



Public Health
England

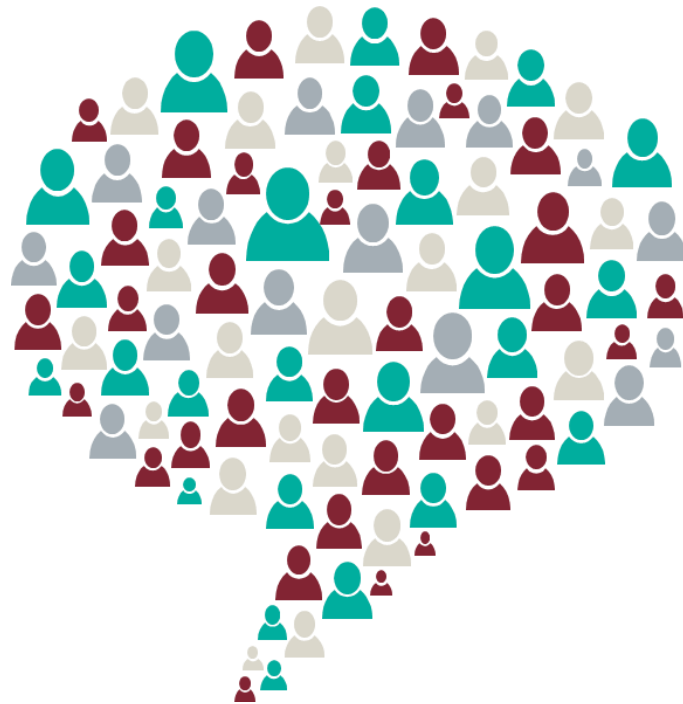
Starting a conversation on health inequality

Claire Laurent (PHE)

Ben Toombs and Daniel Clay (TNS BMRB)



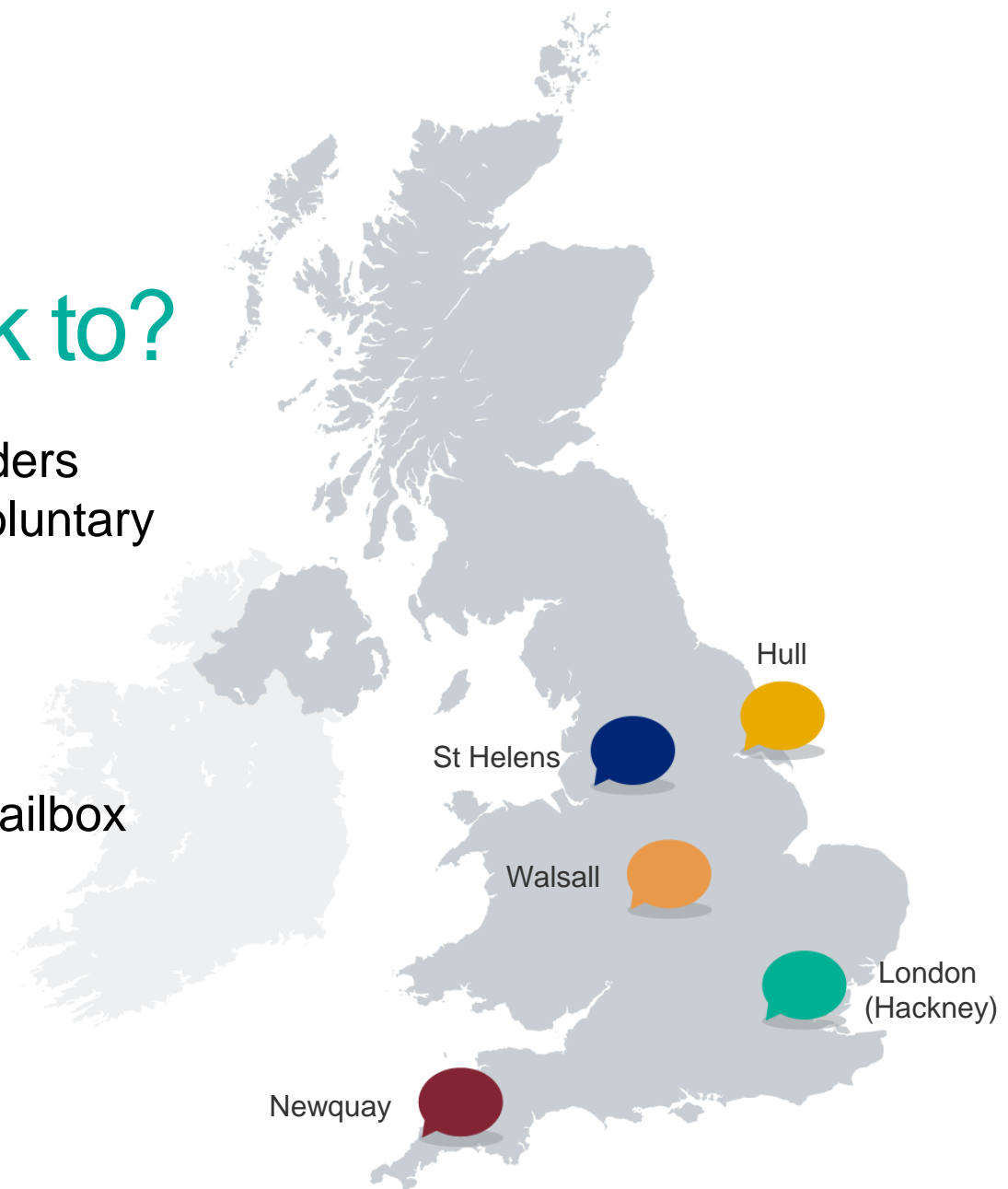
Why have a national conversation?





