

Rising to the Challenge

Jo Bibby, Director of Health

March 2021



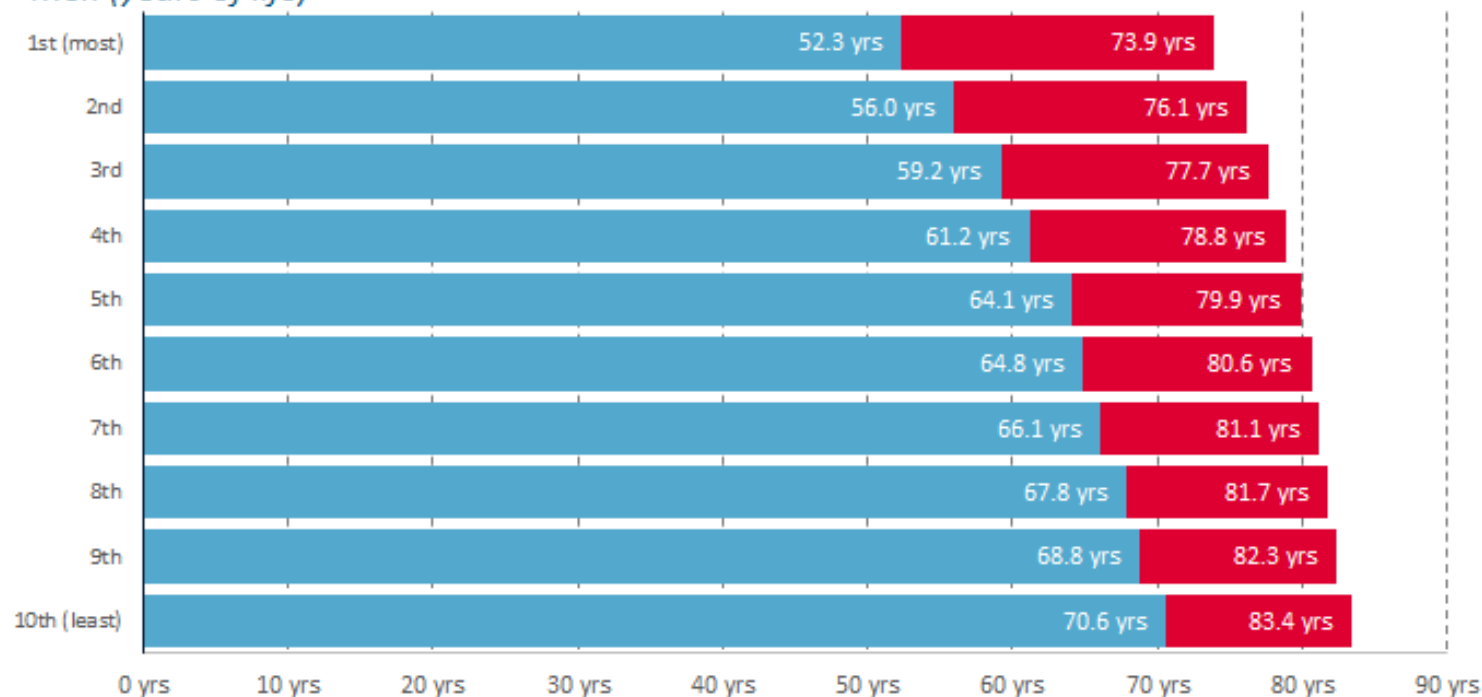
Which challenge?

How can we build public support for the action needed to reduce inequalities in health

- Do people know?
- Do people care?
- Do people buy into the strategies?

Do people know?

Life expectancy & healthy life expectancy at birth by decile of deprivation, England: 2016-18
Men (years of life)



Source: ONS, Health State Life Expectancies by decile of deprivation, England: 2016-18

Do people care?

