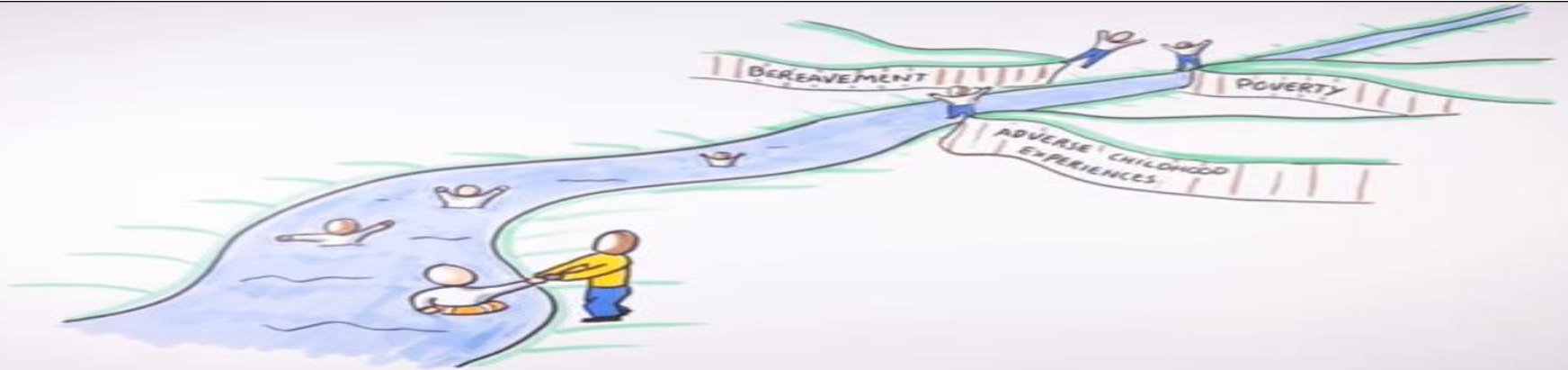


“There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they are falling in.”

Desmond Tutu



IN BRADFORD DISTRICT AND CRAVEN THAT TIME IS NOW

Reducing Inequalities Alliance

Bradford district and Craven
Integrated Care Partnership

The challenge

Healthy life expectancy

It's not just about how long people live, it's how well they live too. If we take away the time people are living with poor mental wellbeing and ill health – we get what is known as **healthy life expectancy**.

