



Gateshead Health and Wellbeing Strategy

Good jobs, homes, health and friends

Gateshead Health and Wellbeing Board

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Strategic Partners and Contacts

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Our Strategic Partners:

Insert Partner Logos and website links

CNTW NHS Trust [Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust](#)

Tyne and Wear Fire and Rescue Service [Tyne and Wear Fire and Rescue Service](#)

NE&NC ICB [NHS North East and North Cumbria Integrated Care Board](#)

Connected Voice [Connected Voice | Connected Voice](#)

Healthwatch Gateshead [Home | Healthwatch Gateshead](#)

Northumbria PCC [Homepage - Northumbria PCC](#)

Northumbria Police [Home | Northumbria Police](#)

Gateshead Health NHS Foundation Trust [Gateshead Health NHS Foundation Trust](#)

Gateshead Safeguarding Children's Partnership [Safeguarding in Gateshead - Safeguarding in Gateshead](#)

Gateshead Safeguarding Adults Board [Safeguarding in Gateshead - Safeguarding in Gateshead](#)

Gateshead College [Home - Gateshead College](#)

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Foreword by the Leader of the Council

Since we launched our Health and Wellbeing Strategy in 2020, our communities have faced extraordinary challenges. The COVID-19 pandemic exposed and deepened existing inequalities, while the ongoing cost of living crisis has placed even greater pressure on individuals, families, and services. These events have tested our strength and ability to adapt, but they have also reaffirmed the importance of making Gateshead a place where everyone thrives. The health and care system also continues to see significant changes including the NHS England 10-year plan with the ambition to move from hospitals to communities, from analogue to digital and from treatment to prevention. Responding to these challenges requires a joined-up approach. The partnership approach of the Health and Wellbeing Board in driving this work through our organisations and systems, could not be more important.

This updated and developed strategy continues the approach we started in 2020. While we have made progress in some areas, there is still much more to do. The gap in health and social outcomes in many cases is widening. We live in an increasingly digital world; one marked by increasing risk from misinformation that can impact health and put lives at risk. We must act with renewed urgency and purpose.

Reducing health and social inequalities is not just a matter of fairness, it is essential for the wellbeing of all. In more unequal societies, civic participation declines, household debt rises, and child wellbeing suffers. It is wrong that a person's health and life chances are so closely tied to their social and economic circumstances.

In Gateshead, the evidence is stark. Child poverty remains unacceptably high. In 2023/24, the proportion of children (under 16) in absolute low income families had increased to 23.5%.¹ In 2023/24, 7,891 people accessed emergency food support from Gateshead Foodbank.² These figures are not just statistics; they represent real people in our communities struggling to meet their most basic needs.

I welcome the inclusion of the additional objectives set out by Sir Michael Marmot, specifically addressing the fundamental issues of racism and sustainability. Evidence tells us that racism has a significant impact on physical health and wellbeing and that it is the communities with the least resources that suffer most from climate change. These additions reflect our commitment to tackling structural inequalities and ensure that our approach to health and wellbeing is inclusive, equitable, and future-focused. By embedding these principles, we are strengthening our resolve to create a fairer and more resilient Gateshead for all.

As Sir Michael Marmot reminds us: "*Why treat people and send them back to the conditions that made them sick*" We are determined to break the cycle of disadvantage and build a healthier, fairer, and more sustainable future for all.

Councillor Martin Gannon

Leader of Gateshead Council

¹ Gateshead JSNA

² <https://gateshead.foodbank.org.uk/wp-content/uploads/sites/323/2025/05/General-Meeting-Report-2024-2025-6.pdf>

Introduction by the Chair of the Health and Wellbeing Board

We don't all have the same opportunities to live healthy lives. In Gateshead, life expectancy is up to sixteen years⁴ less than in the areas of England with the highest life expectancy.

People living in poorer areas not only die sooner than those in wealthy areas but spend more of their lives with disability or poor health.

Our health is shaped by the world around us. A healthy and thriving community needs the right building blocks in place⁵. Building blocks like enough income to live on, access to warm, affordable and secure housing, safe neighbourhoods, clean air, green spaces, supportive relationships, and high-quality services such as health and social care. Missing or broken building blocks lead to poor health and deepening inequalities.

Our 2020 Health and Wellbeing Strategy recognised the importance of these building blocks through its vision: "Good jobs, homes, health and friends". This continues to be the vision we are working towards in our updated Health and Wellbeing Strategy.

Because the factors that shape our health are so wide-ranging, no single organisation can tackle them alone. That's why this strategy is built on a strong partnership. Across Gateshead, we're fortunate to have a committed network of partners - from the NHS and local government to voluntary organisations and community groups - all working together to align our efforts and create opportunities to improve health and reduce inequalities.

Our shared ambition is clear: to strengthen the building blocks of health and wellbeing - fixing where needed, reinforcing some areas, and sustaining what's strong - so that everyone in Gateshead can thrive and reach their full potential.

We know this is possible — because we've seen it. During the COVID-19 pandemic, communities, organisations, and individuals came together in extraordinary ways, acting with compassion, solidarity, and purpose.

That spirit of collaboration continues today, with agile and innovative work taking place in many areas across the system, and it gives us hope that we can close the health gap and break the cycle of disadvantage, so that every person, in every neighbourhood, can thrive.

Councillor Lynne Caffrey
Chair Gateshead Health and Wellbeing Board

Our Vision for Health and Wellbeing in Gateshead:

Good jobs, homes, health and friends

Our strategic approach, Making Gateshead a place where everyone thrives, commits us all to these pledges.