Who did we talk to?

- 19 public health stakeholders (DPHs, councillors and voluntary sector representatives)
- 87 members of the public across five locations
- 130 respondents to the mailbox





The three biggest issues



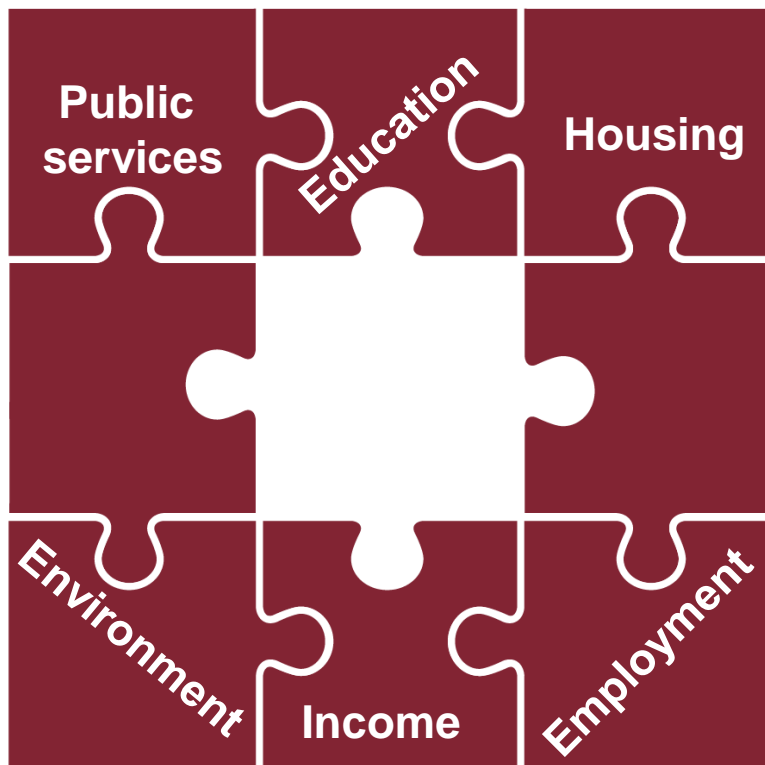


Broaching the topic of health inequality

*“It depends who you're asking and what circumstances they're living in. Some will be aware that they are more fortunate in their circumstances and that they're likely to live longer, healthier lives than their counterparts. Others living in more deprived and challenging circumstances may not be so aware. **It depends on your opportunities to compare your own circumstances and outcomes with others** and they're not always readily available for people to have a sense of.”*



The final inequality





Bringing health inequality to life



Information



Discussion



Activities





Health inequality?



Discrimination



Unequal access



Health inequality?



