



Health Equals housing

Rural Services Network Vulnerability Group
19 November 2025



Outline

- Introducing Healthy Equals
- Health and health inequality – a quiet crisis
- Building blocks of health and housing
- Health Equals Hazmat Loungewear campaign

Introducing Health Equals

Our mission

In the UK, people who live in our poorest neighbourhoods are dying over a decade earlier than people in the wealthiest areas. Health Equals wants to:

- **Build public awareness and understanding** of the building blocks of health and their contribution to health and health inequalities.
- **Achieve national policy change** so that health is a priority across government departments, with policies to improve health implemented across the building blocks.

**BECAUSE OF THINGS LIKE
ACCESS TO GOOD FOOD, INCOME
AND OUR ENVIRONMENT,
WHERE YOU'RE BORN CAN CUT
YOUR LIFE SHORT BY UP TO 16 YEARS**







Click here to watch update
video [Health Equals campaign
2024 - #MakeHealthEqual](#)

Health Equals 2025

Health Equals reposted this

L&W Learning and Work Institute
7,955 followers
2mo • 🌐

+ Follow

Lives are being cut short by up to 16 years across the UK.

Low pay, poor working conditions, and unstable hours are part of the problem ...more



Health Equals
2,584 followers
2d • Edited • 🌐

There's real momentum behind our call to #MakeHealthEqual at #LDConf. 📢

So far, hundreds of people have taken part in our interactive stand and have ...more



with Paul McDonald and 3 others

LIVES ARE BEING CUT SHORT BY UP TO 16 YEARS IN THE UK

Damp, cold and mouldy homes are part of the problem.

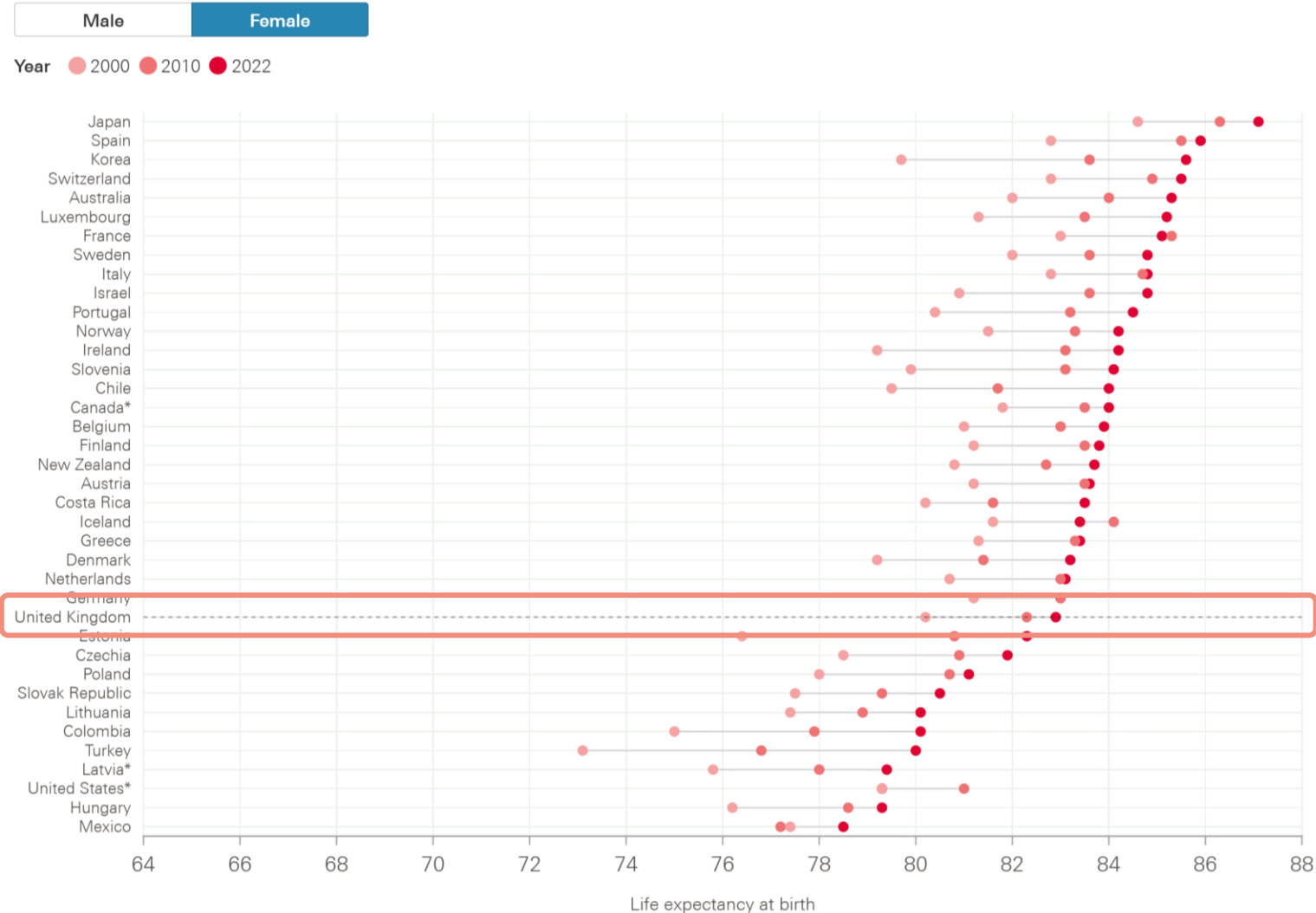
To be part of the solution, sign up to **#MAKEHEALTHEQUAL**



