
Good jobs, homes, health and friends

*'Why treat people and send them back
to the conditions that made them sick?'*¹

¹ Marmot M. (2015) *The Health Gap: The Challenge of an Unequal World*. London: Bloomsbury Publishing

Contents

Foreword by the Leader of the Council.....	3
Our Vision.....	5
Our Current Position:	6
Our Approach:.....	7
Our Methodology:.....	9
We aim to:	10
Give every child the best start in life, with a focus on the first 3 years	12
Enable all children, young people and adults to maximise their capabilities and have control over their lives.....	14
Create the conditions for fair employment and good work for all	15
Ensure a healthy standard of living for all, in accordance with international law on economic and social rights.....	17
Create and develop sustainable places and communities.....	18
Strengthen the role and impact of ill health prevention	20

DRAFT

Foreword by the Leader of the Council

Reducing health and social inequalities is not just a matter of fairness and social justice. Inequalities are bad for everyone in society – even those in high social positions. Health and social problems are more common in unequal countries; civic participation decreases, household debt rises, and child well-being is worse².

It is morally unacceptable that there is a direct link between lower social position and poorer health. In line with other parts of the UK, over recent years, inequalities have been widening in Gateshead. Those in the poorest areas will live in ill-health for up to 15 years longer and die up to 10 years earlier than their neighbours in more affluent parts of the borough³.

In our economically advanced society, rising inequalities suggest that the right policies are not in place to make use of all available resources to guarantee a decent standard of living for everyone. In Gateshead, one in five children live in poverty, over 6,500 people rely on foodbanks, and over 3,000 people need support and advice to prevent or deal with homelessness and vulnerable housing. We know from our local research that Universal Credit (welfare reform) is pushing local people into debt⁴.

The country has had over ten years of austerity which has seen public sector funding continually reduced by central government – we have lost nearly half of our previous funding, the equivalent of £900 less to spend per year on every household in Gateshead. Austerity has resulted in a significantly reduced universal and preventative offer which, combined with a growth in older population and the local impact of welfare reform, has produced an increase in demand for more expensive crisis services.

This combination of austerity and escalating need has meant it has become ever more difficult for all services to respond with the help and support people require. Closing the inequality gap is a big challenge and will need us to look beyond ill health treatment and social care services so that their causes, which are rooted in the wider social issues we face as a community, can be dealt with.

Put simply, the most effective way of ensuring people have the best chance of thriving, and living an enjoyable life in good health, is to make sure they have a good start in life, a good education, a warm and loving home, access to good quality work and enough income to meet their needs. Because we understand that reducing health inequalities is about good quality jobs for local people, decent housing and community cohesion, it follows that we also acknowledge the central role that communities themselves must play. The positive impact of these wider approaches has been understood for many years, but not enough progress has been made and now is the time to change that.

² Pickett, K. and Wilkinson, R. (2018) *The Inner Level*. Penguin Books

³ Office for National Statistics, *Life Expectancy (2015-17) and Healthy Life Expectancy (2009-13)*

⁴ Cheetham et al. (2019) *BMJ Open* <https://bmjopen.bmj.com/content/9/7/e029611>

In addition, a new challenge has emerged in the form of climate change caused by the greenhouse effect which prevents heat escaping into the atmosphere and leads to global warming. There is now widespread acceptance that human activity is responsible for negatively changing the environment in which we are seeking to improve health and reduce inequalities. Urgent action is required, and Gateshead needs to lead by example. That is why on the 23 May 2019 Gateshead Council declared a climate emergency and why this strategy is different from the ones we have produced in the past, incorporating vital action on climate change. Some of the behaviour change necessary to address poverty and climate change is of equal importance to our health and wellbeing, for example, active and more sustainable travel, buying and growing locally, tackling fuel poverty. Our strategies on these important issues will work together to make the necessary change for the future and protect the wellbeing of our communities.

Delivering this strategy will require a different approach based on fairness, human rights, justice, relationships and trust that will facilitate the circumstances that enable people to have the best opportunities in life. It will need us to focus our community development expertise to galvanise both the power and commitment of individuals, supporting communities to take greater control over what happens in their neighbourhoods, creating relationships, improving confidence and encouraging a greater sense of belonging.

