



Rushcliffe
Health
Partnership

Action plan 2017-18

Foreword:

Welcome to the Rushcliffe Health Partnership (RHP) Action Plan 2017/18 – the Districts approach for improving the health and wellbeing of the residents of Rushcliffe and tackle health inequalities.

The RHP Action Plan 2017/18 is cross referenced with the Rushcliffe Health Inequalities Action Plan and the shared objectives are as follows:

- Improve prevention universally with focus of resources in areas of the greatest need/deprivation
- Improve early diagnosis and treatment in primary care – with resources focussed on reducing unwarranted variation
- Take action on wider social and economic determinants of health inequalities
- Embed health inequalities within governance, policy and structures throughout the organisation
- Understand community experienced need and inequalities through engagement
- Improve intelligence on health need and health inequalities

The RHP Action Plan 2017/18 outlines the partnership priorities and the way forward, we believe, we need to take action in order to improve the health and wellbeing of residents of Rushcliffe. The Action Plan has been informed by evidence of need and various consultations with numerous partners, stakeholders and the public.

This Action Plan will be monitored and reviewed by the Rushcliffe Health Partnership at their quarterly meetings. These meetings are attended by numerous key partners in health and other related organisations. Collectively and through the delivery of our priorities we are working to make Rushcliffe a healthier Borough and provide our residents with the right opportunities to enable them to make healthy choices that ultimately improve their wellbeing.

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1. Rushcliffe - a snap shot

Some key facts:

- Rushcliffe has a population of approx. 113,000 (ONS Mid-year estimate 2016)
- Geographically Rushcliffe lies immediately south of the City of Nottingham and the River Trent and extends across towards Newark in the North East and Loughborough in the South West. Rushcliffe covers 157 square miles (around 400sq km)
- Rushcliffe is one of the 20% least deprived districts in England with deprivation lower than the England average but there are 8% of children living in poverty
- Life expectancy is 4.3 years (men) and 4.5 years (women) in the most deprived areas of Rushcliffe than in the least deprived areas
- 9.4% (103) of children in year 6 are classified as obese
- 46.5% of the population are over 45 years old

Rushcliffe Borough is mostly rural and is predominantly prosperous area with only a small proportion of the population living in neighbourhoods that have been described as deprived – this however equates to about 1500 children living in poverty (Rushcliffe Health Profile 2017 – PHE) the highest deprivation can be found in the following wards:

- Bingham West 15.2%
- Cotgrave 15.4%
- Keyworth South 14.4%
- Edwalton 13.6%
- Leake 9.9%

Out of the 30 indicators which make up the Rushcliffe Health Profile (compiled by Public Health England) the Borough is significantly better than the England average in 28 but within this predominantly positive picture there are pockets of deprivation and health inequalities which require a targeted approach.

2. Rushcliffe Health Partnership

The Rushcliffe Health Partnership provides a forum to implement a co-ordinated local response to the Countywide Nottinghamshire Health & Wellbeing Strategy (which is currently being refreshed) at an operational level. This partnership seeks to provide the response on behalf of residents living within Rushcliffe Borough and also for people registered with a General Practice of the NHS Rushcliffe Clinical Commissioning Group (CCG).

The ultimate goal of the partnership is to improve health and reduce inequalities.

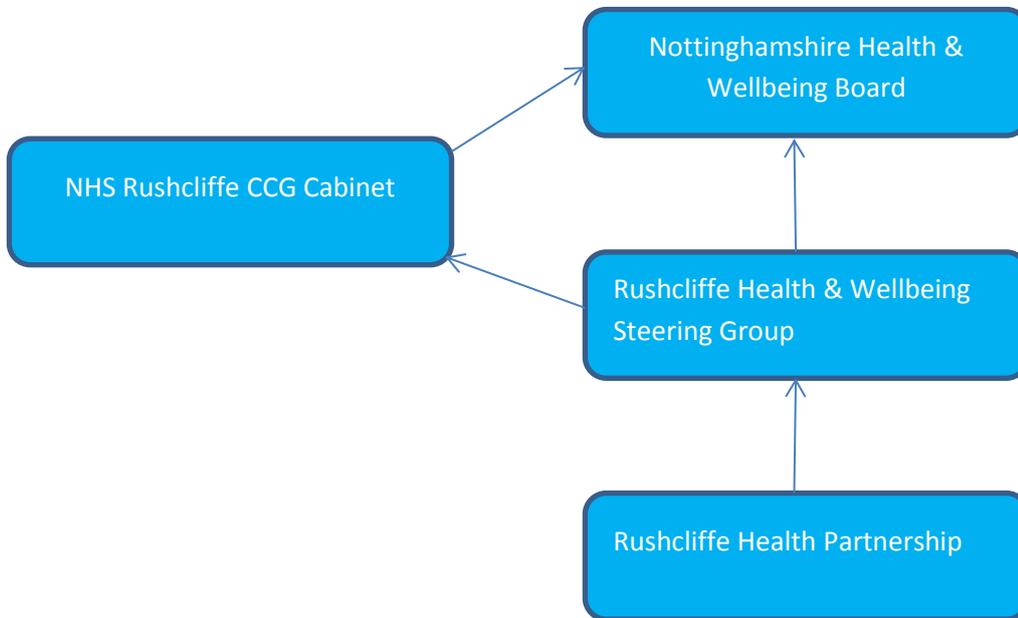
The Rushcliffe Health Partnership will include representatives from the following agencies/organisations:

- Rushcliffe Borough Council
- NHS Rushcliffe CCG
- Nottinghamshire County Council
- Parkwood Leisure
- Rushcliffe Community and Voluntary Service
- County Health Partnerships
- Early Years Children Centres (Sure Start)
- Metropolitan Housing Association
- Everyone Health
- Central College
- Notts Fire & Rescue Service

The Partnership also liaises closely with the other partnership theme groups co-ordinated by Rushcliffe Borough Council. Namely, these theme groups are:

- Rushcliffe Business Partnership
- Active Rushcliffe

The Rushcliffe Health Partnership will be accountable to the Rushcliffe Health & Wellbeing Steering Group (RH&WSG). Issues that require escalation will be taken to NHS Rushcliffe CCG Clinical Cabinet once agreed by the RH&WSG.



3. Our Priorities

Although health and deprivation is lower in Rushcliffe compared with other parts of Nottinghamshire and England as a whole there are some clear priorities for health and wellbeing which the Rushcliffe Health Partnership need to focus its attention and efforts:

- Nationally over a fifth of reception children were overweight or obese. In year 6 it was over a third - obesity prevalence ranged from 12.5% of children living in the most deprived areas to 5.5% in the least deprived areas (National Child Measurement Programme – England 2015/16)
- In England, 24.8% of adults are obese and 61.7% are either overweight or obese, according to the Health and Social Care Information Centre . Today's obesity levels are more than three times what they were in 1980, when only 6% of men and 8% of women were obese.
- 8.6% of adults in Rushcliffe smoke (Rushcliffe Health Profile 2017 – PHE)
- There are increased levels of risk drinkers in Rushcliffe
- Mental health and wellbeing

These priorities are drawn from the strategic plans of the RPH members as well as the Nottingham and Nottinghamshire STP (Sustainability and Transformation Partnership) which specifically identifies:

Promote wellbeing, prevention, independence and self-care

- Support people to stay healthy and independent, and prevent avoidable illness
- Support stronger communities that can share responsibility for the people who live there
- Signpost people to good advice and information

Data from the following sources has also been used:

- Rushcliffe Health Profile 2017 (PHE)
- Nottinghamshire Insight including the JSNA

4. Health Inequalities – proportional universalism

The need to tackle health inequalities in Rushcliffe underlies everything the Rushcliffe Health Partnership do.

The Marmot Review (2010) stated that **‘Focussing solely on the most disadvantaged will not reduce health inequalities sufficiently. To reduce the steepness of social gradient in health, actions must be universal, but with a scale and intensity that is proportionate to the level of disadvantage. We call this proportional universalism’**

The RHP Action Plan brings together projects which are happening across Rushcliffe under the four priority areas (smoking cessation, obesity, alcohol and health and wellbeing) and references it to the Health Inequalities Action Plan which was created by Public Health Nottinghamshire in collaboration with Rushcliffe Borough Council and Rushcliffe CCG.

Our highlighted projects for 17/18 include:

- Rushcliffe Breastfeeding Friendly Scheme
- HOT (Hot Food Takeaway) scheme
- Bingham Super Kitchen
- Mobile smoking cessation clinic campaign with Rushcliffe businesses
- Rushcliffe Borough Council aiming for the Gold ‘Work Place Health’ award
- A West Bridgford pilot of the ‘Take a Seat’ initiative



The Kings Fund’s report ‘Improving the Public’s Health’ (2013) noted:

‘The broader determinants of health – people’s local environment, housing, transport, employment, and their social interactions – can be significantly influenced by how local authorities deliver their core roles and functions’

The RHP Action Plan uses this position to maximise the reach of its health promotion activities and encourages innovation and inspiration in the fight against health inequalities.