

GATESHEAD HEALTH AND WELLBEING BOARD AGENDA

Friday, 4 March 2022 at 9.00 am in the Council Chamber - Civic Centre

From the Chief Executive, Sheena Ramsey

Item	Business
1	Apologies for Absence
2	Minutes (Pages 3 - 10) The minutes of the meeting held on 28 th January 2022 are attached for approval, together with the Action List
3	Declarations of Interest Members of the Board to declare an interest in any particular agenda item. <u>Items for Discussion</u>
4	Adult Social Care ACT Team - Melony Bramwell
5	Adult Social Care White Paper - Steph Downey (Pages 11 - 16)
6	Structuring the Board's agenda on the Strategic Priorities of our Health & Wellbeing Strategy (including addressing poverty) (Pages 17 - 34) <ul style="list-style-type: none">- <i>Enable all children, young people and adults to maximise their capabilities and have control over their lives</i>- <i>Create fair employment and good work for all</i>- <i>Ensure a healthy standard of living for all</i>- <i>Create and develop healthy and sustainable places and communities</i>- <i>Strengthen the role and impact of ill health prevention</i>
7	Covid-19 Response & Vaccine Update - Alice Wiseman/Lynn Wilson
8	Gateshead Cares System Board Update - Mark Dornan/All
9	Updates from Board Members
10	A.O.B.

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GATESHEAD METROPOLITAN BOROUGH COUNCIL

GATESHEAD HEALTH AND WELLBEING BOARD

FRIDAY 28 JANUARY 2022

PRESENT	Councillor Leigh Kirton	Gateshead Council (Chair)
	Councillor Gary Haley	Gateshead Council
	Councillor Jonathan Wallace	Gateshead Council
	Councillor Martin Gannon	Gateshead Council
	Dr Mark Dorman	Newcastle Gateshead CCG
	Lynn Wilson	Newcastle Gateshead CCG/Gateshead Council
	Joanna Clark	Gateshead Health NHS Foundation Trust
	James Duncan	Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust
	Alice Wiseman	Gateshead Council
	Siobhan O'Neill	Healthwatch Gateshead
	Stephen Kirk	Community Based Care Health
	Peter Udall	Gateshead Council
	IN ATTENDANCE:	John Costello
Andrea Houlahan		Gateshead Council
Stephen Kirk		Community Care Based Health
Steph Downey		Gateshead Council
Mel Bramwell		Gateshead Council
Saira Park		Gateshead Council
Peter Wright		Gateshead Council
Helen Conway	Gateshead Council	

HW301 APOLOGIES FOR ABSENCE

Apologies for absence were received from Cllr Lynn Caffrey. Cllr Bernadette Oliphant, Cllr Michael McNestry Caroline O'Neill and Lisa Goodwin.

HW302 MINUTES

RESOLVED:

- i) The minutes of the last informal meeting held on 10 December 2021 were agreed as a correct record
- ii) The Board formally endorsed the Better Care Fund submission for 2021/22 that was endorsed by the informal meeting of the Board on 10 December 2021 (as required by NHS England to have formal endorsement)

HW303 DECLARATIONS OF INTEREST

RESOLVED:

i) There were no declarations of interest at this meeting

HW304 DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT: BEHIND THE MASKS, GATESHEAD'S COVID STORIES - ALICE WISEMAN

The Board received a presentation from the Director of Public Health entitled 'Behind the Masks, Gateshead's Covid Stories'.

The Annual Report set out the background to the key themes of report and highlighted the direct impact of Covid-19 on Gateshead people and how organisations, individuals and communities have gone above and beyond to respond to the challenges they have faced.

The report then focused on the impact of the pandemic on the six policy objectives set out in the 'Marmot Review, Fair Society, Healthy Lives (2010) and adopted by the 'Gateshead Health and Wellbeing Strategy: Good jobs, homes, health and friends'.

Rather than setting out traditional recommendations, the report concludes with a number of lessons from our Gateshead Covid stories:

Lesson 1 – we must continue to prioritise the policy objectives set out in our Health and Wellbeing Strategy (published February 2020). Our Covid stories have shown us that, while they may be more challenging than ever, they remain the key areas to tackle so we can reduce levels of inequality and alter the circumstances that lead to inequality.

Lesson 2 – we must continue to take action on poverty at every opportunity. We must make sure that the services that provide advice and support to those in the communities of place and interest, who have been most affected by the pandemic, receive the resources that they need to mitigate the damage that poverty brings. This means we will have to do different things in different places striving for equity and not equality.

Lesson 3 – children and young people have experienced significant disruption to their lives at key stages in their development. Supporting children, young people and families to make up ground lost in the pandemic as soon as possible, is critical to preventing problems being stored up for generations to come. We need a focus on how we support our children and young people to recover. Our response will need to be differentiated by the stage of life.

Lesson 4 – there must be an increased focus on preventable action across all our services. In particular, we need to consider how we support mental health and well-being in all our services and at all levels. The long term consequences of the pandemic for the health of the local population will take time to be fully understood but it is already evident that there has been a negative impact on many people's mental health. Health behaviours including physical activity, alcohol consumption and smoking are also early areas to address.

Lesson 5 – we must engage communities in developing the solutions – enabling people to maximise their capabilities and have control of their lives is, as we know, part of the solution. We must work with communities to hear and understand the things that matter to them and what works for them. During Covid-19, we've seen how successful this approach has been in making information and support accessible and relevant to different communities.