This foundation is where our 'Gateshead Thrive' approach originated, and it has been critical to develop a Health and Wellbeing Strategy that supports the delivery of this ambition.

We want this strategy to set out where we need to focus our attention to reduce levels of inequality through altering the circumstances that lead to inequality. We want to prevent the ongoing cycle of disadvantage for future generations. As Sir Michael Marmot says; *'Why treat people and send them back to the conditions that made them sick?'*

This strategy is not going to be easy to deliver. It will require close collaboration between public sector organisations, the communities themselves, the voluntary sector and local business. It needs to be driven by place-based approaches that are directed and influenced by our communities.

We live in one of the wealthiest countries on earth. Everyone should have the means to ensure a decent standard of living for themselves and their loved ones. Within our powers, we are determined to change that to make social rights real in Gateshead. We should not, and will not, accept anything less.

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. We know this will be challenging because it is complex, and it is not something that will be completed in one, five or even ten years. But if we all work together on this, fighting for a better future, we believe that Gateshead can be a place where everyone thrives.

Cllr Martin Gannon

Our Vision for Health and Wellbeing in Gateshead:

Good jobs, homes, health and friends

Our strategic approach, Making Gateshead a place where everyone thrives, commits us to these pledges.

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 want Gateshead to be a place where everyone thrives.

Our Current Position:

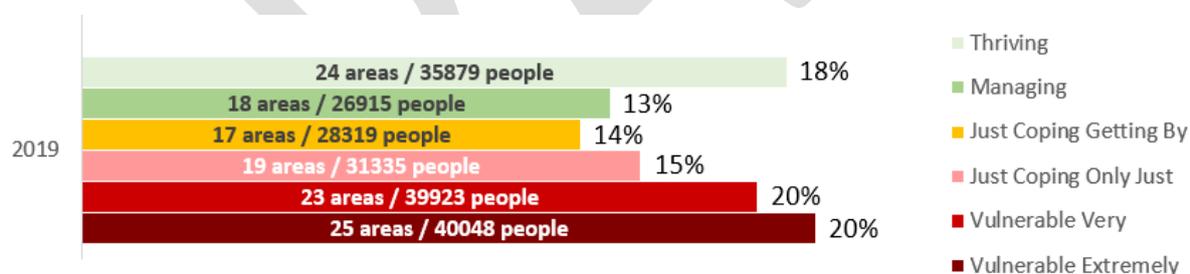
Our [Gateshead Joint Strategic Needs Assessment](#) helps us to understand the key issues facing people in Gateshead. The ongoing challenges, and emerging issues, for health and wellbeing in Gateshead are set out by stage of life; Best start in life, Living well for longer and Ageing well.

We know that people in Gateshead experience significant health inequalities. The [Director of Public Health Annual Report 2017-18](#) “Inequalities – ‘it never rains but it pours’”, 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

To help us know our communities better, so we can most effectively target our resources, we have developed a set of categories. To do this we use a number of indicators from our Local Index of Need (LoN) to identify geographically where our most vulnerable communities within Gateshead are.



From this we know that, during 2019, 40% were in vulnerable, or very vulnerable, situations with a further 29% just coping.

We want to change this, to make Gateshead a place where fewer people need direct support and more people are thriving.

We want to help our communities not just survive, but to flourish, prosper and succeed. We are working differently, with partners, to achieve the right outcome for those people and families who require more care and support.

We have reviewed available evidence on the most effective way to achieve our ambitions. In response to our review, we have adopted the six policy objectives set

out in the '*Marmot Review: Fair Society, Healthy Lives*' (2010)⁵, as a framework to help deliver our vision of making Gateshead a place where everyone thrives. The policy objectives are:

- A. Give every child the best start in life
- B. Enable all children, young people and adults to maximise their capabilities and have control over their lives
- C. Create fair employment and good work for all
- D. Ensure a healthy standard of living for all
- E. Create and develop healthy and sustainable places and communities
- F. Strengthen the role and impact of ill health prevention.

