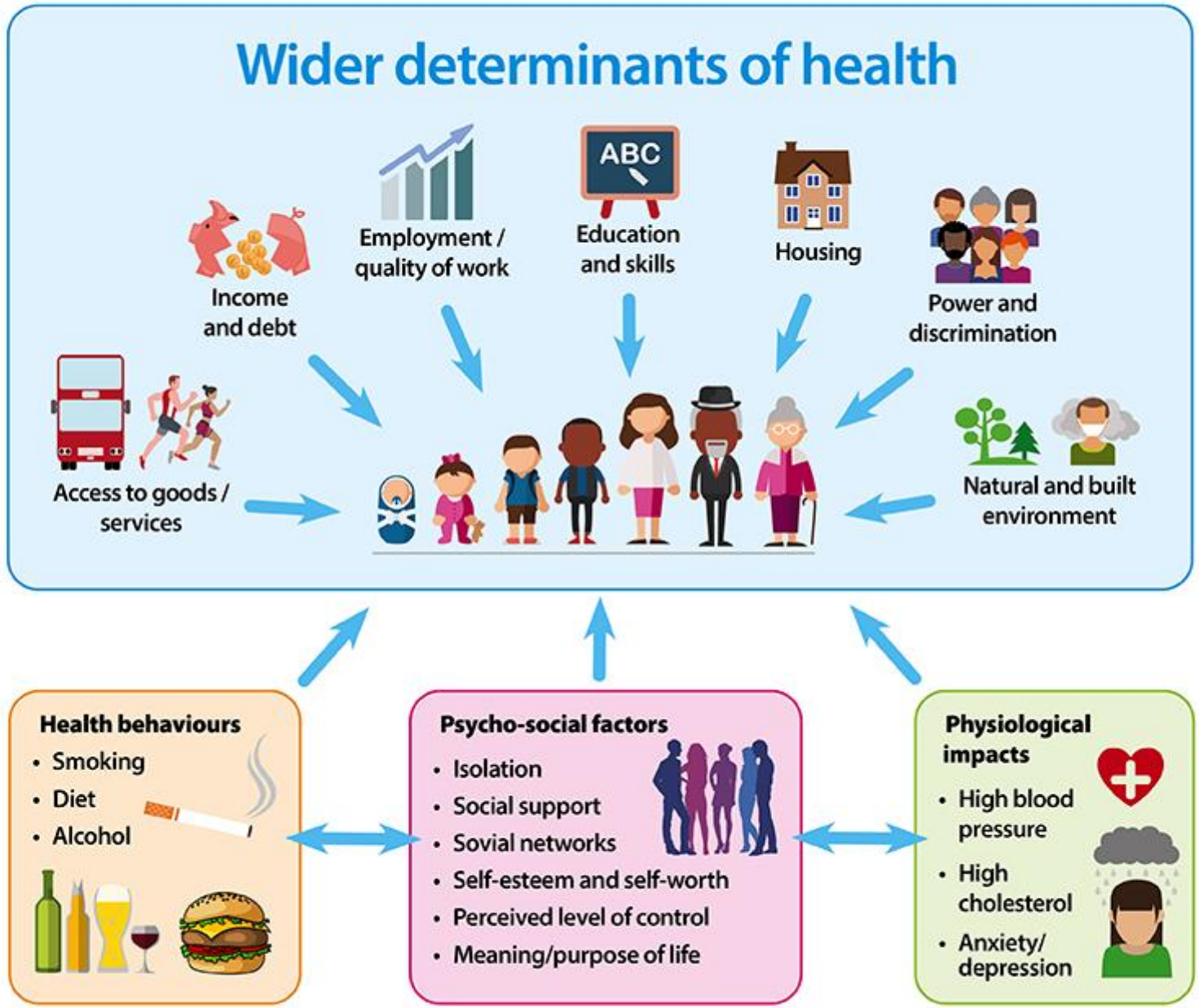
IT'S RAINING, IT'S POURING:

