

# Newcastle's Wellbeing for Life Strategy

**Our overarching ambition:**  
 People who live, work or learn in Newcastle  
 equally enjoy positive wellbeing and good health

## Cross-cutting themes:

- Becoming a fair city
- Becoming an age-friendly city
- Becoming an inclusive city
- Becoming a city of healthy lifestyles
- Becoming a sustainable city

**Area of action:**  
 Tackle inequalities...  
 through improving the  
 conditions in which  
 people are born, grow  
 up, live their lives  
 and grow old.

**Working City...**a healthy economy that offers fair employment and good work for all.

**Decent Neighbourhoods...**healthy places with a physical infrastructure that promotes positive wellbeing and good health for all.

**Decent Neighbourhoods...**healthy communities where people have good relationships and are active participants in community and civic life.

**Getting a good start in life...**laying the foundation for wellbeing and health throughout life.

**Learning and employability across the life course...**all people maximising their capabilities and potential.

**Promoting wellbeing and health across the life course...**making wellbeing and health promotion a key dimension of all we do.

**Protecting across the life course...**reducing potential harm from environmental hazards.

**Safeguarding across the life course...**reducing potential harm from the action (or inaction) of others.

**Maximising the wellbeing of people who have long term conditions...**preventing further progression of an illness and ensuring quality of life.

**Area of action:**  
 Tackle inequalities...  
 through strengthening  
 the impact of services.



**Connect**



**Keep Learning**



**Take Notice**



**Be Active**



**Give**

