



# PHE Advisory Board Paper

**Title of meeting** PHE Advisory Board  
**Date** Wednesday 27 September 2017  
**Sponsor** Yvonne Doyle  
**Title of paper** London Mayor's Health Inequalities Strategy Consultation

## 1. Purpose of the paper

1.1 This paper provides an update on the launch of a consultation on the Mayor's Health Inequalities Strategy 'Better Health for All Londoners'. It asks for your feedback on the draft strategy and outlines where there will be other opportunities for engagement. The consultation will run until late November 2017.

## 2. Recommendation

2.1 The Advisory Board is asked to **COMMENT** on the Mayor of London's Health Inequalities Strategy Consultation

## 3. Background

3.1 The consultation document has five key themes: Healthy Children, Healthy Minds, Healthy Places, Healthy Communities and Healthy Habits. These areas were agreed through a process of consultation with a wide range of stakeholders and the advice of a pre-expert advisory group.



The strategy consultation asks the following questions of Londoners and partners:

- Are the ambitions right?
- Is there more that the Mayor can do to reduce health inequalities in London?
- What can we do together that would reduce health inequalities in London?
- What support would you & your members need to do this?
- Are any gaps in the strategy?

During the consultation time (and beyond) the GLA and partners will invite responses from partners and the public to the mayoral strategy in a number of ways:

- Public engagement: e.g. through Talk London and a London.gov poll
- Feedback via an online consultation
- Engagement with statutory consultees
- Stakeholder engagement through attending existing meetings or bespoke workshops/events
- Working with partners to develop a set of indicators for monitoring progress

The strategy aligns with the other mayoral strategies ambitions where there are topics that are cross cutting such as air quality. The GLA Health team will work closely with the respective Deputy Mayors to ensure close alignment of our strategic aims.

## **4. Overview of strategy aims**

### **4.1**

#### AIM 1: Healthy children: every London child has a healthy start in life

Draft objectives:

- London's babies have the best start to their life
- Early years settings and schools support children and young people's health and wellbeing

Key Mayoral ambition:

- Launching a new health programme to support London's early years settings, ensuring London's children have healthy places in which to learn, play and develop

#### AIM 2: Healthy minds: all Londoners share in a city with the best mental health in the world

Draft objectives:

- Mental health becomes everybody's business across London.
- The stigma associated with mental ill-health is reduced, and awareness and understanding about mental health increases
- London's workplaces are mentally healthy
- Londoners can talk about suicide and find out where they can get help

Key Mayoral ambition:

- To inspire more Londoners to have mental health first aid training, and more London employers to support it

AIM 3: Healthy place: all Londoners benefit from a society, environment and economy that promotes good mental and physical health

Draft objectives:

- Improve London's air quality
- Promote good planning and healthier streets
- Improve access to high quality green space and make London greener
- Address poverty and income inequality
- More Londoners are supported into healthy, well paid and secure jobs
- Housing quality and affordability improves
- Homelessness and rough sleeping is addressed

Key Mayoral ambition:

- To work towards London having the best air quality of any major global city

AIM 4: Healthy communities: London's diverse communities are healthy and thriving

Draft objectives:

- It is easy for all Londoners to participate in community life
- All Londoners have skills, knowledge and confidence to improve health
- Health is improved through a community and place-based approach
- Social prescribing becomes a routine part of community support across London
- Individuals and communities supported to prevent HIV and reduce the stigma surrounding it
- TB cases among London's most vulnerable people are reduced
- London's communities feel safe and are united against hatred

Key Mayoral ambition

- To support the most disadvantaged Londoners to benefit from social prescribing to improve their health and wellbeing

AIM 5: Healthy habits: the healthy choice is the easy choice for all Londoners

Draft objectives:

- Childhood obesity falls and the gap between the boroughs with the highest and lowest rates of child obesity reduces
- Smoking, alcohol and substance misuse are reduced among all Londoners, especially young people

Key Mayoral ambition:

- To work with partners towards a reduction in childhood obesity rates and a reduction in the gap between the boroughs with the highest and lowest rates

## **5. Next steps**

- 5.1
- a) The consultation ends at the end of November 2017.
  - b) A pledge website will be launched in Sept to invite partners across London to make offers to support the Strategy.
  - c) Following analysis of the consultation responses the Mayor will publish a final health inequalities strategy and delivery plan.
  - d) A governance system will be established.
  - e) A core set of health inequality indicators will be developed.
  - f) Any offers for action in support of the strategy will be collated and fed into the final report.

**Yvonne Doyle**

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