

North Tyneside's Joint Health and Wellbeing Board Strategy 2021-25

Equally Well:

A healthier, fairer future
for North Tyneside

2021 - 2025

North Tyneside Health and Wellbeing Board



Developing the joint implementation plan

Health and Wellbeing Board
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A reminder of where we want to get to?

Our joint vision, ambitions and guiding principles

strategic ambitions for North Tyneside are:



Equal life chances for all

Taking a life course approach to promote and protect health, focused on enabling the poorest and most vulnerable communities in North Tyneside to overcome the challenges of health and social inequalities.



Thriving places and communities

Creating the conditions in all our places and communities to find good work, feel supported, live healthily and meet everyone's needs fairly, both now and in the future. Mobilising assets within communities, promoting equity and increasing people's control over their health and lives.



Maintaining independence

Focusing on prevention and early intervention so people live longer with more years in good health. Ensure that support and services are integrated, easily accessible and enable our limited resources to be focused on those with the greatest need.



Vision: Reduce inequalities in North Tyneside by breaking the link between people's circumstances and their opportunities for a healthy, thriving and fulfilled life.



Embedding 'Marmot' key objectives

1. Give every child the best start in life
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives
3. Create fair employment and good work for all
4. Ensure a healthy standard of living for all
5. Create and develop healthy and sustainable places and communities
6. Strengthen the role and impact of health prevention

Delivering our ambitions

Equally Well : Implementation plan

Health and Wellbeing Board Members all have a pack with the draft implementation plan which includes actions for the next year across the 7 areas below, as well as the longer term outcomes we want to see to reduce inequalities.

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

Develop healthy and sustainable places and communities

Our lifestyles and behaviours

An integrated health and care system

Existing governance structures, partnerships and strategies with agreed LA, CCG and Trust leads for the key priorities within the health and wellbeing strategy

Best start in life	Maximising capabilities of children, young people, and adults	Fair employment and good work for all	Ensuring a healthy standard of living for all	The places and communities we live in and with	Our lifestyles and healthy behaviours	An integrated health and care system
<p>Wendy Burke</p> <p>Janet Arris</p> <p>Jenna Wall/ Jill Harland</p>	<p>Jacqui Old</p> <p>Janet Arris/Anne Foreman</p> <p>Ruth Aurten</p>	<p>John Sparkes</p> <p>Gary Charlton</p> <p>Ruth Auten/Kate Thompson</p>	<p>Jackie Laughton</p> <p>Gary Charlton</p> <p>Jill Harland</p>	<p>Sam Dand</p> <p>Gary Charlton/Aidrian Dracup</p> <p>Mike Blades</p>	<p>Wendy Burke</p> <p>Gary Charlton</p> <p>Jill Harland</p>	<p>Jacqui Old</p> <p>Lesley Young Murphy</p> <p>Claire Riley</p>
<p>Children and young people's partnership</p> <p>MASH</p> <p>Early Help Strategy</p> <p>0-19 Healthy Child Programme – Clinical Governance</p>	<p>Ambition for Education</p> <p>School improvement strategy</p> <p>North of Tyne Education Challenge</p> <p>CYP Mental Health Strategy</p> <p>SEND Inclusion Strategy</p>	<p>Inclusive Economy Strategy</p> <p>Employment and Skills Strategy</p> <p>Good Work Pledge</p> <p>North Tyneside Trading Company</p> <p>Business Factory's Aspire Programme</p> <p>Apprenticeship programme</p>	<p>Inclusive Economy Strategy</p> <p>Poverty intervention fund</p> <p>Digital Inclusion strategy</p> <p>Carers Partnership</p>	<p>Regeneration Strategy</p> <p>Transport strategy</p> <p>Housing Strategy</p> <p>Engagement Strategy</p> <p>Safer North Tyneside Partnership/ Community Safety strategy</p> <p>Climate Emergency Board</p> <p>Youth Justice Partnership</p> <p>Culture partnership</p>	<p>Active North Tyneside</p> <p>Tobacco Alliance</p> <p>Healthy Weight Alliance</p> <p>Alcohol Alliance</p> <p>JSNA</p> <p>NHS Health Checks</p> <p>Drug and Alcohol Service</p> <p>Sexual Health Service</p>	<p>Future Care Board</p> <p>ICS development</p> <p>Safeguarding Adults Board (SAB)</p> <p>Commissioning plans</p> <p>Ageing Well Strategy</p>

Best start in life – Leads: Wendy Burke, Janet Arris, Jill Harland/Jenna Wall

“A vital and productive society, with a prosperous and sustainable future, is built on a foundation of healthy child development.”

