



Creating Change In Public Health

www.PublicHealthCollaboration.org

facebook.com/PHCukorg

twitter.com/PHCukorg



A non-profit organisation dedicated to informing and implementing healthy decisions for better public health.



*Dr Trudi Deakin
Dietitian*



*Dr Aseem Malhotra
Cardiologist*



*Dr Tamsin Lewis
Psychiatrist*



*Dr Rangan Chatterjee
General Practitioner*



*Dr Jen Unwin
Clinical Psychologist*



*Dr Iain Broom
Obesity Researcher*



*Dr Ayan Panja
General Practitioner*



*Dr Kathaine Morrison
General Practitioner*



*Dr David Unwin
General Practitioner*



*Dr Joanne McCormack
General Practitioner*



*Dr Ian Lake
General Practitioner*



*Dr Kailash Chand
General Practitioner*

1. How and why the PHC was formed.

1. How the PHC harnesses the energy of the public to create change.

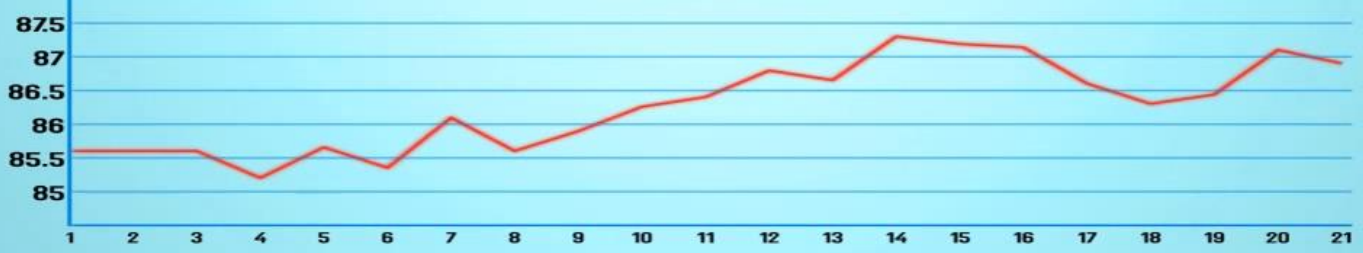
1. What does the future hold for the PHC.

1. How and why the PHC was formed.

All time | **Total: 1162038** *Up to 24 months data will be shown in All Time chart.*



