Healthy Eating and Active Living Programme

National Implementation Plan 2017-2020

hi
healthy
ireland

Healthy Eating
Active Living
Programme

HSE Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive

Context for action

Chronic diseases are major drivers of healthcare costs as well as associated economic losses. The key demographic trends underlying the increasing prevalence of chronic disease in Ireland are the ageing population and the high rates of overweight and obesity across the population[4].

While Ireland exceeds the EU average on healthy life years measures, the data indicates that approximately 8 years of healthy life for men and 11 years for women are lost primarily due to the impact of chronic disease[4].

The Irish health system, similar to other health systems in developed countries, is facing a combination of complex and urgent challenges. It is now acknowledged that the way in which we think about and deliver healthcare has to change. Expenditure on healthcare is the second largest component of public expenditure in Ireland, after social protection.

The underlying modifiable factors that cause increased risk of chronic disease are consumption of energy-dense and nutrient poor diets high in levels of salt, fat and sugar, reduced levels of physical activity, excess weight and tobacco use.

At least 30% of cancers and 80% of heart disease and diabetes can be prevented by lifestyle changes to diet, physical activity, tobacco and alcohol use[5] that help maintain a healthy weight or lose weight.

Healthy Eating and Active Living Programme | National Implementation

1 Provide **leadership** policy, practice and clinical

2 Promote **behaviour change** for healthy lifestyle

3 Promote **healthy eating** and **active living** in health services

4 Prevent **childhood** obesity

5 Provide **effective treatment** services

5 Key Areas for Action

Being active regularly

Reaching and maintaining a healthier weight

Eating a healthier diet

Reduction in rates of chronic disease and improved quality of life for those currently living with chronic disease

Client
HSE

Brief
The HSE is regular long standing client of Power Design and we have designed key projects and campaigns including Get Ireland Active and National Physical Guidelines, the Big Talk Little Talk suite of information books, Healthy Food Made Easy and various resource packs for Nutrition and Tobacco campaigns.

From this experience, the brief for this project was to design the HEAL National Implementation plan report with strong emphasis on infographics.
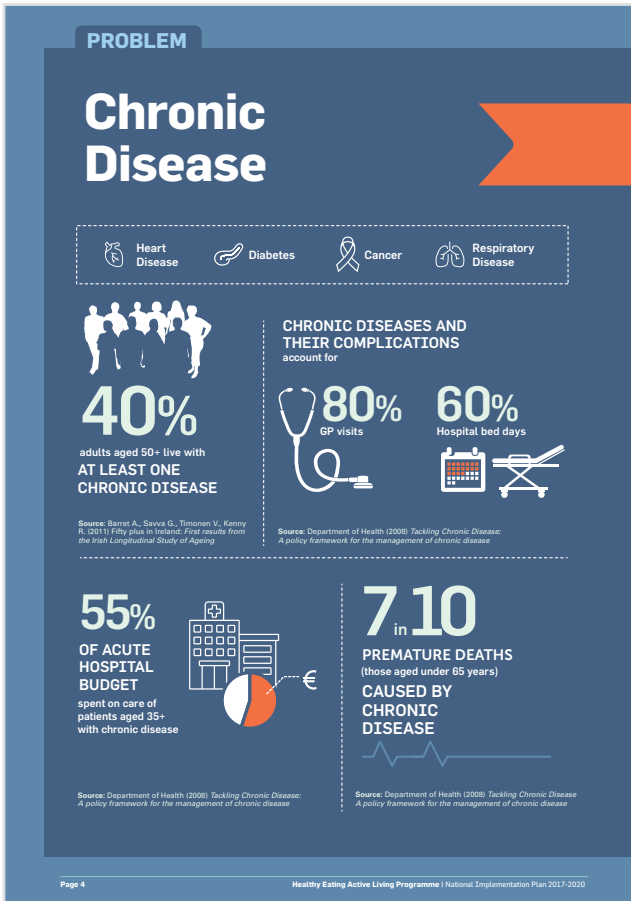
Deliverables
Design
Typesetting and artwork
Infographics
Digital design requirements
Print services and fulfilment

The Challenge
On review of the content, we established the content was complex and the level of infographics required was high. The Five key areas for action graphic would used widely for the three year term of the plan so needed to be visually striking for use in other presentations and publication. Likewise, the complex content for the 'situation, impact, solution and result' messaging needed to be clearly understand and follow.