We pledge to:

- Put people and families at the heart of everything we do
- Tackle inequality so people have a fair chance
- Support our communities to support themselves and each other
- Invest in our economy to provide sustainable opportunities for employment, innovation and growth across the borough
- Work together and fight for a better future for Gateshead

We want Gateshead to be a place where everyone thrives.

Our Commitment:

We, the Gateshead Health and Wellbeing Board, reaffirm our collective commitment to the vision of this Joint Health and Wellbeing Strategy and to delivering the eight strategic objectives.

- We will work together to align all plans and strategies with the Joint Health and Wellbeing Strategy. This will act as a golden thread through all that we do
- We commit to implementing the strategy through genuine collaboration with our partners and communities
- We will be transparent about the opportunities and challenges, focusing resources to those in most need
- We will use evidence to inform decisions, measure progress and share learning, and embed a 'health and wellbeing in all policies' approach to drive meaningful and sustained impact.

When we use the language of "we" and "our" throughout this strategy this is to be read as ALL members of the Gateshead Health and Wellbeing Board, and its connected forums and partners.

Our Current Position:

Our [Gateshead Joint Strategic Needs Assessment](#) helps us to understand the key issues facing people in Gateshead. The ongoing challenges, and emerging issues, for health and wellbeing in Gateshead are set out by Health and Wellbeing Strategy objectives based on the Marmot principles.

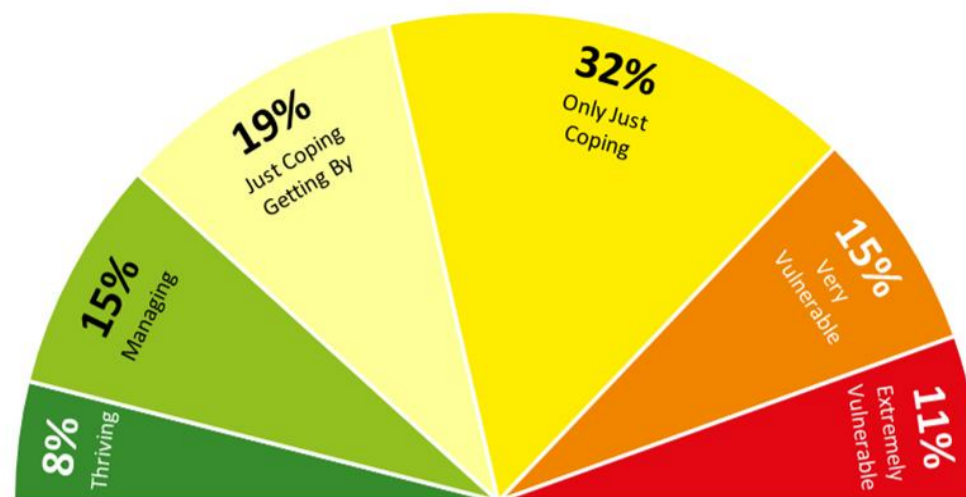
We know that people in Gateshead experience significant health inequalities.

Two babies, born on this day in Gateshead, could have as much as a 13-year difference in life expectancy due entirely to the circumstances into which they are born.

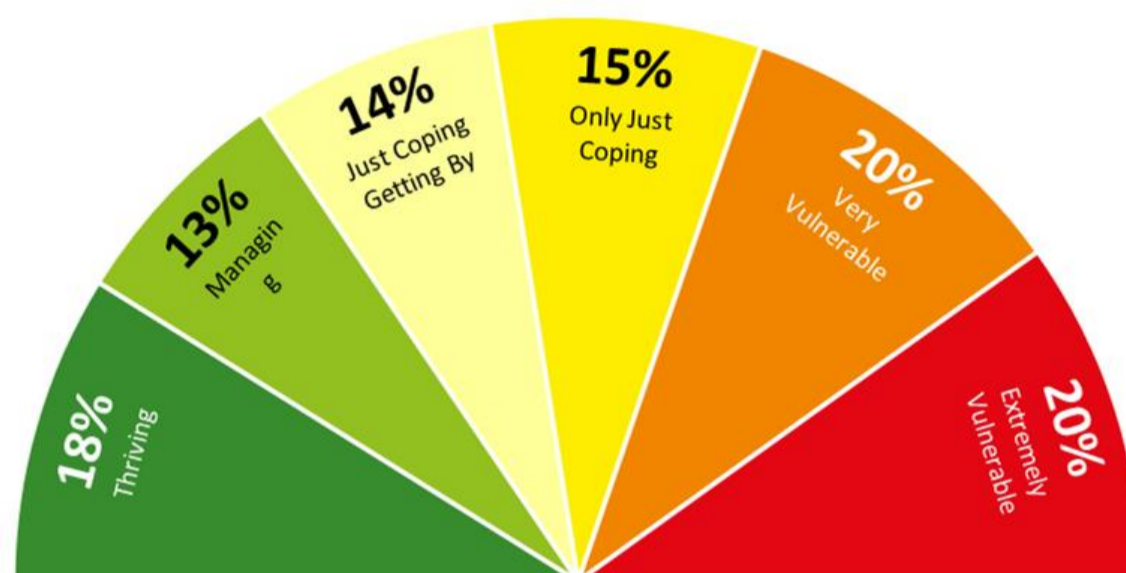
If you look beyond Gateshead those same babies could have as much as a 16-year difference in life expectancy when compared to the most affluent area in Britain

We have a Local Index of Need (LIoN) to identify geographically where our most vulnerable communities are within Gateshead, so that we can effectively target our resources.

