

**North East
North Cumbria
Health & Care
Partnership**



NENC Healthy & Fairer Programme

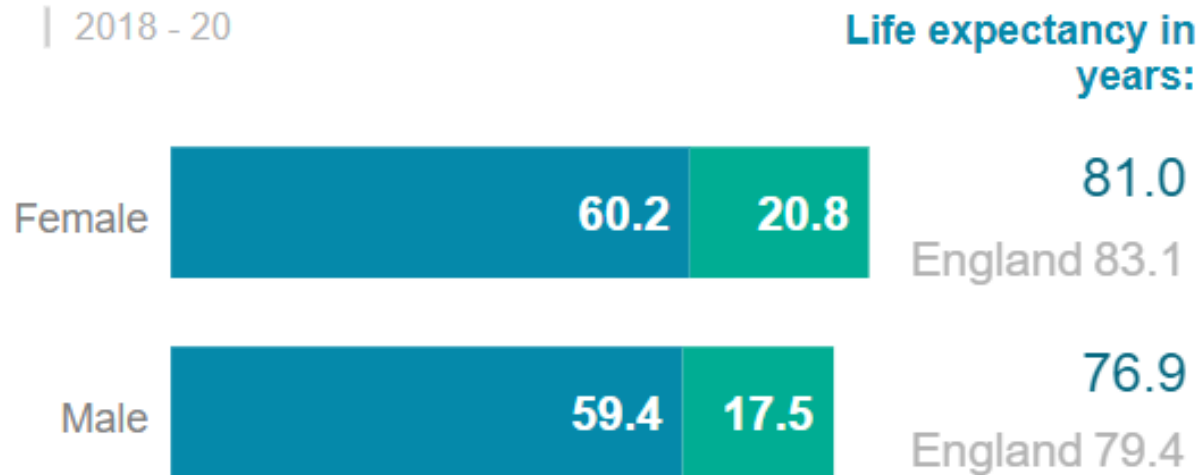
North East North Cumbria Health & Care Partnership



Healthy life expectancy and years lived in poor health

● Healthy life expectancy ● Years lived in poor health

| 2018 - 20



Life expectancy gap by deprivation

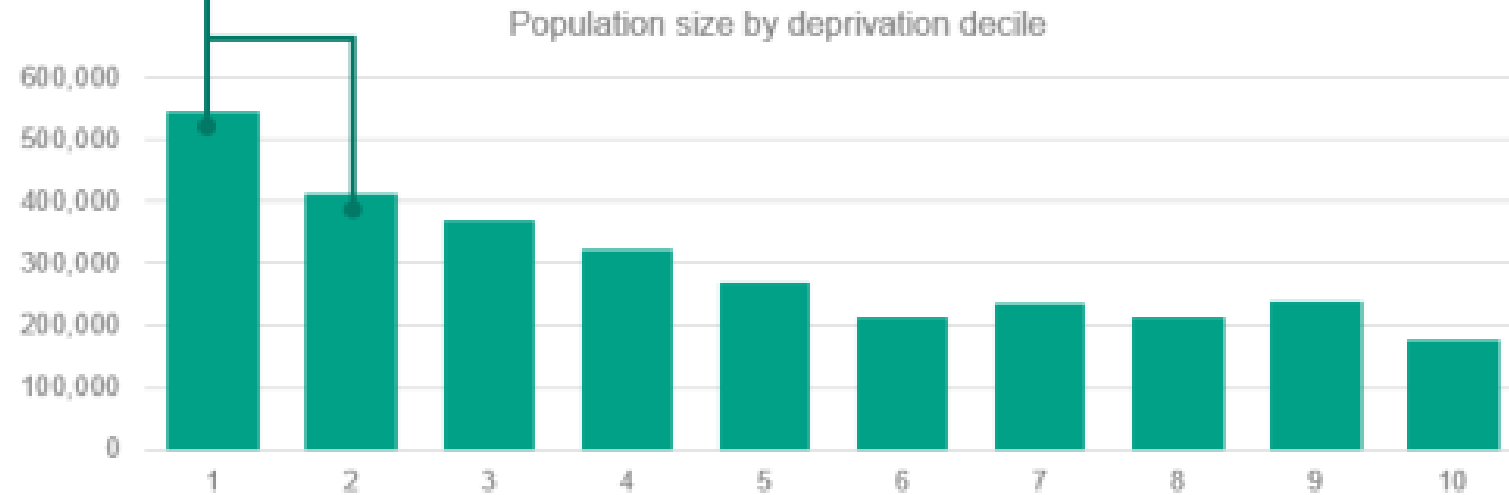
Inequality in life expectancy at birth by deprivation:
Life expectancy gap in years (slope index of inequality)

