DRAFT Health Inequalities Plan for Oldham

June 2022

Context

What do we want to achieve?

- Improve the health of our residents with a focus on:

    - Reducing the gap in life and healthy life expectancy between Oldham and other boroughs.

    - Reducing the gap in life and healthy life expectancy within Oldham, particularly between low and high income group and by ethnicity.

Scope

- The intention is to keep this work action focused as opposed to writing a long strategy document. A lot of the pre-work has been done through the Marmot and Independent Inequalities Commission reviews of Health Inequalities in Greater Manchester.

- Actions should be deliverable in 2 years or less given the pace with which health inequalities need to be acted upon and the ever-changing environment within which the system operates.

- No services or organisations are out of scope for this work.

Context

Process and engagement for this work

- The GM Marmot report and Independent Inequalities Commission report for GM were used as starting points for understanding key actions we may want to take in the borough.

- A series of workshops took place every two weeks to discuss the key themes that came out of these reports and identify priorities for the borough. The key themes identified are below; data on each were explored through each workshop:

    - Income, poverty and debt
    - Work and unemployment
    - Children and young people
    - Housing, transport and environment
    - Health, Wellbeing and Health Services
    - Health in all Policies / Communities and Place

Context

Process and engagement for this work

- A retrospective review of the following pieces of resident engagement were carried out ahead of the working group sessions and the key themes from the engagement were presented to inform the discussion.
  - Door step engagement team
  - Insight Tracker
  - Community Champions Network
  - Poverty Truth Commission
  - Early Years Strategy Consultation
  - Homelessness strategy
  - Covid-19 recovery plan
  - Lets Talk Oldham

- Working group members offered their accounts of client/service user experiences to inform the working group discussion about priorities for the plan.

- Dedicated engagement took place in the form of a Poverty Truth Commission session around experiences of using health services, though wider themes about access, trust and relationships emerged are relevant to all aspects of the health inequalities plan.

- As the actions are developed and delivered, further conversations with residents will be needed to inform how actions are taken.

Role of the HWB in supporting delivery of this plan

- – HWB sponsors for each area, supporting delivery leads where appropriate.
- – Review progress on one theme at each HWB meetings over the course of the year.
- – Plan to be iterative and not set in stone.

Measuring Progress

- Draw on GM Marmot dashboard to track against specific Marmot metrics.
- Development of specific indicators to track progress against actions developed as part of Oldham's health inequalities plan.
- Metrics relevant to each theme to be reported and reviewed at relevant HWB meeting.

Income, poverty, debt

What have people told us?

- Workshop:
  - Planned changes to UC may force residents into taking jobs earlier, potentially putting skilled workers into lower skilled, lower paid work.

- Poverty Truth Commission to date:
  - Precarious nature of system linked to skillset of staff in ability to respond to residents who are experiencing poverty.
  - Need to enhance understanding of poverty to help people with its impact and stigma.

- Financial concerns and debt a key issue flagged by residents to the door step engagement team.

- Dedicated PTC session on health:
  - The need for relationships and trust to be built rather than interactions centring around a transaction/specific issue.
  - Being careful in what services to co-locate in hub type settings – services with an enforcement role such as social care may deter residents from engaging.

Income, poverty, debt

Potential metrics

- Marmot:
    - Indicator 9: Children in low income households (publicly available)
    - Indicator 10: Proportion of households with low income (publicly available)
    - Indicator 11: Debt data from Citizens Advice (GM Tableau)

Income, poverty, debt

Objective	Action	Delivery Lead(s)	Timeframe
Reduce structural barriers which perpetuate inequalities, particularly stigma and staff perception/understanding of those in poverty.	Develop and deliver front line staff training on the background and residents' experiences of poverty/debt/benefits, constituting workforce development around poverty. Include a focus on internal workforce wellbeing, particularly in light of cost of living crisis.	OMBC HR/OD / OD Networks	
	Increase use of the Money Advice Referral Tool across front line staff across the borough to improve signposting to support and impact wider determinants of health.	OMBC Policy / Public Health / Action Together	Q3 2022/23
Support those in most need as utility prices continue to rise.	Continue to support the delivery of, and funding for, Warm Homes Oldham and highlight the gap in support resulting from the cost of living crisis.	CCG / Public Health	Ongoing
Seek to prevent problematic debt levels in the borough.	Through development of new council tax collection policy, emphasise the impact on health of debt and the need to consider health impacts in collection strategies.	OMBC Revenue & Benefits	
	Develop wider programme of work aimed at preventing and reducing levels of problematic debt, including a focus on money management and rent arrears.	Poverty Working Group	

Housing, Transport and Environment

Potential metrics

- Marmot:
  - Indicator 12: Ratio of house price to earnings
  - Indicator 13: Households/persons/children in temporary accommodation
  - Indicator 14: Average public transport payments per mile travelled
  - Indicator 15: Air quality breaches

