

**TITLE OF REPORT: Refresh of the Health and Well-being Strategy**

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**Purpose of the report**

The purpose of this report is to propose an inclusive approach to refresh the Gateshead Health and Wellbeing Strategy.

**Background**

1. The existing strategy, '*Active, Healthy and Well Gateshead*', was written in 2013 and covered the period up till 2016. Since it was written much has changed.
2. There have been five years of cuts in Government funding which means that organisations can no longer operate in the same way as they did in the past.
3. During 2017 / 18 partners of the Health and Well-being Board signed up to the pledge to '***make Gateshead a place where everyone thrives***'.
4. The Thrive pledge provides a central policy position by which decisions, across the partnership, will be considered and made. Specifically, the board pledged to:
  - a. Put people and families at the heart of everything we do
  - b. Tackle inequality so people have a fair chance
  - c. Support our communities to support themselves and each other
  - d. Invest in our economy to provide sustainable opportunities for employment, innovation and growth across the borough
  - e. Work together and fight for a better future for Gateshead.
5. In addition to the Thrive pledge, the DPH annual report for 2016/17 set out a range of challenges to address the issue of inequalities in Gateshead. Key strategic recommendations included;
  - '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.
  - 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.
  - 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.

## **Proposed Approach**

6. The Health and Well-being Strategy is a fundamental document which sets out the boards aspiration to improve the health and well-being of the population in Gateshead.
7. It is therefore of critical importance that the strategy is developed and owned by the board whilst also offering the opportunity for other key strategic groups in Gateshead to contribute particularly in relation to action on the social determinants of health (e.g. Community Safety Board, Housing Company Board, LSCB and LSAB amongst others).
8. To ensure people are adequately involved in shaping the strategy two steps proposed:

### **i. Establish a steering group**

- a) To ensure it is developed in an inclusive way a task and finish steering group is proposed. The group needs to be representative of the board and so nominations from each partner is requested.
- b) To ensure the strategy refresh achieves a strengthened focus on the wider determinants of health it is essential that representation is also identified to include:
  - Economic development
  - Housing strategy
  - Environment and development
  - Policy and Communication

### **ii. Host a conference (late Autumn)**

9. Following the publication in 2010 of the Marmot review, '*Fair Society, Healthy Lives*', Gateshead Council was identified as one of six areas in the Country to become a Marmot City. Changes in key personnel has meant that this approach hasn't been progressed.
10. Following some background research, Coventry City have been identified as the place in the Country that have made the most progress using this approach.
11. The purpose of the conference would be to engage in a wide group of stakeholders so people feel able to contribute to and shape the strategy.
12. The focus of the conference would be to explore what tackling this approach might mean for Gateshead in the context of the strategy refresh.
13. Initial approaches have been made to colleagues who may be able to input at a conference or though nothing has been confirmed at this stage.

## **Recommendations**

14. The Health and Wellbeing Board is asked to consider and comment on the approach and identify partners for the steering group.

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Contact: Alice Wiseman, Director of Public Health