| 2018 - 20

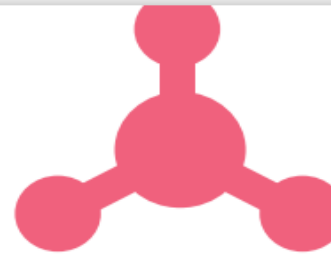




32% of the NENC population are estimated to live in the two most deprived neighbourhoods¹



Source: ONS mid 2020 population estimates and index of multiple deprivation



Better health & wellbeing for all...

Our integrated care strategy for the North East and North Cumbria

Our four key goals...



Longer & healthier lives

Reducing the gap between how long people live in the North East and North Cumbria compared to the rest of England



Fairer outcomes for all

As not everyone has the same opportunities to be healthy because of where they live, their income, education and employment



Better health & care services

Not just high-quality services but the same quality no matter where you live and who you are



Giving children and young people the best start in life

Enabling them to thrive, have great futures and improve lives for generations to come

Our supporting goals...



Reduce the gap in life expectancy for people in the most excluded groups



Reduce alcohol related admissions to hospital by 20%



Halve the difference in the suicide rate in our region compared to England



Reduce drug related deaths by at least 15% by 2030



Reduce smoking rates from 13% of adults in 2020 to 5% or below by 2030



Reduce social isolation, especially for older and vulnerable people



Increase the number of children, young people and adults with a healthy weight



Increase the percentage of cancers diagnosed at the early stages

We will do this by...



Supporting and growing our workforce



Harnessing new technology and making best use of data



Making the best use of our resources



Being England's greenest region by 2030



Listening to and involving our communities

This is a summary of our strategy - the full document is on our website:

www.northeastnorthcumbria.nhs.uk/ICP

North East North Cumbria Health & Care Partnership



NENC ICB Exec Committee

Healthier & Fairer Advisory
Group
Dr N O'Brien / Amanda Healy (DPH)

Prevention
Dr G Pilkington / Alice Wiseman
(DPH)

Healthcare Inequalities
Dr R Hudson / Gerry Taylor (DPH)

Broader Social & Economic
Determinants
Dr D Slowie / Mark Adams (DPH)

Alcohol

Tobacco

Obesity

CVD

Maternity

C20+5 CYP

C20+5

DeepEnd

Inclusion
Health

Waiting Well

Anchor
Network

Poverty
Proofing

Digital
inclusion

Health
Literacy

**North East
North Cumbria
Health & Care
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Dr N O'Brien / Amanda Healy (DPH)

**Population Health
Management**
Prof. Edward Kunonga

**Community Asset Based
Approach**
Richard Boggie (VONNE)

Workforce
Hamid Motraghi

Prevention Workstream:

Alcohol

Needs led, population health management approach informed by data

- NENC Alcohol Health Care Needs Assessment (2022)
- Development of NENC Alcohol Dashboard
- Project Evaluation and contribution to evidence base

Partnership and Collaboration

- At every level: development, governance, operational project groups
- Creating and supporting improved systemwide pathways
- Work with NHS acute and mental health trusts, primary care, Local Authority, Third Sector, Patient and Public engagement, OHID, Balance, Academic Institutions, NHSE, etc.

