



THE
NORTHUMBRIA WAY

PEOPLE CARING FOR PEOPLE



Community Promise update

Dr Alistair Blair – Medical Director

A reminder of the Community Promise

- National and International award-winning programme
- Commitment around six key themes which relate to the wider factors impacting on inequalities in our community
- **The first NHS Trust in the country** to make a formal commitment to focus on the full range of ways we can make a difference to improving the community we serve
- The Community Promise is aligned to our overarching organisational strategy and focuses on the theme of being a good corporate citizen
- Links to the **BIG SIGNALS** from the Chief Executive
- Developing partnership with local and regional stakeholders

The Community Promise

<p>Northumbria Healthcare NHS Foundation Trust</p> <p>ACTION ON POVERTY</p> <p>We will strive to reduce poverty, tackle its causes and mitigate its impacts, through our own efforts and working with partners.</p> <p>building a caring future</p>	<p>Northumbria Healthcare NHS Foundation Trust</p> <p>ACTION ON EDUCATION</p> <p>We will build strong relationships with schools so that we can raise aspirations and provide the necessary support to help young people into the health and care sector, promoting industry and work-based qualifications.</p> <p>building a caring future</p>	<p>Northumbria Healthcare NHS Foundation Trust</p> <p>ACTION ON ECONOMY</p> <p>As a major employer with facilities across Northumberland and North Tyneside, we already have a large footprint in the region's economy and our goal is to ensure that as much money as possible stays in the area – Make local, buy local.</p> <p>building a caring future</p>	<p>Northumbria Healthcare NHS Foundation Trust</p> <p>ACTION ON EMPLOYMENT</p> <p>We will continue to create jobs and apprenticeships, ensuring we promote the full range of opportunities available across our communities, while developing schemes that can boost employment in the area.</p> <p>building a caring future</p>	<p>Northumbria Healthcare NHS Foundation Trust</p> <p>ACTION ON ENVIRONMENT</p> <p>We will continue to reduce our carbon footprint, minimise waste through reuse, recycling and energy production, and introduce and promote green initiatives wherever possible.</p> <p>building a caring future</p>	<p>Northumbria Healthcare NHS Foundation Trust</p> <p>ACTION ON WELLBEING</p> <p>The wellbeing of our patients, staff and wider communities will continue to be a key focus as part of efforts to reduce health inequalities and extend healthy life expectancy.</p> <p>building a caring future</p>
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Northumbria Healthcare scoops two global awards

Northumbria Healthcare NHS Foundation Trust has won two honours at the World Leader CSR Awards in London recognising the work going on to support local communities.

By Joshua Wright

Monday, 22nd November 2021, 12:03 pm



Northumberland Gazette

'Bold new healthcare strategy' launched in Northumberland | Northumberland Gazette

Visit

Health

'Bold new healthcare strategy' launched in Northumberland

Northumbria Healthcare has taken another step to push the boundaries of the way NHS organisations can improve people's lives with the launch of a 'bold new strategy'.

Hospital trust has once again been recognised for its commitment for corporate social responsibility

Thursday, 07 October, 2021

A leading north east hospital and community trust has received champion accreditation for its commitment to corporate social responsibility (CSR), in a national awards ceremony.

Northumbria Healthcare NHS Foundation Trust has won the championship title in the prestigious CSR Accredited Companies category at the International CSR Excellence Awards 2021.



for companies that have a heart

Northumbria Healthcare's community commitment recognised at international awards

Friday, 10 June, 2022

Northumbria Healthcare's ongoing efforts to maximise its positive impact on the communities it serves have seen the trust land another CSR award.

