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SHOWCASE SOUTH WEST UK



Healthyregions
When Well-being Creates Economic Growth

“snapshot” of South West England

- five **million** people living in two million households
- significant health inequalities in the region
- a population increasing because of inward migration
- the highest proportion of people of aged over 65 years in England, 21% at 2002
- people aged over 65 years expected to increase to 45% of the total population by 2021

**Essential that European work
is not presented as 'a project'
but as
an additional methodology to
add value to existing thinking
and working practice**

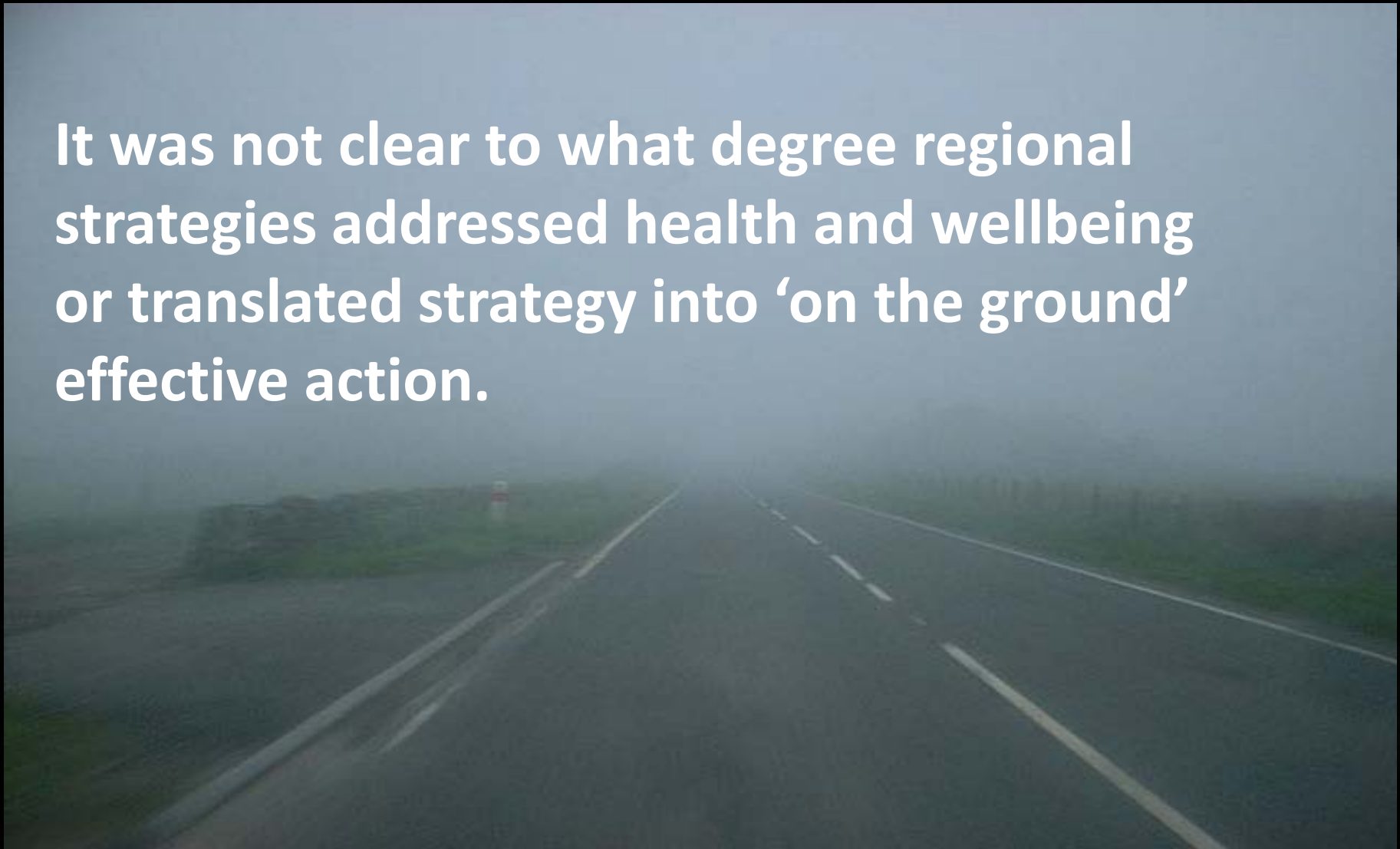


Before 2007 the South West had a Regional Economic Strategy, but health and wellbeing issues were not formally represented.

