



Northumberland  
County Council

***Thriving Together*** 

Northumberland Inequalities Summit - 25th March 2022

# Health and Wellbeing Board Reflections and Next Steps

[www.northumberland.gov.uk](http://www.northumberland.gov.uk)

# Content

- Objectives of the Summit
- Pre summit survey results
- Outputs from the day (additional resources)
  - *Pre reading workbook*
  - *PDF slide set*
  - *Data story board*
  - Summary of workshops (shared in slides)
- Summarising reflections
- Post summit survey results (close Tuesday 5th April)
- Next steps

## Principles:

1. Move forward as one united voice WITH communities
2. Build on existing good work
3. Think long term change at scale with systematic implementation
4. Be ambitious yet realistic

Inequalities summit  
Thriving Together  
25th March 2022

## Objectives

1. To commit to use the same insights & intelligence to inform practice
2. To develop a shared understanding of inequalities & the role we all play
3. To be place based & utilise the intervention triangle as the primary framework for planning
4. To commit to empower our communities by building on their strengths & voice
5. To be focused on the underpinning social determinants in all planning & delivery – employment/education
6. To agree a few key ambitions together

**Aim:** to establish key goals for our health inequalities plan that can be delivered **at scale** over the **coming years** to level off and start to reduce the gap in healthy life expectancy

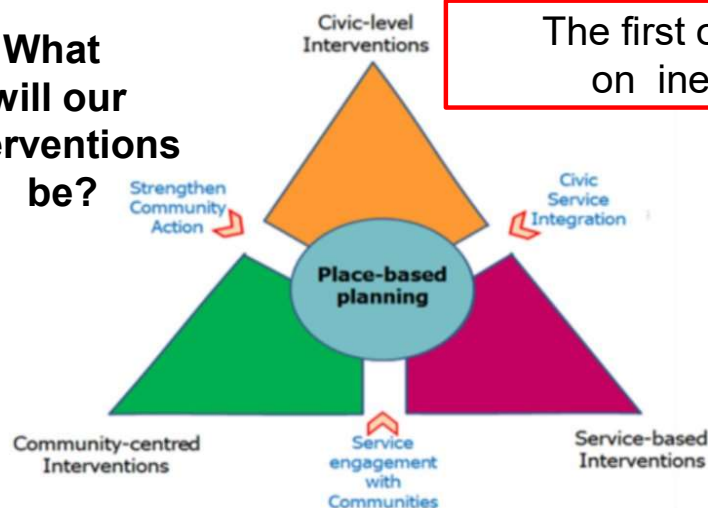
## How:

Bringing together different knowledge / intelligence that is a combination of data and the voice of communities and stakeholders at the level of place.

EG: Population health management; asset based approaches, health in all policies, thriving together

The first of a series of big conversations  
on inequalities in Northumberland

What  
will our  
interventions  
be?



## Collective Wellbeing

At Carnegie UK we believe that collective wellbeing happens when **social**, **economic**, **environmental** and **democratic** wellbeing outcomes are seen as being equally important and are given equal weight.

## North of Tyne Combined Authority



# Thriving Together

## Northumberland Inequalities Summit - 25th March 2022

### Rivergreen Conference Centre Agenda

Activity	Who	Time
Coffee and pre-reading	All	8.45 am
Welcome / housekeeping	Liz Morgan Director of Public Health	9.15 am
Opening address	Councillor Glen Sanderson, Leader of Northumberland County Council	9.20 am
Key-note speaker - Nurture Development (asset-based community development)	Cormac Russell : Going from what's wrong to what's strong	9.25 am
Inequalities described - Using the population intervention triangle	Professor Chris Bentley, national inequalities expert	10.00 am
Summit plenary	Liz Morgan & delegate participation	10.20 am
BREAK	Aaron Spence - Primary perspective Shayne Elsworth - Secondary perspective	10.55 am
Inspiring change through education	All • Northumberland County Council • British Volt • Northumbria Health Care Trust • Community voice / resident's video • Clinical Commissioning Group	11.15am
Using population intervention triangle and the four domains of inequalities – presentations, videos and tabletop discussion on Civic Level theme and Services Level theme	All • Professor Chris Bentley • Northumberland Communities Together • Community voice / resident's video	11.25 am
LUNCH	Short walk to St Marys Inn	1.20pm
Welcome back. Presentation, video and tabletop discussion on Community Level theme	All • Professor Chris Bentley • Northumberland Communities Together • Community voice / resident's video	2.05pm
Summary of summit discussion and agreeing next steps	Professor Chris Bentley	3.20 pm
Concluding remarks	Councillor Glen Sanderson	3.40pm
Close	Professor Chris Bentley	3.45pm
De brief round table with chief officers/leaders	Cormac Russell Identified Northumberland leaders	4 – 4.45pm