Housing, Transport and Environment

Objective	Action	Delivery Lead	Timeframe
Ensure every resident can access housing, while improving the health of our homeless population.	Continue to support the A Bed Every Night initiative and work to improve access to health and wider services for homeless population.	Senior leaders / CCG	
	Expand NHS Health Check eligibility criteria to all people who are homeless regardless of age.	OMBC Public Health	Q2 2022/23
	Continue development of substance misuse offer for people who are homeless.	Turning Point ROAR/ Homeless Service	
Strengthen housing support around minor repairs which can be unaffordable for some residents.	Developing a pilot funded by GM HSCP to improve minor repair provision, linking in participants into health service offers and measuring the impact of house repairs on resident health.	OMBC Public health / Housing	Q3 2022/23
Develop healthier housing provision in the borough.	Further develop the Healthy Homes element of the housing strategy in the next iteration of the housing strategy action plan, including strengthening links between health services and housing enforcement support.	OMBC Public health / Housing	
	Develop a forum for sharing good practice across providers and wider system in terms of making healthy improvements to homes	Housing providers	
Incorporate healthier design principles into all developments (resi and non-resi) in the borough.	Develop and include content on healthy planning and healthy green spaces in the new Local Plan	OMBC Public health /Planning	
	Strengthen the use of health impact assessments as part of the planning process.	OMBC Public health / Planning	

Work and Unemployment

- **What have people told us?**

- Workshop discussion:
  - Certain communities of higher need are poorly represented in Adult Education uptake.
  - Barriers to employment present through recruitment process, particularly for the long term unemployed who may lack confidence and self-esteem after multiple rejections.
  - We need to move away interviews then are not a good measure of a persons ability to do the job from our experience.
  - Unemployment rate is going down but the number of people not in work is going up

- Lets Talk Oldham – Engagement to support corporate plan:
  - 243 participants commented on the need to make Oldham a better place to work. For them securing more job opportunities and making it easy to get around on public transport were of highest priority.

Work and Unemployment

Potential metrics

- Marmot:
  - Indicator 5: NEETs at ages 18 to 24
  - Indicator 6: Unemployment rate *(report on both normal unemployed, and adjusted percentage for carers, ill health and those in education).*
    - *Also report on long term unemployed rate.*
  - Indicator 7: Low earning key workers
  - Indicator 8: Proportion of employed in non-permanent employment

Work and Unemployment

Objective	Action	Delivery Lead(s)	Timeframe
Ensure Oldham residents have equal access to employment opportunities.	Anchor organisations to work together to develop more equitable and accessible recruitment practices and use contracts and social value procurement to improve employment practices more broadly. Maximise benefit and learning from NCA work and how this can be shared more broadly across anchors.	Anchor Organisation HR/OD Teams	
Improve access to adult education provision across Oldham	Review adult education course uptake data and develop a plan for improving uptake in areas of highest socio-economic need, developing a targeted offer and engagement strategies and considering course time commitments and how they link to UC thresholds. .	OMBC Lifelong Learning Team	
Drive uptake in living wage and GM employment charter across Oldham	Develop a campaign to increase participation in the GM employment charter and Living Wage Foundation for Oldham, including enabling social care providers to pay the living wage.	Action Together	Sept 22-March 23
	Strengthen Social Value Procurement emphasis on the need to be a good and fair paying employer	Procurement teams in all anchor organisations	
Improve understanding of inequalities associated with employment across the borough	Collate data relating to employment practices and seek to share these data across the borough to inform understanding of need, the development of plans and monitor progress. Reported unemployment data to include those who are inactive due to illness or caring.	HR/OD Teams	
Maximise opportunities into employment in Oldham, particularly in the most underemployed areas	Work to connect pathways from life long learning into employment opportunities, maximising opportunities from leveraging pre-employment programmes (like the NCAs) and connecting into further learning opportunities (e.g. NCA's English language course for NHS roles.)	OMBC Lifelong Learning Team	

Health in all Policies / Communities and Place

What have people told us?

- Poverty Truth Commission session on health:
    - Poverty was highlighted as a barrier to accessing services (financially) and as a driver of poor health (e.g. poor diet, cold homes). Many residents experience challenges with the cost of bus fares and time to get to appointments. This point links to the need to equality impact assess all services so we can break down barrier issues (links to local plan as well and the need for a HIA)
    - The need to get women into the conversations earlier to inform how services develop and can be accessed.