1. How and why the PHC was formed.



1. How and why the PHC was formed.



Experiment 1 - Low Carb Real Food

+47,175 Calories = +6.1kg

Reality = +1.3kg / -3cm

Experiment 2 - Low Fat Fake Food

+47,238 Calories = +6.1kg

Reality = +7.1kg / +9.25cm

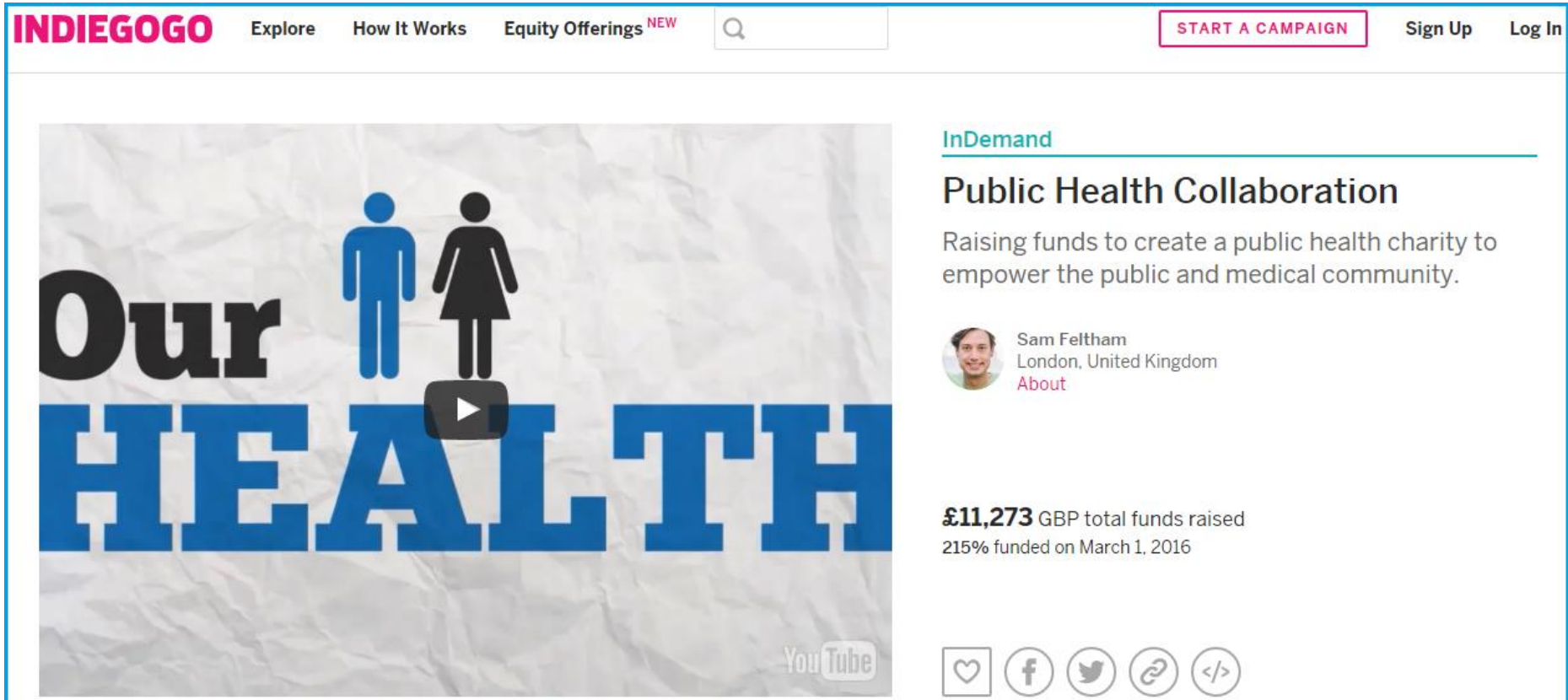


Experiment 3 - Very Low Fat Vegan

+39,969 Calories = +5.2kg

Reality = +4.7kg / +7.75cm

1. How and why the PHC was formed.



The screenshot shows the Indiegogo website interface. At the top, the Indiegogo logo is on the left, followed by navigation links: "Explore", "How It Works", and "Equity Offerings" with a "NEW" badge. A search bar is on the right. Further right are buttons for "START A CAMPAIGN", "Sign Up", and "Log In".

The main content area features a video player on the left with a thumbnail image. The thumbnail has a crumpled paper background, the text "Our HEALTH" in large blue letters, and icons of a blue male figure and a black female figure. A play button is overlaid on the video player. A "YouTube" logo is in the bottom right corner of the video player.

To the right of the video player, the campaign title "Public Health Collaboration" is displayed under the "InDemand" status. Below the title is a description: "Raising funds to create a public health charity to empower the public and medical community." The campaign is by Sam Feltham, located in London, United Kingdom, with an "About" link. The funding progress is shown as "£11,273 GBP total funds raised" and "215% funded on March 1, 2016". At the bottom right, there are social media sharing icons for heart, Facebook, Twitter, link, and code.