Health and health inequality – the growing crisis

UK's life expectancy (female) ranks 27th among OECD countries

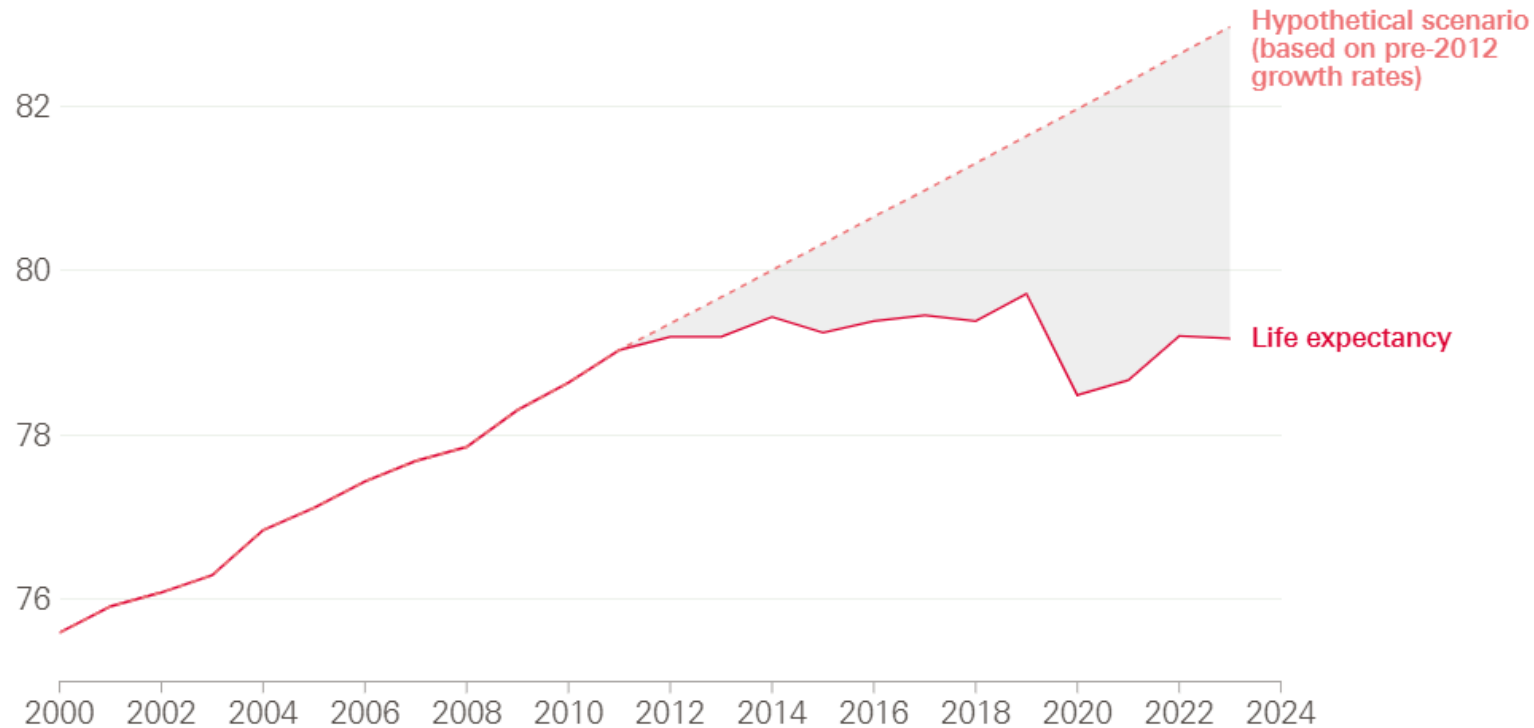
Life expectancy at birth in selected years, by sex, OECD countries, 2000–2022



This is a significant gap to catch up on

If pre-2012 growth rates had continued, life expectancy would be much higher now

Male life expectancy at birth (years), single year estimates, England and Wales, 2000–23