Building a social movement to reduce alcohol harm

- Strategic approach across all of prevention
 - Increase awareness of alcohol risk and support for action
 - Identify those at risk and support for action
 - Support for those with problematic alcohol use and dependence
- Workforce strategy: comms and engagement, education, support, and promoting pathways



Prevention Workstream: Alcohol

Balance is the North East based programme focused on population level action to reduce the harms of alcohol, launched in 2009 and unique in the UK.

Balance, as a sister programme to Fresh, takes an approach of addressing alcohol as a commercial determinant of health and follows the tobacco control experience, recognises the need to regulate industry and have tougher restrictions on price, promotion, packing, access and availability.

Balance has a multi-strand focus and take a lead role to advocate for evidence-based policies such as Minimum Unit Price and is a leading member of the Alcohol Health Alliance.

The Public have a right to know the harms, for example alcohol causes 7 types of cancer and balance is delivering world leading evidence-led powerful campaigns on this, including #alcoholistoxic.

The Balance programme sits with Fresh as one programme and hosted by County Durham and Darlington Foundation Trust and covers the North East Local Authority 7 (LA7) footprint, and support the wider NENC ICB Alcohol Programme



Prevention Workstream: Tobacco

Fresh takes a population approach across 8 key strands designed to work synergistically to motivate smokers to stop, reduce uptake of smoking, and protect from tobacco related harms.

It is the longest standing regional programme, collaborating with key partners such as ASH, GMHSCP, and NHYICB, advocating for bold action to help reduce smoking to 5% or less by 2030.

Fresh provides year-round media and communications generating between £1.5-2m coverage per annum on a range of tobacco issues, including delivering award winning media campaigns such as 16 Cancers, Every Breath, Don't Be The One, and #SmokingSurvivors.

Fresh is a national leader on effective advocacy, focused on “Stopping the Start”

Overall adult smoking rates have reduced 54% since 2005 in the NENC, which is the biggest reduction of any region and has consistently the highest public support for more action.

As per the Balance project, Fresh is hosted within County Durham and Darlington Foundation Trust and works as one programme over the 12 NENC Local Authorities



Prevention Workstream: Healthy Weight & Treating Obesity

The Healthy Weight and Treating Obesity (HWTO) project is working with partners in supporting the whole system to tackle obesity, to reduce the complications linked to being overweight and obesity, along with working towards the classification of obesity as a disease.

The project is data driven and uses insight & intelligence to understand the needs of the population in relation to healthier weight in the context of both prevention and treatment;

- Understanding the percentage demand for Digital Weight Management, Tier 2 and Tier 3 services.
- Understanding the increasing demand for services, supporting a contribution to a reduction in the proportion of people in NENC reported as obese or morbidly obese.

Health Inequalities funding has been utilised to increase access to Tier 3 services from the 20% most deprived communities.

The NENC is participating the national pilot for Wegovy to develop prescribing models.

The project continues to develop in understanding its strategic approach to primary and secondary prevention.



Prevention Workstream: Cardiovascular Disease Prevention

The NENC CVD Prevention Network coordinates the ICBs work to deliver NHSE national priorities, led by an SRO.

