



Creating Healthy Lives in Oldham

Health and Wellbeing Board- January 2026

Creating Healthy Lives in Oldham

- A strategic approach to improving the health and wellbeing of Oldham residents
- Driven by three alliances:
 - Move More Alliance
 - Healthy Weight Alliance
 - Food Environments Alliance

Current Position

Oldham's Health in 2025



Smoking rates are showing improvement, but remain above the England average

Oldham sees higher rates of drugs & alcohol related hospital admissions and deaths



Life Expectancy is significantly lower compared to England
2.5 years lower for males
2.6 years lower for females



Oldham residents are more likely to die prematurely (before 75) from :

- Cancers
- Cardiovascular Disease
- COVID-19
- Liver Disease
- Respiratory Disease



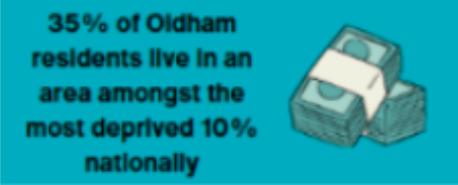
3.9 years lower for males
3.8 years lower for females

15% of adults are recorded as having depression

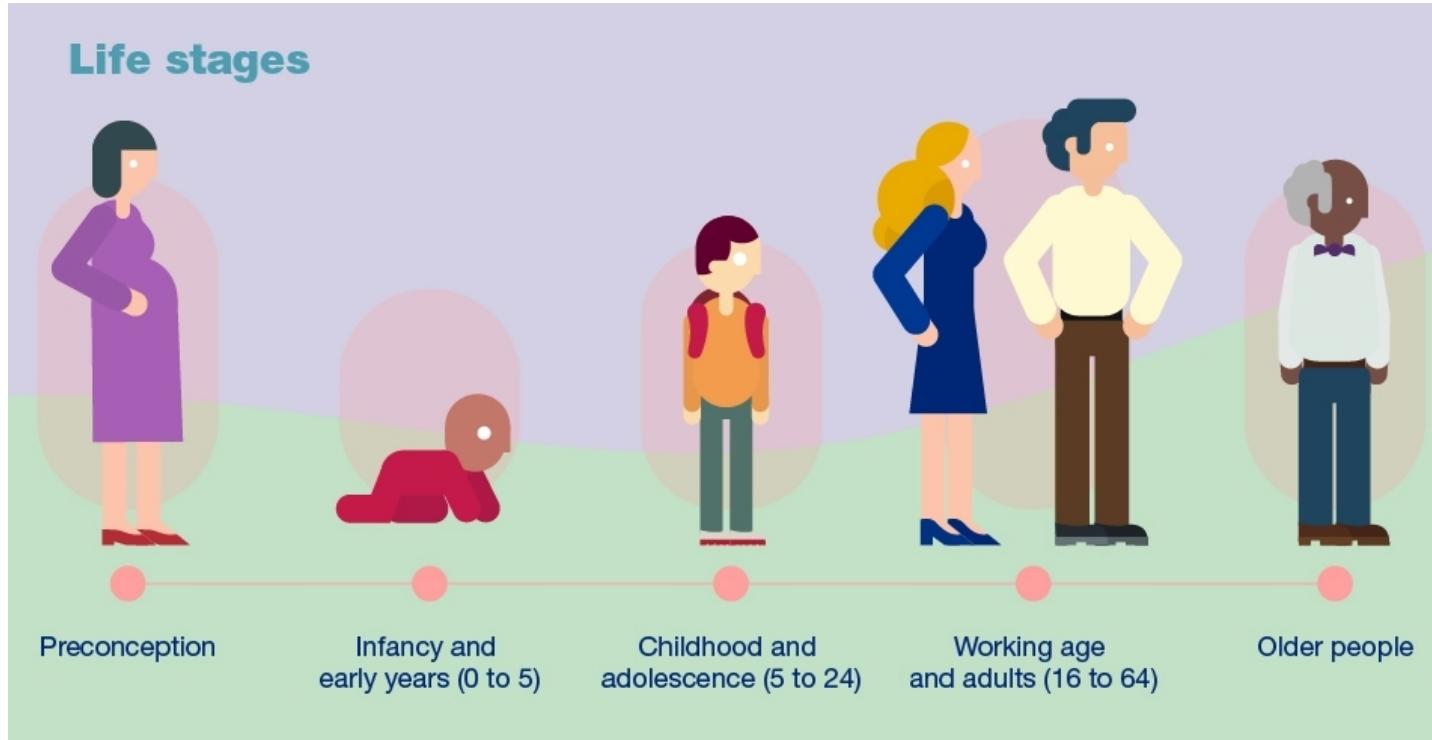


11th lowest

rate of physically active adults in England



Good food and movement shape our health at every age



- Brain development
- Strong immune systems
- Oral health
- Mental health and wellbeing
- Social connections
- Self-esteem and confidence
- Long-term health conditions

Not everyone has the same opportunities to eat well



Cost

A healthy diet costs the poorest people **50%** of their disposable income, compared to **11%** for the wealthiest.