The working-age health challenge in numbers

8.2 million 16-64-year-olds with work-limiting health conditions

..... of whom **3.9 million** are in work

Each year, **300,000** fall out of the workforce and report such conditions

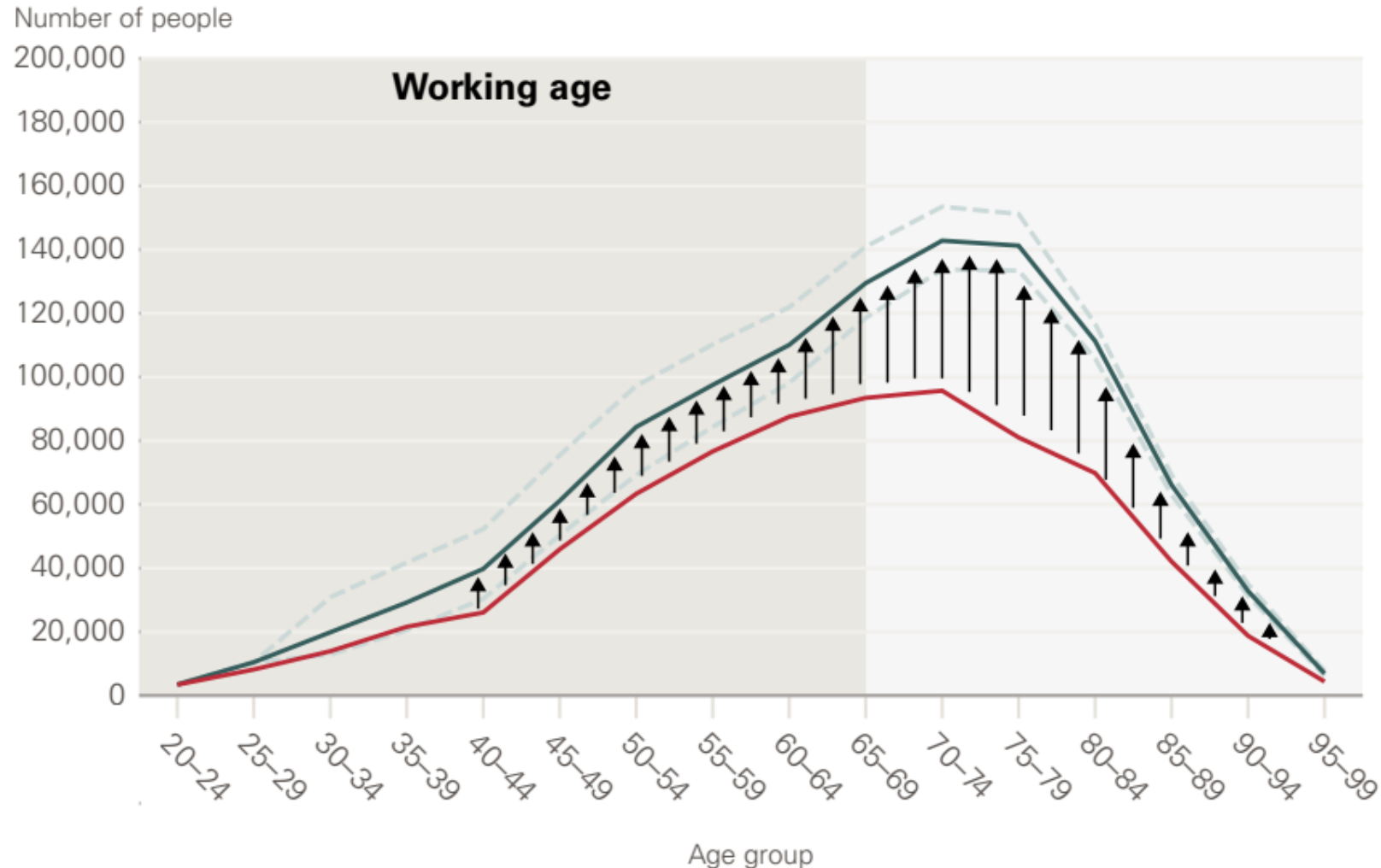
After a year out of work only **3%** of people with work-limiting conditions return to employment

51% of businesses expect workforce health challenges to increase in the next 5 years

...with projected increase in working age illness in deprived areas

10% most deprived areas

— 2019 — 2040



Building blocks of health

Watch the video here:

<https://youtu.be/prAxFMypplA>



Being healthy. It takes more than you'd think.

- How does our housing shape our health?

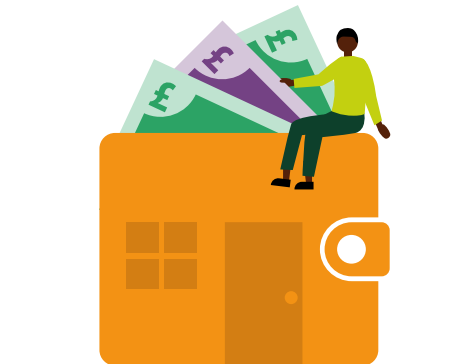
Quality



Security

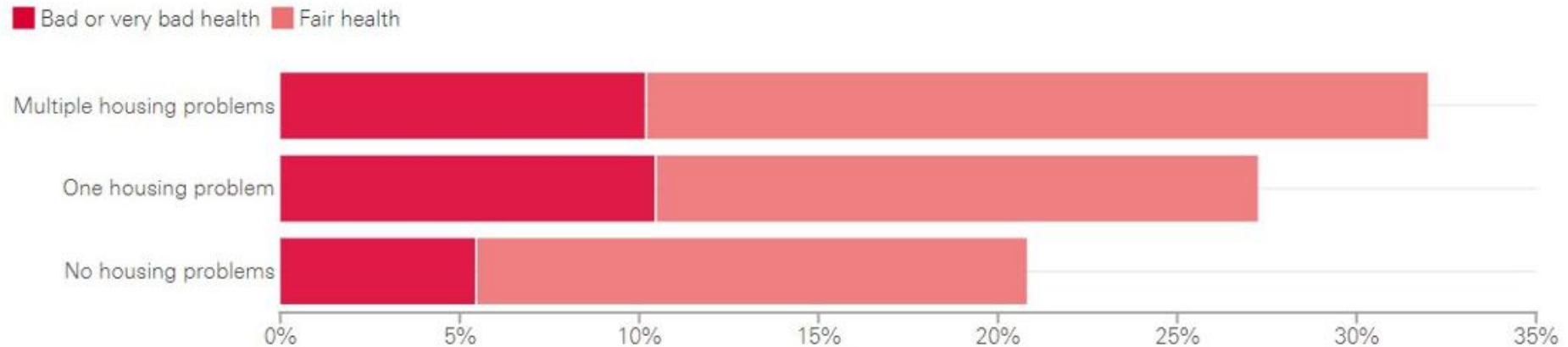


Affordability



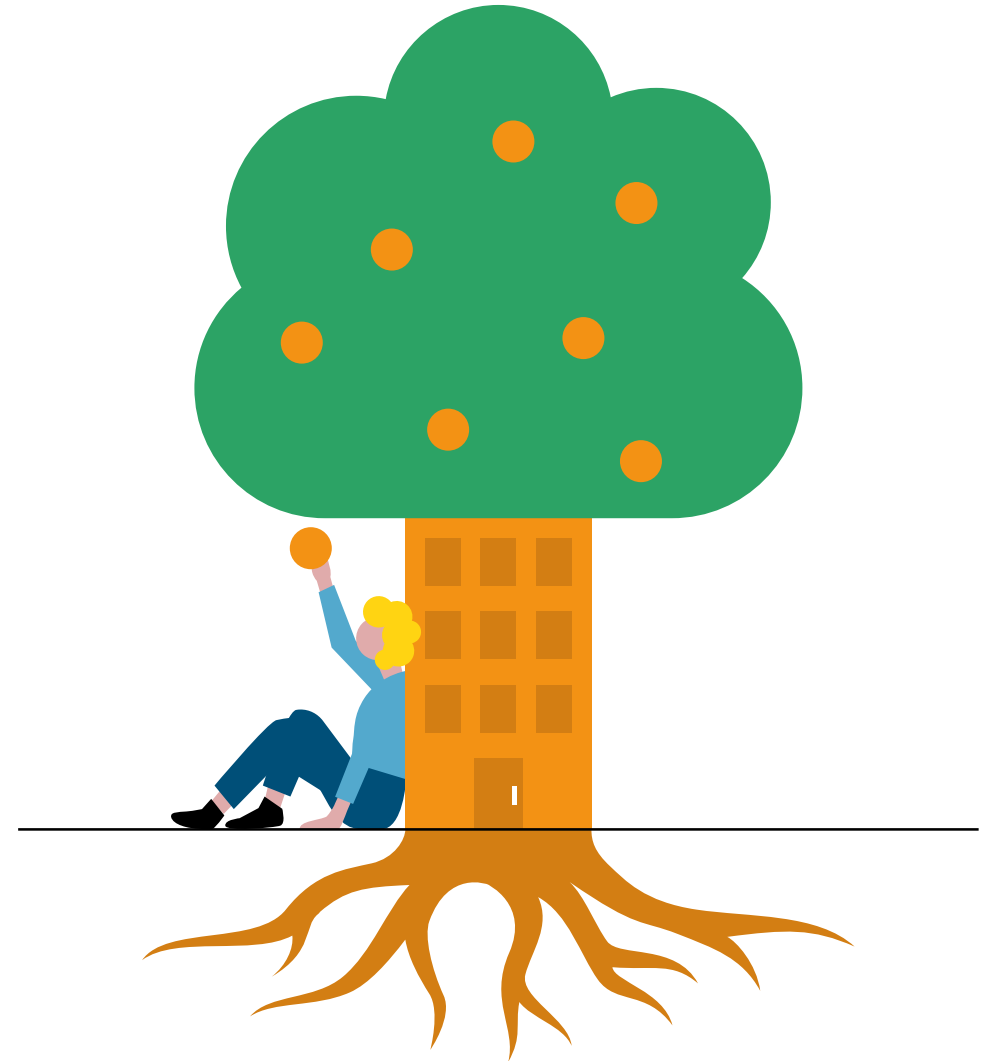
Experiencing one or multiple housing problems is associated with worse health

Self-rated health of head of household by number of housing problems relating to overcrowding, affordability, and non-decent accommodation: England



