

DRAFT

A job, a home, good health and friends

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Vision: A job, a home, good health and friends.

We pledge to:

- Put people and families at the heart of everything we do
- Tackle inequality so people have a fair chance
- Support our communities to support themselves and each other
- Invest in our economy to provide sustainable opportunities for employment, innovation and growth across the borough
- Work together and fight for a better future for Gateshead.

We aim to:

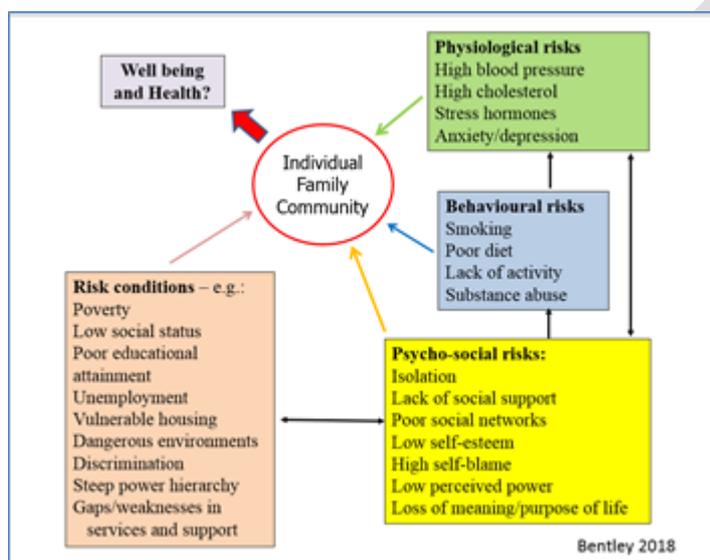
- Give every child the best start in life
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure a healthy standard of living for all
- Create and develop sustainable places and communities
- Strengthen the role and impact of ill health prevention through the integration of health and care services that are place based and bespoke to the needs of individuals.

Our approach:

To achieve our vision we need to work together, across Gateshead, with communities and cutting through the boundaries of organisations and services.

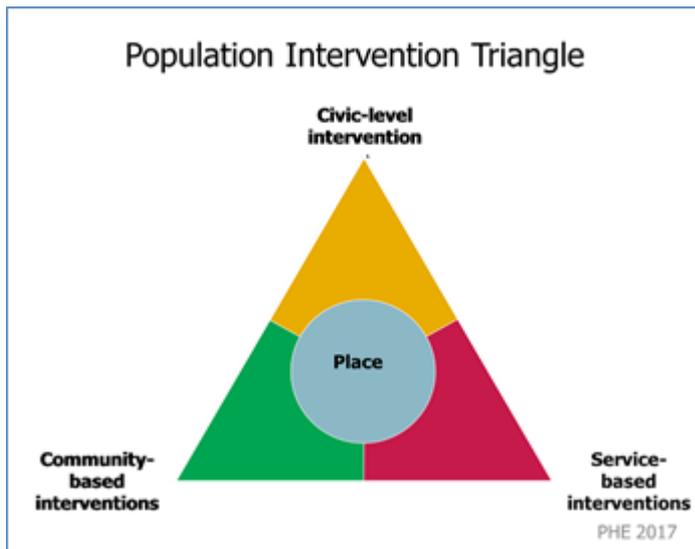
Our Health and Wellbeing Strategy is developed with, endorsed by and delivered through the **Gateshead Health and Wellbeing Board**, in partnership for the people of Gateshead.

The complexity of peoples' lives and how they thrive can only be understood and improved if we can influence the breadth of issues facing every person. Any attempt to "fix" single issues for a person may not actually address the underlying cause.



Our Health and Wellbeing Strategy recognises that to deliver improvements at a population level we will need to address this complexity as a whole system. As such, we acknowledge that interventions and approaches that are multifaceted and complementary are more likely to be successful in reducing inequalities and helping people in Gateshead thrive.

In recognising this challenge, we will develop approaches which consider and address this complexity as a whole system. We will identify interventions at a civic, community and service level; acknowledging no one part is more important than another.



Whilst we understand that interventions at each level can have some impact in isolation from others, we acknowledge that they are likely to be more effective in combination with each other. This will ensure that we deliver the most positive outcomes for all as well as ensuring our resources are targeted to benefit those in most need

Our Methodology:

Delivering on the identified aims will require action across a broad range of partners, strategies and structures. In Gateshead we appreciate that there are already active workstreams which aim to address many of the actions required for this strategy. Therefore, the purpose of this strategy is not to replace existing work but instead acknowledge, connect, streamline and enhance current activity, within and between our partner organisations. Each aim identifies the current arrangements by which actions will be delivered.

