



> Stats and facts

> One You

> March 2016

> Facts and statistics

Please note that the information in this document is strictly embargoed. Information about One You should not be shared publicly until 7 March 2016.

One You is a new campaign from PHE launching on 7 March to help the nation's adults, especially those between the ages of 40-60 years old, make changes to improve their health.

One You will encourage people to take a moment to think about how their current lifestyle is affecting their health. One You will invite adults to take 'How Are You', an online health quiz that assesses people's current behaviours and shows them which areas they should look to change. 'How Are You' will ask people how they are feeling and in particular, questions related to smoking, drinking, activity and diet. It will then direct people to free online tools and support designed to help them make changes in the areas where they most need to take action.

The facts and statistics in this document are for all partners, local authorities and organisations wishing to support the One You campaign, for use in both media facing materials and copy for consumers, as highlighted.

If you have any queries on any of the above, please contact partnerships@phe.gov.uk

> General

- Being healthy in middle age can double your chances at being healthy aged 70 and over¹
- 40% (192,470 deaths) of all the deaths in England are related to people's behaviour²
- Lifestyle choices related to alcohol, smoking, being overweight and obese cost the NHS over £11bn each year³
- In 2013, 42% of females and males, aged 45 to 64, reported a long standing illness or disability⁴
- Around four in ten middle aged Britons already has a long-term condition for which there is currently no cure, and which requires management with drugs and other treatment⁴
- Fifteen million Britons living with a long-term health condition,⁵ which is a condition that cannot, at present, be cured but is controlled by medication and/or other treatment or therapies
- Healthy older people live as well as young people. If people have good health in later life, their ability to do the things they value will be similar to that of a young person⁶
- The cost of illness resulting from health inequality is estimated to be in excess of £5.5 billion per year in England⁷
- There is a social gradient in lifestyle-related illness, with lower socioeconomic groups suffering disproportionately. The gap between the most deprived and least deprived areas of England shows little sign of reducing⁸
- For stroke, high blood pressure is the largest risk factor along with diet, high BMI and cholesterol also being contributing factors⁹
- The top four diseases responsible for disease burden in 60 to 79 year olds in England are heart disease, stroke, lung cancer and Chronic Obstructive Pulmonary Disease (COPD).

1 Lang, I. A., et al. (2012). "Healthy behaviours in middle age: Long-term consequences for functioning and mortality." *Age and Ageing* 41.

2 Institute for Health Metrics and Evaluation (IHME). GBD Compare - Public Health England. Seattle, WA: IHME, University of Washington, 2015. Available at: <http://vizhub.healthdata.org/gbd-compare> [Last Accessed: 11 February 2016]

3 A sum of £3.5bn (alcohol costs), £2bn (smoking costs) and £6.1bn (Overweight and obesity) which are the biggest lifestyle risks. This figure does not take into consideration the cost of diet and physical activity as this overlaps with obesity and diabetes costs

4 Adult Health in Great Britain (2013), Opinions and Lifestyle Survey. Available at: <http://www.ons.gov.uk> [Last Accessed: 11 February 2016]

5 Quality and Outcomes Framework (2010/2011), Information Centre for Health and Social Care. Available at <http://www.hscic.gov.uk> [Last Accessed: 11 February 2016]

6 WHO report: [World Report on Ageing and Health](#) (summary), 30 September, 2015 Available at <http://www.who.int> [Last Accessed: 11 February 2016]

7 NHS England, Prevention and health promotion. Available at: <https://www.england.nhs.uk> [Last Accessed: 11 February 2016]

8 Public Health England (2015). The English Indices of Deprivation 2015. Available at www.gov.uk [Last Accessed: 11 February 2016]

9 Public Health England (2013). Burden of Disease Study for England. Available at: <https://www.gov.uk/> [Last Accessed: 11 February 2016]



These can largely be attributed to behavioural or a combination of behavioural and non-behavioural risks, indicating that these disease burdens are largely preventable by individual actions¹⁰

