

CHESHIRE EAST HEALTH AND WELLBEING BOARD
Reports Cover Sheet

Title of Report:	Poverty JSNA
Date of meeting:	21 March 2023
Written by:	Dr Susan Roberts
Contact details:	Susan.roberts@cheshireeast.gov.uk
Health & Wellbeing Board Lead:	Matt Tyrer

Executive Summary

Is this report for:	Information <input type="checkbox"/>	Discussion <input type="checkbox"/>	Decision <input checked="" type="checkbox"/>
Why is the report being brought to the board?	The purpose of this paper is to outline the findings and recommendations of the Cheshire East Poverty JSNA.		
Please detail which, if any, of the Health & Wellbeing Strategy priorities this report relates to?	Creating a place that supports health and wellbeing for everyone living in Cheshire East <input type="checkbox"/> Improving the mental health and wellbeing of people living and working in Cheshire East <input type="checkbox"/> Enable more people to live well for longer <input type="checkbox"/> All of the above <input checked="" type="checkbox"/>		
Please detail which, if any, of the Health & Wellbeing Principles this report relates to?	Equality and Fairness <input checked="" type="checkbox"/> Accessibility <input checked="" type="checkbox"/> Integration <input checked="" type="checkbox"/> Quality <input type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Safeguarding <input type="checkbox"/> All of the above <input type="checkbox"/>		
Key Actions for the Health & Wellbeing Board to address. Please state recommendations for action.	The Health and Wellbeing Board (HWB) is asked to approve the Poverty JSNA for publication.		
Has the report been considered at any other committee meeting of the Council/meeting of the CCG board/stakeholders?	The report has been considered by the Cheshire East Council Adults, Health and Integration Directorate Management Team, and the Cheshire East Council Corporate Leadership Team.		

<p>Has public, service user, patient feedback/consultation informed the recommendations of this report?</p>	<p>No.</p>
<p>If recommendations are adopted, how will residents benefit? Detail benefits and reasons why they will benefit.</p>	<p>Adoption of the recommendations intends to enhance existing work to improve health and wellbeing and address inequalities.</p>

1 Report Summary

- 1.1 The purpose of this paper is to highlight the findings of the poverty JSNA and key recommendations as a result of these.
- 1.2 The Poverty JSNA has been completed as part of the 2022/23 JSNA work programme (Appendices A) and once approved, will be added to the suite of current JSNA products on the Cheshire East Council JSNA website (Appendix B).
- 1.3 The findings are presented through three different products: a short summary for wide and varied audiences (Appendix C) and an executive summary and full report for planning and commissioning purposes (Appendices D and E). As part of the 2022/23 the JSNA website is being updated to improve usability, accessibility and as such, potential engagement in the health and wellbeing agenda across Cheshire East (Appendix F).
- 1.4 Key findings from this review include:
 - Our most deprived areas in Cheshire East are seen within Crewe and Macclesfield, but also within smaller areas of Congleton, Alsager and Handforth.
 - People in households with disabilities, single parents, and single adults without children are more likely to experience poverty, there is also regional evidence to suggest that people from certain ethnic groups are more likely to experience food insecurity.
 - Across Cheshire East, many food banks have seen an increase in demand. Decreases in food donations have also been seen. Food banks often support young men and single parent households.
 - The condition of housing stock as well as access to affordable accommodation are challenges. There are currently thousands of applications for social housing.
 - Our residents with lived experience who use food banks tell us that experiencing food poverty is extremely stressful and isolating. People can be reluctant to seek support due to a sense of stigma.
- 1.5

