



*Hastings and Rother
Clinical Commissioning Group*

REDUCING HEALTH INEQUALITIES PROGRAMME

Working together for a healthier Hastings and Rother



WORKING TOGETHER FOR A HEALTHIER HASTINGS AND ROTHER

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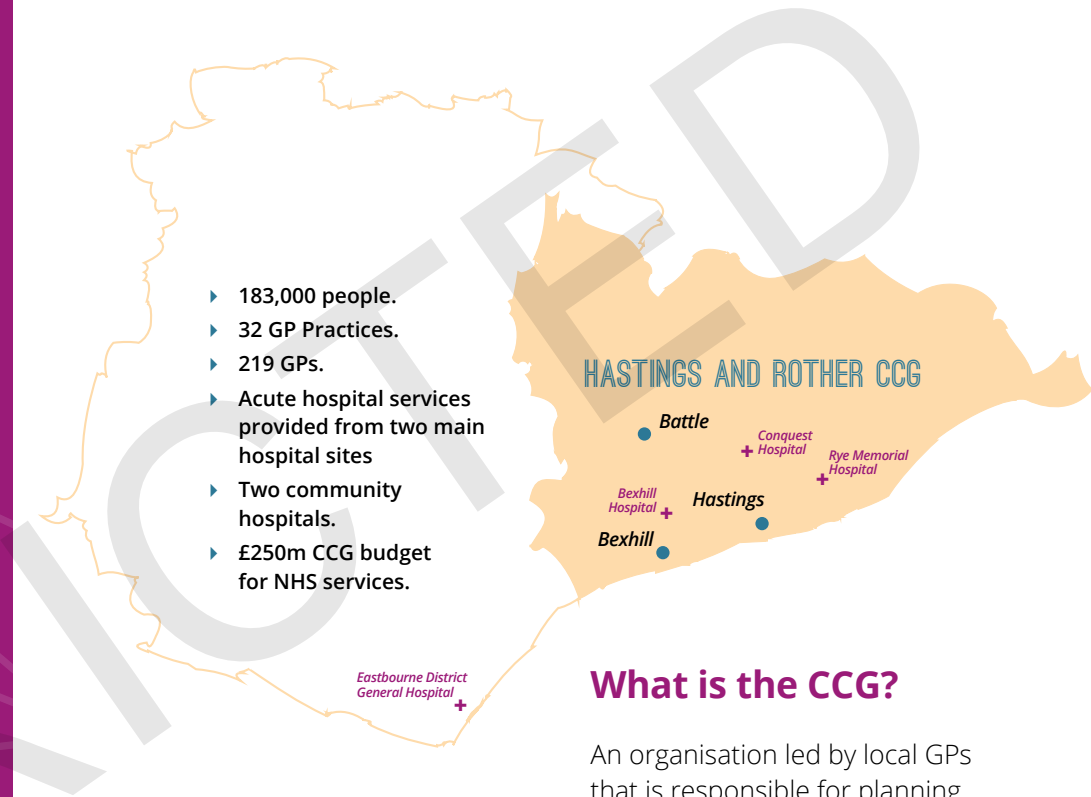
Improving the health of local people and ensuring high quality local NHS services are our key priorities. As local GPs, we're determined to work with partner organisations and local people to tackle long-standing issues of relative poor health in our area.

"Through our Reducing Health Inequalities Programme, we're investing to ensure all people have access to the right services and support locally to enable them to live healthy, happy lives."

Dr Roger Elias
Chair, NHS Hastings and Rother
Clinical Commissioning Group



- ▶ 183,000 people.
- ▶ 32 GP Practices.
- ▶ 219 GPs.
- ▶ Acute hospital services provided from two main hospital sites
- ▶ Two community hospitals.
- ▶ £250m CCG budget for NHS services.



What is the CCG?

An organisation led by local GPs that is responsible for planning, coordinating and buying most local NHS services on behalf of people in Hastings and Rother.

Reducing health inequality is a key priority of *East Sussex Better Together* – our joint programme with neighbouring CCGs and the county council to transform local health and social care – working together and with the public to ensure our combined £935 million budgets are used to achieve the best possible services for local people. The programme is working to develop a fully integrated local health and social care system by 2018.

What is the Reducing Health Inequalities Programme?

Led by NHS Hastings and Rother Clinical Commissioning Group, and supported by East Sussex County Council Public Health, the programme aims to improve the health of local people. It focusses on people living in areas of deprivation, who are known to have poorer health than those living in more affluent areas – that is known as health inequality.