¹⁰ Institute for Health Metrics and Evaluation (IHME). GBD Compare - Public Health England. Seattle, WA: IHME, University of Washington, 2015. Available at: <http://vizhub.healthdata.org/gbd-compare> [Last Accessed: 11 February 2016]

> Obesity

- The direct cost to the NHS of obesity and people being overweight is estimated at £6.1bn (2014/15)¹¹
- In 2013, the total Net Ingredient Cost (NIC) of drugs for the treatment of obesity was £19.7 million¹²
- Moderate obesity (BMI 30-35 kg/m²) reduces life expectancy by an average of three years, while morbid obesity (BMI 40–50kg/ kg/m²) reduces life expectancy by 8–10 years. This 8–10 year loss of life is equivalent to the effects of lifelong smoking¹³
- In England, among women aged 50 - 84, around one in eight hospital admissions are likely to be attributable to being overweight or obese¹⁴
- In 2013/14 there were around 365,500 hospital admissions for which obesity was a contributing factor¹²
- In 2014, 75% of 45 - 54 year old men and 80% of 55 - 64 year old men, were overweight or obese¹⁵
- In 2014, 63% of 45 - 54 year old women and 69% of 55 - 64 year old women were overweight or obese^{16,15}
- Currently, around one in four (25%) adults are obese¹⁵ and it is estimated that by 2034 this will increase to one in three¹⁷
- If England reduced obesity incidence to 1993 levels, it is estimated that we could avoid 5 million cases of chronic disease (largely type 2 diabetes and hypertension)¹⁸

11 Scarborough P. et al (2011). The economic burden of ill health due to diet, physical inactivity, smoking, alcohol and obesity in the UK: an update to 2006–07 NHS costs. *Journal of Public Health*; 33 (4): 527-535 Updated to take account of inflation

12 Health and Social Care Information Centre (2015). Statistics on obesity, physical activity and diet, England 2015. Available at <http://www.hscic.gov.uk> [Last Accessed: 11 February 2016]

13 Dent M. et al (2010). Briefing Note: Obesity and life expectancy. Oxford. National Obesity Observatory.

14 Reeves G. et al (2014). Million Women Study Collaborators. Hospital admissions in relation to body mass index in UK women: a prospective cohort study. *BMC Med*; Mar 15; 12:45.

15 Health and Social Care Information Centre (2015) Adult obesity and overweight. Available at: www.hscic.gov.uk [Last Accessed: 11 February 2016]

16 [Health Survey of England Data \(2014\). Chapter 9. Adult obesity and overweight.](#) Available at www.hscic.gov.uk [Last Accessed: 11 February 2016]

17 UK Health Forum (2014). [Risk factor based modeling for Public Health England.](#) Available at www.ukhealthforum.org.uk

18 Public Health England (2014). From evidence into action: opportunities to protect and improve the nation's health. Available at: www.gov.uk [Last Accessed: 11 February 2016]

> Inactivity

- In 2006/2007, physical inactivity cost the NHS an estimated £900 million¹⁴
- If broader societal costs are considered, a lack of physical activity costs the UK an estimated £7.4bn per year¹⁹
- In the UK, it is estimated that physical inactivity causes 17% of premature death²⁰
- In the UK, there is an estimated gain in life expectancy of over a year if physical inactivity was eliminated²¹
- In the UK, it is estimated that physical inactivity causes²¹:
 - 10.5% of coronary heart disease cases
 - 18.7% of colon cancer cases
 - 17.9% of breast cancer cases
 - 13.0% of type 2 diabetes cases

¹⁴ Ossa D and Hutton J (2002) The economic burden of physical inactivity in England. London: MEDTAP International.

