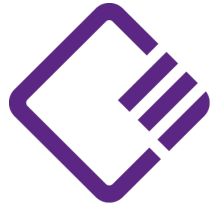




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# Welcome to All Together Fairer – One Year On

**#ATFOneYearOn**

Working together to improve health and  
wellbeing in Cheshire and Merseyside

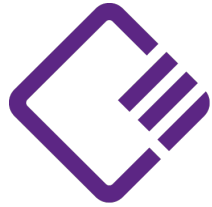
**25th May 2023**



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# Welcome and introduction

**Councillor Louise Gittins**

Leader of Cheshire West and Chester Council

Political Lead for Health Inequalities in Cheshire and Warrington

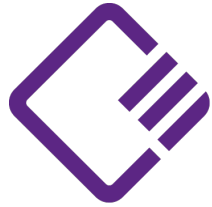
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# Reflections on the past year and looking forwards

**Professor Ian Ashworth**

Director of Public Health for Cheshire West and Chester

Lead Director of Public Health for Population Health in Cheshire and Merseyside

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# In 2022 ...

- All Together Fairer officially launched May 2022 with a **keynote address** from Sir Michael Marmot and exclusive coverage in **BBC Newsnight**
- We knew we were **doing something different**;
  - All Together Fairer deliberately and specifically focuses on the social determinants of health - the social, economic and environmental conditions in which people are born, grow, live, work and age
  - Shifting to a social determinants of health approach means taking action on the drivers of ill health as well as treating ill health when it is presented in healthcare settings recognising that it is almost impossible to live healthily when in poverty
- Since then, our fantastic group of local All Together Fairer Leads have been **working in their local authority area and as one team** to implement the Programme and the recommendations in the report, supported by the Champs Team and IHE.



# Implementing the recommendations

- The IHE All Together Fairer Report is **extensive and comprehensive**. It is **ground-breaking** in setting the agenda on health inequalities for Cheshire and Merseyside.
- A key point in all the IHE reports is that **action is required across all the recommended areas**. There is no one thing that will reduce inequality in health; health equity in all policies is the key.
- Important we make this extensive programme feel doable and not impossible, accessible and not overwhelming and **enabling of action**.
- The establishment of a **Beacon indicator set** is helping us to monitor progress and the result of extensive engagement across the sub region and the dashboard is now live on the CIPHA website

# Key themes

1. Give every child the **best start in life**
2. Enable all children, young people and adults to **maximise their capabilities** and have control over their lives
3. Create **fair employment** and good work for all
4. Ensure a **healthy standard of living** for all
5. Create and develop healthy and sustainable **places and communities**
6. Strengthen the role and impact of ill health **prevention**
7. Tackle **racism, discrimination and their outcomes**
8. Pursue **environmental sustainability** and health equity together

# Recommendations on improving our system

1. Increase and make equitable funding for social determinants of health and prevention
2. Strengthen partnership for health equity
3. Create stronger leadership and workforce for health equity
4. Co-create interventions and actions with communities
5. Strengthen the role of business and the economic sector in reducing health inequalities
6. Extend social value and anchor organisations across the NHS, public service and local authorities
7. Develop social determinants of health in all policies and implement Marmot Beacon Indicators



# Year One 2022/23

- Partnerships – **Commitment from Cheshire and Merseyside ICB and HCP** to embed principles and priorities into strategies, **endorsement from Beyond (Children and Young People's Programme and Board)**, complete **buy-in from all Local Authorities**
- NHS Prevention Pledge – **Eight Trusts have adopted the Prevention Pledge** at an intermediate level (minimum of seven core commitments and aligned KPIs adopted) with a further nine working towards the adoption of the pledge.
- **Fuel Poverty and Cost of living crisis** – extensive work done to estimate the impact of fuel poverty in 2022/23 winter, provide an evidence base for actions and implement the recommendations in a national report (with a strong C&M element) and linked to work in boroughs on the cost of living problems.
- **Great response in boroughs** – example **Warrington** stood up a poverty action group and quickly established a Cost of Living Fund for groups to access immediate funding to support people and communities through Winter and beyond.

