

### **Overview**

‘Creating a Bolder, Healthier City’ sets out a new partnership approach to tackle health inequalities in Birmingham.

Through this consultation we are asking you, the people of Birmingham, strategic partners, and key agencies (including current service providers) to give us your views on our approach.

The draft strategy details our approach and is available to view (see the “Related” section at the bottom of this page for a link to this document) and is intended to direct our actions in Birmingham over the next 8 years (2022-2030).

‘Creating a Bolder, Healthier City’ is the statutory strategy of Birmingham’s Health and Wellbeing Board. The approach focuses on the up-stream of disease, as well as reducing inequalities for those already living with chronic ill health, through focusing on shaping a healthier environment of opportunity for citizens to access affordable, sustainable, and environmentally positive healthy lives and is intended to direct our actions in Birmingham.

‘Creating a Bolder, Healthier City’ is based on a series of themes and cross-cutting approaches. It will include the key actions, indicators to measure our progress, and the leadership required to achieve our ambitions. Throughout the Health and Wellbeing Board partnership and the strategy, the focus is on reducing health inequalities.

The draft strategy has been shaped by stakeholder engagement with partners on the Health and Wellbeing Board, the four sub-forums, the Public Health Division, and across Birmingham City Council. It has also been informed by citizen engagement over the last three years.

Tackling health inequalities cannot be achieved by any single agency and must be rooted in people’s lived experiences and be shaped with local communities of place, identity, and interest.

Now we would like to strengthen this engagement and co-production through consulting on the draft document. We would like to know whether you think our approach is right and to have your help in shaping our thinking and future actions.

While Birmingham City Council feels that the questions asked in this consultation are anonymous and would not place you at risk of being identified as an individual. We will ensure that if any personal and category data is provided that creates such a risk we will process as per our privacy statement.

#### Consultation Section Headings:

- Vision statement
- Principle for action
- Themes
- Ambitions
- Tell Us About You

**Vision statement**

*Please see page 3 of Creating a Bolder, Healthier City.*

Our shared vision is to create a healthier city where every citizen, at every stage of their life, in all communities can make healthy choices that are affordable, sustainable and desirable to support them to achieve their potential for a happy, healthy life.

To what extent do you agree or disagree with the vision statement?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with vision statement, use the box below for comments you wish to make

If you disagree with the vision statement, tell us why and explain how you think this could be improved

**Principles for action**

*Please see page 3 of Creating a Bolder, Healthier City.*

Our vision is underpinned by the following shared principles for action

- Citizen focused and informed by citizens lived experience
- Consciously focused on reducing inequalities and promoting equality and inclusion
- Data and evidence-informed, and action research enabled action

To what extent do you agree or disagree with the principles for action?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with vision statement, use the box below for comments you wish to make

If you disagree with the vision statement, tell us why and explain how you think this could be improved

## **Themes**

*Please see pages 10-19 of Creating a Bolder, Healthier City.*

The Health and Wellbeing Board has highlighted five core themes for action covering wider determinants, health protection and environmental public health.

These run through the life course, with the additional two cross cutting themes of 'mitigating the legacy of Covid' and 'equality, diversity and inclusion'.

Through all elements we aim to close the inequality gaps.

### *Five Themes*

1. Healthy and Affordable Food
2. Mental Wellness and Balance
3. Active at Every Age and Ability
4. Contributing to a Green and Sustainable Future
5. Protect and Detect

To what extent do you agree or disagree with the 5 themes in the strategy?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the thematic approach to reduce health inequalities, use the box below for comments you wish to make

If you disagree with the thematic approach to reduce health inequalities, tell us why and explain how you think this could be improved

### *Life Course Themes*

These three life-course themes highlight areas of focus in the three major stages of life.

