Foreword

In fact the Health and Wellbeing issues facing Hull are fairly straightforward and they are covered by our three broad outcomes:

1. **The best start in life**
2. **Healthier, longer, happy lives and**
3. **Safe and independent lives**

In this document we wanted a plan for dealing with them which was easy to understand, explained in simple terms what problems we are trying to tackle and how our success in doing that could be seen by the general public.

Some of these issues will take many years for us to have a large impact, others we can fix more quickly but overall we will have succeeded if the differences in life expectancy and chances for Hull children come closer to the national averages than they currently are. That’s the big challenge not just for Public Health but for the Health Service more widely and in fact all public authorities and voluntary and commercial organisations in the City.

Working together we can succeed in making Hull a better place to live for longer.

---

Councillor Colin Inglis
Chair of the Health and Wellbeing Board

Dr. Dan Roper
Deputy Chair of the Health and Wellbeing Board
Introduction

The Health and Wellbeing Board wants Hull people to have the best start in life; to live healthier, longer, happy lives, safely and independently.
Hull is an amazing City and its people and their communities are its greatest asset. It is a place that has a history of strong partnership working and a shared vision of what is required to improve the lives of our residents. It’s a great place to be born, live, learn, work, have a family and grow older.

Hull is a changing City. Overall people are far healthier than they were in the past, but unfortunately, even today, not everyone has the same opportunity to thrive. This is what we mean when we talk about ‘health inequalities’. In some parts of Hull people will live 10 years fewer than in other parts. This difference is closely linked to poverty, housing, educational attainment, employment and social isolation.

This strategy has been developed by taking account of our assets, our challenges, The City Plan, Hull 2020 and the Joint Strategic Needs Assessment (JSNA).

The City Plan is the overarching framework for Hull that aims to seize a once in a lifetime opportunity to attract investment and create 7,500 jobs for local people over the next 10 years. In developing the strategy we have considered the best evidence of what works to tackle health inequalities and improve health, and talked and listened to the people of Hull and our key partners.

The Hull 2020 vision is a better future for Hull, where all organisations work together as one system. Local people will be empowered to take control of their own health and wellbeing and supported towards achieving their aspirations.

Hull does not stand alone in seeking to challenge and tackle health inequalities and improve health. The whole of the North of England has persistently had poorer health than the rest of England, with the health inequalities gap widening over time.

In this strategy we acknowledge that there are some things Hull can do for itself but also that there are issues where we must use the leverage of our local, regional and national partners. Our Director of Public Health has been involved in an independent review panel ‘Health Equity North’, which published its findings in September 2014. The findings in the ‘Due North’ report very much reflect the outcomes and actions set out in this strategy.

This strategy cannot be delivered without the commitment of everyone who lives or works in Hull and cares about its future. The strategy sets out how WE can work together to reduce health inequalities and improve people’s health. It describes where we want to get to and how we will do it.
## Hull’s One Page Health and Wellbeing Strategy

