

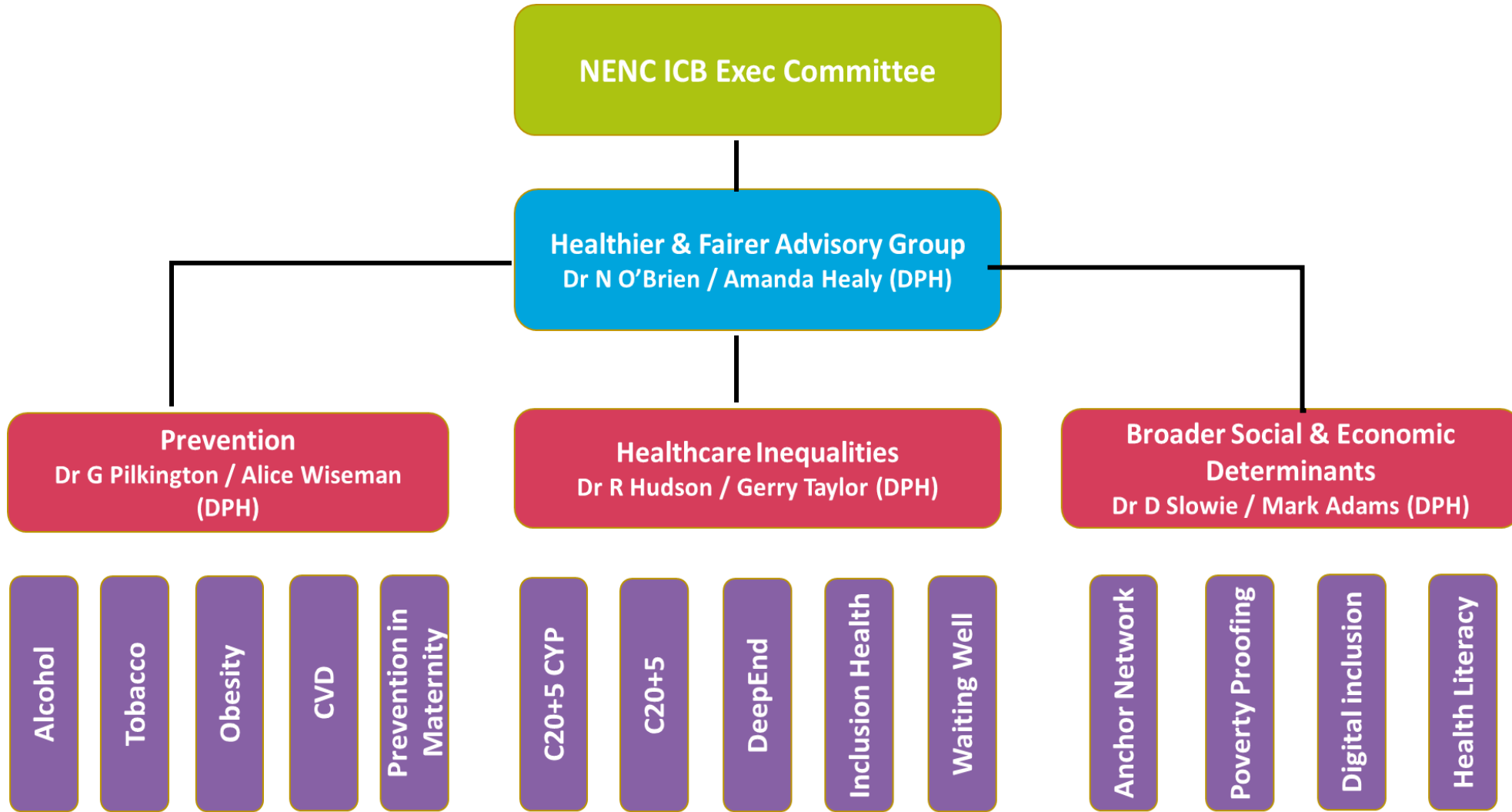


NENC Healthy & Fairer Programme

Middlesbrough Council Health Scrutiny Panel

19th March 2024





Our Programme Approach

Principles

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

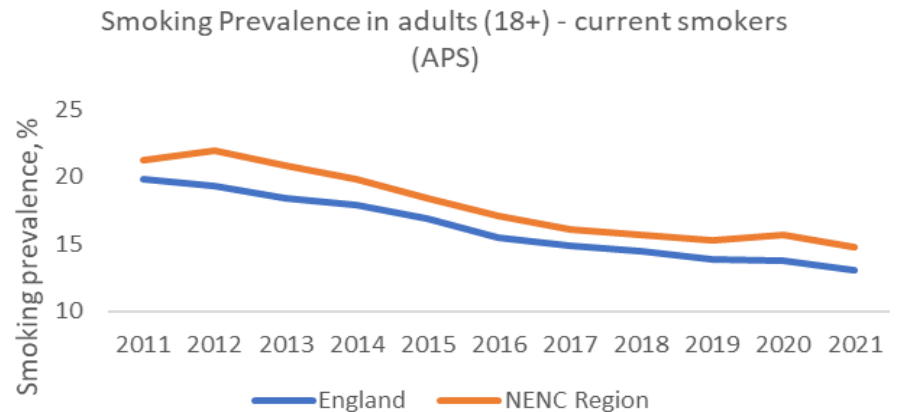
Funding

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

Prevention Workstream: Smokefree and Tobacco Dependency

A whole system, partnership approach:

- Tobacco Treatment Dependency Service in all NENC Foundation Trusts Alcohol, Let's Talk Campaign
 - Population health-based media campaigns
 - ICS support for consultation – tobacco reduction
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- Biggest reduction in smoking prevalence in any region
 - Consistently gain the highest public support for more action



Prevention Workstream: Alcohol

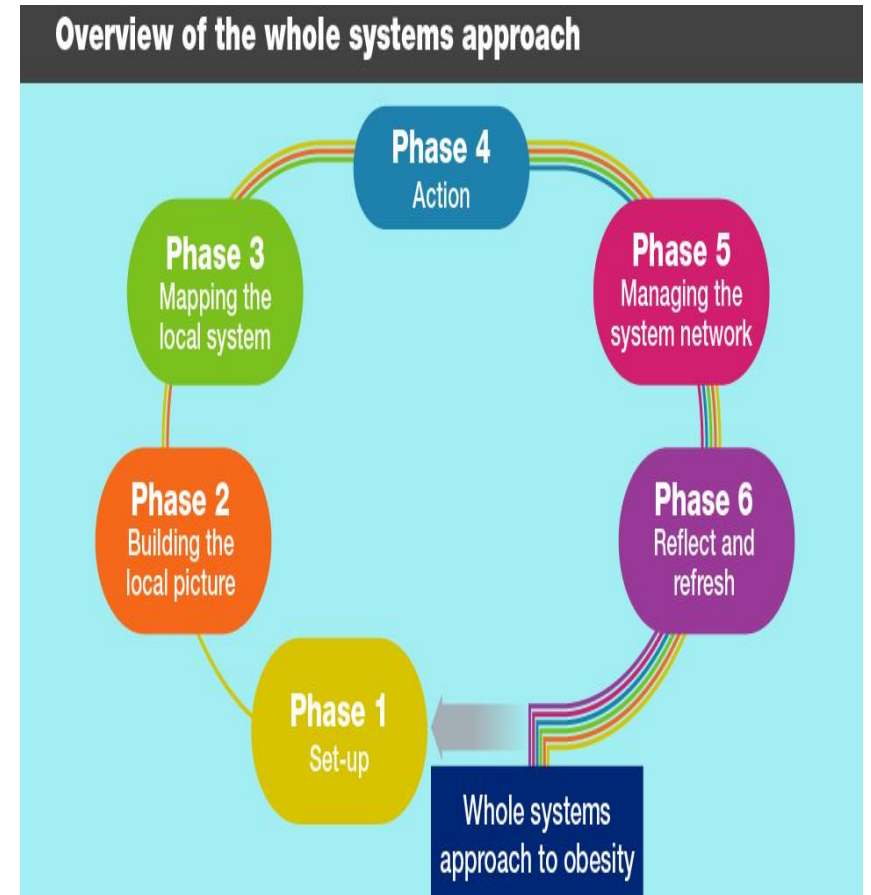
Building a social movement to reduce alcohol harm and increase awareness of alcohol risk and support for action, identifies those at risk and support for action, and those with problematic alcohol use and dependence

