Gateshead Council

REPORT TO CABINET
25 February 2020

TITLE OF REPORT: **Gateshead Health and Wellbeing Strategy 2020**

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

Purpose of the Report

1. To ask Cabinet to agree the new Health and Wellbeing Strategy for Gateshead '**Good jobs, homes, health and friends'** and to recommend that Council adopt the Strategy as part of its policy framework. The strategy development has been led by the Health and Wellbeing Board in collaboration with a broader range of stakeholders with responsibility for the wider determinants of health.

Background

2. The Health and Social Care Act 2012 sets out the requirement for Health and Wellbeing Boards to develop a health and wellbeing strategy for their area. The previous health and wellbeing strategy, 'Active, Healthy and Well Gateshead', was developed in 2013 and covered the period up till 2016.

3. During 2017-18 the Council and partners signed up to the strategic approach and pledges to "make Gateshead a place where everyone thrives".

4. In addition to the Thrive approach, the Director of Public Health annual report for 2016-17 set out a range of challenges to address the issue of inequalities in Gateshead. Key strategic recommendations included:

   a) 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.

   b) 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 employment of a robust health in all policies approach.

   c) 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 approach.

5. The Health and Wellbeing Board agreed a refresh of the Gateshead Health and Wellbeing Strategy to ensure it responded to these issues.

Proposal

6. Agreement is sought to the Health and Wellbeing Strategy for Gateshead, prior to approval by Council.

Next Steps

7. The strategy will be taken to full Council on 26 March 2020, and for final approval to the Health and Wellbeing board on 6 March 2020. The Board will also consider the initial feedback from the public via Healthwatch at the meeting on 6 March 2020.

8. A review of the membership of the Gateshead Health and Wellbeing Board is proposed to reflect the broader approach to health and wellbeing.

9. A review of the delivery mechanisms for the strategy, to ensure they are fit for purpose and sufficiently focussed on the evidence-based actions is also required.

Recommendations

10. Cabinet is asked to endorse the proposed Gateshead Health and Wellbeing Strategy and recommend it to Council for adoption as part of its policy framework.

    For the following reasons:

    i. To ensure the Council is well placed to respond to the health and wellbeing needs of the borough, alongside taking action to tackle increasing health inequalities within Gateshead

    ii. To ensure that the Council and Health and Wellbeing Board are well placed to meet their responsibilities as required by the Health & Social Care Act 2012 and associated regulations.

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APPENDIX 1

Policy Context

1. Making Gateshead a Place Where Everyone Thrives sets the major policy direction for the Council, redressing the imbalance of inequality, championing fairness and social justice. This strategic approach has driven the development of the Health and Wellbeing Strategy for Gateshead. It will support the delivery of our aspirations as set out in the Thrive agenda.

   - 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 opportunities for employment, innovation and growth
   - Work together and fight for a better future for Gateshead

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2. Full Council is responsible for making all key policy decisions following recommendations from Cabinet, in line with the policy framework outlined within the Council's constitution.

3. The Council is responsible for establishing and maintaining a Health and Wellbeing Board. The Health and Wellbeing Board has the statutory duty to lead on the production of a Joint Health and Wellbeing Strategy for the borough, to meet the needs identified in the Joint Strategic Needs Assessment. The Health and Wellbeing Strategy is a critical document which sets out the aspiration for health and well-being across Gateshead.

4. The strategy has been developed in accordance with international law on economic and social rights (ESR). ESR are recognised in international human rights law as the essential social and economic conditions needed to live a life of dignity and freedom. They include the right to work and workers' rights, social security, health, education, food, water, housing, and the right to a healthy environment.

Background

5. The previous Health and Wellbeing Strategy was agreed in 2013. The Health and Wellbeing Board agreed a refresh of the Strategy in September 2018 based on the need to take a broader approach incorporating a stronger focus on the wider determinants of health.

6. Due to the breadth of the new strategy it was critically important that it was developed and owned by the board whilst also engaging the contribution of other key strategic influencers. This relates, particularly, to those who lead action on the wider determinants of health.

7. To ensure people had sufficient opportunity to shape, and subsequently own, the strategy several phases were identified.

1. A steering group was established which included a wide range of stakeholders with strong links to all key groups including:
   - Elected members
   - Health
   - Social Care
   - Public health
   - Poverty
   - Development and public protection
   - Academia
   - Economic development
   - Policy and Communication

2. A conference, ***'Thriving in Gateshead: Rethinking Health and Wellbeing'*** was held in January 2019.

3. Sir Michael Marmot was the key note speaker (a video of his full speech is available at: https://www.youtube.com/watch?v=TkAeT1tUF_s. Marmot reminded delegates that, even though the national report was now 9 years old, the call to action remains the same.

