Involving Citizens in Improving Population Health: Communities Driving Change

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COMMUNITIES DRIVING CHANGE

• Connected, strong, communities with agency are the key to a thriving society.

• They keep us safer, happier and healthier – and more resilient to challenges.

• Community-led change is an important part of the solution, but is not always supported by the system.

• The Young Foundation’s is taking a community-led approach to address health challenges in Tower Hamlets, using our tried and tested Amplify approach.

‘people coming together to help improve their lives and solve the problems that are important in their communities... people giving their time and other resources for the common good, in a range of forms – from volunteering and community-owned services to community organising or simple neighbourly acts’

‘Enabling Social Action’ - Department of Culture, Media and Sport, 2017
COMMUNITY AND PLACE-BASED CHANGE

Health Creation

Our Amplify approach:

• Stimulates and supports locally driven change

• Facilitates communities to:
  • Understand their shared experiences, and establish shared narratives of a better future.
  • Turn these shared narratives into a collaborative self-sustaining social movement

• We do this through a process that combines:
  • Ethnographic & participatory research
  • Storytelling
  • Co-creation and social innovation
  • Providing access to funding and investment.
  • Movement building

• Share what works
TOWER HAMLETS’ PRIORITIES & OUTCOMES

Priorities

Support residents to:
• Identify shared health and wellbeing priorities
• Draw in friends and neighbours
• Take action together

Outcomes

So that more people will:
• Feel more in control and make positive changes
• Support each other to take joint action
• Get involved in shaping local services

Tower Hamlets’ short, medium and long-term outcomes
“Shifting the focus from ‘engaging’ and ‘involving’ residents towards facilitating residents to take organising and leadership roles in identifying and acting on health and wellbeing challenges, creating meaningful social change”
APPLYING OUR APPROACH

Evaluation Framework

Community Engagement
- Community Perceived needs and aspirations

Development
- Priorities
  - Community Action

Co-production
- Priorities
  - New Improvement
    - Refocus

Resources
- New community-led initiatives
  - Improve, refocus, redesign local services

Interventions
- Health / Wellbeing (wider determinants): - Social
  - Economic
  - Environmental

Individual Effects ↑
- Physiological / psychosocial ↑
- Health & related Behaviour change ↑
- Employment
  - Income
  - Financial resilience ↑
- Quality of Life ↑
- Improved access
  - Community focused services

Community Effects ↑

Improved Community Health Outcomes, Wellbeing and Resilience

Adapted from UEL Theory of Change for CDC

Amplify Approach
COMMUNITIES DRIVING CHANGE ACTIVITIES

• Community cohesion group
• Developing parents’ capabilities action group - ESOL with purpose
• Collingwood Ladies Club
• Green space improvement
• CTRA cart building project

Next:
• Youth-led activities
• Tackling drugs and antisocial behaviour issues
A mum from the ‘community cohesion’ action group, who are using creativity and music as a way of bringing the community together, after the 2018 Great Get Together Event the group organised.

“I have been waiting my whole life to get involved in something like this... Before, I never knew what I could offer my community, but now I feel I have something to give. I’ve realised this is my passion, I want to do so much more like this... I’m buzzing! Everyone in the community is talking about it. I got stopped by the Head Teacher at the school gates today... and all the kids are feeling so confident and inspired.”