

StyleTech invited to take part in the Strategic Health Review

Healthy Lives, Healthy People – Stepping Forward

Over recent years StyleTech's involvement in the development of online health improvement and promotional tools has developed considerably with the introduction of Smoke's no Joke, Ready to Stop Smoking, Ready to Lose Weight and Quit Buddy into the marketplace.

Early March saw StyleTech's attendance at one of the most prestigious NHS consultation events of the year. StyleTech were asked to contribute to the Healthy Lives, Healthy People Strategy for public health in England by means of attending the NHS Hull consultation event and contributing the thoughts of the team in relation to the Healthy Lives, Healthy People White Paper.

"Britain is now the most obese nation in Europe. We have among the worst rates of sexually transmitted infections recorded, a relatively large population of problem drug users and rising levels of harm from alcohol.

Smoking alone claims over 80,000 lives every year. Experts estimate that tackling poor mental health could reduce our overall disease burden by nearly a quarter. Health inequalities have been getting progressively worse. We still live in a country where the wealthy can expect to live longer than the poor."

The dilemma for government is this: it is simply not possible to promote healthier lifestyles through Whitehall diktat and nannying about the way people should live.

Recent years have proved that one-size-fits-all solutions are no good when public health challenges vary from one neighbourhood to the next.

But we cannot sit back while, in spite of all this, so many people are suffering such severe lifestyle-driven ill health and such acute health inequalities.

HM Government

Healthy Lives, Healthy People: Our strategy for public health in England

There were more than 100 delegates in attendance representing 29 organisations.

NHS Hull aimed to capture all key points discussed throughout the duration of the consultation. The feedback was then collated and submitted to the Department of Health for review.

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