10 miles
20 years
less healthy life

Data source: Office of National Statistics, 2009 - 2013

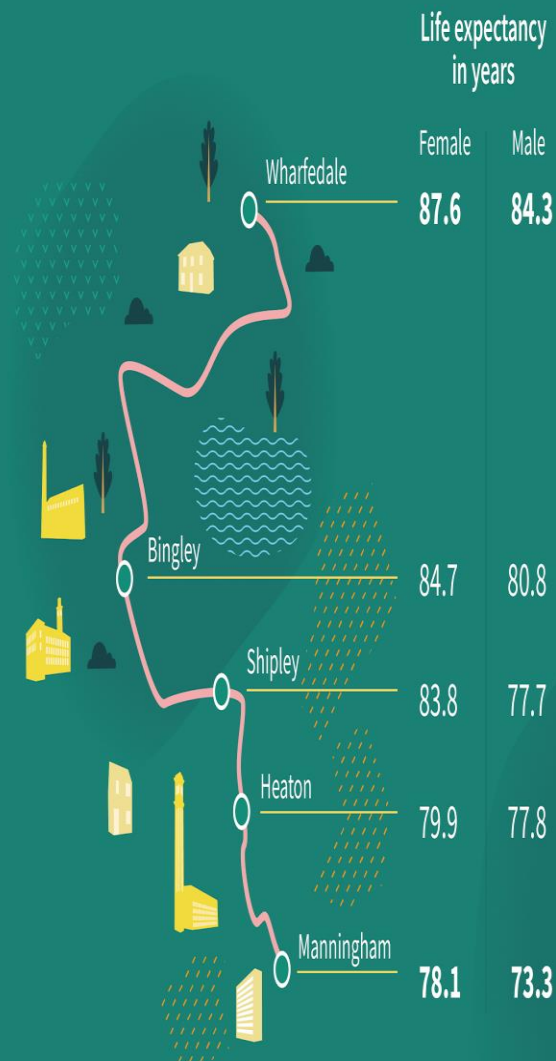


Life expectancy

Across Bradford district and Craven place, people living in the most deprived wards have a much shorter life expectancy than those living just a few miles away.

10 miles
10 years
less life

Data source: Office of National Statistics, 2017 - 2019



The opportunity

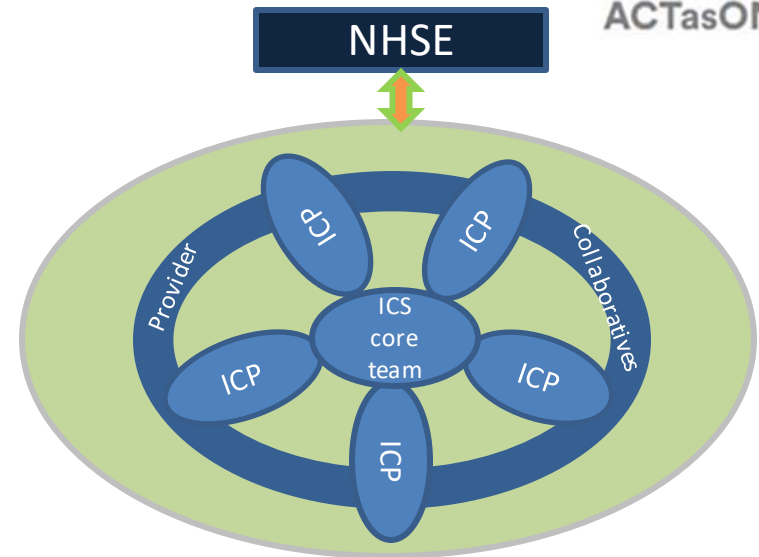
Integrated care systems (ICSs) are partnerships of health and care organisations that come together to plan and deliver joined-up services and to improve the health of people who live and work in their area.

They exist to achieve four aims:

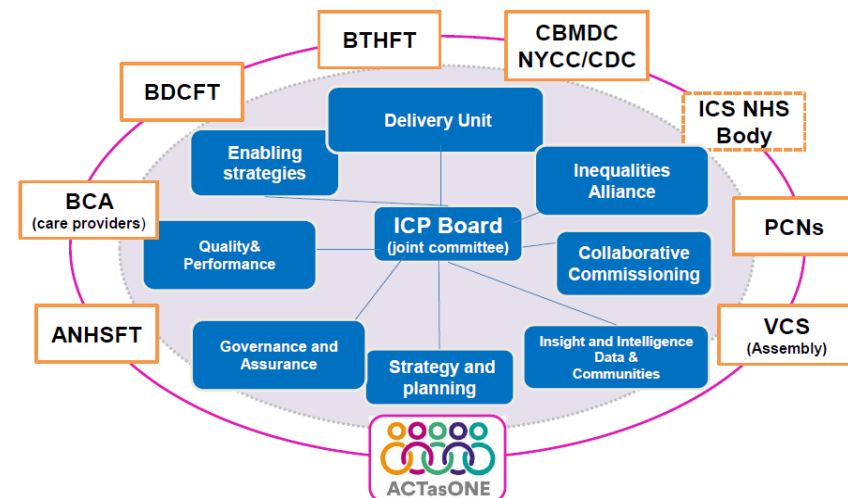
- Improve outcomes in population health and healthcare
- **Tackle inequalities in outcomes, experience and access**
- Enhance productivity and value for money
- Help the NHS support broader social and economic development

Place-based partnerships are collaborative arrangements formed by the organisations responsible for arranging and delivering health and care services in a locality or community.

