

The logo for 'Extra life' features a stylized yellow 'E' with an orange cross on its left side. To the right of the 'E', the words 'xtra life' are written in a bold, yellow, lowercase sans-serif font. The 'x' is lowercase, and 'tra life' are lowercase. The entire logo is set against a teal background.

Extra life

Public Health, Middlesbrough Council



Middlesbrough Joint Health and Wellbeing Strategy



Vision

Improve the health and wellbeing of our local population and reduce health inequalities

Aims

Tackle the social causes of poor health

Ensure children and young people have the best health and wellbeing

Reducing preventable illness and early deaths

Ensure high quality, sustainable and joined up health, social care and wellbeing services

Priorities

- ▶ Ensuring healthy standard of living for all
- ▶ Create and develop healthy and sustainable places and communities
- ▶ Raise aspirations and educational attainment
- ▶ Creating fair employment and good work for all

- ▶ Invest in robust early help with a focus on the family
- ▶ Support emotional health and wellbeing of young people and their families
- ▶ Improve maternal health and early years health and wellbeing outcomes

- ▶ Multi-agency approach to improving lifestyle choices
- ▶ Increasing uptake of preventative and early intervention programmes
- ▶ Improving emotional health and wellbeing across the life course

- ▶ Reducing variation in the management of patients with long-term conditions
- ▶ Integrated health and social care services for people with long-term conditions
- ▶ Delivering the right care, at the right time, at the right place

Working better in partnership

Leadership and advocacy

Strategic focus on prevention and early help

Whole system approach

Targeted approach

Community engagement



Extra life

The gradient of inequalities in health within Middlesbrough

Life expectancy

Pallister

74

75

Park End

72

77

Marton

79

86

Nunthorpe

82

84

Life expectancy reduces by 2yrs for every mile from suburb to centre

The Standards

Process

Ensure that processes are in place to systematically assess health and wellbeing needs, to collect the right data and to use this to inform service improvement.

Leadership

Demonstrate commitment to Extra Life by promoting health and wellbeing, including it in core business plans and through leading by example.

Activities

Facilitate a range of activities across the setting to improve health and wellbeing, and to help manage health conditions including: information, campaigns, interventions, & services.

Connected

Develop strong partnerships with other settings, external organisations and the community to achieve shared health and wellbeing objectives, and to maximise efficiencies.

Environment

Create supportive and sustainable environments that contribute positively to improving health and wellbeing.

GIVE A THOUGHT TO EXTRA LIFE



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MONDAY - FRIDAY

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