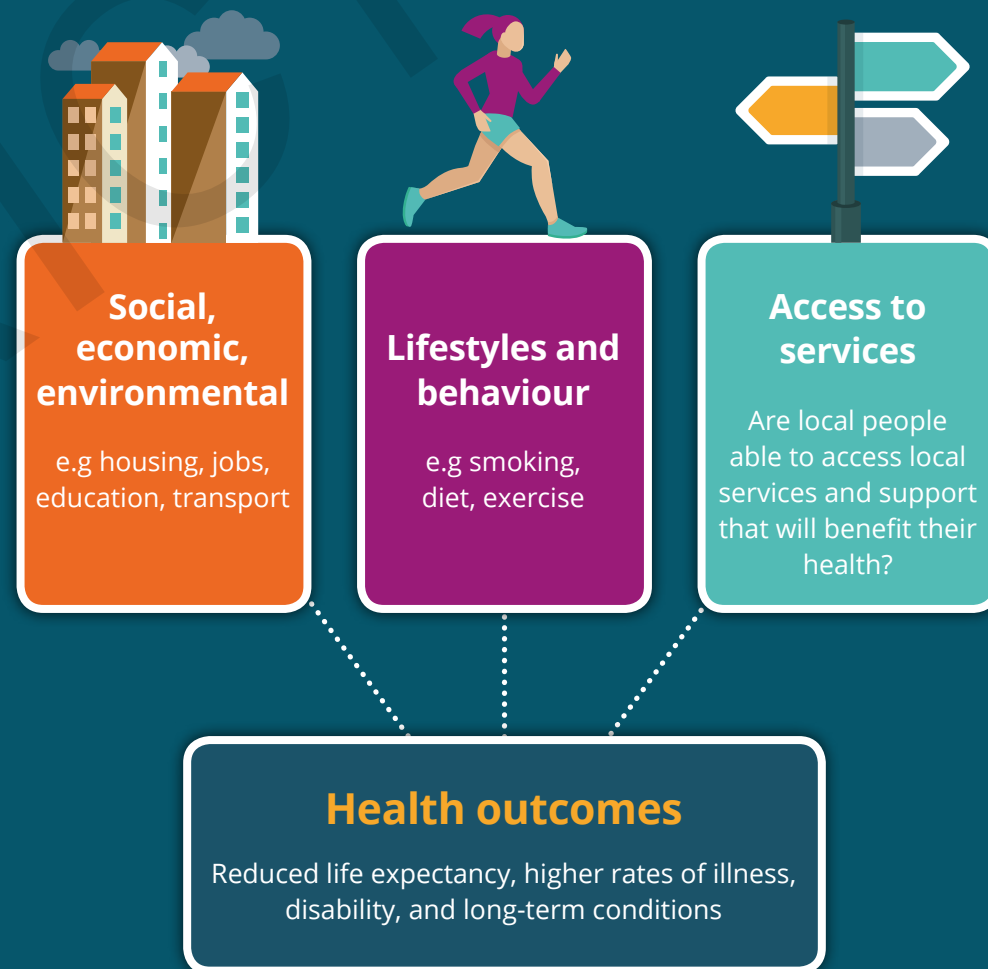
What health inequalities do we have locally?

- ▶ Hastings and Rother contain the seven most deprived council wards in East Sussex. Many factors including employment, income, housing, education and lifestyle choices mean that people in these areas tend to have worse health and lower life expectancy compared with other areas..
- ▶ 29% of children in Hastings and 19% in Rother live in poverty.
- ▶ Men in the most deprived areas of Hastings are expected to live 11 years less than those in other areas of the town – the biggest gap in the south east of England. Life expectancy for both men and women is lower than the England average.
- ▶ Hastings has significantly higher percentages of people with bad or very bad health compared with the rest of England with high rates of long-term illness, disabilities, cancer, lung disease and heart problems.

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THE CAUSES OF HEALTH INEQUALITY



WHAT'S IN THE PROGRAMME'S ACTION PLAN?

Launched in 2014, the plan sets out a blueprint for investing an initial £5m to improve access to healthcare, enhance services to address our priorities and kick-start projects to encourage and enable local people to live healthier lives. Here are some examples of what we're doing:

Investing in GP and pharmacy services

We're improving access to GP services and increasing the range of support available in practices. This includes:

- ▶ Introducing a benefits and money advice service within practices to help people with financial problems that often contribute to ill health.
- ▶ Using new technology to help people better manage long-term health conditions such as diabetes and high blood pressure.



Stopping smoking

- ▶ More investment to help people to quit. Healthcare teams are being supported to actively refer smokers to stop smoking services.
- ▶ A campaign and behaviour change programme aimed at stopping smoking in pregnancy.



Weight management

- ▶ Launching a Let's Get Moving campaign that will see GP practices help patients get more active.
- ▶ An intensive weight loss programme responding to complex psychological and social problems.

Mental health

- ▶ A new Community Wellbeing Service providing specialist advice and support for people with mental health needs has started at Station Plaza health centre and we're extending this to other areas in 2015.
- ▶ NHS, council, private businesses and voluntary sector staff will be trained so that they can promote mental and physical health and wellbeing.

Cancer

- ▶ Training GP practice staff so that they can improve early diagnosis and treatment of cancer.

Children's health

- ▶ Reducing health inequalities in children is a key focus in 2015/16. We're working with East Sussex County Council and others to address obesity, mental health need, sexual health and alcohol and substance misuse in children.



Working with local people to change lifestyles and promote health and wellbeing

Some of our health inequalities locally are caused by unhealthy lifestyles and behaviours. That's why a key element of our plan is to work with East Sussex County Council and others to encourage and enable people to make healthy lifestyle choices such as stopping smoking, being more active and taking better care of themselves. This includes:

- ▶ Working closely with communities affected by health inequality to make sure that all of our services help people to make healthier lifestyle choices.
- ▶ Delivering campaigns to tackle unhealthy behaviours such as smoking in pregnancy.
- ▶ Investing in community facilities so that people can access a range of services and support.
- ▶ Providing small grants to local community-led organisations that promote healthy living, launching in 2015.

GET INVOLVED

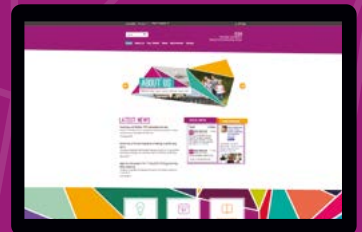
Contact NHS Hastings and Rother Clinical Commissioning Group to find out more and discover how you can get involved in helping us reduce health inequalities in the area:

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