Lesson 6 – we need to continue to harness the power of social action in communities. During the pandemic, local community groups stepped up to support their vulnerable neighbours. We saw how powerful this could be when there is a collective goal everyone can get behind. We need to find a way to support this type of community action.

Lesson 7 – we need to ensure that those innovators and service developments that have improved access to services are identified and mainstreamed whilst recognising that they may not be appropriate for everyone and all circumstances. There needs to be a range of options, particularly for those who are digitally excluded whilst recognising that others have benefitted from being able to access services remotely.

Lesson 8 – the initial waves of the pandemic have demonstrated how much successful partnerships can achieve when local government, health and public sector partners, charities, the voluntary sector and community groups come together behind a shared goal. We need to continue to build on this renewed focus and purpose as we look to the future.

RESOLVED:

- i) The Board noted the contents of the presentation and agreed with the action to tackle the lessons from our Covid experience in Gateshead.

HW305 ADDRESSING POVERTY (CHILDREN & FAMILIES) - ANDREA HOULAHAN

The Board received a presentation on the impact of poverty on children and families and on work taking place to address poverty within families by the Children and Families service.

The presentation set out key data relating to poverty and what the research is telling us, supplemented by case studies that demonstrated the complexity of individual cases.

The key challenges from a social work perspective were also outlined and discussed, including the importance of tailored support to meet the needs of children and their families.

RESOLVED:

- i) The Board noted the contents of the presentation.

HW306 HEALTHWATCH GATESHEAD UPDATE - SIOBHAN O'NEILL

The Board received a report and presentation which provided an update on the range of work being conducted by Healthwatch Gateshead.

It was reported that Healthwatch Gateshead have used the domains within the Healthwatch England (HWE) Quality Framework. This tool has been developed to support local Healthwatch to take stock and make improvements and to help local councils in their commissioning and monitoring of Healthwatch. The domains are:

- Leadership and decision-making
- People
- Sustainability and resilience
- Collaboration
- Engagement, Involvement & Reach
- Influence & Impact

The presentation set out details of what Healthwatch have been doing over the last year, how it has gone about its work, the people it has engaged with, what it has learned from the work undertaken and how this will feed into its future work going forward. This included case studies which set out how Healthwatch responded to people who got in contact with them or were referred to them e.g. by Gateshead CAB.

The report concluded by looking ahead and next steps. It was noted that Healthwatch wants to develop its role in making Gateshead a place where everyone thrives by:

- Amplifying the voice and experiences of health and social care for those people and communities facing the greatest inequalities
- Improving understanding of people's experiences as health and social care are further integrated
- Collaborating to increase our reach and collective impact

RESOLVED:

- i) The Board noted the contents of the report

HW307 COVID-19 RESPONSE & VACCINE UPDATE - ALICE WISEMAN / LYNN WILSON

The Board received an update on the current situation within Gateshead regarding the COVID-19 response and vaccine update.

RESOLVED:

- i) The Board noted the contents of the report

HW308 GATESHEAD CARES SYSTEM BOARD UPDATE - MARK DORNAN / ALL

Dr Mark Dornan provided the Board with an update from the system and will circulate the slides after the meeting.

RESOLVED:

- i) The Board noted the contents of the update

HW309 UPDATES FROM BOARD MEMBERS

None

HW310 FOR INFORMATION (PREVIOUSLY CIRCULATED)

Child of the North – building a fairer future after COVID-19 & Community Care article (Child Poverty)

- RESOLVED -
- i) The Board noted the report

HW311 AOB

The Chair asked that it be formally recorded in the minutes, their thanks and appreciation to Caroline O'Neill for her service to the Council as she will be leaving the Council shortly. The Board wished her well for the future.

The Board also congratulated James Duncan on becoming the new Chief Executive of CNTW.

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**GATESHEAD HEALTH AND WELLBEING BOARD
ACTION LIST**

AGENDA ITEM	ACTION	BY WHOM	COMPLETE or STATUS
Matters Arising from HWB Informal meeting on 28th January 2022			
Director of Public Health Annual Report: Behind the masks, Gateshead's Covid stories	Noted that the DPH Annual Report would also be discussed at the next System Board meeting	A Wiseman	Discussed at System Board meeting on 3 rd February
Matters Arising from HWB Informal meeting on 10th December 2021			
Addressing Poverty update	To receive a presentation on Poverty from a Children & Families perspective	C O'Neill & A Houlahan	Discussed at the 28 th January Board meeting
Gateshead Cares System Board: Update and Planning for New Health Landscape	To receive further updates as required	System Partners	Key points are set out in summary slides
Matters Arising from HWB meeting on 22nd October 2021			
Safeguarding Adults Board Annual Report and Strategic Plan	Board Councillors to receive refresher safeguarding training	A Houlahan / C Hulme	Safeguarding training offered to all Councillors on 9 th February via Members Seminar. Arrangements are also being made to deliver refresher training on corporate parenting
Matters Arising from HWB meeting on 10th September 2021			
Review of the Role and Membership of	The Chair and Alice Wiseman to meet	Chair, A Wiseman, L Goodwin, J	Meeting held. Further meeting

AGENDA ITEM	ACTION	BY WHOM	COMPLETE or STATUS
the Health & Wellbeing Board: Part 2 Discussion	with Lisa Goodwin to progress options for a Reference Group arrangement	Costello	with VCS scheduled for 15 th March

TITLE OF REPORT: **Adult Social Care White Paper**

REPORT OF: **Steph Downey, Service Director, Adult Social Care**

Summary

This briefing is to provide the Board with an update summary of the Adult Social Care (ASC) White Paper, outlining the objectives, key themes and how the paper will impact Gateshead, including financial implications. The ASC White Paper should be considered in the context of the recently released Integration and Levelling Up White Papers.