How we approached and accomplished the project goals

> Initial design options for covers and page layouts within HSE brand guidelines

> Design of Key Areas for Action graphic with striking colour coding system and shape that could be used for future communications internally and externally for both digital and print media.

> Design a style of infographic that clearly communicated the key messages and that could be applied consistently throughout. These infographics were designed to act as stand alone pieces also.
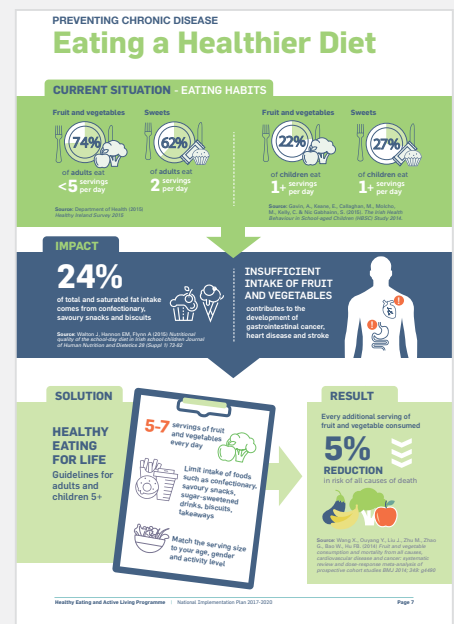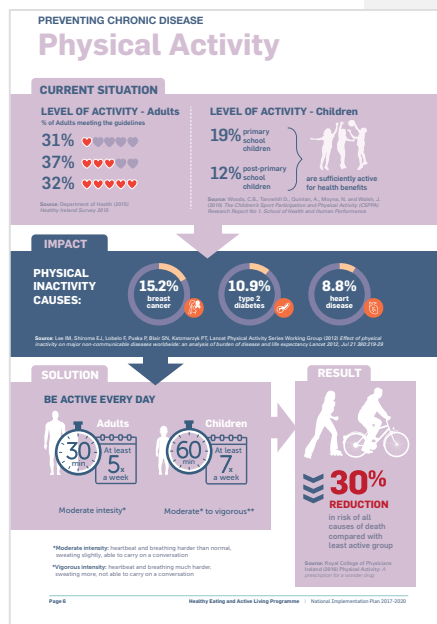
PROBLEM

Chronic Disease

Heart Disease Diabetes Cancer Respiratory Disease

40%
adults aged 50+ live with
AT LEAST ONE CHRONIC DISEASE

Source: Barret A., Savva G., Timonen V., Kenny R. (2011) Fifty plus in Ireland: First results from the Irish Longitudinal Study of Ageing

CHRONIC DISEASES AND THEIR COMPLICATIONS account for

80% GP visits

60% Hospital bed days

Source: Department of Health (2008) Tackling Chronic Disease: A policy framework for the management of chronic disease

55%
OF ACUTE HOSPITAL BUDGET
spent on care of patients aged 35+ with chronic disease

Source: Department of Health (2008) Tackling Chronic Disease: A policy framework for the management of chronic disease

7 in 10
PREMATURE DEATHS
(those aged under 65 years)
CAUSED BY CHRONIC DISEASE

Source: Department of Health (2008) Tackling Chronic Disease: A policy framework for the management of chronic disease
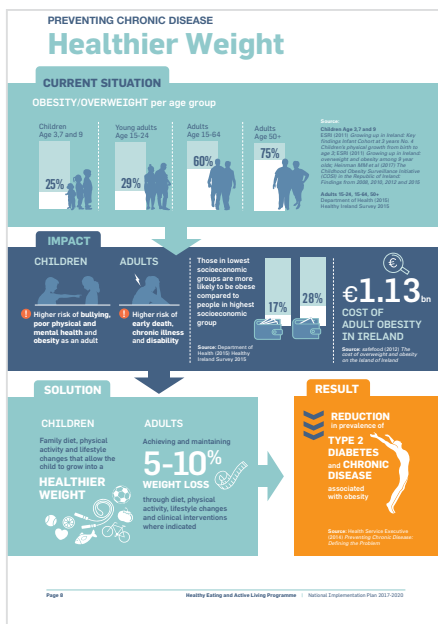
Why we did it this way

