

Living well – the secondary care perspective

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Thriving people,
healthy communities



Living well

Why does it matter?

We all want to live well, to be **happy, health, at home.**

We also all have a collective responsibility to help make that a reality for people in our district.

thriving people, healthy communities



The acute care perspective

We often see people at the end of a long journey, when illness has already progressed.

The NHS Long-Term Plan is clear: we must shift focus from treating symptoms to preventing them.

- Obesity-related issues:
 - We sometimes need to delay surgery because of the risks obesity brings.
 - Recovery can be slower, outcomes poorer.
 - When people are at a healthier weight, survival rates improve and treatment is more effective.



How are we helping?

Airedale Active Together

- A Yorkshire Cancer Research–funded programme providing personalised exercise, nutrition and wellbeing support for cancer patients.

Reducing deconditioning

- Shorter hospital stays are better for people; being at home keeps people active, confident, and mobile. Avoiding PJ paralysis.

Supporting healthier choices in hospital

- Promoting good inpatient meal choices.
- Still work to do!

Changing social norms

- Generational shifts:
 - Younger people—Millennials and Gen Z—tend to be more health-conscious.
 - Covid accelerated awareness of wellbeing, resilience, and lifestyle.
- Technology:
 - Wearables, monitoring apps, and digital health tools are now everyday companions.
 - The NHS App is growing rapidly, offering more personalised support than ever before.

The opportunity: supporting people to use these tools to stay well, not just to seek help when unwell.



Tackling the wider determinants of health

- Only **20%** of what affects a person's health is related to healthcare itself.
- The remaining **80%** is shaped by income, employment, housing, crime, education and environment.
- Deprivation significantly limits people's chances to adopt healthy behaviours.

That's why our Bradford District & Craven partnership matters - we cannot do this alone.



National policy, local action

Successes of state intervention:

- Smoking ban → fewer deaths from lung cancer and fewer risks from passive smoking.
- Vaccination and screening programmes → proven health improvement.
- Sugar taxes → starting to shift consumption patterns.

What still needs to happen:

- **Improving housing** – avoiding tragic outcomes – Awaab Ishak, age 2 in Rochdale in 2021, and Akram Mohammed, 15 weeks old in London in 2025. Awaab's law came into effect in Oct 2025 to compel social landlords to take timely action.
- Tougher decisions on **town and city centre planning**—not allowing constant growth of fast-food takeaways.

Working together

Prevention is where the biggest gains are.

If partners, councils, community groups, the NHS, and individuals work together, we can:

- Make healthier choices easier – the ‘nudge’ approach to behaviour change.
- Reduce dependency on the NHS to fix problems that could be prevented.
- Manage/limit the potential for substance abuse
- Support better mental health to avoid physical issues
- Overall support people to live fulfilling, independent, healthier lives.



Looking forward

There is real cause for optimism:

- Growing public awareness.
- Healthier attitudes among younger generations.
- Strong local partnerships and shared ambition.

Giving children a good start will support them to make healthier choices in adult life.

However, it is never too late to help someone become healthier.



Questions?