Northumberland Inequalities Summit - 25th March 2022

## What difference can health approach

**Example Paul**

40-year-old unemployed male on benefits who had a heart attack five months ago for which he is under ongoing investigation.

- He was stressed as a child & suffers with depression.
- He no longer believes and disengages due to work efforts.
- He is an Unlabeled Credit & often struggles to afford food at the end of each month, he has been in a court-better struggling to manage the debt.
- He has got into debt, although due to a heart condition he has been treated with beta-blockers & needs medication.
- Paul does not drink & has struggled to afford his current investigations, he has medical with heart condition, but due to financial difficulties he cannot afford to pay for his medication.

Locally designed, distributed  
 Search on 127 million documents  
 100-150 years ago, various times & days  
 Precise answers to your questions  
 Answering areas of change & change

**Welfare Benefits Advice**

**48.9%**

of all citizens aged 16+  
 (including those with welfare benefits) know


Research conducted by the  
 Department for Work and Pensions  
 (DWP) in 2010, found that 48.9% of  
 all citizens aged 16+ (including those  
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**THRIVING TOGETHER**

Thrivin' Together showcases the VCS in Northumberland, offering the wider opportunity to build a culture of collaboration, investing in cross-sector



# NORTHUMBERLAND Frontline

Launching: 28th March

Frontline allows safe, secure and trackable referrals to be made between active organisations

It's a **FREE** platform for voluntary sector and statutory organisations to promote their services and activities

Frontline helps frontline workers and the public to quickly find details on local health and wellbeing services

There are a wide range of services: Addiction, Alcohol, Disability, Mental Health, Neuro-diversity, Wellbeing

It provides local outcome and impact information on all referrals and at an aggregate level anonymised population health data

The way your organisation or service is represented is tailored based on the typography or demography that they support or serve

If you haven't already, sign up to Frontline  
scan the QR code or visit:  
[northumberlandfrontline.org.uk](http://northumberlandfrontline.org.uk)

The diagram illustrates the causes of inequalities in health, showing the relationship between individual, social, and environmental factors. At the center is a cluster of human figures representing the population. Surrounding this are several boxes representing different levels of influence:

- Individual level (top):** A box labeled "Individual" with sub-points: "Genetics", "Age", "Sex", "Lifestyle", "Health status".
- Social level (middle):** A box labeled "Social" with sub-points: "Education", "Income", "Occupation", "Social support", "Social networks", "Social capital".
- Environmental level (bottom):** A box labeled "Environmental" with sub-points: "Physical environment", "Built environment", "Social environment", "Cultural environment", "Political environment", "Economic environment".
- Health status (right):** A box labeled "Health status" with sub-points: "Mental health", "Physical health", "Quality of life", "Life expectancy", "Mortality".
- Healthcare system (left):** A box labeled "Healthcare system" with sub-points: "Access to services", "Quality of care", "Cost of care", "Health equity", "Health justice".

Arrows indicate the flow of influence from the individual and social levels towards the health status, and from the healthcare system and environmental levels towards the health status. A feedback loop arrow connects the health status back to the individual level.

**Causes of inequalities – Treating the 'place'**

This poster amplifies the complex system that causes inequalities in health. This includes the different factors that impact our health, where these stem from the wider determinants of health; how they interact; and why they are so difficult to improve and simultaneously.

