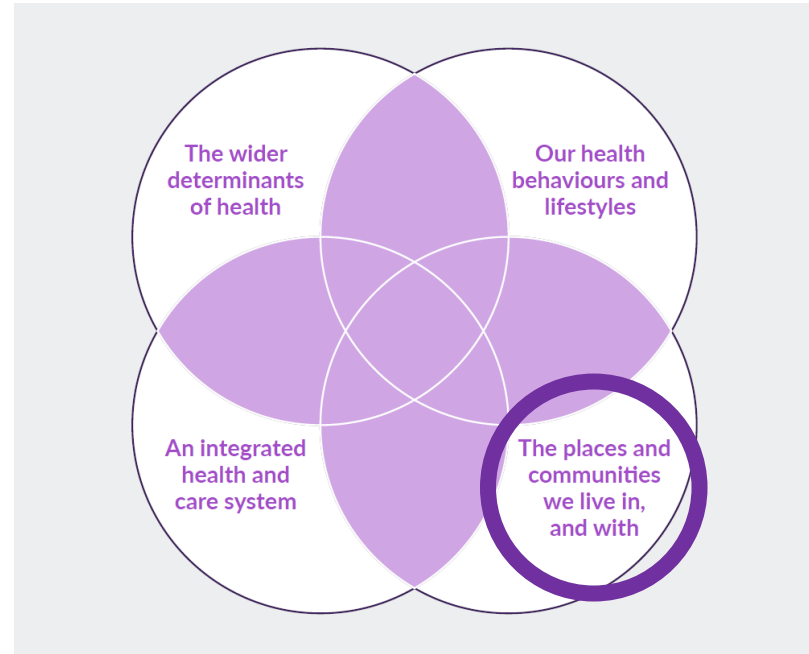
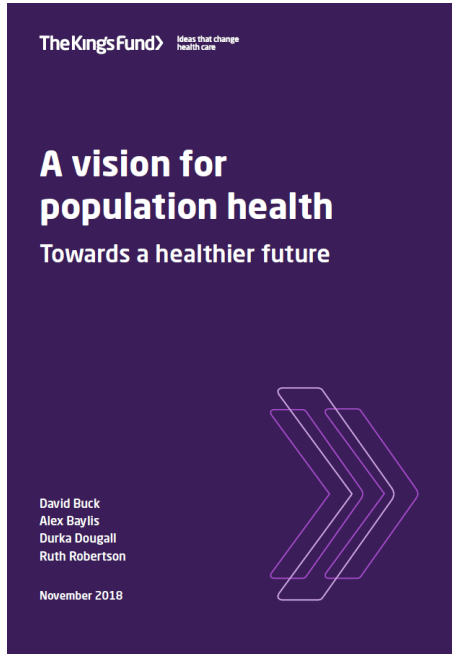


Population health: places and communities

Harry Evans, Researcher, @HarryAEvans

Population health, place and community



Why is 'place' important for health?

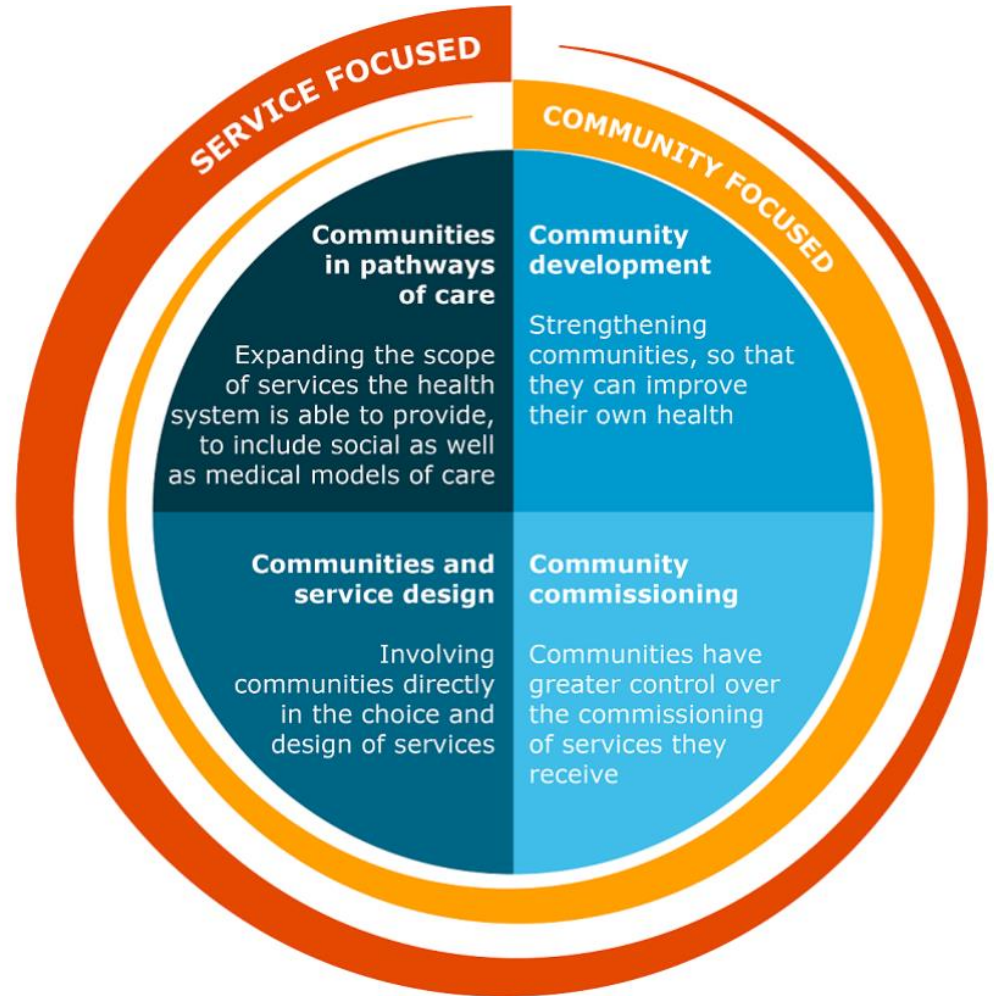
The environments we live in and the communities we belong to have a profound impact on our health and wellbeing

