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The 3-FOUR-50 message

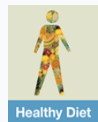
- C3 tackles the **3** risk factors that cause **four** chronic diseases that account for **over 50%** of deaths worldwide.
- The risk factors are:



Tobacco use



Lack of physical activity



Unhealthy diet

- The diseases are:



Cardiovascular



Chronic respiratory



Cancers



Type 2 diabetes

The impact of the diseases in the UK

- In 2010, 2.78 million people were known to have diabetes and a million more are unaware of it.
 - Heart attack is three times as likely in people with diabetes; stroke is two to four times as likely; and it is the most common cause of lower-limb amputation.
- 150,000 people have a stroke each year.
 - 1/3 of people die in the first month, 1/3 have severe disability, 1/3 return to independent functioning.
- In 2008, cancer was diagnosed in over 309,000 people; one person dies from it every 4 minutes.

Sources: Quality and Outcomes Framework 2009–10; The Stroke Association; Cancer Research UK

UK health statistics

- **Diet**

- More people are eating five portions of fruit or vegetables daily but still only about 25% of adults
- Half of all children eat no fruit or vegetables in a week
- Around one third of cancers are attributed to poor diet and nutrition

- **Physical activity**

- 65% of adults and 50% of children do not take the recommended amount of exercise
- 70% of the adult population is sufficiently inactive to be 'sedentary'

- **Weight**

- In the UK 1 in 4 adults and children are obese and this figure is rising

- **Smoking**

- 120,000 people in the UK die each year as a result of smoking
- Smoking levels are falling, but 22% of adults still smoke

It turns out we know exactly what to do:

Prevention works!



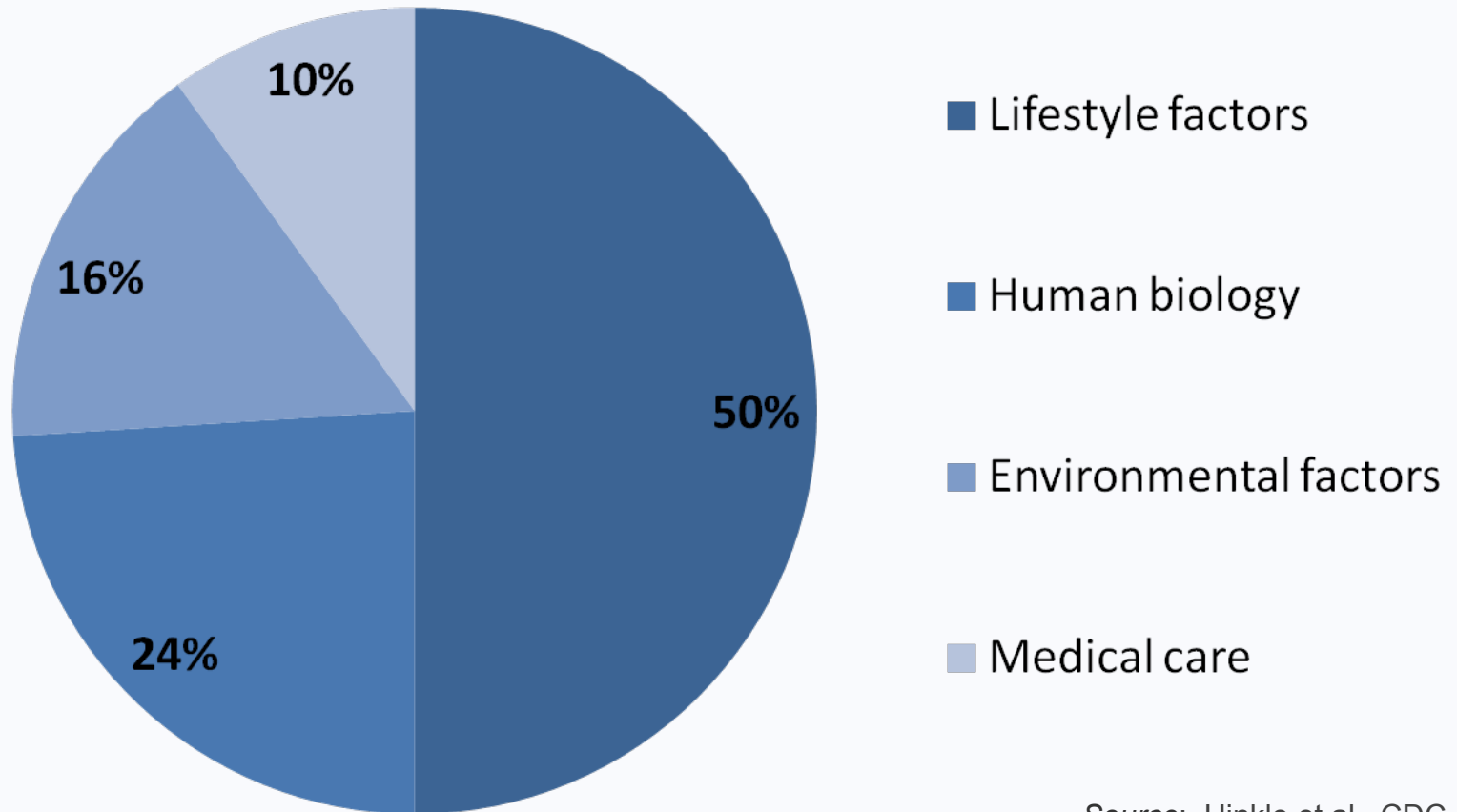
It's simple, affordable and effective

We can prevent much of the burden...

- Up to:
 - 80% of cases of type 2 diabetes
 - 80% of cases of heart disease and stroke
 - 40% of cases of some cancers
- can be prevented or delayed.

...so how can we prioritise health, not sickness?

What matters most in health?



Source: Hinkle et al., CDC 1997

Working with partners

- **C3 has a number of key partners**
 - We work with business, government, academics, young people...
 - We have a substantial international network, and we:
 - use the network to bring people together at events to share ideas and catalyse action; and
 - encourage our network to contribute to online debates and other questions as they arise.

Business health

product	employee	consumers
Risk factor reduction through products and services	Risk factor reduction offerings for employees	Health promotion around products
Influencing behaviour change	Employer health promotion as an element of retention and recruiting	Corporate identity coupled to health values

consumer health

employee health

health + business



‘Ought not the doctor that is giving counsel to a sick man who is indulging in a mode of life that is bad for his health to try first of all to change his life, and only proceed with the rest of his advice if the patient is willing to obey?’

[Plato, *Letters* 330c–330d] c.350 BC

More information

C3 Collaborating for Health: www.c3health.org

Twitter feed: [@c3health](https://twitter.com/c3health)

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