

Equally Well:
A healthier, fairer future
for North Tyneside

2021 – 2025

North Tyneside Health and Wellbeing Board



**IMPLEMENTATION
PLAN
2023/24**

2023/24: Equally Well: Best Start in Life (BSIL)

Leads: Mary Connor, Wendy Burke, Janet Arris, Jill Harland

Governance: Children and Young People's Partnership

Actions	Short-term outcomes	Long-term outcomes	KPIs / outcomes	Community Engagement and mobilising community assets	Links to other priorities
<p>Establish a Family Hub steering group (incorporating BSIL) to oversee the work programme.</p> <p>Provide targeted enhanced stop smoking support and free NRT to all women who smoke during pregnancy.</p> <p>Deliver targeted interventions to increase breast feeding in areas of the borough with low uptake as part of UNICEF accreditation in Trusts and the 0-19 service.</p> <p>Expand the delivery of multiagency services in family hubs in the context of the community hub model in the borough – particularly targeting families facing multiple challenges and disadvantage.</p> <p>Provide community-based peer support programmes for parents, focussed on best start in life such as peer breast feeding and parenting support.</p> <p>Develop a system wide communication action plan to ensure the start for life offer reaches all communities.</p> <p>Agree an oral health action plan to focus on preventative actions to reduce oral health inequalities.</p> <p>Maximise the uptake of benefits for families including those for childcare and healthy start ensuring all early years workers understand and promote the offer.</p> <p>Promote the 2 matter award for settings working with funded two-year-olds with more vulnerable children.</p>	<p>Improve access to services, and improved connections between families, professionals, services, and providers.</p> <p>Reduction in smoking in pregnancy</p> <p>Increase in breastfeeding in our more deprived communities.</p> <p>Families have seamless access to information and support.</p> <p>Increase uptake of entitled benefits and healthy start vitamins especially for families eligible for the free scheme.</p> <p>More children achieving a good level of development at the 2-2.5-year health and development review.</p> <p>More children achieving a good level of development at the end of reception.</p> <p>Early Years Foundation Stage – narrowed gaps between more disadvantaged groups</p>	<p>Prospective and new parents are supported as they make the transition to parenthood.</p> <p>Mothers and babies have positive pregnancy outcomes.</p> <p>Babies and parents/carers have good early relationships to promote attachment.</p> <p>Parents experiencing emotional, mental health and wellbeing challenges are identified early and supported.</p> <p>Children and parents/ carers have good health outcomes.</p> <p>Children and parents / carers are supported with early language, speech and communication.</p> <p>Children have access to high quality early years provision and are ready to learn for nursery and ready for school and achieve a good level of overall development.</p>	<p>Across our most disadvantaged areas we will see:</p> <ul style="list-style-type: none"> • Increase in the rates of breastfeeding. • Reduction in smoking in pregnancy • More children achieving a good level of development at the 2-2.5-year health and development review. • Good level of development at age 5 with free school meal status (%) 	<p>Peer support is a key part of achieving this theme e.g., breastfeeding peer supporters.</p> <p>VCSE key partner in understanding community needs regarding Family Hubs.</p> <p>.</p>	<p>'Ensuring a healthy standard of living for all' workstream' re addressing family and child poverty.</p> <p>Fair Employment and Good work for all: parents/ carers are supported to be in secure employment or in training.</p>

2023/24: Equally Well: Maximising capabilities of children, young people, and adults.