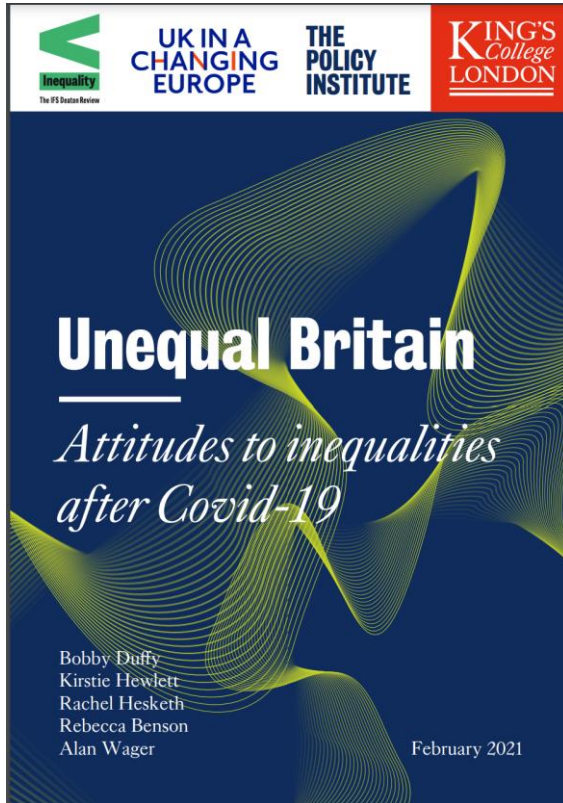
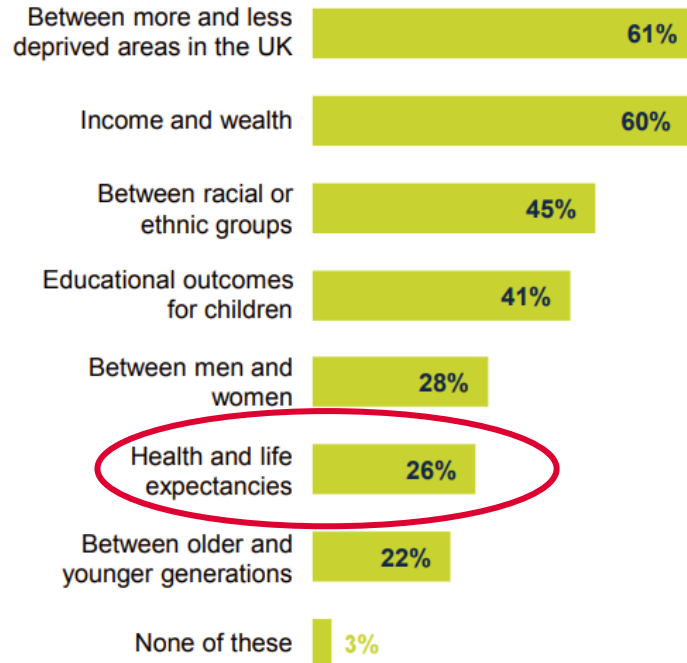
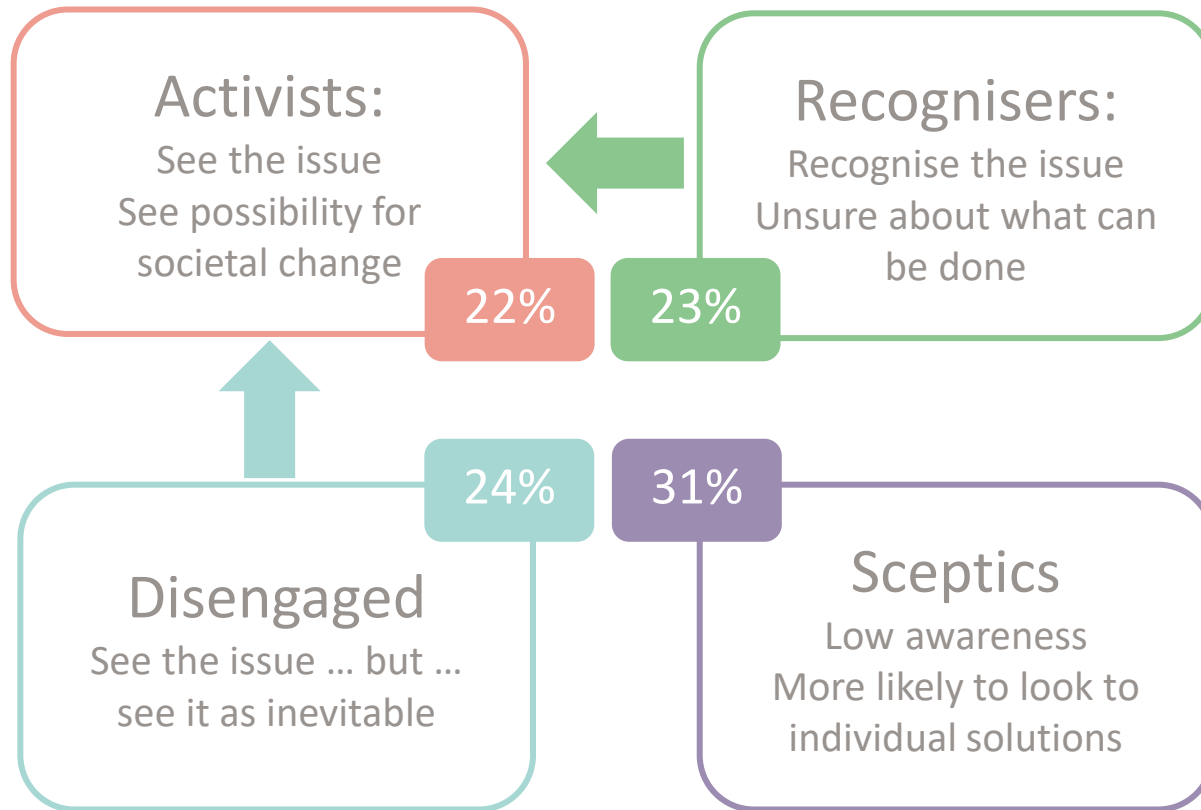