### OUR VISION:
Hull will be a City where everyone has the opportunity to live a healthier and longer life

### WE WANT HULL PEOPLE TO HAVE:

<table>
<thead>
<tr>
<th>The best start in life</th>
<th>Healthier, longer, happy lives</th>
<th>Safe and independent lives</th>
</tr>
</thead>
<tbody>
<tr>
<td>More mothers will have improved physical health and self-reported mental wellbeing.</td>
<td>More people will be in good quality, secure jobs and earning at least the minimum income needed for healthy living.</td>
<td>More people will be confident and competent in managing their own health and wellbeing.</td>
</tr>
<tr>
<td>More parents will be able to choose to work.</td>
<td>More people will be active, skilled and knowledgeable, making positive lifestyle choices and viewing good health as desirable.</td>
<td>More people will be living safely and independently in the community.</td>
</tr>
<tr>
<td>More families will be living in decent homes.</td>
<td>Our City will consist of sustainable communities where barriers to participation have been removed and people feel connected, involved and valued.</td>
<td>More people will have control over their care and support needs, up to and including end of life.</td>
</tr>
<tr>
<td>More children will be ready for school and have language and social skills to flourish in the school setting.</td>
<td>More people will be living and working in safe, energy efficient environments, buildings and homes, breathing cleaner air and travelling in safer streets.</td>
<td>More people will be receiving at least the minimum income for healthy living and will be managing their finances well.</td>
</tr>
<tr>
<td>All children and young people will enjoy improved health and wellbeing.</td>
<td>More children and young people will feel they have control over their lives and the choices they make.</td>
<td>Communities and individuals, including the most vulnerable will be better prepared to cope with severe events that impact on their health and wellbeing (e.g. weather, climate change and health emergencies).</td>
</tr>
<tr>
<td>More children and young people will feel they have control over their lives and the choices they make.</td>
<td>More young people will leave formal education with qualifications and skills to fulfill their aspirations for work and life.</td>
<td></td>
</tr>
<tr>
<td>More young people will leave formal education with qualifications and skills to fulfill their aspirations for work and life.</td>
<td>(There will be overlaps, in that some of the listed measures may contribute to more than one of the three overarching outcomes.)</td>
<td></td>
</tr>
</tbody>
</table>
What People Say We Should Do...

- We need more positive stories about Hull.
- We need positive images and role models.
- We need to de-stigmatise ‘play’. Kids grow up too fast.
- We need being healthy to be seen as something cool, something good.
- Hull is at a crossroads. We have an opportunity to change direction.
- What about building mutual support in community settings and building connections between the generations?
- Local older people can buddy with isolated people.
- What about a Hull lottery? For local good causes.
- The focus should be on living well long term, even with an illness, you can live well with it.
- What about taking down the ‘No Ball Games’ signs!
- Health messages don’t work. It’s not about health, it’s about life chances.
- Employers should lead the way. A living wage for all would be great!
- Feeling in control, having that self-esteem, means you can make better health choices.
- At the start, why don’t nurses, doctors and social workers learn the same things and learn together? It would help them understand about people’s lives.

(Source: Comments from attendees at the Consultation workshops and the Hull Health Inequalities Conference)
How Will Health And Wellbeing Board Members Work Together To Deliver The Strategy?

Shared Understanding
Board members will have a shared understanding of the communities in Hull that we serve. The Board will make time for creative thinking and innovation and will spread clear and consistent messages.

Working in Partnership
Partner organisations will form constructive relationships in order to all play our part in improving health and wellbeing within our communities. The Board will ensure that commissioning plans and local delivery are aligned to ensure the most effective use of financial and physical resources to improve outcomes.

Influencing
Board members will use their position and statutory powers where appropriate to influence the ‘big issues’, (the wider determinants of health) including employment, poverty, housing, planning, environment and the safety of our residents.
Energetic and Sustained Leadership

The Health and Wellbeing Board will provide strong leadership to support the implementation of the strategy. Through our governance arrangements, on behalf of the people of Hull, we will hold to account those responsible for achieving the desired outcomes and we will hold each other to account for the delivery of this strategy.

Involving

The Board will listen closely to the people of Hull to understand what matters to them and involve them in decisions about their health and wellbeing at every opportunity.

Prevention and Early Intervention

There will be a collective emphasis on prevention and early intervention, thus reducing a later need for clinical treatment, social care services and other interventions.

Evidence Based Decision Making to Drive Change

Collective decisions will be based on the best available national and local data, research, evidence and the experiences of residents, as captured in the Joint Strategic Needs Assessment (JSNA).

Accountability

The Board will develop a robust governance approach, underpinned by an appropriate action planning and reporting framework, which will enable progress to be monitored over time and will ultimately demonstrate success and accountability to the public.
Outcome 1 - The Best Start in Life

Teenage pregnancy 54% decrease
Teenage pregnancy rates are falling at a faster rate in Hull (54% decrease) than nationally (41% decrease) from 381 to 176.