AN UPDATE ON INEQUALITIES IN GATESHEAD 2017/20

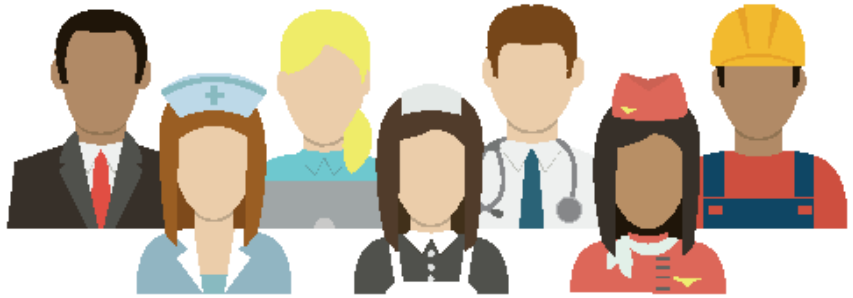
Alice Wiseman
Gateshead Director of Public Health, Annual Report 2020

Gateshead Council


Wider determinants of health
Employment / quality of work
Education and skills
Housing
Income and debt
Power and discrimination
Access to goods / services
Natural and built environment
Health behaviours
• Smoking
• Diet
• Alcohol
Psycho-social factors
• Isolation
• Social support
• Sovial networks
• Self-esteem and self-worth
• Perceived level of control
• Meaning/purpose of life
Physiological impacts
• High blood pressure
• High cholesterol
• Anxiety/ depression

COVID inequality

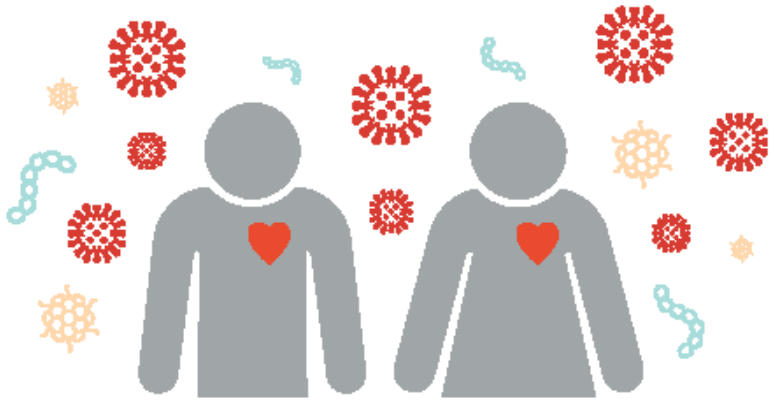
Exposure



Vulnerability

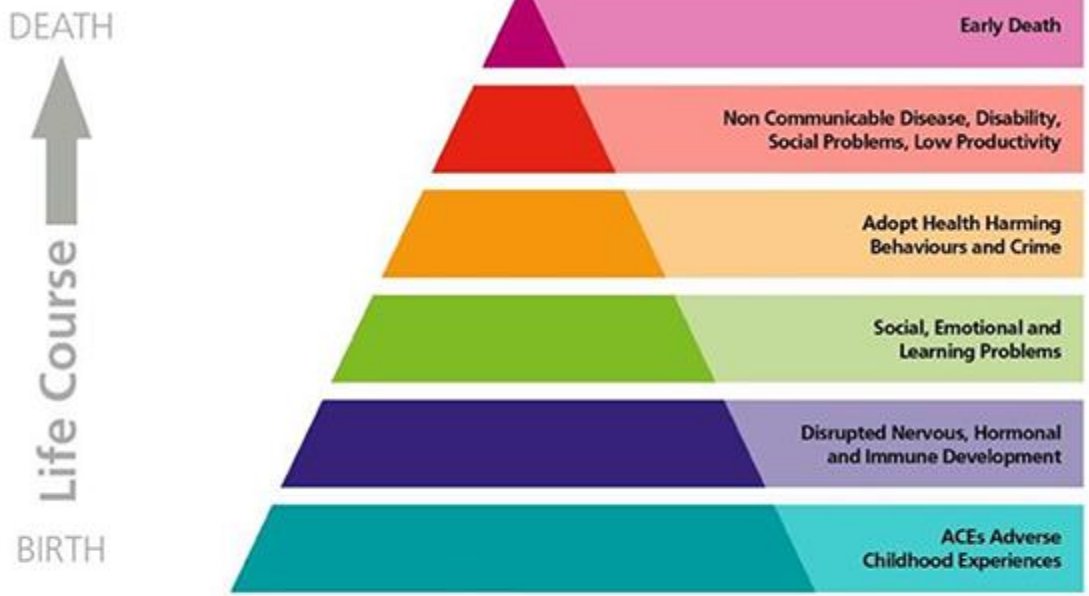
Transmission

Susceptibility



Potential pathways that link deprivation to higher COVID-19 infection rates, cases, case severity and deaths (Bambra et al 2020) (Bambra et al 2020)

