



# NENC Healthy & Fairer Programme

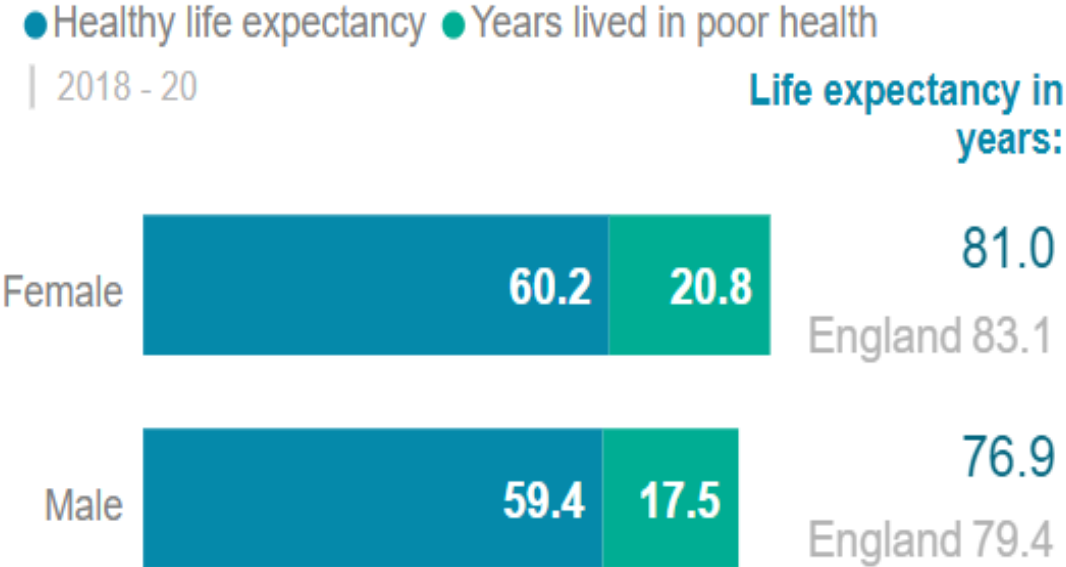
## Integrated Care Partnership Strategy Meeting

