

NORTHUMBERLAND

Northumberland County Council

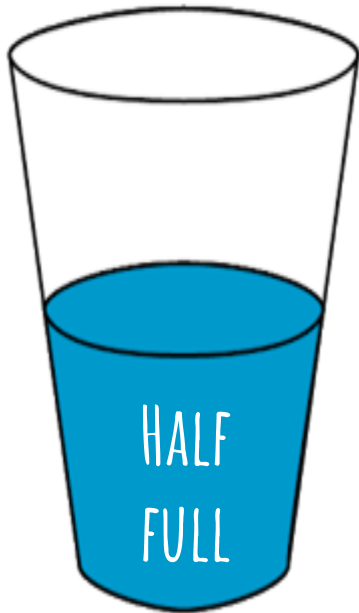
The family of asset-based, community-centred approaches to health and wellbeing:

**What are they? Why should we adopt them?
And examples in practice**

Jim Brown, Consultant in Public Health
14th November 2017

What are they?

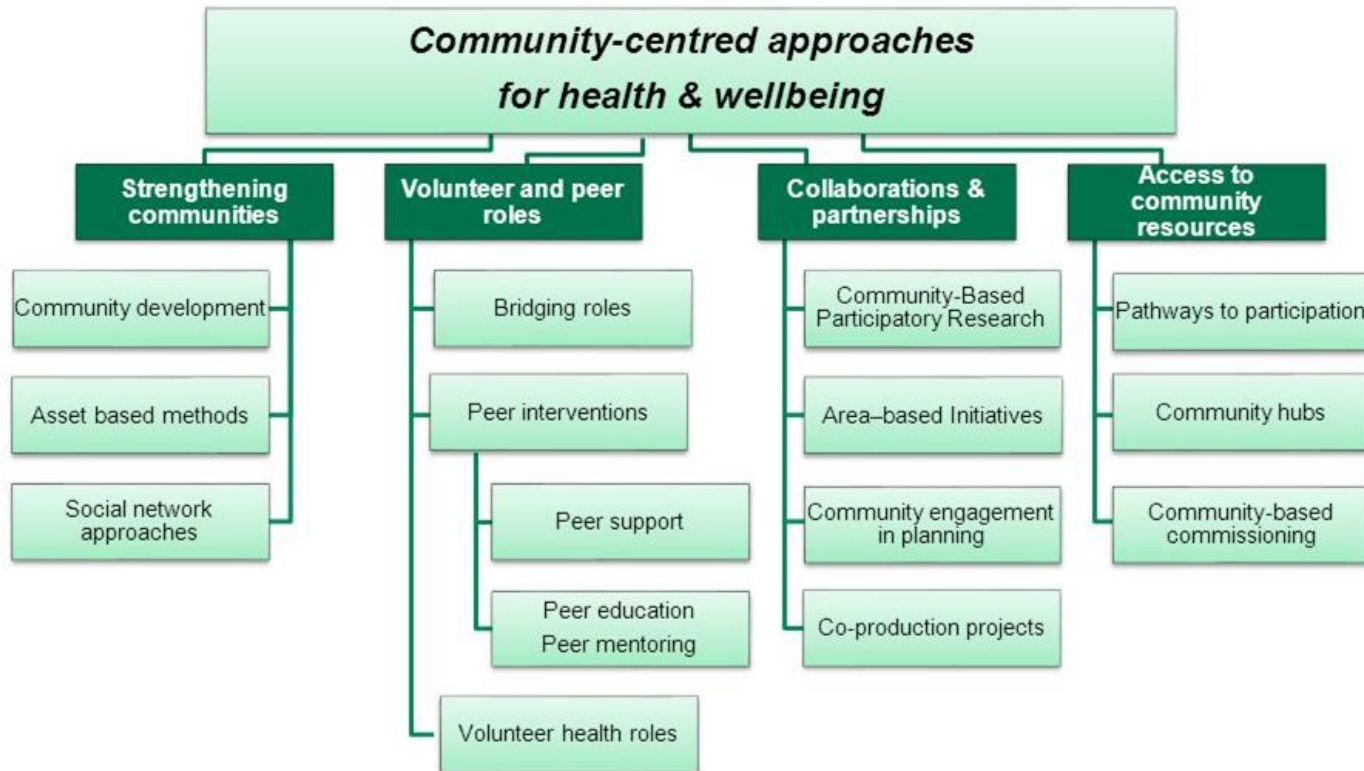
Asset-based approach



- ❖ Assets: **any resource, skill or knowledge** which enhances ability to sustain health and wellbeing
- ❖ Starts with **what is already working**, and what makes people feel well, giving consideration to what matters to people
- ❖ Seeks ways to value available assets in order to **nurture and connect** them for the benefit of individuals, families and communities