Our Approach:

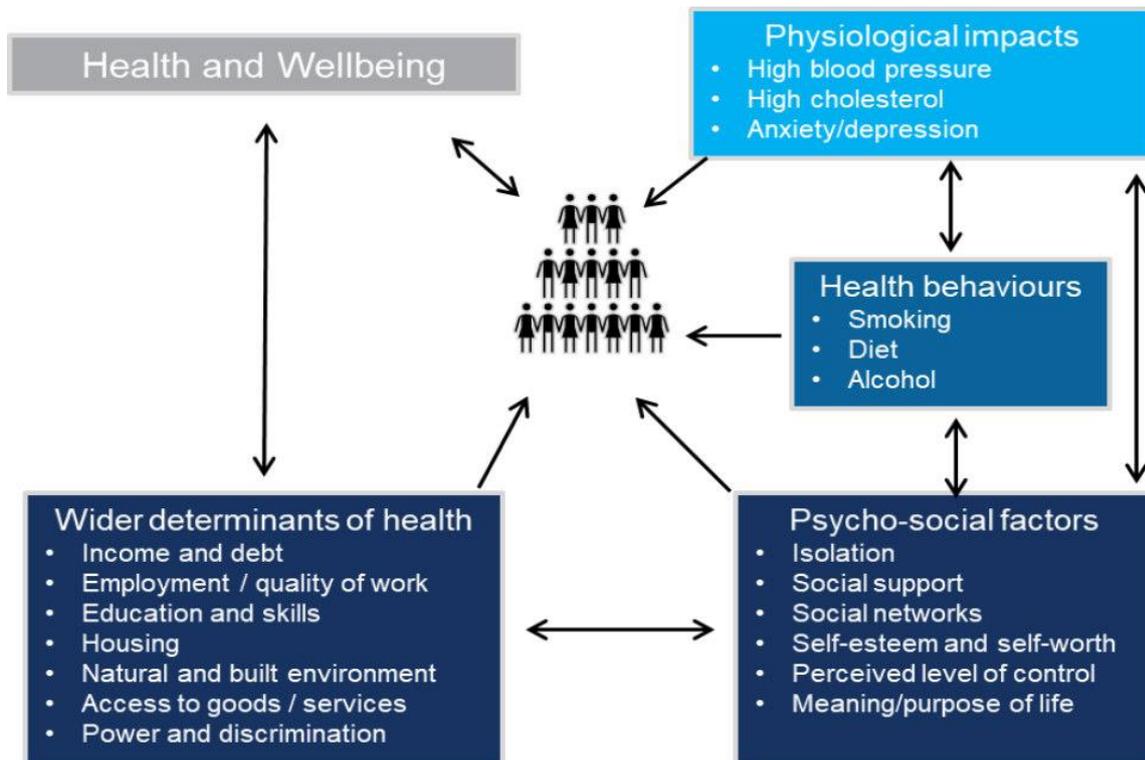
To achieve our vision for health and wellbeing, we recognise the importance of working together, across Gateshead, with communities, breaking down the boundaries of different organisations and services.

Our Health and Wellbeing Strategy has been developed with, and endorsed by, our strategic partners in Gateshead. It will be delivered through the different partner organisations that make up the [Gateshead Health and Wellbeing Board](#), on behalf of the people of Gateshead.

The underlying factors that govern our health and well-being are numerous, inter-related, and complex. They have their roots in the social, environmental and economic circumstances into which we are born and grow. We call these the wider determinants of health. To effectively reduce health inequalities, it is important to analyse these underlying causes to establish a clear picture of the problem so we can see the opportunities for action that will help people thrive.

The diagram below aims to demonstrate the complexity of the issues which cause ill-health and allow inequalities to develop. While simplified, it shows the different factors that impact our health, where they originate, and how they interact, multiply, and reinforce each other, both in sequence and at the same time. At the centre of this are people and the communities in which they live. When viewed through this lens we can see that acting on single factors in isolation is likely to provide a partial and incomplete response to the situation. Rather than acting on individual issues we recognise the need for an approach which nurtures communities and promotes the assets of individuals - a place-based solution.