The adapted Lalonde model highlights why interventions may focus on finding 'levers' and not just the causes. Acting on only one factor is likely to provide a partial and incomplete response to the situation.

The relative contribution of these factors on our health is also shown.

[illegible]

**Recovering Recovery in the North of Tyne**

As an important coastal town, recovering economic activity, and the longer-term sustainable development of the area, will require a long-term commitment to the environment. This is a challenge that can only be met by a long-term commitment to the environment.

**Polluting Environment for the Health of the Sea**

The environment is a complex system, and the health of the sea is a key indicator of the health of the environment. The health of the sea is a key indicator of the health of the environment.

[illegible]

## Pre summit survey results

- 22 people responded (~35% response):
  - 1 = low 5 = high
- 1. What is your level of understanding inequalities
  - average score 3
- 2. What is your knowledge of the causes of inequalities
  - average score 3
- 3. How confident are you in your knowledge about ABCD
  - average score 2
- 4. How confident are you in applying PIT as a place based tool
  - average score 2
- 5. How optimistic are you that the summit will create better working together
  - average score 4

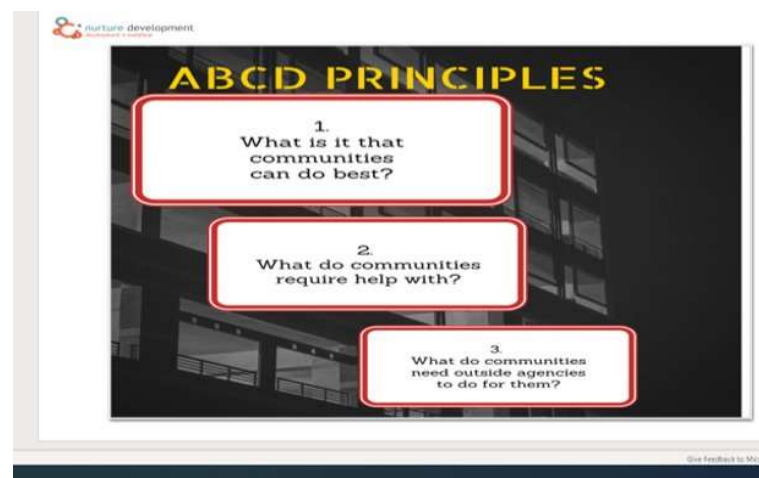
- 62 delegates
- Senior leaders & influencers
  - Elected members
  - CCG
  - CNTW
  - HDFT
  - NHCT
  - F&R
  - NCC
  - VCSE
  - Private sector