'Good jobs, homes, health and friends' – Gateshead's Health and Wellbeing Strategy

8. The vision of the new strategy is; 'Good jobs, homes, health and friends'. Following a comprehensive review of the evidence the focus of the new strategy is based upon the policy objectives from the Marmot framework "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'.

9. The new strategy has 6 policy objectives, with highest priority being given to the first:

A. Give every child the best start in life, with a focus on conception to age two
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.

Delivery

10. The strategy sets out key areas of focus for each priority, together with the action we will take (based on the evidence), the mechanism for delivery of the actions, and outcomes to assess progress against our priorities.

11. Trajectories will be set for these measures using existing data and intelligence so that we can see where we are now, where we want to be in the future and the progress that needs to be made to get there.

Engagement

12. The approach followed has been to establish an inclusive steering group to strengthen the focus of the strategy on the wider determinants of health. The steering group was supported by the Cabinet Member for Health and Wellbeing and Chair of the Health and Wellbeing Board. The strategy has been co-written by members of this steering group, led by the Director of Public Health.

13. To maintain the broader engagement, following the conference in January 2019, a further session was held for council officers, partners and councillors in July 2019 on initial thinking in developing a new strategy.

14. The steering group members have also undertaken a wide programme of engagement on development of the strategy during October – December 2019. Organisations engaged with who have contributed to the development of this strategy are listed in **Appendix 2**.

15. During this programme of external stakeholder engagement ideas and suggestions were made from partners, councillors, senior managers and employees and residents. This has resulted in revisions to the draft strategy. Partners were asked to take the draft strategy to their relevant boards for sign off at the Health and Wellbeing board in January 2020.

Alternative Options

16. The statutory duty to develop a health and wellbeing strategy is set out in the Health and Social Care Act 2012. The Council needs to ensure that appropriate arrangements are in place for the discharge of this duty. The Health and Wellbeing Board has the lead on the production of a Joint Health and Wellbeing Strategy for the borough, to meet the needs identified in the Joint Strategic Needs Assessment.

Implications of Recommended Option

17. **Resources**:

    a) **Financial Implications –** The Strategic Director, Resources and Digital confirms that there are no financial implications arising directly from this report. Any future resource implications arising from the strategy will be considered as part of the approach to budget and the medium term realignment and investment of targeted resource towards achieving thrive priorities and outcomes.

    b) **Human Resources Implications –** The Service Director, Human Resources and Workforce Development confirms there are no human resource implications arising directly from this report.

    c) **Property Implications –** The Corporate Property Officer confirms there are no property implications arising from this report.

18. **Risk Management Implication** – The risk management implications of the strategy will be assessed by Director of Public Health as part of the strategic risk management process.

19. **Equality and Diversity Implications** – An integrated impact assessment is attached as **Appendix 3** to identify potential significant impact including against the protected characteristics, as identified in the Equality Act 2010. In addition to consideration for protected characteristics the refreshed strategy has also been developed taking account of international law on economic and social rights.

20. **Crime and Disorder Implications** – The Community Safety Partnership Board have engaged with development of this strategy. There are no specific crime and disorder implications arising.

21. **Health Implications –** The Health and Wellbeing Strategy will contribute to the achievement of improving health and wellbeing outcomes for local people and aims to reduce the health inequalities within Gateshead.

22. **Sustainability Implications** - There are no sustainability implications.

23. **Human Rights Implications** – The strategy positively supports the economic and social rights and conventions outlined in the Human Rights Act 1998

24. **Ward Implications** - All wards within the Borough are covered by the Health and Wellbeing Strategy.

Background Information:

- Making Gateshead a Place Where Everyone Thrives
- Joint Strategic Needs Assessment

- DPH Annual Report Tackling Inequalities 2017
- Previous Health and Wellbeing Strategy “Active, Healthy and Well Gateshead”
- “Fair Society Healthy Lives” (The Marmot Review) 2010

Appendix 2

Engagement undertaken during development of the strategy

Organisations involved
Gateshead Health and Wellbeing Board members
Tackling Poverty in Gateshead Board
Connected Voice (Newcastle CVS)
Blue Stone Consortium
Healthwatch Gateshead
Newcastle Gateshead Clinical Commissioning Group
Cumbria Northumberland Tyne and Wear NHS Foundation Trust
Community Safety Partnership Board
Gateshead Safeguarding Children Partnership
Gateshead Safeguarding Adults Board
Gateshead Housing Company
Gateshead Older People's Assembly
Gateshead Youth Council
Sage Gateshead
Gateshead Association of Secondary Headteachers
Federation of Small Businesses
Business representatives
Gateshead Council Overview and Scrutiny Committees
Gateshead Councillors
Gateshead council employees