1. How and why the PHC was formed.

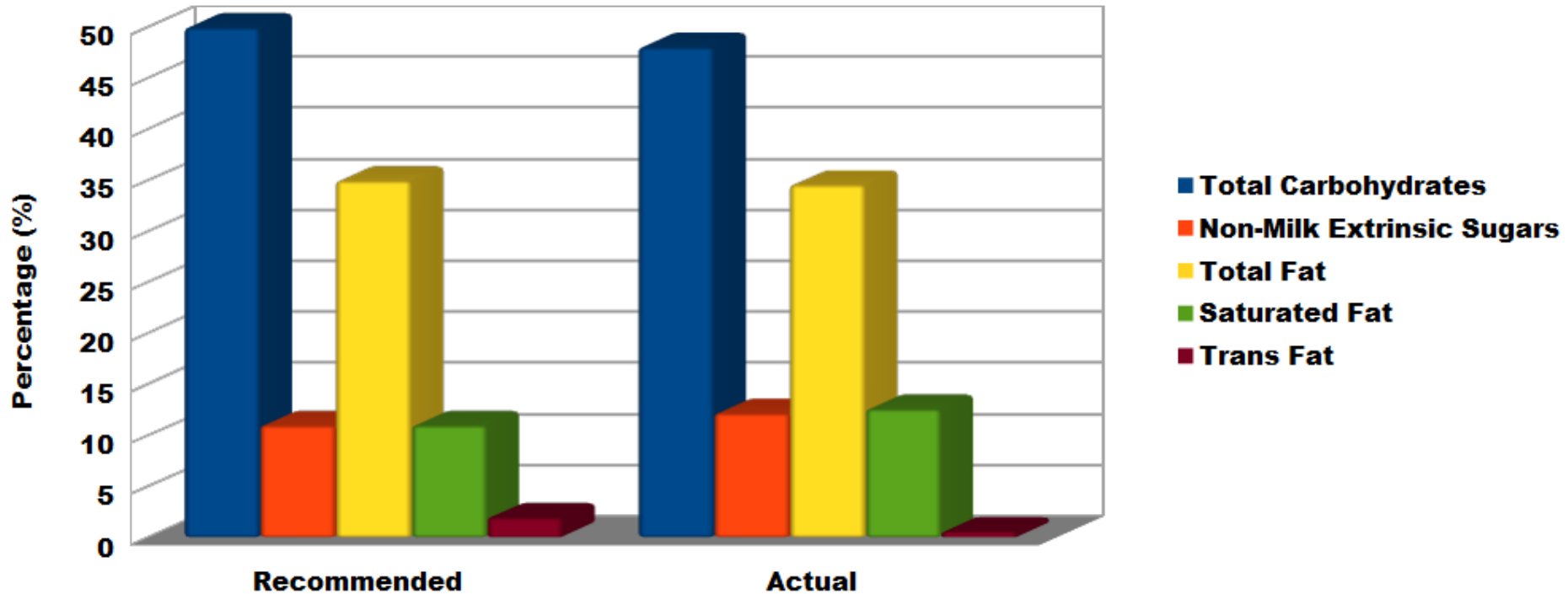


Source: Public Health England in association with the Welsh government, Food Standards Scotland and the Food Standards Agency in Northern Ireland

1. How and why the PHC was formed.

National Diet and Nutrition Survey 2014

Recommended Dietary Intakes v Actual Dietary Intakes



1. How and why the PHC was formed.

Fruit & Vegetable Intake



Recommended

Actual

Red Meat Intake



Recommended

Actual

Women's Total Calories



Recommended

Actual

Men's Total Calories



Recommended

Actual

Adult Obesity = 25%

Childhood Obesity = 12-25%

Pre-Diabetes = 35%

Type 2 Diabetes = 6%

Cost To NHS = £16 Billion Per Year

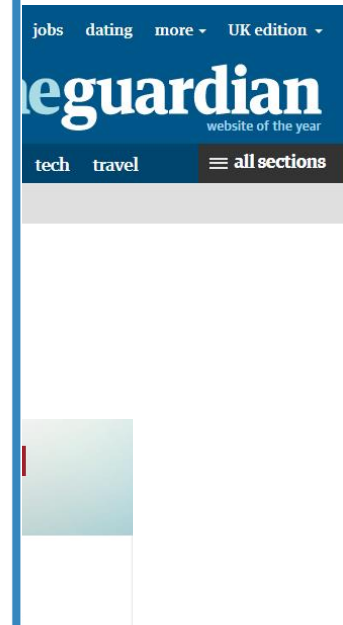
2. *How the PHC harnesses the energy of the public to create change.*



**Public Health
Collaboration**

*Healthy Eating Guidelines
& Weight Loss Advice
For The United Kingdom*

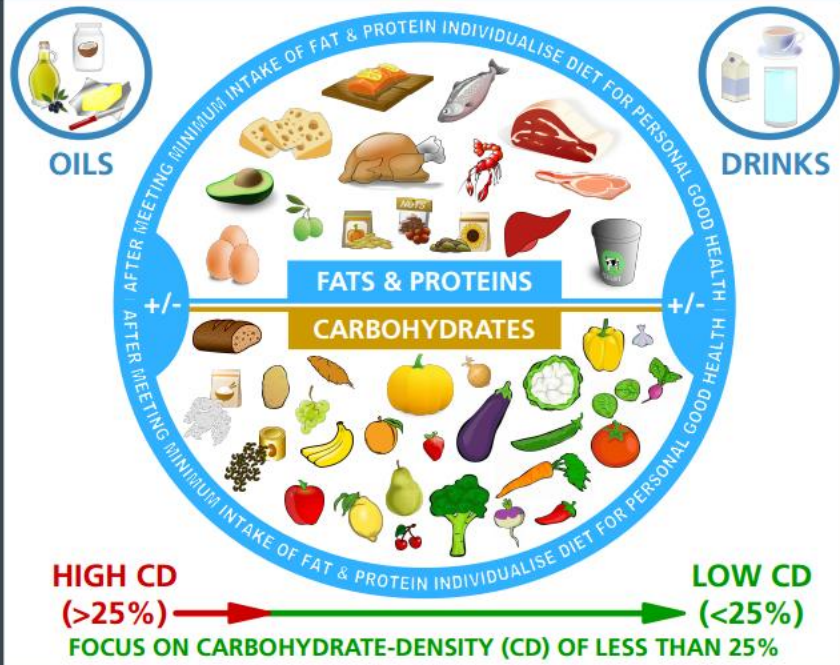
Informing & Implementing Healthy Decisions