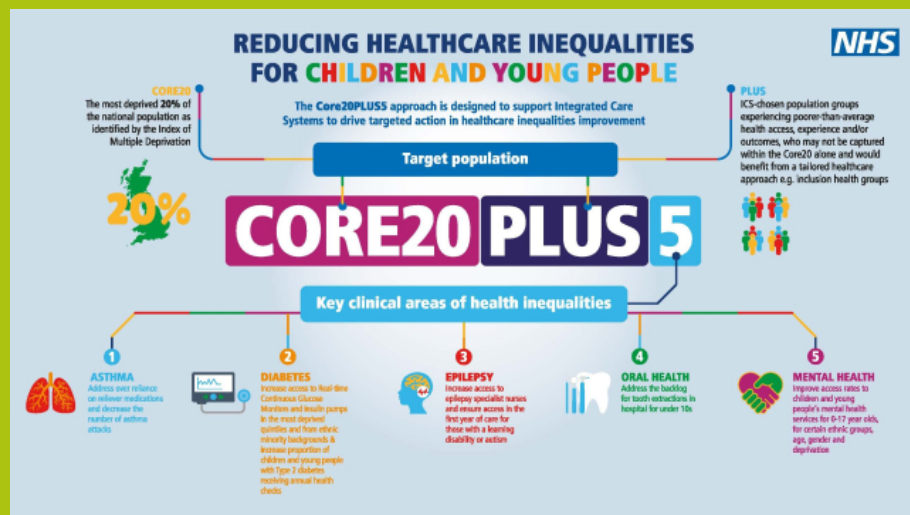
Data driven approaches to identify individual practices and PCNs with sub-optimal performance in the detection and management of CVD are used, ensuring that targeted improvement work is undertaken. This includes education and engagement with practices to identify barriers and develop individual actions plans to improve performance.

The network holds whole system events to increase awareness of CVD Prevention and advocate for the importance of this work across all partners, and has supported the development of a Lipids Network to support optimisation across the full patient pathway.

Health Innovation NENC (formerly the Academic Health Science Network) is leading the CVD InHIP project, working with deprived and hidden communities across the Tees Valley in collaboration with Middlesbrough Football Club, undertaking outreach work to identify previously hidden risks and reducing harm.

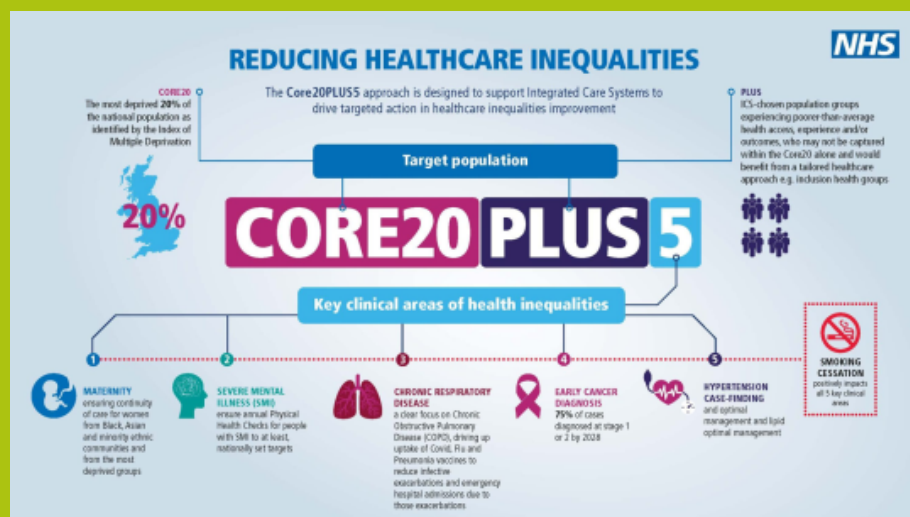


Healthcare Inequalities Workstream



Our work across the 10 clinical pathways is led by our Clinical Networks, including the Child Health and Wellbeing Network, the LMNS, and the NHSE Immunisation and Vaccination Team.

We have developed a performance framework aligned with the CORE20PLUS5 to ensure progress against each of the aims; this required significant work in agreeing measurable metrics which could be tracked against high-level aims, most notably against the framework for Children and Young People.



The CORE20PLUS5 frameworks have supported a system-wide understanding of the needs to identify our most deprived communities and those from Inclusion Health Groups, and is informing our ICB Clinical Strategy to ensure that services are re-designed through an inequality lens.