But at national and regional levels key shifts in thinking about health and wellbeing are taking place:

- **Increasing concern about health inequalities**
- **Emphasis on health *and* wellbeing linked to preventative rather than curative activities**
- **Health and wellbeing is relevant across the whole range of policy areas**
- **Desire of health professionals to learn from experience and good practice in other countries.**

It was not clear to what degree regional strategies addressed health and wellbeing or translated strategy into 'on the ground' effective action.



The Beginning

Mapping: assessing the various regional and sub-regional strategies related to the Verona Benchmark-related Themes:

- ▶ **Health and Health promotion**
- ▶ **Health and Learning**
- ▶ **Health and Culture**
- ▶ **Strategic Health Approaches**
- ▶ **Empowerment and Equalities**
- ▶ **Mainstreaming**
- ▶ **Health as an Economic Growth Factor**



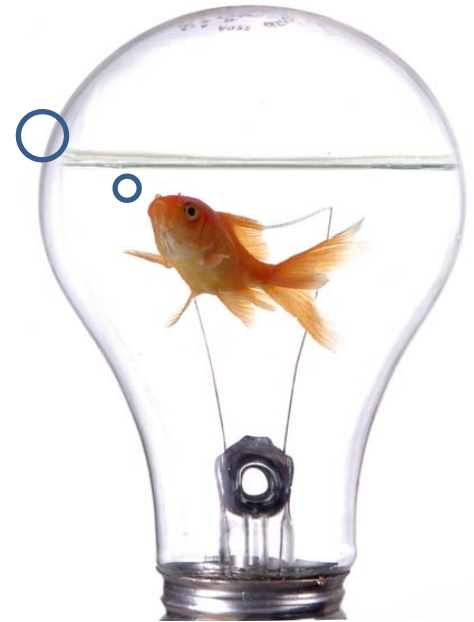
To understand how effectively the various strategies integrated health and wellbeing and whether it was translated into practice.

Then....

Regional event to widen stakeholder contact and to develop:

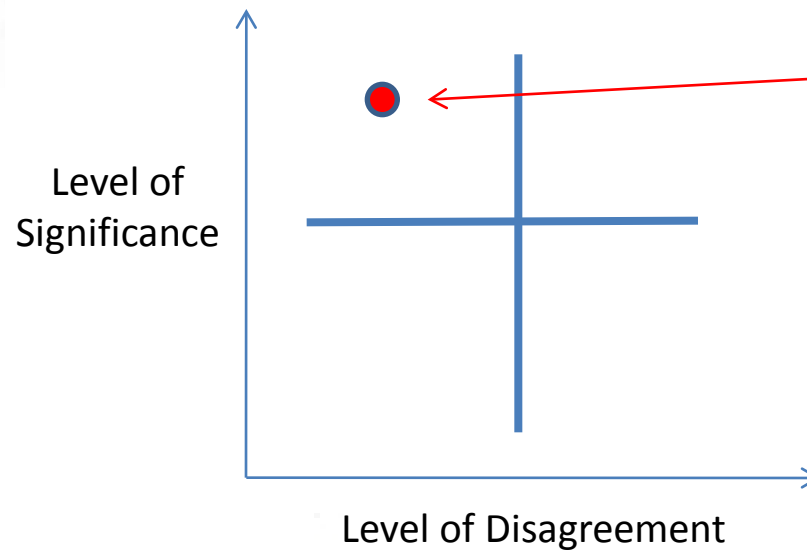
- **Greater recognition of the importance of healthy public policy at a regional level;**
- **Better understanding of the gaps in relation to health and wellbeing regional public policy;**
- **Develop actions that the Regional Development Agency, National Health Service and Department of Health and regional and local partners could work on together relating to health and economic growth through a healthy public policy approach.**

