



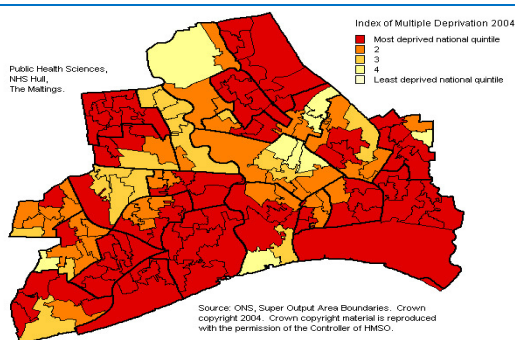
LEADERSHIP FOR HEALTH EQUITY

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Repositioning your NHS

- Maximise the value of the power of the brand
- Move from a National Sickiness Service to a Locally Accountable Health System
- Flexibility in the Health & Social Care Act
- Good partnership is an effective survival strategy in hard times



Hull – What you get for £1bn

- 11th most deprived LA in England on 2007 IMD.
- 30% working age adults unskilled.
- 40% working age adults unqualified.
- 4th highest teen conception rate in the Country.
- second worst GCSE results in England -36% A* - C
-and you can guess the health profile



What needs to change?

- Us!
- Move from “top down” to “bottom up” – principle of subsidiarity applies
- “Apart from the community” to “A part of the community”
- Programmes, not interventions, to drive public health improvement
- Excellence as a service provider does not in itself constitute success



Our Contribution

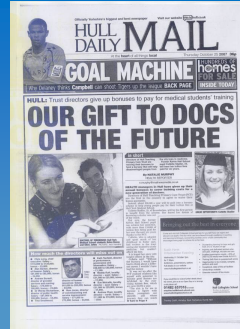
- The NHS is not an end in itself
- Determinants of health - education, employment, social capital, lifestyle...
- NHS is the biggest spending public service partner – approx 50% in LA area
- NHS is still positioned to deal with consequences, not causes





Our Contribution

- Community Strategy:
 - Healthy
 - Earning
 - Learning
 - Safe
- Those who don't achieve in all areas will have poorer health, so why don't we contribute to them all?
- Don't retro-fit!







How do we do it?

- Ensure the Health partners are lined up
- Get a seat at the top table(s) – but don't scare the horses
- Investment in all four areas in time *and* money – truly world class
- Bring your staff and your community with you
- Challenge what's not working
- Be bold, be different – sometimes new things don't work




The Future

- Sustainable improvement requires organisational and clinical leadership across 1 1/2° care – *this is not a financial exercise*
- The Marmot Review gives solid pointers for future working
- Develop the simple messages which everyone can sign up to
- NEVER LET A GOOD CRISIS GO TO WASTE...



And Finally....

- Recessions hit the most disadvantaged hardest – how are you and partners protecting place?
- Don't forget the private sector – they have a part to play
- You need the third sector now more than ever – do they sit at your table or do they collect the crumbs?
- Sometimes, you've just got to do what is right....