Accessibility is a key factor on all HSE publications so it was important that the reader could clearly grasp information at a glance in colour schemes that were distinguishable. Infographics are an excellent way to clearly communicate information, but its important to not to over-visualise and remember to use plain English where appropriate.

Outcome

We delivered on all the requirements set out and the final report was suitably designed so as to not outdate within with three year term of the plan, and that complex information throughout was clear, engaging and accessible. The infographics were design as one piece, but could also be extracted and individual clusters to be used as required.

Relevance to this contract

Our work on this HSE report is relevant in that the requirement demonstrate our ability to design complex information for a broad audience.

PREVENTING CHRONIC DISEASE
Healthier Weight

CURRENT SITUATION

OBESITY/OVERWEIGHT per age group

Children Age 3,7 and 9	Young adults Age 15-24	Adults Age 15-64	Adults Age 50+
25%	29%	60%	75%

Source: Children Age 3,7 and 9 ESRI (2011) Growing up in Ireland: Key findings Infant Cohort at 3 years No. 4 Children's physical growth from birth to age 3; ESRI (2011) Growing up in Ireland: Overweight and obesity among 9 year olds; Heiman MM et al (2017) The Childhood Obesity Surveillance Initiative (COSI) in the Republic of Ireland Findings from 2008, 2010, 2012 and 2015
Adults 15-24, 15-64, 50+ Department of Health (2016) Healthy Ireland Survey 2015

IMPACT

CHILDREN — Higher risk of bullying, poor physical and mental health and obesity as an adult

ADULTS — Higher risk of early death, chronic illness and disability

Those in lowest socioeconomic groups are more likely to be obese compared to people in highest socioeconomic group
17% 28%

€1.13bn
COST OF ADULT OBESITY IN IRELAND

Source: Department of Health (2016) Healthy Ireland Survey 2015
Source: safefood (2012) The cost of overweight and obesity on the Island of Ireland

SOLUTION

CHILDREN — Family diet, physical activity and lifestyle changes that allow the child to grow into a **HEALTHIER WEIGHT**

ADULTS — Achieving and maintaining **5-10% WEIGHT LOSS** through diet, physical activity, lifestyle changes and clinical interventions where indicated

RESULT
REDUCTION in prevalence of **TYPE 2 DIABETES** and **CHRONIC DISEASE** associated with obesity

Source: Health Service Executive (2016) Preventing Chronic Disease: Defining the Problem

PREVENTING CHRONIC DISEASE
Physical Activity

CURRENT SITUATION

LEVEL OF ACTIVITY - Adults
% of Adults meeting the guidelines
31%
37%
32%

Source: Department of Health (2016) Healthy Ireland Survey 2015

LEVEL OF ACTIVITY - Children
19% primary school children
12% post-primary school children
are sufficiently active for health benefits

Source: Woods, C.B., Tannehill D., Quinlan, A., Moyna, N. and Walsh, J. (2010) The Children's Sport Participation and Physical Activity (CSPPA) Research Report No 1. School of Health and Human Performance

IMPACT

PHYSICAL INACTIVITY CAUSES:
15.2% breast cancer
10.9% type 2 diabetes
8.8% heart disease

Source: Lee IM, Shiroma EJ, Lobelo F, Puska P, Blair SN, Katzmarzyk PT; Lancet Physical Activity Series Working Group (2012) Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy Lancet 2012; Jul 21 380:219-29.