Opportunity to
broaden
thinking





Scenario Planning



Issue where there is high agreement about its significance

The Middle

Pilot Projects



***Healthy Schools Plus* is a ground-breaking initiative to bring about healthier behaviour amongst children and young people in the South West**

Key Messages

- 950 schools are engaged
- They believe that they can make a difference to health
- The schools working on the project are the most disadvantaged
- Within each school work is done with
 - a. All children and young people
 - b. Specific disadvantaged groups such as Looked After Children

Schools must remain at the hub of communities, enabling children and young people to successfully shape their lives and they can also persuade their parents to adopt healthier behaviours!

<http://hsplus.healthyschools.gov.uk/>

Resources used and case studies are to be found on the website

Transformation Fund

- **Injection of government funding 2009**
- **To provide informal adult learning opportunities**
- **30% of successful bids in the SW were about health and wellbeing**



Leisure

SOMERSET LEISURE

This project develops learning opportunities around health and well-being at 13 sports/leisure complexes across Somerset . It encourages people to try out a very wide range of physical activity as well as developing skills around nutrition and healthy lifestyles.

Key Messages

- ▶ **Don't create new networks, build on existing ones**
- ▶ **Use the diversity of the voluntary sector**
- ▶ **Make it easy for Voluntary and Community Sector to work with Local Government**
- ▶ **Use flexible, informal learning**
- ▶ **Give pump priming to set up sustainable programmes**
- ▶ **Support concessions where needed to ensure equalities**

<http://www.transformationfund.org.uk/>

Development of the South West Healthy Workplace Strategic Alliance

It has brought together representatives from a wide range of organisations and seeks to produce a strategy that will:

- ▶ Identify changes that are needed in the workplace to enable people to be healthy
- ▶ Use the evidence base of what works to promote health
- ▶ Contribute to the development of knowledge about effective action
- ▶ Develop action plans that all members of the Alliance can take forward in their organisations.

Key Messages

- ▶ Mental health issues are important when considering health and wellbeing in the workplace.
- ▶ Workplaces must take account of the ageing nature of the workforce as this is a particular issue in the region.
- ▶ Businesses are part of the overall community, not separate from it.

Business in the

Community

The beginning of the end....



**Regional-level
strategic outcomes:
The HR project has**

Strengthened

- **Development of cross-policy discourse that links health and wellbeing with sustainable economic development**
- **Added authority to planning discussions by telling a tangible story about the benefits of promoting health and well-being through the pilot projects**

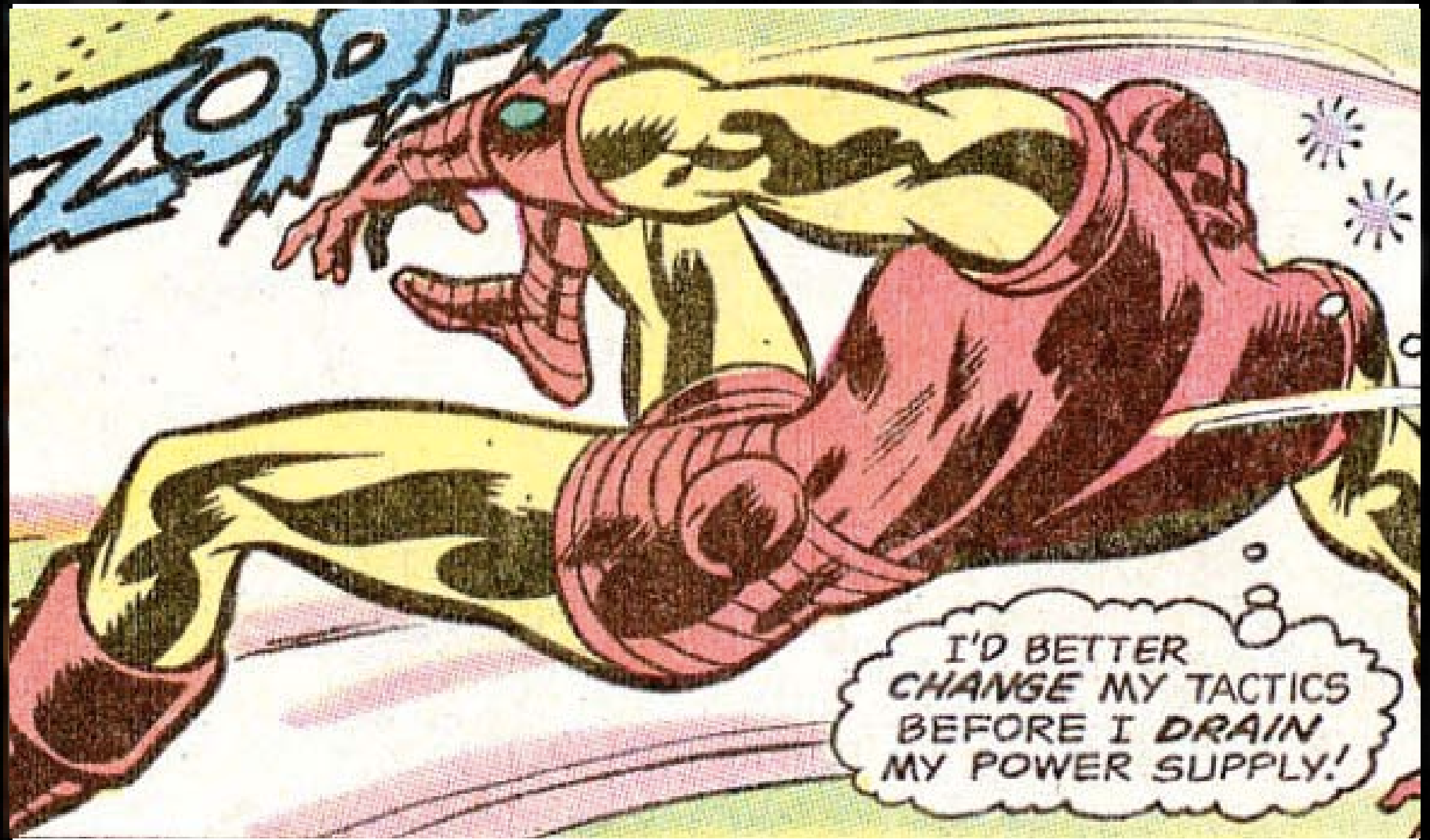
Improved

- **Partnerships and process by using existing levers and networks.**

Increased

- the 'technical' capacity and evidence base within the system through case study work and
- wider sharing and acknowledgement of what constitutes good practice.

BUT





Since the formation of the UK Coalition Government in May 2010:

Severe economic restraint in public sector spending

The end of regional-level agencies and the development of 'localism'

The threat of the loss of regional-level knowledge capital

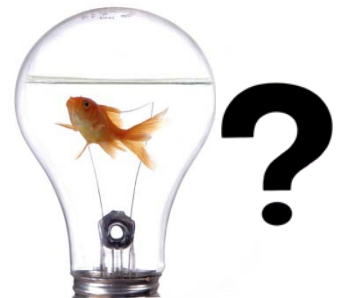


The Big Society



Many of the ideas central to the Coalition Government's '*Big Society*' are close to the thinking of '*Healthy Regions*' - co-investment, local action, civic participation, empowerment - but the next decade will be about profound cultural change if this is to be achieved *at a time of equally profound economic constraint, it may be this 'tension' that makes it work.*

<http://www.thebigsociety.co.uk/>





**The end of the
presentation
BUT not the end of
the story!**



SHOWCASE
South West
UK

Thank you for your attention -

**The SW UK Healthy Regions
Project Team**

*"Whoa! Watch where that thing lands -
We'll probably need it."*