Almost 1 in 5 mothers smoking at the time of delivery
(798) are smokers at the time of delivery; 2892 did not smoke.

1 in 3 children (16,500) under 16 live in poverty

344 children in Reception Yr (age 4-5) ARE OBESE

50% of pupils achieved 5 or more A*-C GCSEs (or equivalent, including English and maths)

Nearly 14% (24,600) of Hull’s working age adults have no qualifications

11% (11,570) of households are experiencing fuel poverty
## The Best Start In Life

### WHY IS THIS IMPORTANT?

What happens in early years has a life long impact. Giving every child the best start is crucial to reducing health inequalities across the life course. Healthy and informed parents who have control over their own wellbeing will have healthier babies and raise healthier children.

Children who are ready for school will be able to get the most out of their education and fulfill their potential. Building emotional resilience will help children handle the pressures of growing up and give them the right knowledge and skills to overcome challenges.

Families who make healthy lifestyle choices will thrive.

### HOW WILL WE KNOW IF WE ARE MAKING A DIFFERENCE?

- More mothers will have improved physical health and self-reported mental wellbeing.
- More parents will be able to choose to work.
- More families will be living in decent homes.
- More children will be ready for school and have language and social skills to flourish in the school setting.
- All children and young people will enjoy improved health and wellbeing.
- More children and young people will feel they have control over their lives and the choices they make.
- More young people will leave formal education with qualifications and skills to fulfill their aspirations for work and life.

### WHAT WILL THE BOARD DO?

- Focus resources on identifying risks and intervening early to improve maternal health and wellbeing.
- Seek to improve the availability of affordable child care in order to maximize parental choice.
- Work with Housing Services to influence the quality of all housing stock and promote the availability of affordable homes.
- Focus resources to promote positive parenting skills and ensure provision of good quality early years education for every child.
- Focus resources on early help and intervention for all families that is timely, accessible and appropriate for their circumstances.
- Work together with partners to focus resources towards creating an environment for children and young people that builds self-esteem and resilience.

### PERFORMANCE MEASURES WILL INCLUDE:

- Smoking status at delivery
- Excess weight in 4-5 and 10-11yr olds
- Under 18 conceptions
- Fuel poverty
- Child development at age 2 - 2.5 years
Outcome 2 - Healthier, Longer, Happy Lives

In Hull, life expectancy for men is **76.6 yrs** (across England it is 79.2)

In Hull, life expectancy for women is **80.5 yrs** (across England it is 83)

Across Hull wards there is a **10.4 yr** difference in life expectancy for men and **9.5 yrs** for women

One third of adults in Hull smoke, that’s 74,600 people at risk of premature death

Nearly 74,000 people (aged 16+) do at least 30 mins of physical activity each week

In the last three years 76 people died from suicide or undetermined injury

There are more than 2000 alcohol related admissions to hospital each year

In the Hull North constituency 1 in 3 jobs pays below the living wage
**Healthier, Longer, Happy Lives**

**WHY IS THIS IMPORTANT?**

Everyone should have the same opportunity to have the same life expectancy no matter where they live. People with long-term conditions can live a full life. Mental wellbeing is as important as physical health and mental illness should not mean worse physical health or reduced life expectancy. The key to a healthier life comes from feeling in control, being involved in the community, being able to make choices, to access secure employment, being socially connected and feeling fulfilled. People who are involved in decision-making about their lives tend to feel healthier and happier.

**HOW WILL WE KNOW IF WE ARE MAKING A DIFFERENCE?**

More people will be in good quality, secure jobs and earning at least the minimum income needed for healthy living.

More people will be active skilled and knowledgeable, making positive lifestyle choices and viewing good health as desirable.

Our City will comprise of sustainable communities where barriers to participation have been removed and people feel connected, involved and valued.

