



Northumberland
County Council

Empowering Communities: community-centred approaches to improving wellbeing and health in Northumberland

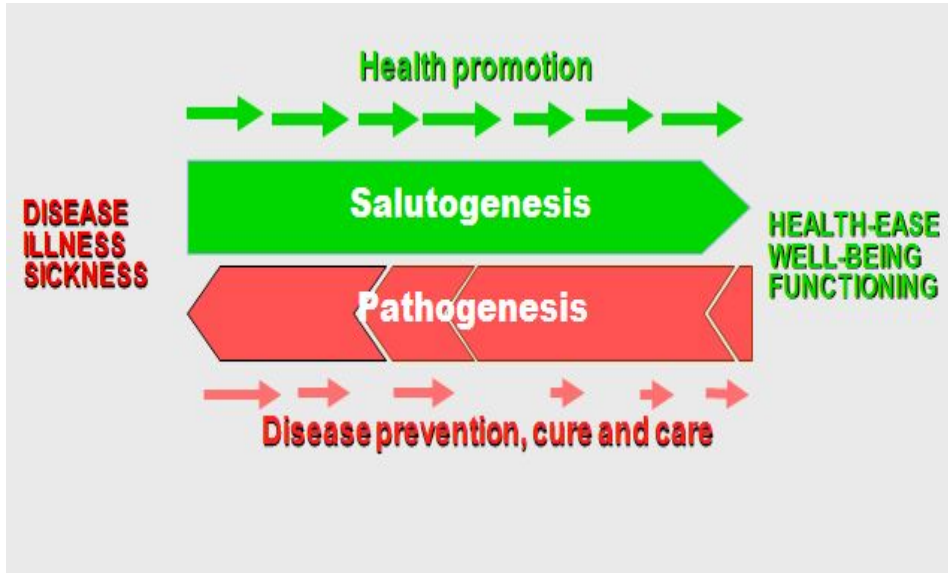
Local Area Council meetings

November 2018

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www.northumberland.gov.uk

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) - community-based support

5YFV Mental Health - importance of mental, physical and **social** needs

Cross-Government Loneliness strategy (2018)

Local

STP/ICS - upscaling prevention, health and wellbeing (social prescribing)

(Draft) Joint Health and Wellbeing Strategy - empowering people and communities

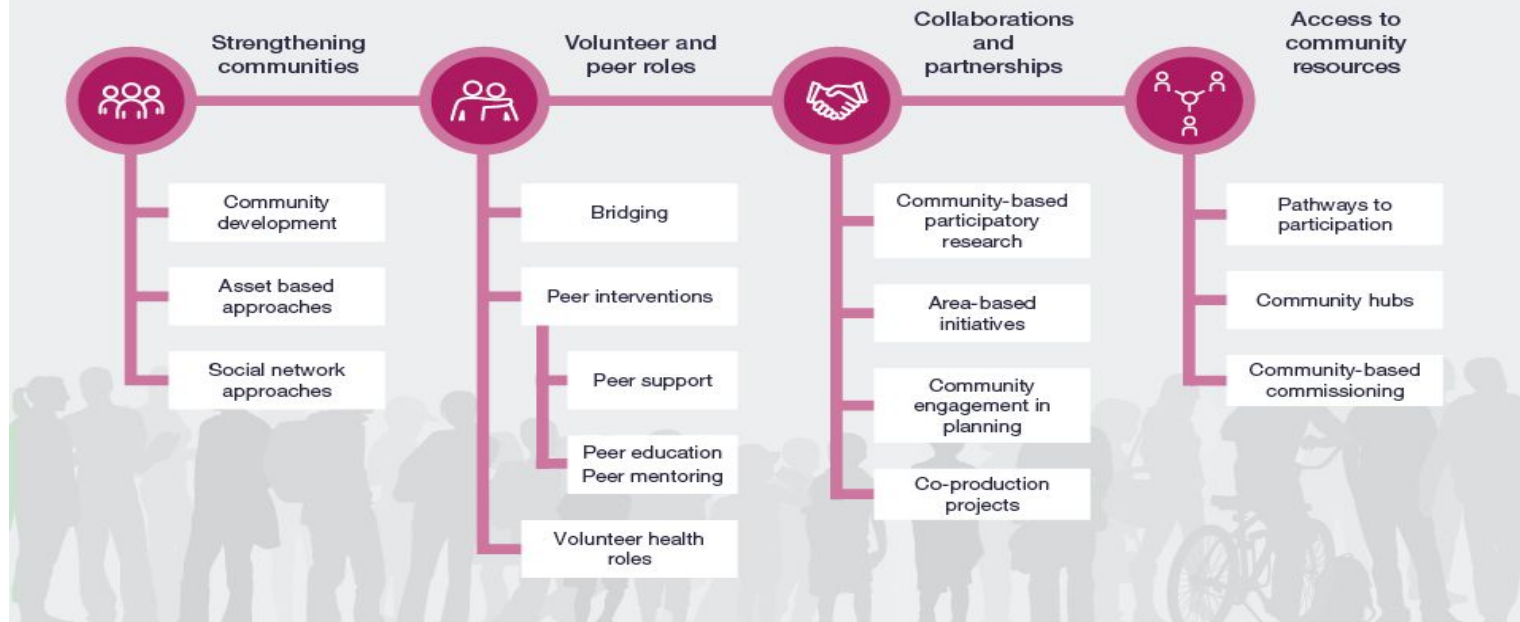
Director of Public Health Annual Reports 2015 and 2016