Advertising

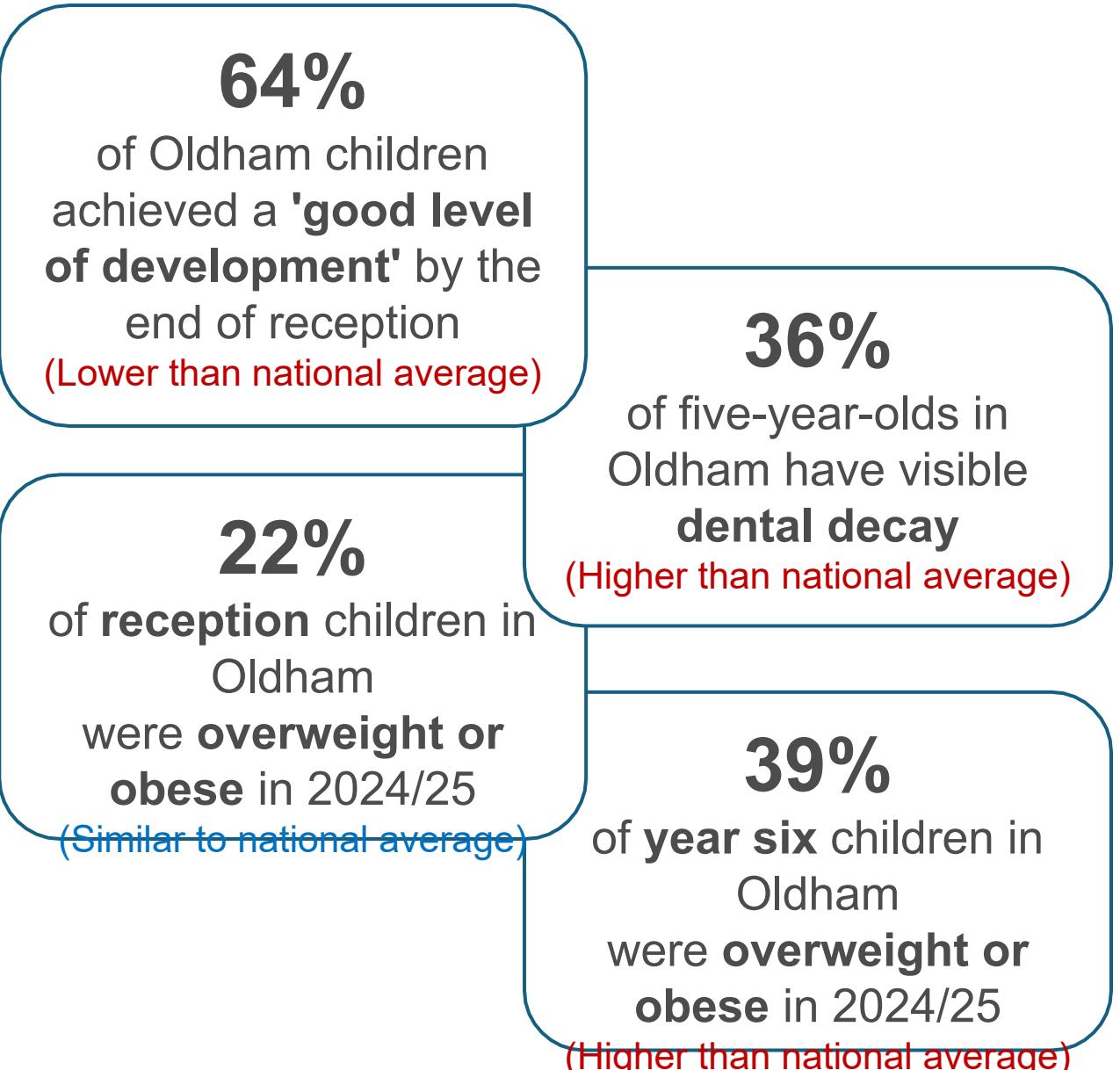
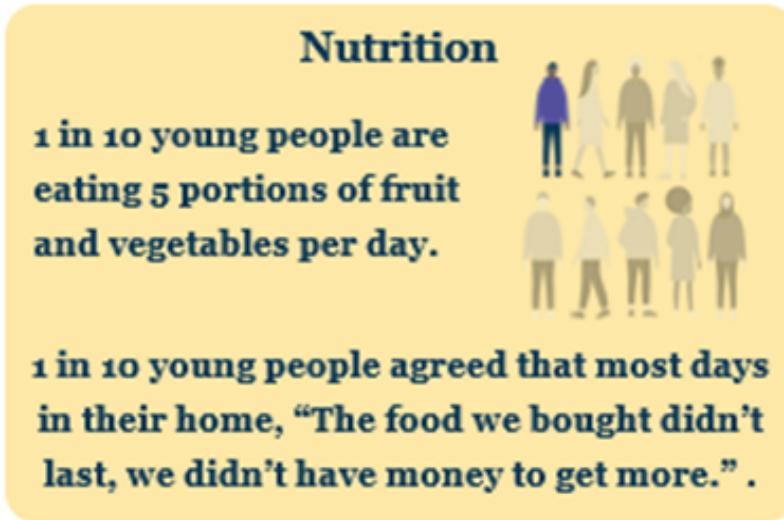
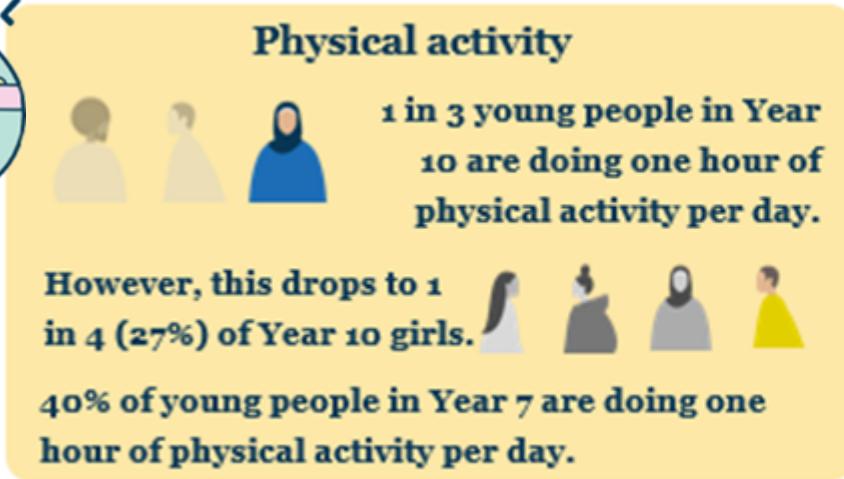
Food and soft drink advertising spend:
33% on unhealthy food and drinks, compared to **1%** on fruit and veg