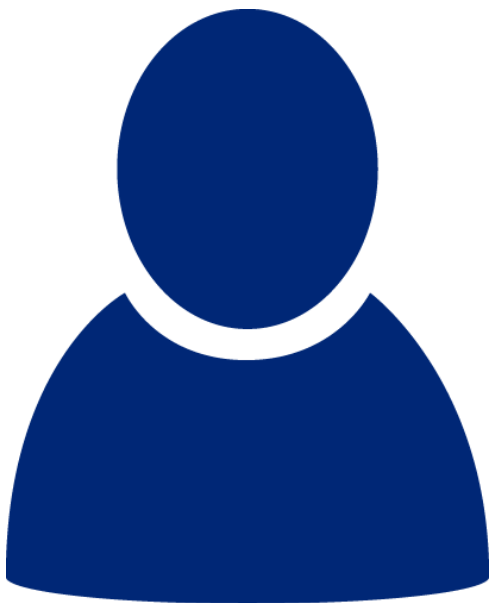
Discrimination



Unequal access



It's a personal and multi-faceted topic





It's a personal and multi-faceted topic



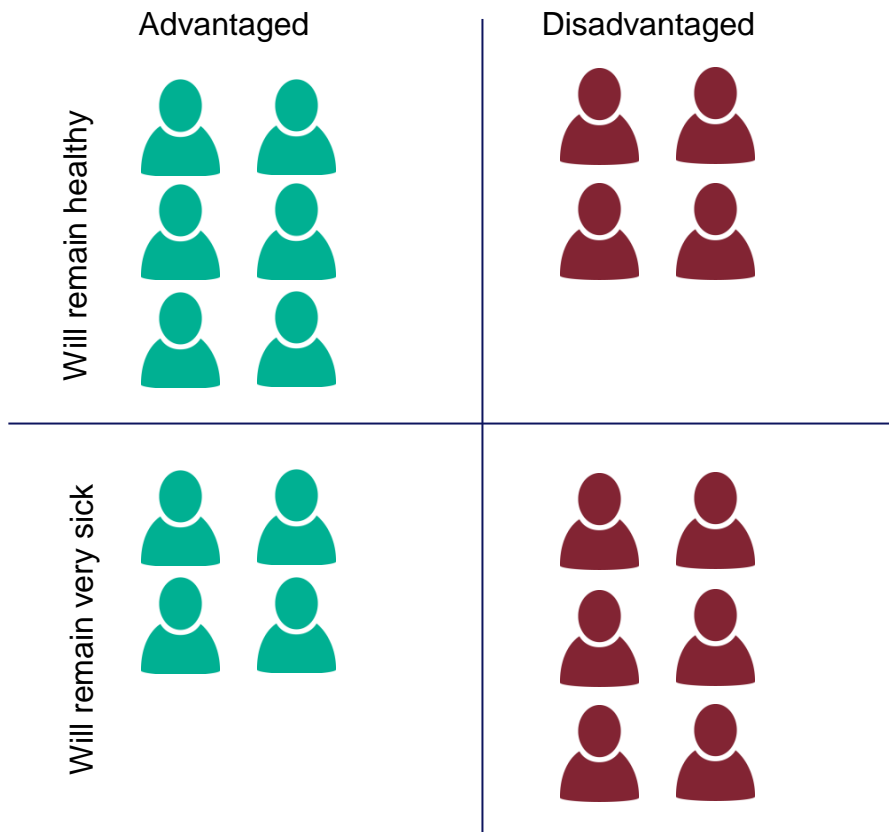


It's a personal and multi-faceted topic