Gateshead Residents' Thrive Category 2024



Gateshead Residents' Thrive Category 2019



From this we know that, during 2024, 26% were in vulnerable, or very vulnerable, situations with a further 51% just coping. In 2019, 40% were in vulnerable, or very vulnerable, situations with a further 29% just coping. There has been a positive improvement for our most vulnerable residents but at the same time we have fewer thriving residents, and the challenge is to move more residents into managing or thriving situations.

We want to continue to change this, to make Gateshead a place where fewer people need direct support, or are on the edge of not coping, and more people are thriving.

We want to help our communities not just survive, but to flourish, prosper and succeed. We are all working differently, to achieve the right outcome for those people and families who require more care and support.

We have reviewed available evidence on the most effective way to achieve our ambitions. In response to our review, we have adopted the policy objectives set out in the '*Marmot Review: Fair Society, Healthy Lives*' (2010)³ and reconfirmed in the '*Health Equity in England: The Marmot Review 10 years on*' (2020)³ as a framework to help deliver our vision of making Gateshead a place where everyone thrives. The eight policy objectives, known as Marmot principles, are:

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 ill health prevention
7. Tackle racism, discrimination, and their outcomes
8. Pursue environmental sustainability and health equity together

Our Approach:

To achieve our vision, we know the importance of working together, across Gateshead, with communities, breaking down boundaries between organisations and services. **This joint local Health and Wellbeing strategy is our shared ambition to close the health gap in Gateshead, it is a key enabling partnership strategy, using our collective resources, to drive forward improving health outcomes for everyone.**

³ Marmot, M (2020) Health Equity in England: The Marmot Review 10 years on

Our Strategy has been developed and agreed by our strategic partners. It will be delivered with the different organisations in the [Gateshead Health and Wellbeing Board](#) through all of our combined existing strategies, policies and plans, with our health and wellbeing vision and principles embedded in everything we do.

Our health and wellbeing is shaped by the world around us. Building a healthy society is like constructing a strong and sturdy building. We need the right building blocks in place. Building blocks like good jobs, safe homes and neighbourhoods, good quality and easy-to-access services, supportive friends and families and more.



Building blocks that are weak or missing result in poor health and health inequalities.



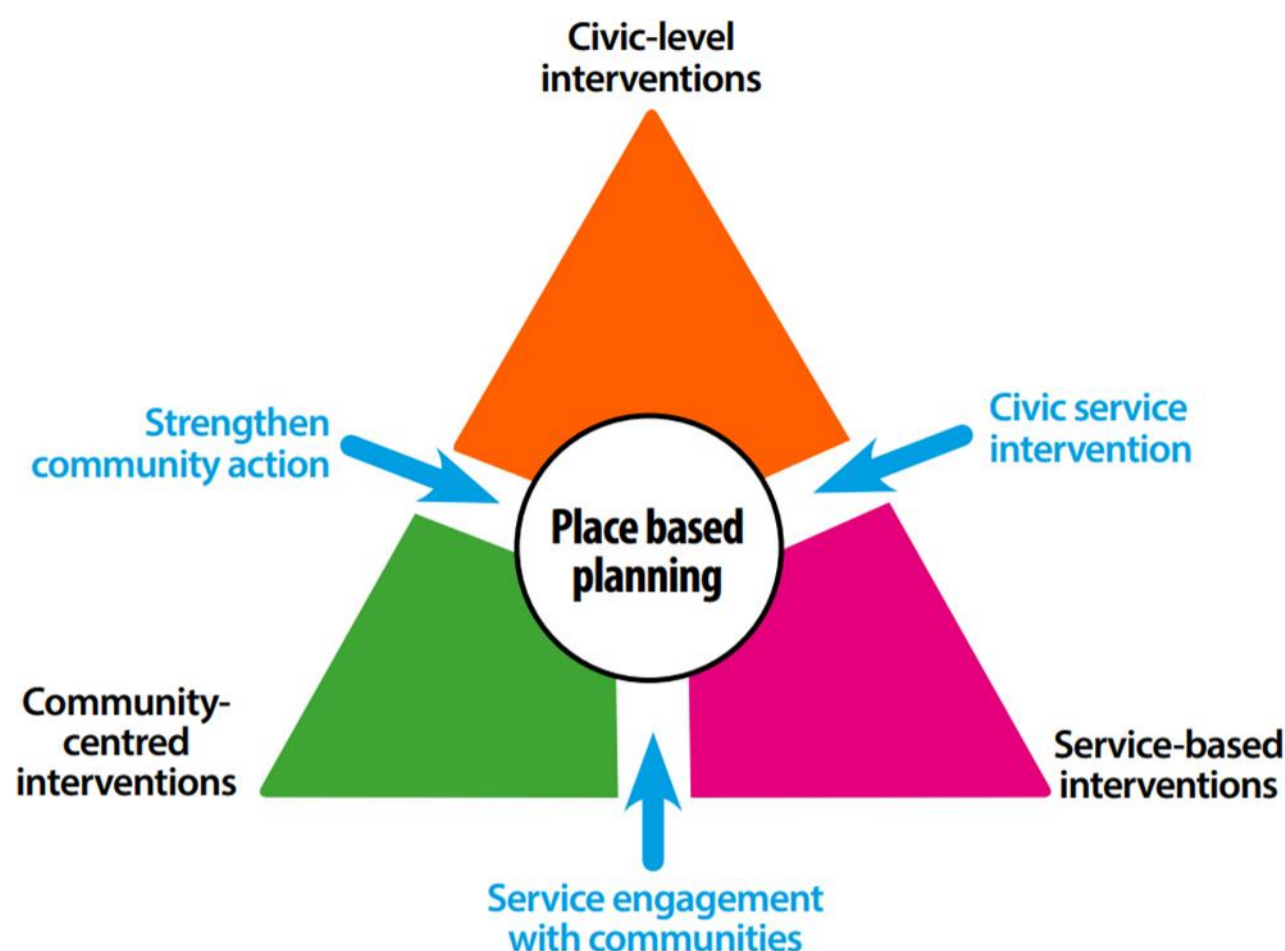
To effectively reduce the health gap, we must understand where building blocks are missing or broken, so that we can see the opportunities for action.