## Key messages from Cormac Russell

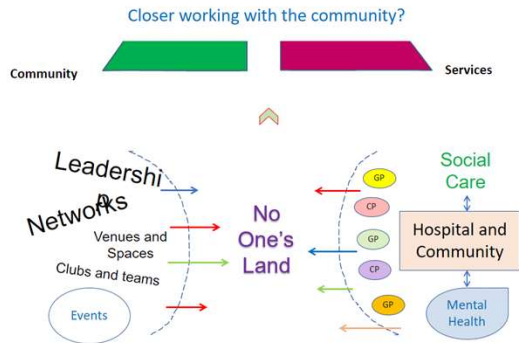


Asset Based Community Development

Participation  
Not  
Representation

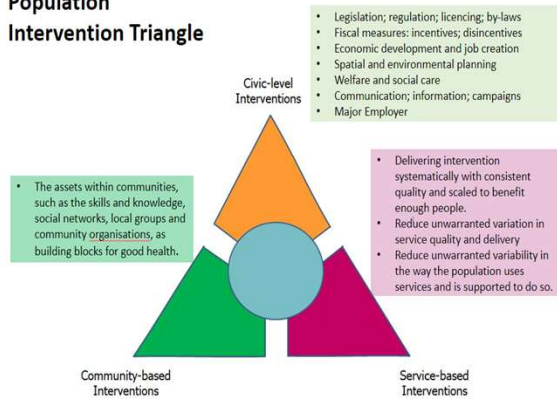


# Key messages from Chris

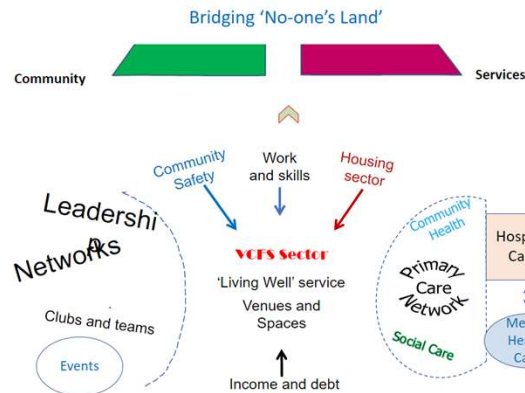


Bentley/PHE 2019

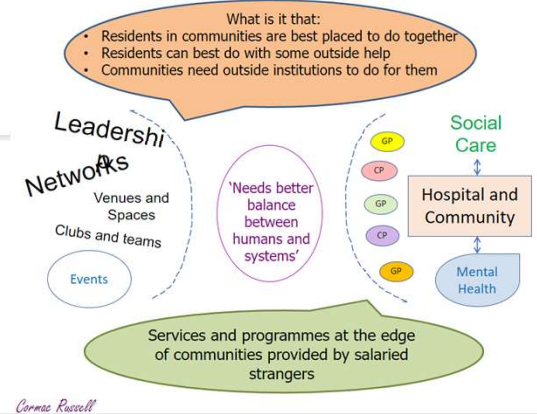
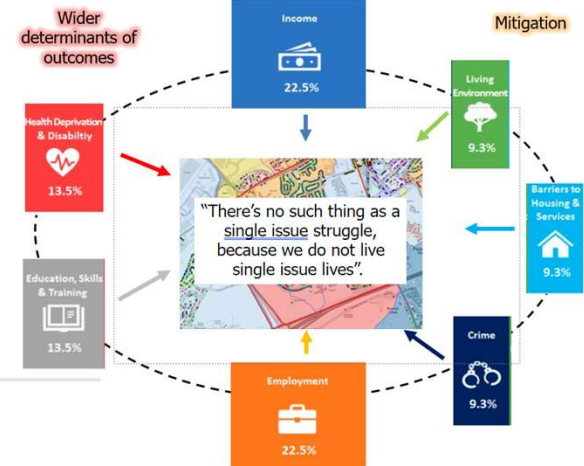
## Population Intervention Triangle