Place-based partnerships will remain as the foundations of integrated care systems as they are put on a statutory footing building on existing local arrangements and relationships.



WY Integrated Care System



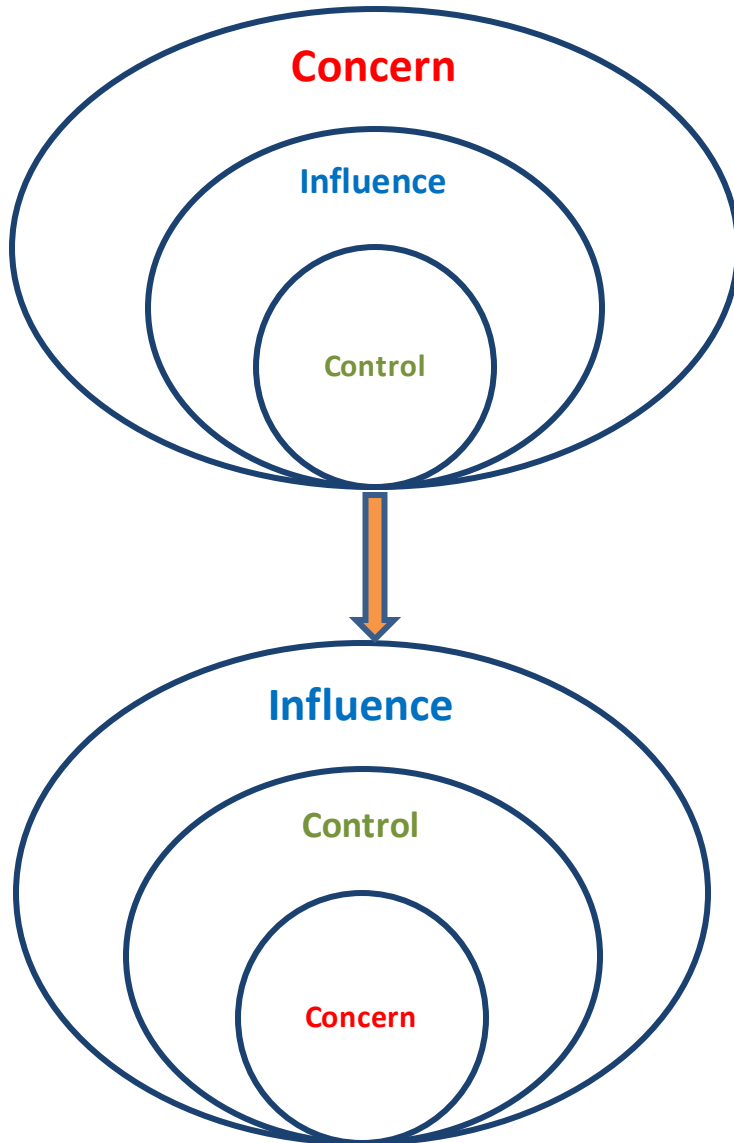
Bradford District & Craven Place Model

Why an Alliance approach?

Journey to the alliance

Discussion and feedback:

- Multi agency workshop to T&F group
- Joint Health and Care Partnership Board
- BTHFT Equality and Diversity Council
- Community Partnership Programme Board
- Clinical Director Advisory Board
- BD&C CCG Senior Leadership Team
- Integrated People Board
- BMDC Adult Services
- AAO programme team
- UoB – School of AHPS & Midwifery
- VCS Assembly H&C forum
- BIHR team
- Clinical forum



*Stephen Covey – Circle of Concern and Circle of influence –
7 Habits of Highly Effective People*

Key feedback



CREATING THE MOVEMENT

- Inverting the power
- Giving voice
- Harnessing the strength of communities
- Engagement into action
- Honest conversations
- Making possible the art of possible