1. Getting the Best Start in Life
2. Working and Learning Well
3. Ageing and Dying Well

To what extent do you agree or disagree with the Life Course themes in the strategy?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the life course themes to reduce health inequalities, use the box below for comments you wish to make

If you disagree with the life course themes to reduce health inequalities, tell us why and explain how you think this could be improved

### *Cross-cutting Approaches*

There are two cross-cutting approaches which are specific strands of activity through the work of the document. These strands may have specific projects under them but also will be clearly identified through the programmes of thematic and life-course work.

1. Mitigate the Legacy of COVID-19
2. Equality, Diversity and Inclusion

To what extent do you agree or disagree with the cross-cutting approaches in the strategy?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the cross-cutting approaches to reduce health inequalities, use the box below for comments you wish to make

If you disagree with the cross-cutting approaches to reduce health inequalities, tell us why and explain how you think this could be improved

### *Closing the Gap*

Throughout the Health and Wellbeing Board partnership and the framework, there is a focus on reducing health inequalities. Under each theme of action, there are plans to address specific inequalities; 'Closing the Gap'.

These inequalities can be described in the context of:

- Inequalities linked to Deprivation
- Inequalities affecting Disabled Communities
- Inequalities affecting Inclusion Groups (e.g. people experiencing homelessness, sex workers, care leavers, veterans and those in contact with the justice system)
- Inequalities affecting different Ethnic Communities
- Inequalities of Place (I.e. variation/inequalities between Wards)

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To what extent do you agree or disagree with the focus on 'Closing the Gap' in the strategy?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the focus on 'Closing the Gap', use the box below for comments you wish to make

If you disagree with the focus on 'Closing the Gap', tell us why and explain how you think this could be improved

### Ambitions

We want Birmingham to be a city where we facilitate collaboration on prevention and reducing inequalities and to do this we need to have clear shared understanding of the ambition and the part we can play in achieving a step change in outcomes for citizens.

To what extent do you agree or disagree with the 5 core themes ambitions for Birmingham?

#### 1. Healthy and Affordable Food

Eating healthily underpins so much of our physical and mental health, we celebrate and commiserate with food and the food system contributes millions to the city economy. It is one of the most fundamental basis of a healthy life.

#### Ambitions

#### BY 2030 WE WILL WORK TOGETHER TO

- Increase the uptake of healthy start vouchers in eligible families to at least 80% by 2027
- Reduce the % of 5yr olds with visually obvious dental decay to below 20% by 2030
- Reduce the prevalence of obesity (including severe obesity) in children in Reception and Year 6 by 10% by 2030
- Increase the % of adults regularly eating '5-a-day' to more than 55% by 2030
- Ensure that the Healthy City Planning Toolkit is utilised in 90% of developments in the City



Please rank the ambitions in order of their importance to you (1 = highest priority)

To what extent do you agree or disagree with the ambitions in Healthy and Affordable Food theme?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the ambitions in the Healthy and Affordable Food theme, use the box below for comments you wish to make

If you disagree with the ambitions in the Healthy and Affordable Food theme, tell us why and explain how you think this could be improved

## 2. Mental Wellness and Balance Ambitions

Mental wellbeing is as important as physical wellbeing, it is often said that there is no good health without good mental health, yet this is an area that often fails to get parity.

**BY 2030 WE WILL WORK TOGETHER TO**

- Reduce the prevalence of depression and anxiety in adults to less than 12% by 2030
- Reduce our suicide rate (persons) in the city to be in the lowest 10 UTLA in England by 2030
- Reduce the emergency intentional self-harm admission rate to be within the lowest 10 UTLA in England by 2030
- Reduce the smoking prevalence in adults with a long-term mental health condition to at least the national average by 2027
- Close the gap between people with a long term health conditions, including explicitly those with severe and enduring mental health issues, in employment and those without
- Achieve the ambitions of triple zero, to have zero deaths or overdoses linked to alcohol or drugs by 2030 and have no people living with substance addictions without support services

### 3. Active at Every Age and Ability Ambitions

Being physically active can prevent and improve long term conditions including cardiovascular disease, diabetes and cancers and is also a viable part of treatment pathways.

