



Northumberland  
County Council

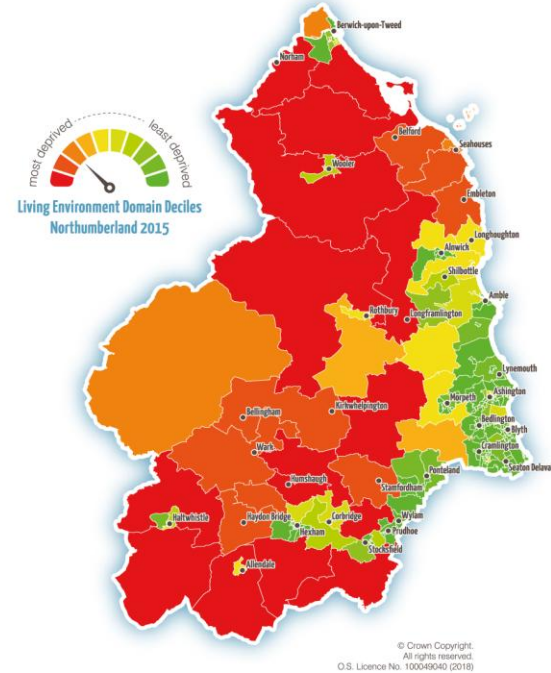
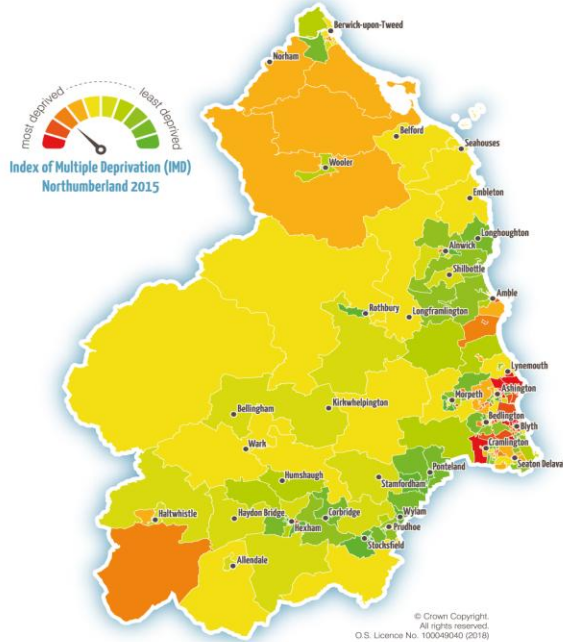
# Strategic approaches to addressing Northumberland's (rural) health issues

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Rural Northumberland Conference 12 June 2018

[www.northumberland.gov.uk](http://www.northumberland.gov.uk)

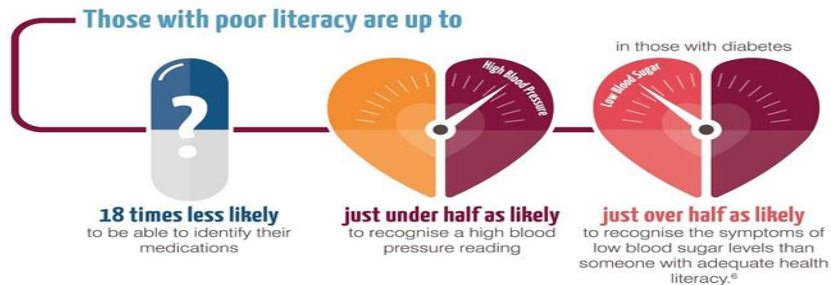
# The social determinants, rurality and measuring



# Education and skills – the engine of social mobility

## The link to health

- Clearest indicator of life outcomes – the single biggest modifiable determinant of health
- Starts at birth – early years development;
- Some evidence that educational attainment linked to:
  - Increased uptake of screening
  - Increased smoking quit rates



## Education and skills in Northumberland

### What's good:

- School readiness
- 16-17 yr olds NEET
- Achievement at Key Stage 1 and 2
- Apprenticeships

### What's less good:

- GCSE attainment
- GCSE attainment in most disadvantaged pupils

### Rural challenges:

- More unqualified teachers; partnerships with 'outstanding schools'; cost of/access to transport; viability.

