

Newcastle's

Wellbeing for Life

Strategy



Wellbeing for life
Newcastle

Think for a minute or two about what wellbeing means to you.

This is what a few of Newcastle's people said:

" Good health until I die, vibrant and diverse social networks, equitable distribution of resources to achieve a thriving neighbourhood. A secure public environment"

" Looking well, feeling well, looking forward and never looking back. Not feeling neglected or invisible, not being patronised or marginalized"

" My own and my partner's health, a warm, comfortable house, a friendly, safe neighbourhood, a city full of activities, a country that cares about people"

" Wellbeing means to me peace of mind and healthy body that goes for all people living in Newcastle. Fairness in equality of diversity for all"

We can all take actions to improve wellbeing and health – whether individually as citizens, as part of community groups or voluntary organisations, as businesses or as public sector organisations.

Organisations in Newcastle, including Newcastle City Council, our local NHS, the universities, the voluntary and community sector and Healthwatch Newcastle have worked together to develop a Wellbeing for Life Strategy for the city. These organisations have all committed to take action, using the resources and skills that they do have to make changes together.

The Strategy includes a framework for action that we hope will create the opportunity for you – other organisations, businesses and most importantly people who live, work or learn in the city – to think about how you can make a difference to the wellbeing and health of Newcastle's people and communities.

This summary gives you an insight into our shared direction. You can find out more by downloading the strategy at www.wellbeingforlife.org.uk/our-strategy

Newcastle's got a big ambition...

People who live, work or learn in Newcastle
equally enjoy positive wellbeing and good health

But look at these lifelines...

**In some parts
of the city**

**Whilst
elsewhere**

26.9% of children have a good level of development	At age 5 ¹	70.4% of children have a good level of development
35.3% achieve 5+ A*-C (including English and Maths) at GCSE	At age 16 ²	90.9% achieve 5+ A*-C (including English and Maths) at GCSE
48.5% are in employment	Of all 16 – 74 year olds ³	77.1% are in employment
Men - 47 years Women - 52.3 years	The average length of life spent disability free ⁴	Men - 66.3 years Women - 68.7 years
Men - 70 years Women - 75.6 years	The average length of life ⁵	Men - 82.1 years Women - 87.1 years

**It's time to
take action**

¹ Ward information on Early Years Foundation Stage Profile 2013.

² Ward information on GCSE results for Newcastle 2013.

³ Census 2011 by ward. Full time students have been excluded from the population figures.

⁴ MSOA information based on deaths in the period 1999-2003, mid-year population estimates for 2001 and health and disability rates from the 2001 census.

⁵ Ward information on life expectancy at birth 2006-2010 based on mortality and population data.

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

Find out more by downloading the full Wellbeing for Life Strategy at www.wellbeingforlife.org.uk/our-strategy



Your 5 ways to wellbeing for life...



Connect

Connect with and value the people around you - family, friends, colleagues and neighbours. Feeling close to, and valued by, other people is good for you.



Be Active

Take the stairs, Hoover the house, walk, run or play a game. Challenge yourself with a new sport. Activity is good for the body and the mind.



Take Notice

Take in your surroundings, walk a different way to work, enjoy healthy food, find time to de-clutter. Enjoying the moment and the world around you enhances your wellbeing.



Keep Learning

Try something new, or rediscover an old interest. Sign up for that course or fix that broken old bike. Continued learning helps you feel good about yourself.



Give

Do something nice for a friend or a stranger. Thank someone and smile or volunteer for a good cause. Acts of kindness can contribute to your own wellbeing too.



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Newcastle**