2. How the PHC harnesses the energy of the public to create change.

THE REAL FOOD LIFESTYLE

FAT MINIMUM INTAKE = 30g PER DAY FOR WOMEN & 40g PER DAY FOR MEN

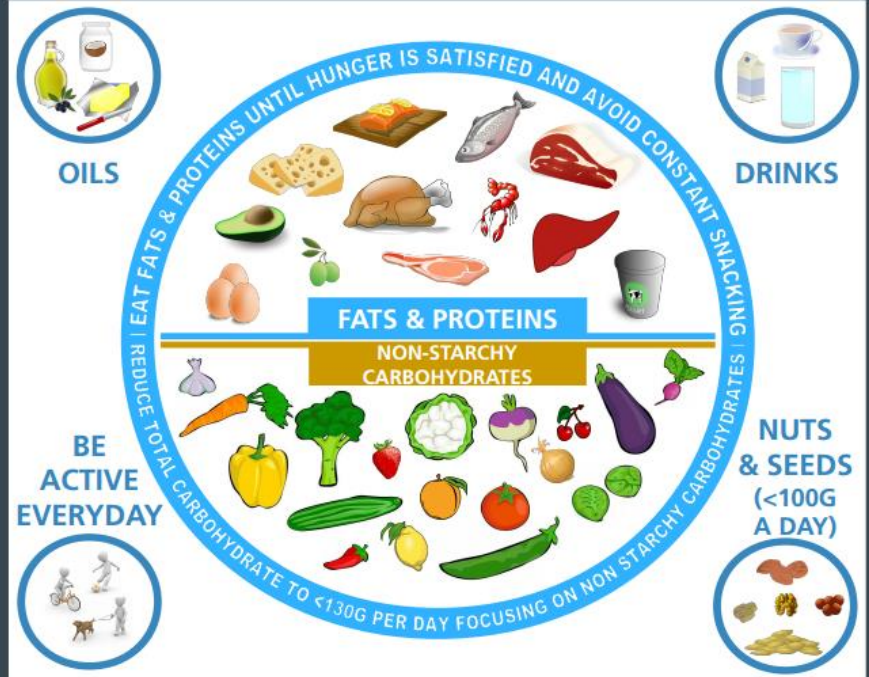


PROTEIN MINIMUM INTAKE = 1g PER 1kg OF BODYWEIGHT PER DAY

EAT REAL FOOD | AVOID FAKE FOOD | BE ACTIVE EVERYDAY

THE REAL FOOD LIFESTYLE FOR WEIGHT LOSS

CREATE A PERSONAL PURPOSE AS TO WHY YOU WANT TO LOSE WEIGHT...



...BECAUSE WITH A STRONG ENOUGH WHY YOU CAN OVERCOME ANY HOW

EAT REAL FOOD | AVOID FAKE FOOD | BE ACTIVE EVERYDAY

2. How the PHC harnesses the energy of the public to create change.



**Public Health
Collaboration**

*Healthy Eating Guidelines
& Weight Loss Advice
For The United Kingdom*

Informing & Implementing Healthy Decisions

What Do Real Food Meals Look Like?

Breakfast



Lunch



Dinner



**Public Health
Collaboration**

THE REAL FOOD LIFESTYLE

FAT MINIMUM INTAKE = 30g PER DAY FOR WOMEN & 40g PER DAY FOR MEN



HIGH CD (>25%) LOW CD (<25%)

FOCUS ON CARBOHYDRATE-DENSITY (CD) OF LESS THAN 25%

PROTEIN MINIMUM INTAKE = 1g PER 1kg OF BODYWEIGHT PER DAY

EAT REAL FOOD | AVOID FAKE FOOD | BE ACTIVE EVERYDAY

Find out more on our website
@ www.PublicHealthCollaboration.org

Carbohydrate Content Of Common Foods

LOW (0-10g per 100g)



