

## **PROMOTING ADULT HEALTH AND WELL BEING; TACKLING EXCLUSION AND PROMOTING EQUALITY**

### **CONTEXT**

Middlesbrough has a high number of wards which are recognised as being amongst the most deprived in the country, and this deprivation has a major impact on health. On average, life expectancy in Middlesbrough is nearly three years shorter than the national average; within Middlesbrough it is estimated that, on average, people in the least deprived areas live nine years longer than people in the most deprived areas. The number of people reporting limiting long-term illness is higher than the national average, indicating the impact of health on quality of life.

### **HEALTH**

"is a state of complete physical, mental and social wellbeing, and not merely the absence of disease or infirmity, is a fundamental human right and that the attainment of the highest possible level of health is a most important world-wide social goal whose realization requires the action of many other social and economic sectors in addition to the health sector."

*World Health Organisation*

Lifestyle has an important part to play in people's health. Middlesbrough has high rates of smoking, alcohol and drug misuse. Poor diet and low rates of physical activity contribute to higher levels of obesity, which increase the risk of cardio-vascular disease and some cancers.

### **HEALTH AND WELL BEING IN MIDDLESBROUGH**

- Middlesbrough has higher than average smoking rates (34.8%, compared to 24.2% nationally)
- The rate of drug misuse is high (22.3 per 1,000 population aged 15 – 64, compared with 9.9 nationally)
- Rates of physical activity are low with 9.5% of people over 16 reporting being physically active, compared with 11.6% nationally.

Middlesbrough has a good track record of providing services for the increasing number of older people in the town, helping people to maintain their independence. 2001 Census statistics indicate an estimated 1,990 people over 75 years of age with a health or disability problem live alone in Middlesbrough.

Although there have been improvements in health over the past ten years, these are consistent with progress at a national level and so the gap between Middlesbrough and the rest of the country is as significant as previously.

### **THE VISION FOR MIDDLESBROUGH**

The aim is to improve the health of the population generally, while narrowing the gap between the most disadvantaged communities and the town as a whole. This will not only mean longer life expectancy, but also ensuring that people benefit from improved lifestyles.

A number of programmes will in place to support healthier lifestyles at all ages – from the Healthy Schools initiative targeting children to the GP Referral Scheme working with the wider community and the Falls Prevention Service working with older people.

Screening programmes are in place to identify and work with people who are high risk for cardio-vascular disease, but have not yet been identified as such.

Physical activity makes an important contribution to health, and sport will provide a focus for making more people, more active, more often.

Services will still need to be in place to help people when they are ill. We will work with people to ensure that services are provided in a way that meets their individual needs.

Being in work can have a significant impact on health. We will work to ensure that as many people as possible have the opportunity to take up paid employment.

### **STRATEGIC PRIORITIES**

- PHS 1** Help promote health, well-being, independence, inclusion and choice
- PHS 2** Ensure that, when people fall ill, they receive safe and effective services, when and where they need help and are empowered in their choice.
- PHS 3** Ensure that the gap is closed between levels of health of Middlesbrough residents and the national average, as well as the gap between priority neighbourhoods and the Middlesbrough average
- PHS 4** Improve the quality of life of vulnerable people in Middlesbrough
- PHS 5** Address specific community and social housing needs

**OUR LOCAL AREA AGREEMENT TARGETS**

**Key strategies**

Alcohol Strategy  
 Better Health, Fairer Health - A Strategy for 21st Century  
 Health and Well-being in the North East  
 Children and Young People's Plan 2008 -2011  
 Joint Strategic Needs Assessment  
 Physical Disability Strategy 2008 - 2018  
 Public Health Strategy (Middlesbrough Council and  
 Middlesbrough Primary Care Trust)  
 Supporting People Strategy 2004 - 2009  
 Themes for the Future - Older People's Strategy 2007 -  
 2017

**KEY TARGETS:**

- THS 1** To reduce by at least 15 per cent the gap between the fifth of areas with the lowest life expectancy at birth and the Middlesbrough population as a whole by 2015
- THS 2** To enable 70% of population to be physically active by 2020 (5 x 30 minutes per week)
- THS 3** To reduce by 50% the number of problematic drug users in Middlesbrough (from a 2004/5 baseline) by 2015

<b>Indicator</b>	<b>Baseline 2006/07</b>	<b>Targets 2010/11</b>
NI 124 People with a long term condition supported to be independent and in control of their condition	Baseline to be set 2009	
<i>Local Target – L2 Reduction in the waiting time for major adaptations to accommodation</i>	<i>27 weeks</i>	<i>23.1 weeks</i>
NI 8 Adult participation in sport	19.1%	23%
NI 39 Alcohol-harm related hospital admission rates per 100,000 population	2,423	3,357
NI 121 Mortality rate from all circulatory diseases at ages under 75	<b>2006</b> 101.43	<b>2011</b> 83.64
NI 123 16+ current smoking rate prevalence	1,450	1,300
NI 144 Offenders under probation supervision in employment at the end of their order or licence	26%	40%
NI 146 Adults with learning disabilities in employment	5.3%	12%
NI 150 Adults in contact with secondary mental health services in employment	5.3%	8.5%
<i>Local target – NI 149 Adults receiving secondary mental health services in settled accommodation</i>	<i>83</i>	<i>84.5</i>

## **WHAT WE WILL DO**

We will build on current work to improve health in the town particularly for people in the most disadvantaged areas. We will work to gain designated *Healthy Town* status, developing a whole-town approach to public health issues, with local communities as key partners.

Mechanisms such as the Local Involvement Network (LINK) will provide an opportunity for the broader community to influence the services that are provided to them.

The development of a Community Sports Network will provide more opportunities for people to get involved in sport and physical activity at all levels.

Screening programmes will be in place to identify gaps so that we can identify people who are most at risk of cardiovascular disease (CVD). We will offer help to inform lifestyle choices and options as well as advice and treatment to enable people to enjoy better health and make sustainable lifestyle changes.

We will use the Supporting People programme to ensure that our most vulnerable people are able to live as independently as possible.

## **LINKS TO OTHER THEMES**

### ***Creating Stronger Communities***

Many public health issues need the active involvement of local communities to ensure health improvements. Active communities will be able to play a role in shaping the services that are provided to them.

### ***Creating Safer Communities***

There are very strong links between the misuse of drugs and alcohol with crime and disorder. A safer community can help support good mental health, as people can feel more secure in their community

### ***Supporting Children and Young People***

Investing in the health of children can provide foundation for good health in later life, and healthy parents have more opportunity to raise healthy youngsters. Schools can also play a role in supporting the health of children and young people.

### ***Enhancing the Local Economy***

Good health helps people to get, and stay in, employment. Equally, employment can help people maintain their health by giving them some financial freedom to make choices, as well as important social contact.

Housing is a basic need that has a major impact on people's health, and programmes such as *Affordable Warmth* can make a real difference.

Transport links are important to people's well-being, not only allowing them to access employment and key services, but also helping them to maintain social contact with family and friends.

***Securing Environmental Sustainability***

Clean air and a pleasant environment can support good health, as well as providing opportunities for taking part in physical activity which can also support good health – for example, in parks and open spaces.

1 SEPTEMBER 2008