BY 2030 WE WILL WORK TOGETHER TO

- Reduce the % of adults who are physically inactive to less than 20% by 2030
- Increase the % of adults walking or cycling for travel at least three days a week by at least 25% by 2030
- Reduce the inactivity gap between the most active 10 wards and the least active 10 wards
- Reduce the inactivity gap between those living with disabilities and long-term health conditions and those without by 50% by 2030

Please rank the ambitions in order of their importance to you (1 = highest priority)

To what extent do you agree or disagree with the ambitions in Active at Every Age and Ability theme?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the ambitions in Active at Every Age and Ability theme, use the box below for comments you wish to make

If you disagree with the ambitions in Active at Every Age and Ability theme, tell us why and explain how you think this could be improved

### 4. Contributing to a Green and Sustainable Future Ambitions

This theme aims to promote and protect health by improving outcomes for conditions linked to the environment, as well as using the opportunities of a green and sustainable future to improve the health and wellbeing of citizens.

**BY 2030 WE WILL WORK TOGETHER TO**

- Reduce the fraction of mortality attributable to particulate air pollution to less than 4.5% by 2030
- Increase the utilization of outdoor space for exercise/health reasons to over 25% by 2028
- Increase the daily utilization of green and blue spaces to 25% of the population by 2030
- Increase volunteering in green and blue spaces to at least 10% of the population by 2027

Please rank the ambitions in order of their importance to you (1 = highest priority)

To what extent do you agree or disagree with the ambitions in the Contributing to a Green and Sustainable Future theme?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the ambitions in the Contributing to a Green and Sustainable Future theme, use the box below for comments you wish to make

If you disagree with the ambitions in the Contributing to a Green and Sustainable Future theme, tell us why and explain how you think this could be improved

**5. Protect and Detect**

The Protect and Detect theme is focused on the work we can do together to protect citizens from harm and detect early diseases such as cancer and HIV and from violent crime including gang violence and domestic abuse.

**Ambitions**

**BY 2030 WE WILL WORK TOGETHER TO**

- Achieve the national ambitions or targets for all national immunisation programs

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- Achieve the national targets for all national screening programs
- Halve the variation in uptake (inequality) for all immunisation and screening programs
- Reduce the overall rates of new sexual health infections, including HIV, through early diagnosis and treatment to close the gap between Birmingham and the national average.

Please rank the ambitions in order of their importance to you (1 = highest priority)

To what extent do you agree or disagree with the ambitions in the Protect and Detect theme?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the ambitions in the Protect and Detect theme, use the box below for comments you wish to make

If you disagree with the ambitions in the Protect and Detect theme, tell us why and explain how you think this could be improved

#### Any other comments

##### Sections Headings:

- Vision statement
- Principle for action
- Themes
- Ambitions

The purpose of the online consultation is to seek views on the draft joint health and wellbeing strategy: 'Creating a Bolder, Healthier City Framework'.

It will assess the support for our thematic ambitions, our proposals to measure our progress against these ambitions, and the collaborative and distributed leadership required to achieve these ambitions.

### **Appendix 3 - Creating a Bolder, Healthier City – Draft Online Consultation**

If you have comments on a specific section of the document, please tell us the section it refers to alongside your response.

Please use the box below for any comments you would like to make

### Asking for personal information

We would like you to tell us some things about you to get a good understanding of the variety of people who are answering these questions. We require a few responses about yourself including personal and special category data. Your information will be kept confidential and no personally identifiable information will be published since the data will be presented in tables or graphs using summary results. Any quotes you provide will remain anonymous.

### Consent

All personal information on this form will be kept safe and is protected by law. We can only process your personal data with your consent. By providing a response you consent to the use of any such personal and special category data in this manner.