0 —————> 10

MEDIUM (11-20g per 100g)



11 —————> 20

HIGH (20-25g per 100g)



www.PublicHealthCollaboration.org

2. *How the PHC harnesses the energy of the public to create change.*



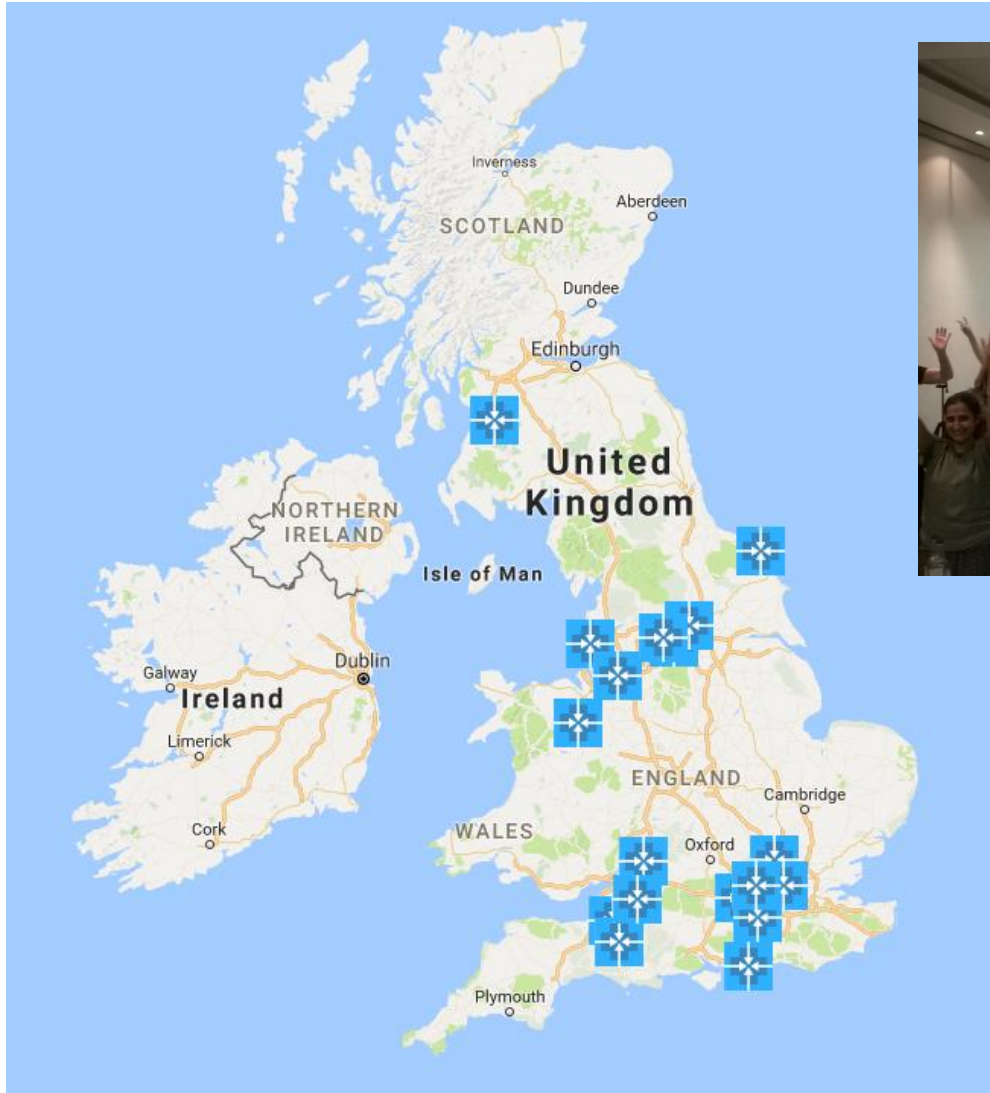
2. *How the PHC harnesses the energy of the public to create change.*



3. What does the future hold for the PHC.



3. What does the future hold for the PHC.



3. What does the future hold for the PHC.



***Public Health
Collaboration***

***Diet Advice For Diabetes
In The United Kingdom***

Informing & Implementing Healthy Decisions





$$\begin{aligned} & \mathbf{£39,409} \\ & \mathbf{X} \\ & \mathbf{9,400\ Surgeries} \\ & \mathbf{=} \\ & \mathbf{£370\ Million/Year} \end{aligned}$$

**“He who dares Rodney,
he who dares.”**

