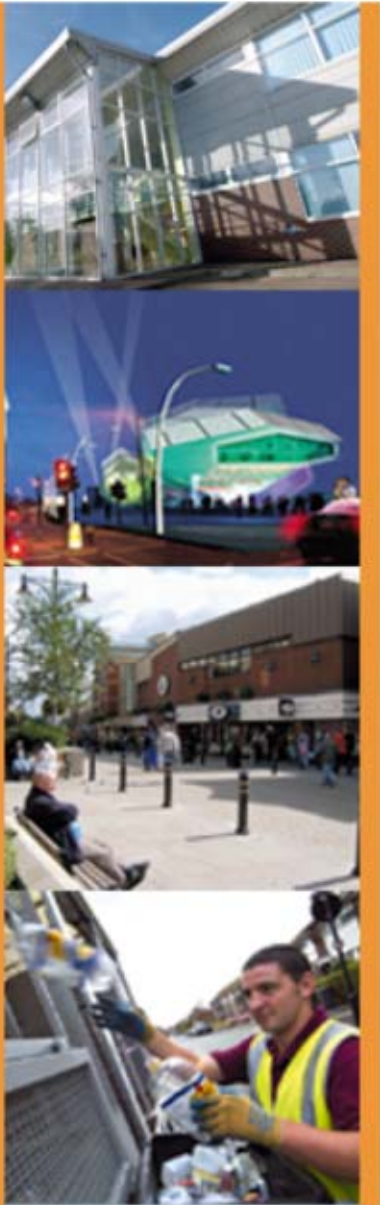


ALAN HIGGINS

**Director of Public Health,
Oldham Primary Care Trust**

HEALTHIER COMMUNITIES & OLDER PEOPLE

- Creating more opportunities to enable citizens to lead healthy, active and longer lives



HEALTHIER COMMUNITIES & OLDER PEOPLE

- Health improvement approach
- Engaging people in the process
- Service users to be involved in the design and delivery of service



HEALTHIER COMMUNITIES & OLDER PEOPLE

- Priorities that we need to address:
 - Infant mortality, low birth weights
 - Health inequalities, life expectancy
 - Mortality rates from cancer, heart disease, strokes, suicide rates
 - Levels of physical activity, smoking, diet and alcohol use



HEALTHIER COMMUNITIES & OLDER PEOPLE

- How the Local Area Agreement will address these issues:
 - Community engagement and development
 - Quality of life & independence of older people
 - Improve access to physical & sporting activity
 - Reduce premature mortality rates, “narrowing the gap”



HEALTHIER COMMUNITIES & OLDER PEOPLE

- Cross-cutting themes
- Local efficiencies
- Freedoms & flexibilities