Figure 3: Which of three of four of the following types of inequality, if any, do you think are most serious in Britain?

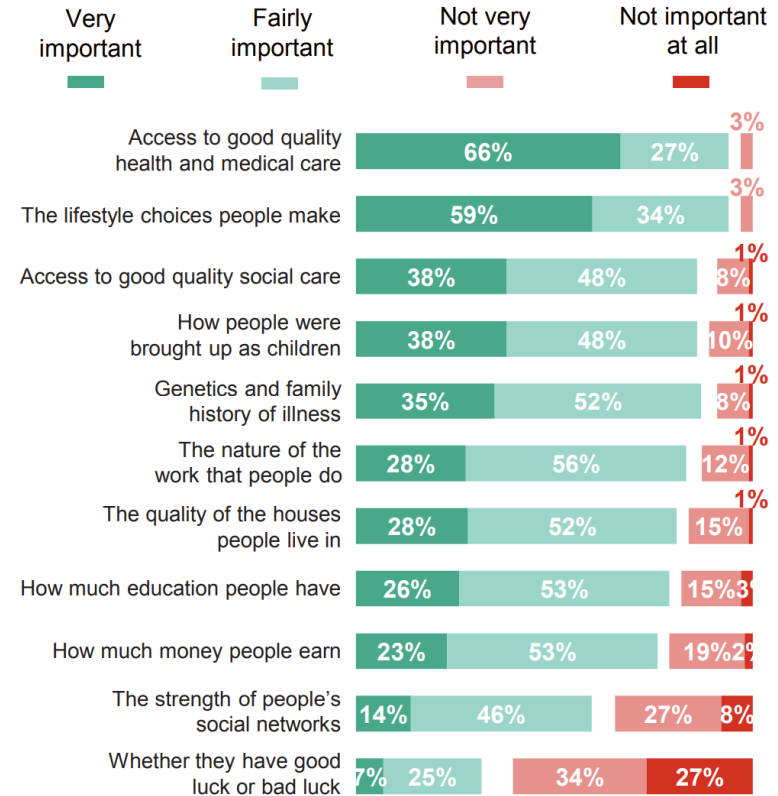
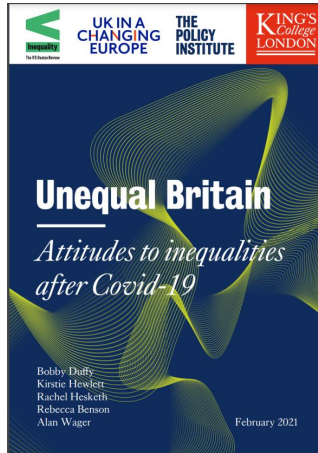


Do people care – it depends...



Do people buy into the strategies?

Figure 20: Factors associated with people's health and life expectancy



Duffy et al February 2021

<https://www.kcl.ac.uk/policy-institute/assets/unequal-britain.pdf>

Do people buy into the strategies?



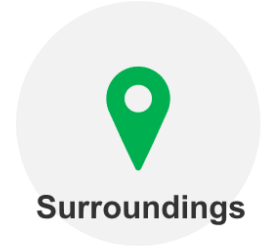
Friends, family and communities



Housing



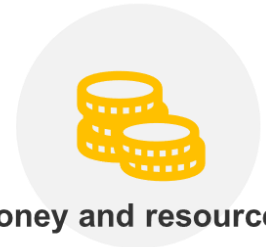
Food



Surroundings



Good work



Money and resources


Where next?

We need to:

- increase **our** understanding of the **public's** understanding
- find better ways to communicate that start from public's understanding

COLLECTION

Blog series: COVID-19, health and health inequalities




We round up emerging evidence on the unequal impact of the pandemic and the wider governmental and...

[Read more](#)

ARTICLE

Thinking differently about health: phase two



Find out about the next phase of our project with FrameWorks Institute to develop new ways to...

[Read more](#)

Thank you

