

TITLE OF REPORT: Health and Wellbeing Strategy development**REPORT OF: Alice Wiseman, Director of Public Health**

Summary

This report gives an update on progress in developing a new Health and Wellbeing Strategy for Gateshead and asks the view of the OSC on the proposed strategy.

Background

1. The previous strategy, “Active, Healthy and Well Gateshead”, was written in 2013 and covered the period up till 2016.
2. During 2017-18 the council and partners signed up to the strategic approach and pledges to “make Gateshead a place where everyone thrives”.
3. Health and Wellbeing Board agreed a refresh of the Gateshead Health and Wellbeing Strategy in September 2018. The approach followed has been to establish an inclusive steering group to strengthen focus on the wider determinants of health; including economic development, housing, environment and policy and supported by Cabinet Member for Health and Wellbeing and Chair of the Health and Wellbeing Board.
4. We held a conference on the Marmot 10-year review of “Fair Society, Healthy Lives” in January 2019 with over 80 attendees contributing to and helping to shape the strategy, and a follow up session for council officers, partners and councillors in July 2019 on initial thinking in developing a new strategy.

Proposals

5. The proposed vision of the new Health and Wellbeing strategy is; “A job, a home, good health and friends”. This reinforces the approach which recognises the need to address the wider determinants of health in order to reduce health inequalities. It changes the focus of previous approaches which addressed health behaviours to influence lifestyle choices.
6. The focus of the new strategy is based upon the aims taken from the Marmot work “Fair Society, Healthy Lives” focusing on health inequalities. This builds on the issues identified from the 2017 DPH annual report – “Inequalities: it never rains but it pours”.

7. We are proposing to adopt the 6 aims from the Marmot report (2010) as the core of our new strategy;
 - Give every child the best start in life, with a focus on the first 3 years of a child's life;
 - Enable all children, young people and adults to maximise their capabilities and have control over their lives;
 - Create the conditions for fair employment and good work for all;
 - Ensure a healthy standard of living for all;
 - Create and develop sustainable places and communities; and
 - Strengthen the role and impact of ill health prevention.
8. A series of engagement events to raise awareness of and seek contributions to the development of the new strategy is currently taking place, involving councillors, partners and residents. This includes discussion at all of the OSCs scheduled for November and December.
9. A powerpoint presentation will be provided for OSC members which will outline the draft Health and Wellbeing Strategy.

Issues for the Committee to consider

10. When considering the powerpoint presentation the Committee is asked to consider and give its views on the following:-
 - Do you agree with our vision?
 - Are the areas of focus the right ones?
 - What are the gaps?
 - What would success look like in Gateshead?
 - Any further issues to consider?

Recommendations

11. The views of the OSC are sought on the proposed strategy.