



Bridging the Health Gap

Tackling health inequalities in Coventry, a Marmot City

Director of Public Health Report 2019

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Director of Public Health's Annual Report 2019



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Overview

- **Health inequalities are differences in health between different groups of people or communities.**
- **They are determined by a range of factors including the kind of life a person is born into, environment, education, employment and lifestyle choices**
- **Health inequalities have a significant impact on how long a person will live and the number of years they will live in good health.**
- **People in more affluent areas will live a longer life, with more years of good health, than people living in deprived areas. In Coventry, men in the most deprived areas will live on average 10.9 years less than people in better off areas. For women, the gap is 10 years.**
- **The gap in number of years lived in good health is even bigger, with men in the most affluent areas of Coventry experiencing 17.1 more years in good health than men in less affluent areas, and for women, the gap is 18 years.**
- **Coventry is working in a partnership approach, bringing together individuals, communities, organisations, businesses and universities, to reduce inequalities and improve health and wellbeing for all citizens.**

Overview

The report looks at the impact of a range of environmental, societal and lifestyle factors, including:

- Communities and environment
- Housing and fuel poverty
- Green spaces
- Air quality
- Work and income
- Education and early years
- Diet and obesity
- Physical inactivity
- Smoking
- Substance misuse


Early Years and Education

Health inequalities during pregnancy, birth and early years can have a significant bearing on a child's development and their lifelong health, happiness and productivity in society. The circumstances children experience growing up largely reflect the resources available to their parents or carers, their family income and the environments in which they can afford to live. Early intervention is crucial as the opportunity to reduce the impact of inequalities declines as children age.

Breastfeeding provides the best possible nutritional start in life for a baby. Breastfeeding rates in the city are significantly higher than average. 78% of mothers in Coventry initiated breastfeeding in the first 48 hours after delivery (2016/17) and 48% were still breastfeeding six to eight weeks after birth (2017/18) – both higher than the national average. 74% and 42% respectively.

A relatively low proportion of parents of two, three and four year olds in the city take up their entitlement to free early years care. All two-year olds whose parents claim certain benefits are entitled to 15 hours of free early education per week. Yet less than two-thirds (63%) of Coventry parents take up their entitlements – compared to 72% in England (2018)¹⁷. All three- to four-year olds are entitled to 15 hours free childcare, but only 89% of parents in Coventry take up their entitlements – compared to 94% in England, and in places like Coventry.

Giving every child the best start in life



A living, secure and reliable relationship with a parent or carer supports a child's:

- emotional wellbeing
- brain development
- language development and ability to learn
- capacity to form and maintain positive relationships with others

¹⁷ Department for Education, Education provision children under 5 years of age, 2018

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Introduction and Foreword
Health Inequalities
Health inequalities in Coventry
Mitigating against the impacts of poverty
Updates from last year

Overview

The report explores what we are doing in Coventry to tackle health inequalities and explores current and future opportunities, including:

- Coventry as a Marmot City and the findings from the recent evaluation
- City of Culture 2021
- Year of Wellbeing
- One Coventry
- Employability Support Programmes

Year of Wellbeing 2019

A partnership between the Coventry and Warwickshire Health and Wellbeing Boards has led to the creation of the Coventry and Warwickshire Year of Wellbeing 2019. The aim is to motivate and encourage people and organisations to take action to improve the health and wellbeing of individuals and the wider community.

The vision for the Year of Wellbeing is for people in Coventry and Warwickshire to be part of a strong community, inspired and empowered to take action to improve health and wellbeing for themselves and others in 2019 and beyond. People are encouraged to make a pledge to change something that will improve their wellbeing or to start a conversation about health and wellbeing.

Boost your wellbeing
Free services in Coventry to support you

One Coventry

One Coventry is the narrative that outlines the Council's objectives, key strategies and approaches. It encompasses the long-standing principles of the Council (most notably 'working together to improve people's lives by being globally connected and locally committed'), new ways of working and core areas of activity. The One Coventry approach will enable us to:

- Work together and involve the right people
- Do the right thing
- Take pride in what we do
- Be clear about why we do things and why we can't
- Be open to new ideas
- Make the most of what we have
- Be clear about the difference we'll make

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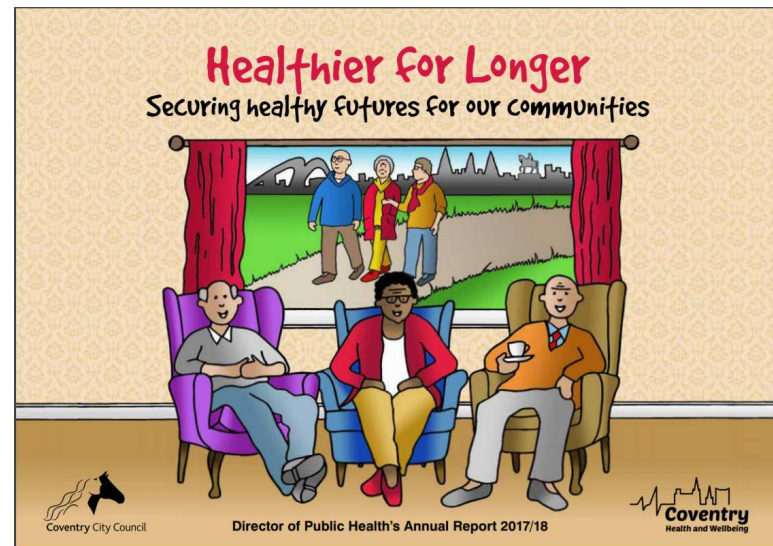
Update from last year's report: Healthier for Longer

Recommendations 1 & 2: Working with Communities in an asset based approach and promote ways to combat social isolation and loneliness:

Multi-agency group now in place and an evidence review completed. Social isolation and loneliness identified as priority areas in the Health and Wellbeing Strategy.

Recommendation 3: Embedding the Marmot City approach across the work of the Council and partners:

The Marmot policy objectives are being reflected in many of the existing values and views of Marmot City partners and providing leverage to embed those values in their work.



Update from last year's report:

Recommendation 4: Increase profile of ill health prevention: T

The Health and Wellbeing Boards in Coventry and Warwickshire are working together as a joint 'Place Forum' to create the necessary system conditions and leadership for an uplift in prevention.

Recommendation 5: Develop partnership working to improve immunisation rates:

A Coventry and Warwickshire action plan is in development focusing on improving immunisation rates across the life course by the end of 2019.

Recommendation 6: Encourage co-design of services with older people: Service specifications have made reference to the needs of older people

Recommendation 7: Design integrated health and care pathways to deliver high quality care:

As part of the improved Better care Fund Programme in Coventry, five proof of concept projects were approved in 2017 as preventative initiatives which were designed to test different models to reduce demand upstream on formal services and potential admissions.

Video:

[Link to video](#)

Report recommendations

1. Review and revise the Marmot Action Plan
2. Improve partnership-working with Place Directorate
3. Utilise community asset based approaches to improve health and wellbeing
4. Ensure there are strong links with the Skills Board and Local Enterprise Partnership
5. Recognise and respond to barriers which may prevent people from engaging with services which promote healthy lifestyles
6. Council and partners to embed an integrated early help offer which improves life chances for the more vulnerable families.
7. Evaluate the impact of the Year of Wellbeing
8. Maximise the opportunities available with the NHS as a key partner
9. Mobilise the 2019-2023 Health and Wellbeing Strategy



Any questions?