We know that improving health and wellbeing in Gateshead means focusing on the specific needs, strengths, and circumstances of each local area. A one-size-fits-all approach doesn't work. Instead, we need to use a place-based approach that brings together different parts of the system to work in a joined-up way.

The Population Intervention Triangle⁴ helps us understand how this approach can work. It shows three types of action that, when combined, can make a bigger difference than any one on its own.

⁴ <https://www.gov.uk/government/publications/health-inequalities-place-based-approaches-to-reduce-inequalities/place-based-approaches-for-reducing-health-inequalities-main-repor>

Population Intervention Triangle



To replace graphic with illustrated example

- Civic-level interventions are strategic actions taken by local authorities or other public sector bodies like the Police, Fire and Rescue and welfare agencies which aim to improve population health by changing the wider environment in which people live. Examples of this include regulation, planning policy, alcohol licensing and housing standards
- Service-based interventions are public services delivered by the NHS, local authorities, or other organisations, including the voluntary and community sector, to support individuals directly, for example hospital services and social care and support services
- Community-centred interventions recognise the vital contribution that the community themselves make to health and wellbeing, for example community-based support including peer support or faith groups or local health champions and volunteers

Working in this way means we don't treat these three areas as separate. Instead, we connect them, making sure everything we do is joined-up and tailored to local needs. When civic, service-based, and community-led actions come together through place-based planning, we can make a bigger impact on reducing health inequalities.

We will use our insight from our Local Index of Need (LIoN) and work together with local communities and those with lived experience, to help us understand the relative needs of different places and people. This will support us in identifying and developing appropriate interventions and where they would be best targeted within local communities.

In addition to geographically defined communities, we will also consider the needs of diverse communities and those experiencing health inequalities, to develop approaches together which tackle the health gap.

An example of this approach in action:

Food Insecurity and Health in Gateshead

The North East has the second highest food insecurity rate in England. Rising food inflation has hit healthy staples hardest—nutritious foods cost 2–3 times more per calorie than unhealthy ones. Our food environments promote ultra-processed, cheap options high in salt, fat, and sugar.

Diet-related disease is a leading cause of illness and preventable early death. In Gateshead, only half of adults eat enough fruit and veg; children eat even less. Obesity affects 37.9% of Year 6 children and 68.4% of adults, with higher rates in deprived areas. Food insecurity leads to unhealthy diets, disordered eating, nutrient deficiencies, and barriers to planning, cooking and eating healthy food.

Civic-level interventions

Gateshead council has had a planning policy to limit new fast-food takeaways near schools and in areas with high obesity rates. This has helped improve children's health – especially in the most deprived areas, where a Lancaster University study showed a 4.8% drop in obesity rates compared to similar places without the policy.

Service-based interventions

Over 30 local organisations provide emergency food support, from large charities to small community groups. With support from government funding and the council, they are working together to make sure no one goes hungry or cold. Residents can also get financial help directly from the council; all who are eligible for Free School Meals receive vouchers in the holidays; and Citizens Advice Gateshead are based at food banks to offer support and help prevent future crises.

Community-centred interventions

Community groups across Gateshead are working to improve access to healthy food and reduce diet-related health inequalities. Through cooking classes, food education, food growing projects, places and events to share food together, these initiatives are helping people build skills, confidence and connections around nutritious, affordable food. Many of these projects come together through Gateshead Food Partnership to share ideas, learning, resources and skills.

Our Methodology:

We aim to deliver the most positive outcomes for everyone, but we will focus our resources to benefit those in the most need – this will mean doing different things in different places.

We know we need to do more to address inequalities so we will prioritise the use of our collective resources to those communities in Gateshead that need us most. This is very different to how we have previously allocated resources based on equality (everyone getting the same).

This matters at a time of shifting policy direction which brings both opportunity and challenge. We need to ensure that approaches are more person-centred, accessible, and preventative. These approaches may look different due to local area needs and existing strengths. This will help us meet national, regional, and local strategic goals.

Delivering on the identified aims require action across a much broader range of partners, strategies and structures. We recognise that there are already active workstreams which aim to address many of the actions required. This strategy will not replace existing work but instead acknowledge, connect, streamline and enhance current activity, within and between our partners and collaboratively with our communities. Whilst the Joint Health and Wellbeing Board has the statutory responsibility to oversee the strategy, we have identified the most appropriate multi-agency boards or partnerships to lead on the implementation of each of the eight strategic objectives. Each aim identifies the current ways in which actions are being delivered.

We are implementing a Health and Wellbeing in All Policies (HiAP) approach, which recognises that the key building blocks of health and wellbeing—such as housing, education, transport, employment and access to services - are shaped by decisions made across the Council, NHS, and other public sector organisations.

Health and Wellbeing in All Policies is about ensuring that across all systems, sectors, and services, the work we do, and the decisions we make systematically, consider their impact on health and wellbeing. As an internationally recognised framework, endorsed by the World Health Organisation, it helps us make the most of our collective resources and opportunities to improve population health and reduce health inequalities.