# Year One 2022/23

- Fair Employment Charter – Liverpool City Region Charter developed and **69 organisations formally approved**
- New strategies – Cheshire and Merseyside **Physical Activity Strategy** (All Together Active) and **Sefton Child Poverty Strategy** have been **developed using All Together Fairer principles**
- Governance that works! Our **All Together Fairer Leads Group is flourishing, providing local leadership and innovation** to make this programme a reality
- **Enhanced energy** within the system to make real, measurable change at system and local level
- Successful bid for a **Health Equity Collaborative** with Barnardo's and the Institute for Health Equity
- Engaged with **GP- led Deep End initiative**



# Next in 2023/24

1. **Children and Young People** – working with Barnardos and Institute of Health Equity to design a Children and Young People's Health Equity Framework, with support from children and young people, and Voluntary, Community and Social Enterprise partners in the region.
2. **Workforce** – including the launch of the new C&W Charter, plus continued engagement re. the LCR charter and the **launch of our ATF Development Programme**. We will also have the development of the new C&M PH Workforce Wellbeing and Development Strategy.
3. **Anchors** – revisiting the public health drive behind the programme, linking to other CM initiatives, building on the work with the NHS and beyond to develop the anchor programme scale with other institutions.



# As a Collaborative, we are working on;

- Building our skilled energised and driven *Marmot* workforce across all sectors (not just public health) by developing and delivering a **Development Programme on Social Determinants of Health**
  - Key features will be: online platform, engaging masterclasses, dedicated summer school and curated resources
- Enhance our **communications strategy** to increase engagement within our system and build on the significant passion and commitment to succeed
- Developing a new **Prevention Framework** that will be aligned with both All Together Fairer and NHS CORE20PLUS5



# Continuing to work on...

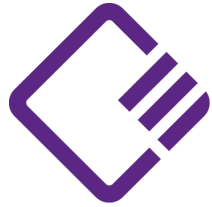
- Ensuring that the prominence of social determinants in the current interim strategy is carried into the **Five Year Joint Forward plan**
- Development of an **evaluation framework** that will bridge the current work and developments to the outcomes indicator set.
- Work on **race equality**.
- Engagement with and support of the **Deep End initiative**.
- **Marmot Beacon indicators**
- Supporting **place based** programmes



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Year two will see more progress

- in leadership development
- resource provision
- data monitoring, reporting and evaluation support to places
- support to innovation in our All Together Fairer programme wherever it arises.

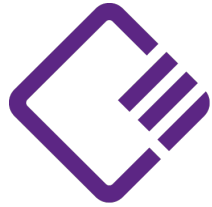
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# Thank you

[champspublichealth.com/all-together-fairer](https://champspublichealth.com/all-together-fairer)

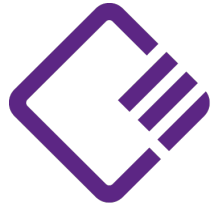
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# Integrating All Together Fairer into our system

**Raj Jain**

Chair of NHS Cheshire and Merseyside

Working together to improve health and wellbeing in Cheshire and Merseyside

# Integrated Working and Social Determinants

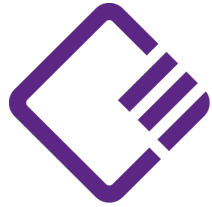
- Challenging times with monumental “long problems”
- Where is our humanity?
- Doing the wrong things really well
- People, People, People



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# Delivering All Together Fairer – Sefton's Child Poverty Strategy

**Margaret Jones**

Director of Public Health  
Sefton Council

Working together to improve health and  
wellbeing in Cheshire and Merseyside

**Anna Nygaard**

Head of Inequalities  
Sefton Council

# Sefton Child Poverty Strategy



Margaret Jones  
Director of Public Health

Anna Nygaard, Head of Partnerships  
and Inequalities

Helen Armitage, Consultant in Public  
Health

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



Sefton Council Declare Poverty  
Emergency March 21



Child Poverty in Sefton  
Presented to WRAP June 21



Virtual Child Poverty Conference  
October 21



Sefton Child Poverty Strategy  
launched December 22



Child Poverty Strategy Conference  
"Prospects" June 23



May 2022



## Backdrop

- Increase in interest rates
- Higher energy costs
- Inflation outstripping wage and benefit increases

*Cost of Living Crisis*

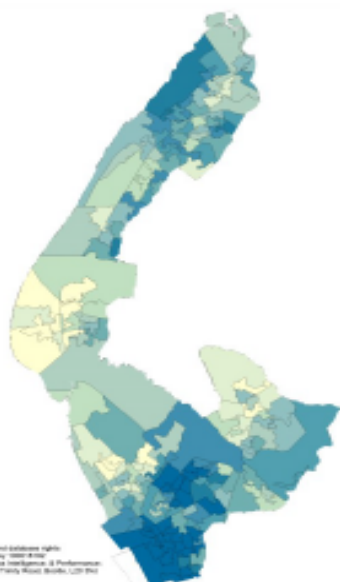


Almost 1 in 6 (8178) under 16s live in relative poverty.