**WHAT WILL THE BOARD DO?**

Take a ‘health first’ approach to tackling worklessness by promoting opportunities for people to be fit for work and fit in work.

Support initiatives that create and provide access to quality sustainable jobs.

Work together to promote the ‘Hull Responsibility Deal’ among employers and achievement of ‘Accredited Living Wage Employer’ status throughout the city.

Work together to create an environment that promotes physical activity and active transport in everyday settings for all ages.

Focus on prevention and early detection of ill health (especially conditions strongly linked to health inequalities).

Work together to improve access to healthy and affordable food.

Ensure people understand the benefit of positive life choices and know how to access information and seek early support to change.

Aim to create a smoke free generation.

Develop and maximise the use of existing assets in our people, places and communities.

Maximise the health benefits and legacy of the City of Culture 2017.

Explore the establishment of a Hull/Humber Fairness Commission.

Focus resources on creating opportunities to maintain and improve mental wellbeing and reduce social isolation.
HOW WILL WE KNOW IF WE ARE MAKING A DIFFERENCE?

More people will be living and working in safe, energy efficient environments, buildings and homes, breathing cleaner air and travelling in safer streets.

WHAT WILL THE BOARD DO?

Work together to create, sustain and improve an environment that promotes physical and mental wellbeing across all settings.

PERFORMANCE MEASURES WILL INCLUDE:

- Self reported wellbeing
- Alcohol related admissions to hospital
- Smoking prevalence in adults
- Proportion of physically active and inactive adults
- Entrenched worklessness rate
Outcome 3 - Safe and Independent Lives

- 58% of respondents feel that neighbours look out for each other.
- Only half of residents over 65 feel safe in their local area after dark.
- 1000 people aged 65+ are injured each year due to falls.
- Around 1 in 10 residents provide care for or look after others who have either a long term illness, mental health condition, a disability or problems related to old age.
- 240 people per year are admitted to hospital due to violence.
- The number of people aged 65+ with dementia is projected to increase by 42% (1093 more people) between 2014 and 2030.
## Safe and Independent Lives

### WHY IS THIS IMPORTANT?

Everyone should have the same opportunity to feel safe and fulfilled no matter what his or her circumstances. Many people of all ages are living with conditions or situations that mean they need extra support to get the most out of life.

There is good evidence that people who have control over their care and support are better able to live safely and independently in their community. This then reduces the burden of ill health for individuals, their families/carers and the health service and enables people to live full and satisfying lives.

### HOW WILL WE KNOW IF WE ARE MAKING A DIFFERENCE?

- More people will be confident and competent in managing their own health and wellbeing.
- More people will be living safely and independently in the community.
- More people will have control over their care and support needs, up to and including end of life.

### WHAT WILL THE BOARD DO?

- Work with partners to ensure services are integrated, high quality and accessible in ways that offer people appropriate choices.
- Work with partners to promote self-care, reablement or mutual support in community settings so this is viewed as the norm and reduce reliance on residential or home care.
- Ensure timely and appropriate support to families and carers of all ages.
- Ensure that individuals can plan their care, organised around care hubs, with people who work together and have a shared understanding of the person’s needs.
- Encourage a culture across organisations that celebrates diversity, encourages respect and has a zero tolerance on hate crime.
- Work with partners to ensure the design of the built environment discourages crime and the fear of crime.
- Where appropriate, ensure provision of specialist and adapted housing that is fit for purpose.
- Promote activities that seek to build connections between generations to tackle loneliness.
- Support the continued development of an ‘age friendly’ City.
- Aim to identify our most vulnerable citizens and work with them to address their specific needs.
WHAT WILL THE BOARD DO?

Support ‘Fuel, Food and Finance’ anti-poverty initiatives that help people minimize the health impact of welfare reform and cost of living rises (e.g. initiatives that enable people to prevent, manage or recover from debt).