For further information on your personal data, please refer to Birmingham City Council's privacy policy on our website at: [www.birmingham.gov.uk/privacy](http://www.birmingham.gov.uk/privacy)

### About you

We would like you to tell us some things about you.

You do not have to tell us if you do not want to, but if you do, it will help us understand if we have failed to engage with specific parts of the community.

Are you making this response on behalf of yourself or an organisation?

- ☐ On my own behalf
- ☐ On behalf of an organisation

If on behalf of an organisation, tell us which organisation the response is from

Please use the box below for any comments you would like to make

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Are you? Please tick one box that best describes your interest in the consultation

Are you making this response on behalf of yourself or an organisation?

- ☐ A member of the public
- ☐ Health or Care professional
- ☐ Public Health specialist
- ☐ An Academic

Other (please state)

Do you live, work, study or socialise in Birmingham? (Please tick all that apply)

- ☐ Live in Birmingham
- ☐ Work in Birmingham
- ☐ Study in Birmingham
- ☐ Socialise in Birmingham

Please tell us the first section of your home address postcode. e.g. B1, B26, B5, B16, B64

Postcode

Which age group applies to you?

- ☐ Under 16
- ☐ 16 - 19
- ☐ 20 – 24
- ☐ 25 – 29
- ☐ 30 – 34
- ☐ 35 – 39
- ☐ 40 – 44
- ☐ 45 – 49
- ☐ 50 – 54
- ☐ 55 – 59
- ☐ 60 – 64
- ☐ 65 – 69
- ☐ 70 – 74
- ☐ 75 - 79
- ☐ 80 – 84
- ☐ 85+
- ☐ Prefer not to say

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What best describes your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

Other (please state)

The Equality Act (2010) defines a disabled person as someone with a 'physical or mental impairment which has a substantial and long-term adverse effect on his/her ability to carry out normal day to day activities' Do you identify as a person with a disability?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Do any of these conditions affect your day-to-day activities?

- ☐ Dexterity (e.g. lifting, carrying objects, using a keyboard)
- ☐ Hearing (e.g. deafness or partial hearing)
- ☐ Learning or understanding or concentrating
- ☐ Memory
- ☐ Mental Health
- ☐ Mobility (e.g. walking short distances or climbing stairs)
- ☐ Neurodiversity (e.g. Autism, ADHD, Dyslexia etc.)
- ☐ Stamina or breathing or fatigue
- ☐ Vision (e.g. blindness or partial sight)
- ☐ No/none of these conditions affect my day-to-day activities



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What is your ethnic group?

- ☐ Asian or Asian British
- ☐ Bangladeshi
- ☐ Chinese
- ☐ Indian
- ☐ Pakistani
- ☐ Black or Black British
- ☐ African
- ☐ Caribbean
- ☐ White
- ☐ English / Northern Irish / Scottish/ Welsh
- ☐ Irish
- ☐ Gypsy or Irish Traveller
- ☐ Mixed ethnic
- ☐ White and Asian
- ☐ White and Black African
- ☐ White and Black Caribbean
- ☐ Prefer not to say
- ☐ Other (please state)

What is your religious belief?

- ☐ Buddhism
- ☐ Christianity
- ☐ Hinduism
- ☐ Judaism
- ☐ Islam
- ☐ Sikhism
- ☐ No religion
- ☐ Prefer not to say
- ☐ Other (please state)

Do any of the following life experiences apply to your life?

- ☐ Veteran
- ☐ Homelessness
- ☐ Care Leaver
- ☐ Refugee
- ☐ First generation migrant

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What is your sexual orientation? (Please tick one box only)

- ☐ Bisexual
- ☐ Gay
- ☐ Lesbian
- ☐ Heterosexual / Straight
- ☐ Prefer not to say
- ☐ Other (please state)

Further comments or views on the Creating a Bolder, Healthier City Framework

If you have any further comments or views on the Creating a Bolder, Healthier City Framework, please contact:

Website:

Twitter:

Email: