Northumberland
County Council

Empowering Communities:

community-centred approaches to improving wellbeing and health in Northumberland

North Local Area Council meeting

21 May 2019

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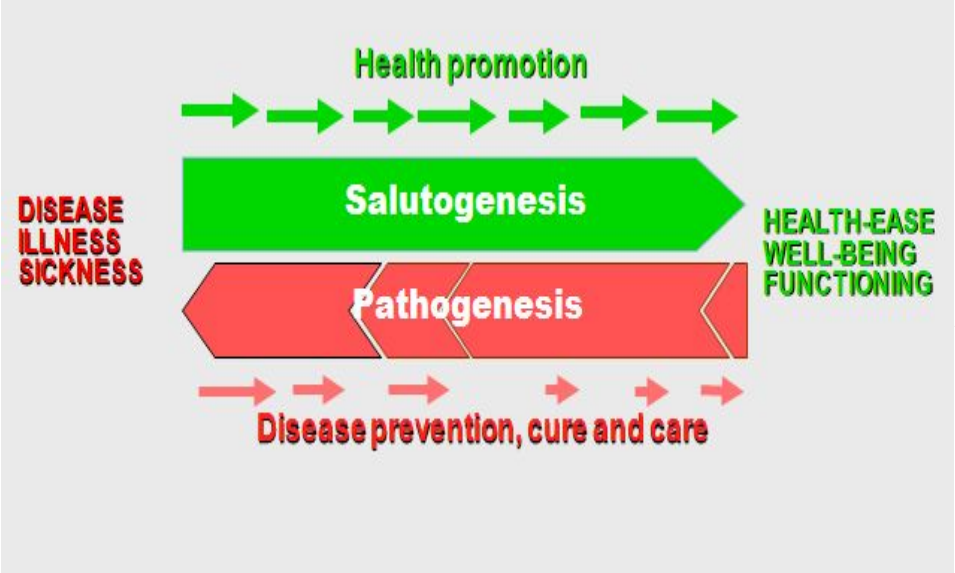
The need for a cultural shift



- Away from single issue, individual lifestyle change
- Focus on what makes us **well** and **wellbeing**
- Building on the **positives (our assets)**
- Working **with communities** rather than doing to
- **Salutogenesis** rather than pathogenesis

So what does this different approach look like?

Drivers for change

National

The Care Act 2014 - putting wellbeing at the heart of care and support

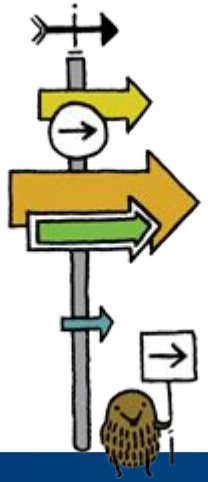
NHS Five Year Forward View (5YFV) - empowering patients, engaging communities

General Practice Forward View (2016)

5YFV Mental Health

Cross-Government loneliness strategy (2018)

NHS Long Term Plan (2019)