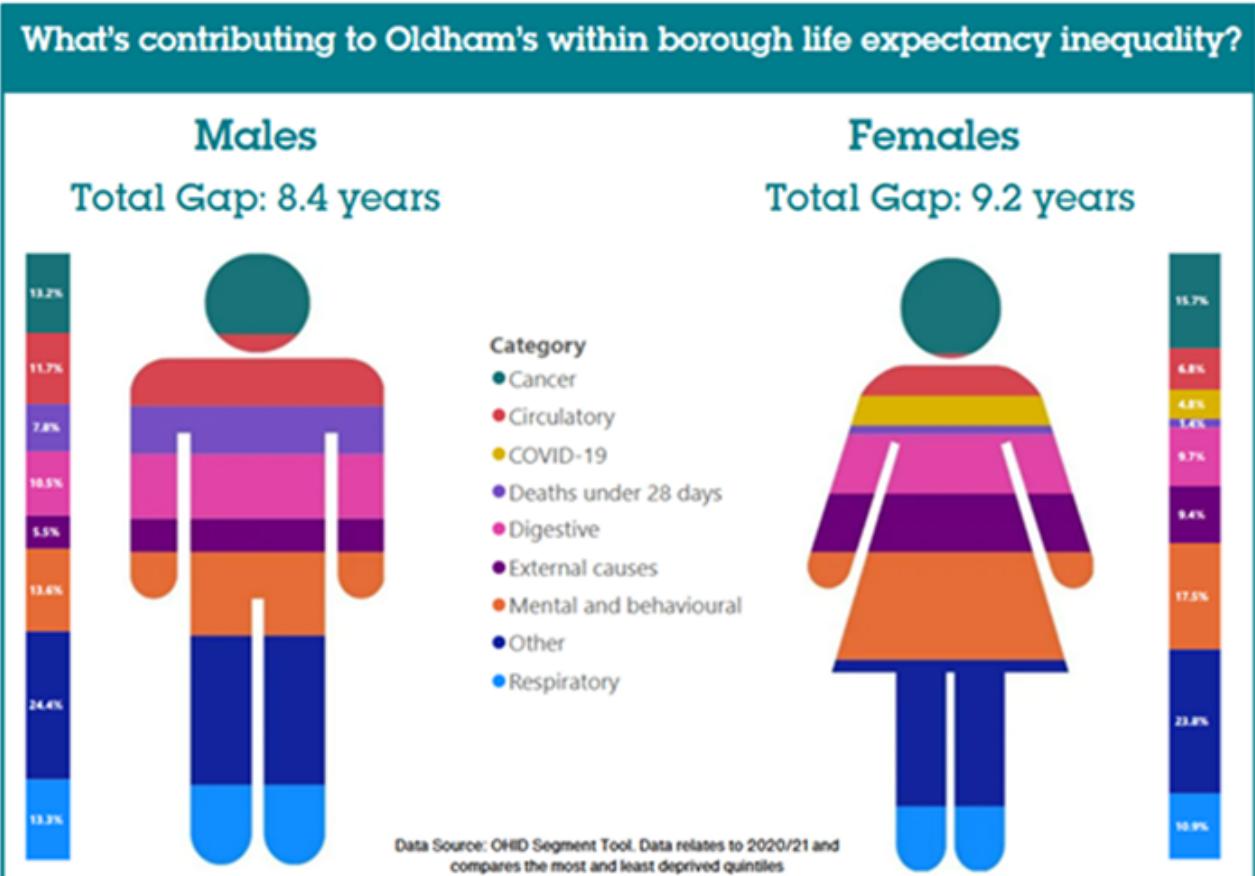
Access

England's poorest areas are fast food hotspots, with **5 times** more fast food outlets than the most affluent communities.

Why does this matter to children and young people?



Why does this matter to adults in Oldham?



8

24%

of adults in Oldham eat **five pieces of fruit or vegetables** a day
(Lower than national average)

59%

of adults in Oldham are **physically active**
(Lower than national average)

71%

of adults in Oldham were **overweight or obese** in 2023/24
(Higher than national average)

8.5%

of adults in Oldham feel **lonely** often or always

Strategic Approach

How can we create healthy lives in Oldham?



**Working across
the system**



**Partnering with
residents and
building on
strengths**



**Working
upstream &
downstream**

Creating Healthy Lives in Oldham

Community-Led

Tackling

Systems Working

Compassionate

Inequalities

Move More

Supporting residents and communities to move more in their everyday lives

Healthy Weight

Supporting residents to achieve and maintain a healthy weight

Food Environments

Working together to make healthy food and drink the easy option for everyone

Progress to date

Launch event

- December 2025
- Hosted by OMBC public health team
- Gathering of partners from across the system:
 - Shared the vision
 - Discussed opportunities and challenges
 - Began to shape priorities under each alliance
 - Call to action, commitment to partnership working
 - Captured alliance membership