DOING MORE OF THE SAME IS NOT IN SCOPE

- Talking without action
- Duplication
- Fragmentation
- Concealing
- Organisational Sovereignty

THE ALLIANCE AS THE CONCIENCE OF THE SYSTEM

- Keep it alive
- Define success
- Hold to account
- Weave in the fabric
- District and ICP Strategy
- Framework
- Resource allocation
- Equity
- Raise profile

MAKING IT PERSONAL AND PRACTICAL

- Where to start
- Awareness
- Lived experiences
- Insight
- Intelligence
- Capacity
- Capability
- Competency
- Research

BRINGING IT ALL TOGETHER

- Listening
- Learning
- Clarifying
- Shaping
- Influencing
- Inspiring
- Networking
- Facilitating
- Testing
- Sharing

The Alliance Vision

Working in partnership with our communities we shall build a place where our chances of living a long, happy and healthy life will be determined by our shared purpose, resilience of our communities and positioning of our collective resources rather than by who we are, where we live or how much we earn.



Who is the Alliance for?

What will it do?

Components of the Population Intervention Triangle

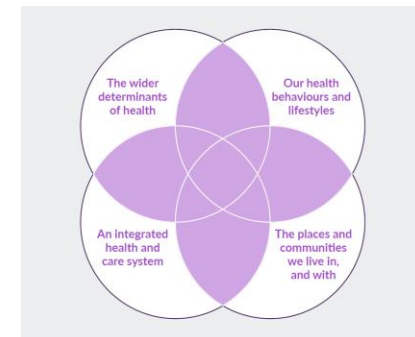
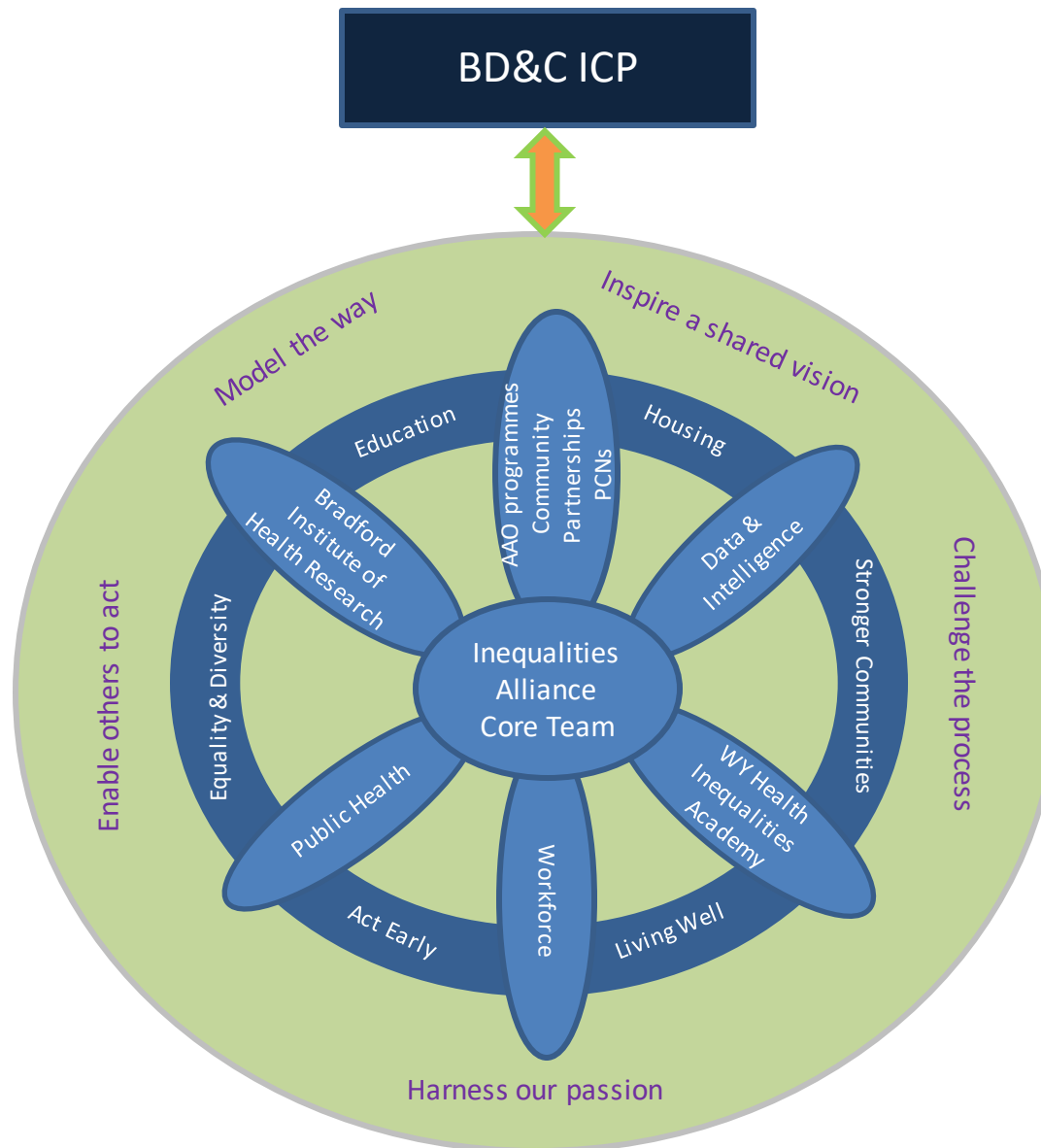


