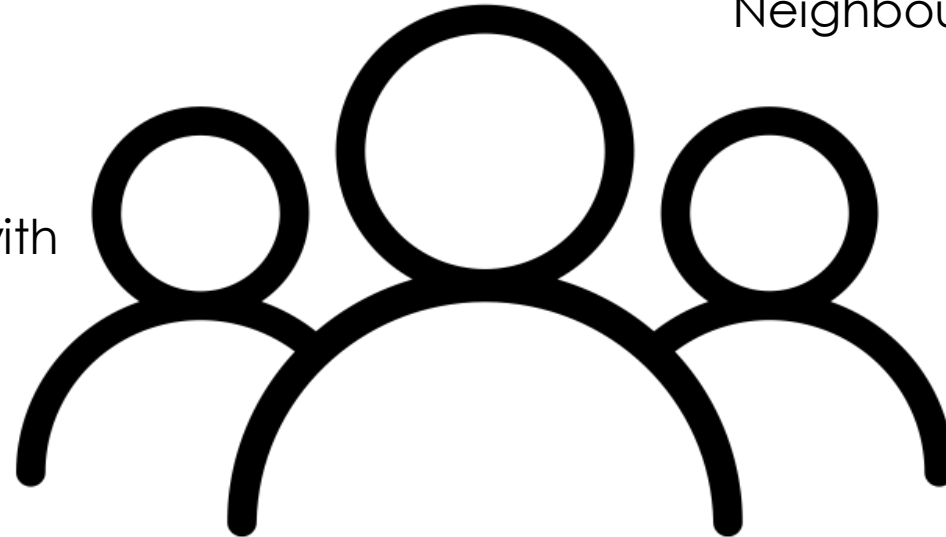
Culture, Arts, Leisure, Libraries

Strength Based Community Development

Understanding and **what's important to communities** and addressing the challenges they face

Working **collaboratively** with partners from health, care and the VCSE sector across Neighbourhoods and communities

Increasing community activity with a **broader range** of people, activities and local services



Encourage and **empower people** to feel better and stronger by taking control of their health and wellbeing

Developing communities, building trust and relationships, in order to **create the conditions** needed for heart and mental health to flourish