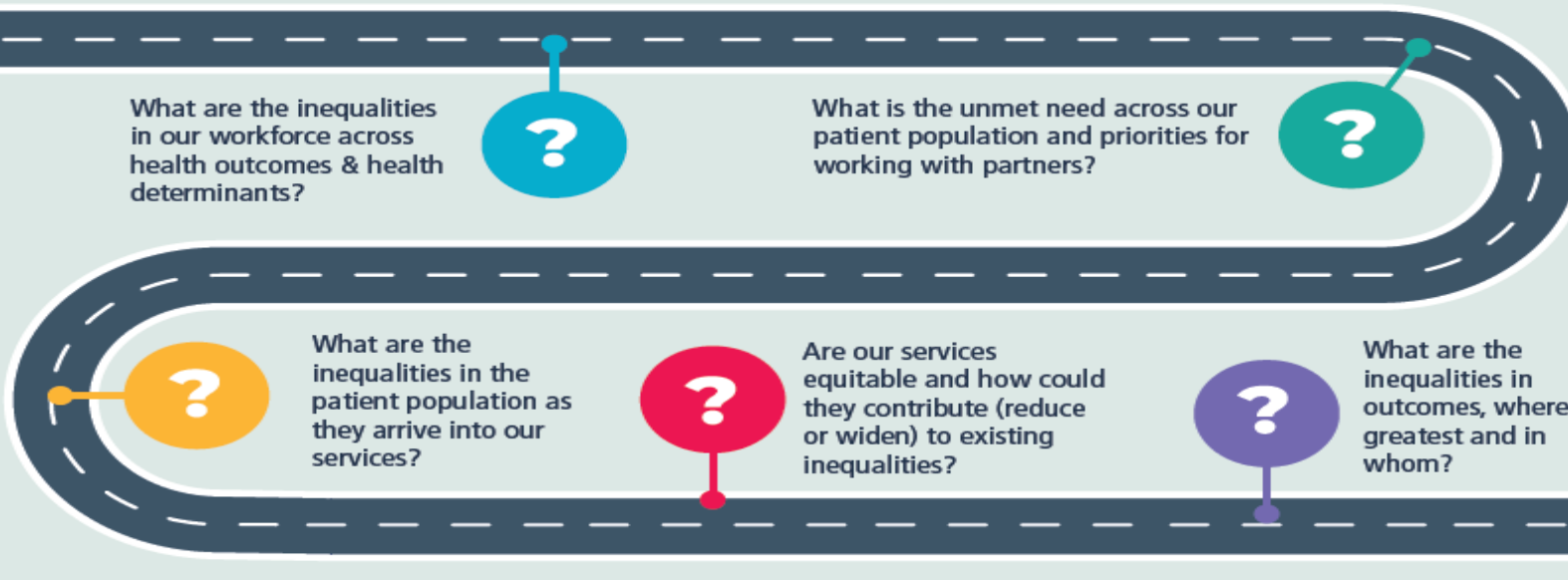
At the International CSR Excellence Awards 2022, the NHS trust, which runs hospitals and community services in Northumberland and North Tyneside, won the silver award in the Community Commitment - UK category.

The award citation particularly highlighted Northumbria Healthcare's Manufacturing and Innovation Hub, which was set up at the start



Health inequalities programme board

These five questions are what drives our work and will allow us to reach our destinations...



What are the inequalities in our workforce across health outcomes & health determinants?



What is the unmet need across our patient population and priorities for working with partners?



What are the inequalities in the patient population as they arrive into our services?



Are our services equitable and how could they contribute (reduce or widen) to existing inequalities?



What are the inequalities in outcomes, where greatest and in whom?



Our objectives



To transparently and objectively quantify, characterise and report on Inequalities in the Trust's population's health according to access, outcomes, experience and drivers of health.



To normalise and standardise reporting on HI across the Trust's activities



To bring together all existing initiatives regarding health inequalities and to identify, enable and support priority areas for interventions



To work with local partners to drive coordinated approaches to reducing health inequalities including through development of data-driven collaborative approaches

Underlying themes

Functions of the programme board:

We have 1-2 clinical themes of focus at each meeting. For each, some data analysis of baseline inequalities will be done in advance to inform the discussion while clinical leads will outline their current work and strategy to mitigate these. Coordinated actions are agreed with a date to report progress against these back to the board.

To be a repository of health inequalities work across the trust to help document and facilitate spread of good practice. Publish an annual report on inequalities in our patient population and what we are doing about it.

