



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Telford & Wrekin Inequalities Plan 2021 - 2023 Progress one year on

Health & Wellbeing Board
29th September 2022

Life expectancy along the Silkin Way

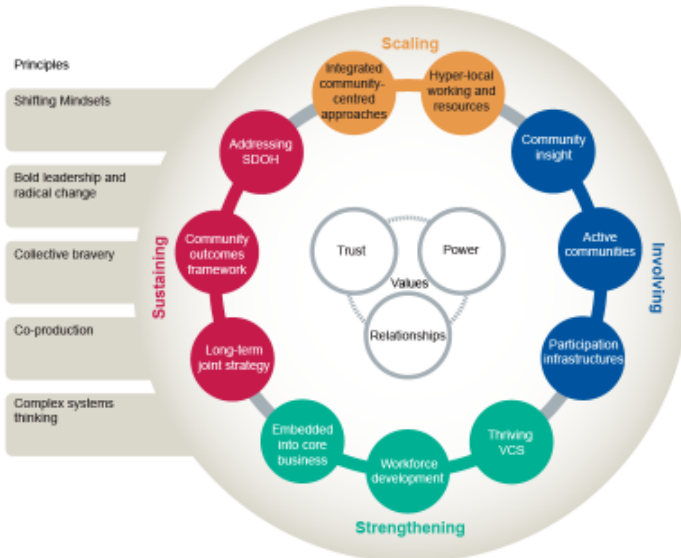


Tackling inequalities - everyone's business

Telford and Wrekin
Annual Public
Health Report
2022

1. HWB to ensure the Health Inequalities plan is refreshed in 2022/23 and that the H&WS maintains commitment to tackle health inequalities
2. HWB ensure that there is a clear 'Best Start in Life' priority in the next Health & Wellbeing Strategy
3. STW ICS should work with partners, on placed-based programmes to improve the physical and mental health and associated inequalities of our children & young people
4. STW ICS should ensure that their plans to roll out NHS prevention programmes and the delivery of services that tackle healthcare inequalities are prioritised, resourced and delivered to those communities most in need
5. The Covid vaccination programme to ensure resources and capacity are appropriately directed to reduce vaccine inequalities, e.g deprived communities, those from black and minority ethnic backgrounds
6. The Council's Insight Team, ICS intelligence teams and other partner organisations, should continue to develop the intelligence base to more fully understand the 'picture' of inequalities within the borough
7. HWB to explore ways of ensuring work to tackle health inequalities is recognized and visible across our multiple partnerships – this could entail becoming a 'Marmot Borough'

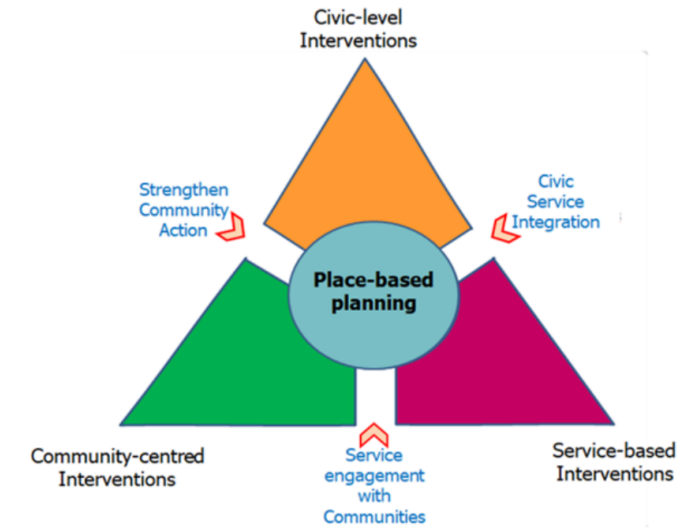
Our approach to tackling inequalities



[PHE whole system approach to community-centred public health](#)

Community focused co-production

Place-based system wide



[PHE Place Based Approaches to Reducing Health Inequalities](#)

Intelligence-led /PHM approach, more systematic JSNA profiling for:

- **deprived communities**
- [Equality Act protected characteristics](#)
- **People from Black and Minority Ethnic backgrounds**
- **poor mental health, physical, learning disabilities / autism**