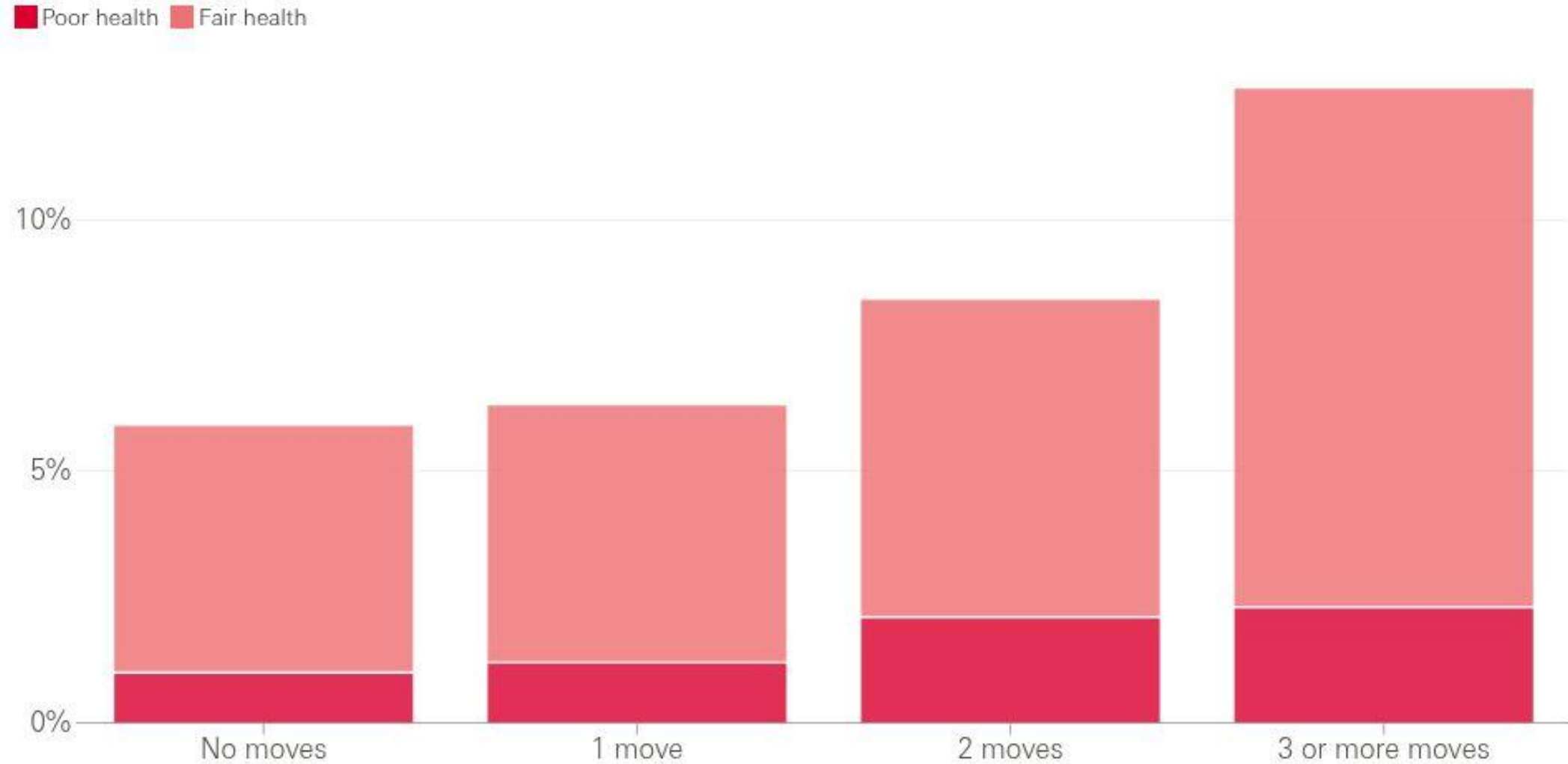


Good housing
should be secure
and stable



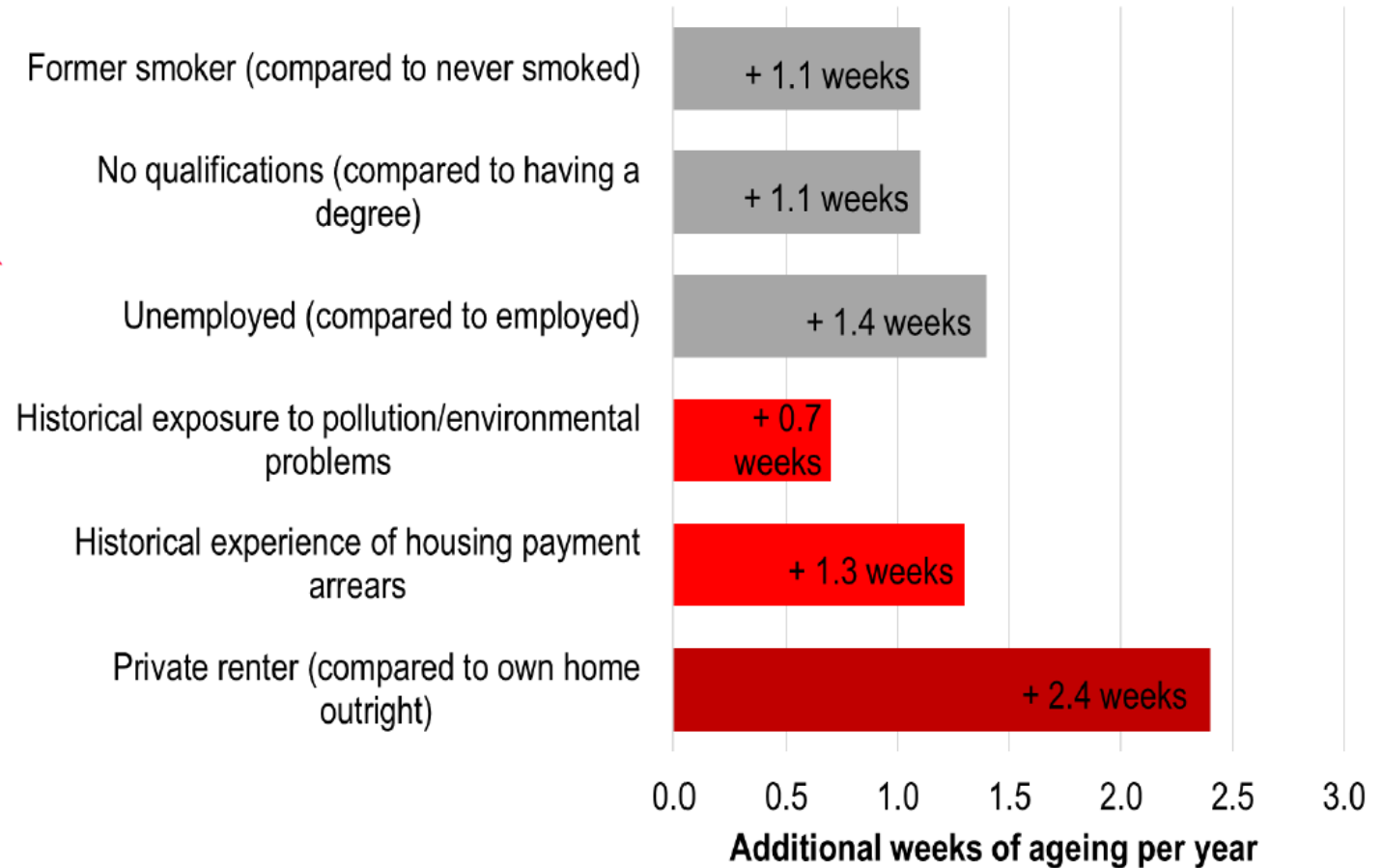
Young people who have moved house more frequently are more likely to report poorer health