Bentley/PHE 2019



Bentley 2021

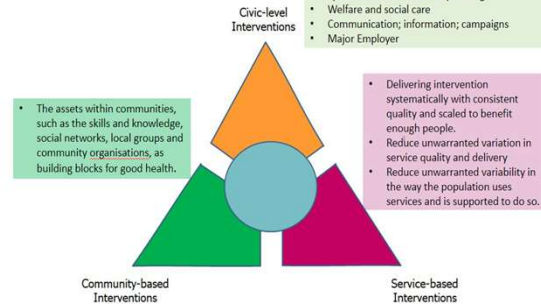


Carmac Russell

49

# Interface between civic & community and services & community – how mature are we??

## Population Intervention Triangle



Bentley/PHE 2019

1: Civic into community seam matrix grades									
Factor	table 1	table 2	table 3	table 4	table 5	table 6	table 7	table 8	Room average
Community leadership & representation		A	A	A	B		B	0 A	A
Promotion of active citizenship		B	B	B	B		B	A	B
Graduated community support		B	B	A	B		B	A	B
Community needs mapped		B	C	A	B		A		0 B
Investment in infrastructure		B	B	B	B		B		0 B
Building on community assets		C	B	B	B		B		0 B
Learning & training initiatives			0 B	A	A		A		0 A
Financial support to VCSE sector			0 A	B	B		B		0 B
Monitoring & evaluation			0	0 A	A		A		0 A
Coherent civic commitment			0 A	B	B	B	B		0 B
Services into community seam matrix grades									
Factor	table 1	table 2	table 3	table 4	table 5	table 6	table 7	table 8	Room average
Prioritisation & targeting	A	B	B	A	A		0 B	B	B
Defining communities	B	B	B	A	B		0 B	A	B
Practical asset mapping	A	B	B	A	A	B	B	B	B
Community based perspective	A		0 A	A	A		0 B	A	A
Shared community profiles	A	B	B	A	A/B		0 B	A	A/B
Neighbourhood action plan	A	A	B	A	A		0 B	A	A
Coordinated partner behaviour	A		0 B	A	A		0 C	A	A
Outreach & inreach models	B		0 B	B	B		0 C	B	B
Linking to the disengaged / excluded	B		0 B	A		0 A	C	A	B
Transfer to community ownership	B		0 C	A		0	0 B	C	B

Average emerging to developing

Average emerging to developing

A = Emerging  
B = Developing  
C = Maturing  
D = Thriving

A = Emerging  
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# Reflections on Population Intervention Triangle workshop

Will be good to do this as  
a deep dive activity in  
locality events

Different sectors have very  
different understanding and  
as such its difficult to do as a  
whole system

Language / Jargon a  
concern

Let's apply Cormac's three  
questions to each of the  
parts of the triangle...

As a system we are only just  
emerging but we have  
pockets of maturity

**Thriving Together**   
Northumberland Inequalities Summit - 25th March 2022

# Workshop 3: Three key things

1. Improve our data and insights sharing
2. Upscale community centred approaches as our core delivery model – three questions from Cormac
3. Align our organisations and resources (not just about funding)
4. ***Look at everything through an inequalities lens***

A challenge to us – tighten this up into detail  
Let's not have vague values but real culture change

1.  
What is it that  
communities  
can do best?

2.  
What do communities  
require help with?

3.  
What do communities  
need outside agencies  
to do for them?

Pledge	Actions
Improve data sharing	Develop shared understanding of need and assets x3 and what works Link data sets Exploring/analysis
Upscale community centred approaches	Enable communities to help themselves and build resilience Advocacy around big issues Forget me nots in every neighbourhood or community Make community development "core business" More <u>community</u> engagement with schools/civic engagement with school leaders System to ascertain what communities want to see in the plan
Align organisations to work in the same issues	Agree a shared way of working as key organisations to work with communities Start pooling/combining budgets Commission for impact Small amounts = big change Longer term commitment – resource and capacity Agreed objectives & common tangible objectives Blur the boundaries – take the best of a cross sectoral approach Use UKSPF as a catalyst for further health and work activities in partnership with NTLA/LAs/VCS/ICB and use locality discussions to inform these activities Establish an "inequalities academy" multi-sector, data driven, jargon busting
<p>Move out of comfort zone.</p> <p>Political buy-in (<u>Leader said we had this</u>)</p> <p>Participation = resilience &amp; robust meaningful metrics &amp; impactful/outcomes "on a page"</p> <p>We need to address racial, disability &amp; transport inequalities too</p> <p>Have a clear and compelling vision of what we want to achieve</p> <p>Communication on possibilities/opportunities/resources &amp; ambition/storytelling, celebration, and quick wins</p> <p>Commit resources, funding &amp; ??</p> <p>Cost of living concerns to be captured in the plan</p> <p>We should be thinking more strategically <u>e.g.</u> tackling inequality of land ownership via a land value tax.</p> <p>Another way to tackle inequality at the root of the problem would be to trial a universal basic income (on a county level) – are these ideas we could discuss at a future inequalities summit?</p> <p>Define shared values and agree what good looks like</p> <p>Learn from other sectors</p>	

Not about more neighbourhood plans but a set of principles we hold each other to account on

