



Public Health priorities in a major city

– can sustainable travel contribute?

Adrian Phillips
Director of Public Health, Birmingham

Key points

- Sustainable travel can positively impact upon public health priorities in my city if:
 - A wider view of travel is used
 - A wider view of sustainability is used
 - We start thinking outside of silos
 - We get the balance right

Birmingham's Priorities

- Improve health and wellbeing of the most vulnerable
- Improve the resilience of the health and care system
- Improve the health and wellbeing of children

Or

- **Safeguarding**
- **Fiscal cliff**
- **A few other key issues**

Outcomes - 1

- Make children in need safer
- Improve the wellbeing of vulnerable children
- Reduce infant mortality
- Reduce the number of people and families who are statutory homeless
- Increase the independence of people with a learning disability or severe mental health problem
- Health and care system in financial balance

Outcomes - 2

- Support older people to remain independent
- Reduce childhood obesity
- Improve primary care management of common and chronic conditions (e.g. diabetes, chronic lung disease and heart disease)



So where could sustainable
travel fit?

Elderly fear bus travel

THOUSANDS of pensioners live in fear that they will be injured while travelling by bus.

By: Geraint Jones

Published: Sun, April 28, 2013

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Half of parents fear letting children walk to school because they don't think their neighbourhood is safe enough

- Study by AA Streetwatch show 9/10 think that children should walk more
- But fewer than 6/10 believe their neighbourhood is safe enough
- Findings are at odds with freedom to roam enjoyed by many parents

By RAY MASSEY

PUBLISHED: 00:06, 17 July 2013 | UPDATED: 01:12, 17 July 2013

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Only half of parents think their neighbourhood is safe enough for their children to walk through.

And fewer than a third believe their children are safe to ride their bikes, a poll reveals today.

Such fears about playing out are at odds with the freedom to roam enjoyed by many of the parents when they were youngsters.



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Air pollution linked to higher risk of lung cancer and heart failure

Two studies show effects on health of long- and short-term exposure to pollutants from traffic and industry

Sarah Boseley, health editor
The Guardian, Wednesday 10 July 2013



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Watching
TV
illegally
at uni?

The Evidence for Un-sustainability

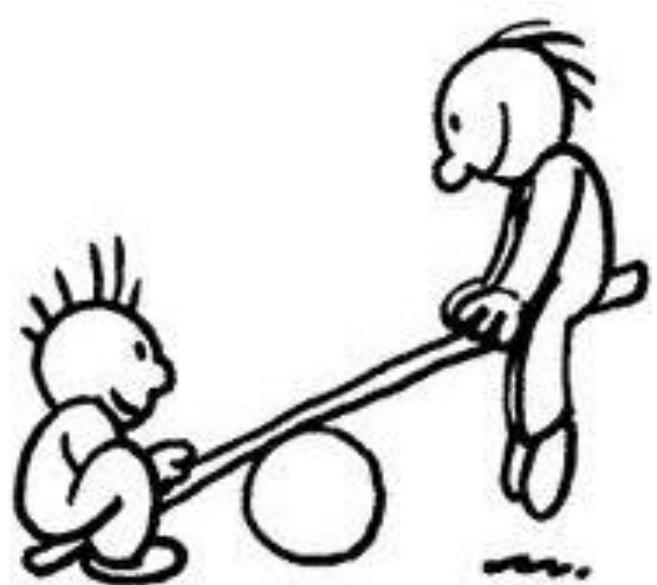
- Reduction in activity strongly linked to the environment
- Safety (real or perceptions) affects activity in the young (or their guardians) and old
- The environmental effects of travel can kill!

The Evidence for Sustainability

- Childhood obesity
 - Activity
- Elderly and health life expectancy
 - Activity
- Many chronic diseases (e.g. diabetes, lung disease)
 - Activity
- (Falls in older people)
 - Activity

The Challenges

- Moving from managing (perceived) personal safety risks to tackling (actual) population health risks
- Moving from protecting life through just transport safety to transport improving life



Our Attitude?



Outcomes relating to sustainable travel

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