- Consistent theme throughout all workshop sessions and through resident engagement about the importance of engraining resident voice into everything and every decision

Health in all Policies / Communities and Place

Potential metrics

- Marmot:
    - Indicator 16: Feelings of safety in local area
    - Indicator 17: People with different backgrounds get on well together
    - Indicator 18: Antisocial behaviour

Health in all Policies / Communities and Place

Objective	Action	Delivery Lead(s)	Timeframe
Health and Health Inequalities are considered in all policies	Embed Health and Health Inequalities into corporate reporting templates and embed into all new contracts that are commissioned.	OMBC Policy team	
	Review metrics which underpin Social Value Procurement as part of the annual review to ensure focus on Health Inequalities, including a focus on how we can add social value to places of particular need and how we support smaller, local providers to apply for competitive contracts which are open to wider tender.	OMBC Procurement/ Public Health	
	Review the Equality Impact Assessment processes and how the EIAs inform decision making.	OMBC Policy team	
	Expand public health/licencing work to consider how health impacts can be a consideration in the range of licencing decisions in Oldham (e.g. gambling).	OMBC Public health / licencing teams	
Residents views represented in all policies	Embed resident engagement and codesign in system culture and everything we do and supporting sustainable investment into it, including sustaining investment into door step engagement teams.	OMBC Communities/ Action Together/ All Anchor Orgs	May 22-March 23
	Develop infrastructure to draw together themes from multiple different resident engagements ensuring that intelligence is used to inform decision making at a corporate and a place based level.	OMBC Communities / Business Intelligence	May 22-March 23
	Involve people with lived experience in changing the way systems respond to, and support people, with multiple disadvantage, drawing on learning from Changing Future programme, Poverty Truth Commission and Elephant Trails.	OMBC ASC & Transformation/ Action Together/ All Anchor Orgs	
Enhance systems awareness of health inequalities and the role staff and organisations can play in reducing them	Provide workforce development sessions/training on Health Inequalities to improve awareness of the impact in Oldham and action required and make this a core part of the placed based workforce development offer.	HR/OD Teams	
Measure and track progress in reducing Health Inequalities	Work with GM and local BI teams to develop a fit for purpose dashboard for Oldham that reflects key data at Oldham level and aligns with the GM Marmot recommendations.	OMBC & NHS Business Intelligence	
Better coordinate local services in places that are convenient and trusted for residents	Place-based boards to be developed for each place to help drive this coordination of services and focus on prevention, early intervention and tackling inequalities.	OMBC Communities	

Health, Wellbeing and Health Services

What have people told us?

- Poverty Truth Commission session on health:
  - Participants highlighted their issues with variation in primary care support and access. Waiting times were very variable, phones making it difficult to get through. Concern regarding virtual appointments and their suitability.
  - Lack of resident voice in GP closures.
  - Concern about DNA policies and that members had been discharged when they hadn't been able to make appointments for genuine reasons (or just because they were late).
  - Issues with geography and money to access services.
  - Issues with frequency of repeat prescriptions creating a burden.
  - How can we resource primary care to focus on HIs; how can we focus the workforce on HIs?
  - Multiple examples of poorly coordinate care with residents being passed between services without being supported: The need for services to be more relational than transactional; how can we align how we measure the performance of our services to this? Largely volume based targets currently.

Health, Wellbeing and Health Services

Potential metrics

- Marmot:
  - Indicator 19: Low self-reported health
  - Indicator 20: Low wellbeing in adults
  - Indicator 21: Numbers on NHS waiting list for 18 weeks
  - Indicator 22: Emergency readmissions for ambulatory sensitive conditions
  - Indicator 23: Adults/children obese
  - Indicator 24: Smoking prevalence

Health and Wellbeing, and Health Services

Objective	Action	Delivery Lead	Timeframe
Have a coordinated approach to prevention and early intervention, supported by a sustainable funding model.	Develop a coordinated whole system approach to delivering Healthy Weight across Oldham to include a focus on schools.	OMBC Public health	
	Reviewing existing provision, commissioning and grant investment arrangements including sustainability of investment, across whole early intervention and prevention system	OMBC Communities	
	Develop a directory of services for the system to clearly communicate what preventative and early intervention services are available for residents to access, carefully considering the capability and capacity of support available.	OMBC Communities / Action Together	
Strengthen mental health offer in the borough responding to increase in need during and post covid-19	Further development of Oldham MH Living Well model, transforming of community MH services. Focus on 'no wrong front door' and MH teams working at a PCN level more focused on population need.	NHS Oldham CCG	
	Increase capacity for, and equity of access to, addiction services, including developing dual diagnosis pathways.	OMBC Public Health / CCG	
	Include questions relating to MH in the NHS Health Check and link patients to appropriate support	OMBC Public Health/Primary Care	Q2 2022/23
	Evaluate and where appropriate identify funding to sustaining our existing prevention resources e.g. TogetherAll, aligning this to the wider early intervention and prevention review.	OMBC Public Health/System Board	Q4 2022/23
Improve social support around the health offer, particularly around debt and benefit advice and referral into employment support programmes.	Work to develop EMIS/elemental referral functionality to make it easier for GPs to refer for social support and behaviour change and showcase at GP training event.	GMSS, Primary care	
	Collect and report on primary care data on referrals into social and employment support to target improvements in uptake.	GMSS, primary care	
	Ensure pathways to wider support exist for those who have suffered a serious or unexpected illness which may impact their finances.	OMBC Public Health	Q1 2023/24

