

Closing the gap: Tackling inequalities in health and improving outcomes for all

Workshop Description

Overall, North Yorkshire has relatively higher life expectancy when compared to England and Yorkshire and the Humber. However, across the County there are differences in life expectancy (the average period a person may expect to live), and healthy life expectancy (the average period a person may expect to live in full health).

These differences are a product of health inequalities - potentially avoidable differences in health between population groups – and tackling health inequalities proportionately is identified as the best route to improving population health overall. Health inequalities can arise for a number of reasons but deprivation is a major contributor.

The workshop aimed to explore these issues, including hidden financial hardship in rural North Yorkshire, and what we can do to close the gap and improve everyone's health.

The outcomes of the workshop are:

- understand the importance and relevance of the topic area to North Yorkshire,
- have an overview of current work in the topic area,
- have an opportunity to share what they are currently contributing to work in the topic area,
- explore the opportunities which exist for future work in the topic area and how to make the most of them, and;
- explore the barriers which exist for work in the topic area and how we might overcome them.

Discussion 1:

What are **we** already doing?

- HDFT - Volunteer programme
- Youth forum
- Education liaison programme
- Named nurse for GRT community
- Mentoring
- Governors – representing the interests of others.
- Carers organisations – work with young carers to raises aspiration
- On coast.
- Reducing exclusions on the East Coast (DFE, NYCC, North Yorkshire Opportunity Area project which provides holistic support for the children & parents (offer in parents, multiple deprivation).
- Healthwatch listen to public and capture issues and take to relevant organisations (helps circulate issues for people)
- CDC – community care – worker on Horsfield Estate – education was an issue (went well at primary but not at secondary) – so youth worker to help.
- Community safety hub – working in partnership
- Building up trust
- Working with individuals to get best outcome & avoid radicalisation.
- Indices of deprivation
- Language: Be careful place doesn't become "our place" not theirs!
- When people "present" in rural area often worse state (reluctance).

- Don't lose communities of interest in the place discussion.
- Access – in its broadest sense is key
- Indices of deprivation: nos. need to be taken right down.
- Language is everything (you're independent!)
- Funding obstacles out of sync with ways of working
- Systems for volunteers would assist (needs to be easy)
- Needs time: generous leadership – not moving out after x months
- Target with “sensitivity” (we're here because you're all c**p!!)
- Have a worker with young carer 16-25 – help them get jobs reduce risky behaviours
- Apply university
- Welfare benefits unit supports partners by offering specialist benefits advice.
- NYCC residents can access benefits advice whoever they are working with.
- Carer's resource Harrogate/Craven lottery funded project around carers and employment to support people to stay in work, get back into work or education & improve confidence.
- Need to be able to see all the opportunities in our industry – e.g. back room opportunities in health – not just doctors/nurses – work of H&D NHS Foundation Trust vehicles this well.

Discussion 2 and 3:

Overall themes from final feedback:

Key themes were Housing, Skills and Access – we need to sort this first. This enables investment and starts conversations around ‘what are the issues’. A focus on skills and re-training is needed to keep areas developing, when industries develop we need to make sure we support the people to develop and transmission the process.

As a whole we need to think more long term looking at what we need to help change and motivate people.

What does it mean to be poor?

Employment

- We need to support people getting into employment
 - Show pathway through employment, i.e. promotions, qualifications, opportunities
- For those wanting to go into self-employment we need to further support them with mentoring from successful peers
 - This could be intergenerational with retirees or pre-retirees
 - Mentor young people
 - What are the assets that can support people to further develop their own business or skills?
- Hold people in an area ‘sense of place’ and keep money within communities by developing locally
 - Harness the young talent, the job-seeking talent and re-/up-skill people
- How are we helping ‘in-work’ pay?

The Place

- Where do we get knowledge about a 'place' from? – Who are the key local assets/influences/those that are knowledgeable or provide a voice for those who are unheard?
- What is important to each place? – we need to find out on a ground level before we can start making plans for somewhere
- The people in the place, what do they want?
 - We need to ask people:
 - What matters to you?
 - Understand the offer in the *place* i.e. what services are available?
- Language it is not **us** and **them** – *we have more in common than what divides us*

Opportunities to support IMD increase:

- Any job, better job, career (ABC)
- 'Living Library' – loan a person to talk about their role, how I got to where I am...
- Mentoring of young people by volunteers (retirees who have moved to the county)
- Opportunities to find what you enjoy doing
- People build up perceptions around a type of work e.g. carers, but there are far more opportunities not defined by a career
- Engage with service users i.e. Foodbank users
- In Norfolk County Council there was (briefly) a role created in Children's Services to raise aspirations
- Corporate social responsibility and volunteers time off work to support local initiatives
- Large organisations educating young people to be great – skills explained in schools with the opportunity of shadowing in large successful organisations to show how someone can get somewhere
- How to channel peoples skills by creativity some criminals who are successful need to have their skills used in alternative ways
- Listen more, communicate better
- Expand and learn from the work of model of the welfare benefits unit
- Learn from good practice of Joseph Rowntree Foundation (Solving Poverty)
- Learn from and bring in good practice from the Zubairi report VHS Scotland
- Greater scrutiny of economic development strategies, policies and approaches
- To engage with local employers to encourage local mentoring or sharing their stories of their careers
- Spending time with other agencies and understand their offer
- Creating jobs that compliment benefits
- Maximising efforts that are statutory, district or county council, working together rather than in silo
- Networking
- What is working in the communities?
- Grass roots approach – make sure the focus on the benefit for the individual rather than outputs
- Green spaces
- Redeveloping areas, co-design and co-produce
- Person centred designing
- Accessible and affordable housing – community led
- Opportunity to develop the rural economy

- New community funding partnership grants for collaborative programmes
- Positive activities e.g. sport and physical activity and its role in supporting mental and physical wellbeing, social cohesion etc.
- Our rural countryside is a great asset and opportunity for promoting health

Barriers to supporting IMD increase:

- Career pathways are often not clear, if not sure what you want to do when you leave school where do you go for support and advice?
- How do you turn a vicious cycle in to a virtuous cycle?
- Is there a clear pathway, future or hope?
- Lack of well paid jobs in some areas particularly issues around seasonal work so people move away
- Lack of proper payment for carers who are doing a full time job by caring for family etc.
- Underemployment
- Lack of aspiration/imagination to see what could be done
- Lack of networks by families to get job opportunities – how can we create the same opportunities for families?
- Lack of range of training opportunities that are not school based and not academic
- How do we use the parish and town council networks?
- Access to transport and getting to work for example is a major barrier in most places
- Discrimination, marginalising, labelling and perceptions
- Barriers to employment – transport, skills, employment practices, automation, in-work poverty, disability
- Higher earners struggle to fund a property in some parts of North Yorkshire
- Commissioning practice/culture not helpful for voluntary organisations
- Reduction in rural outreach – barriers to services
- Need a greater push towards apprenticeships etc. you don't have to go to university
- Relatively small amount of graduate jobs in North Yorkshire compared to the amount of graduates – need to develop and promote more work apprenticeships
- County lines (drug dealing)
- Lack of youth services
- Perception that North Yorkshire is *just* a beautiful place
- Two-tier government creates barriers for planning and housing which are fragmented and not integrated with health and social care
- Housing costs

Individual pledges:

- Listen more, communicate better
- I am doing my best but will try harder
- Disability Action Yorkshire – I will be continuing to fight for equal access for everyone
- Listen
- Review jobs to attract deprived demographic
- Continued support for people's rights
- Listen to people's concerns and help where I can
- Try and increase 'the power of the person' and listen to the community

- Discuss at parish council – what can we do? Who should we be talking to? Liaise with others
- Engage with Harrogate NHS trust to establish 'Living Library' to talk to carers and young carers about work opportunities
- Read the report and identify key actions for my own organisations as to how we can contribute to this agenda
- Read the report in detail and use the values in engaging with the public. Continue to champion seldom heard voices
- Share with staff team and focus attention on key role of welfare benefits unit and partnership understanding
- Work closer with others to support the whole place
- Listen to the people about the assets they have
- Work towards better integration
- Improve wellbeing by promoting volunteering and to reducing poverty
- Continue to be a role model/mentor/volunteer/champion of people bringing their whole self to any situation
- Read the report in detail & use the values in engaging with the public

Other emerging themes and comments from final feedback session:

Language that we use – using the examples that are out there as they identify the approaches.

Approaches that we use – tailored to place.

Acknowledging what is out there, things are already happening.

Additional challenge of rurality, hidden poverty. Urban/Rural – opportunities

Accessibility, facilities for disabilities – housing, transport.

How we define “poverty” “want” IMD, can be considered as a “mapping of misery”.

Starting point “what matters to you” – not what you need.

LISTENING. How do we listen, how do we connect – range of approach.

Economic development – joined up thinking about the right jobs for the right people

Thing about assert based approach – including “people power”.

Sharing good practice – e.g. inclusive sport programme.

Need longevity of approach sustainability.