⁵ Marmot, M (2010) Available at: <http://www.instituteofhealthequity.org/resources-reports/fair-society-healthy-lives-the-marmot-review>

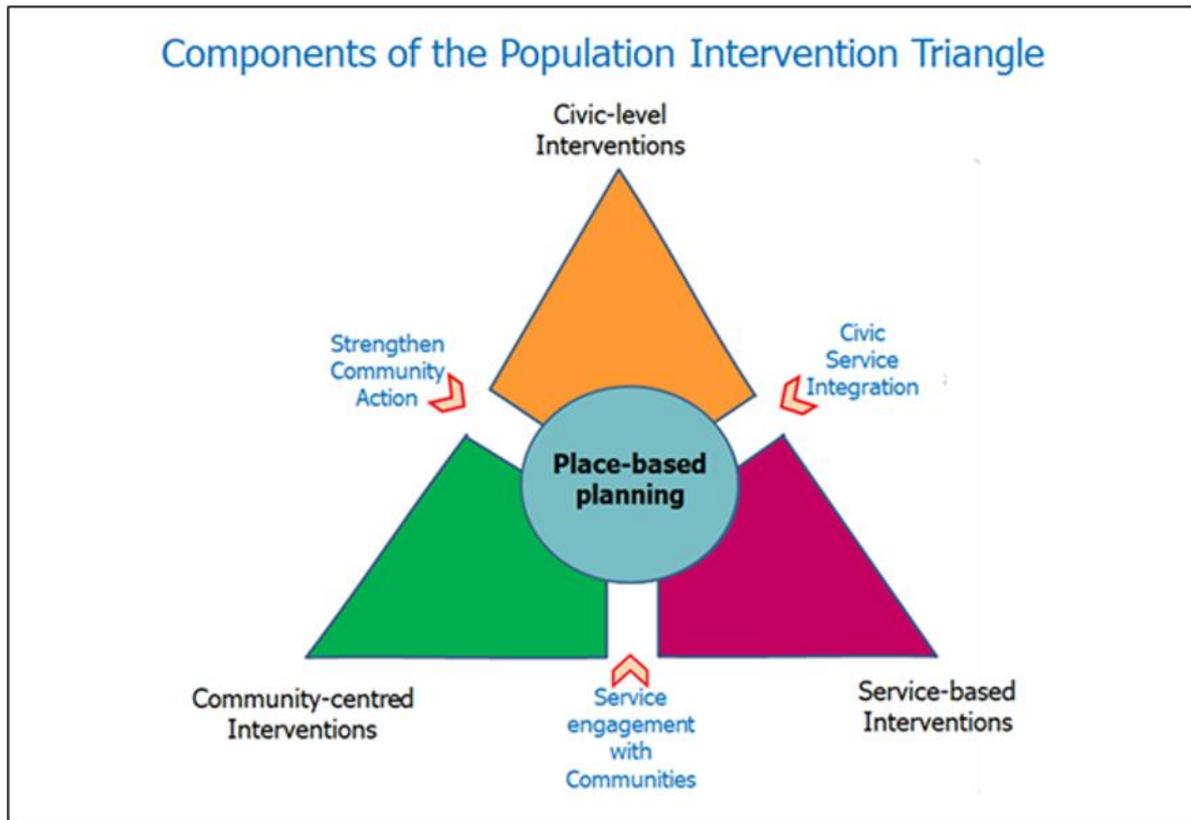


Our Health and Wellbeing Strategy recognises that to deliver improvements at a population level we will need comprehensive action across the whole system of community, civic, and service interventions. We accept that approaches which are multifaceted and complementary are more likely to be successful in reducing inequalities and helping people in Gateshead thrive.

We will develop methods which consider and address this complexity as a whole system. The Population Intervention Triangle below illustrates how the different elements required for a joined-up approach to treating a place fit together:

- Civic led interventions refer to the wide range of local authority functions
- Service-based interventions refer to the range of public services, for example the NHS
- Community centred interventions recognise the vital contribution that the community themselves make to health and wellbeing.

While each element makes an important contribution, when isolated from each other the impact is not as great as it could be. No one part is more important than any other, but the ambition must be to effectively combine these parts into a coordinated, multifaceted whole through place-based planning.