Health and Wellbeing, and Health Services

Objective	Action	Delivery Lead	Timeframe
Improve access to primary care for most vulnerable groups	Talk to residents (through 10GM funding and work) about barriers to accessing health services and seek to reduce these barriers e.g. exploring how travel costs can be subsidised/reimbursed through Healthcare Travel Costs Scheme.	Healthwatch Oldham	
	Foster greater collaborative working between public health, PCNs and place based teams in addressing health inequalities, aligned to Core20plus5, population health management and this plan.	Public health, PCNs, Place teams	Ongoing
	Work with GPs and patients to create a set of standards with regards to how virtual consultations are used in the borough and how patients' confidence in virtual consultations can be improved.	Primary care	
Improve policies which automatically discharging people who don't attend appointments, recognising their social and health impact.	Work with primary, secondary and community care to develop a DNA policy that makes allowances for DNAs due to social reasons and keeps people on care pathways. A specific focus on children non-attendances as part of this work.	Public Health / Primary Care	Q1 2023/24
	Reporting on waiting lists and length of wait by protected characteristics and income level and review the reasonable adjustments that are made for residents where appropriate.	CCG / NCA	
Improve data and intelligence on Health Inequalities to inform preventative work	Work with GM screening and immunisations team to improve Oldham dataset on screening and immunisations to a more granular level of detail so demographic variation in uptake can be understood and action taken.	OMBC Business Intelligence/Public Health	Q3 2022/23
Improve support and access to services for LD residents	Partners to support delivery of the LD strategy and action plan across the borough and ensure that when measuring health inequalities that outcomes for LD residents are reported as a group, drawing on the LD dashboard.	All/ Council & CCG BI	

Children and Young People

- **What have people told us?**

- Workshop discussion:
  - Research in the past that shows the importance of adult learning in enabling adults to better support their children's learning and development. In a nutshell "adults who read tend to have children who read"
  - OCL would be up for targeted work to reduced-cost swimming or daytime activity classes for early years/children and young mums. Feels like a follow-up meeting to scope options would be useful
  - Lack of confidence as adults -can stem all the way back to childhood - links to Early Years support is also key I think

- Early Years Strategy Consultation
  - Access to parent and child groups/activities a key issue.
  - Access to support for parents and carers also a problem, particularly lack of consistent health visitor support. Accessing breast feeding support also highlighted.
  - Lack of support for children's speech and language issues - this was a common issue highlighted numerous times by different people; the S&L assessment process was also highlighted as challenging.
  - Availability and quality of SEND support for children in schools.
  - Parents don't know what support is available and there is a lack of proactive communication to them. Existing communication needs to be in simple English.
  - Activities prohibitively expensive for low income families who aren't on benefits.

Children and Young People

Potential metrics

- Marmot:
  - Indicator 1: School readiness
  - Indicator 2: Low wellbeing in secondary school children (#Beewell)
  - Indicator 3: Pupil absences
  - Indicator 4: Educational attainment by FSM eligibility

Children and Young People

Objective	Action	Delivery Lead(s)	Timeframe
Strengthen mental support and preventative offer for young residents	Develop a pathway for 2-5 years olds for MH support.	Children's and mental health	
	Supporting more 18 and 19 year olds to get into employment, encouraging public sector employers to take on more vulnerable residents and use more equitable recruitment practices (linked to action in employment section).	All anchor organisations	
	Build and expand on the work the MH in education team are doing with parents around anxiety.	Education	
	Revisit outcomes from previous poverty proofing the school day audits and develop and develop further actions to ensure education is as responsive to poverty as it can be.	OMBC Policy /Education Teams	
Improve access to physical health support and preventative services for those in most need	Develop a targeted physical activity offer for low income families (driven by data which highlights who should be targeted).	Oldham Community Leisure	
	Work with schools and early years education providers on approaches to healthy weight, healthy eating and physical activity (linked to action under wellbeing on Healthy Weight).	Public health and education	
Identify food insecure residents at an earlier age (I.e. before FSM)	Develop systems and pathways that lead to the earlier identification of, and action on, early years and primary school age food insecurity.	OMBC Children's and education	
Improve Childhood Mortality in Oldham following latest data released	Act on infant mortality review being carried out to understand Oldham's highest rates of infant mortality in GM.	OMBC Public Health	Q4 2022/23
Address inequalities experienced by Looked After Children	Review CYP and health data and ensure that where possible it is being looked at through a LAC lens to help drive further action.	OMBC Public health	Q1 2023/24