Raise awareness and understanding of health and wider inequalities and provide a place through which Bradford district and Craven will take collective action to reduce inequalities.

How will it do it?

- **Inspire a shared vision:** Create a culture in which addressing of inequalities is everybody's business.
- **Model the way:** Create a place for people to think and act differently, building trust to collaborate on shared problems.
- **Enable others to act:** Orientate those working across the whole system towards a common purpose. Every single individual working within the system will know how their work is helping to address inequalities.
- **Challenge the process:** Act as the conscience of our system; to ensure that we apply the inequalities lens to all of the projects, programmes, objectives and outcomes that we set.
- **Harness our passion:** Celebrate the richness and diversity of our workforce and our communities, unlock our potential and use our insight and lived experiences to design our services and narrow the health gap.

The Alliance Operating Model



Alliance operating model based on Kings Fund's four pillars of population health

Workstreams & priority job cards



Civic (Strategy):

- Establish a framework for reducing inequalities built around 10 high impact changes
- Co-create with communities the development of metrics and measures of success
- Develop resource allocation guidance built on principles of equity - underpinned by robust population health intelligence and insight

Service (Workforce):

- Adopt and adapt WY Health inequalities network campaign for 'I' in inequalities. What is "my" role in tackling inequalities?
- Work with organisations to incorporate inequalities in every appraisal and personal development planning
- Focus on workforce capability – increasing understanding, opportunities and cultural competency to reduce inequalities
- Work with Universities and enable future workforce through curriculum and placement opportunities
- Facilitate developing a proactive, positive approach to equality monitoring across Bradford district and Craven

Community (People):

- Develop tools to close the gap between community and services. Engage people with preventative and proactive care by enabling communities to design interventions for their needs
- Work with community partnerships and stronger communities together to unleash the passion of community assets to deliver local action focused on wider determinants

Bringing it together:

- Build a repository of projects and examples of evidence based practice to scale up
- Implement, evaluate and share learning from the Reducing Inequalities in Communities (RIC) programme
- Provide population health intelligence and insight support to programmes, community partnerships and primary care networks
- Facilitate digital inclusion to reduce inequalities

Thank You



*Come, come, whoever you are.
Wanderer, worshipper, lover of leaving.
It doesn't matter.*

*Ours is not a caravan of despair.
Come even if you have broken your vows a thousand times.
Come, yet again, Come, Come.....*

Rumi