Healthcare Inequalities Workstream

Workforce

- Opioid reviews
- Embedding Clinical Psychology
- Immunisation Catch-up Team
- Social Determinants Link Workers

Education

- Undergraduate and Post-graduate training
- CPD sessions
- Training Practices

Advocacy

- Network events for member practices
- Advocacy of Deep End within the system

Research

- Strategic relationship with Newcastle University
- All projects subject to researcher-led

Deep End



Healthcare Inequalities Workstream

Newly established to consider the healthcare inequalities experienced by people who experience multiple, complex, and overlapping needs due to being members of socially excluded groups

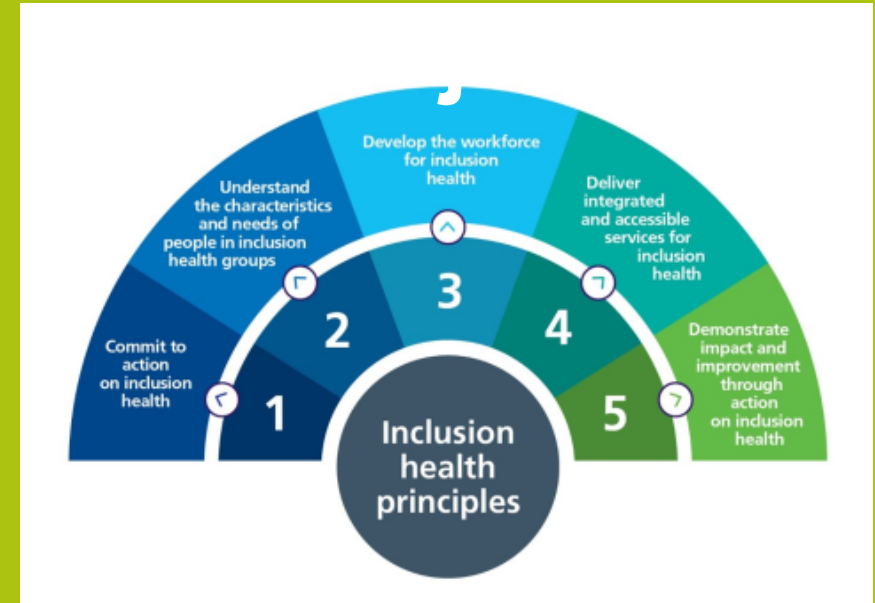
Principles

- Trauma informed
- Research led
- Data driven
- With people who have lived experience

Key aims

- Gain an understanding of the prevalence and needs of inclusion health groups within NENC
- Mapping of specialist services (pockets of excellence) to inform system-wide provision
- Working with Universal healthcare services to understand how to apply reasonable adjustments

Inclusion Health



Healthcare Inequalities Workstream

A project to support people on a P4 elective surgical waiting list.

People on the P4 waiting list are risk stratified to identify those most likely to have the poorest outcomes; people who live in deciles 1 & 2 (17,700), people with a learning disability, and people with uncontrolled diabetes.

People are contacted and offered

- a universal offer of signposting to existing resources and the Get Set For Surgery website
- a personalised care assessments to develop plans based on what matters to individuals
- Provision of a tiered support offer delivered through the combination of

Waiting Well.

To date, 5428 patients have been contacted by the service, with 2235 patients accepting an offer of support. Of these, 4105 contacted and 1447 accepted were in IMD Deciles 1&2