Introduction

The ASC White Paper is the Governments 10 year vision for delivering ASC, setting out the policies which they will work on and implement with the sector and those who use care, focusing initially on the next 3 years. The paper builds on The Care Act 2014 and seeks to strengthen how care and support is delivered; remove the risk of 'catastrophic' care costs for individuals; make care fairer and accessible; and invest in the workforce and digital solutions.

Overview

Person-centred care is a key thread throughout with an emphasis on choice and control of personalised care, to enhance quality of life and promote independence in a way that matters to the individual. There are a number of 'I Statements' throughout the paper which represent the client outcomes the Government expect to be delivered.

There are 3 main objectives:

- People have choice, control and support to live independent lives
 - Embedded personalised care which is user-led, individuals are supported to maintain or gain independence

- People can access outstanding quality and tailored care and support
 - Bespoke care and support to individuals, building on their strengths and enabling them to achieve the outcomes that matter to them

- People find adult social care fair and accessible
 - Creating a fairer system of ASC, and providing the right information and advice at the right time with the different options available to best meet individual preferences and circumstances

The key themes outlined are:

- **Providing the right care in the right place at the right time**

This focuses on making every decision about care a decision about housing, giving people the choice to live independently and healthily in their own homes for longer. Utilising innovative technology to support lives and aspirations and enhancing the quality of care in people's homes, as well as equipping the workforce with the tools. There is also a focus on prevention and health promotion, with early intervention key to support people to live healthier lives for longer.

- **Empowering those who draw on care, unpaid carers and families**

This will seek to improve the information and advice that is available to those who need it, when they need it, ensuring it is available and accessible. It focuses on improving the ability to identify and recognise unpaid carers to support and empower them to lead happy, healthy and fulfilling lives, as well as supporting those who are autistic or have a learning disability to overcome barriers in entering and sustaining employment.

- **A strategy for the social care workforce**

Transformation and support for the social care workforce through new universal career structures and training opportunities.

- **Supporting Local Authorities to deliver social care reform and the Government vision**

Supporting sustainable care market, new CQC assurance framework, Improvement support and intervention.

What this means for Gateshead?

In many of these key areas we are already underway with developments which support the objectives and themes within the White Paper. We are working with the LGA, housing, planning and commissioning colleagues with regards to our MPS and discussions around the direction of future **housing requirements** including extra care; we also have a brand-new state of the art independent living facility opening early next year. We have invested in two key areas - **digital technology** with a dedicated Improvement Manager in post, undertaking several innovative pilots with partners to replace traditional services, with plans to develop our digital strategy this year; and also ASSET, which provides an **early signal driven approach** to assist in identifying those at risk of entering Care Act arrangements to divert and delay. In addition, the Sister Winifred Laver Promoting Independence Centre build is underway, it will **promote and increase the independence** and confidence of individuals following discharge from hospital or admission from the wider community, in order for them to return home. We have also already started working with partners on innovative **workforce solutions** including accessing the Kickstart scheme for our Provider and Care Call services and developing a Trainee SW programme.

Financial Implications

There are several investments associated with the ASC White Paper which are summarised below (please note these are still to be confirmed):

- **£300 million to integrate housing into local health and care strategies** - focus on increasing the range of new supported housing options available. This will provide choice of alternative housing and support options.

- **£150 million of additional funding to drive greater adoption of technology and achieve widespread digitisation** - Digital tools and technology can support independent living and improve the quality of care.
- **£500 million so the social care workforce** - to have the right training and qualifications, feel recognised and valued for their skills and commitment.
- **A new practical support service to make minor repairs and changes in peoples' homes** - to help people remain independent and safe in their home, alongside increasing the upper limit of the Disabilities Facilities Grant.
- **Up to £25 million to support unpaid carers** - to work with the sector to kick start a change in the services provided.
- **£30 million to help local areas innovate around the support and care they provide in new and different ways** - providing more options that suit peoples' needs and individual circumstances.
- **A new national website** to explain the upcoming changes and **at least £5 million to pilot new ways** to help people understand and access the care and support available.
- **£70 million to increase the support offer across adult social care to improve the delivery of care and support services** - including assisting local authorities to better plan and develop the support and care options available.

Adult Social Care Reform Funding								
£5.4bn over 3 years on adult social care reform								
£3.6bn over 3 years directly to local government for the cap, means test, and fair cost of care		£1.7bn over 3 years to improve wider social care system						
£2.2bn over 3 years for the cap and means test		Funding commitments made in the <i>People at the Heart of Care</i> adult social care reform white paper.*						
22/23: £0m 23/24: £800m 24/25: £1.4bn	£1.4bn over 3 years for fair cost of care: 22/23: £162m 23/24: £600m 24/25: £600m	At least £300m to integrate housing	At least £150m for technology and digitisation	At least £500m for workforce training and qualifications	Up to £25m to support unpaid carers	£30m for innovation of support and care	At least £5m to help people understand care and support available	More than £70m to improve the delivery of care and support services

Whilst these appear positive, we feel there are some caveats which are worth noting:

- Social Care is getting just £5.4 billion over 3 years, £5.4bn of the £30.3bn raised by the Health and Social Care Levy, with the majority going to the NHS. (<https://www.kingsfund.org.uk/blog/2021/12/social-care-white-paper>)
- Only £3.6bn of this is guaranteed to go to Local Authorities; of the rest a significant proportion will go to ICS's and infrastructure organisations.
- In 2017 the LGA carried out modelling on the growth requirements for adult social care, predicting that by 2024/2025 the growth required totalled £7.93billion – this falls short of the £5.4bn mentioned above (https://futureofadultsocialcare.co.uk/wp-content/uploads/2020/03/29.17-The-future-of-care-and-support_03.2-Final-1.pdf)
- The Health Foundation estimate a gap of £7.6bn per year from 22/23, rising to between £8.9 and £14.4bn by 2030/31
- It is possible that many of the allocations will be based on pilots and or bids, both of which are not favourable. These take time and resources to respond too, which LAs are in short supply of and there often isn't much notice given to respond appropriately.
- Conditions of reporting, if successful, are often complex and unhelpful.

- Short term funding via bids and pilots does not allow for long term planning and continuity.

In addition to these a recent presentation by John Jackson, National Care and Health Improvement Advisor for Finance and Risks highlighted the following areas which are adding to the financial pressures being faced by ASC:

Demography:

- For most of the last ten years, there has been a consistent trend where demography is at least 3% of net spending on adult social care. This is more about younger adults than older people.
- In the last 2 years, demographic pressures appear to be increasing – almost certainly reflecting more people with more complex needs in addition to more people needing care.
- ADASS report that DASSs estimate that demographic pressures this year amount to £660m – 4.1% of the net adult social care budget.

Inflation – facing social care providers:

- Advice is that this will be a minimum of 6% and potentially more. The 6% figure is calculated as follows:
 - National living wage increase 6.6% applies to 70% of costs
 - General inflation 2.5% applies to 30% of costs
 - These two = 5.37%
 - In addition, providers will need to be compensated for the cost of the Health and Social Care levy. Best estimate is that this will be another 0.5%.
- General inflation is likely to be more than 2.5%
- CPI inflation was 5.1% in November 2021. This partly reflects increasing energy costs.
- If general inflation is 3.5%, this would increase inflationary pressures by 0.3%.
- More significantly, many providers are reporting they have to increase wages by more than 6.6% due to wage increases in other competing parts of the economy.
- Workforce is one of the biggest issues facing adult social care and is likely to lead to significant cost pressures which may dwarf these costs.

Other areas which are not yet quantifiable:

- The long-term impact of Covid on the need for long term care
- Pressures on informal carers
- Existing unmet need/under met need/wrongly met need
- Mental Health Act
- The impact of Liberty Protection Safeguards (LPS)
- The impact of the Norfolk case on charging income

Recommendations

The publication of the ASC White Paper is welcome, and we embrace the spirit and journey of what it sets out to achieve with the objectives and themes being in line with our vision for ASC in Gateshead and our Adult Social Care Business Plan. However, we do feel that the nature of the short term funding, identified but not confirmed, within the White

Paper, coupled with the pressures being faced by ASC currently, as well as those which will be facing us in the near future, including new assurance arrangements, changes to paying for care and the fair rate of care exercises, leaves ASC and the Local Authority in a potentially precarious position financially.

Board Members are asked to note the opportunities and issues that arise from the Adult Social Care White Paper and are asked to use their collective lobbying power to make the case for a fair deal for Adult Social Care.

Contact: Steph Downey

Extension: 3919

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Gateshead Health and Wellbeing Strategy

Good jobs, homes, health and friends

“Why treat people and send them back to the conditions that made them sick?”





GATESHEAD
safeguarding
children
partnership



Gateshead
Safeguarding Adults
Board



NORTHUMBRIA
POLICE & CRIME
COMMISSIONER

violence
reduction
unit

Improving lives to prevent crime



NORTHUMBRIA
POLICE
Proud to Protect



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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. In unequal countries; civic participation decreases, household debt rises, and child well-being is worse¹.

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, inequalities have started growing again in Gateshead.

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. Last year over 7,800 people accessed foodbanks in Gateshead (including over 2,500 children), and over 3,000 people needed support and advice to prevent or deal with homelessness and insecure housing. We know from our local research that Universal Credit (welfare reform) is pushing local people into debt².



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 service offer which, combined with a growth in the older population alongside the local impact of welfare reform, has produced an increase in demand for more expensive crisis services.

The combination of austerity and increasing 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 which will need us to look beyond ill health treatment and social care services so that the causes of illness, which are rooted in the wider social issues, 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.

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 live. Urgent action is required, and Gateshead wants 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.

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 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?'*³.

This strategy is not going to be easy to deliver. It will require close collaboration between public sector organisations, our communities, the voluntary and community sector and local business. It needs to be driven by place-based approaches that are directed and influenced by local people. Within our powers, we are determined to make social rights real in Gateshead. We should not, and will not, accept anything less.

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
Leader, Gateshead Council

¹ Picket, K. and Wilkinson, R. (2018) *The Inner Level*. Penguin Books

² Cheetham et al. (2019) *BMJ Open* <https://bmjopen.bmj.com/content/9/7/e029611>

³ Marmot M. (2015) *The Health Gap: The Challenge of an Unequal World*. London: Bloomsbury Publishing

Our Vision

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.



