

**DUDLEY HEALTH AND WELLBEING BOARD**

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| <b>DATE</b>                    | 12 <sup>th</sup> September 2024   |
| <b>TITLE OF REPORT</b>         | Financial Wellbeing and Mitigating Poverty Strategy 2024-2034   |
| <b>Organisation and Author</b> | Michelle O’Meara<br>Acting Public Health Manager<br>Dudley MBC  |
| <b>Purpose</b>                 | To inform the Board of the Financial Wellbeing and Mitigating Poverty Strategy 2024-2034 and request the Board’s endorsement for the Strategy.  |
| <b>Background</b>              | <p>While many Dudley residents and families are financially secure, the increasing cost-of-living means that achieving financial wellbeing has become harder for some. Inequality gaps have continued to widen, and more people and families are struggling with the cost of living, as they are elsewhere, and numbers in poverty are increasing. Poverty and poor financial wellbeing has a major impact on health and wellbeing outcomes, including Health and Wellbeing Board goals, and is an underlying cause of health inequalities.</p> <p>The strategy’s vision:</p> <p>‘Dudley, a place where residents have sufficient resources to live a happy, healthy and content life’.</p> |
| <b>Key Points</b>              | <ul style="list-style-type: none"> <li>• Dudley, like the rest of the country, is faced with ongoing cost-of-living pressures.</li> <li>• Financial wellbeing and health are intertwined: poor financial wellbeing can have a negative effect on an individual’s wellbeing, and poor health can lead to poverty.</li> <li>• Dudley should be a place where everyone can experience a decent quality of life, including access to essential items, clean and safe housing, healthy food, transport, and a job that pays a living wage.</li> <li>• Our children and young people should be able to grow up in environments that enable them to thrive, free from the</li> </ul>               |

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|  | <p>negative impacts and stigma of poverty and feeling positive about the future.</p> <ul style="list-style-type: none"> <li>Dudley’s Financial Wellbeing and Mitigating Poverty Strategy will take a whole system approach with an aim to improve quality of life for residents, alleviate pressure on public service by addressing the root causes of financial hardship, foster economic resilience and social equity with the aim to improve overall community prosperity and wellbeing.</li> </ul>   |
| <p><b>Emerging issues for discussion</b></p>   | <p>To note that we have changed language around school readiness to “Being ready to learn” to emphasise that this outcome is not just about the short period before starting school but action from conception.</p>  |
| <p><b>Key asks of the Board/wider system</b></p>   | <p>The Board endorses the Financial Wellbeing and Mitigating Poverty Strategy 2024-2034 and recognises its importance in reducing health inequalities.</p>   |
| <p><b>Contribution to H&amp;WBB key goals:</b></p> <ul style="list-style-type: none"> <li><b>Improving school readiness</b></li> <li><b>Reducing circulatory disease deaths</b></li> <li><b>More women screened for breast cancer</b></li> </ul> | <p><b>Improving school readiness</b> - Theme 1: Preventing Poverty aims to improve the lives of Dudley’s future generations and to ensure that they are on track for a healthy financial future, we will focus on improving outcomes associated with financial hardship for infants, children, and young people, including being ready to learn. There will be a specific focus on children on free school meals (FSM). Closing the gap between school readiness outcomes between children on FSM and all children is an explicit outcome of the Health, Wellbeing and Inequalities Strategy 2023-2028.</p> <p><b>Reducing circulatory disease deaths and more women screened for breast cancer</b> – the strategy focuses on addressing the wider determinants of health and factors such as stress, poor diet and health literacy that contribute to the development and management of circulatory conditions and engagement with cancer screening. The Financial Wellbeing and Mitigating Poverty Strategy should help to reduce inequalities for both of these HWBB goals.</p> |
| <p><b>Contribution to Dudley Vision 2030</b></p>   | <p>The strategy aims to take a strength based, whole system approach to address educational deficits, economic challenges and to support the welfare of residents that need support and aligns with the following FAFE aspirations.</p>  |

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|  | <ul style="list-style-type: none"><li>• A place of healthy, resilient, safe communities where people have high aspirations and ability to shape their own future.</li><li>• A place where everybody has education and skills they need, and where outstanding local school, colleges, and universities secure excellent results for their learners.</li></ul> |
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**Contact officer details.**

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