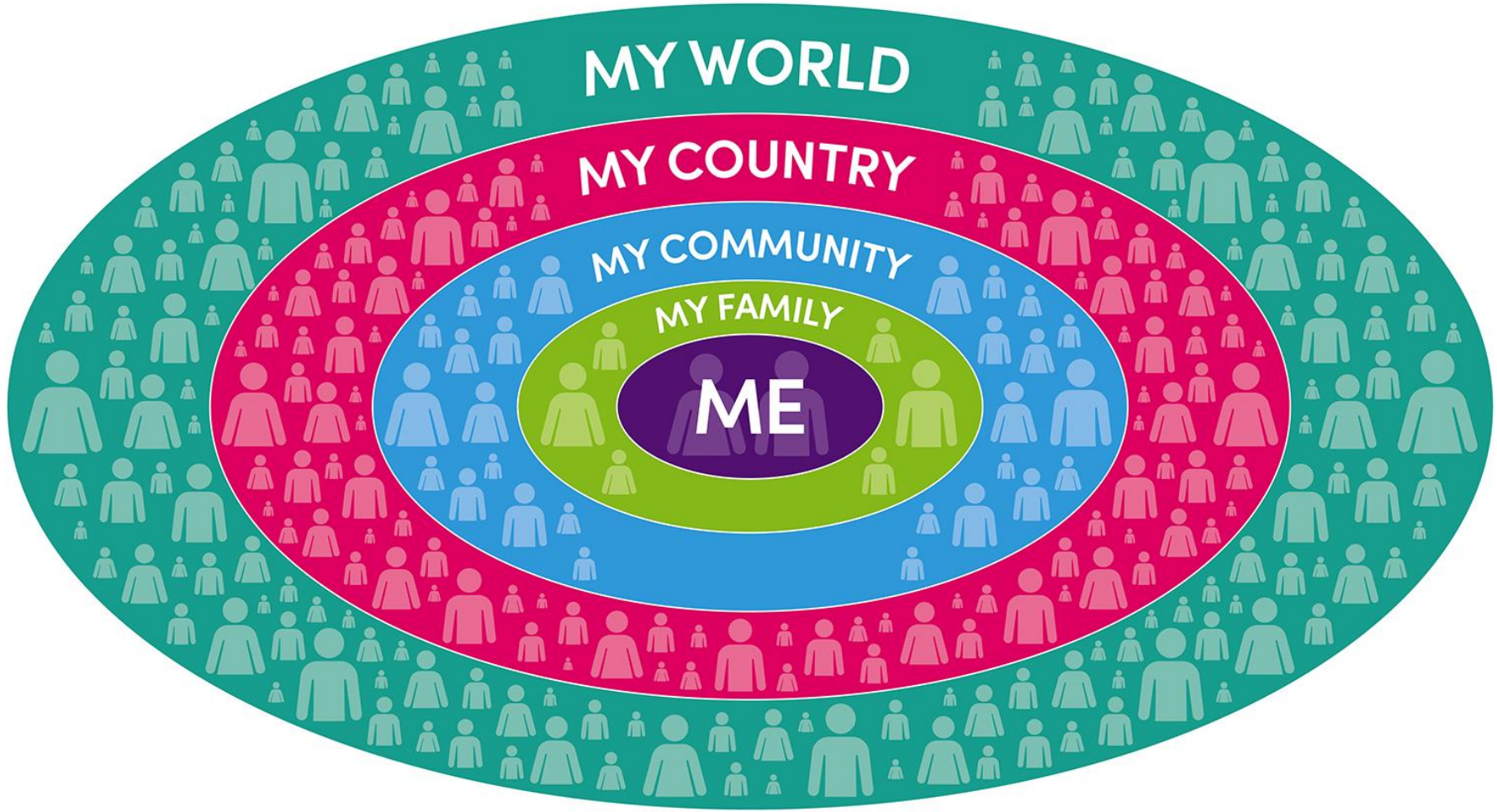
Adverse childhood experiences



"There can be no keener revelation of a society's soul than the way it treats its children"

Nelson Mandela (Nobel Peace Prize, 1993)

How big is your 'us'?