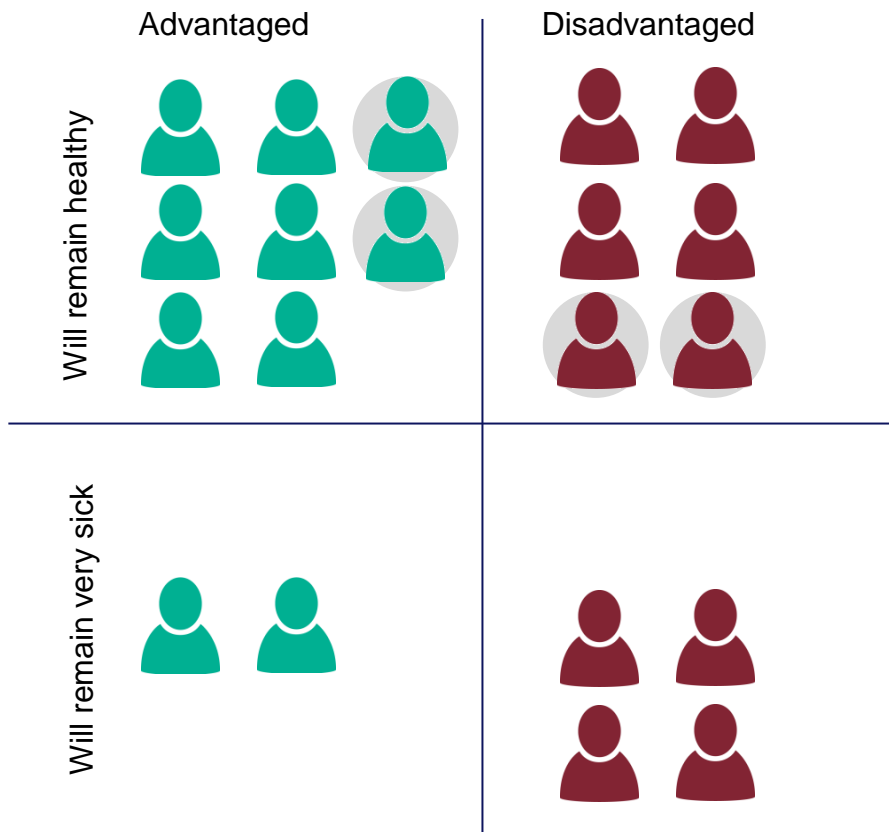
It's a tough decision



Four people can be moved to reflect priorities for resource spend



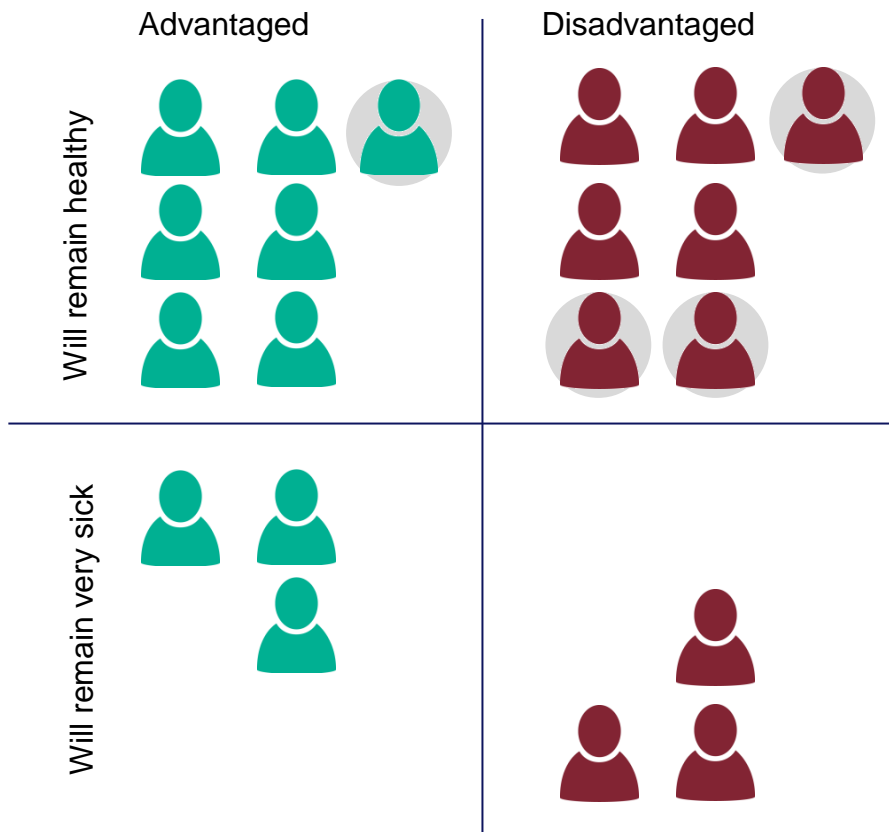
It's a tough decision



Equality in allocation



