

BMI CAN DO IT

NHS

Cambridgeshire and
Peterborough
Clinical Commissioning Group

WHAT IS IT ALL ABOUT?

BMI Can Do It is a new movement designed to encourage people in Cambridgeshire and Peterborough to eat well, sleep well and move more.

The campaign is led by Cambridgeshire and Peterborough Clinical Commissioning Group (CCG), but very much a partner effort across the local health and social care partnership. We will shape the movement through a range of projects from clinically led programmes to corporate and individual challenges. This is where we need your help.

63%

of people are
overweight or obese



We want to help people live healthier lives and reduce their risk of developing serious conditions.



WHAT CAN YOU DO?

There are lots of things you can do to be a part of this exciting new BMI Can Do It movement. Could you challenge your staff to walk 100,000 steps a week for a full month? Maybe you want to set a team challenge to cycle the length of the British coast? Or do you want your family to commit to switching their screens off at least one hour before they go to sleep?

You can also help by spreading the word of the new movement far and wide by following our social media accounts and by posting on your own channels, using the handy toolkit we've provided.

33%

greater risk of dying
from COVID-19 for those
with a BMI of over 30

Find out more at
www.bmicandoit.co.uk

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WHY NOW?

We know that people with an unhealthily high BMI are sadly at a much worse risk of suffering severe consequences if they contract COVID-19.

In addition to being at heightened risk for serious medical emergencies like strokes or heart attacks, people with a BMI over 30 are also sadly 33% more likely to die if they contract COVID-19. People with Type 2 Diabetes, a type of Diabetes that can be prevented or managed better through healthier lifestyle choices, are twice as likely to die in hospital from COVID-19 as people without Diabetes are.

28%

of adults eat their 5 a day

69%

of adults find their sleep
is frequently disturbed

50%

lower risk of Type 2
Diabetes for people who
exercise regularly

THE THREE PILLARS

The BMI Can Do It movement consists of three key pillars: Exercise, sleep, and diet. Each pillar offers residents across our region a set of services and tools to support lifestyle improvements.

- **Exercise:** This pillar includes promotion of existing programmes like Couch 2 5K and parkruns, as well as new tools and support resources.
- **Sleep:** This pillar includes mindfulness apps and services, tips to improve mental wellbeing, and advice from trained clinicians.
- **Diet:** This pillar includes signposting to health coaches and trainers, a very low-calorie diet for some people with Type 2 Diabetes, psychological support, and dietary advice for the wider public

Educating our communities and providing them with accurate and helpful information is key to each of the pillars. People know their dress size, their shoe size, and their height - their BMI should be something that comes just as naturally. The single best thing you can do for your health and for the NHS is to reduce your BMI if yours is too high - so knowing your BMI is a crucial first step.

Stay in touch

