

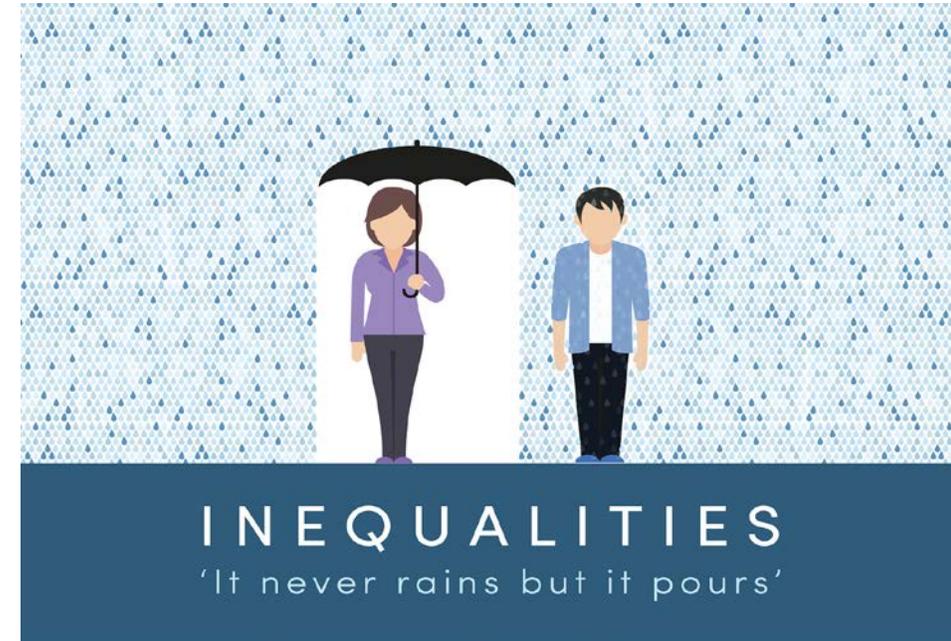
'A job, a home, good health and friends'

Gateshead's Health and Wellbeing Strategy 2020



Background

- **THRIVE** is our agreed strategic approach
- Our Health and Wellbeing Strategy is out of date
- Different context with new challenges e.g. Impact of austerity and welfare reform
- Need to address continuing inequalities
- Health and Wellbeing Board recognise the need to more directly influence the wider determinants of health
- Need to engage a wider group of stakeholders



We want Gateshead to be a place where everyone thrives



We know that over 50% of people and families in Gateshead are either managing or just coping and over 30% are in need or in vulnerable situations. We want to change those statistics and aim to make Gateshead a place where everyone thrives.





A tale of two babies



Most affluent



Most deprived



Teenager



Adult



3.5 times more likely to die of Coronary Heart Disease before aged 75

Twice as likely to complete suicide

58% more likely to have lung cancer

72% more likely to be admitted to hospital as a result of COPD

Older Age

77% more likely to provide 50 hours + of unpaid care work

53% less likely to die from respiratory disease before 75 years old

44% less likely to die from cancer before 75 years old

17% less likely to be living alone

'Poverty is not an accident. Like slavery and apartheid, it is man-made and can be removed by the actions of human beings.' Nelson Mandela

Council pledges

We have developed five pledges to help guide our decision making:

- 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



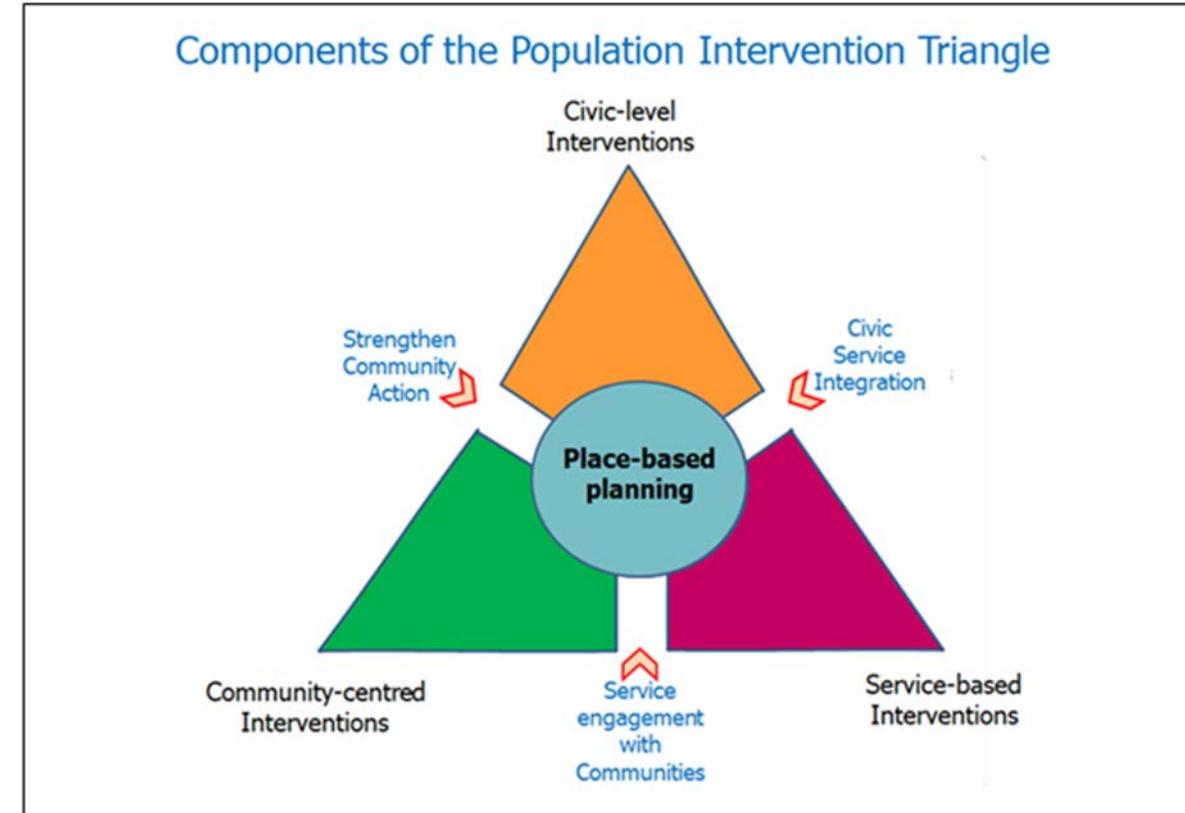
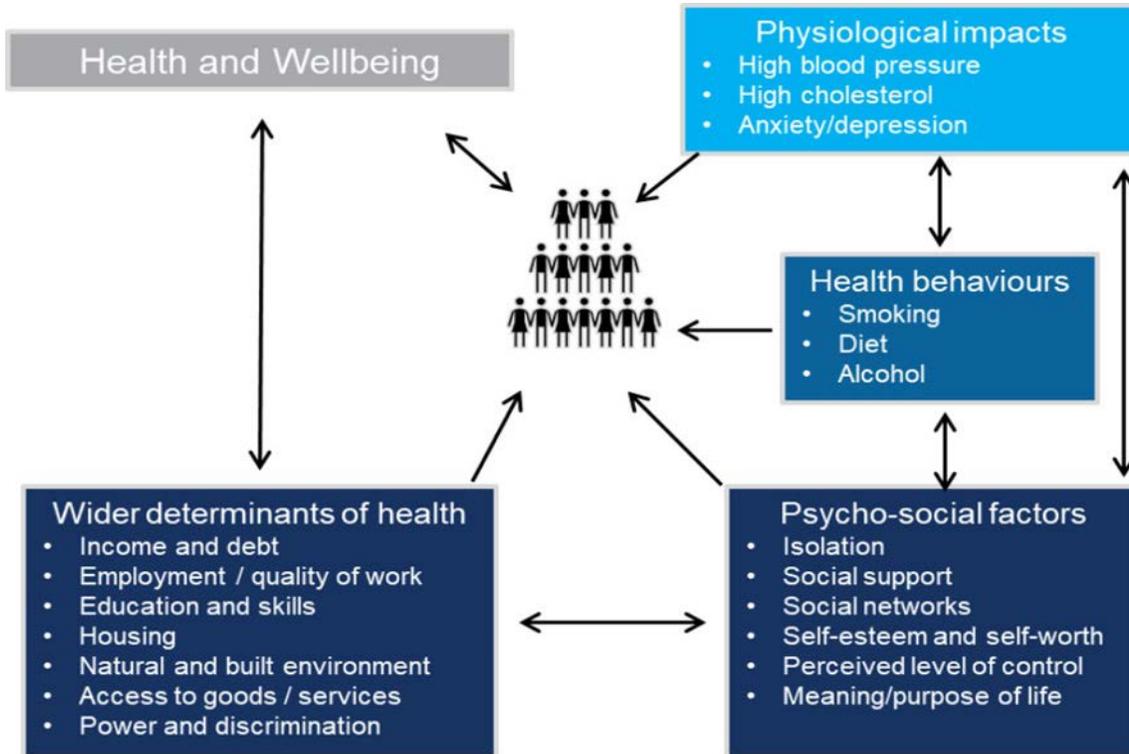
We aim to:

- Give every child the best start in life, with a focus on the first 3 years of a child's life
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Create the conditions for fair employment and good work for all
- Ensure a healthy standard of living for all
- Create and develop sustainable places and communities
- Strengthen the role and impact of ill health prevention

(MARMOT 2010)



Our approach:



Give every child the best start in life

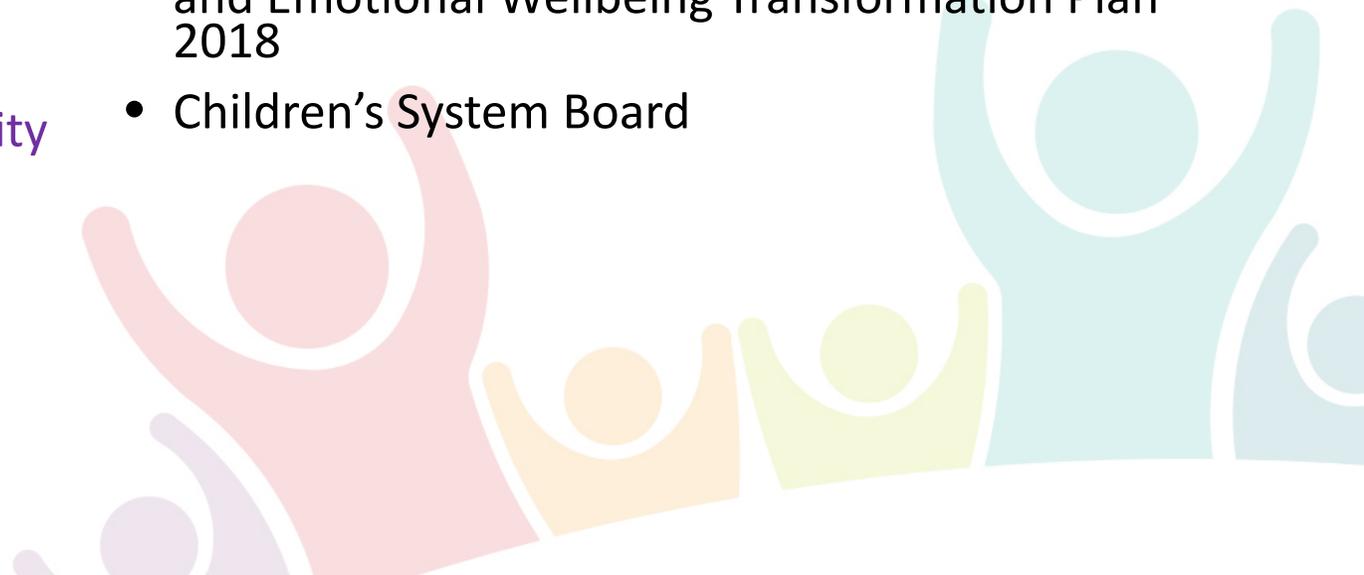
(with a focus on the first 3 years)