We want to see :

- Prospective and new parents being supported as they make the transition to parenthood
- Mothers and babies have positive pregnancy outcomes
- Babies and parents/carers have good early relationships to promote attachment.
- Parents experiencing emotional, mental health and wellbeing challenges are identified early and supported
- Children and parents/ carers have good health outcomes
- Children and parents / carers are supported with early language, speech and communication
- 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

Enable all children, young people and adults to maximise their capabilities and have control over their lives – Leads: Jacqui Old, Janet Arris/Anne Foreman, Ruth Auten

“People who feel in control of their lives are more likely to feel able to take control of their health.”

We want to see:

- A child's progress, strengths and needs are identified at an early stage in order to promote positive outcomes
- Narrowed gap in attendance and attainment in our most vulnerable children.
- Schools, families and communities work in partnership to reduce the gradient in health, wellbeing and resilience of children and young people
- Improved physical and mental wellbeing of young people
- Improved access and use of quality lifelong learning across all communities
- Increase proportion of 16–18-year-olds in post-16 education or training
- Reduced proportion of 18–24-year-olds claiming JSA.
- Reduced rates of first / repeat offences in 16–24-year-olds
- Reduced rates of teenage pregnancy.
- Reduce levels of anti-social behaviour, drug and alcohol misuse among young people.



Create fair employment and good work for all

Leads: John Sparkes, Gary Charlton, Ruth Auten/Kate Thompson



“Good work improves health and wellbeing across people’s lives, not only from an economic standpoint, but also in terms of quality of life.”



We want to see:

- **More residents from groups identified as being furthest away from the labour market being supported into employment**
- **It will be easier for people who are disadvantaged in the labour market to obtain and keep work**
- **More good quality jobs being created**
- **Improvement in young people’s transition from education to employment**
- **Increase in the number of new business start-ups.**
- **Improved local workforce skills across the social gradient**
- **Increased wage levels and reduction in wage gap**
- **More businesses will be supporting the health and wellbeing of their staff and reducing sickness absence rates**
- **Increase in numbers of organisations and business signed up to North of Tyne Good Work Pledge**
- **Improved wellbeing and job satisfaction among working population**



Ensure a healthy standard of living for all :

Leads: Jackie Laughton, Gary Charlton, Jill Harland

'Poverty is the greatest preventable threat to health, and tackling it is fundamental to addressing health inequalities and boosting life chances.'

We want to see:

- Fewer children living in poverty
- Residents have sufficient income for healthy living.
- More residents being paid a real living wage
- More households being digitally included
- Fewer families experiencing in work poverty
- Residents able to navigate the benefits system – smoothing the cliff edge between in and out of work poverty.



Places and communities we live in and with

Leads: Sam Dand, Robin Fry, Paul Jones, Gary Charlton/Aidrian Dracup, Mike Blades



“Those living in the more socio-economically deprived areas are likely to have a lack of green space, poor air quality and poorer housing compared to the least socio-economically deprived areas.”



We want to see:

- Adequate resourcing of VCSE to support their work
- Clean, green and safe open spaces across the Borough
- Connected communities
- Improved digital inclusion
- Integrated planning, housing, environmental and health systems in place
- Well designed communities with decent homes and good transport links
- Access to arts and culture and outdoor spaces that provide opportunities to connect with others
- Improved energy efficiency of housing across the social gradient.



Our lifestyles and health behaviours

Leads: Wendy Burke, Gary Charlton, Jill Harland



“Households in the bottom 10% of household income would have to spend 74% of their money on food to eat healthily.”



We want to see:

- 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
- Increased uptake of cancer screening programmes
- Reduction in drug-related deaths and unmet need



An integrated health and care system

Leads: Jacqui Old, Lesley Young-Murphy, Claire Riley



Enabling different parts of the health and care system to work together effectively, in a way that will improve outcomes and address inequalities.



We want to see:

- **Organisations work together at scale to share planning and pool resources to work sustainably and address financial pressures that can be a barrier to providing health and social care**
- **Our most vulnerable residents living healthier and fulfilling lives and maintaining independence for longer**
- **Improved access to appropriate support and unnecessary variations and fragmentation in care.**
- **Fewer residents will be discharged from hospital directly into permanent residential/nursing care**
- **Demand in the acute sector is well managed and the gaps in care which have the most impact on health inequalities have reduced**
- **Health inequalities are considered in all policies across health and social care and the work of the Health and Wellbeing Board partners**



Community Engagement to inform a final implementation plan

Engagement at a community level in relation to will take place so that proposed draft implementation plan can be widely discussed and to ensure that the solutions and interventions are co-produced and informed by the lived experience of North Tyneside residents

Healthwatch will work with our VSCE organisations to carry out engagement on the implementation plan

A final implementation plan will be presented to the Health and Wellbeing at the meeting in June.

Questions for board members on the proposed draft plan

- Is it clear that action is required across the population but with more targeted action where gaps are widest (proportionate universalism)?
- Are the actions tangible and deliverable for the next year – is anything missing?
- Are the KPIs the right ones to enable the Health and Wellbeing Board to monitor progress?