17% rise over the last 5 years

### Income Deprivation Affecting Children Index



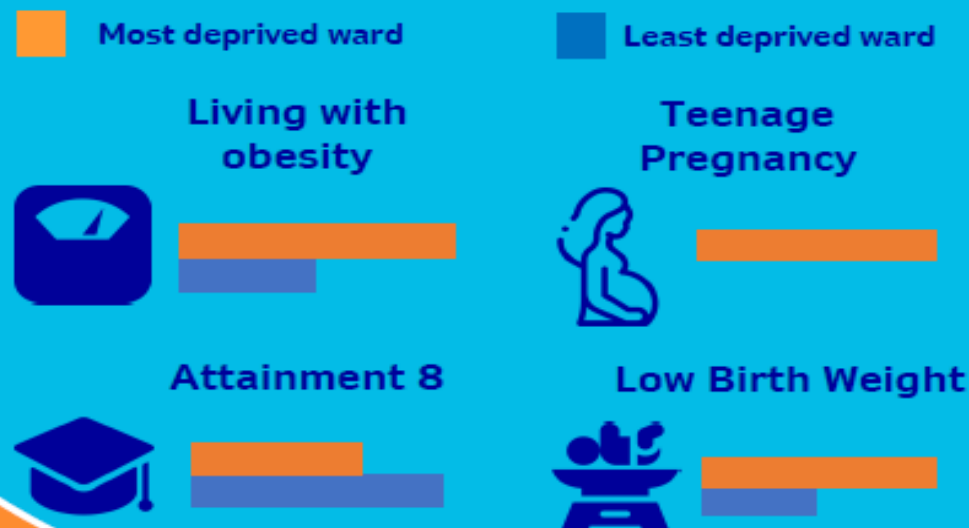
This index covers the proportion of children aged 0-15 living in income deprived households

5 Sefton neighbourhoods fall in the **least** deprived 5% nationally, 4 in Formby and 1 in Blundellsands

24 neighbourhoods fall in the **most** deprived 5% nationally. 5 of which are in the most deprived 1% (4 in Linacre and 1 in Litherland)