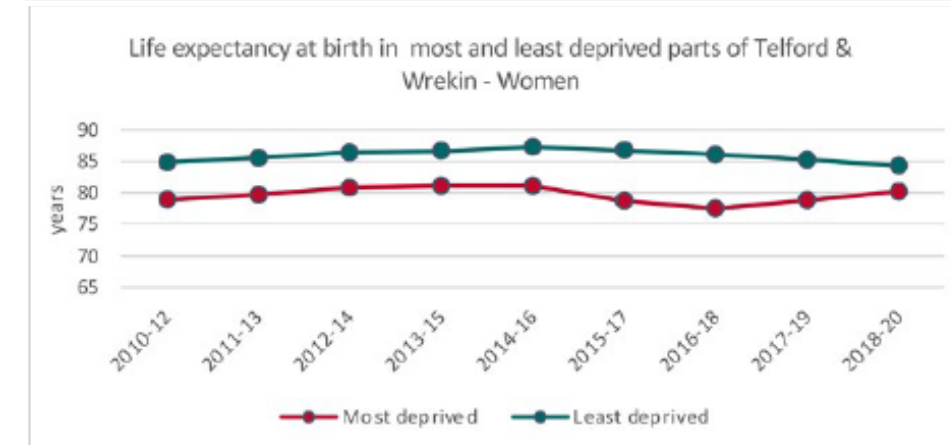
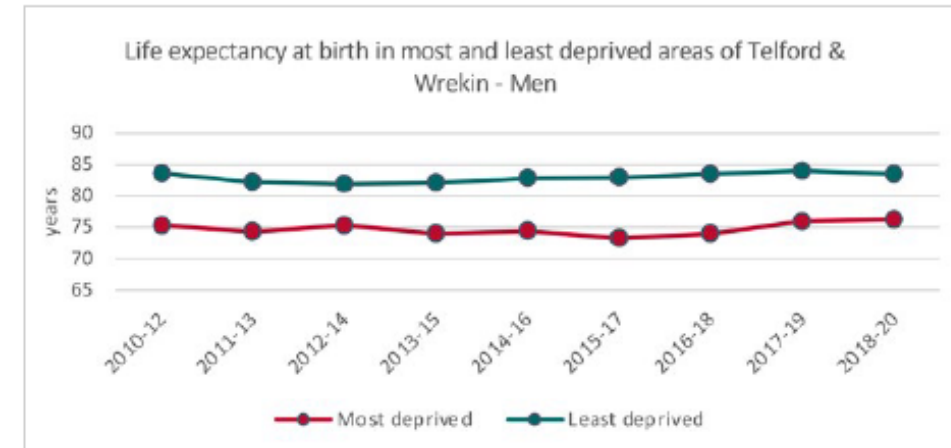
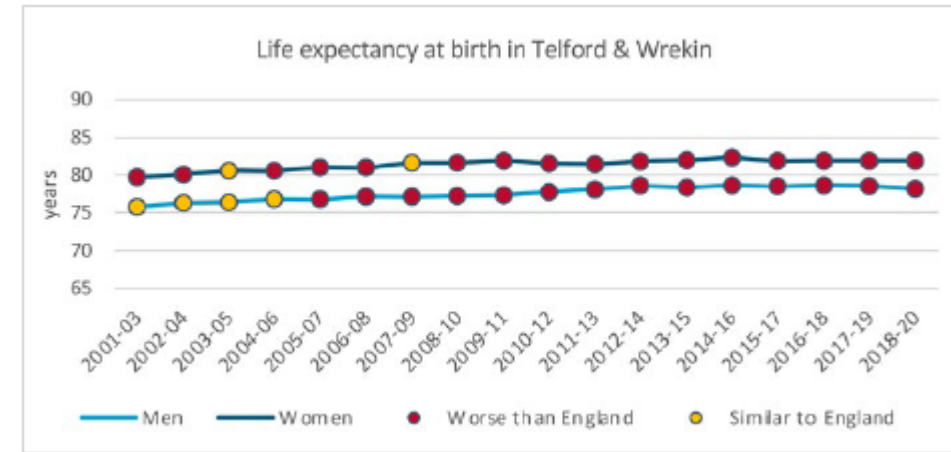
Intelligence-led