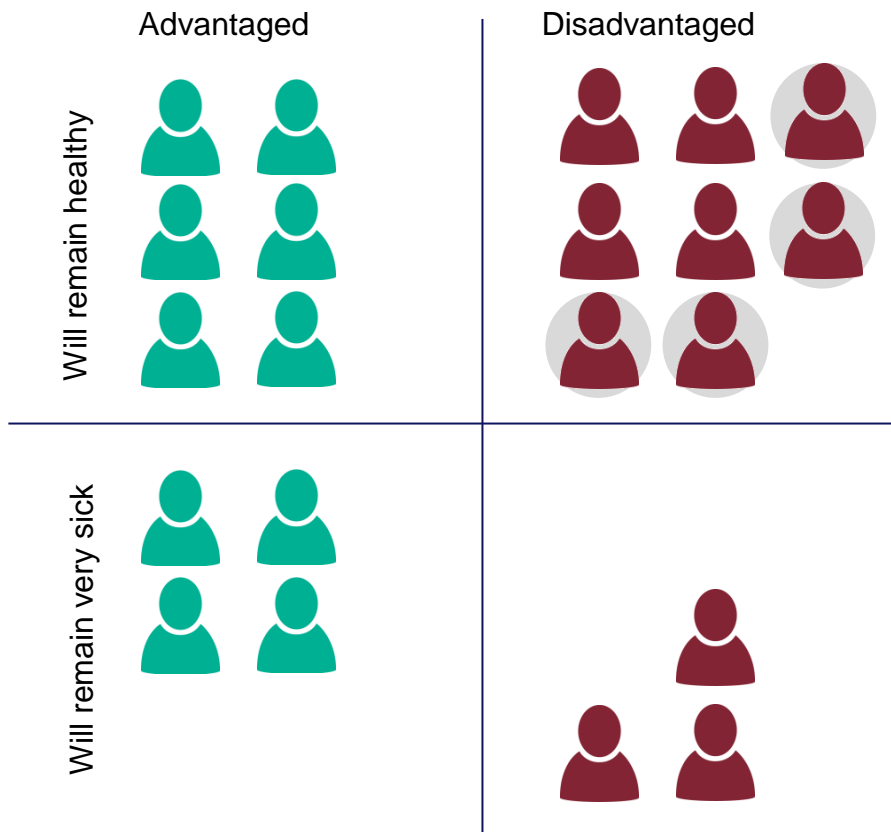
It's a tough decision



Equality of outcome



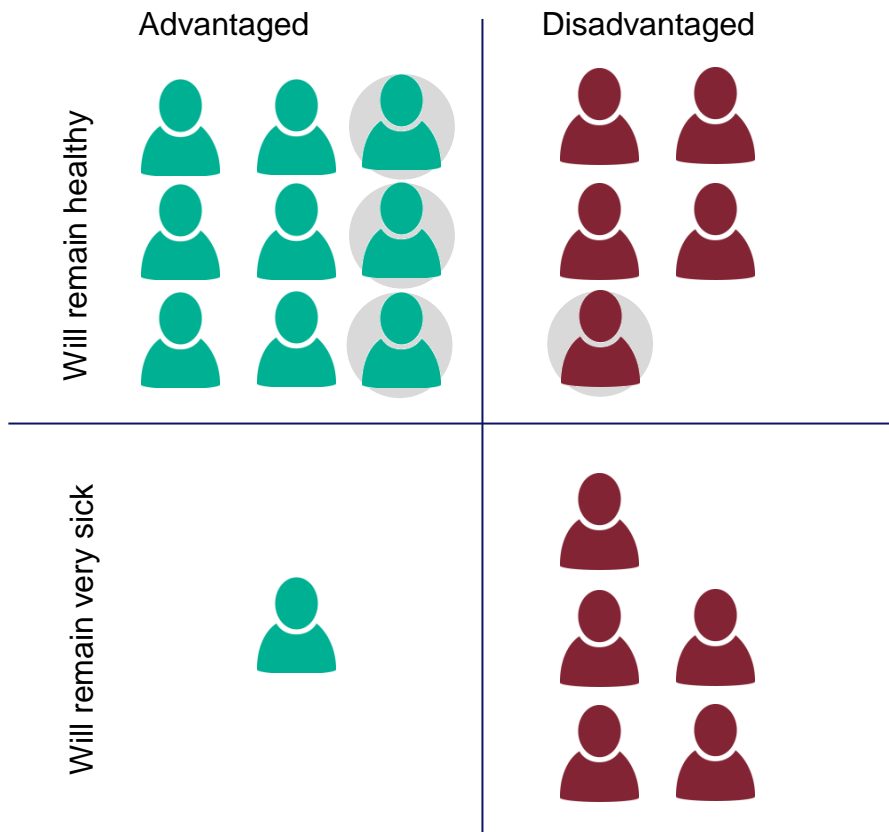
It's a tough decision



Priority to the
disadvantaged



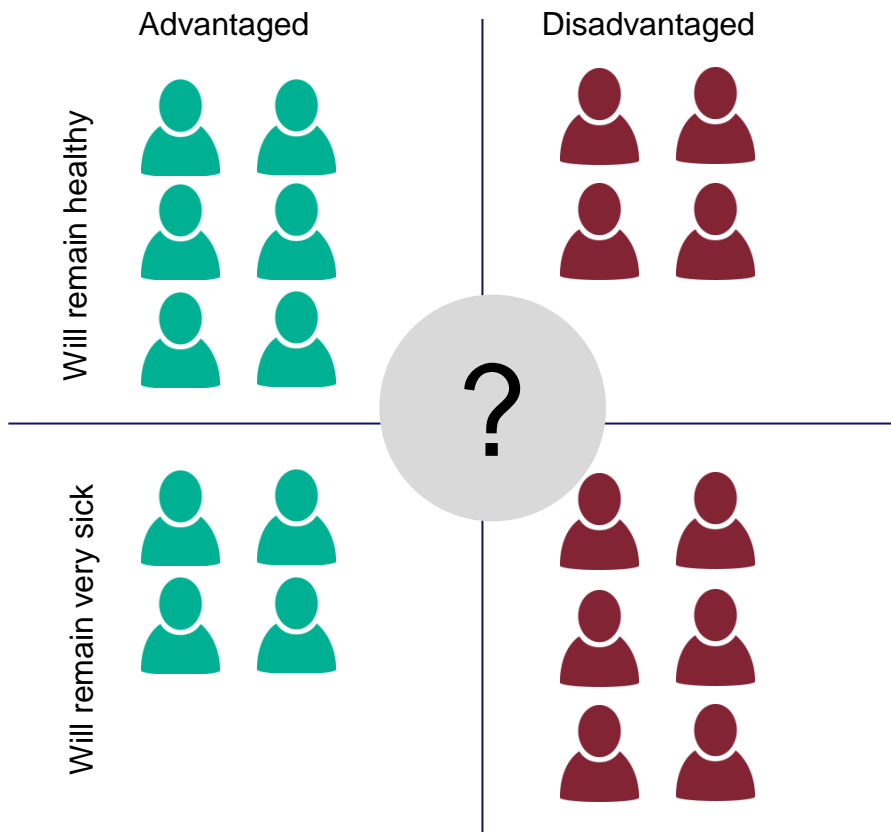