**7.7%** of children aged under 16 are living in workless households

### Poorer outcomes amongst children from disadvantaged areas



### Social Mobility Rank



1 = most socially mobile

533 = least socially mobile

95 Southport

96 Sefton Central

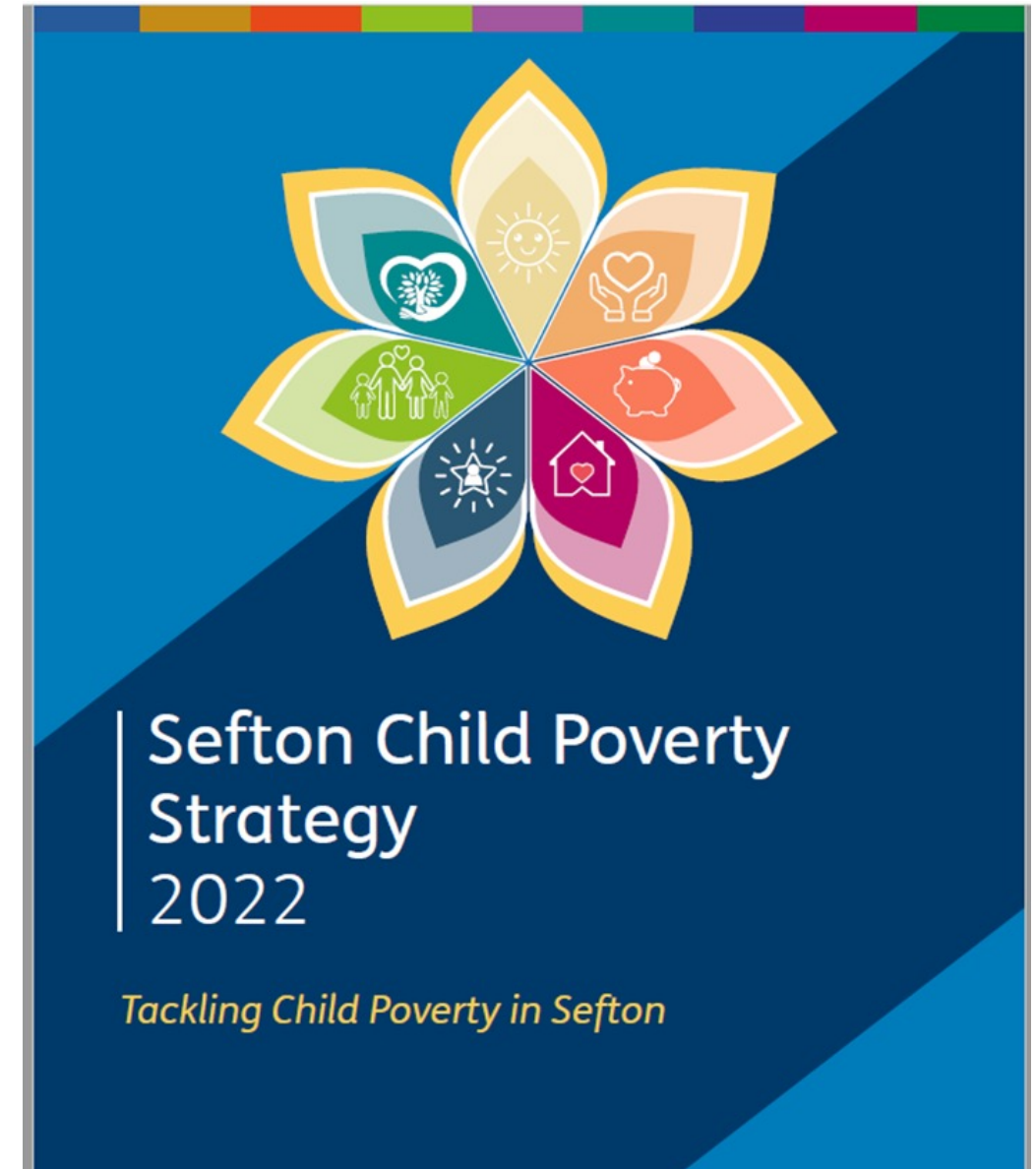
502 Bootle

## Our goals

- Reduce the level of poverty and time spent in poverty now
- Minimise the harmful effects of poverty on educational achievement, health, and wellbeing now and later in life
- Prevent future poverty for today's children and young people

## Our priorities

- POCKETS
- PROSPECTS
- PLACES



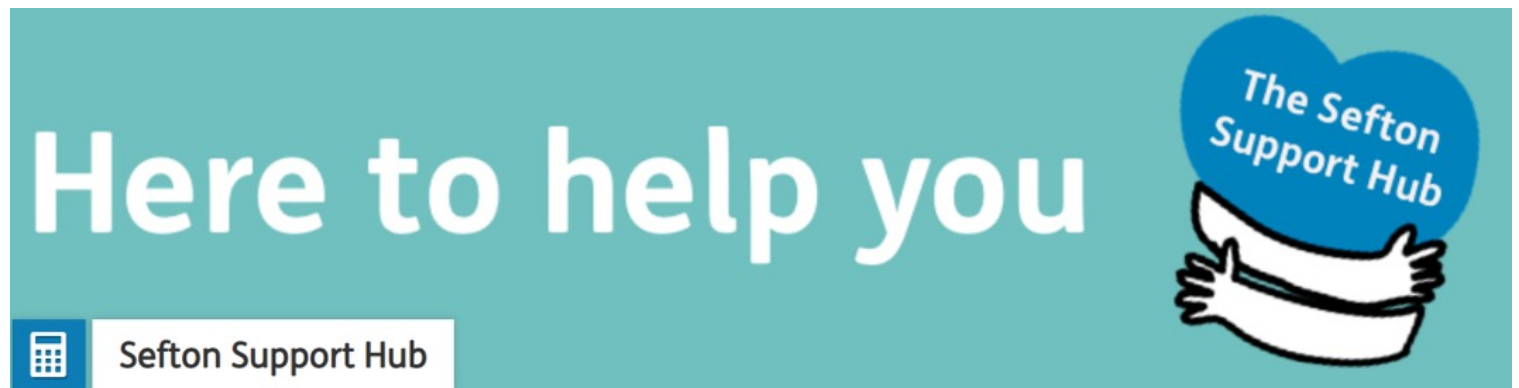
# Pockets: Maximising financial resources of families on low incomes

## Priority 1

Increase the number of households who can access employment that provides an acceptable standard of living.