We will use our Local Index of Need (LION) alongside conversations with local communities and professionals working with those communities, to help us understand the relative needs of different places and people. This will support us in identifying and developing appropriate interventions and where they would be best targeted within local communities.

In addition to geographically defined communities we will also consider the needs of communities of interest and develop approaches which tackle health inequalities for these groups.

Our Methodology:

We aim to deliver the most positive outcomes for everyone, but we will focus our resources to benefit those in the most need – this will mean doing different things in different places.

Delivering on the identified aims require action across a much broader range of partners, strategies and structures than previous strategies considered. In Gateshead, we recognise that there are already active workstreams which aim to address many of the actions required for this strategy. 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 and our

communities. Each aim identifies the current arrangements by which actions are being delivered.

The **outcomes** we aim to achieve, through the implementation of this strategy, are set out below:

We aim to:

- **Give every child the best start in life (with a focus on the first 3 years of a child's life)**
 - In all cases, the circumstances which result in adverse childhood experiences are prevented
 - All parents can access support, proportionate to their needs, so they can be the best parents they can
 - All children start school ready to learn
 - In all cases, permanent school exclusions are prevented
- **Enable all children, young people and adults to maximise their capabilities and have control over their lives**
 - All young people are resilient, with good physical and mental health and wellbeing
 - All young people are ready and appropriately skilled for the workplace
 - Gateshead is a positive environment in which everyone's mental health and wellbeing can flourish
 - Everyone is able to be an active part of their community
 - Domestic abuse is prevented
- **Create the conditions for fair employment and good work for all**
 - All working age residents have access to good quality, sustainable work with decent pay and conditions
 - All people in low paid, low skilled jobs have opportunities to improve their skills base so they can more easily achieve personal progression and attain an improved standard of living
- **Ensure a healthy standard of living for all, in accordance with [international law on economic and social rights](#)**
 - All working age residents receive a living wage that considers the true cost of healthy living
 - All individuals in need are equipped to ask for help, and are supported to do so, where appropriate
 - Individuals and families are supported to have the best possible financial wellbeing, to access debt and social welfare advice, to maximise household income and improve financial management skills
 - Affordable childcare is accessible to those who need it
- **Create and develop sustainable places and communities**
 - Local communities and social networks are strong

- All residents know about, and can easily access, the activities and support available in their local area
 - Connections are specifically improved for vulnerable groups most at risk of poor health, with local activities and sources of support
 - All residents have access to a good quality, affordable home
 - All residents live in a warm, energy efficient home
 - All communities have access to good quality green space
 - Gateshead has clean air with low levels of pollution, comparable with the very best in the country
 - Gateshead has low levels of crime and anti-social behaviour, comparable with the very best in the country
 - Gateshead is carbon neutral by 2030
- **Strengthen the role and impact of ill health prevention**
 - All preventable ill-health in Gateshead is reduced at a rate that will see us ending the gap caused by inequalities within the borough
 - No one will be homeless, or living in accommodation that does not provide a safe and healthy environment
 - All residents will be able to access flexible health and care support when and where they need it

We recognise that many of these outcomes are enormously ambitious. However, we feel passionately that all Gateshead residents deserve to live in conditions that facilitate good health and wellbeing.

Delivery of these outcomes will improve health and wellbeing and ultimately expedite the achievement of our strategic approach to make Gateshead a place where everyone can thrive.

Give every child the best start in life, with a focus on the first 3 years

We know 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 to reduce the differences in children's access to positive experiences in early life and eradicate adverse childhood experiences.

We recognise the importance of an environment that makes confident, resilient and positive parenting for the whole family's health and wellbeing possible.

We will provide universal support to families through midwifery, health visiting, school nursing and education in addition to more targeted support (e.g. parenting programmes, children's centres and early help key workers). We will deliver targeted support proportionately to meet health and social needs of different families.

We know that investing in interventions early on that support preschool development, is the most effective way of enhancing a child's long-term outcomes.