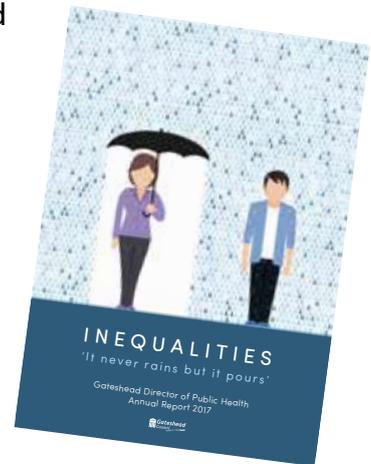
Our Current Position

[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.

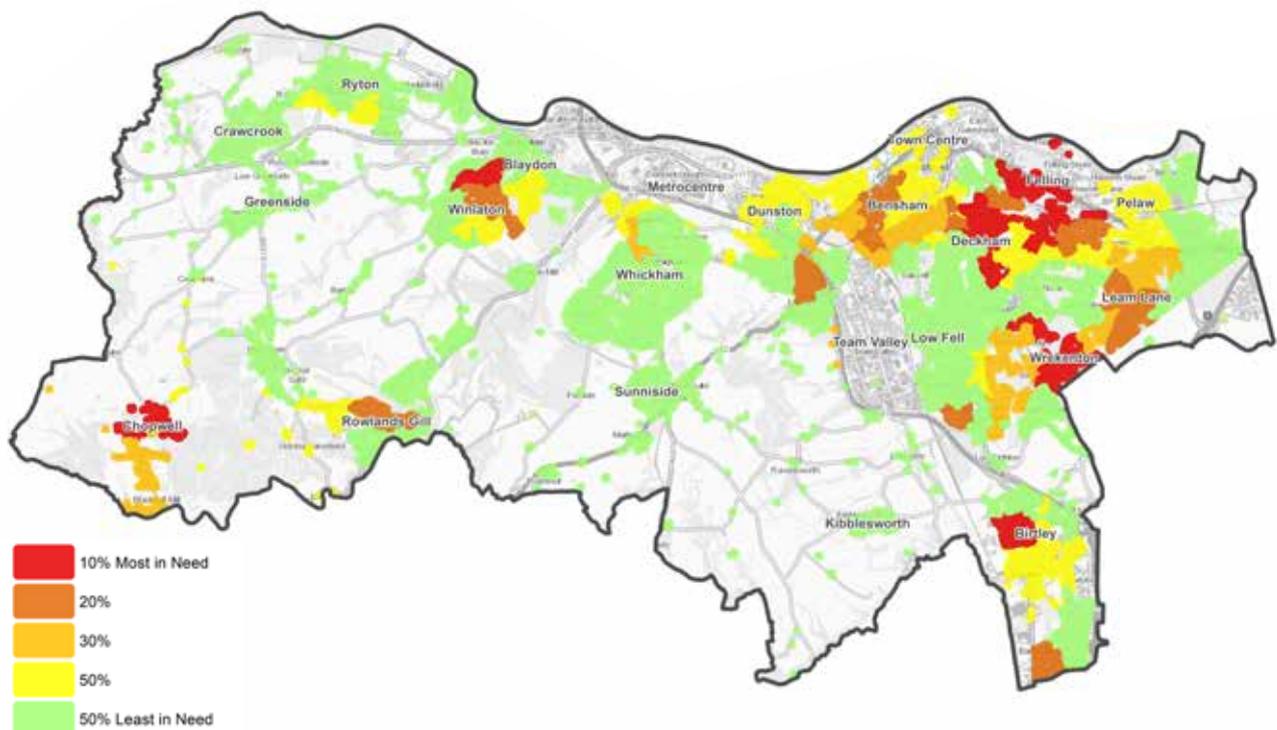


Two babies, born on this day in Gateshead, could have as much as a 10-year difference in life expectancy due entirely to the circumstances into which they are born.

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..

We have developed a Local Index of Need (LloN) to identify geographically where our most vulnerable communities are within Gateshead, so that we can effectively target our resources.

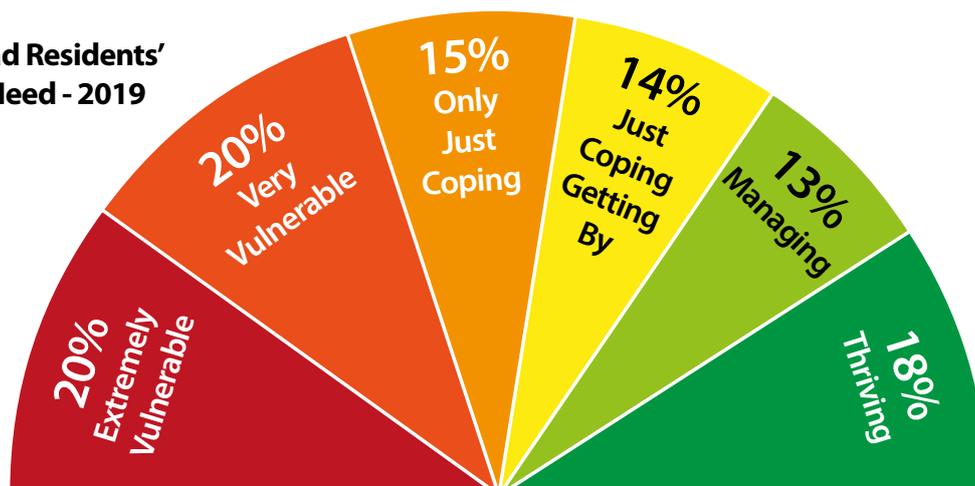
Overall Local Index of need (LloN) 2019



Contains Ordnance Survey data © Crown copyright and database right 2020

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

Gateshead Residents' Level of Need - 2019



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)⁴, as a framework to help deliver our vision of making Gateshead a place where everyone thrives.