## Priority 2

Prevent financial crisis and support low-income families to make the most of their money.



## Prospects: Improved life chances of children in poverty

### Our Priorities

#### Priority 3

Improve levels of physical and mental health of children in low-income families.

#### Priority 4

Close the educational attainment gap between children from low-income families and their better off peers.



**Place:** Create connected, inclusive, distinctive environments where everyone can enjoy the good things in life

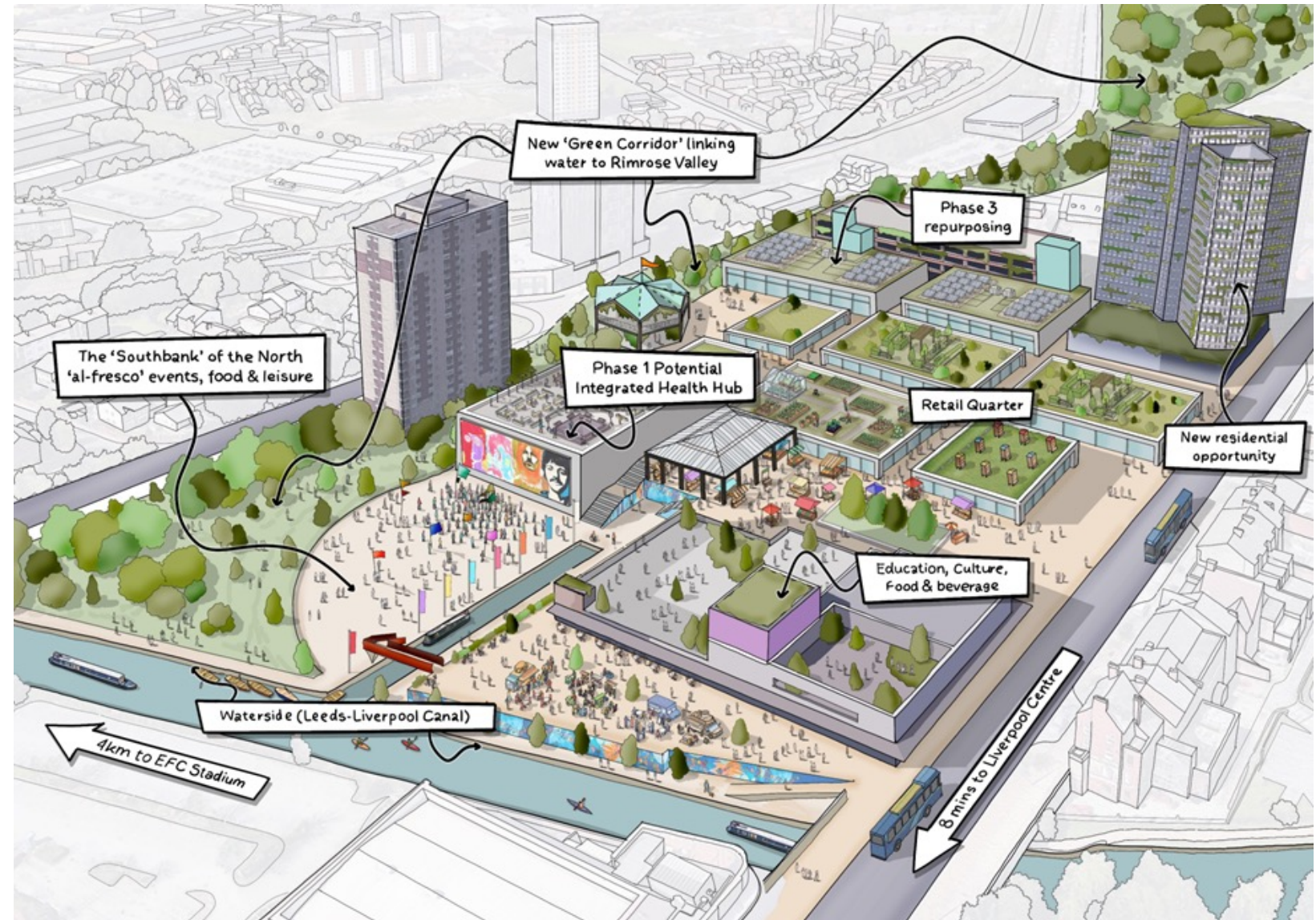
## Our Priorities

### Priority 5

Ensure the places where we live and spend time are strong on the fundamental, universal things everyone needs to live well.