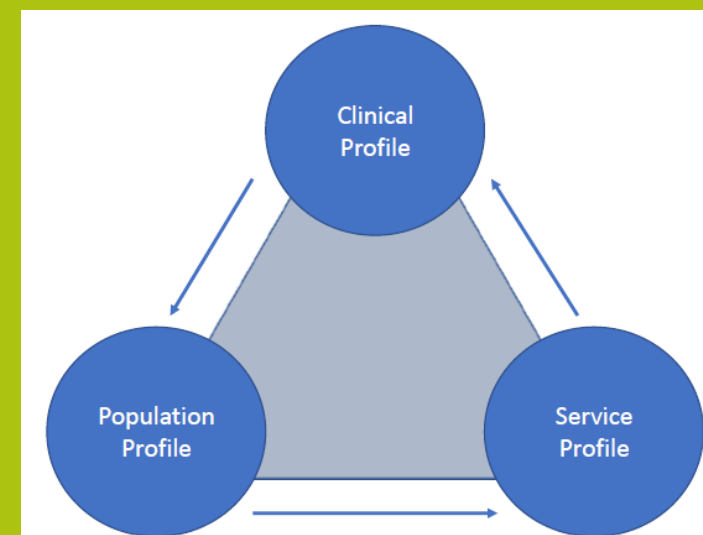
Healthcare Inequalities Workstream

We have produced a Healthcare Inequalities Toolkit developed from work undertaken post pandemic with colleagues from OHID based upon the FAIRSTEPS study, to ask (and answer) the following questions:

“Do the people who access my service reflect the community that I serve, including hidden communities?”

“Do all people who access my service have a similar and positive experience of my service?”

“Do all people who access my service achieve similar outcomes, regardless of which part of the community they come from?” where healthcare inequalities exist in terms of access, uptake, experience and outcome the toolkit supports providers to undertake a triangulation exercise using clinical, population, and service profiles



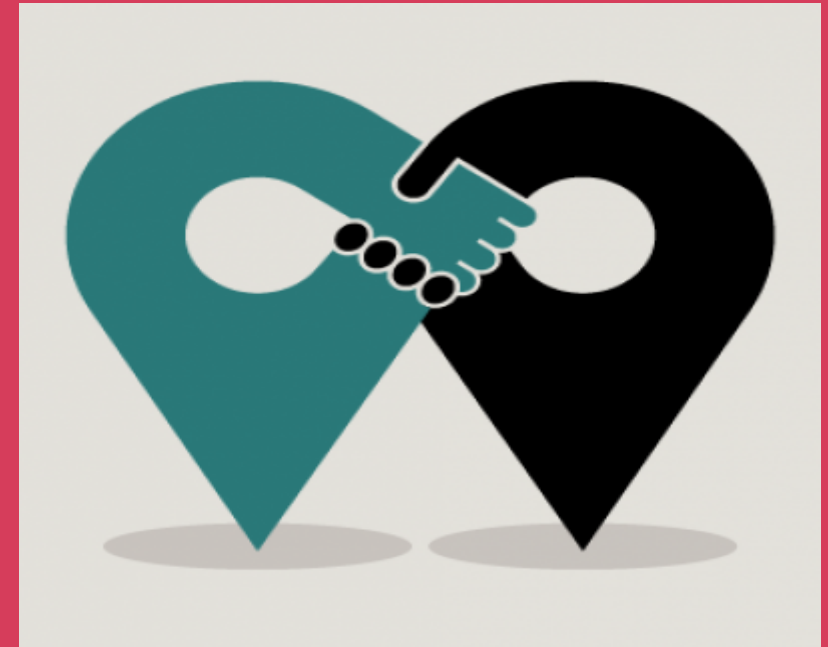
Broader Social & Economic Determinants Workstream

Newly established to consider how the NHS within the North East and North Cumbria can maximise the opportunities afforded by working with its Anchor Institutions at scale.

Through the development of a North East and North Cumbria Anchor Framework and network opportunities to work at scale across the 5 pillars of anchor are being explored:

- employment,
- procurement
- land and buildings
- environmental sustainability, and
- partnership work

Developing An Anchor Institutions Network



Broader Social & Economic Determinants Workstream

Poverty Proofing® is a powerful tool for identifying the barriers people living in poverty face to engaging fully with healthcare.

Focused on listening to the voices and experiences of patients and participants, it offers a pathway for healthcare settings to address often unseen inequalities within their activities, helping them reduce stigma and break the link between health outcomes and financial background.