# How employment affects health

## Unemployment



## Employment

It's good for you (mostly).

- Improved resilience;
- Better mental health (through developing and using skills);
- Some work isn't good for you (e.g. job insecurity; workplace stress; poor H&S procedures; low levels of control)

## The Northumberland picture

Professional/management < unskilled/elementary

Higher proportion of economically inactive

Rurality:

- More home working/self employed; Seasonal employment; higher proportion of SMEs limit opportunities; Progression from low skilled/paid is challenging

# Healthy Homes



## Affordable, safe, secure:

- Supports social networks, sibling and peer relationships, child development and educational outcomes.

## Good quality:

- Reduce the risk of accidents and respiratory illness
- Overcrowding is linked to respiratory disease; and slow growth and poor psychological development in children
- Cold homes linked to mental ill health, eczema and excess winter deaths

## Housing and vulnerable groups:

- Health impacts of poor housing are greater
- People with mental health and substance misuse issues more likely to be homeless

- Homelessness is associated with premature

## Affordable, safe, secure

- Property price to earnings ratio fairly stable overall but mixed
- Private sector tenures increasing; rents higher

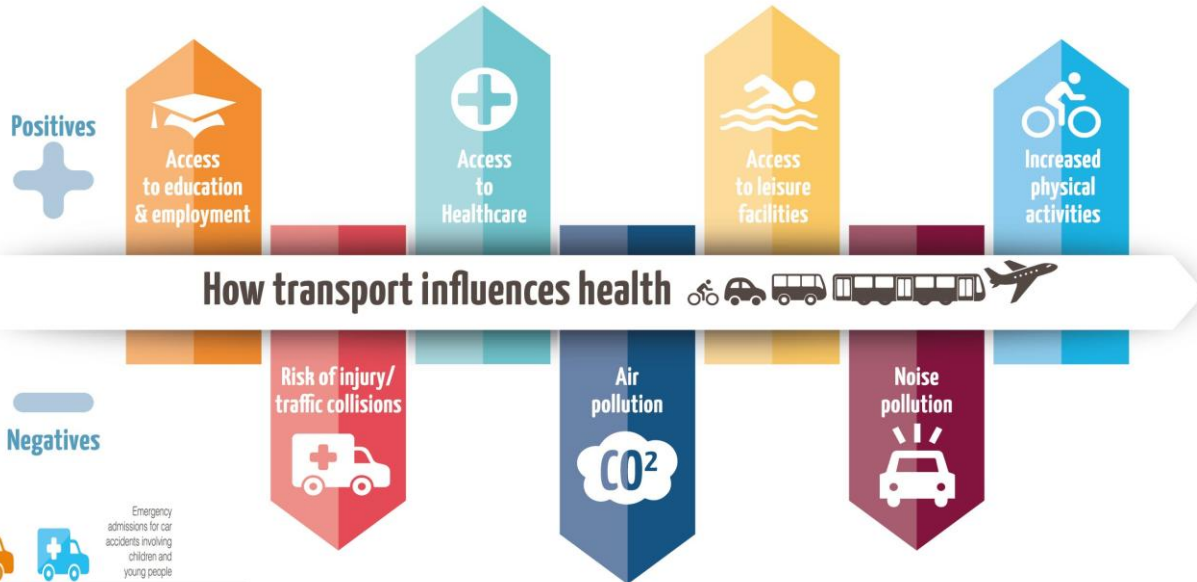
## Housing quality:

- Council's homes meet housing standard
- But up to 62% of private rented fail to meet standard
- High Xs winter deaths in (older) women

## Vulnerable groups:

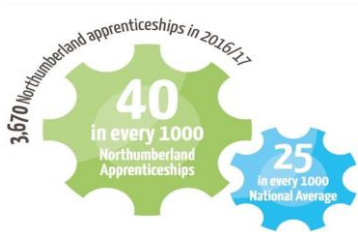
- Strategic challenges - supportive housing for older people and those with disabilities
- Housing for those with high support needs

# Supporting health through transport



Travelling Safely





# So what are we doing about it?

## Education

- Identified priorities for action:
  - GCSE attainment; focusing on most disadvantaged children and those with SEND; building partnerships
- Developing a Children and Young People Plan
- Continuing commitment to apprenticeships



## Employment

Focusing on bringing those excluded from the workforce closer to employment e.g. Bridge project; CAN employment hubs; DWP Work and Health programme

NHS contribution:

- Employment to improve health and wellbeing; ‘more than medicine’; integration of employment support.