**Dr Neil O'Brien, ICB Executive Medical Director**

**Amanda Healy, Director of Public Health County Durham and Chair of North East ADPH Network**

# Our Challenge

## Healthy life expectancy and years lived in poor health

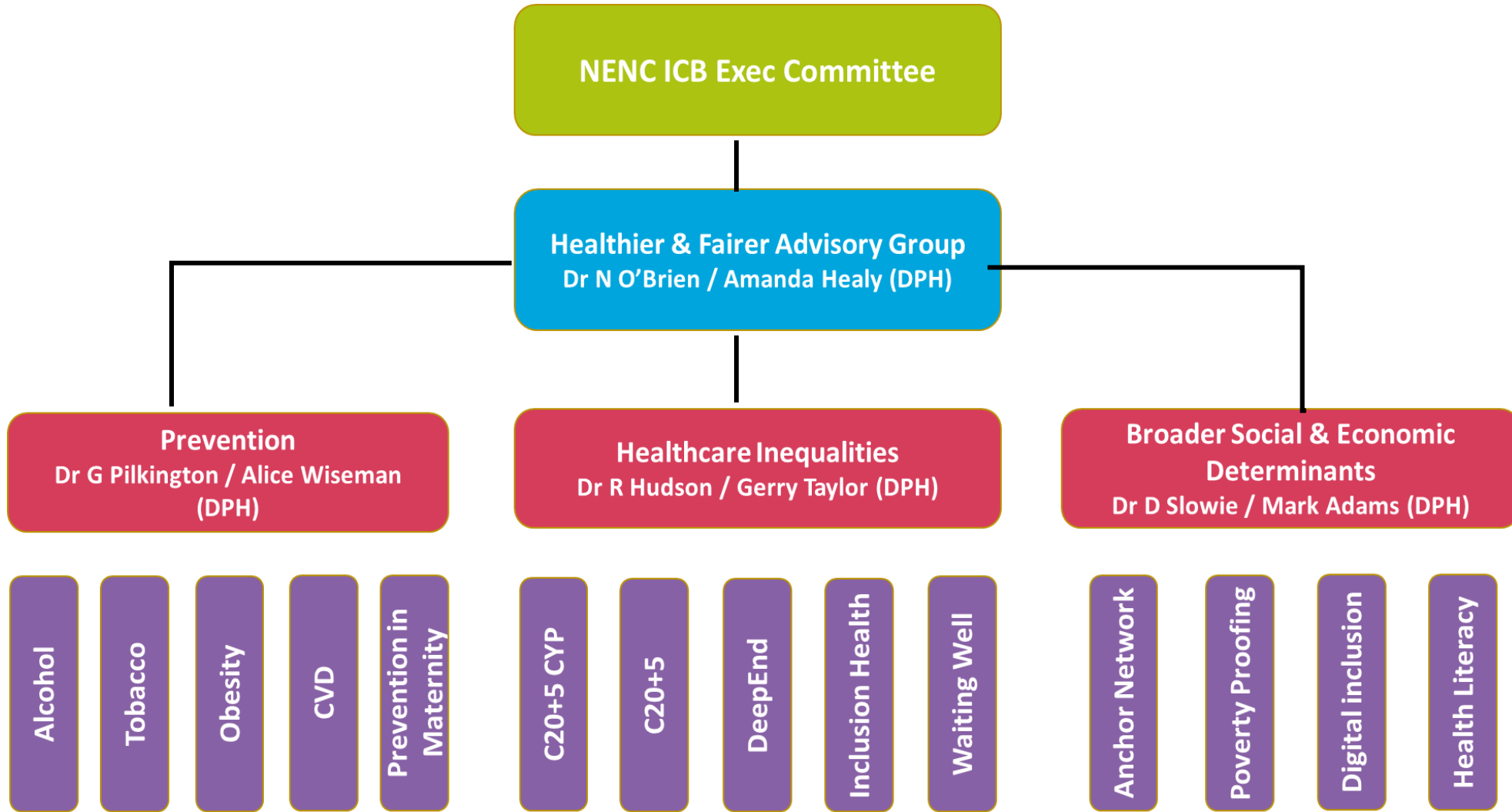


## Life expectancy gap by deprivation

Inequality in life expectancy at birth by deprivation:  
Life expectancy gap in years (slope index of inequality)

| 2018 - 20





# Our Programme Approach

## Principles

- **partnership with place, building on the work of local health and well-being boards**
- **biggest impact**
- **strongest evidence base**
- **doing things once, the benefit of at-scale working**
- **NHS contribution to prevention, healthcare inequalities, and the broader socioeconomic determinants of health**

## Funding

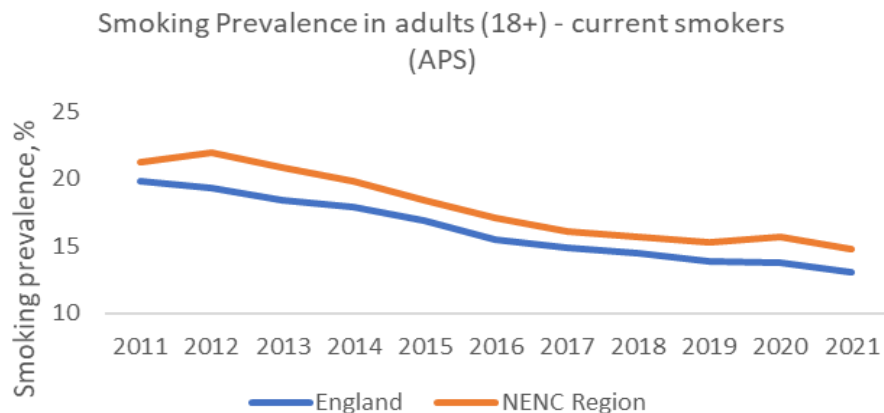
- **ICS agreed continuation of ring-fenced Health Inequalities funding**
- **Receive Service Development Funding and Northern Cancer Alliance contribution**
- **NECS Transformation fund**



# Prevention Workstream: Tobacco

A whole system, partnership approach:

- **Tobacco Treatment Dependency Service in all NENC Foundation Trusts Alcohol, Let's Talk Campaign**
- **Population health-based media campaigns**
- **ICS support for consultation – tobacco reduction**

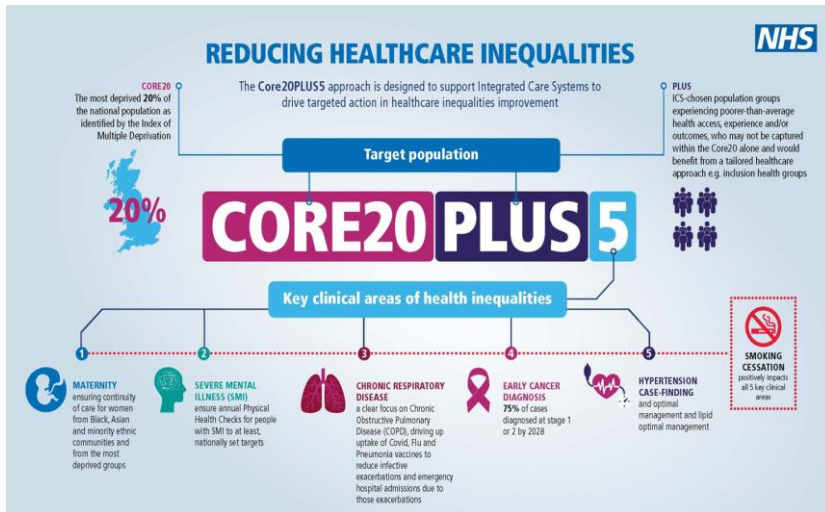


- **Biggest reduction in smoking prevalence in any region**
- **Consistently gain the highest public support for more action**