Our Current Position:

The **Gateshead Joint Strategic Needs Assessment** helps us to understand the key issues facing people in Gateshead. The ongoing challenges and emerging issues to health and wellbeing in Gateshead are presented by stage of life; Best start in life, Living well for longer and Ageing well

We know that people in Gateshead experience significant health inequalities. Inequalities “it never rains but it pours” the Director of Public Health Annual Report for 2017 focused specifically on this issue.

Two babies, born on this day in Gateshead, could have as much as a 10 year difference in life expectancy due entirely to the circumstances into which they are born.

If you look beyond Gateshead those same babies could have as much as a 15 year difference in life expectancy when compared to the most affluent area in Britain

This strategy will build on the still current strategic recommendations made in the 2017 report;

1. The Health and Wellbeing Strategy should be renewed, adopting a much longer term approach, with a strengthened vision to address inequalities. This needs to include measures to address the social determinants of health alongside prevention and early intervention at every level;
2. Partners in Gateshead should shift the focus from managing the burden of ill health to promoting actions that create the right conditions for good health through the employment of a robust Health in all Policies approach;
3. The Council and its partners should target resources to those individuals and communities most in need. Robust evaluation of reach and impact should be undertaken regularly using a Health Equity Audit approach.

Gateshead Council aims to improve the well-being and equality of opportunity for everyone living in Gateshead and recognises that health inequalities are: "*Unjust, unacceptable and avoidable*".

It is still our belief that things can and should be done to tackle these inequalities and improve the quality of life for everyone in Gateshead - starting from the day they are born.

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Give every child the best start in life.

We recognise that many children and young people in Gateshead already have circumstances which enable them to have the best start in life. However, we also understand there are some families, or communities, where additional pressures make the best start in life more difficult to achieve.

The foundation for a healthy life starts in pregnancy and extends throughout childhood. To address inequalities, we need reduce the social gradient in children's access to positive experiences in early life.

We recognise the importance of an environment that facilitates confident, resilient and positive parenting for the whole family's health and well-being. We will provide routine support to families through parenting programmes, children's centres and key worker, delivered proportionately to meet social need via outreach to families.

Evidence shows that investment in interventions that support early years development (preschool), for which there is good evidence of effectiveness, is likely to be more effective in enhancing a child's long-term outcomes than later investment.

We recognise the importance of transition points in children's lives. We will develop programmes to support these key milestones, for example, transition to school.

The action we will take:

- develop the national framework to support Gateshead as a child friendly place
- focus our efforts on facilitating confident, positive and resilient parenting, delivered in a proportionate way so those who require more of our care and support will be given priority
- reduce inequalities in early development of physical and emotional health, and cognitive, linguistic and social skills by increasing the focus of existing expenditure on early years development so that it is progressive across the social gradient
- build the resilience and well-being of young children across the social gradient
- ensure the provision of high-quality maternity services, parenting programmes, childcare and early year's education to meet the need across the social gradient

We will deliver this through:

- The Early Help Strategy
- The Local Safeguarding Children's Board
- Children and Young People's Mental Health and Emotional Wellbeing Transformation Plan 2018
- The Children's System Board
- Voice of the Child

Enable all children, young people and adults to maximise their capabilities and have control over their lives.

Without life skills and readiness for work, young people and adults will not be able to realise their full potential, to flourish and take control over their lives.

We will strive to ensure that the emotional health and wellbeing of local people is a priority. Positive emotional health increases life expectancy, improves our quality of life, increases economic participation, and positive social relationships.

We recognise that the voices of local people must guide the future of Gateshead.

The action we will take:

- focus efforts on creating the conditions for people to enjoy positive emotional health and well-being. We will consider measures across the whole population alongside specific action in various settings e.g. the workplace
- ensure that the views and opinions of local people are represented in all aspects of our work through our democratic process and asset-based community development approaches
- focus on improving our resident's educational achievement and acquisition of Skills for life

We will deliver this through:

- The Mental Health and Well-being Network
- Our approaches to community development
- Our Learning and Skills steering group
- Culture strategy

Create fair employment and good work for all

We will improve the quality of jobs and access to those jobs across the social gradient.

We will support our communities to support themselves and each other by making it easier for people who are disadvantaged in the labour market to obtain and keep work.

We will fight for a better future for Gateshead, supporting Gateshead employers to improve stress management and effective promotion of wellbeing and physical and mental health at work.