## Reflections from the day....

- Positive day to build on
- Build on the momentum by creating a movement
- Delivered on its intentions – started the conversation
- Can only work at the speed of trust
- Aiden's story and the Forget me Nots powerful and need to stay central
- Must agree a set of outcomes – what is our success criteria?
  - Need political buy in – we have this from The Leader
  - Let's move away from health care measures – what about wellbeing or happiness – strengths
  - What is going to enable residents to live their best life...
- Need to steer the H&WB Board and System Transformation Board/place based system board – our governance
- This is a leap of faith and mindset shift – agree a set of principles and fly with them
- All the other stuff we need to do will still need to go on e.g. shifting funding into prevention
- We can do this by stealth and not by seeking permission and process – let's get on with it
- Socialising the concept of community-centred approaches – Forget-me-nots in every neighbourhood



## Further reflections

- This is the wider place agenda coming into focus
  - Next stage conversation with more people / orgs in this space eg regen/planning
- Lets decide a new set of metrics to measure things that are meaningful to the community
  - What is 'living your best life'
  - Where are the Forget me Nots in every community? - What do they think?
  - Citizens survey – gain informed insights and go back and back again
- This is a three year journey of culture change
- Silo working to overcome and Thriving Together can help with that
- Not just about wider determinants as that's been said before but agreeing to look at everything afresh through an inequalities lens – re framing
  - Cormac's three questions...
- ***Two layers / three parts here:***
  - ***1. Structure & 2. Process – enablers for the change to happen eg data & insights, pooling resources, a set of principles***
  - ***3. Outcomes – measuring closing the gap and success – agreeing our system metrics***

## Wash up session with Cormac Russell –food for thought....

- Take an appreciative enquiry approach to the locality events
  - Professionals and community as equal voice
- Utilise the 'signature stories' - the Forget me Nots is a cracker!
- Maximise where you have energy - Regen principles which enabled Britishvolt – Civic leverage
- Participation not representation
- Avoid the self labelled marginalised groups pitfalls
- Jump and grow your wings on the way down or... safe cautious pre planned approach...what's our appetite?

# Developing a phased approach to build our plan

1. What is our readiness criteria and our optimum conditions for success?
2. Locality events as a process to undertake appreciative enquiry of what is happening out there – be curious – explorative
  - How can we answer Cormac's three questions across Civic, community and services?
3. Procurement & commissioning space – eg building on the Thriving Together work – outcomes not outputs
4. Workforce development programme - shared understanding of community centred approaches (link to different professional practice)
  - Consider all the different ways we are currently applying models and blend towards community centred
    - Signs of safety – children's social care strength based model
    - Connecting people – adult social care strength based model
  - try some 'hyper local' models and grow it sensitively in communities
5. Culture change within organisations
  - why wider determinants is critical –choose one and deep dive to understand link to life expectancy – jobs/housing (FrameWorks Institute)
  - Where is the energy in communities and go and enhance it – ask the three questions



# Emerging priorities – from the work to date...

1. Community centred approach as core to all we do
  - This will require a significant educational programme and re set in all our organisations
2. Data and insights is fundamental – single version of the truth
3. Looking at policy, planning and measurement with an inequalities lens – infrastructure change
4. Screen all we do through Cormac's three questions and the PIT framework (civic, community, services) - holding each other to account
  - What can be done by communities
  - What do communities need some help with
  - What can't communities do for themselves
5. Pooling our resources into the same few key ambitions – for example....
  - Short term – best start in life – school readiness (3 yrs)
    - Plus wellbeing / happiness – citizens insights / voice / survey (measure at year - 1, 3, 5, 7, 10)
  - Medium term – income maximisation – closing the gap in household income ( 5 yrs)
  - Longer term - Life expectancy – Too many people are dying too young and we can stop this! (10 yrs)

# Next steps

- What does each organisation intend to do internally?
  - NCC
    - Report to execs and informal cabinet
    - Develop NCC plan – think cultural change
- Discuss and then formal report to H&WB Board
- Discuss and then report to STB
- Keep communications open to delegates with the report out from the summit and some hold the dates for the locality events in late June
- Develop task group under H&WB Board to progress the action plan
- A draft plan by the summer to formally sign off in September