

# Collaborative Leadership to Tackle Health Inequalities

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# Stevenage Overview

- First New Town
- Population of 91,000 and over 37,000 homes
- Growing Economy with over 3,000 businesses
- Pockets of deprivation
- Three main health inequalities within the town relate to Mental Health, Obesity & Dementia.



# Stevenage Health Profile

## Population profile

- 90,146 residents
- 20% are children (0–15)
- 16% are 65+
- Older population (65+) expected to grow by around 30% by 2043

## Weight & physical activity

- 18% of Reception and 37% of Year 6 pupils are overweight or obese
- Second highest Year 6 rate in Hertfordshire
- Inactivity and excess weight are more common in more deprived wards

## Ageing, dementia & wider determinants

- Dementia diagnosis rates are higher than in Hertfordshire and England
- Mortality is higher among women and those in more deprived areas
- Stevenage has higher rates of statutory homelessness, adult smoking and violence-related hospital admissions, and lower GCSE attainment
- These issues are concentrated in more deprived communities

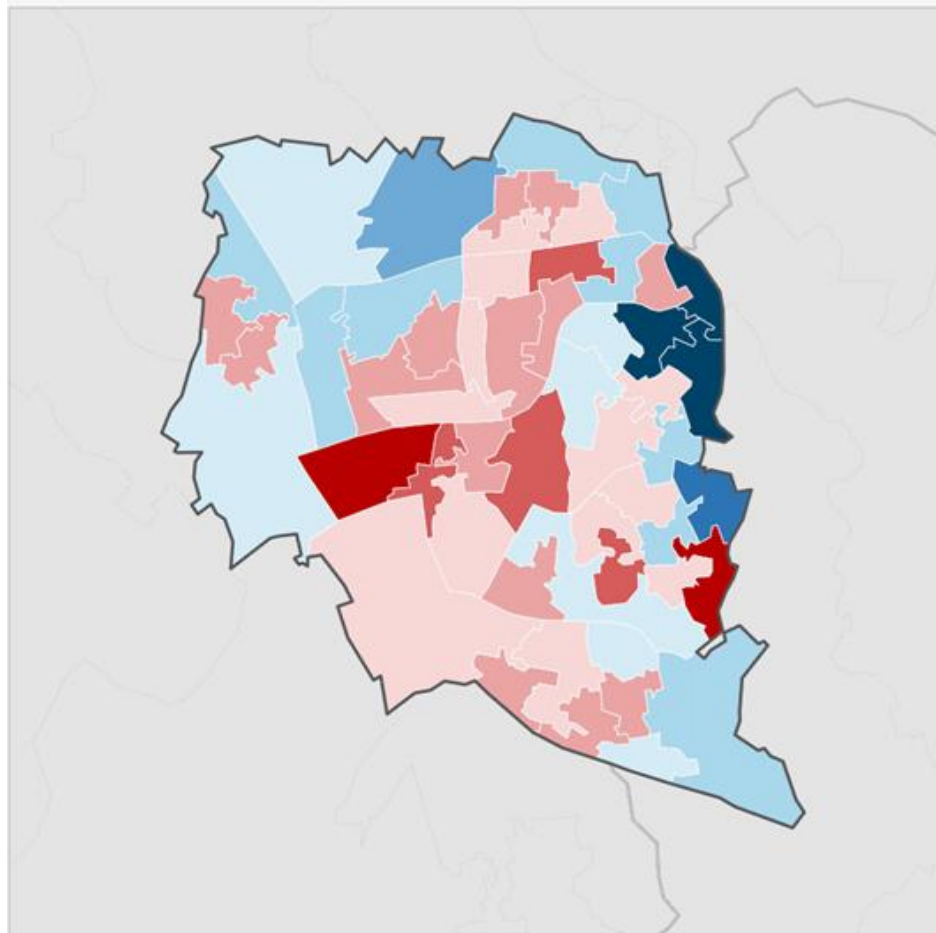
## Deprivation & life expectancy

- Most deprived district in Hertfordshire (IMD score 18.9)
- Average life expectancy at birth is 80.8 years – lower than the county average

## Mental health

- Patterns of severe mental illness and depression reflect deprivation
- Self-harm admissions are similar for men and women
- Admissions for alcohol-related mental and behavioural disorders are around five times higher in men

Most deprived → Least



*Deprivation across Stevenage*

# Healthy Stevenage Strategy Framework



## Strategy Framework



### Vision

To reduce health inequalities and improve the health and wellbeing of all residents living in Stevenage



### Mission

To enable people to live well for longer by creating healthy places, promoting prevention and strengthening partnership working across the town

### Strategic Priorities

- 1 Healthy Weight and Active Lives
- 2 Good Mental Health and Emotional Wellbeing
- 3 Ageing Well, Frailty Prevention and Dementia Support
- 4 Creating Healthy, Safe and Connected Places
- 5 A Strong and Collaborative Healthy Stevenage Partnership

### Cross-Cutting Enablers

- Strong Leadership
- Evidence & Insight Led
- Co-Production & Community Engagement
- Communication, Navigation & 'No Wrong Door'
- Partnership Governance
- Data Sharing & Evaluation
- Inclusive & Accessible Design

# Healthy Stevenage Partnership



Memory Support  
Hertfordshire



# Case Study – Stevenage Healthy Hub

- Based at the Leisure Centre and operated by Everyone Active, opened in 2016.
- Health checks – Blood pressure and atrial fibrillation
- Working in partnership with GPs
- Interventions – Stop smoking, community-based programmes, physical activity and mental wellbeing support
- Bespoke training and talks to organisations, businesses and charities. Topics such as diabetes, dementia, physical activity, and menopause.



# Case Study – Stevenage Healthy Hub cont.

- Launched in 2022 a mobile Healthy Hub
- Provides confidential space to offer wellbeing checks
- Attends over 15 events every year, making over 1000 engagements with residents
- Active Communities programmes – Community Garden & Allotment, basketball roadshow, This Girl Can sessions, strength & balance and many more
- Sign posting and referrals – Stop smoking, community-based programmes, physical activity and mental wellbeing support



# Case Study – Dementia Friendly Stevenage



- Dementia is one of Stevenage's key health inequalities
- Registered as a Dementia Friendly Community in 2024
- Work collaboratively with Alzheimer's Society, Herts Memory Support Service, Everyone Active & Red Shed
- Gained funding for a weekly Dementia Café
- Delivered Dementia Friends Training to over 250 frontline staff including partner organisations
- Included Mandatory Dementia Training for taxi drivers
- Delivered & hosted 3 Hertfordshire Dementia Festivals

# Questions