1. Alcohol Care Team Plus into all NENC Foundation Trusts via NHSE Prevention funding of NENC Health Inequalities funding
2. Our 'Plus' – Recovery Navigators bridging the gaps between secondary care and the community
3. Alcohol, Let's Talk Campaign
4. Drink Coach Staff Support Offer
5. Programme of Alcohol Studies
6. Fibroscan Pathway Development



Prevention Workstream: Healthy Weight and Treating Obesity

- Commitment to Developing a Whole System Approach
- Tier 3 Weight Management Services development
- Injectables Pilot
- Digital Weight Management Approach



CVD – InHIP

- Health Innovation NENC (formerly AHSN) have led a project in Middlesbrough following national Innovation for Healthcare Inequalities Programme (InHIP) funding
- The programme identified 3 CORE20 communities
 - Black Africans
 - South Asians
 - Underserved indigenous white groups
- Working with these communities the project was co-designed to increase engagement with CVD risk assessment, and support people in modifying health behaviours and access to treatment
- The project has been delivered in collaboration with Teesside University Sports Science Department and the Middlesbrough Football Club Foundation, though the use of a health bus to target health checks in local community hubs with relevant community partners
- This has included Black African churches, South Asian women's groups (Nur Fitness), within deprived wards in Middlesbrough, and outside the Riverside Stadium on match days
- The project is on track to have engaged over 400 residents that would not otherwise have accessed screening

Deep End Network



- A network of GP practices working within areas of blanket deprivation, where 50% or more of the practice list live within the 15% most deprived LSOAs as measured by the Index of Multiple Deprivation
- For 24-25 this includes 14 Middlesbrough practices out of a total of 52 across the ICS
- Projects that will be supporting Middlesbrough practices in 24-25 include
 - An immunisation catch-up team to support low uptake of pre-school immunisations, providing additional clinics or home visits (currently underway)
 - An opioid and gabapentinoid deprescribing project for people waiting surgery (in collaboration with the Waiting Well Project)
 - The allocation of funding for each Deep End practice to employ / commission a dedicated link-worker (not shared across the PCN) to address the Social Determinants of Health that the practice has identified
- The project also provides opportunities for practices to become a training practice to increase GP recruitment, support networks for admin and nursing staff working in Deep End Practices, and researcher-led patient and community engagement for patients of Deep End Practices

CORE20Plus5

The programme supports work being led by NENC Clinical Networks and partner organisations across the 10 clinical pathways within the 2 frameworks, with a focus on narrowing the inequality gap experienced by the most deprived communities

Adults

1. Maternity – ensuring continuity of care
2. Severe Mental Illness – ensure annual physical health checks
3. Respiratory Disease – driving uptake of COVID, flu, and pneumonia vaccination
4. Early Cancer Diagnosis – ensuring 75% of cases are diagnosed at stages 1&2
5. CVD – hypertension case finding and lipid optimal management

Children & Young People

1. Asthma – reducing reliance on reliever medication
2. Diabetes – increase access to real-time continuous glucose monitors and insulin pumps
3. Epilepsy – increase access to nurse specialists, especially in the first year of life for children with autism and/or a learning disability
4. Oral health – address rates of tooth extractions in those under 10
5. Mental Health – improve access rates to services for children 0-17

Inclusion Health Project

- Inclusion health is an umbrella term used to describe people who are socially excluded, who typically experience multiple interacting risk factors for poor health, such as stigma, discrimination, poverty, violence, and complex trauma
- The programme is developing a NENC Approach to Inclusion Health to identify and support people from these communities that suffer inequalities in terms of access, uptake, experience, and outcomes of healthcare services
- The approach is being developed within the ICB in collaboration with Directors of Public Health, Healthwatch, Foundation Trusts, and VONNE
- There are 16 recognised inclusion health groups within scope of the approach, which include;
 - Veterans and service personnel
 - People who experience or at risk of homelessness
 - People with experience of the care system
 - People in contact with the justice system
 - Gypsy, Roma, and Traveller community
 - Sex workers
 - Migrants and refugees