Implementation of a work plan focused on:

- Leadership of exemplar pathways
- Collaboration with organisations to support the development of a poverty-proofing culture, through producing/directing the building of various approaches and tools, providing opportunities to learn and share and measuring the impact of this
- Advocating by preparing position statements on new policies and strategies, and awareness raising in a variety of forums using a range of media



Since January 2023 8 poverty-proofing interventions have been delivered in healthcare settings with 368 healthcare staff trained and 520 individual patients and their families involved in consultation. Themes identified are currently being discussed to ensure challenges are being addressed at the appropriate level

Broader Social & Economic Determinants Workstream

Digital Inclusion

Digital inclusion covers digital skills (being able to use digital devices such as computers or smartphones and the internet), connectivity (access to the internet through broadband, wi-fi, and mobile) and accessibility (services need to be designed to meet all users' needs, including those dependent on assistive technology to access digital services).

In the North East and North Cumbria we want to ensure that all people and employees have equitable access and understanding of digital technologies, allowing for a more accessible, efficient, and effective health and care system



The workstream is working in partnership with Thrive By Design to develop a strategy and workplan focused on the domains of:

- Place
- Data
- Relationships
- Workforce
- Digital Health Literacy
- People

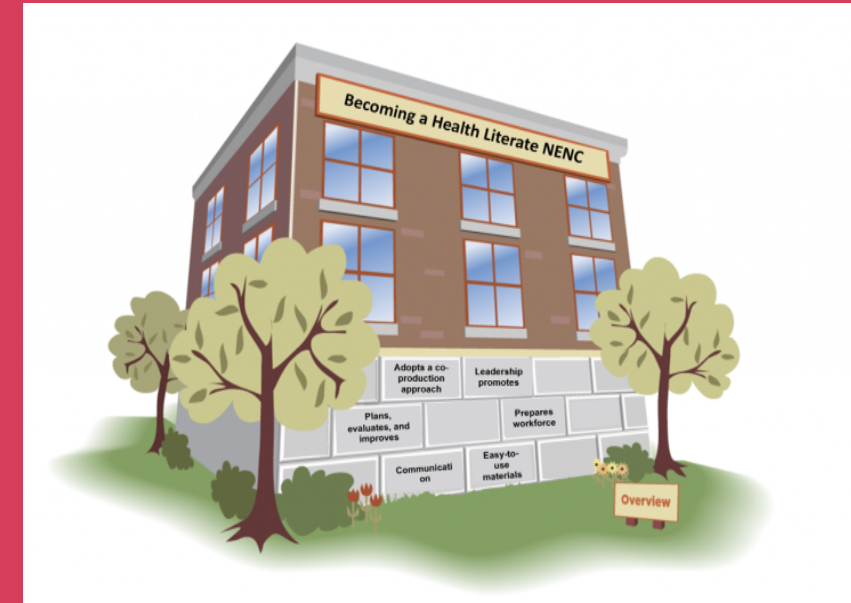
Broader Social & Economic Determinants Workstream

Health literacy is about being able to access, understand, check, and use the information to make choices about health

The North East and North Cumbria have some of the lowest health literacy levels in England (*Rowlands et al, 2015*). In order to address this, a workstream focused on making sure that the information we provide to people is understandable has been developed:

Implementation of a work plan focused on:

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Workforce Enabling Workstream

The newly established workstream aims to ensure the North East and North Cumbria workforce is equipped to support achieving the aims and objectives of the Healthier Lives, Fairer Outcomes programme. As an enabling workstream, it will:

- Develop a Healthier and Fairer academy approach to ensure that staff are equipped with the right skills, information, and networking opportunities to affect real change
- Create an approach to appropriate, relevant, and timely intelligence and insights through the creation of a North East and North Cumbria performance dashboard for workforce health inequalities
- Support the development of an approach to workforce priorities within the Anchor Institutions space
 - Widening workforce participation
 - Targeting employment opportunities for local people
 - Understanding the local workforce, broader demographics, and opportunities
 - Targeting populations and/or geographies within a local area
 - Developing pre-employment programmes, work placements, and volunteer work experience