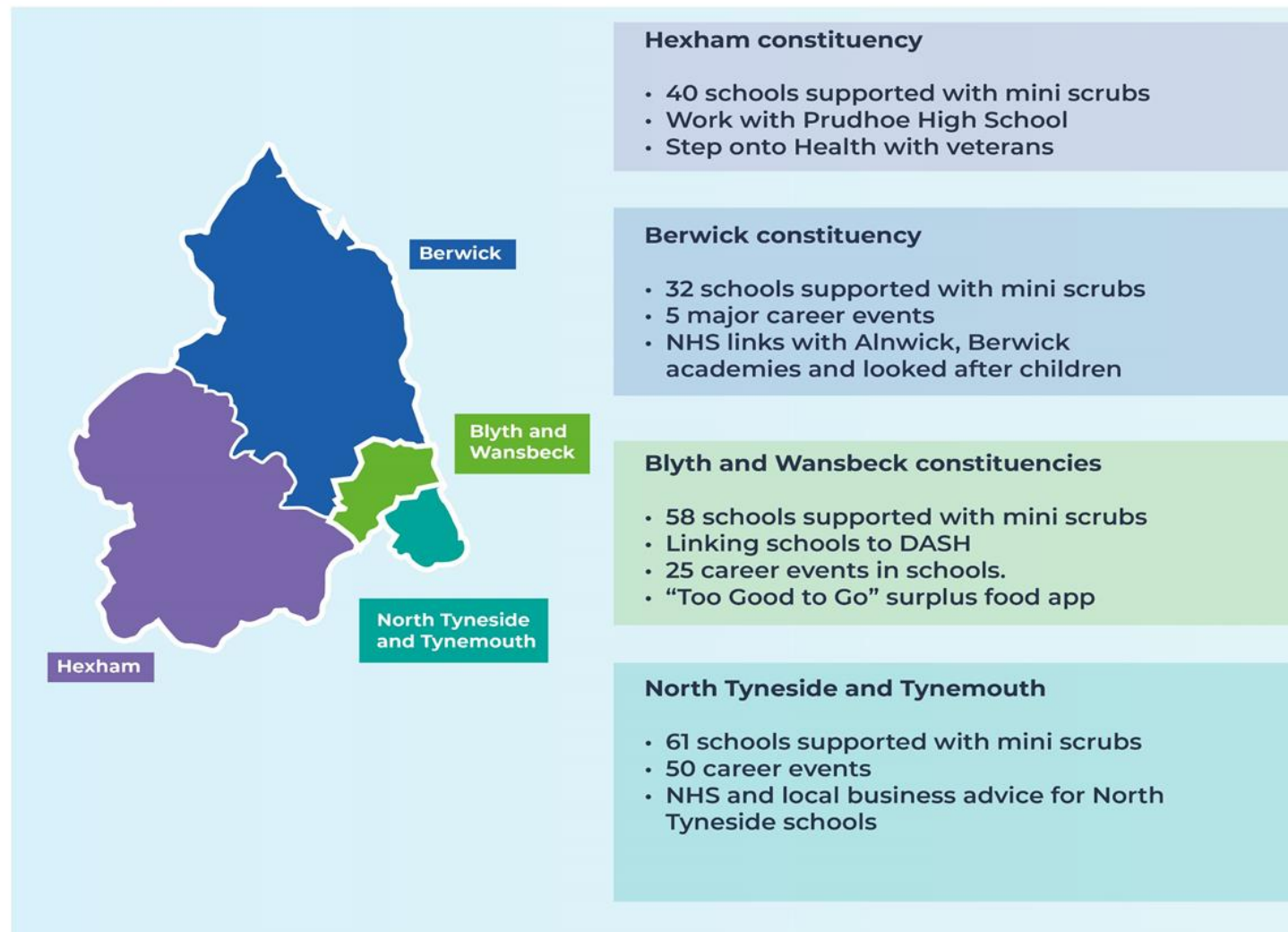
Empower and enable colleagues across the trust, Northumberland and North Tyneside through characterising and quantifying inequalities within our sphere of control and influence.

To coordinate, champion and support implementation of interventions to reduce inequalities. To support evaluation, dissemination (including publishing) and spreading of pilots and interventions.