### Priority 6

Create more connected, accessible, and inclusive spaces, that support social cohesion, diversity, and participation.



# Ambition and collaboration

- Developing a strong coalition for change and platform to share best practice – e.g. Conferences
- Cross-fertilising with allied strategy, e.g. obesity
- Close involvement with ICS and Sefton Partnership, including promotion of Anchor Institution role and trailblazers e.g. Alder Hey
- Sharing of ideas boosted by creation of Economy Cell and continuing
- Working with regional and national colleagues, e.g. OHID, Food Active



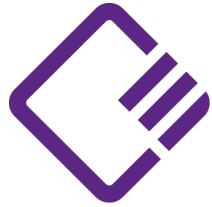
# Thank You



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# Delivering All Together Fairer – Fair Employment Charters

**Rob Tabb**

Senior Policy Lead: People  
Liverpool City Region Combined  
Authority

**Melissa Crellin**

Strategy and Public Affairs Director  
Cheshire and Warrington Local  
Enterprise Partnership

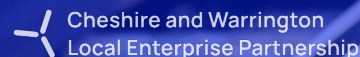
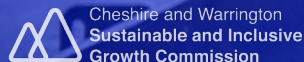
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- Designed with two stage consultation process in 2018-2021
- Three levels: aspiring; accredited; and ambassador
- Themes: healthy; just; fair; and inclusive
- Open for applications in Spring 2022
- 77 approved employers to date
- Planning to open up next level for applications later this year
- Starting to celebrate changes made by employers (e.g. now paying Real Living Wage)



# Cheshire and Warrington Fair Employment Charter

Update May 2023 – All Together Fairer





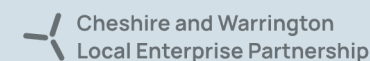
The **Cheshire and Warrington Fair Employment Charter** initiative is led by Cheshire and Warrington Leaders' Board to:

- celebrate good practice in fair employment;
- support businesses and organisations to raise standards in fair employment practices, a key priority within All Together Fairer.

It will:

- apply to all sizes and sectors of organisations across public, private and third sector, and be free to enter;
- be subject to engagement and a consultation, with events in May and June and an online survey.

An analysis of findings will be presented to the Leaders' Board in July 2023 to outline next steps.



# Rationale

**We have a strong economy and higher skills levels compared to the North West - but we also have challenges**

## Challenges

- Too many jobs paid lower than the real living wage leading to in-work poverty
- Accessibility of jobs for disadvantaged groups e.g. young people, those with disabilities / impairments and those over 50
- Too many people experience poor mental and/or physical health
- Lack of flexibility in work (hours/days/location) can lead to lack of diversity of employees and limit recruitment success

## Benefits

- Fair employment practices can make a business/organisation more attractive to all its stakeholders
- In a tight labour market, it makes economic sense for businesses to reach out to a wider pool of potential employees
- Independent research finds that the most diverse companies are also the most profitable (e.g. McKinsey 2020)

# The Draft Charter Overview

Including options to have membership tiers: e.g.

- **Supporter**
- **Aspiring Entry Level**
- **Full Member**
- **Ambassador**

- **Fair pay and secure employment**

Including paying the Real Living Wage; guaranteed hours of 16 or more a week; fair working conditions/contracts; and mentally/physically safe places of work

- **Accessible employment**

With inclusive access for everyone, regardless of their background; and flexible working arrangements, in terms of when, where and how they work

- **Workforce wellbeing**

Including high standards of health and safety, and a genuine focus on promoting the best possible mental and physical health for employees.

Also a focus on responsible business practices such as lowering carbon emissions and addressing modern slavery.

- **Employee development and fulfilment**

Reaching potential; empowering people; diverse pipeline of talent for leadership positions; encouragement to give back to communities.

