

# Equally Well

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## What is Equally Well?

The report of the ministerial task force on health equalities

“Scotland’s health is improving rapidly but it is not improving fast enough for the poorest sections of our society. Health inequalities remain our major challenge”

The poorest die earlier and have higher rates of disease, including mental illness

Priority areas are children, “killer diseases”, tackling poverty, mental health, and the harm caused by drugs, and alcohol.

## Tackling Poverty

Poverty is a key factor in poor health and health inequalities

People on low incomes and those living in the most deprived areas are most likely to rate their general health as poor and are more susceptible to mental illness

The Government seeks to tackle poverty in three main ways:

- Prevention of poverty and tackling its root causes

- Helping to lift people out of poverty

- Alleviating the impact of poverty on people's lives

## Key Recommendations

NHS boards should play an active part in employability partnerships across Scotland

Improving health through work should be integrated within the remit of economic development agencies at national, sectoral and local authority levels

NHS boards and public sector employers should act as exemplars in increasing and supporting healthy employment for vulnerable groups

The evidence of health benefits should be promoted with staff patients and clients

## Equally Well Test Sites

Public services are “not having the reach they should have to the communities and individuals who need them most

32 Councils and 14 health boards invited to become test sites  
Intention is to test an intensive approach to the nation’s ingrained health equalities

29 bids submitted

8 bids approved

## Approved sites

Whitecrook – smoking cessation measures

East Lothian – healthier lifestyles for young children and their parents

Govanhill – community regeneration with local resident and asylum seekers

Blairgowrie – helping those with chaotic lifestyles who live in a rural setting

## Approved Sites

Kirkcaldy – underage drinking and anti-social behaviour

Dundee – addressing mental health issues

Glasgow City – integrating health into city planning

North Lanarkshire – breaking down barriers to employment, particularly with IB clients

## North Lanarkshire Test Site

“Promoting people’s chances of sustained employment in Lanarkshire”

Partnership bid – NHS Lanarkshire, NLC, JC+, SDS

The aim is to maximise NHS Lanarkshire's capability and capacity to support patients claiming IB, or at risk of claiming IB, to enter or remain in the labour market.

## Test Site Objectives

- Develop referral pathways
- Develop staff's knowledge and understanding
- Develop skills, competencies and confidence to address employability needs and make onward referrals
- To make employability referrals part of routine service provision
- To develop performance management systems
- To evaluate effectiveness in delivering outcomes
- To share learning and experience across Scotland

## The Test Site Approach

Linking into current initiatives

Signposting patients to additional services

Assessing staff needs and developing appropriate programmes

Setting locality targets for referrals and positive outcomes monitoring performance

Developing training and employment opportunities within the Public Sector

Promoting the health benefits of employment throughout Lanarkshire

## Test Site Outcomes

An increase in the number of workless people referred by the NHS and Housing and Social Work Staff into employability services

Increased referrals that results in:

employment

education and training

increased literacy and numeracy take-up

## Issues and Opportunities

Lack of knowledge about employability services

Suspicion

“Not our job”

Myths and perceptions

Time constraints

Building on EQUAL

## Advantages

The model and the brand

Keep Well

History – Equal, Beyond Equal, POP, POW, WPP

The H&E networks

ADAT

The Jobcentre Plus pilot

## Equally Well in Practise

Ensuring buy-in

Training

The freephone numbers

Referrals

Follow up

## Equally Well Training

Aimed at frontline staff

Length can be varied between 1 and 3 hours

Can include guest speakers from providing agencies

Delivered using a variety of methods – quiz, case studies, group exercises and advanced reading

On-line version available

## Equally Well Training

Broadly split into three parts:

1. The North Lanarkshire Problem
2. Why Work is Good for Your Health
3. North Lanarkshire's Working Employability Model

## Equally Well Training

32 sessions delivered

Audiences have included a variety of council staff, NHS staff and voluntary sector staff

Very positive feedback:

## Equally Well Training

- *I didn't realise these services were available and so easy to access*
- *I gained a better understanding of the barriers and ways to refer*
- *It was a great opportunity to meet people from different agencies*
- *I've got a better understanding of what is available to assist unemployed persons in our community*
- *The training was useful, entertaining and informative*

## Following up the Equally Well Training

3 “not-so-speedy” networking events held

Attended by over 200 staff

Opportunity to meet key providers such as Routes to Work, SALUS, Into Work North Lanarkshire, GEMAP, the colleges and JC+

Trying to reinforce key messages – not a quick fix, “tailored” support, wide range of services available, progressive pathway, multiple entry points

## Following up the Equally Well Training

Production of a newsletter which is updated for key outcomes

Regular features in the fortnightly “Partnership News” e-bulletin

Two publications planned

the financial implications of employment  
putting the training into booklet form

Follow-up Glasgow University focus group comments

## Results to date

164 calls received by the 0800 freephone number, including:

105 from Council departments

38 from NHS staff

18 from the voluntary sector

3 self-referral

## North Lanarkshire's Working results

7295 people supported from April 2008 to March 2010

2336 helped into employment

1181 people with a health issue supported

265 of these assisted into employment

## Conclusions

Good start made, and good linkages with certain departments who can see the advantages for their clients

Poor referral rates - need to keep reminding and reinforcing staff who have been on the training about the model

Targets set for the year ahead for training sessions and referrals

Need to “crack” key parts of the Council, e.g. Housing and Community Learning and Development