Self-rated health of 17-year-olds born in 2000 by number of residential moves since birth, UK, 2000 to 2018



➤ Housing and biological ageing

- **Tenure: private renting** ↑
- Repeated housing payment arrears ↑
- Exposure to pollution ↑
- Only private renting remained significant after applying Bonferroni correction

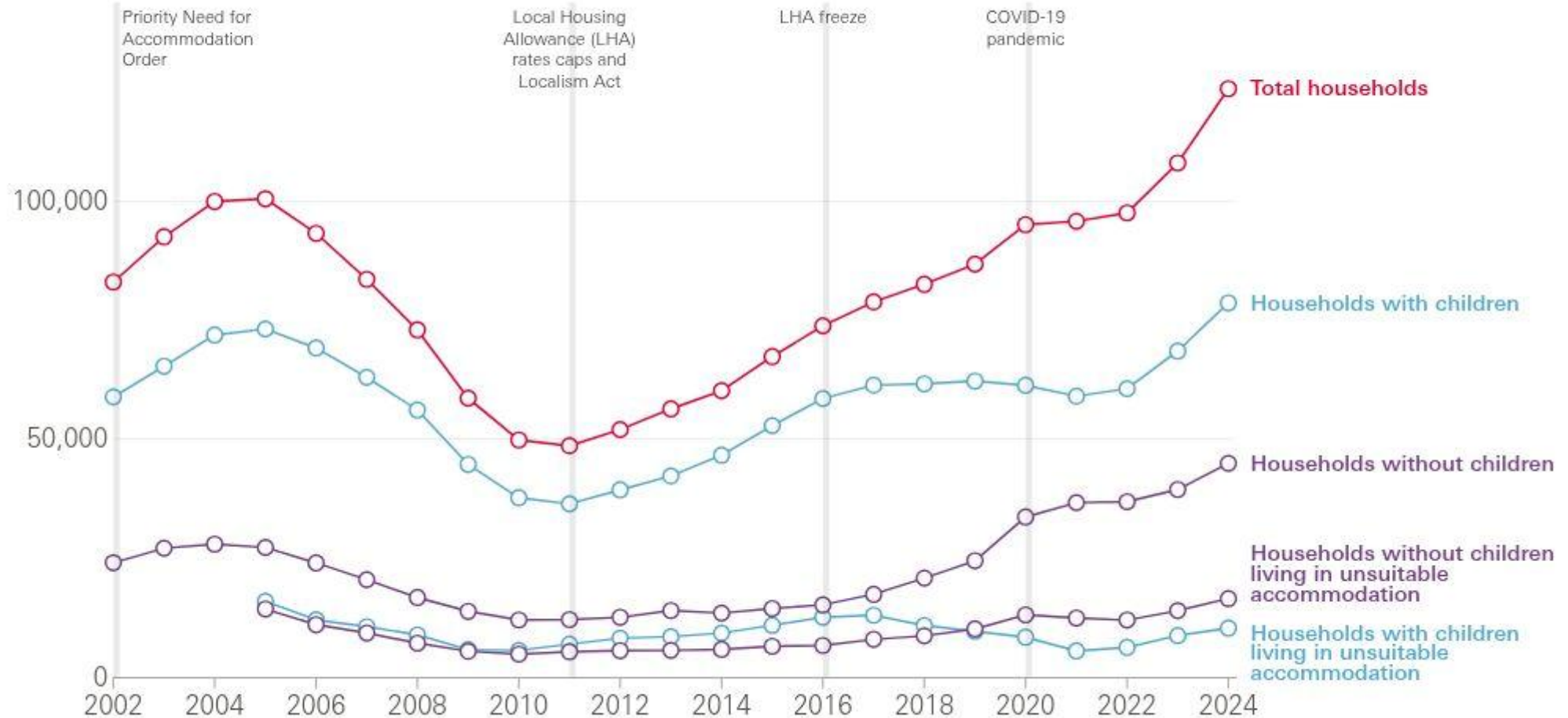


Dr Amy Clair

Australian Centre for Housing Research, University of Adelaide
Research Associate, ESRC Research Centre on Micro-Social Change, University of Essex