A place-based approach to population health emphasises:

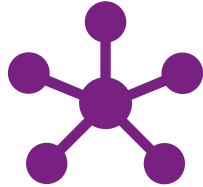
- Developing an in-depth understanding of local communities and places
- Working in partnership across the multiple agencies operating within a place
- Tackling risk factors for multiple health conditions simultaneously, informed by data about how these risk factors cluster in the local population
- Making use of local assets

This can lead to very different interventions being designed compared to those initiated by national prevention programmes taking a disease-specific approach

Place and community



Making use of local assets



But what does this *look* like?

NHS England's Healthy New Towns programme

Using new housing developments as a 'blank slate' to test ideas in 3 areas:

- Understanding how the built environment can be designed to promote population health
- Putting new models of care into practice, with a focus on primary care at scale, social prescribing and the use of digital technologies
- Empowering communities to take an active role in health improvement



Healthy New Towns – key insights

- Huge potential for 'additionality' when working in a place-based way
- Overcoming 'difference' in the population can help in tackling health inequalities
- Health promotion activities can be designed in a way that helps to foster community identity and belonging
- The NHS needs to build stronger links with local authorities including district councils – opportunities to promote health are often missed

The Wigan Deal

Since 2011, Wigan Council have embarked on a major process of change:

- Working with local people in an asset-based way that seeks to nurture the strengths of individuals and communities and to build independence and self-reliance
- Creating a culture in which innovation is encouraged and staff are permitted to redesign how they work
- Empowering communities e.g. by investing in local voluntary sector organisations, community groups and health champions – ‘citizen-led public health’
- Creating the conditions for closer partnership working between agencies

An attempt to strike a new relationships between public services and local people

The Deal

Wigan Council

Our part

- Keep your Council Tax as one of the lowest
- Help communities to support each other
- Cut red tape and provide value for money
- Build services around you and your family
- Create opportunities for young people
- Support the local economy to grow
- Listen, be open, honest and friendly
- Believe in our borough

Signed



Councillor David Molyneux, Leader of Wigan Council

Your part

- Recycle more, recycle right
- Get involved in your community
- Get online
- Be healthy and be active
- Help protect children and the vulnerable
- Support your local businesses
- Have your say and tell us if we get it wrong
- Believe in our borough

Signed



WiganCouncilOnline

wigancouncil

@wigancouncil



wigan.gov.uk

Our Part

- Ensure there are a wide range of facilities within local communities including parks, open spaces, leisure, safe cycling routes, good quality housing.
- Ensure easy, timely access to good quality GP services, seven days a week, to screen, diagnose and treat and prevent disease as early as possible.
- Support families to ensure their children have the best start in life.
- Support people to live well, helping those who are unemployed into work or training and helping them benefit from the fastest growing economy in the UK.
- Assist people to age well by keeping them healthy and connected to their communities for as long as possible in their own home.

Your Part

- Keep active at whatever stage of life.
- Register with a GP and go for regular check-ups – taking charge of your own health and wellbeing.
- Quit smoking. Drink and eat sensibly and encourage your children to do the same.
- Take time to be supportive parents or guardians, encouraging children to be the best they can be.
- Take advantage of training and job opportunities, setting high aspirations for yourself and your family.
- Support older relatives, friends and neighbours to be independent for as long as possible.
- Get involved in your local communities.

Key insights from the Wigan Deal

Moving to asset-based working at scale involves a significant cultural change

- A set of positive attitudes and beliefs about the potential of staff and service users to bring about improvement
- A willingness to tolerate the risks involved in doing so
- This requires clear leadership, constancy of purpose and effective communications

New approaches to commissioning are required to unlock the potential of community leadership – moving from a transactional model to a more collaborative relationship with the voluntary and community sector

Local authorities can help 'set the tone' for their local system, introducing new norms around partnership working and enabling a place-based approach to develop

Conclusions

- 'Communities' have always been important for health
- But it's tricky
- There are multiple approaches to involving communities in health, some are more service-focussed, some community-focussed
- Complex, and no recipe for change except reflecting the local context and working broadly across community and public services
- This is what population health systems need to actively support