The policy objectives are:

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 healthy and sustainable places and communities

Strengthen the role and impact of ill health prevention

⁴ Marmot, M (2010) Available at: <http://www.instituteofhealthequity.org/resources-reports/fair-society-healthy-lives-the-marmot-review>

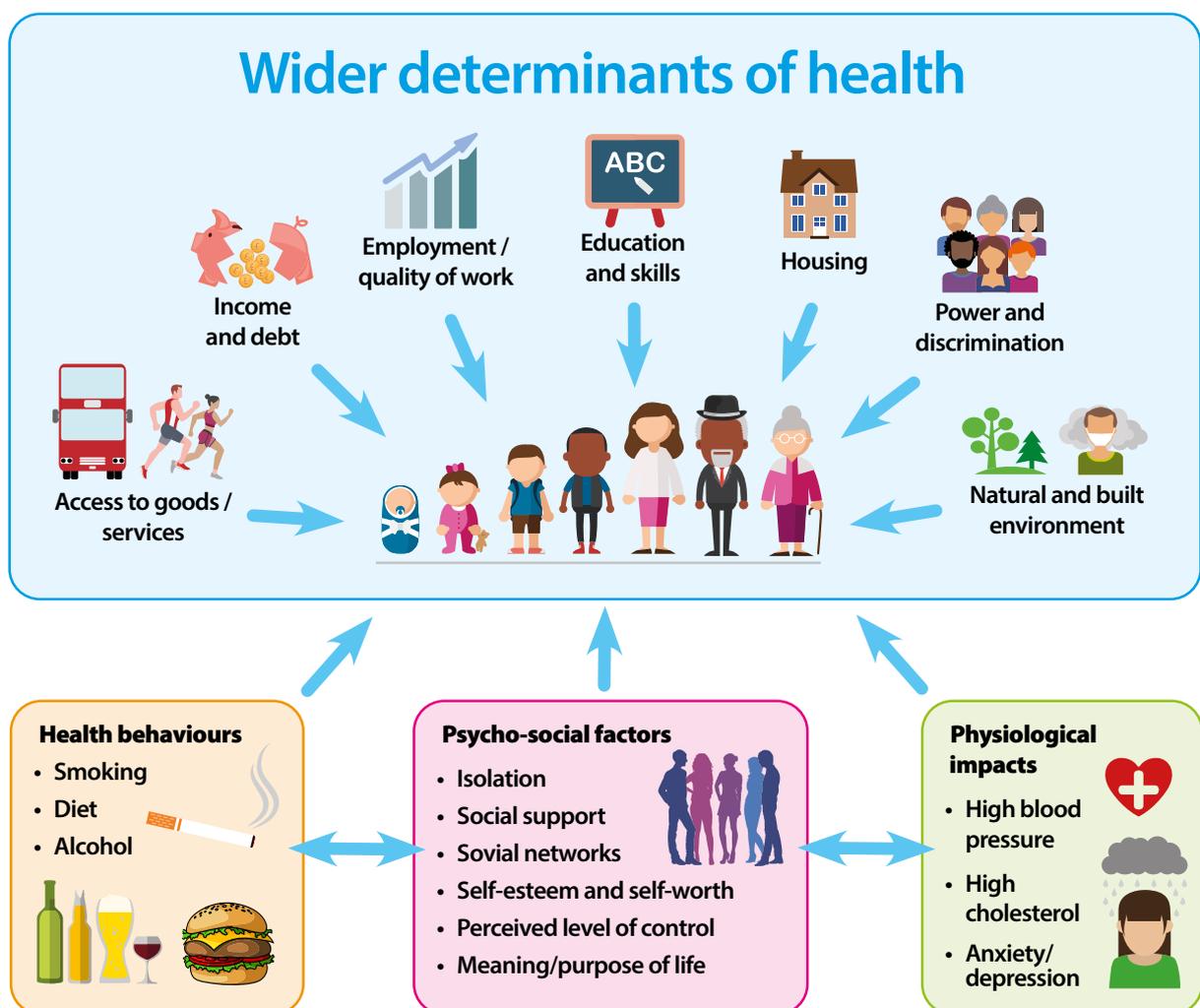
Our Approach

To achieve our vision, we know the importance of working together, across Gateshead, with communities, breaking down boundaries between organisations and services.

Our Strategy has been developed and agreed by our strategic partners. It will be delivered with the different organisations in the [Gateshead Health and Wellbeing Board](#).

Many underlying factors govern our health and well-being. They are rooted in the social, environmental and economic circumstances into which we are born and grow, the wider determinants of health. To effectively reduce health inequalities, we must understand these causes, so that we can see the opportunities for action.

The diagram below demonstrates the complexity of the issues which cause ill-health and allow inequalities to develop. It shows the different factors that impact our health, where they originate, and how they interact, multiply, and reinforce each other. At the centre of this are people and the communities in which they live. When viewed this way we can see that acting on single factors in isolation is likely to provide only a partial and incomplete response. Rather than acting on individual issues we recognise the need for a place-based approach.