Health and Wellbeing in All Policies is one of six cross-cutting themes, we have identified and agreed as essential for successful outcomes as we implement our Health and Wellbeing Strategy.

Our six cross-cutting themes



Developing these themes will provide a firm foundation as we continue to implement our Health and Wellbeing Strategy.

We recognise that many of the outcomes we aspire to deliver, across the Strategy are enormously ambitious. However, we feel passionately that all Gateshead residents deserve to live in conditions that facilitate good health and wellbeing.

Our aims:

- **Give every child the best start in life**
 - **Enable all children, young people and adults to maximise their capabilities and have control over their lives**
 - **Create the conditions for fair employment and good work for all**
 - **Ensure a healthy standard of living for all**
 - **Create and develop sustainable places and communities**
 - **Strengthen the role and impact of ill health prevention**
 - **Tackle racism, discrimination and their outcomes**
 - **Pursue environmental sustainability and health equity together**
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Give every child the best start in life

The foundation for a healthy life starts in pregnancy and extends throughout childhood. To address inequalities, we need to reduce the differences in children's access to positive experiences in early life and eradicate adverse childhood experiences.

We know that many children and young people in Gateshead already have circumstances which enable them to have the best start in life. We understand there are some families, or communities, where additional pressures make the best start in life more difficult to achieve.

We know the importance of an environment that makes confident, resilient and positive parenting possible.

We will continue to provide universal support to families in health and education and deliver targeted support proportionately to meet health and social needs of different families.

We know that investing in interventions early on that support early years development, is the most effective way of enhancing a child's long-term outcomes.

We also recognise the importance of transition points in children's lives. We will develop programmes to support key milestones.

The action we will take

We will:

- focus our efforts on supporting confident, positive and resilient parenting, to those who most need our support
- increase the focus of existing expenditure on early years to reduce inequalities in early development
- address the negative impact of adverse childhood experiences and trauma, to improve wellbeing of children and young people
- make sure maternity services, parenting programmes, childcare and early year's education are of high quality and meet needs of all groups
- support families to create a positive home learning environment, to support children to have a good level of development as they transition into entering formal education
- reduce inequality in child development and educational outcomes so that all children can thrive
- support our schools to deliver an effective curriculum that addresses the skills required for later life and supports emotional, mental and physical health and wellbeing
- support Gateshead as a child friendly place through improving all building blocks of health
- reduce the impact of child poverty and use local and regional opportunities to tackle poverty

We will deliver this through:

- Children and Young People's Partnership Strategy
- Family Hubs and Best Start in Life and commissioned programmes
- Education Schools and Inclusion including Gateshead Schools, early years and childcare settings
- Gateshead Safeguarding Children Partnership
- Local VCSE organisations
- Children and Young People's Mental Health and Emotional Wellbeing Transformation Plan
- Gateshead SEND Strategy
- North East Child Poverty Action Plan and North East Child Poverty Reduction Unit
- Tackling Poverty Together Partnership strategy and action plan (in development)
- Gateshead Health Foundation Trust Strategy
- Northeast and North Cumbria Integrated Care Strategy

We will know we have made a difference when:

- we address the root causes and mitigate against the circumstances which result in adverse childhood experiences
 - parents and carers can access evidence-based support programmes to develop resilience and improve outcomes for children
 - all families can access affordable, high quality childcare, when and where they need it
 - child poverty is reduced
 - all children start school ready to learn, with a good level of child development
 - all permanent school exclusions are prevented
 - the gap in educational attainment and wellbeing for all is closed
-

Enable all children, young people and adults to maximise their capabilities and have control over their lives

The building blocks of health and wellbeing have the power to impact our ability to achieve our potential and thrive.

The Covid-19 pandemic and cost-of-living-crisis has had a harmful, widespread impact on mental health and wellbeing. We will strive to make sure that the emotional health and wellbeing of local people is a priority. Positive emotional health increases life expectancy, improves our quality of life, increases economic participation, improves educational attainment and facilitates positive social relationships.

We will consider all stages of life, including the impact of dying and bereavement, and the ripple effects on our residents, so that people in Gateshead are resilient, supported and empowered. We will make sure that all local people can contribute to and engage with their communities, services, and shape the future of Gateshead. We will listen to what local communities say so that everyone feels that they have a voice which is heard. Enabling people in Gateshead to feel connected, empowered and hopeful for the future.

With life skills, learning, volunteering, and readiness for work, young people and adults will be able to realise their full potential, to develop and take control over their lives.

The action we will take

We will:

- focus efforts on creating the conditions for people to enjoy positive emotional health and well-being. We will consider measures across the whole population alongside specific action in various settings e.g. the workplace, schools, with opportunities for volunteering and social action part of everyday life
- ensure a multi-agency whole system response, co-designed with people who have lived experience of health inequalities including care experienced people, those with learning disabilities, and carers
- prioritise our resources towards those groups and communities who are most in need
- ensure that the views and opinions of local people are represented in all aspects of our work through our democratic process and asset-based community development approaches
- focus on improving our residents' achievement in education and skills for life, and supporting digital inclusion
- prioritise preventing and reducing the scale and impact of violence and domestic abuse giving everyone control of their lives
- work closely with our communities, libraries, schools, colleges and organisations to understand and address misinformation, using insights, research and tools that support media literacy
- develop a shared vision and approach for Gateshead as a Compassionate Place

We will deliver this through:

- Gateshead NHS Foundation Trust Community Promise
- NENC ICB Joint Forward Plan
- Local VCSE Offer
- Domestic Abuse Board Action Plan
- Community Led Support services
- North East Combined Authority Excellence in Education programme
- North East Combined Authority Economic Strategy and our Gateshead Economic Development Strategy
- Local VCSE organisations with a focus on volunteering and developing social action
- Post-16 Education Strategy (in development)
- Domestic Abuse Strategy
- Integrated Adults and Social Care Strategy
- SEND Strategy
- Adult Care Givers Strategy
- Autism Strategy
- Gateshead NHS Foundation Trust Strategy
- CNTW Strategy
- Multi-Agency Safeguarding Arrangements
- Great North Healthcare Community Promise

We will know we have made a difference when:

- everyone feels listened to and that their voice counts
- everyone has good physical and mental health and wellbeing
- all young people and adults are ready and appropriately skilled for the workplace
- Gateshead is a positive environment in which everyone's mental health and wellbeing can flourish and we can all access the right support when we need it
- everyone is able to be an active part of their community
- we have an increase in volunteering in Gateshead
- we have created an environment where domestic abuse is unacceptable

Create the conditions for fair employment and good work for all

We know that good quality employment is critical for people's health and wellbeing. The core attributes for good work to support a healthy life, are defined by the Health Foundation⁵ as; pay fairly and offer lasting security, ensure good working conditions, enable a good work life balance, and finally provide training and opportunities to progress.

We want to create the conditions for high quality employment for every Gateshead resident.

Studies also show that volunteering and contributing to your local community have a positive impact on health and wellbeing and can provide valuable experience and skills on the pathway into employment.

The action we will take.

We will:

- help to create the conditions for local wealth, better jobs and economic growth across Gateshead
- encourage local enterprise through self-employment and develop community led, cooperative employment opportunities
- support sustainable, diverse and flexible opportunities for employment, innovation and growth
- develop opportunities for volunteering and social action as a positive pathway to work and remove barriers to participation
- support employers to create or adapt jobs, with flexible working patterns and the right support, that enable people to balance employment with personal commitments that support their wellbeing and maintain their employment
- support employers to effectively promote and enable physical and mental health and wellbeing at work
- support employers to achieve recognised accreditation, recognising employers who lead with fairness, opportunity and respect, enabling health and wellbeing.
- support our local public sector to provide apprenticeships and employment
- review current ways of supporting people into employment with consideration of those with different needs who may be disadvantaged in the labour market, and work to remove any barriers or inequalities to employment faced by our communities
- upskill and support people who are returning to the work place, including digital and technological skills

We will deliver this through:

- Gateshead Economic Development Strategy
- North East Combined Authority SHINE programme
- Better Health at Work Award
- Gateshead's Local Plan
- North East Local Transport Plan
- Gateshead Transport Strategy (in development)
- North East Combined Authority Transport Plan
- North East Combined Authority Economic Development Strategy
- Volunteering and local VCSE organisations
- Apprenticeship Strategy
- Post-16 Education Strategy (in development)
- Tackling Poverty Together Strategy (in development)
- Growth Health Accelerator Programme
- Working Gateshead Programme
- Great North Healthcare Community Promise

We will know we have made a difference when:

- all working age residents have access to good quality, sustainable work with decent pay and conditions
- all people in low paid, low skilled jobs have opportunities to improve their skills base so they can more easily achieve personal progression and attain an improved standard of living
- availability of accessible and affordable childcare supports all working parents and employers
- residents who face barriers to working are supported into jobs
- people are able to maintain their employment when experiencing changes to their circumstances
- the diversity of our population is reflected in employer/employment statistics

⁵ Williams, R (2018) "How is work good for our health?" Available at THF: <https://www.health.org.uk/infographic/how-is-work-good-for-our-health>

Ensure a healthy standard of living for all

We know how important it is to give people the power to make the most of their money and their lives, to give people a fair chance and reduce the stress faced by people moving between welfare support and work. An essential part of this is to tackle inequality so people of all ages have a fair chance and receive an income sufficient for healthy living.

Every Gateshead resident should have a good standard of living, including healthy food, decent housing, and digital services, to meet their essential needs. We know that living in poverty has a significant negative long-term impact on health outcomes including reduced life expectancy and experience of living with ill health earlier in life.

The action we will take:

We will:

- commission and provide advice, information and guidance which is local and meets individuals needs
- promote the real living wage and agile and flexible working to employers
- maximise household income, including through take-up of eligible benefits, and improve financial skills to increase financial wellbeing across all age groups including pensioners
- encourage the availability of Credit Union facilities for all our communities / address the impact of the poverty premium for our vulnerable residents and advocate for change to improve access to finance and provide support to prevent and reduce debt
- support community-based initiatives and diverse forms of home ownership, that aim to ensure a more sustainable community approach to living
- advocate for vulnerable people and communities to reduce differences in access to local services, developing a more co-produced approach and enabling delivery through neighbourhood health plans and community based support.
- embed the socio-economic duty (Section 1 of the Equality Act 2010)
- address food and fuel insecurity, and its negative impact, for our most vulnerable residents

We will deliver this through:

- Tackling Poverty Together Partnership Strategy and Action Plan (in development)
- Gateshead Strategic Partnership
- North East Combined Authority Child Poverty Strategy
- North East Combined Authority Child Poverty Reduction Unit
- Local VCSE organisations
- Gateshead Food Partnership
- Fuel Poverty action plan
- Strategic Housing Board

We will know we have made a difference when:

- all working age residents receive a living wage that considers the true cost of healthy living
 - reduced need for financial crisis support across our households and families
 - the number of children living in poverty is reduced
 - the number of residents living below the poverty line or in deep poverty is reduced
 - individuals and families are supported to have the best possible financial wellbeing, to access debt and welfare advice, to maximise household income and improve financial management skills
-

Create and develop sustainable places and communities

Our health and wellbeing is influenced by where we live and the communities and homes we live in. Using place-shaping approaches, our vision is that Gateshead will be a more prosperous, attractive and sustainable place to live with improved quality of life and thriving communities.

