

Title of Action Plan being assessed	Reducing All Age All Cause Mortality Rate – PRG funded projects
LAA indicator	NI 120
Name of person completing this assessment	Mike Gogarty
Contact Telephone Number	01206 286858
Date	6 April 2010
Which Partners are involved?	ECC, 5 PCTs, Districts

1. What are the aims and objectives of this Action Plan – are there any in addition to achieving the LAA indicator target?

To assist in narrowing the health gap between the most disadvantaged areas and the rest of the county.

2. What are the steps used to deliver the Action Plan?

The PRG funding will be used to deliver Reach Out. This is a pilot project involving a door knocking service in the most deprived wards of the county (Pier and Golf wards in Clacton), to assess its impact and then deliver an improved project in Basildon, another area suffering from the lowest life expectancy in the county. The aims of the project are to:

- scope the needs of the local community
- test a range of interventions
- determine the best approaches for these interventions
- determine the capacity required to deliver the full service across the Tendring District

3a. Think carefully about each of the equality groups below in turn. Could the Action Plan have a negative or positive effect on people in the group? Tick any group that could be positively affected, and put a cross against any group that could be negatively affected. Some groups can have both a tick and a cross.

	Race and Culture	√	Disability
√ X	Age		Gender
	Sexual Orientation		Religion and Belief
X	Rural isolation	√	Economic Deprivation

3b. Describe any positive or negative issues that you think are relevant under each equality strand. If you identify an issue that substantially affects a particular group, and might stop them benefiting, state what changes you will make to your Action Plan.

Race & Culture

Issues:

- Gypsies and Travellers in Essex have overall a 10yrs shorter life span than the average population.
- There are particular issues for some BME groups; such as smoking for Asian groups

Changes to Action Plan:

- Equality monitoring of those reached by the project to compare with percentage of the local population

- Check if issues are greater for particular groups through looking at needs analyses etc. so that they can be targeted

Age

Issues: The project assesses the needs of local people through meeting with them personally at community events and through a door knocking service. It is possible that younger and older people will either not attend community events or not answer the door to callers (because for younger people, their parents will answer and older people may have mobility issues or fear unknown callers).

It is also possible that the project will uncover previously unknown needs of older people because they have previously not been aware that their needs could generate additional services from which they can benefit or have not been able to access these services to date.

Changes to Action Plan: Assess the response rate of the pilot project in Clacton to determine if the interactions with younger and older people are significantly lower than the local population profile and if so identify additional ways to contact the lower responding groups.

Disability

Issues: The project may positively target people with a disability since they live in the targeted area in a greater proportion compared to the rest of the county and the project may uncover previously unknown needs of this group. The project may be particularly successful at identifying the needs of people with less mobility, due to its technique of door knocking.

Changes to Action Plan: None

Religion and Belief

Issues: none identified

Changes to Action Plan:

Gender

Issues: none identified

Changes to Action Plan:

Sexual Orientation

Issues: none identified

Changes to Action Plan:

Rural Isolation

Issues: The project is focused on two urban areas of the county: Clacton and Basildon. This is because they have the lowest life expectancy. These are urban towns and not the rural areas of the county.

Changes to Action Plan: if the project is successful, consider its extension to rural areas where there

is the lowest life expectancy.

Economic Deprivation

Issues: The project is specifically targeted at the most economically deprived areas in the county and at ensuring there is a better service provision for people with financial and other economic related needs.

Changes to Action Plan: If the project is successful, extend it to other areas of the county where economic deprivation is greatest.

4. What equality statistics or other evidence from public engagement do you need to help you test your initial conclusions in Section 1?

What statistics or reports already exist – nationally or locally?

What else do you need to know – what are the gaps?

How will you collect this evidence? If you feel that particular organisations or community/voluntary groups will be able to help you please list these too.

STATISTICS

What evidence do you want?	Where is it available?	How will you use the evidence?
Population profiles at ward level for Golf and Pier wards in Clacton and the area identified in Basildon	Population Census/JSNA?	To determine whether the project has assessed a representative sample of the local population
Risk?		
Sample sizes are too small for statistical comparisons to be made. Needs of equality groups are not similar to those of the population as a whole.		

PUBLIC ENGAGEMENT PLAN

What do you want to know?	What questions will you ask?	Who are you going to ask?	Name of planned source (if known)	What will you do with the answer?
What are the needs of substantial equality groups in the local area?	Offer help to people on an individual basis	People attending local community events, leafleting service on targeted streets followed by door knocking service offering support	n/a	Use it to profile the needs of the local community and to model the delivery of a main streamed support service

5. The Essex Partnership needs a copy of this Section of your EIA in order to co-ordinate any public engagement activities. You will be given feed back by the Essex partnership on the best way to manage the public engagement activity you have identified on the form. Please send this to the e-mail address below.

Please submit this form to the Essex Partnership team: info@essexpartnership.org