It's a tough decision



Priority to the advantaged



It's a tough decision

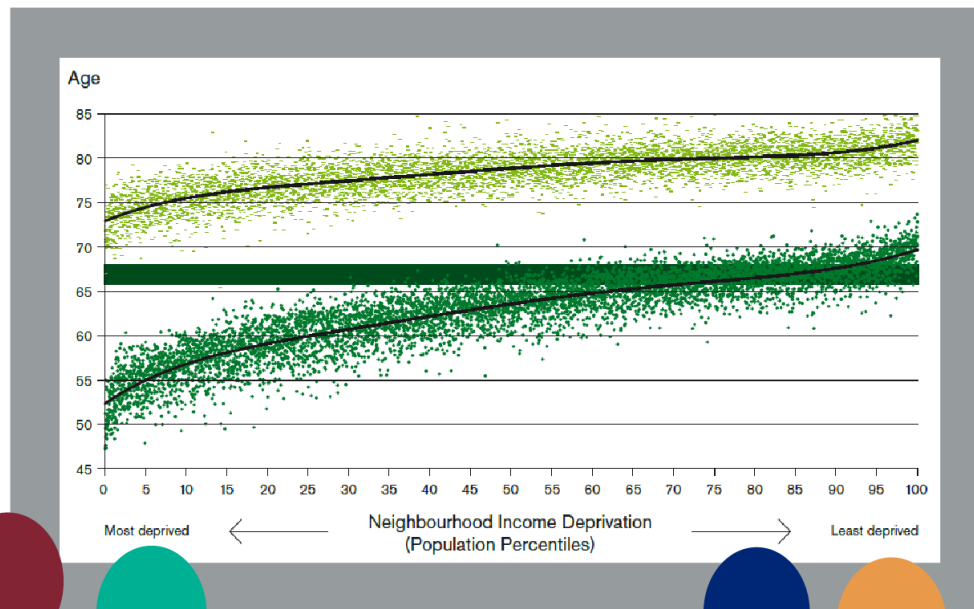


Random allocation

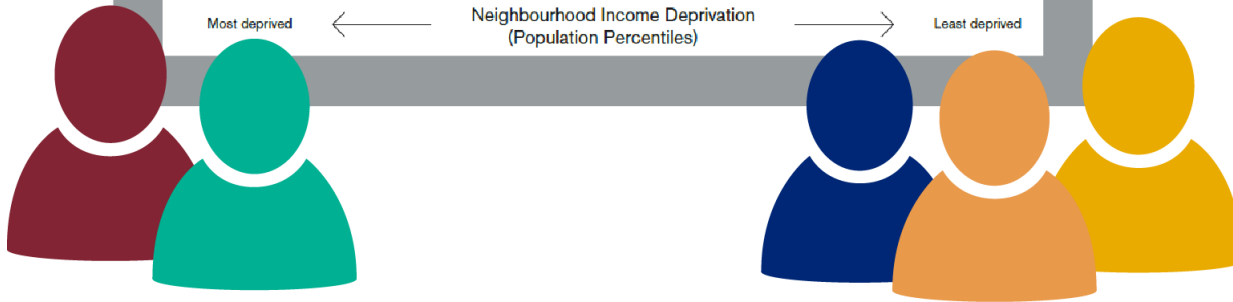


Coming out of the first workshops

Not where
I live