The action we will take

- Focus efforts on facilitating confident, positive and resilient parenting, delivered in a targeted way
- Increase the focus of existing expenditure on early years development so that it is invested where it is needed most
- Build the resilience and well-being of young children from all backgrounds
- Ensure the provision of high-quality maternity services, parenting programmes, childcare and early year's education to meet need
- Develop a framework to support Gateshead as a child friendly place

We will deliver this through

- Early Help Strategy
- Gateshead Safeguarding Children Partnership
- Children in Care and Care Leaver's Strategy 2018
- Children and Young People's Mental Health and Emotional Wellbeing Transformation Plan 2018
- Children's System Board



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

The action we will take

- Focus efforts on creating the conditions for people to enjoy positive emotional health and well-being
- ensure 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 educational achievement and acquisition of Skills for life

We will deliver this through

- Mental Health and Well-being Network
- Our approaches to community development
- Our Learning and Skills steering group
- Culture Strategy
- Economic Plans



Create the conditions for fair employment and good work for all

The action we will take

- Help to create conditions for local wealth and economic growth across Gateshead
- support sustainable, diverse and flexible opportunities for employment, innovation and growth
- Support people who are disadvantaged in the labour market to obtain, sustain and progress in work
- encourage employers to create or adapt jobs that are suitable for vulnerable people
- Promote flexible working patterns to balance work and wellbeing
- support employers to implement guidance on managing stress and promote wellbeing and good physical and mental health at work
- support our partners to provide apprenticeships and employment for local residents
- encourage local enterprise through self-employment and the development of community led, cooperative employment opportunities
- review current ways of working and consider how different models of provision might better meet the needs of local communities

We will deliver this through

- Gateshead's Local Plan
- Culture Strategy
- North East Joint Transport Plan
- Gateshead Goes Local, Community Led Local Development
- Economic Plans



Ensure a healthy standard of living for all

The action we will take

- commission advice, information and guidance which is local to and meets the needs of individuals
- promote the real living wage across Gateshead employers
- maximise household income and improve financial capability to create the best possible financial wellbeing
- encourage the establishment of Credit Union facilities in all our communities
- support community-based initiatives such as alternative food production, recycling of waste food, goods and services
- advocacy for vulnerable people and communities to access local services

We will deliver this through

- Gateshead Strategic Partners
- Tackling Poverty in Gateshead board
- Primary Care networks
- Economic Plans



Create and develop sustainable places and communities

The action we will take

- develop policies embedding health, to reduce the scale and impact of climate change and health inequalities
- maximise and make accessible to all, the positive impact of our natural environment
- ensure that health is a key factor in all planning considerations
- actively support measures that deliver clean air and environmental improvements, including energy efficiency
- prioritise actions that remove barriers to community participation and reduce social isolation
- provide good quality, affordable housing choice and security throughout a person's life

We will deliver this through

- Gateshead's Local Plan
- Economic Strategies
- Housing Strategy
- Culture strategy
- North East Joint Transport Plan



Strengthen the role and impact of ill health prevention

The action we will take

- prioritise prevention of ill-health at all levels and support people to make healthy life choices
- ensure our health and social care services support people throughout their life, providing integrated care and support at the right time and in the right place.
- Integrate how we plan and make decisions for health, social care and housing and how services respond to needs where people live
- monitor the health of people in Gateshead
- make best use of how we spend all of our resources in Gateshead to deliver best possible health outcomes
- design how we work and what we do together to recognise and facilitate effective social prescribing approaches
- use a Make Every Contact Count approach to empower people to connect and make positive changes to their lifestyles.

We will deliver this through

- Integrated Gateshead Health and Care System
- Integrated planning, performance and commissioning plan
- Public service reform



Next Steps:

- Further engagement underway
- Finalise strategy – December
- Seek approval from Health and Wellbeing Board
- Aim to launch in Spring 2020
- Action Planning to deliver the strategy



Discussion:

- Do you agree with our vision?
- Are the areas of focus the right ones?
- What are the gaps?
- What would success look like in Gateshead?
- Any further issues to consider?

Please feedback any comments, suggestions or questions by email to;
lynnemcmahon@gateshead.gov.uk