We also recognise the importance of transition points in children's lives. We will develop programmes to support key milestones, for example, the first 1001 critical days and transition to primary school and between primary and secondary school.

The action we will take.

We will:

- focus our efforts on supporting confident, positive and resilient parenting, delivered in a proportionate way so those who require more of our care and support will be given the most attention
- 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
- build the resilience and wellbeing of young children from all backgrounds
- make sure maternity services, parenting programmes, childcare and early year's education are of high quality and meet the needs of all different groups
- support our schools to deliver an effective curriculum that addresses the skills required for later life in an environment that's conducive to emotional well-being
- develop a framework to support Gateshead as a child friendly place

We will deliver this through:

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

DRAFT

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 develop and take control over their lives.

We will strive to make sure 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, improves educational attainment and facilitates positive social relationships.

We will make sure that all local people can contribute to and engage with the future of Gateshead.

The action we will take.

We will:

- 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, schools and opportunities for volunteering and social action
- prioritise our resources towards those groups and communities who are most in need
- 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 residents' achievement in education and skills for life
- prioritise preventing and reducing the scale and impact of domestic abuse

We will deliver this through:

- The Mental Health and Well-being Network
- Our approaches to community development and democratic engagement
- Our Learning and Skills steering group
- Culture Strategy
- North East Strategic Economic Plan
- Relationships with local VCSE organisations and through Connected Voice

Create the conditions for fair employment and good work for all

We will help to improve both the quality of jobs and access to those jobs, for local people from different backgrounds.

We will help our communities to support themselves and each other by focusing on people who are disadvantaged in the labour market to get into, stay and progress in work.

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

The action we will take.

We will:

- help to create the conditions for local wealth and economic growth across Gateshead by creating local supply chains, using our assets effectively, supporting the interests of local communities and working with other public, private and voluntary organisations
- encourage local enterprise through self-employment and the development of community led, cooperative employment opportunities
- support sustainable, diverse and flexible opportunities for employment, innovation and growth across the borough
- support people who are disadvantaged in the labour market to obtain, sustain and progress in work
- encourage volunteering and social action as a positive pathway to work
- encourage employers to create or adapt jobs for lone parents, carers, and people with mental and physical health conditions so that everybody can lead fulfilling working lives
- promote flexible working patterns that enable people to balance employment with commitments that support the wellbeing of individuals, their families and communities
- support employers to make use of guidance on stress management and effective promotion of physical and mental health and wellbeing at work
- support our local public sector to provide apprenticeships and employment for Gateshead residents
- review current ways of working and consider how different models of provision might better meet the employment needs of local communities

We will deliver this through:

- Gateshead's Local Plan; The Core Strategy and Urban Core Plan, Making Spaces for Growing Places, and supporting SPDs

- Culture strategy
- North East Joint Transport Plan
- Gateshead Goes Local, Community Led Local Development
- Community Wealth Building
- North East Strategic Economic Plan
- Relationships with local VCSE organisations and through Connected Voice

DRAFT

Ensure a healthy standard of living for all, in accordance with international law on economic and social rights

Like most other countries around us, the UK has voluntarily subscribed to [international legal standards](#) that declare that everyone is entitled to an adequate standard of living, including healthy food and decent housing.

We know how important it is to give people the power to make the most of their money and their lives, to give people a fair chance and reduce the stress faced by people moving between social security entitlements and work. An essential part of this is to tackle inequality so people of all ages have a fair chance and receive an income sufficient for healthy living.

The action we will take:

We will:

- commission and provide advice, information and guidance which is local to, and meets the needs of, individuals
- promote the real living wage and agile and flexible working across Gateshead employers
- maximise household income and improve financial skills, supporting 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 and plural forms of ownership that aim to ensure a more sustainable community approach to living such as alternative food production and co-operatives, recycling of waste food (supermarket produce) encouraging community interest companies and initiatives to do things like repairing and recycling appropriate goods
- act as an advocate for vulnerable people and communities to reduce differences in access to local services
- implement the socio-economic duty (Section 1 of the Equality Act 2010) as a matter of good practice learning from the [examples in other local authorities](#) and the [Fairer Scotland Duty](#).