SOLUTION

BE ACTIVE EVERY DAY

Adults
30 min
At least 5 a week
Moderate intesity*

Children
60 min
At least 7 a week
Moderate* to vigorous**

RESULT
30% REDUCTION in risk of all causes of death compared with least active group

Source: Royal College of Physicians Ireland (2016) Physical Activity - A prescription for a modern drug

*Moderate intensity: heartbeat and breathing harder than normal, sweating slightly, able to carry on a conversation
*Vigorous intensity: heartbeat and breathing much harder, sweating more, not able to carry on a conversation

PREVENTING CHRONIC DISEASE
Eating a Healthier Diet

CURRENT SITUATION - EATING HABITS

Fruit and vegetables
74% of adults eat <5 servings per day

Sweets
62% of adults eat 2 servings per day

Fruit and vegetables
22% of children eat 1 servings per day

Sweets
27% of children eat 1+ servings per day

Source: Department of Health (2016) Healthy Ireland Survey 2015

Source: Gavin, A., Keane, E., Callaghan, M., Molcho, M., Kelly, C. & Nic Gabhainn, S. (2015). The Irish Health Behaviour in School-aged Children (HBSC) Study 2014.

IMPACT

24% of total and saturated fat intake comes from confectionary, savoury snacks and biscuits

Source: Walton J., Hannon EM, Flynn A (2015) Nutritional quality of the school-day diet in Irish school children Journal of Human Nutrition and Dietetics 28 (Suppl 1) 73-82

INSUFFICIENT INTAKE OF FRUIT AND VEGETABLES contributes to the development of gastrointestinal cancer, heart disease and stroke

SOLUTION

HEALTHY EATING FOR LIFE
Guidelines for adults and children 5+

5-7 servings of fruit and vegetables every day

Limit intake of foods such as confectionery, savoury snacks, sugar-sweetened drinks, biscuits, takeaways

Match the serving size to your age, gender and activity level

RESULT
Every additional serving of fruit and vegetable consumed
5% REDUCTION in risk of all causes of death

Source: Wang X., Ouyang Y., Liu J., Zhu M., Zhao G., Bao W., Hu FB. (2014) Fruit and vegetable consumption and mortality from all causes, cardiovascular disease and cancer: systematic review and dose-response meta-analysis of prospective cohort studies BMJ 2014; 349 g4490

Other examples of infographics

Flexible Workforce

Recruitment is a key focus for businesses at the start of 2017, especially in relation to digital skills. Many firms are working to become more appealing by enabling their staff to work more flexibly, including working from home.

We have seen a jump in recruitment intentions in our most recent survey.

Hiring intentions (2017-2018)

Current vs past outlook	2017-18 %	2015-16 %	2013-14 %
Yes	75	59	55
No	13	25	30
Don't know	12	16	15

Moreover, IT skills will be even more important in the year ahead than in our last survey, especially analytic skills:

Importance of IT skills as a pre-requisite for new hires

	2017 Outlook %	2015 Outlook %
Extremely Important	46	33
Important	42	42
Not important	11	21

Type of IT skills in most demand

	2017 Outlook	2015 Outlook
	70	66
Social media skills		37
Programming skills		41
Digital marketing skills		34

We have seen a profound shift in the incidence of working from home, with close to 6 in 10 saying their staff work from home as part of their normal hours, while the share of staff doing so has also risen:

Percentage of businesses enabling some staff to work from home

	2017 Outlook %	2015 Outlook %
Yes	61	54
No	36	46
Don't know	3	1

Percentage of staff working from home (in companies enabling this)

17% — 2015 Outlook
24% — 2017 Outlook

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Expected online percentage of total sales in the year ahead

21% — 2015
40% — 2017

Not surprisingly, given the expectations for export sales in 2017, the share expecting online sales to customers outside Ireland has risen sharply in recent years.

Expected share of online sales to customers outside Ireland

Year ahead outlook	2017 %	2015 %
Increase	49	25
Stay the Same	37	40
Decrease	2	1
Don't know, don't sell to customers outside Ireland	12	34

The growth momentum we have identified in our survey means that turnover growth generally is expected to be much higher in the year ahead, while the potential contribution of an 'ideal' digital and online strategy to higher growth is also higher than before.