Equitable targeting

Proactively target people/groups most at risk, underserved or vulnerable – based on intelligence and needs profile

Life expectancy & healthy life expectancy picture

- Life expectancy at birth was worse than England average pre-pandemic and remained so during 2018/20
- Latest data show during 2018-20 average life expectancy was **78.2** years for males and **81.9** years for females
- From 2017-19 to 2018-20 life expectancy in **males declined** by 0.4 years and **remained the same for females**
- Inequalities gap in life expectancy **slightly narrowed** (from 2017/19 to 2018/20)
 - males **8.8** years (from 9.4 years)
 - female **6.4** years (from 8.1 years)
- Healthy life expectancy was worse than England average and declined (from 2017/19 to 2018/20)
 - males fallen to **57.6** years from (0.6 years less)
 - females increased to **60.3** years (2.2 years less)



Telford & Wrekin Inequalities Plan: 2021/22 Interventions/deliverables

NB - new interventions in part funded by inequalities fund

Best Start in Life	Economic opportunity work, income, welfare, poverty, debt	Community and Place	Public Health and Prevention	Health & Social Care Integration	COVID-19 Impact
<ul style="list-style-type: none"> • Maternity Healthy Pregnancy Service • Enhanced Parenting Program Consultation • School belonging • Accredited SENCo in all EY settings • Raising the Attainment of Disadvantaged Youngsters (RADY) • Recharge Project LGBTQ+ • Care Leavers mental health/social isolation support 	<ul style="list-style-type: none"> • Benefits Maximisation for vulnerable people • Targeted benefit take-up marketing campaign • Children in Care/Care Leavers Education, Employment & Training Support • Reengagement activities for young people who are NEET • Wheels to Work 	<ul style="list-style-type: none"> • Wellbeing & Living Well/Age Concern • Rogue Landlord Officer • Affordable Warmth training • Housing Stock Survey • St Giles Trust project • Support victims of scams and doorstep crime • Christmas Smiles 	<ul style="list-style-type: none"> • Leisure Services Holiday clubs targeted income related FSM • Free swimming lessons –for families/ schools with high obesity • Community Wellbeing Project – BAME Community • Community Health Matters • Schools Health & Wellbeing Project • Cervical screening/ health literacy 	<ul style="list-style-type: none"> • Improving access to Mental Health services for black adults • Calm Café LD • Linking older people into local communities • Free Aspirations memberships for obese pregnant women • Device Loan Scheme • Homeless buddies 	<ul style="list-style-type: none"> • Interfaith Council vaccine clinics • Betty the Vaccine Bus programme



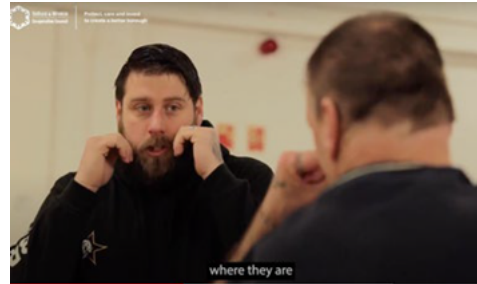
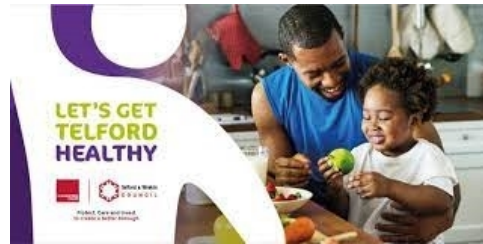
Working together to improve people's outcomes and reduce hospital admissions

CARE LEAVER COVENANT

JOIN TELFORD AND WREKIN'S CARE LEAVER COVENANT BUSINESS EVENT



How we've been helping during the coronavirus pandemic



DON'T FALL FOR A SCAM!



