

Appendix 9

Work stream 9: Tackling health inequalities

Officer lead(s)
<ul style="list-style-type: none">• Phil Porter, Strategic Director, Community Wellbeing• Melanie Smith, Director of Public Health, Community Wellbeing
Timeframe for delivery (including any milestones)
Timeframes below.
Plans for delivery (detail on how the action will be delivered and partners who need to be involved)
<p><u>Covid-19 threw a sharp and painful relief on health inequalities, caused by structural inequalities. BAME communities are disproportionately affected by the pandemic in terms of contracting the virus, mortality rates and other life effects. The council, along with local and regional partners, will examine the full impact and plan for actions to reduce the disproportionate impact on BAME communities as well as identifying and addressing the structural reasons for the inequalities.</u></p> <p>The council and partners, working with local residents, will develop an approach which:</p> <ul style="list-style-type: none">• Sets out actions for the short, medium and long term, and• Is Brent-wide, but also focused on particular areas if needed <p>This approach will be overseen by the Health and Wellbeing Board and led by a sub-group of the HWBB – the Health Inequalities sub-group.</p> <p>The action plan is being developed at the moment, but examples include:</p> <ul style="list-style-type: none">• Short-term measures – a continuing focus on communication, building the reach and cultural competence of our public health messages and working with the NHS to build confidence in the local hospital. We will advocate for and work with GPs to urgently improve management of long-term conditions and implement the expanded flu vaccination ahead of a second wave.• Medium-term – the council will develop a ‘Health in All Policies (HiAP)’ approach so we better understand the health implications of our policies and services with the aim of improving the health of the population and reducing inequality.• Long-term – we will engage with the community and write a new Health and Wellbeing Strategy by early 2021, which will respond to health inequalities in depth. The HWB Board began the conversation of the disproportionate impact of Covid-19 on BAME communities in Brent and the underlying health inequalities in late June 2020.• Focused interventions – impact of the first wave was particularly high in Church End & Alperton, therefore we will work with the local community, using a participatory/ community-led approach to improve the

responsiveness of health services in those areas, learning lessons and rolling out to other areas as needed.

Resource implications (e.g. budgets, officer time, departmental capacity)

Developing the strategy, in consultation with the community, will require officer time. Co-ordinators will also be appointed to take forward the work on reducing health inequalities in Alperton and Church End. The wider implications of the Health in All Policies and the Health and Wellbeing Strategy will only be quantifiable as this work is developed.

Risks to delivery

No currently anticipated risks to delivering the above two projects.

Impact on service area/department to consider (e.g. delivering action may mean stopping or scaling back on other departmental priorities)

This will be a key priority for Public Health, it will not require scaling back of other initiatives.

Public engagement and involvement (community stakeholders or groups with interest in the action and suggestions on how to engage them)

Communities will be engaged throughout the development of the new Joint Health and Wellbeing Strategy.

Local residents in Alperton and End are being involved and engaged by the council and health as part of the participatory/ community-led hyper local interventions.