The family of community-centred approaches

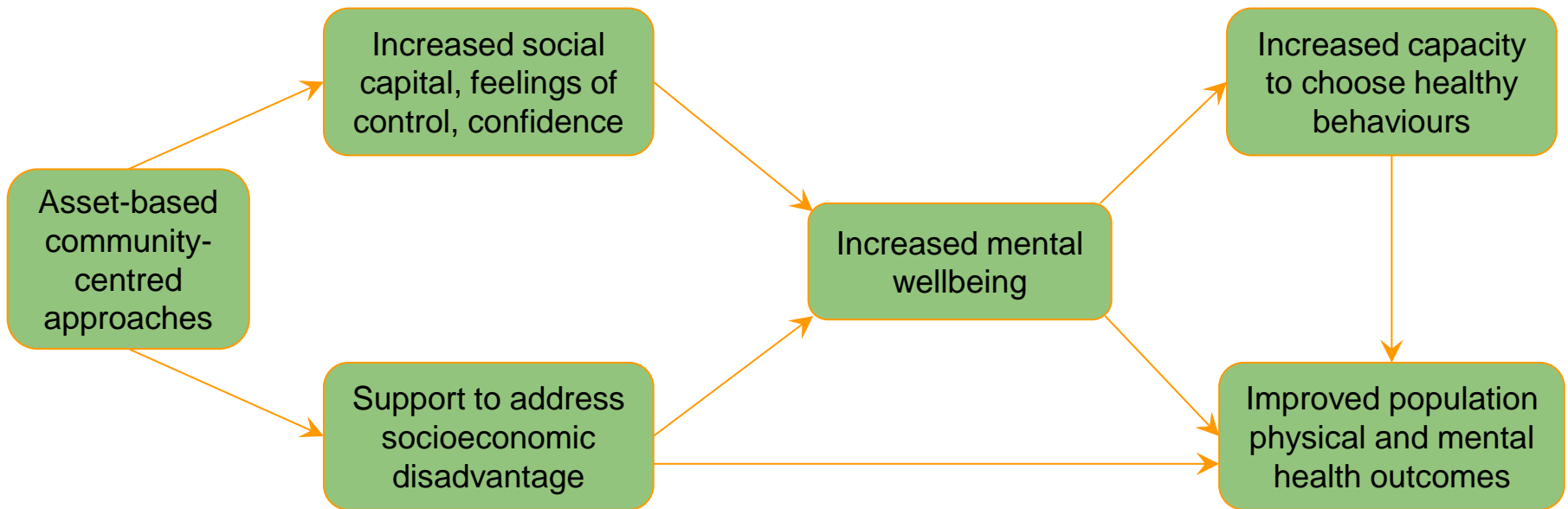
(South 2014)



PHE & NHS England (2015) A guide to community-centred approaches for health and wellbeing: <https://www.gov.uk/government/publications/health-and-wellbeing-a-guide-to-community-centred-approaches>

Why should we adopt them?

How do these approaches improve wellbeing and health?



Evidence



- 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

Examples in practice

Microgrants in North Northumberland

Celebrating our
Creative, Collaborative
and Connected Communities

- our approach to increasing wellbeing in Northumberland



<https://www.youtube.com/watch?v=vT3DI4LnFQQ>

Director of Public Health Annual Report 2016

Northumberland
Northumberland County Council

www.northumberland.gov.uk

Cambridgeshire:

Community Navigators

Information on activities and services



Local volunteers who help older people find enjoyable activities and useful services



- ❖ Network of **Community Navigator volunteers**
- ❖ 5 x **Community Navigators District Coordinators**: one for each district who come from a range of backgrounds including social work, domiciliary care and community development
- ❖ **Wellbeing Worker**: mental health background working with clients with mild/moderate mental health needs
- ❖ **Project Support Worker**
- ❖ Countywide **Community Navigators Manager**

Wigan: The Deal for Communities



- ❖ **Grants** of between up to £200 and up to £2 million for community projects that address one or more of seven priorities
- ❖ **Community asset transfer**
- ❖ **Green Initiatives** (Wigan in Bloom, Incredible Edible)
- ❖ **Community consultation and involvement in planning**
- ❖ **Directory of services**
- ❖ **Volunteering**
- ❖ **Community Link Worker** service

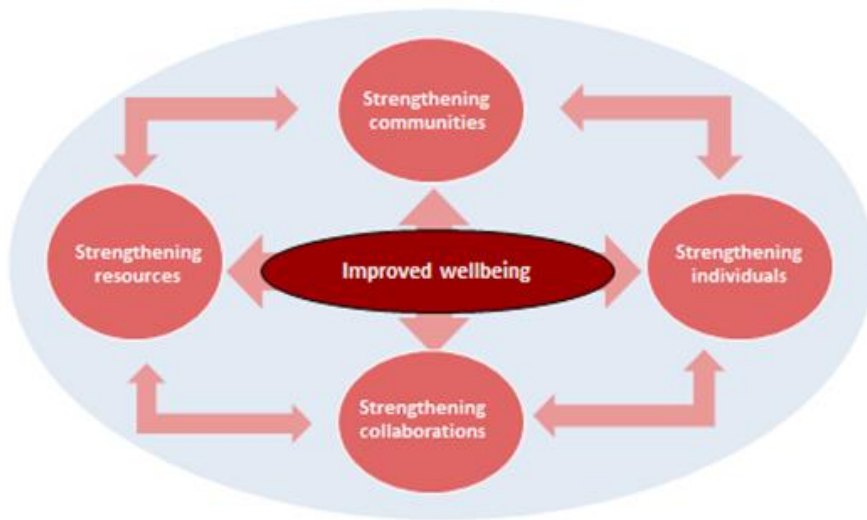
Engagement



Scaling up & out

Learning from stakeholder engagement

- Locality-level
- Social and economic issues most important
- Networks, collaborations and partnerships
- Volunteering and flexibility
- Micro-grants system
- Capacity building



Principles

- Involve communities in the planning of activities
- Engage all stakeholders in developing and refining the model
- Work *with* communities
- Ensure that communities have a voice
- Resource use and intensity of activities proportionate to level of disadvantage
- Community settings
- Increase people's control over their health and lives
- Seek to mobilise assets within communities