Leads: Julie Firth, Lisa Cook, Mark Barrett, Janet Arris, Ruth Auton

Governance: Children and Young People's Partnership

Actions	Short-term outcomes	Progress update	KPIs/ outcomes	Links to other priorities
<ul style="list-style-type: none"> Achievement for all with a focus on increasing attendance, and attainment for our most vulnerable children – as part of the ambition for Education. Deliver the Safety Value Intervention to provide an inclusive education offer where children and young people with SEND thrive. The HIVE Team provides holistic support for Children in Care and Care Leavers, to ensure a difficult start in life is not a barrier to success – the team will be promoting trauma informed practice across services to reduce inequalities. Increase early help for mental health needs through development of 'The Lookout' to bring together the new MH & EW pathways to create an offer for CYP & families that is easy to navigate, with a range of access points. An increased focus on neurodiversity will transform support for pupils and families to develop more inclusive communities, reduce inequalities and improve outcomes. Deliver Preparation for Adulthood: an established post-16 SEND work-based learning programme 'Ignite Your Potential'. A SEND Practice Group has been formed and a SEND Employment Forum will meet for the first time in June 2023 to develop actions going forward. Deliver the Cobalt Education to Employment programme to embed careers into the school curriculum – Burnside, Norham and Marden High Target adult learning at disadvantaged adults with low starting points to offer support and skills development and monitor uptake. Delivery of the digital inclusion strategy includes targeted digital skills provision in line with the inclusive vision of 'nobody left behind' supporting learners to live fuller lives in their communities. Review uptake of lifelong learning opportunities –for adults and older people, especially those accessing digital technology and skills courses. 	Reducing inequalities in pupils' educational outcomes	Narrow the gap in attendance and attainment in our most vulnerable children.	Reduced gaps in educational attainment	<p>Ensure a healthy standard of living for all.</p> <p>An integrated health and care system</p> <p>The places and communities we live in</p>
	Increase in levels of school attendance in lowest attaining schools.	A child's progress, strengths and needs are identified at an early stage in order to promote positive outcomes.	Increased attendance and lower suspension and exclusion figures.	
	Reduction in the proportion of pupils being referred for Social Emotional Mental Health.	Schools, families, and communities work in partnership to reduce the gradient in health, wellbeing and resilience of children and young people.	Percentage of 16–18-year-olds not in education, employment, or training	
	Increase in uptake of training and development and apprenticeships for 16–25-year-olds.	Improved physical and mental wellbeing of young people.	Apprenticeship & destination data	<p>Community Engagement and mobilising community assets</p> <p>Children in Care Council, SEND Youth Forum and the Youth Council</p> <p>Voice of the child should be evident throughout this priority.</p>
	Easily accessible support and advice is available for 16–25-year-olds on life skills, training, and employment opportunities across the system.	Improved access and use of quality lifelong learning across all communities	Increase in adult learning completers in education / employment across the lifecourse.	
	Increase access to and uptake of adult learning with a specific focus on those living in the 25% most deprived areas in North Tyneside	Improved access and use of quality lifelong learning across all communities	Increased proportion of 16–18-year-olds in post-16 education or training	
	Increase access to and uptake of adult learning with a specific focus on those living in the 25% most deprived areas in North Tyneside	Reduced proportion of 18–24-year-olds claiming JSA.	Reduced rates of first / repeat offences in 16–24-year-olds	
	Increased availability of non-vocational lifelong learning across the life course, including retirement	Reduced rates of teenage pregnancy.	Reduced rates of anti-social behaviour, drug, and alcohol misuse among young people.	

2023/24: Equally Well: Fair Employment and Good Work for All.