The action we will take:

- invest in our economy by developing local markets that work better for local people; a market which advances the interests of a community as a whole, creating local supply chains and working with key public, commercial and social anchor institutions to create local wealth and growth across the borough
- enable sustainable, diverse and flexible opportunities for employment, innovation and growth across the borough
- make it easier for people who are disadvantaged in the labour market to obtain, stay in and progress in work
- incentivise employers to create or adapt jobs that are suitable for lone parents, carers and people with mental and physical health problems
- we will support employers to implement guidance on stress management and effective promotion of wellbeing and physical and mental health at work
- focus on enabling our local public sector to provide apprenticeships and employment for Gateshead residents
- we will encourage local enterprise through self-employment and the development of community led, cooperative employment opportunities.
- we will review current ways of working and consider how different models of provision might better meet the needs of local communities.

We will deliver this through:

- Core Strategy and Urban Core Plan for Gateshead and Newcastle 2010-2030
- Making Spaces for Growing Places
- Rural Economic Strategy
- Culture strategy
- Local Transport Plan (North East Combined Authority)
- Gateshead Goes Local, Community Led Local Development
- Community Wealth Building?

Ensure a healthy standard of living for all.

We recognise the importance of giving people the power to make the most of their money and their lives to give people a fair chance and reduce the cliff edges faced by people moving between benefits and work. An essential part of this will be to tackle inequality so people have a fair chance, and, establishing a minimum income for healthy living for people of all ages.

The action we will take:

- commission advice, information and guidance which is place based and bespoke to the needs of individuals
- be a living wage employer
- maximise household income and improve financial capability, enabling people and families to have the best possible financial wellbeing, now and in the future
- encourage the establishment of Credit Union facilities in all our communities
- support community-based initiatives such as alternative food production, recycling of waste food (supermarket produce) encouraging community initiatives to repair and recycle appropriate goods
- advocate for vulnerable people and communities to reduce inequalities in accessing local services

We will deliver this through:

- Tackling Poverty in Gateshead Board
- Primary Care Networks
- Gateshead Strategic Partnership

Create and develop sustainable places and communities.

The environment is estimated to account for almost 20% of all deaths in Europe, the health and wellbeing of individuals is influenced by where they live. This includes their physical environment as well as the communities and social networks to which individuals belong over their life course.

The action we will take:

- develop policies to reduce the scale and impact of climate change and health inequalities using a health in all policies approach
- maximise the potential impact of our natural environment linking up green and blue spaces
- ensure that health is a core indicator in all planning considerations
- actively support measures that aim to facilitate clean air and environmental improvements, including energy efficiency
- invest in our local economy and our workforce
- prioritise action that aims to build community capital and reduce social isolation across the gradient
- support locally developed and evidence-based regeneration that removes barriers to community participation and action and reduces social isolation
- support provision of good quality, affordable housing for the residents of Gateshead
- We will provide housing choice and security of tenure across the life course.

We will deliver this through:

- Core Strategy and Urban Core Plan for Gateshead and Newcastle 2010-2030
- Making Spaces for Growing Places
- Rural Economic Strategy
- Housing Strategy
- Culture strategy
- Local Transport Plan (North East Combined Authority)
- Green Gateshead Infrastructure Plan

Strengthen the role and impact of ill health prevention through the integration of health and care services that are place based and bespoke to the needs of individuals.

We recognise that our health and care services are changing, and that demand is increasing as our population ages. This means that we must ensure that our services support everyone's needs. To do this we will involve local people in the planning of services so that they reflect local priorities and needs.

We are committed to a health and care system that measures success in terms of improved wellbeing, independence and social connectivity, not just by making savings to hospitals. We are committed to keeping people, who need complex support, living at home or near to home, so that they have the support of their family and community, if that is what the wish.

The action we will take:

- prioritise prevention of ill-health at all levels including an enhanced focus on supporting local people to stop smoking, be more active, drink in moderation and make healthy life choices.
- ensure that our health and social care services support people throughout their life, providing integrated care and support at the right time and in the right place.
- **integrate health and care with housing services responding to needs where people live**
- monitor population health as a system through shared long-term measures
- maximise the Gateshead spend across the system to deliver the best outcomes.
- design a system that recognises and facilitates effective social prescribing approaches building on the work of Our Gateshead and care navigators.
- use a Make Every Contact Count approach to empower people to connect and make positive changes to their lifestyles.

We will deliver this through:

- Gateshead Health and Care System Board
- Integrated planning, performance and commissioning plan