- **Workplace engagement and voice**

Clear mechanisms to enable staff to influence key aspects of their role, and how their wider company operates, as well as having fair access to trades unions.

# Consultation Until end of June 2023

- Key questions for consultees:
  - whether the charter is something they would be interested to apply for
  - any problems that would stop them being able to take part
  - any details that need amending
- **Please book onto one of the sessions, complete the online survey and feel free to get in touch**

## Current planned workshops

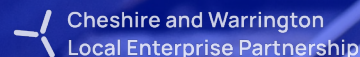
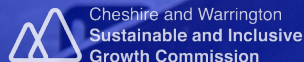
- Online workshop for businesses and organisations with a focus on Cheshire West on [21 June 12-1.30pm](#).
- In person workshop for businesses and organisations based in Warrington on [22 June 08.30-10.30am](#)
- Online workshop for businesses and organisations with a focus on Cheshire East on [26 June 12-1.30pm](#).

Additional sessions as required

# THANK YOU

Cheshire and Warrington Fair Employment Charter -  
Cheshire and Warrington  
Cheshire and Warrington Fair Employment Charter  
Consultation Survey ([surveymonkey.co.uk](https://surveymonkey.co.uk))

For any other queries please contact  
[fecharter@cheshireandwarrington.com](mailto:fecharter@cheshireandwarrington.com)





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# Introducing All Together Inspired

**Alan Higgins**

Strategic Lead for All Together Fairer

Working together to improve health and wellbeing in Cheshire and Merseyside

# What is the new programme?

A way of providing staff, activists, leaders ... people interested in health equity (and those not interested but should be!) with

- Connections
- Support
- Space to demonstrate success
- Inspiration

# The programme will include

- **Masterclasses** targeted at leadership across the Integrated Care System and political leadership
- Funded places at the Institute of Health Equity **summer school** on social determinants of health in July for each of the nine LAs
- An **online platform** open to all to host material on the social determinants of health

# Objectives of the masterclasses

- Accelerate progress on tackling health inequalities.
- Increase understanding of social determinants of health specifically targeted to the context of the system leaders detailed below.
- Support system leaders to apply this understanding to their role and take full advantage of opportunities to act.
- Gain an appreciation of the issues that arise when considering social determinants of health with ICS system leaders and recommend strategies to address.

# Who are they for ...

- ICS Place Directors
- Members of the Integrated Care Directors of Finance from NHS and local government
- Directors of Growth, Transport, Planning, Environmental Health, Regeneration, policymakers and Job Centre Plus
- Primary care services
- ATF Borough level leads and public health staff
- Borough politicians

# UCL Health and Society Summer School: Social Determinants of Health.

**Monday 3rd July - Friday 7th July 2023.**

An in-depth assessment of the social determinants of health from a global research, policy and governance perspective.

- One place for each of the nine boroughs in Cheshire and Merseyside
- Intention is to bring additional learning and inspiration into the work on the Marmot agenda in individual boroughs
- The group of nine who attend will be an additional informed and inspired resource for Cheshire and Merseyside



# Online social determinants hub for Cheshire and Merseyside

- A source for the latest research on social determinants of health with a twist to point out the relevance to Cheshire and Merseyside
- A platform for people living and working in Cheshire and Merseyside to post their work and invited other to do the same
- A forum through which to publicise projects and programmes on social determinants underway or starting in Cheshire and Merseyside and report on progress
- Open to everyone!

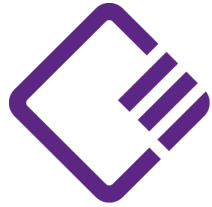




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# What else would you like to see from All Together Inspired?

**[www.menti.com](https://www.menti.com)**

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# Screen break

Working together to improve health and  
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# Keynote address

**Professor Sir Michael Marmot**

Professor of Epidemiology at University College London  
Director of the UCL Institute of Health Equity  
Past President of the World Medical Association

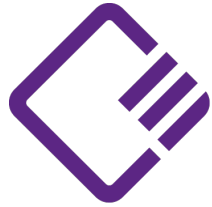
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# Q&A with our speakers

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# Closing comments

**Professor Ian Ashworth**

**Councillor Louise Gittins**

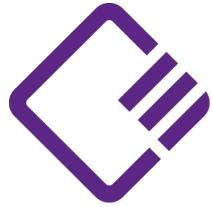
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# What one action will you be taking today to help meet our goals?

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