

Update on Ealing Health and Wellbeing Strategy 2022-27

Ealing Health and Wellbeing Board 7th September 2022

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HWB Strategy – Development update

- Strategy 2022-27: Focus on identifying strategic, structural and system level actions to address inequalities
- Cross-partner Steering Group: developed support pack for engagement with community-led grassroot groups. Piloted at September Dominion Centre ICS Community Wellbeing Engagement event
- Community Matrix insights: to help support resilience of small community groups e.g. via leadership training
- Thematic analysis of Ealing consultations: incl. Shaping Ealing, Women's Safety Survey, Digital Exclusion, REC, Foodbank Food Poverty Summit, Voices of Colour Asian Women's Health Equity Study.
Ealing insights incl.:
 - 15% of Ealing residents don't have essential digital skills
 - 17,000 residents lost jobs at Heathrow during pandemic. Nearly half of Heathrow employees are Black, Asian and Minority Ethnic, predominantly in lower paid roles
 - 10% rise since 2015 of in-work families classed in absolute poverty (figure prior to the 2022 fuel cap changes)
 - Ealing Foodbank: 4th busiest in England
 - 52% jobs in Southall, 47% in Northolt in 'low paying sectors' e.g. retail/hospitality, compared to 33% London average
- Focus groups to incl.: x3 Ealing Foodbank sites (Perivale, Northolt, Greenford), and further groups via EHCVS, Southall Community Alliance and ECN connections. Discussions with Park Royal (OPDC) re engagement
- Community conversations planned, incl. with Gypsy, Roma & Traveller residents in Acton.
- Communications work: incl. community media, social media assets, display screens in GP practices and West Ealing library

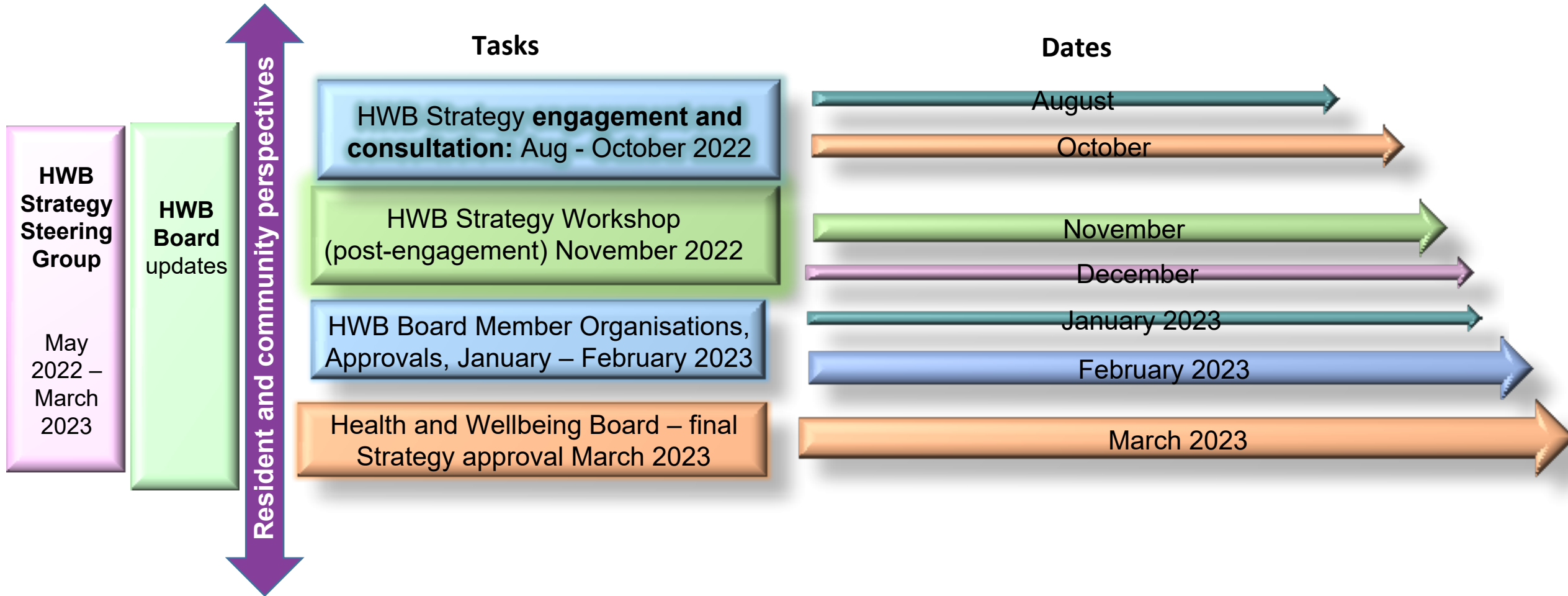
Supporting HWB Strategy

Following partner feedback, **potential approaches for the HWB Strategy** being explored incl.:

- **HWB Strategy Champions** Senior leads – who promote widely and embed the HWB Strategy aims
- **Health Creation/Social Movement:** Resident-led, identify issues impact health/wellbeing; What Matters to Me
- **HWB Strategy Resident Partnership** ongoing commitment, potentially to build into a number of partner routes incl. the ICS Resident Forum
- **Anchor Institutions** Many residents work locally. E.g. 40% Ealing Council workforce, and over 1/3 commuters into Greenford and Perivale from Ealing. Utilising the purchasing and employment power of large local organisations (incl. NHS, Ealing Council, academic bodies) for Social Value/economy, Sustainability, Air quality
- **Community wealth building** e.g. Southall Jobs Partnership, area-based, community-led approaches
- **Support for Community Organisers** who are working to better their area. Critical to the social, cultural, and economic value of an area, and the success of any community engagement/projects (from Northolt Vision).

Community feedback: engagement fatigue, not feeling listened to, tick-box exercise, having no feedback loop

Appendix: HWB Strategy Timeline



Appendix:

Aims/Scope: Health & Wellbeing Strategy 2022-27

- Set out **small number strategic priorities** for action to **address inequalities**, using cross-system principles
- Make a real impact on health and wellbeing outcomes and people's lives
- Translate JSNA findings into clear outcomes that the HWB Board wants to achieve
- Strategy to inform relevant borough-wide strategies, local commissioning and planning and locally-led initiatives
- Population: Ealing borough - all who live and work in Ealing, over the life course
- Topic remit: **inequalities focus**, will not address the full remit of HWB Board, but focussed effort to increase equity of access and to increase health outcomes
- Organisational scope: respective Health and Wellbeing Board member organisations, and Ealing voluntary and community sector groups, and business sector representatives
- Will NOT set out in detail activity to achieve the HWB Strategy priorities