COMMUNITY PROMISE - across Trust area and localities

Across ALL our areas:

-  Financial wellbeing clinics
-  42 days of free main meals
-  1040 Community Bank members
-  1300 free places at Alnwick Gardens
-  545 discounted travel passes
-  3800 subsidised fresh food boxes



Some results to date

- ✓ 25% of our apprentices come from deprived communities
- ✓ 5.5% of our apprentices have a disability compared to NHS average of 3%
- ✓ 30% increase in Apprentices over 3 years – **we achieved 33% in year 1**
- ✓ World of Work mini-scrubs in 197 primary & first schools across trust area
- ✓ 8 Project Choice interns completing year 1 the Trust and year 2 cohort due
- ✓ 2 Widening Participation Officers engaging with 73 career events
- ✓ Staff financial wellbeing support linked to community bank loan rejections
- ✓ CSR procurement specialist - 10% of our spend linked to social value
- ✓ Surplus food pilot “Too Good to Go” for staff in our hospital sites
- ✓ Work with Dept for Levelling Up – policy changes inc Fit Notes
- ✓ 42 days of a free main meals for our staff Dec 2022 and Jan 2023
- ✓ 450 work experience places for students to learn about the NHS



Some examples of the impact on apprentice recruitment

BAME Groups
 April 2021 = 11
April 2022 = 31

Disability:
 April 2021 = 19
April 2022 = 31



I'm Ashley Cowley. I'm a student at Churchill Community
ASHLEIGH COWLEY
 "I've had a really great day today, it's been very informative and I think that I can definitely say that the operations department practitioner route is where I want to..."

Like Comment Share 17 · 6 comments · 819 views

NHS **CARE**

SAVE THE DATE

FIND YOUR FUTURE
 IN HEALTH AND SOCIAL CARE

FRIDAY 27 JANUARY 2023
 9:00am – 3:30pm
 Northumbria Healthcare
 Manufacturing and Innovation
 Hub, Seaton Delaval, NE25 0QJ

Come along and find out about the range of careers within health and social care.
There's over 350 careers available!

Scan here to register your interest:

Hospital and ambulance trusts, social care colleagues and primary care colleagues will all be there!



THE INTERNATIONAL
CSR EXCELLENCE AWARDS
WINNER 2022

for companies that have a heart

GOING ABOVE AND BEYOND – HOW THE NHS CAN TACKLE THE WIDER FACTORS THAT AFFECT HEALTH AND WELLBEING

Wayne Daley, Head of Corporate Social Responsibility at Northumbria Healthcare NHS Foundation Trust, reflects on the first year of the award-winning Community Promise, which saw the organisation pledge to do more to support the people it serves.

“While healthcare is the essence of what we do, we knew that the organisation could have an even larger impact on the lives of everyone who lives and works in the area and wider region.

Last summer, we welcomed key partners and stakeholders from around the North East to a special event to launch our Community Promise where we became the first NHS trust in the country to make a formal commitment to focus on the full range of ways we could make a difference to people's lives.

Reflecting recently on the first 12 months since the pledge was made, I was pleased to be able to point to significant progress but also know that there is plenty more to do, with the current cost-of-living crisis and other pressures making this work even more important.

This is a bold strategy and we are seeking to push the boundaries of what NHS organisations can improve health and wellbeing, but at the same time the idea behind it is simple. The initiative developed in the wake of the work done in which the Covid-19 pandemic was a stark reminder of the impact of inequalities. These have long been a major concern, with people living in deprived areas having much higher rates of preventable diseases and deaths than those in less deprived areas. This is why the Promise is based on key pillars which relate to the



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Funding is needed immediately

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Where legislative gaps still exist and how to fix them

NOT EQUAL IN SCHOOL
Why poverty is the main cause of the attainment gap

PLUS:
Professor Danny Dorling | Dame Natalie Bennett | News
www.publicsectorfocus.com



Community Promise - potential joint work?

- Opportunity to develop work around homelessness ?
- Link in with Dept of Levelling Up work with DWP in parts of county
- Linking in with more schools to develop joint career awareness?
- Potential to support ex-offenders?
- More strategic work with Northumberland County Council on wider inequalities ?