Leads: John Sparkes, Mark Barrett, Gary Charlton, Ruth Auton

Governance: North Tyneside Employability Partnership and Strategy Group

Actions	Short-term outcomes	Long-term outcomes	KPIs / outcomes	Links to other priorities
<ul style="list-style-type: none"> Data and insight analysis to understand the employment and skills needs of different residents and communities and identify and address any gaps in support. Understanding and addressing reasons for economic inactivity due to physical health and mental health conditions and developing a plan to address these barriers to employment e.g., through the Working Well Hub. Addressing recruitment and retention challenges in key sectors e.g., early years and the health and social care sector through the Care Academy. Monitor progress and understand issues around supporting over 50s back to work through the Dedicated Work Coaches in DWP, including the upskilling of people to work in the digital environment. Delivery and monitoring of employability projects targeting support at disadvantaged groups e.g., the Restart Project targeting the long term unemployed. Co-ordinate the approach to promoting available apprenticeships across the system to disadvantaged groups and 'Get into' courses and careers and recruitment events. Economic strategy to work with businesses involved in major developments to deliver corporate social responsibility commitments to increase the number of jobs opportunities, including apprenticeships, available to residents. Ensure North Tyneside organisations and business benefit from involvement with the Better Health and Work and Good Work Pledge initiatives. 	<p>In depth understanding of residents and communities needs for employment and skills support</p> <p>Targeted health and social care recruitment drive</p> <p>Increase in the skills levels of residents.</p> <p>Increase in the number of people in Education and Training</p> <p>Increase the number of residents moving into work.</p> <p>Increase the number of residents receiving enterprise support.</p> <p>Increase the number of Apprenticeships available to residents.</p> <p>Supporting employers to provide healthy physical environments, promoting wellbeing, and providing mental health support when required.</p>	<p>More residents from groups identified as being furthest away from the labour market will be supported into employment.</p> <p>It will be easier for people who are disadvantaged in the labour market to obtain and keep work.</p> <p>More good quality jobs will be created.</p> <p>Improvement in young people's transition from education to employment</p> <p>Increase in the number of new business start-ups.</p> <p>Improved local workforce skills across the social gradient.</p> <p>Increased wage levels and reduction in wage gap</p> <p>More businesses will be supporting the health and wellbeing of their staff and reducing sickness absence rates.</p> <p>Increase in numbers of organisations and business signed up to North of Tyne Good Work Pledge and Better Health at Work Award</p> <p>Improved wellbeing and job satisfaction among working population</p>	<p>Across our most disadvantaged communities we will see:</p> <p>Fewer NEET aged 18-24</p> <p>A reduction in unemployment %</p> <p>Increase proportion of employed adults earning the living wage</p> <p>Reduction in the disability employment gap.</p> <p>Reduced rates of sickness absence across North Tyneside</p>	<p>Enable all children, young people and adults to maximise their capabilities and have control over their lives – regarding lifelong learning.</p> <p>Ensure healthy standard of living for all – re addressing in work poverty.</p>
			Community Engagement and mobilising community assets	
			<p>Working in partnership with our VCSE sector to understand needs – particularly those who are economically inactive due to health reasons or caring responsibilities.</p>	