## Housing

- Use of the planning process to generate affordable homes
  - Use of neighbourhood plans to promote the sustainability of communities
  - Energy efficiency initiatives; Ageing Well Allies
- Key role of NHS and wider public sector staff in identifying and supporting people in cold homes



## Transport

- Use of the planning process to ‘build in’ active transport and promote physical activity
  - Continued focus on improving road safety
- NHS role as advocates of active transport to promote physical activity.



# Northumberland Joint Health and Wellbeing Strategy 2018 - 2028

**Aim:** To improve the health and wellbeing of Northumberland residents and reduce inequalities

## **Focusing on 4 themes:**

- Giving every child and young person the best start in life
- Taking a whole system approach to improving health and care
- Addressing some of the wider determinants
- Empowering people and communities



## **Measuring success:**

Improvements in Life Expectancy; Healthy Life Expectancy; reducing inequalities in both (improving LE and HLE in those from our most deprived communities quicker)



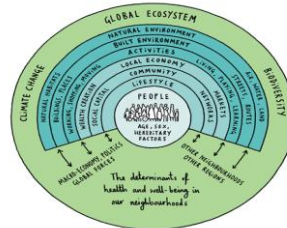
# Children & Young People

All children and young people are happy, aspirational and socially mobile

- Provide the best quality education that we can.
- Ensure all children and young people feel safe and supported in all areas of their life.
- Support children and young people to



positive lifestyle and so



# Wider determinants

People's health and wellbeing is improved through addressing wider determining factors of health that affect the whole community.

- Tackle fuel poverty by increasing the number of households with access to affordable warmth;
- Support people to live independently for as long as possible through housing innovation;
- Support individuals with care and/or health needs into employment;
- Improve access to employment, education and key services through digital technology

# Empowering People and Communities

People and communities in are listened to, involved and supported to maximise their wellbeing ar



- Provide people and communities with access to networks and activities which will support good health and resilience;
- Support people to gain the knowledge, skills and confidence they need to be active partners in managing and understanding their own health and healthcare;
- Work with partners, providers, practitioners and the systems they work in to promote and embed a 'more than medicine' approach.

# Whole system approach to health and care

Maximising value from health and social care and reducing health inequalities.

- Refocus and prioritise prevention and health promotion;
- Improve quality and value for money in the health and (social) care system (integration);
- Ensure access to services that contribute to health and wellbeing are fair and equitable.

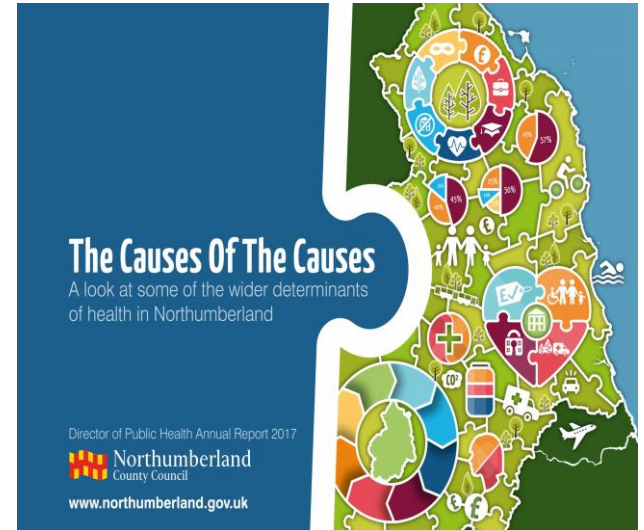


# Next Steps for the Joint Health and Wellbeing Strategy

- Ask whether we've got the themes and priorities right
- Collate and consider feedback
- Finalise
- Promote, promote, promote
- Monitor progress through Health and Wellbeing Board
- Review (suggest 2023)



# DPH Annual Report 2017



<http://www.northumberland.gov.uk/Care/Health.aspx>