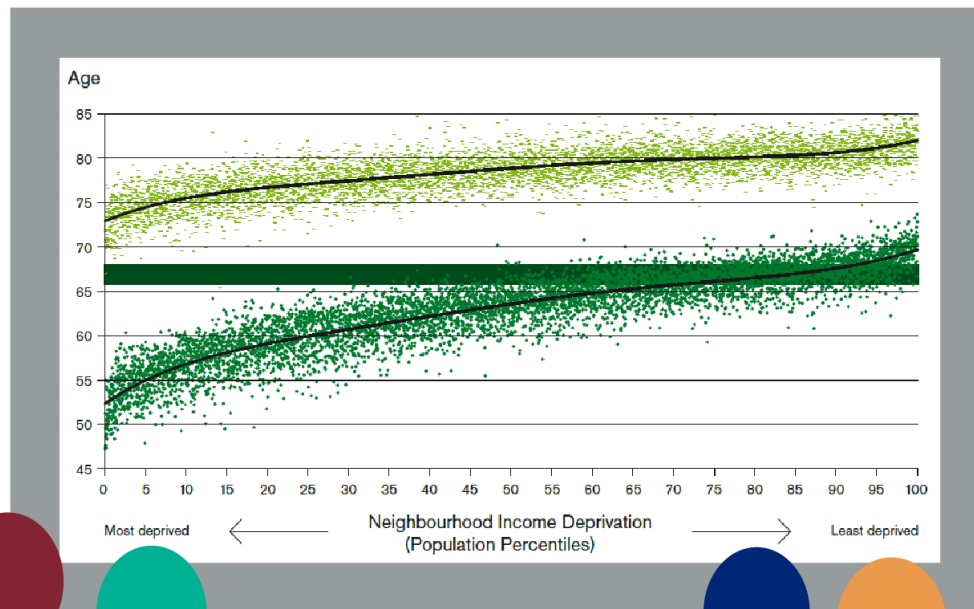
What's
the
link?



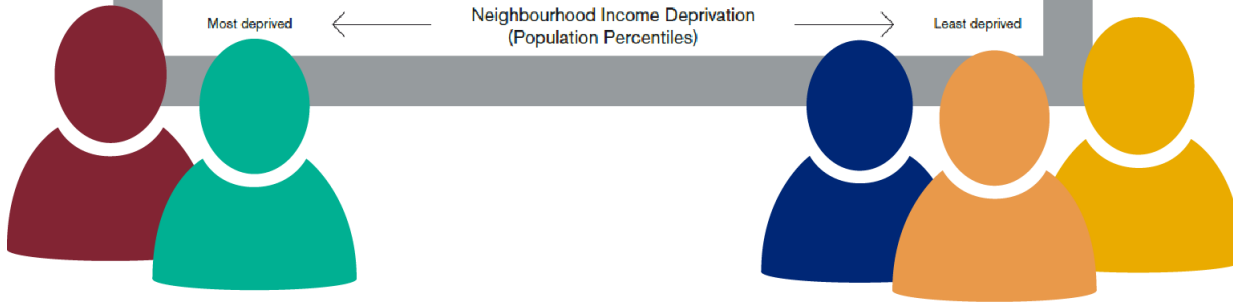


Coming out of the first workshops

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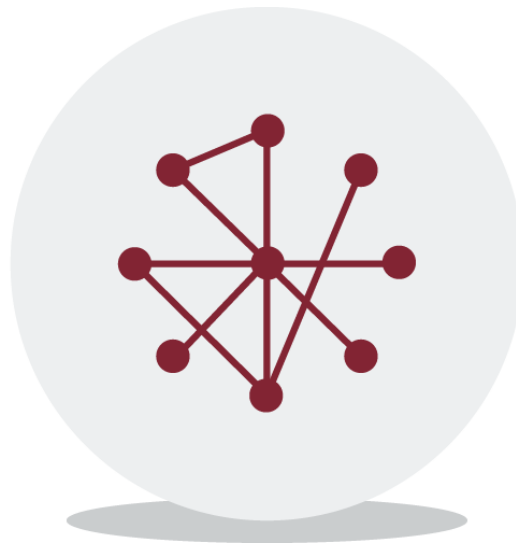