Our residents feel safe and secure and supported in their communities. Gateshead has connected local communities, with healthy neighbourhoods and high streets, strong community networks, local assets and access to services. Our residents feel proud of where they live.

The action we will take:

We will:

- develop policies, with a Health and Wellbeing in all Policies approach, embedding use of health impact assessment, to reduce the scale and impact of climate change and health inequalities
- support the development of quality community activities, prioritising neighbourhoods with greatest need, remove barriers to community participation and support people to be involved locally
- focus on enabling community safety and prevention of crime and anti-social behaviour
- ensure all residents are able to access vibrant, active, social local communities and benefit from their local environment and connections, with access to cultural and creative opportunities
- improve access to healthy environments and local centres with the facilities needed for our residents to live healthy lives and reduce exposure to harmful environments to make it easier to be healthy
- ensure the provision of good quality, affordable homes, offering housing choice to residents and meeting current and future housing needs
- prevent homelessness and better understand its root causes and how we address them
- make Gateshead accessible to all, achieving a shift to sustainable and active forms of travel

We will deliver this through:

- Gateshead's Local Plan and Regeneration strategy
- Housing Strategy
- Neighbourhood health plans and community based support
- North East Transport Plan
- Gateshead Transport strategy (in development)
- Licencing policy framework
- Volunteering and local VCSE organisations
- Strategic Housing Board
- Homelessness and Rough Sleeping strategy
- Culture strategy (in development)
- Domestic Abuse Board
- Youth Justice Board
- Communities, Neighbourhoods and Localities Teams

We know we will have made a difference when

- local communities and social networks are strong
 - there is strong sense of pride in place
 - social connections are improved for groups in need
 - all residents have access to a secure, high quality and affordable home
 - no one is sleeping rough or living in unsuitable accommodation
 - Homelessness is a rare occurrence and where it does occur, there are positive outcomes for people
 - all communities have access to good quality environments
 - Gateshead has low levels of crime and anti-social behaviour
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Strengthen the role and impact of ill health prevention

We know our health and care services are changing, and demand is increasing as our population gets older and technology advances. We must ensure that our services support everyone's needs. We will involve local communities and the voluntary and community sector in the planning of services to reflect local priorities and needs. We will integrate our health and care services whilst ensuring they are placed based and bespoke to the needs of individuals.

Our health and care system will measure success in terms of improved wellbeing, independence and social connections. We will try to move existing resources away from expensive acute care provision, so we can reinvest in prevention and early intervention measures. We will keep people who need complex support, living at, or near, home, to have the support of their family and community.

The action we will take:

We will:

- prioritise funding for the prevention of ill-health and high-cost intervention at all levels
- embed the local VCSE organisations in ill health prevention, planning and delivery
- integrate how we plan, make decisions and provide health, social care and housing, to respond to needs where people live
- address inequalities in how we design and deliver our services, to include how we consider health literacy and other barriers to access support
- ensure that no-one is living in unhealthy or unsafe accommodation
- monitor the health of people in Gateshead using long-term measures
- reduce the scale and impact of substance misuse (alcohol, tobacco and drugs)
- reduce the scale and impact of commercial harms on our residents, challenging industry narratives that normalise use of harmful products and blame individuals
- design how we work, and what we do recognising and facilitating effective social prescribing approaches
- adopt a system-wide Make Every Contact Count approach
- shift to use of technology and digital in our systems, in a way that supports prevention, without excluding our residents
- prevent unnecessary lives lost through suicide

We will deliver this through:

- Gateshead Health and Care System Board
- Commissioning strategy
- Housing Strategy
- Physical Activity strategy
- Drug and Alcohol strategy (in development)
- Local VCSE organisations
- Gateshead Smoke free, Healthy Weight and Alcohol Alliances
- Integrated Adults and Social Care Strategy
- Adult Caregivers Strategy
- Tackling Poverty Together Partnership Strategy and Action Plan
- Suicide Prevention Partnership (in development)
- Gateshead NHS Foundation Trust Strategy
- CNTW Strategy
- Multi-Agency Safeguarding Arrangements
- Great North Healthcare Community Promise

We know we will have made a difference when:

- all preventable ill health in Gateshead is reduced
- we close the gap in inequalities within the borough
- all residents will be able to access flexible health and care support, when and where they need it

Tackle discrimination, racism and their outcomes

Racism and discrimination are fundamental drivers of health inequalities. Tackling these issues is not only a moral imperative but a legal and strategic one, embedded in the Equality Act 2010 and the Public Sector Equality Duty. In Gateshead, we recognise that systemic racism affects access to services, health outcomes, and workforce and residents' experiences. Our commitment to this Marmot Principle reflects a broader ambition to create an inclusive, equitable health and care system.

Research consistently demonstrates that individuals subjected to racism or discrimination experience higher rates of chronic stress, and illness. Systemic biases within healthcare systems often result in inequalities in access to quality care and treatment outcomes among people from minoritised backgrounds and their communities.

By actively tackling racism and discrimination within the building blocks of health, we can not only improve the health and well-being of affected populations but also create a more inclusive and equitable society for all.

