



Evaluation of Thrive Plymouth Year Three

Aim: To understand the impact of year 3 of Thrive Plymouth

Thrive Plymouth is the city's ten year plan to reduce health inequalities within the city. The programme is based on the construct that 54% of deaths in the city are caused by four diseases which can be attributed to four behaviours. The programme has three approaches which aim to reduce the incidence of these diseases within the population, these are:

Population prevention is about the whole population making positive changes, big or small, to their lifestyle choices. This is because lots of people with a small risk of getting a disease can cause just as much ill health as a small number of people with a large risk. So everyone making even a small change will help Plymouth Thrive.

Common risk factor is based on the fact that one unhealthy behaviour can be the basis of many diseases, and that several of these unhealthy behaviours tend to cluster in individuals and in less affluent groups. Focusing on these common risks and how they cluster is more efficient and effective.

Context of choice acknowledges that despite an understanding of what is unhealthy, and good intentions to be healthier, change is hard to achieve.

This is because we all make choices in settings we often don't control, where the healthy choice can be harder than the unhealthy one.

Year 3 of Thrive Plymouth focused on the localisation of One You within Plymouth. One You is a national campaign to reengage middle aged people from deprivation groups C,D and E with their health. The main message of the campaign is "It's never too late to make changes which increase the chances of living a healthy in old age." Using nationally produced resources locally we aimed to encourage the target age group and deprivation group to make healthier choices. This was supported by several lifestyle apps, a media campaign and the creation of the Thrive Plymouth network. A research project should answer one or more of the following questions:

- How successful was the launch event in encouraging local organisations to focus resources on the One You campaign in Plymouth?

- How did the organisations involved in the Thrive Plymouth network engage with the One You campaign in the city?
- What activities have been carried out as a result of the Thrive Plymouth focus in year 3?
- What has been the benefit to the city of the Thrive Plymouth focus on One You?

Contact [Claire Turbutt](#) for further information.