Telford & Wrekin Inequalities Plan: 2021/22 Achievements (1)

Best Start in Life

- **Maternity Healthy Pregnancy Service**
Stop smoking service now expanded for excess weight
- **Enhanced Parenting Program Consultation**
Dandelion Group facilitated engagement with parents
- **School readiness**

- **Accredited SENCo in all early years settings**
- **Raising the Attainment of Disadvantaged Youngsters (RADY)**
- **Recharge Project LGBTQ+**
- **Care Leavers mental health/social isolation support**
Calm Café drop in established at Meeting Point House carers lounge with 14-20 young people attending weekly

Economic opportunity

- **Benefits Maximisation for vulnerable people**
Targeted mailshot to 700 people to maximise the uptake of pension credit, plus offer of phone support
- **Age UK Benefits officer**
- **Targeted benefit take-up campaign**
- **Care Leavers Education, Employment & Training Support**
2 new part time participation officers to support care leavers with life skills, driving courses, employment & housing advice & summer arts programme
- **Reengagement for 16-17 year olds NEET**
Tailored intensive support from community providers (47 young people supported Feb-Aug 2022)
- **Wheels to Work**
Magna Cosma project employing young people from Sutton Hill

Telford & Wrekin Inequalities Plan: 2021/22 Achievements (2)

Community and Place

- **Wellbeing & Living Well/Age Concern**
- **St Giles Trust - Desist & Transform project for young people at risk of crime**
15 young people receiving 1-1 mentoring support
SOS+ knife crime & county lines awareness raising reached circa 1,300 pupils
- **Support victims of scams/doorstep crime**
30+ residents offered support and resource pack developed for local community groups and libraries, new victim referral process for council services and police
- **Device Loan Scheme**
50 new ipads in library loan scheme pilot
68 devices provided to CVS, STAY, Age UK, PODS, Hub on the Hill for creation of new scheme / expansion of existing scheme

Public Health and Prevention

- **Holiday clubs for those on free school meals**
- **Free swimming lessons** – for families/ schools with high obesity
- **Black and Asian Community Wellbeing**
Wellbeing training & activity sessions with 9 groups
- **Chatty Cafes in high social isolation areas**
6 new cafes across running for over 6 months, 140+ attendees – 80% are 50+ years
- **Community Health Matters**
Schools Health & Wellbeing Project
- **Health literacy project**
Telford college students studying English as 2nd language
- **Community Cancer Champions**
Linden Davies, ISC & Council project recruiting volunteers

Telford & Wrekin Inequalities Plan: 2021/22 Achievements (3)

Health & Social Care Integration	COVID-19 Impact
<ul style="list-style-type: none">• Improving access to Mental Health services for black adults• Calm Café LD• Linking older people to community support• Free Aspirations memberships for obese pregnant women• Homeless buddies <p>Telford Mind – new Volunteer Coordinator & Care Navigator posts, working with STAY, ABT & TACT</p>	<p>Interfaith Council vaccine clinics</p> <ul style="list-style-type: none">• COVID 877 vaccines given Dec 21–Aug 22 <p>Betty the Vaccine Bus programme</p> <ul style="list-style-type: none">• COVID 2,053 vaccines given Dec 21–Aug 22

Health & Wellbeing Strategy Refresh proposals: inequalities priorities 2022/23

Inequalities priorities	Delivery	HWB update
Become a Marmot Borough	<ul style="list-style-type: none"> Develop plan 	Nov 2022
Tackle impact of the cost of living crisis – fuel & food poverty	<ul style="list-style-type: none"> Cost of living taskforce established 	quarterly
Reduce barriers to access – transport & digital inclusion	<ul style="list-style-type: none"> Digital Strategy Transport – link to cost of living taskforce 	
Support for people & families affected by domestic abuse, drugs & alcohol and dual diagnosis	<ul style="list-style-type: none"> Drug & alcohol strategy refresh Domestic abuse strategy approval Mental health strategy 	March 2023
Reduce healthcare inequalities – NHS restoration/CORE20PLUS5	<ul style="list-style-type: none"> ICS Population Health Board plan 	Dec 2022
Reduce homelessness and increase housing affordable housing & specialist accommodation	<ul style="list-style-type: none"> Homelessness strategy / specialist accommodation strategy / 	

population health management
(enabler)

- Health equity and inequalities profiling
- Inequalities outcomes framework
- Health Equity Assessment (HEAT)