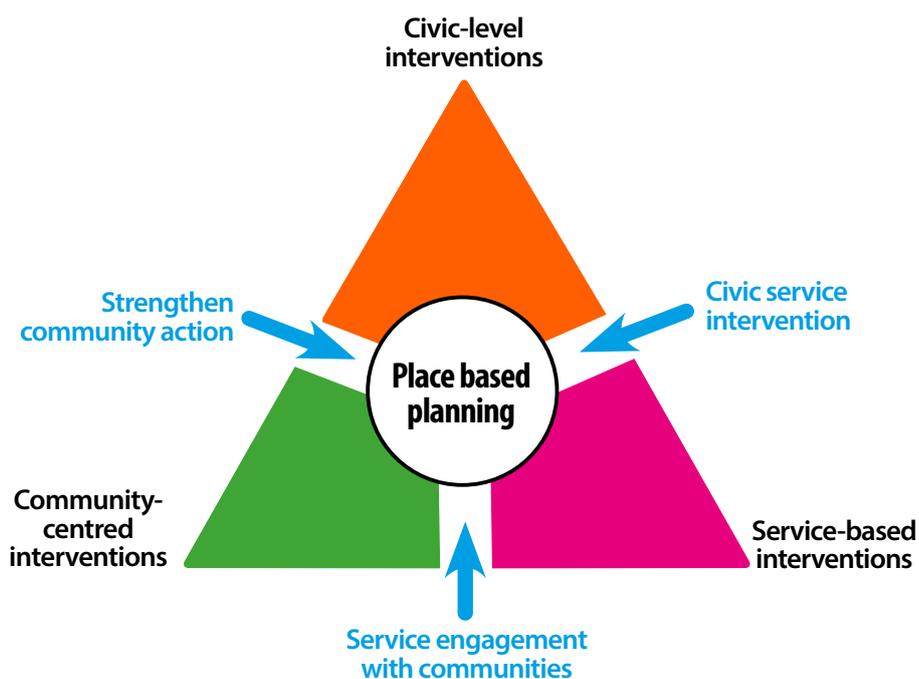
Our Health and Wellbeing Strategy recognises that to deliver improvements at a population level we will need comprehensive action across the whole system of community, civic, and service interventions. We accept that approaches which are multifaceted and complementary are more likely to be successful 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 Triangle⁵ below illustrates how the different elements required for a joined-up approach to treating a place fit together:

- Civic led interventions refer to a wide range of functions, across a range of public sector organisations, such as planning, broadband, water, housing, road infrastructure and schools
- 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.

Population Intervention Triangle



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.

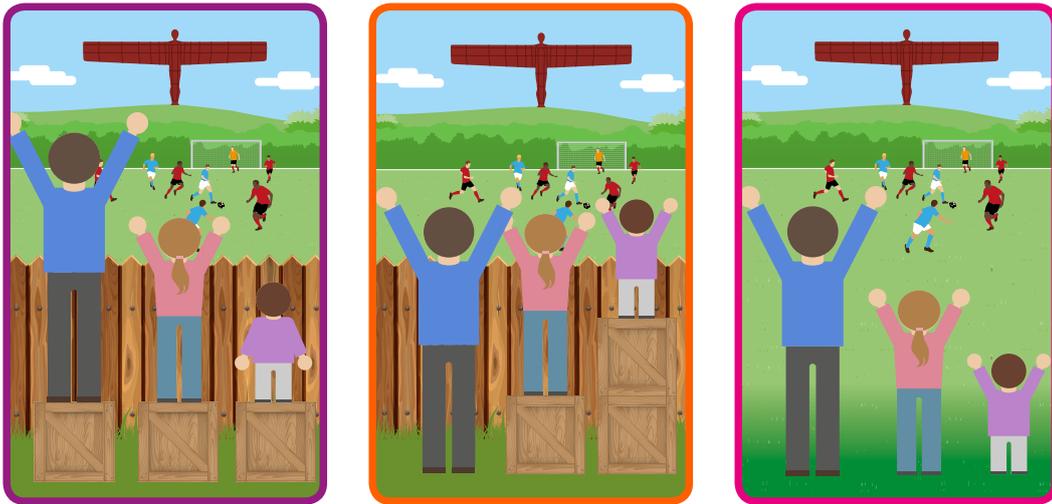
In addition to geographically defined communities we will also consider the needs of communities of interest and develop approaches which tackle health inequalities for these groups.

⁵ Bentley, C (2017) "Population Intervention Triangle Model" Available at PHE: <https://www.gov.uk/government/publications/health-inequalities-place-based-approaches-to-reduce-inequalities/place-based-approaches-for-reducing-health-inequalities-main-report>

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.

We know we need to do more to address inequalities so we will prioritise the use of our collective resources to those communities in Gateshead that need us most. This is very different to how we have previously allocated resources based on equality (everyone getting the same).



Delivering on the identified aims require action across a much broader range of partners, strategies and structures. We recognise that there are already active workstreams which aim to address many of the actions required. This strategy will not replace existing work but instead acknowledge, connect, streamline and enhance current activity, within and between our partners and our communities. Each aim identifies the current ways in which actions are being delivered.

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

Our Aims

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

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

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

Create and develop sustainable place and communities

Create the conditions for fair employment and good work for all

Strengthen the role and impact of ill health prevention

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

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

We know the importance of an environment that makes confident, resilient and positive parenting possible.

We will provide universal support to families in health and education. We will also 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.

The action we will take

We will:

- focus our efforts on supporting confident, positive and resilient parenting, to those who most need our support
- increase the focus of existing expenditure on early years to reduce inequalities in early development
- build the resilience and wellbeing of all children and young children
- make sure maternity services, parenting programmes, childcare and early year's education are of high quality and meet needs of all groups
- support our schools to deliver an effective curriculum that addresses the skills required for later life and supports emotional wellbeing
- develop a framework to support Gateshead as a child friendly place

We will deliver this through:

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

We will know we have made a difference when:

- the circumstances which result in adverse childhood experiences are prevented
- parents can access support proportionate to meet their needs, to be the best parents they can
- all children start school ready to learn
- all permanent school exclusions are prevented

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 violence and domestic abuse giving everyone control of their lives.