Public Health is defined as "the art and science of preventing disease, prolonging life and promoting health through the organized efforts of society" (Acheson, 1988; WHO).

A teacher called Covid

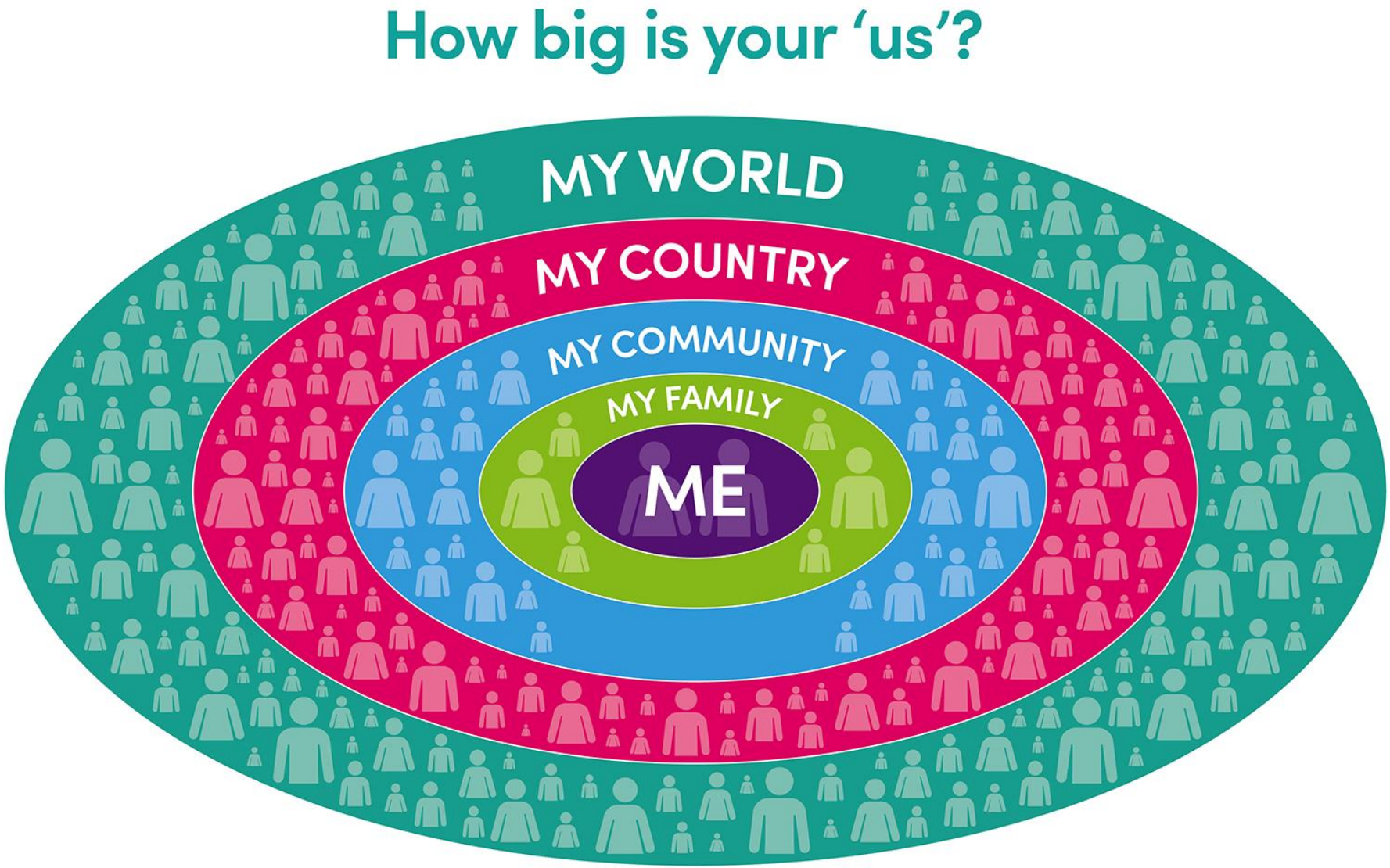
Lesson #1 Establish a collective goal

Lesson #2 Harness the power of social action within communities

Lesson #3 Create a narrative that engages people across the whole spectrum of ‘us’

Lesson #4 Work with communities to hear and understand the things that matter to them

Lesson #5 Engage communities in the solutions



Lesson #6 How much better could we have done if we lived in a more equal world?