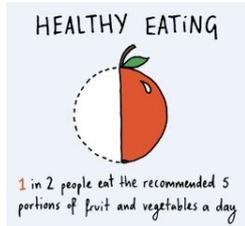


Why a new approach is needed

In the last two decades we have had limited impact on health improvement and health inequalities. Combination of factors:

- `Lifestyle drift' - focusing exclusively on health improvement issues such as increasing physical activity, improving diet, stopping smoking and reducing alcohol consumption.
- Looking at these issues in isolation from each other and from the context within which people live.
- Driven by national government to focus on an individual health improvement targets or outcomes.
- Led to focussing on the `problem' and where people are failing, rather than the `solution' and people's strengths - what they can do.

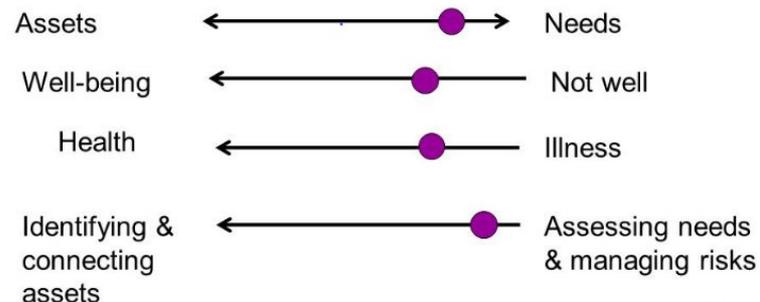




Our approach in Northumberland

To achieve the scale of change a new approach is needed:

- Looking at the underlying causes of unhealthy behaviours.
- Rather than focussing on the `problem' behaviour, what assets and strengths do people have, what can be built on.
- Thinking about wellbeing and the conditions that create good health
- Focus on the solution rather than the problem
- Doing *with* not doing *to*.
- *Listening* to not *speaking* to.
- Changing our language.



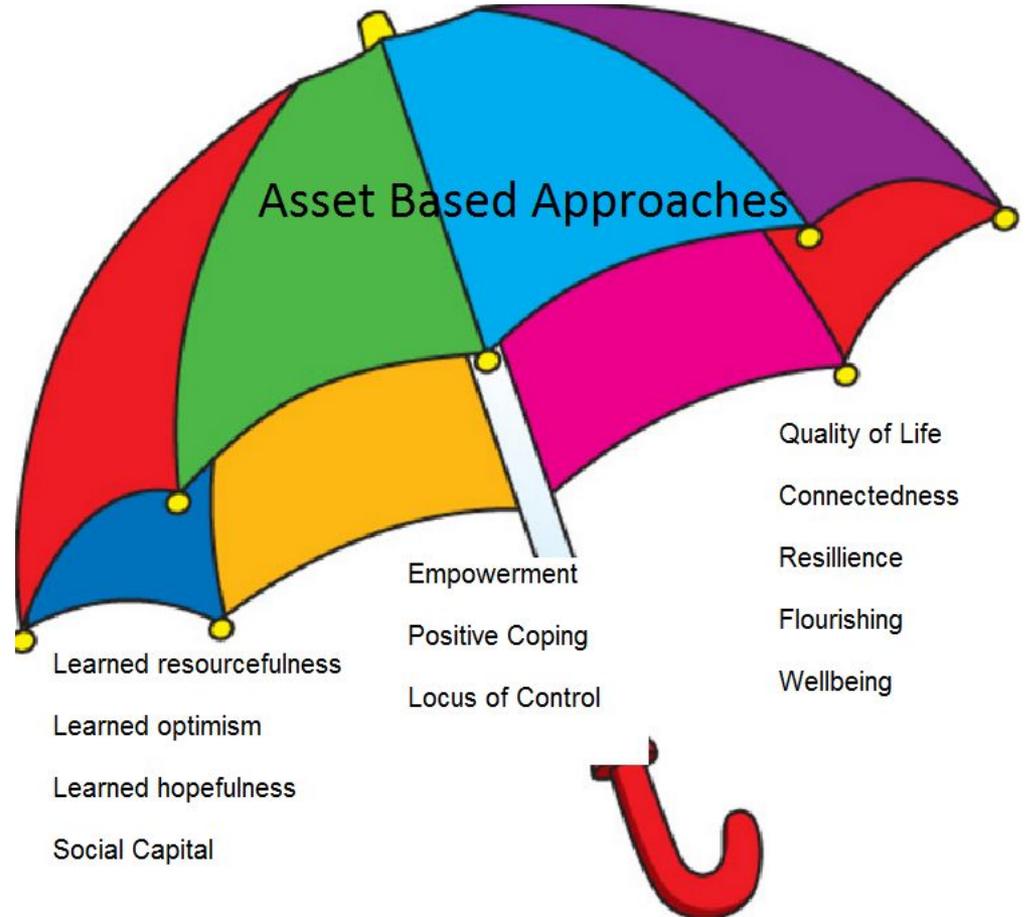
What creates health?

- Rather than thinking about diseases or risk factors that cause illness what are the factors that create health?
- When life has a **sense of purpose** then we are more likely to stay healthy and well despite challenges.
- A **sense of purpose** comes from:
 - having a life that is **manageable** with some degree of **certainty**
 - having **confidence** and **skills** to reach potential.
 - **emotional connections** to community, family and friends.
- When we feel good about ourselves and our community we are less likely to rely on substances such as tobacco, alcohol and high fat or high sugar diets to cope.
- Establishing a strong sense of purpose from the early years will not only give children the best start in life it will also support and promote their health and wellbeing through adolescence and adulthood to older age





Asset based approaches include a number of concepts familiar to many of you working in community development



Microgrants in North Northumberland

Over 40 microgrants have been allocated

Some of the projects have directly improved physical activity and health, but by far the biggest impact has been on improvements in social and emotional wellbeing.

Examples include:

- Ukulele in schools
- Litter picking
- School art project
- Discussion group
- Dementia friendly games
- Free juiced fruit and veg



Breastfeeding Peer Supporters

I like being there for the other mums, giving advice and being honest...I have had some who were going to give up, I said try this and they are still going".

Kaley Breastfeeding Peer Support Volunteer, Seaton Delaval Children's Centre

The Bridges Project

Helps people furthest from jobs market to build self esteem and confidence through volunteering by identifying their passions, strengths and skills

Childrens Centres

Its knowing you are not alone.... I've come out of my shell, I know I am a good person, better than what I think" Toni Dee, Barnardos Children's Centre Blyth

Examples of asset based approaches in Northumberland

Getabout Scheme

A volunteer transport service which facilitates the community to support each other to find more effective and sustainable solutions to transport needs.

Adapt and Community Action Northumberland

Bait, Creative People and Places

The legacy of the project is taking what is already there, supporting those groups to work together, to create a new tradition for Hirst, that is a community spirit for Hirst" Curator of Hirst Project

And there are many many more.....

What we've been doing



- Refocusing our Public Health services:
 - Brought together lifestyle services into an integrated wellbeing service
 - Strengthen asset based approaches in integrated substance misuse service
 - Beginning to bring together services for the 0-19 year age group
- Developing skills and understanding of asset based approaches within my team and also within future Accountable Care Organisation.
- Developing model for our future work on asset based approaches informed by Karen McCabes work and our learning from North Northumberland

Future priorities

- We will continue prototyping community led asset based approaches in the North of the County and extend to other parts of Northumberland.
- We will continue to reshape our Public Health services towards an asset based community led approach.
- We will work with the wider Council and our Partners to share and develop an understanding and practice of community led asset based approaches.