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
- Local VCSE organisations and Connected Voice

We will know we have made a difference when:

- 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 place in which everyone's mental health and wellbeing can flourish
- everyone is able to be an active part of their community
- all domestic abuse is prevented



Create the conditions for fair employment and good work for all

Being in good quality work is good for health and wellbeing.

We know that good quality employment is critical for people's health and wellbeing. The core attributes for good work to support a healthy life, are defined by the Health Foundation⁶ as; pay fairly and offer lasting security, ensure good working conditions, enable a good work life balance, and finally provide training and opportunities to progress.

We want to create the conditions for high quality employment for every Gateshead resident.

The action we will take

We will:

- help to create the conditions for local wealth and economic growth across Gateshead
- encourage local enterprise through self-employment and develop community led, cooperative employment opportunities
- support sustainable, diverse and flexible opportunities for employment, innovation and growth
- encourage volunteering and social action as a positive pathway to work
- encourage employers to create or adapt jobs, with flexible working patterns, that enable people to balance employment with personal commitments that support their wellbeing
- support employers to effectively promote physical and mental health and wellbeing at work
- support our local public sector to provide apprenticeships and employment
- review current ways of supporting people into employment, with consideration of those with different needs, who may be disadvantaged in the labour market

We will deliver this through:

- Gateshead's Local Plan
- Culture Strategy
- North East Joint Transport Plan
- Gateshead Goes Local, Community Led Local Development
- Community Wealth Building
- North East Strategic Economic Plan
- Local VCSE organisations and Connected Voice
- Procurement Strategy

We will know we have made a difference when:

- 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

⁶ Williams, R (2018) "How is work good for our health?" Available at THF: <https://www.health.org.uk/infographic/how-is-work-good-for-our-health>

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

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 benefit 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.

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.

The action we will take

We will:

- commission and provide advice, information and guidance which is local and meets individuals needs
- promote the real living wage and agile and flexible working to employers
- maximise household income and improve financial skills to increase financial wellbeing across all age groups including pensioners
- encourage the availability of Credit Union facilities for all our communities
- support community-based initiatives and plural forms of ownership that aim to ensure a more sustainable community approach to living
- 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)

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

We will know we have made a difference when:

- all working age residents receive a living wage that considers the true cost of healthy living
- 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

Our health and wellbeing is influenced by where we live and the communities and homes we live in. Our understanding of the impact of climate change, air pollution, housing and active forms of travel, is improving rapidly. The environment, 'our place', is a major determinant of health, thought to account for almost 20% of all deaths in Europe⁷. Using place-shaping approaches, 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 quality community activities, prioritising neighbourhoods with greatest need, remove barriers to community participation and support people to be involved locally
- promote community cohesion and the prevention of crime and anti-social behaviour
- ensure all communities are able to access and benefit from the natural environment
- actively support measures that deliver clean air and environmental improvements, including energy efficiency
- ensure provision of homes at the right number, type, quality and affordability, and choice of tenure, to meet the current and future needs of all residents
- make Gateshead accessible to all, achieving a shift to sustainable forms of travel

We will deliver this through:

- Gateshead's Local Plan
- Gateshead Community Safety Partnership
- Economic, Housing and Procurement Strategies
- North East Joint Transport Plan
- The Gateshead Housing Company
- Local VCSE organisations and Connected Voice

We know we will have made a difference when:

- local communities and social networks are strong
- social connections are improved for groups in need
- all residents have access to a high quality, affordable, warm and energy efficient home
- all communities have access to good quality natural environment
- Gateshead has clean air with low levels of pollution
- Gateshead has low levels of crime and anti-social behaviour
- Gateshead is carbon neutral by 2030

⁷ <http://www.euro.who.int/en/health-topics/environment-and-health>

Strengthen the role and impact of ill health prevention

We know our health and care services are changing, and demand is increasing as our population gets older and technology advances. We must ensure that our services support everyone's needs. We will involve local communities and the voluntary and community sector in the planning of services to 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.

Our health and care system will measure success in terms of improved wellbeing, independence and social connections. We will try to move existing resources away from expensive acute care provision, so we can reinvest in prevention and early intervention measures. We will keep people who need complex support, living at, or near, home, to have the support of their family and community.

The action we will take

We will:

- prioritise funding for the prevention of ill-health and high cost intervention at all levels
- embed the local VCSE organisations in ill health prevention, planning and delivery
- integrate how we plan, make decisions and provide health, social care and housing, to respond to needs where people live
- prevent homelessness and better understand its root causes and how we address them
- ensure that no-one is living in unhealthy or unsafe accommodation
- reduce the scale and impact of substance misuse (alcohol, tobacco and drugs)
- adopt a system-wide Make Every Contact Count approach
- monitor the health of people in Gateshead together with our partners through shared long-term measures
- design how we work, and what we do, together across Gateshead, to recognise and facilitate effective social prescribing approaches

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
- Local VCSE organisations and Connected Voice
- Gateshead Smoke free, Healthy Weight and Substance Misuse Alliances
- Procurement Strategy

We know we will have made a difference when:

- all preventable ill health in Gateshead is reduced, to end the gap in 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

For more information please contact:

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