The number of households in emergency temporary accommodation has more than doubled since 2011

Number of households in temporary accommodation, England, 2002 to 2024





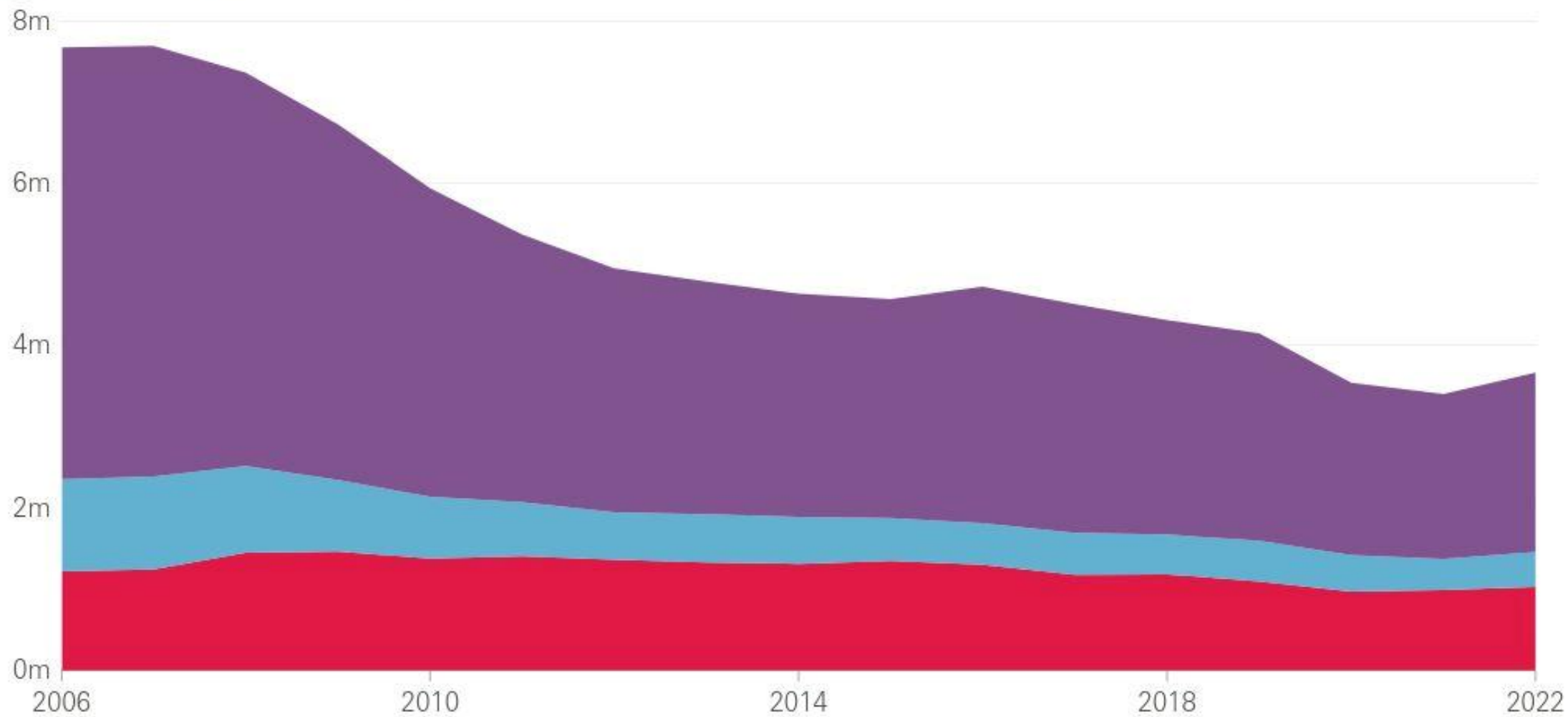
Good housing
should be decent
quality



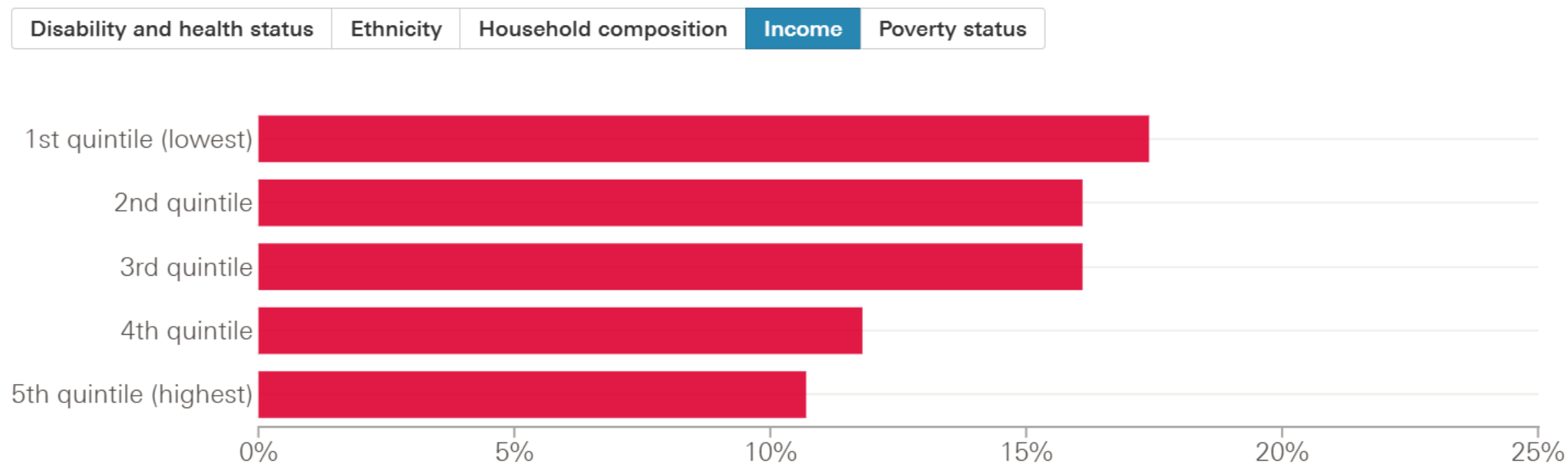
There are fewer non-decent homes now than in 2006, but progress has stalled

Number of non-decent homes (millions), by tenure: England, 2006 to 2022

■ Private rented ■ Social rented ■ Owner-occupied



Proportion of households in non-decent homes, England, 2023



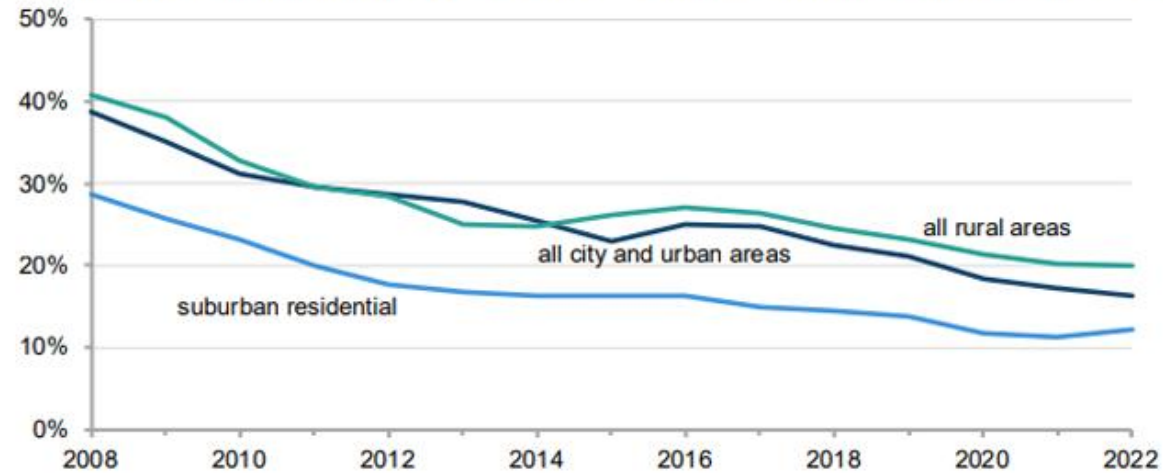
Quality of homes



In Rural areas
1 in 4
Properties are off
the gas grid



Figure G-1: Line chart showing the proportion of homes failing to meet the Decent Homes Standard by EHS classification areas, 2008 to 2022 (Note G-1, Note G-4, Note G-5, Note G-8)



In 2022, one in five homes in rural areas failed to meet the decent home standard

Hazmat loungewear campaign

Creative brief

GET

Who are we talking to?

Politically Active – Petition signers, social sharers and letter writers, both ABC1 and C2DE. Some of this audience (ABC1s) are likely to be better off and not have lived experience of poor housing. Some of this audience (likely C2DE) will be those with lived experience living in/have lived in mouldy, damp and cold housing that is making them sick. This issue impacts children, elderly, frail and ethnic minorities more.

WHO

What audience and cultural insights and tensions are at play?

Support action to tackle inequality; either because they've direct experience of the problem or because they believe in creating a fairer, more equal society. Those without lived experience probably haven't thought about these issues and their impact on things like life expectancy – they care but we need to help them 'join the dots'.

TO

What response or behaviour are we looking for?

Demand action on health inequalities to Make Health Equal; better homes means better health.

BY

What will get them from where they are to where we need them to be?

Revealing that things like damp, cold and mould in our homes are not just unpleasant; they're harming our health and cutting lives short - so we need to act now.

HAZMAT *Loungewear*

**DESIGNED
FOR LIVING...**

**WITH DAMP, COLD
AND MOULD.**

**HEALTH
EQUALS**

The creative idea...



Watch the video here:

<https://youtu.be/8wOvETx2wO8>



Opportunities

- Campaign promotion to your audiences
- Press release quotes
- Storytellers
- Social media and email amplification
- Public affairs actions
- Policy report using new data

healthequals.org.uk