Work with partners to seek assurance on adaptation, emergency preparedness, response and recovery.

PERFORMANCE MEASURES WILL INCLUDE:

- Older people’s perception of community safety - safe in local area after dark
- Suicide rate
- Life expectancy
- Injuries from falls in people aged 65 and over
- Avoidable emergency hospital admissions

HOW WILL WE KNOW IF WE ARE MAKING A DIFFERENCE?

More people will be receiving the minimum income for healthy living and will be managing their finances well.

Communities and individuals, including the most vulnerable, are better prepared to cope with severe events that impact on health and wellbeing (e.g. weather, climate change and health emergencies).
The City Plan is the overarching framework for Hull that aims to seize a once in a lifetime opportunity to attract investment and create 7,500 jobs for local people over the next 10 years. It’s about accelerating the scale and pace of positive change to increase the number of jobs and ensure that local residents are ready to take them up. Increased employment will mean improved health, skills, education and income levels and a better quality of life for everyone in the city.

‘Hull 2020’ is the vision for transformational change shared by partner organisations and led by the NHS Hull Clinical Commissioning Group. The Hull 2020 vision sees a better future for Hull, where all organisations work together as one system. Local people will be empowered to take control of their health and wellbeing and supported towards achieving their aspirations.

The JSNA is a process that identifies the future health and wellbeing needs of the people of Hull. The main goal of a JSNA is to accurately assess the health needs of a local population in order to improve the physical and mental health and wellbeing of individuals and communities. It identifies issues that have a significant local impact, where the issue is comparatively worse than in other areas or where the issue may be worsening over time. In this way, the data within the JSNA informs and guides the commissioning of health, wellbeing and social care services within the City and underpins the health and wellbeing strategy.

The Hull Responsibility Deal gives local businesses the opportunity to publicise their commitment to citywide health and wellbeing. This can be through the services that they provide, for example healthy food options; or support that they give their workforce to lead healthy lives, for example through initiatives such as the Cycle to Work scheme.

The Living Wage is an hourly minimum wage, optional for employers, calculated according to the basic cost of living. In 2013 the UK living wage (outside London) was set at £7.65 (£1.34 higher than the national minimum wage). The living wage for UK employees (outside London) is set by the Centre for Research and Social Policy at Loughborough University, based on their own research on the Minimum Income Standard for the UK. This includes costs relating to nutrition, physical activity, housing, psychosocial interaction, clothing, transport, heating and hygiene. It also includes sufficient resources to participate in society and maintain human dignity, consuming those goods and services regarded as essential in Britain today.

Establishing a Fairness Commission is an approach to reducing poverty and inequality, within the context of public sector austerity and the squeeze on living standards. Since 2010, Fairness Commissions have been set up in a number of cities in the UK. They are, for the most part, local authority-led initiatives and involve a good balance of commissioners from a variety of sectors. Most commissions have been enquiry-based, taking evidence and producing a final report with recommendations for the local area.
In developing this strategy we have considered the best evidence of what works to tackle health inequalities and improve health. Specifically we have been guided by some key publications:

‘Fair Society, Healthy Lives’

‘If You Could Do One Thing... Nine local actions to reduce health inequalities”
British Academy (2014) (http://www.britac.ac.uk/policy/Health_Inequalities.cfm)

‘Tackling Inequalities in General Practice’
For further information, please contact:

Public Health and Adults Directorate
Hull City Council
Brunswick House,
Beverley Road,
Hull, HU2 9DB

Telephone: (01482) 300 300

@HullHWBStrategy
HWB@hullcc.gov.uk

To keep updated on the work of the Health and Wellbeing Board, including meeting dates and approved minutes please visit the website at:

www.hullcc.gov.uk

This document can be made available in other languages and formats (large print, Braille, audio and easy read as appropriate).

Please contact us directly or ask someone to contact us on your behalf using the address or telephone number opposite.

Published September 2014