

Figure 1. How actions to increase social value can meet social determinants of health priorities

| MARMOT POLICY OBJECTIVE | SOCIAL VALUE AREAS FOR ACTION |
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| Give every child the best start in life | <ul style="list-style-type: none"> • Family approach to raising aspirations. |
| Enable all people to have control over their lives and maximise their capabilities | <ul style="list-style-type: none"> • Skill development programmes. • Training and apprenticeships. • Volunteering and “keep volunteering voluntary”. • Working with schools and young people, including curriculum support, careers advice. • Building individual resilience and mental health protection. • Supporting people with a learning disability or service users into training or employment. • Training for existing staff. |
| Create fair employment and good work for all | <ul style="list-style-type: none"> • Employ local residents (in local labour market). • Reduce unemployment through targeted recruitment. • Employment of particular groups, for example, ex-offenders and those with long-term health conditions. • Youth employment Local economic regeneration. • Improvement in terms and conditions of employment, including security. • Jobs with high level of control for employees. |
| Ensure a healthy standard of living for all (income) | <ul style="list-style-type: none"> • Debt and welfare assistance advice Living wage Increase in median wage of employees. • Reducing gap between highest and lowest paid. • Parity in income between employees. • Reduced utility bills for residents. |
| Create and develop healthy and sustainable places and communities | <ul style="list-style-type: none"> • Environmental improvements, including recycling, carbon reduction, energy efficiency, and waste reduction. • Stimulating demand for environmentally-friendly goods, services and works. • Safety and anti-social behaviour projects. • Community centres and “hubs”. • Social inclusion and integration, and tackling social isolation. • Investment in the local area, for example, via private sector through corporate social responsibility (CSR) strategies. • Increase number of local organisations with social purpose linked to communities, socially responsive governance, with fair and ethical trading. • Encourage local supply chains. • Investment in particular programmes, for example, fuel poverty reduction. |
| Strengthen the role and impact of ill-health prevention | <ul style="list-style-type: none"> • Health improvements. • Health and social care schemes. • People supported to live independently (for example, older people). • Reduce sick absence of employees through improved health and wellbeing support. • Reduce avoidable hospital admissions. |