Expected growth in turnover

11% — 2015 Outlook
19% — 2017 Outlook

Expected growth in turnover if an ideal digital and online strategy is deployed

15% — 2015 Potential
26% — 2017 Potential

Average number of days that staff work from home (in companies enabling this)

2.3 — 2015 Outlook
2.7 — 2017 Outlook

Irish businesses are clearly more positive than before about staff working from home, as reflected in their perceptions of the impact of home working on staff and on the business.

Impacts of working from home

	Strongly Agree %	Slightly Agree %	Slightly Disagree %	Strongly Disagree %
Staff who work from home are happier than those who don't	38	48	8	1
Staff who work from home are more productive than those who don't	23	45	20	5
It's more difficult to arrange meetings that involve remote workers	22	31	25	19
It's more difficult to monitor performance of remote workers	19	37	27	16
It's more difficult to contact remote workers	13	25	30	29

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Digital Maturity

Digital practices and tech usage are maturing in Irish businesses, and face fewer barriers to going digital, as well as growing evidence that they are more focused on leveraging the tech they already have alongside key skills to deliver growth.

However, not all digital tech is equal – and we have seen big shifts in the usage of different products and services, with some declining sharply.

While online feedback is important, there are many other channels available to Irish businesses to communicate with their customers, but looking ahead to 2017, it is clear from our survey that channels such as email will become even more important.

Most used communications channels (with customers)

	Less	Some	More
Inbound Phone	36	55	9
Outbound Phone	29	60	11
Post	53	40	7
Email	2	40	58
Text messaging	27	51	22
Facebook/twitter	19	52	29
Web chat	16	49	36
Other (specify)	23	69	8

Finally, thinking of future customer needs, we find that the majority of Irish businesses at the start of 2017 are confident in their ability to meet the needs of the next generation of younger customers – the Millennials – as their numbers and influence grows.

Is your business ready and able to meet the needs of younger customers and decision makers in the future?

20% NOT SURE DON'T KNOW
9% NO
71% YES
2017 Outlook

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Valentine's Day Spending Trends

A REPORT ON OUR SHOPPING HABITS

AIB

Jewellery spend peaks at 1-2pm
Florist spend peaks at 5-6pm
Pubs/Drinking spend peaks at 9-10pm

08:00 AM
Thursday Feb 14th 2019

8am 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11

Nationally, spending is up **42%** overall on Valentine's Day

37% of all spend on Valentine's Day happens between 6-9pm

- Restaurants up 91%
- Florists up 458%
- Pubs/bars up 51%
- Jewellers up 60%
- Hotels up 18%

70% of spending throughout the day is using chip and pin, suggesting the average transaction is above the €30 contactless limit.

However, only **5%** of spend on the day was using a digital wallet, suggesting many users are unaware that transactions of up to €5,000 can be made using Apple, Google or FitBit Pay.

FLORISTS INSIGHTS

male spend increases **2,407%** on the day
female spend increases **121%** on the day
Average amount spent in florists €44
Males in Tipperary spend most (€54)

Source: AIB credit and debit card data 7th and 14th February 2019

Supervision & Protecting Consumers

Banc Ceannais na hÉireann Central Bank of Ireland

The Central Bank regulates most, but not all, financial services firms in Ireland. We help to ensure firms are safe, solvent and conduct their business with customers in a fair way.

21 NOTICES WARNING of unauthorised activity

Confidence · Compliance
CONSUMER
Culture · Challenge

€12.05m in FINES ISSUED

Working in the Bank

Banc Ceannais na hÉireann Central Bank of Ireland

1600+ people employed across a broad range of roles and disciplines

- **Second Level:** Transition year work placements
- **Third Level:** Internships e.g. Summer internships and intra-placements required on your chosen third level course
- **Graduates:** Graduate Development Programme Diverse range of entry level opportunities