We will deliver this through:

- Tackling Poverty in Gateshead Board
- Gateshead Strategic Partners
- Community wealth building
- North East Strategic Economic Plan
- VCSE networks including Connected Voice

Create and develop sustainable places and communities

The environment, 'our place', is a major determinant of health, thought to account for almost 20% of all deaths in Europe⁶. Our health and wellbeing is influenced by where we live and the home we live in. This includes our physical environment as well as the communities and social networks to which we belong during our life. Our vision is that by 2030 Gateshead will be a more prosperous, attractive and sustainable place to live with improved quality of life and thriving communities.

The action we will take:

We will:

- develop policies, with health impact assessment embedded, to reduce the scale and impact of climate change and health inequalities
- support the development of good quality community activities and services for all residents of Gateshead
- collaborate in the promotion of community cohesion and the prevention of crime and anti-social behaviour
- maximise the positive impact of our natural environment by making our countryside and natural resources accessible for all
- ensure that health is a key factor in all planning considerations
- actively support measures that deliver clean air and environmental improvements, including energy efficiency to ensure Gateshead is carbon neutral by 2030
- prioritise actions that remove barriers to community participation, support people to be involved in local regeneration and reduce social isolation
- ensure provision of the right number, type, quality and affordability of homes, to meets the current and future needs of all residents
- provide housing choice and promote security of tenure throughout people's lives
- improve the quality, condition and management of housing across Gateshead
- make Gateshead accessible to all, achieving a shift to more sustainable forms of travel

We will deliver this through:

- Gateshead's Local Plan; the Core Strategy and Urban Core Plan, Making Spaces for Growing Places, and supporting SPD's
- Gateshead Community Safety Partnership
- Economic Strategies

⁶ <http://www.euro.who.int/en/health-topics/environment-and-health>

- Housing Strategy
- Culture strategy
- North East Joint Transport Plan
- Gateshead Green Infrastructure Plan
- Future Space Gateshead
- Gateshead Housing Company
- Relationships with local VCSE organisations and through Connected Voice

DRAFT

Strengthen the role and impact of ill health prevention

We know that our health and care services are changing, and demand is increasing as our population gets older and technology advances. This means that we must ensure that our services support everyone's needs. To do this we will involve local communities and the voluntary and community sector in the planning of services so that they reflect local priorities and needs. We will integrate our health and care services whilst ensuring they are placed based and bespoke to the needs of individuals.

We are committed to a health and care system that measures success in terms of improved wellbeing, independence and social connections. We will strive to move existing resources away from expensive acute care provision, to enable us to reinvest in prevention and early intervention measures. We are committed to keeping people, who need complex support, living at, or near, home, so that they have the support of their family and community, if that is what they wish.

The action we will take:

We will:

- prioritise prevention of ill-health and high cost intervention at all levels and focus our support to local people; to sustain tenancies, stop smoking, be more active, drink in moderation and adopt health promoting lifestyles
- make sure that our health, social care and housing services support people throughout their life, providing integrated care and support at the right time and in the right place
- recognise the crucial role of local VCSE organisations in ill health prevention, and include them in planning and delivery processes
- ensure funding is targeted to local, prevention focused activities rather than dealing with problem after they happen
- integrate how we plan and make decisions for health, social care and housing
- integrate the provision of health and care with housing services to respond to needs where people live
- prevent homelessness and better understand its root causes and how we address them
- ensure that no-one lives in accommodation that does not provide a safe and healthy environment
- monitor the health of people in Gateshead together with our partners through shared long-term measures
- reduce the scale and impact of substance misuse
- design how we work, and what we do, together across Gateshead, to recognise and facilitate effective social prescribing approaches
- adopt a system-wide Make Every Contact Count approach to help people to make positive changes to their lifestyles

We will deliver this through:

- Gateshead Health and Care System Board
- Integrated planning, performance and commissioning plan
- Public service reform
- Gateshead Housing Company
- Homelessness and Rough Sleeping strategy embedded within the Housing Strategy
- Relationships with local VCSE organisations and through Connected Voice
- Gateshead Smokefree Alliance
- Gateshead Healthy Weight Alliance

DRAFT