²⁰ Lee I.M, et al. (2012). Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. *The Lancet*, 380: 219–29

²¹ Public Health England (2015), Local Alcohol Profiles for England. Available at: www.lape.org.uk [Last Accessed: 11 February 2016]

> Smoking

- Smoking is the biggest cause of preventable illness and premature death in England, accounting for almost 80,000 deaths a year,²² and is estimated to cost the NHS £2 billion annually²³
- Nearly 8 million adults in England smoke,²² however adult smoking prevalence in England has reached a record low at 18%²⁴
- The latest data for England, 2014-15, estimates that 494,738 hospital admissions were attributable to smoking²⁵
- In 2011/12 the total cost of smoking attributable hospital admissions in England was approximately £1.1 billion²⁴
- Lung cancer is almost 90% as a result of lifestyle choices, with smoking as the single largest contributing factor¹⁰
- Four out of five over 40s are now smokefree²⁶

22 Health and Social Care Information Centre (2015) . [Statistics on Smoking: England, 2015](#). Available at: www.hscic.gov.uk [Last Accessed: 11 February 2016]

23 ASH: The Local Cost of Tobacco – ASH Ready Reckoner Dec 2015 update: <http://ash.org.uk/localtoolkit/docs/Reckoner.xls>

24 Public Health England. Local Tobacco Control Profiles <http://www.tobaccoprofiles.info/profile/tobacco-control/data>

25 NatCen Social Research and University College London. Department of Epidemiology and Public Health, *Health Survey for England, 2013* [computer file]. Colchester, Essex: UK Data Archive [distributor], January 2015. SN: 7649, <http://dx.doi.org/10.5255/UKDA-SN-7649-1> [Last Accessed: 11 February 2016]

26 Health and Social Care Information Centre (2015). Health Survey of England Data. Available at: www.hscic.gov.uk/healthsurveyengland. [Last Accessed: 11 February 2016]

> Alcohol

- Alcohol misuse costs the NHS £3.5bn per year.²⁷
- In 2013 there were around 22,500 alcohol-related deaths in England²⁸ (22,481 exact figure)
- In 2013/14 over 333,000 hospital admissions in England were alcohol-related²⁷ (333,014 exact figure)
- 25% of drinkers consume 70% of the total alcohol consumed²⁹
- 5% of people who drink at the most harmful levels consume 30% of the total alcohol consumed²⁹

27 Health and Social Care Information Centre (2015). Statistics on Alcohol 2015. Available at: <http://www.hscic.gov.uk/catalogue/PUB17712/alc-eng-2015-rep.pdf> [Last Accessed: 11 February 2016]

28 Public Health England (2015), Local Alcohol Profiles for England. Available at: www.lape.org.uk [Last Accessed: 11 February 2016]

29 NatCen Social Research and University College London. Department of Epidemiology and Public Health, *Health Survey for England, 2013* [computer file]. Colchester, Essex: UK Data Archive [distributor], January 2015. SN: 7649, <http://dx.doi.org/10.5255/UKDA-SN-7649-1>

> Diabetes

Diabetes stats to be updated in line with the Diabetes Prevention Strategy

- 10% of the NHS budget is used up on diabetes management, at around £10bn per year. Type 2 diabetes is the most common form; it is often preventable³⁰
- In England in 2014 there were nearly 5,000 deaths from diabetes³¹
- Diabetes incidence in middle aged Britons more than doubled in 20 years³²
- Five million people at high risk of Type 2 diabetes³³
- 90% of people with type 2 diabetes are overweight or obese³⁴

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30 NCVIN Cardiovascular intelligence packs. 2015. Downloaded 04.02.16 URL: <http://www.yhpho.org.uk/ncvinintellpacks/Default.aspx>

31 Health and Social Care Information Centre (2015). Indicator portal. Available at: <https://indicators.ic.nhs.uk/webview/> [Last Accessed: 11 February 2016]

32 Health and Social Care Information Centre (2015). Health Survey for England - 2013, Trend tab Available at: <https://indicators.ic.nhs.uk/webview/> [Last Accessed: 11 February 2016]

33 Public Health England (2015). NHS Diabetes Prevention Programme (NHS DPP) Non-diabetic hyperglycaemia. Available at www.gov.uk [Last Accessed: 11 February 2016]

34 Public Health England (2014). Adult obesity and type 2 diabetes. Available at www.gov.uk [Last Accessed: 11 February 2016]