2 Recommendations

- 2.1 The Health and Wellbeing Board (HWB) is asked to approve the publication of the Poverty JSNA products on the updated website and the following recommendations:
- 2.2 Further to the key findings, the following recommendations have been made. Across Cheshire East we need to:
- Work together with people with lived experience to improve our understanding of the current and emergent challenges and to work out solutions for these. This will be supported by the Cheshire East People's Panel and learning from the Transfer of Care hubs (see full report for more information).
 - Widely share our knowledge of services and community assets available to support people experiencing poverty, including those online and those available in person.
 - Encourage professionals to take a holistic approach to consider the why and the wider implications for the individual.
 - Encourage as many people who work with our residents as possible to signpost them to the support available. For example, schools, employers and health and care professionals. We need to make sure they are equipped to do this.
 - Work to reduce the stigma associated with seeking support, where possible.
 - Ensure support and advice is accessible for people with disabilities, where there are language barriers, where people are not online or where they do not have transport. Our community engagement teams will be important in highlighting gaps to us.
 - Further explore approaches to addressing the rising rates of long term unemployment rates.
 - Explore ways to reduce and address the challenges in housing provision and are mindful of these challenges when developing approaches to address fuel poverty.
 - In supporting people with food poverty we need to:
 - Develop approaches to address food poverty that consider supply, sustainability and transport issues and focusing on areas at greatest need
 - Note the good practice examples and our areas of increased need.
 - In supporting people with fuel poverty we need to:
 - Implement actions from the cold homes audit (see full report for more details) to ensure our local approach is following the best practice guidance in supporting people experiencing cold homes
 - Note the good practice examples and our areas of increased need
 - Use the Cheshire and Merseyside fuel poverty dashboard to inform our approach.
 - In supporting those experiencing poverty with their health and wellbeing we need to:
 - Make sure we make the most of opportunities to prevent illness in deprived areas and particularly in Crewe. We need to promote signposting to support services across health and care including for support with transport, lifestyle change, NHS health checks, vaccination and cancer screening. We also need to make the most of schemes such as CORE20Plus5 (see full report for more details)

- Explore ways of supporting our areas with the highest patient GP ratios, particularly in areas of deprivation
- Make the most of, and develop further, opportunities to walk or cycle safely within deprived urban areas with low car ownership.

2.3 To support these recommendations, we need to

- Advocate for the needs of our residents experiencing poverty regionally and nationally
- Consider the recommendations from the Crewe JSNA, once completed, as a key area of deprivation and poverty
- Link in with local and regional digital inclusion approaches
- Link in with Cheshire and Merseyside Integrated Care System
- work to address poverty
- Identify a selection of key measures to monitor regularly so that
- we can see changes in the experience of poverty in relation to the support we provide and also external pressures, over time. Of note, long term unemployment and fuel poverty have been agreed to form part of the Cheshire East Joint Outcomes Framework (Phase 1).

2.4 It is important to note:

- Whilst the review did not highlight any differences in experience in relation to marriage and civil partnership, gender reassignment, sexual orientation, pregnancy and maternity, and religion, the review did not specifically investigate these issues in detail
- Approaches to addressing poverty will be required in many areas across Cheshire East and not just in the most deprived areas, and approaches should be tailored to meet this varied need appropriately

2.5 The JSNA review has been undertaken in parallel with, and is aligned to:

- Cheshire East Council Cost of Living Crisis planning
- The Food Poverty Spotlight Review
- The Cheshire East People's Panel project

3 Reasons for Recommendations

3.1 These recommendations are based on triangulation and interpretation of data from wide and varied sources as outlined in Appendix E (the Poverty JSNA Full Report).

3.2 Publishing a variety of products for different audiences and also updating the website, aims to improve useability and accessibility of JSNA findings. The impact of these changes will be reviewed over time.

4 Impact on Health and Wellbeing Strategy Priorities

- 4.1 The production of the JSNA supports the four outcomes from the Health and Wellbeing Strategy 2018-21:
- Create a place that supports health and wellbeing for everyone living in Cheshire East.
 - Improving the mental health and wellbeing of people living and working in Cheshire East.
 - Enable more people to live well for longer.

5 Background and Options

- 5.1 JSNAs are assessments of the current and future health and social care needs of the local community these are needs that could be met by the local authority or the NHS. JSNAs help Health and Wellbeing Boards to also consider wider factors that impact on their communities' health and wellbeing, and local assets that can help to improve outcomes and reduce inequalities.
- 5.2 Health and Wellbeing Boards have a duty to produce a JSNA for their area. The poverty JSNA is one of the deep dive reviews within the JSNA work programme 2022/23 and was agreed to be a key priority by the multi-agency multi-partner JSNA Steering Group (Appendix A). Whilst, a review of poverty in children and families across Cheshire East was published in 2014, the JSNA programme has not previously undertaken a review into poverty more broadly.
- 5.3 Work on the review commenced in April 2022 and was undertaken via a working group, which group included representation from:
- Communities (co-content sponsor - Cheshire East Council)
 - Research and Consultation (Cheshire East Council)
 - Public Health (Cheshire East Council)
 - NHS
 - Voluntary Community Faith and Social Enterprises (VCFSE)
- 5.4 The review was undertaken in 2 phases:
- Phase 1 agreed a draft scope and focussed on summarising food poverty need for a spotlight review. This review took place in June 2022 and involved Cheshire East Council officers, Elected Members and representatives from VCFSE.
 - Phase 2 was agreed after the spotlight review when the final scope was also confirmed. The working group supported in identification of key sources of national and local data, which have been combined by the Public Health Intelligence Team.
- 5.5 The group agreed that the review should answer the following questions:
- What is the experience of poverty in Cheshire East both now and in the future?
 - What is the variation in poverty across Cheshire East by geography and protected characteristics (such as age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation)?