Changing the focus



Stakeholders



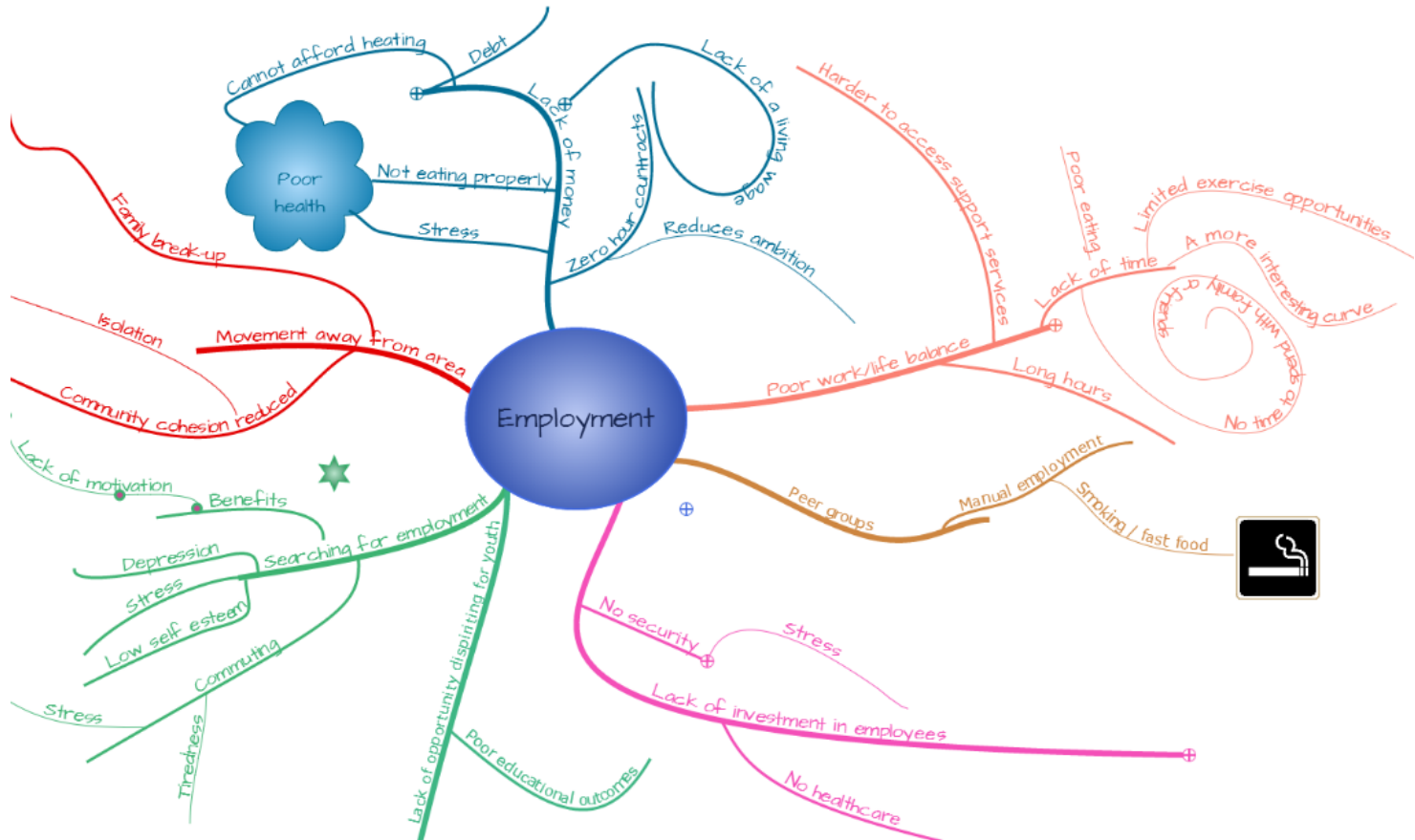
Connections



Discussion



Clearer connections





But, awareness and efficacy barriers





Public Health
England

Taking the conversation forward





Taking the conversation forward





Lessons learnt

- 1 Leave health inequalities language and evidence at the door
- 2 Allow for an open discussion
- 3 People need help to make connections between health outcomes and wider determinants
- 4 People need to be inspired rather than educated
- 5 Stakeholders are key to the process