The action we will take

We will:

- Support local voluntary groups that work with minoritised communities, and provide advice, advocacy, and signposting to specialist services for victims of racism and discrimination
- Ensure we hear from minoritised communities, they are included in decision making and able to advocate for their needs
- Build trust and strengthen community cohesion between different communities and local institutions
- Increase awareness of hate crime reporting and work with partners to improve support for victims of hate crimes
- Ensure fair and equitable access to culturally competent services across all communities, supporting staff across organisations to be active bystanders (who challenge unconscious bias, racism and discrimination) and are trained in cultural competency
- Develop a dedicated partnership to drive action forward to tackle racism with support from the Health and Wellbeing Board
- Review and update the Health Needs Assessment and Joint Strategic Needs Assessment for race and faith communities in Gateshead
- Improve data collection and monitoring of service use, complaints, and workforce demographics and build trust for service users and employees to share their protected characteristics.
- Address the negative health, social and economic impacts of hate crime and racism through providing appropriate and timely support to affected residents and communities, through coordinated VCSE, health and commissioned services
- Promote fair recruitment practices to reflect our population diversity in the workforce, ensuring support, learning opportunities and career progression through staff networks and mentorship

We will deliver this through:

- Local VCSE organisations and Connected Voice (Haref Network and Allies)
- Workforce Development and Inclusion
- Community Engagement and Co-Production
- Data, Evaluation and Transparency
- Using Equality Impact Assessments (EIAs) and Health Equity Assessments to review policies, services, commissioning and budget decisions
- Community Cohesion Strategy (in development)
- Community Safety Board
- Safer Gateshead Partnership Plan
- Community Tensions Monitoring group
- All of Our Equality policies and strategies
- Prevent Duty and Partnership plan
- Gateshead NHS Foundation Trust Strategy
- CNTW Strategy
- Multi-Agency Safeguarding Arrangements
- Great North Healthcare Community Promise

We will know we have made a difference when:

- People from different backgrounds interact positively and respectfully
- People feel safe, supported and empowered to be part of their neighbourhood and community
- There is a shared vision and sense of belonging across Gateshead and its communities
- Inequalities and barriers to service access and participation are known and actively addressed
- Hate crime, racism and discrimination is prevented
- Local organisations are trusted and seen as accessible, fair and inclusive

Pursue environmental sustainability and health equity together

The health impacts of climate change, environmental hazards and loss of natural environments hit our poorest communities hardest, making existing health problems even worse. Pursuing environmental sustainability and health equity together means recognising the links between environmental health, social justice, and overall well-being, and advocating for policies that address both.

Our understanding of the impact of climate change, air pollution, housing and active forms of travel, is improving rapidly. The environment, 'our place', is a major determinant of health, thought to account for almost 20% of all deaths in Europe⁶.

Pollution, lack of green spaces, and unsustainable development can all negatively impact mental and physical health, especially for populations most vulnerable to negative impacts.

By incorporating environmental sustainability into the broader framework of health equity, there is an opportunity to have a holistic approach to addressing the root causes of health inequalities.

We want to create a greener, fairer Gateshead where environmental sustainability and health equity are pursued together to ensure all residents love where they live and can thrive. People, place, planet.

The action we will take

We will

- Ensure that all work supporting environmental sustainability considers inequalities that groups and communities may face
- reduce exposure to environmental hazards, for example; noise, air pollution, poor housing, and poor quality environments
- enable equitable access to environmental benefits such as; clean air, safe housing, nature and green and blue spaces through place making policy
- build climate resilience through policies and plans which include protection against heat and flood events
- embed sustainability and equity in all local policies—from transport to food to housing to education including commissioning and procurement, and our supply chain.
- Enable community and voluntary action to strengthen the links between people, place and planet and involve residents in designing green and health-promoting spaces.
- Prioritise environmental policies that benefit vulnerable communities: ensuring that environmental improvements are accessible and beneficial to all, maximising co-benefits
- Deliver more green infrastructure including; tree planting and green corridors, community gardens and green spaces in areas with poor access and use urban greening to reduce heat islands and improve mental health
- Provide and enable sustainable housing and green heat and energy schemes, including retrofitting homes for energy efficiency, prioritising low-income households for clean energy and insulation schemes and addressing damp and mould
- Enable active and sustainable transport: including improving walking and cycling infrastructure focusing on hard to reach groups and areas and ensuring public transport is affordable and accessible for all

We will deliver this through

- Gateshead Local Plan and Regeneration strategy
- Climate Strategy
- Gateshead Food Partnership
- Travel Plan
- Air Quality Management
- Zero carbon Heat strategy
- Climate Action Plans
- Local VCSE organisations
- Fuel Poverty Action Plan

We will know we have made a difference when

- we actively use indicators like access to green space, air quality, fuel poverty, and health outcomes by ward.
- we undertake Equality Impact Assessments or more detailed Health Equity Impact Assessments (HEIAs) for all major environmental projects.
- Environmental hazards are not felt unequally
- People feel comfortable in their homes
- Access to nature and green space is available to all
- People are able to travel sustainably
- Gateshead is carbon neutral by 2030
- Gateshead has clean air with low levels of pollution

⁶ <http://www.euro.who.int/en/health-topics/environment-and-health>

How we will monitor, evaluate and review this strategy

We will develop governance and reporting arrangements to ensure effective ways to monitor, evaluate and review progress of delivering against this strategy and report this into the Gateshead Health and Wellbeing board at least annually.

The outcomes we want to achieve are in line with the Institute of Health Equity suggested measures for demonstrating progress on tackling health inequalities. [Monitoring and Evaluating Progress - IHE](#) We will develop Gateshead local indicator sets using these to monitor local inequalities and review progress of the impact of local interventions.

We will review this strategy at least every 5 years.

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