- What is the impact of poverty on health and wellbeing in Cheshire East?
 - What interventions can be put in place to alleviate poverty?
- 5.6 To answer these questions the working group agreed to review poverty in relation to a variety of different issues:
- Overall trends in poverty
 - Food poverty
 - Fuel poverty
 - Transport poverty
 - Debt
 - Employment and training opportunities
 - Housing
 - Health and wellbeing
- 5.7 What do we want to do next?:
- Publish the poverty JSNA products on the newly updated JSNA website
 - Present the findings in a wide and varied forums
 - Collaborate with partners to address the recommendations within the JSNA
 - Continue to streamline the approach to publication of JSNA products, reducing frequency of publication of updates by continuing to monitor some key measures in relation to each of the reviews, either through the Joint Outcomes Framework, other existing dashboards or through additional Microsoft Power BI tools. It will also be important to monitor the continued use of published JSNA reviews and any related dashboards, perhaps in terms of monitoring webpage visits.

6 Access to Information

- 6.1 The background papers relating to this report can be inspected by contacting the report writer:

Name: Dr Susan Roberts

Designation: Consultant in Public Health

Email: susan.roberts@cheshireeast.gov.uk

Appendix A

JSNA Work Programme 2022/23: Summary

Deep dives
Poverty
Crewe
Emotional and mental wellbeing in children and young people
Special Educational Needs and Disability
Light touch reviews
Smoking
Substance misuse
Falls
Automation of the Tartan Rug to allow for further Tartan Rug updates to be produced more efficiently
Development of Cheshire East Outcomes Framework
Update of the JSNA website to improve usability and accessibility, where feasible

Appendix B:

Summary of products currently available on the Cheshire East JSNA Website

Topic area	Review title	Year of publication
Overviews	The Tartan Rug 2021	2022
	Differences in life expectancy	2012
	Census 2011	2012
Starting and developing well	Children and families in poverty	2014
	The village of 100 children	2018
	Perinatal mental health	2017
	Legal abortions	2015
	Breastfeeding	2014
	Whooping cough vaccination	2014
	Excess weight	2019
	Tooth decay at age 5	2014
	Childhood immunisation programmes	2016
	Hepatitis B vaccination of babies born to hepatitis B positive mothers	2014
	Special educational needs and disabilities	2017
	Autism spectrum condition	2019
	Learning disability (Supporting information for Learning Disabilities Community JSNA)	2019
	Children with long term conditions	2014
	Children and young people's mental health	2016
	Self-injury	2016
	Suicide	2018
	Mental health and employment	2018
	LGBT+ identities and mental health	2018
	Child sexual exploitation	2014
	Cared for children and care leavers	2019
	Domestic abuse	2016
	Emergency admissions to hospital	2014
	Deaths in childhood	2014
	Child maltreatment (abuse/neglect)	2018
	Carers	2018
	Drugs and alcohol	2018
Tobacco	2017	
Under 18 conceptions and teenage births	2014	
Chlamydia screening (15-24 year olds)	2012	
Sexually transmitted infections	2014	
Mental wellbeing	Excess under 75 mortality in adults with serious mental illness	2012
Community and family life	Technology support to improve health and wellbeing	2016
Health conditions	Overview for all cancers	2018
	Breast cancer	2018
	Lung cancer	2018
	Skin cancer	2018
	Bowel cancer	2018
	Upper gastrointestinal cancer	2018
	Cervical cancer	2018
Prostate cancer	2012	
Winter health	Winter health	2017
Coordination of care	Proportion of people feeling supported to management their condition	2012
	End of life care for adults	2017