Local

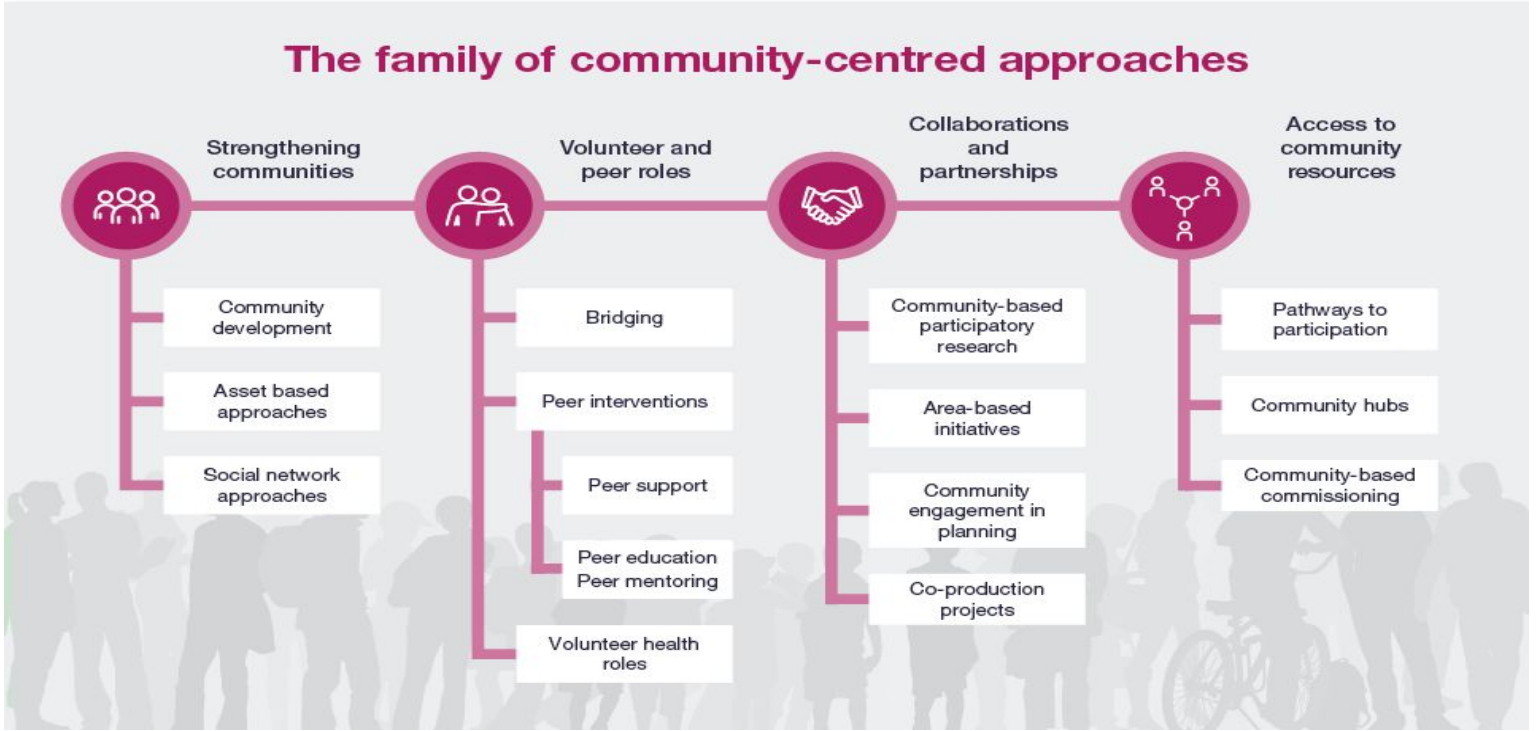
Joint Health and Wellbeing Strategy - empowering people and communities

Director of Public Health Annual Reports 2015 and 2016

NCC Corporate Plan

CCG Operational Plan

NHCFT Prevention Strategy


The family of community-centred approaches
Strengthening communities
Community development
Asset based approaches
Social network approaches
Volunteer and peer roles
Bridging
Peer interventions
Peer support
Peer education
Peer mentoring
Volunteer health roles
Collaborations and partnerships
Community-based participatory research
Area-based initiatives
Community engagement in planning
Co-production projects
Access to community resources
Pathways to participation
Community hubs
Community-based commissioning

What are the benefits and risks?

- Adequate **social relationships** lead to a greater likelihood of survival
- **Volunteering** is strongly associated with better health & wellbeing outcomes
- Effective in improving **health behaviours**, **self-efficacy** & **social support**
- Positive impacts on **housing**, **crime**, **social capital** & **community empowerment**
- Potential harms - **burnout** of volunteers & **barriers** to groups already at risk of social exclusion

Overview - Empowering Communities project (2.5 years)

- **Locality Coordinators** embedded within VCS/not for profit **Host Organisations**
  - One in each of five Local Area Council areas
  - Initially role to map and mobilise assets with a view to recommending approaches to improving wellbeing and health that are priorities for the communities and other stakeholders in the locality.