# Healthcare Inequalities Workstream: CORE20PLUS5



- Work across the **10 clinical pathways** is led by our **Clinical Networks**,
- Focused work on vaccine inequalities
- Data to measure improvement



**Waiting Well.**



# Broader Social & Economic Determinants

## Workstream: Poverty Proofing

Identifying **the barriers** that people living in poverty face to **engaging fully with healthcare**

Focused on **listening** to the **voices and experiences of patients**

**Affords** opportunities to reduce stigma

So far in 2022-23:

**366 NHS staff trained**

**530 individual patients and their families involved**

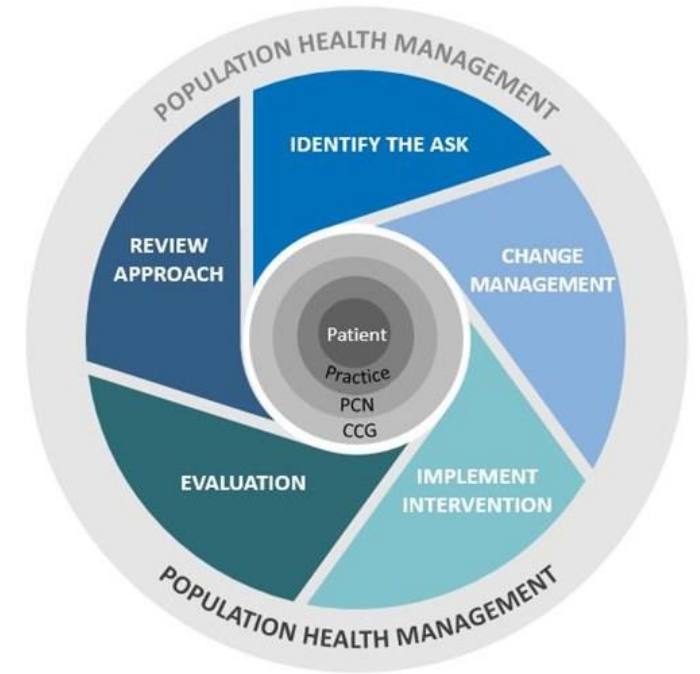
Working to drive culture change through:

- A programme of Poverty Proofing Studies
- Development of a pledge, toolkit, and kitemark



# Population Health Management Enabling Workstream

- A system-wide approach to **embedding Population Health Management**
- Health Equity Academy – improving capacity and capability in PHM across the system
- Data informed in setting strategy, surveillance, and delivery

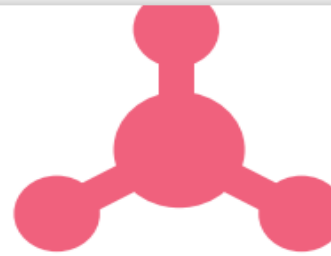




# Next Steps for the Healthy & Fairer Programme

- Continue to **strengthen** genuine **system partnership working** across Local Authorities, OHID, VONNE, NENC Health Innovation, and Academic Institutions
- **Health and Healthcare Inequalities embedded** across all ICB workstreams
- **Evaluate** and **prioritise** work programmes to achieve goals and aspirations
- **Inform** and **influence** national policy-makers





# Better health & wellbeing for all...

Our integrated care strategy for the North East and North Cumbria

## Our four key goals...



### Longer & healthier lives

Reducing the gap between how long people live in the North East and North Cumbria compared to the rest of England



### Fairer outcomes for all

As not everyone has the same opportunities to be healthy because of where they live, their income, education and employment



### Better health & care services

Not just high-quality services but the same quality no matter where you live and who you are



### Giving children and young people the best start in life

Enabling them to thrive, have great futures and improve lives for generations to come

## Our supporting goals...



Reduce the gap in life expectancy for people in the most excluded groups



Reduce alcohol related admissions to hospital by 20%



Halve the difference in the suicide rate in our region compared to England



Reduce drug related deaths by at least 15% by 2030



Reduce smoking rates from 13% of adults in 2020 to 5% or below by 2030



Reduce social isolation, especially for older and vulnerable people



Increase the number of children, young people and adults with a healthy weight



Increase the percentage of cancers diagnosed at the early stages

## We will do this by...



Supporting and growing our workforce



Harnessing new technology and making best use of data



Making the best use of our resources



Being England's greenest region by 2030



Listening to and involving our communities

This is a summary of our strategy - the full document is on our website:

[www.northeastnorthcumbria.nhs.uk/ICP](http://www.northeastnorthcumbria.nhs.uk/ICP)