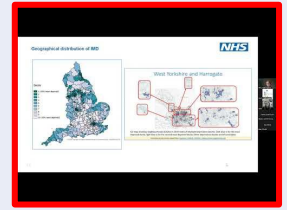


What health anchors can do to tackle deprivation

Anchor organisations can use their significant assets and spending power to benefit communities and respond to local needs. On 28th November 2022, the [Health Anchors Learning Network](#) showcased examples of anchor initiatives which are supporting local populations experiencing the effects of deprivation and inequality, such as fuel poverty, the rising cost of living and hunger. We also had a panellist from NHS England who spoke about the importance of targeting intentional activity at those who are most vulnerable, including the Core20PLUS5 populations (both [adults](#) and [young people](#)) – those who experience deprivation and are clinically vulnerable. This document collates resources shared as part of the event.



Case Studies:

Cartrefi Conwy Housing Association: this collaborative of six Housing Associations in North Wales has supported communities with the cost of living. This includes an [information pack](#) on different initiatives and resources to maximise their collective impact across issues such as food poverty, employability and skills, energy saving and partnership. Since, they have facilitated partnership workshops to spark joint action and attract grant funding. You can read the local Social Impact Strategy referenced in the webinar [here](#).

East of England Local Government Association: Matt Stewart spoke about the impact on public bodies on rising costs and inflation, and shared examples of work being done to support communities including: signposting people who attend local warm hubs to resources and support, partnering with Integrated Care Systems to secure funding and invest in cross-sector training to make every contact with residents count, and working with local charities and food banks eg [Luton Food First](#) and [Breckland Food Bus](#).

Recent and relevant resources:

To read

- North East and North Cumbria Child Health and Wellbeing Network, [Poverty Proofing Health Settings Report](#)
- The King's Fund, [Poverty and the health and care system](#), includes a data and Integrated Care System focus
- The Health Foundation, [Economic turmoil and its impact on health and care](#) and [The cost of living is a health emergency too](#)
- [Cost of living crisis or destitution?](#) - National Housing Federation
- Information on [Health Justice Partnerships](#), University College London
- [Our Health: the price we will pay for the cost of living crisis](#), Royal Society of Public Health.

Examples of existing initiatives

- An [outline of efforts being made by councils](#) and other organisations to enhance people's health and wellbeing
- [Information pack](#) for local communities impacted by rising cost of living developed by OneSlough with partners including Frimley Integrated Care System, Slough Borough Council and the VCSE sector
- West Yorkshire Integrated Care Board, who are investing £1 million to help keep people warm this winter - [affordable warmth page](#) and [infographic](#) for health professionals.
- Brent Council's cost of living [landing page](#)
- [2025 movement](#) to tackle health inequalities in North Wales
- East Riding cost of living [landing page](#)
- [Case study: Developing employability skills in local communities](#)
- Clarion's ['Love London Working' programme](#) supporting long-term unemployed and economically inactive Londoners into work
- Action Together [cost of living support](#) in Oldham, Rochdale and Tameside

For more initiatives, see: the NHS Confederation [Cost of living hub](#) which hosts pages on [fuel poverty](#) and [food insecurity](#), and the [Local Government Association page](#) on initiatives to mitigate food insecurity.

Tools and previous events

- [Information, resources and tools](#) from the Association of Chief Executives of Voluntary Organisations
- [A framework for NHS action on social determinants of health](#), The Health Foundation
- [Working in partnership to mitigate against the cost of living crisis webinar](#), National Housing Federation
- Webinar: [How can housing associations improve health and financial wellbeing through the winter and beyond?](#) - National Housing Federation
- [Charis Grants](#) are a grants and funds administrator, which run a platform where you can access and instantly deliver items to individuals such as fuel vouchers, you can get in touch for more information
- [Citizens Advice dashboard](#) to share insights on how the crisis is affecting the people they help.