2023/24: Equally Well: Ensure a healthy standard of living for all

Leads: Jacqueline Laughton, Gary Charlton, Jill Harland

Governance: Poverty Partnership

Actions	Short-term outcomes	Long-term outcomes	Proposed KPIs outcomes	Links to other priorities
<p>A multi-agency partnership coordinates efforts to support people with the rising cost of living. The Poverty Intervention Partnership Board meet on a quarterly basis to address the many ways living in poverty can affect people – from a financial, social and health perspective. The board have agreed 6 pillars of support:</p> <p>Food Insecurity Support</p> <ul style="list-style-type: none"> Development of a food strategy Deliver community-based projects which enable low-income households to access affordable healthy food. Continue to deliver and extend upon the Holiday Activities and Food programme. Provide supermarket vouchers to families on FSM for all school holidays up until the end of the academic year 2023/24. Continue to provide Healthy Start Scheme vouchers for pregnant women and children under 4 in eligible low-income families. <p>Fuel Poverty Support</p> <ul style="list-style-type: none"> Deliver and expand upon the warm welcome scheme in partnership with VCSE and schools. Directly support residents in fuel poverty by delivering the Green Homes Grant Local Authority Delivery Scheme for residents on low incomes to improve home energy efficiency and through the Welfare assistance scheme for those in crisis. <p>Clothing Costs</p> <ul style="list-style-type: none"> Fund schools to set up their own school uniform schemes to reduce the cost of the school day for families. Explore and promote other pre-loved schemes locally. <p>Support for Household bills</p> <ul style="list-style-type: none"> Maximise residents' income by delivering benefits take up advice and campaign via CAB and Age UK. Explore auto enrolment for income related Free School Meals. <p>Financial crisis or emergency</p> <ul style="list-style-type: none"> Support for the Bay Foodbank and increased Welfare assistance scheme via the Household Support Fund. <p>Other Forms of Support</p> <ul style="list-style-type: none"> Digital inclusion strategy and Poverty proofing the school day. <p>Communication plan</p> <ul style="list-style-type: none"> so, all agencies and organisations understand the offer and how to signpost residents 	<p>Increased benefit uptake and income for residents</p> <p>Support for residents in work poverty</p> <p>Awareness raised and information given about managing energy bills and heating efficiently.</p> <p>Schools receive training to implement reducing poverty impact for young people.</p> <p>Children have access to nutritious food and activities during school holidays.</p> <p>Support given to families during school holidays to support the expense of this period.</p> <p>Bread and Butter things established within 6 Communities.</p> <p>Increase uptake of healthy start vouchers</p> <p>Community Energy Champions recruited and trained.</p> <p>Delivery of the DfE funded scheme delivering laptops and wifi devices.</p>	<p>More people achieving a healthy standard living above the relative poverty threshold.</p> <p>Early identification of people at risk of getting into crisis e.g., homelessness.</p> <p>Residents able to navigate the benefits system – smoothing the cliffe edge between in and out of work poverty.</p> <p>Young people have an equitable experience within school.</p> <p>Residents improve their homes to be more energy efficient.</p> <p>All residents have physical access, economic ability & knowledge to access and consume healthy food.</p> <p>Residents are digitally confident and connected both in terms of physical access to technology and digital connection.</p>	<p>Across out most disadvantaged communities we will see:</p> <p>Reduction of number of children in poverty</p> <p>Reduction in number of households not reaching Minimum Income Standard (%)</p> <p>Fuel poverty for high fuel cost households (%)</p> <p>Reduction in the number of residents experiencing digital exclusion.</p> <p>Number of people accessing The Break and Butter Thing</p>	<p>Maximising the capabilities of Children, Young People and Adults</p> <p>Best Start in Life</p> <p>Our lifestyles and healthy behaviours</p> <p>The Places and Communities we live in</p>
			Community Engagement and mobilising community assets	
			<p>Ensuring that the skills, knowledge, resources, and networks of the VSCE are maximised to reach residents affected by cost-of-living crisis.</p> <p>Development of a Poverty Intervention Network. Regular meetings taking place in community venues to ensure the voices of our communities are informing planning and delivery.</p>	

2023/24 Equally Well: The Places and Communities we live in and with

Leads: Sam Dand, Sam Rennison, Peter Mennell, Gary Charlton, John Sparkes, Paul Jones

Governance: Safer North Tyneside Partnership, Climate Change Partnership, Culture Partnership and North Shields and Wallsend Master Plans