NCC Corporate Plan

CCG Operational Plan / NHCFT Prevention Strategy



The family of community-centred approaches



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
 - Available from 2019 for VCS organisations to apply from a range of options:
 - Community development
 - Community navigators and connectors, link workers or local area coordinators, or other social prescribing initiatives
 - Self-management education or peer support
 - Community asset transfer
 - Micro-grants, including to support volunteering

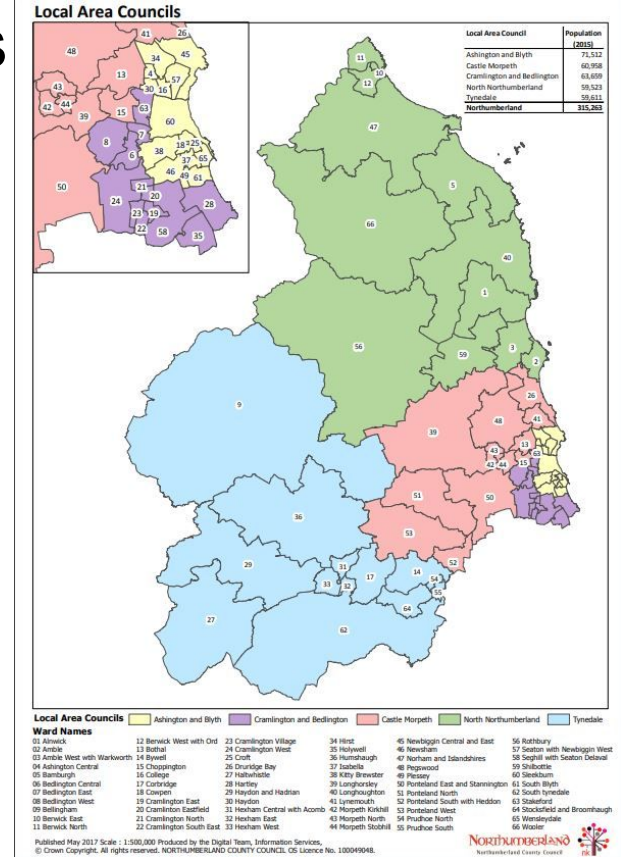


Objectives - Empowering Communities project

- To maximise participation of communities and stakeholders in developing, delivering and evaluating locality-specific approaches
- 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 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?

Host organisations

- Ashington and Blyth: Northumberland Community & Voluntary Action (NCVA)
- Castle Morpeth: Community Action Northumberland
- Cramlington, Bedlington and Seaton Delaval: Active Northumberland
- North Northumberland: Bell View
- Tynedale: Hexham Community Partnership

Locality coordinator recruitment

- Recruited to 4 out of 5 localities - started November 2018
- Recruiting to the fifth locality coordinator post (North)

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?