Healthy Communities and Social Prescribing Enabling Workstream

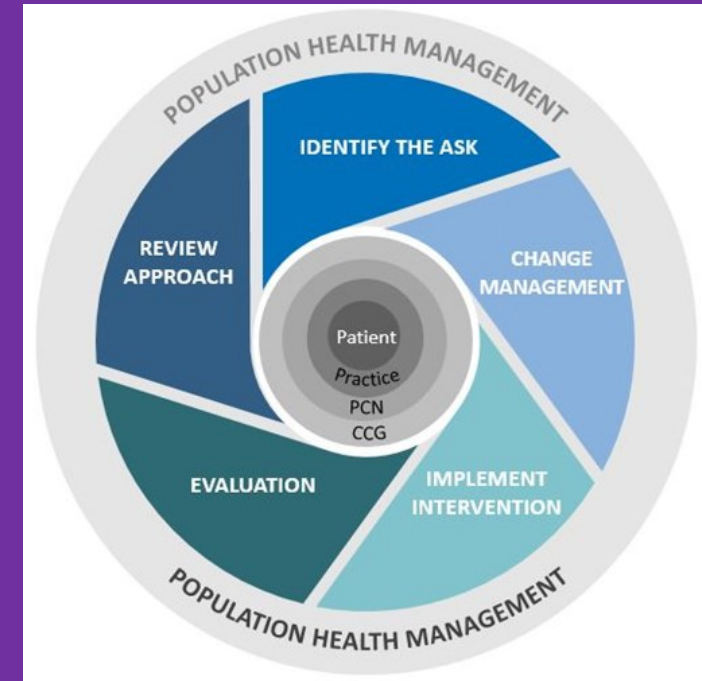
The **workstream** aims build sustainable and effective community-centred approaches to support tackling the prevention and health inequalities agenda within the NENC ICB by:

- **Embedding of asset-based approaches to social prescribing in NENC** & capacity-building with VCSE and communities to build asset-based infrastructure to support social prescribing
- **Promoting connections, collaboration & co-production** across health, care & VCSE sectors at neighbourhood, place & ICB level
- **Developing sustainable VCSE sector** and strengthening communities through Commissioning, Funding & Investment
- **Supporting development and implementation of a NENC Core20plus5Connector Pilot** – a community champion programme to support the Core20Plus5 programme with initial focus on developing Cancer champions in priority areas of health inequalities



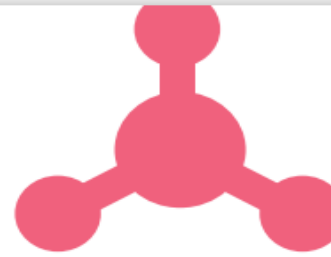
Population Health Management Enabling Workstream

- A system-wide approach to embed PHM approaches at all levels is at the heart of programme delivery, within Healthier and Fairer and other ICB workstreams
- The Clinical Strategy used PHM approaches including applying Health Inequalities lenses to define priority areas using deep dive data approaches with involvement of all partners to develop common understanding
- PHM training packages are being reviewed to support developing system-wide confidence and capabilities to embed PHM to make informed judgements and drive change. This has support in adopting the PHM cycle within places and workstreams
- Data is being utilised in intelligence dashboards across all workstreams to inform priority setting as well as intervention design and targeted delivery



Key Enablers

- A genuine system-wide approach with shared leadership roles by Directors of Public Health, OHID, Foundation Trust Public Health Consultants, and the Voluntary Sector
- The use of data and intelligence using Population Health Management approaches to support the development of a programme performance framework and intelligence dashboards for Prevention and Healthcare Inequalities Workstreams
- NHSE frameworks (CORE20, Inclusion Health) inform ICS work, but do not limit ambition beyond these



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