Actions	Short-term	Long-term outcomes	KPIs / outcomes	Links to other priorities
<p>Communities and Voluntary Sector</p> <ul style="list-style-type: none"> Review funding and sustainability of Living Well North Tyneside to mobilise community assets and ensure residents who want to can be actively involved in their communities. Commit and gain accreditation to becoming an Age-friendly Borough following the evidence-based approach for creating communities that are better places to age, incorporating the findings from the Ageing Well Summit. Develop the Digital Strategy and Community Hub model to host a range of services e.g. (Drug and Alcohol, Police, CAB, ASC, OT, Reablement and Care Call) which link into the Family Hubs and wider VCSE offer, with a targeted approach on engaging our more isolated residents. <p>Environment</p> <ul style="list-style-type: none"> Focus on environmental stewardship in our most deprived areas of the Borough to enhance the physical environment and green spaces to support social connectedness, feelings of safety, physical activity, and mental wellbeing. <p>Housing</p> <ul style="list-style-type: none"> Implement the recommendations in the Health Impact Assessment completed on the Housing Strategy to improve health outcomes for those living in the 30% most deprived lower layer super output areas (LSOAs) Improve the private rented housing offer in Wallsend by targeting of empty properties and developing a new project to raise standards of landlords. Expand the safe and healthy homes initiative to support more households in need. Working with 15 different landlords to help improve conditions. Delivery of a further 187 affordable homes for residents most in need. <p>Community Safety</p> <ul style="list-style-type: none"> Focus initiatives at those communities experiencing ASB and a higher burden of crime and encourage those communities to report incidents and build trust and feelings of safety. Communicate the achievements of the community safety partnership to support feelings of safety, particularly in areas with perceived low levels of safety. <p>Culture</p> <ul style="list-style-type: none"> Deliver the culture strategy actions; specifically, those addressing inequity in accessing culture. <p>Regeneration</p> <ul style="list-style-type: none"> Masterplans focussed on revitalising local areas, improving infrastructure, attracting new businesses, and creating jobs for local people. Reduce inequalities in access by improving connections to services, access to arts and culture, outdoor spaces via active travel initiatives through Masterplans. 	<p>Proposed solutions and interventions to reduce inequalities are co-produced and fully informed by the lived experience of North Tyneside residents.</p> <p>More socially connected communities with more opportunities for all residents to take part in community life.</p> <p>Active travel infrastructure will enable more residents from disadvantaged communities to access education, employment, and leisure opportunities.</p> <p>Increased levels of volunteering</p> <p>A supply of good quality affordable homes for those most in need</p> <p>Improved active travel across the social gradient.</p> <p>Improve the accessibility, existing parks, green spaces, and beaches to promote good mental health and physical activity.</p>	<p>Building on communities' assets and strengthening our work with communities across the system</p> <p>Adequate resourcing of VCSE to support their work.</p> <p>Clean, green, and safe open spaces across the Borough</p> <p>Improved digital inclusion.</p> <p>Integrated planning, housing, environmental and health systems in place</p> <p>Well-designed communities with decent homes and good transport links</p> <p>Access to arts and culture and outdoor spaces that provide opportunities to connect with others.</p> <p>Support community regeneration schemes that remove barriers to community participation and reduce social isolation.</p> <p>Improved energy efficiency of housing across the social gradient.</p> <p>Reduced social isolation.</p> <p>More residents feeling safer in their local community.</p>	<p>Across our most disadvantaged communities we will see:</p> <p>Improved results in resident survey – participation / safety, accessing services/ parks/ beaches etc.</p> <p>Fewer socially isolated residents</p> <p>Reduction in the number of residents who are digitally excluded.</p> <p>More residents feeling safe in their communities.</p> <p>Number of affordable housing units developed.</p> <p>Number of energy efficient improvements made in private sector.</p>	<p>Communities and Place are a golden thread across all priorities of Equally Well.</p>
			<p>Community Engagement and mobilising community assets</p>	
			<p>Voluntary sector key in providing information on how communities are feeling and emerging issues.</p> <p>Ensuring our diverse communities have their voices heard and are central to the commissioning, and decision-making process in North Tyneside.</p>	

Equally Well: Our lifestyles and healthy behaviours across the life course

Leads: Wendy Burke, Jill Harland, Gary Charlton

Governance: Active North Tyneside, Tobacco Alliance, Healthy Weight Alliance, Strategic Alcohol Partnership, Living Well and Ageing Well Locally Board, NHCT

