Reducing Health Inequalities

Coventry: a Marmot City
Context in Coventry
Life expectancy in Coventry: the Marmot programme
Behavioural Approaches in Coventry

1. Looked at behaviours and values
   • High risk populations
   • Outcomes not changing (obesity)

2. Behavioural approaches e.g. Behavioural Economics

3. Community Engagement/empowerment approaches

4. System and social models of change e.g. the importance of culture and social networks

5. Considering the wider power of these approaches across the council and city
Community Engagement/Empowerment

- Social Mobilisation
Giving every child the best start in life

- Acting Early
  - 0-5
- Reducing Vulnerability
  - MAMTA
  - Young Parents
Enabling all children, young people and adults to maximise their capabilities and have control over their lives

• Acting Early 5-19
• Reducing Vulnerability
  • Early Intervention for young people with complex needs
  • Substance misuse
  • Sexual Health
Creating fair employment and good work for all

• Social Value
  • Procurement
  • Local contractors
  • Apprenticeships
  • Employment
    • NEETs
    • Mental Health
• Good work
• Workplace Health Checks
• Active Transport
Ensure a healthy standard of living for all

- Council wage policies
- Working with businesses on the productivity and retention of staff and employment policies
- LEP/SEP investment policies
Creating and developing healthy and sustainable places and communities

- Local Plan
  - Health & Well-being Board
  - Marmot
  - Age Friendly City

- Use of Parks & Green Spaces
  - Community use
  - Social activity
  - Harm reduction
  - Physical environment

- Active Transport
  - Walking routes
  - Cycle Coventry
  - Work with businesses
Strengthening the role and impact of ill health prevention

• Work with Police, Fire and Voluntary Services
• Mental Health Triage
• MECC
• Brief alcohol Intervention
• Work with Communities
  • FGM
  • HIV
  • Infectious Diseases – TB and Hepatitis
• Coventry a Prevention Model
  • Health & Well-being Strategy Board
  • STP
Changing the way we work

Across everything we do:

Ensure health, social value and asset based approaches are reflected in policies and decision making

Ensure prevention and early intervention are prioritised

Ensure resources are targeted based on need and that interventions are targeted in the right places