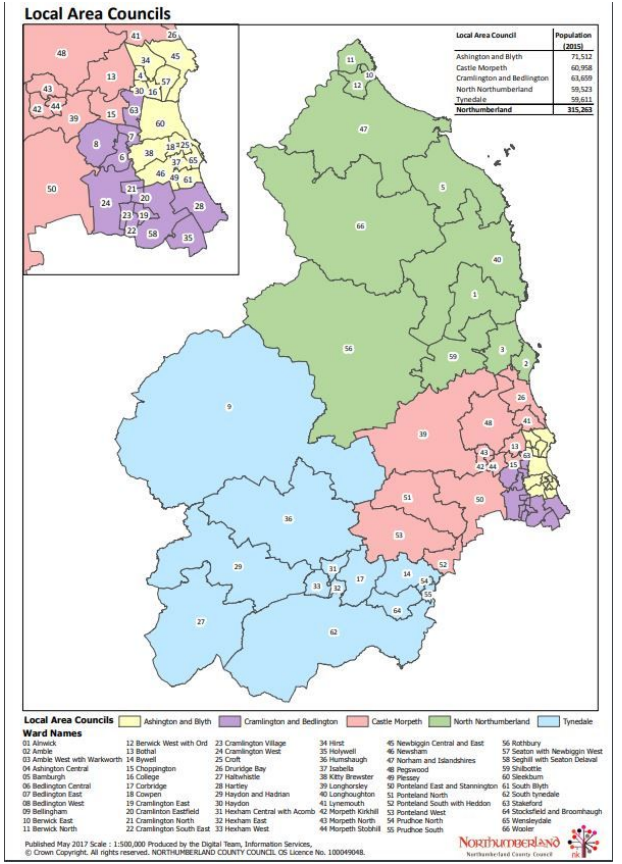
- **Grants for community-centred approaches**
  - Informed by the work of the locality coordinators

Objectives - Empowering Communities project

- To map and mobilise existing assets within communities, develop new and existing assets, and link people to assets, including those to address socioeconomic determinants of health.
- To increase individual and community participation (including volunteering), involvement in decision making, and feelings of control and confidence.
- To increase community activity, social networks and social capital.
- To co-create sustainable benefits for individuals and communities.

Locality coordinators… first 6 months

- Build links with communities and wider stakeholders in locality
- Map and mobilise the knowledge, skills and time of individuals and the resources (‘assets’) within communities, develop new and existing assets, and link people to assets
- Use participatory methods with communities and wider stakeholders in that locality to find out what would strengthen those assets
- Support existing or set up new locality network(s) and forums
- Explore with communities the need for and best way of developing a county-wide directory of groups, organisations and services that includes locality specific information
- Agree with communities and other stakeholders the best approach(es) for that locality



Locality coordinators… from 6 months

- Support implementation of agreed recommendations
- Support groups/organisations to secure grants from range of options
- Sustain locality networks and directory/ies
- Coordinate and link activities within the locality
- Adopt other principles of Local Area Coordination:
    - Build sustainable local, non-service solutions to support needs
    - Develop community leadership
- Support evaluator in carrying out a locality based evaluation

Roles of Host Organisations

- Support recruitment of Locality Coordinator in locality
- Geographical base for Locality Coordinator
- Embed Locality Coordinator within team/organisation
- Support and co-deliver asset mapping
- Link to existing networks and share knowledge of communities
- Help to promote cultural change towards asset-based, community-centred approaches
- Support the Locality Coordinator to engage with the communities in the locality
- Support sustainability of the model and own organisation
- Support the evaluation, including ‘peer researcher’ model

Where are we now?

- Locality coordinator (North) started March 2019: **Ruth Armstrong** 07967 809832 Ruth.Armstrong@northumbria-healthcare.nhs.uk
- Host organisation in North Northumberland: **Bell View**
- Micro-grants process
  - Via locality coordinators
  - Process for any larger grants being developed
- Asset mapping tool
  - Capture intelligence from interactions of locality coordinators with the community and professionals.
  - ‘Digital journey’ for locality coordinator to refer back to
  - Produce locality reports
  - Community directory - social prescribing link workers
  - Use in evaluation

Evaluation

- Aims
  - To assess whether the aims and objectives of the project are being or have been achieved, and the impacts that have resulted.
  - To assess how appropriate the project aims and objectives were at the outset of the project and critically appraise key assumptions in the rationale and design of the project.
  - To inform the design and funding of future asset-based, community-centred approaches to improving wellbeing and health in Northumberland.
- Who is carrying out the evaluation?
  - Asset Based Consulting www.assetbasedconsulting.co.uk
  - ‘Making a difference’ workshop in each Locality during June

Our ask of the Local Area Councils

1. Help the Locality Coordinator to identify your communities' assets

- Skills/knowledge/commitment of community members
- Local groups & organisations, informal networks
- Physical, environmental and economic resources
- Assets of external agencies

2. Work with the Locality Coordinator and your communities to identify needs, build on aspirations and link assets to strengthen individuals and your community

Any Questions?