Actions	Short-term outcomes	Long-term outcomes	Proposed KPIs outcomes	Link to other priorities
<p>Strengthen treatment pathways for people who smoke to support them to quit (including through the use of vaping), including those admitted to and discharged from hospital and other targeted groups.</p> <p>Support businesses to identify, support and signpost employees drinking at increasing- and higher-risk levels.</p> <p>Target schools, GP practices and other community services in areas with high rates of under-18s and adults being admitted to hospital due to alcohol to ensure appropriate support in place.</p> <p>Targeted delivery of bespoke weight management programmes in communities with inequalities.</p> <p>Deliver the requirements of the Healthy Weight Declaration to ensure a system-level approach to tackling the inequalities in health outcomes driven by the food environment.</p> <p>Delivery of the Active North Tyneside Programme to improve access to free/affordable healthy behaviour change interventions and physical activity across the life course.</p> <p>Deliver community and workplace offers for blood pressure and atrial fibrillation checks and explore community-based lipid checks.</p> <p>Embed and sustain learning from recent pilots to continue to support people in hospital, care homes and other settings with physical activity.</p> <p>Develop partnership approach with stakeholders, including the VCS, to improve cancer screening uptake in communities with inequalities.</p> <p>Roll out and implement a drug strategy for North Tyneside, implement a Drug and Alcohol Related Death review process (including near misses), promote recovery, and explore the impact of stigma on those with lived experience.</p> <p>Ensure those with lived experience of substance misuse can shape and influence services.</p> <p>Establish a new service for those with complex and multiple needs - Gateway Access Plus to improve access to health services for people who have experienced addiction, dependence, and mental ill health and to improve overall health.</p> <p>Tackle inequalities in immunisation rates across the lifecourse by identifying barriers, appropriately targeting where uptake is low and monitoring vaccine uptake through the vaccines in</p>	<p>Across the life course:</p> <ul style="list-style-type: none">• People who smoke are supported to quit.• People who drink alcohol at harmful levels are identified and supported, and so are their families.• People are supported to achieve a healthy weight. <p>People have equitable access to cancer screening programmes. Programmes support early presentation and diagnosis to achieve the best possible outcomes.</p> <p>People have increased access to interventions to identify risks of cardiovascular disease.</p> <p>Health, care, and education workforce have increased capability and opportunities to promote physical activity in key settings and are able to signpost appropriately.</p> <p>People using drugs or affected by drugs are identified and supported, and so are their families.</p> <p>Increased uptake of immunisations are reduced inequalities across North Tyneside.</p>	<p>Children are exposed to less second-hand smoke. They are less likely to start smoking/vaping due to tobacco control measures.</p> <p>People who require specialist alcohol support are identified and able to access appropriate services and all residents are less likely to be affected by all aspects of alcohol-related harm.</p> <p>Children are less likely to be affected by the broader effects of excess weight in childhood and less likely to become overweight as adults.</p> <p>People at risk of developing CVD are identified and supported to access appropriate management, in line with CORE20Plus5.</p> <p>Inequalities in health outcomes driven by the commercial determinants of health are reduced.</p> <p>Residents have improved awareness of cancer and are supported to receive earlier diagnoses to promote the best possible outcomes.</p> <p>Harm from illicit drug use is reduced.</p> <p>Increased protection from wider vaccine coverage.</p>	<p>Across our most disadvantaged areas we will see:</p> <ul style="list-style-type: none">• Reduction in smoking• Reduction in alcohol-related hospital admissions (adults and under 18s)•Reduction in children with excess weight (NCMP indicators)•Increased physical activity in hospital inpatients and people in other key settings•Increased uptake of cancer screening programmes•Reduction in drug-related deaths and unmet need <p>Uptake of CPD checks</p>	<p>Needs a dotted line to ‘Best Start in Life’ workstream.</p> <p>Reduction in smoking in pregnancy</p> <p><i>Needs a dotted line to ‘The Places and Communities we live’ – cycling, green space indicators.</i></p>
			Community mobilising community assets	
			<p>Community asset-based approach to improve healthy weight and identify those at increased risk of CVD.</p> <p>Co-production of cancer prevention work</p> <p>Health inequality grant scheme is delivered and sustained.</p>	