Taking a community-centred approach to health & wellbeing

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Keynote presentation at ‘Community is the best medicine: making a reality of community-based health’, The King’s Fund, London, 9th October 2018
PHE From Evidence into Action: game-changer and underpinning theme: community-centred and asset approaches
What I will cover

Aim: to give an overview of community-centred approaches as central to action to improve health and reduce inequalities - the why, how and what next.

• Back to basics – why communities matter for (population) health
• Evidence into action – guidance, frameworks and tools
• Reorienting (health) systems
Back to basics – why communities matter for health
Protecting health and buffering risk

Importance of community in the causal pathway


Taking a community-centred approach to health
Being connected with other people matters for your health

Research shows that **lacking social connections** is bad for our mental and physical health

**Loneliness** increases the likelihood of premature mortality by **26%**
What’s the picture across England?

2 in 3 people feel they belong to their neighbourhood.

2 in 5 feel people in their neighbourhood can be trusted.

2 in 5 (39%) of people are doing some kind of regular volunteering although numbers have recently dropped (from 44% in 2013-14).

Few people (27%) feel they can influence decisions affecting their local area – although 51% say they want to.

Most, but not all, people have someone to rely on.

5% often or always feel lonely.

Reference: Community Life Survey 2016 to 17
Why communities matter for health

Placing communities at the heart of public health can:

- Engage those most at risk of poor health
  - Create connected, resilient more cohesive communities
- Reduce health inequalities
- Empower people to have a greater say in their lives and health
Evidence into action – guidance, frameworks and tools
Community, health assets and place – our building blocks

- Taking an assets lens
- Community-centred approaches
- Cross-cutting public health priorities & strategies
- Whole systems - Local places
- Outcomes – for people, services, areas
NICE guidance NG44
Community Engagement (2016)

“Ensure local communities, community and voluntary sector organisations and statutory services **work together** to plan, design, develop, deliver and evaluate health and wellbeing initiatives.”

https://www.nice.org.uk/guidance/ng44
What are community health assets?

All communities have health assets that can contribute to positive health and wellbeing.

The skills, knowledge and commitment of individual community members

The resources and facilities within the public, private and third sector

Friendships, good neighbours, local groups and community and voluntary associations

Physical, environmental and economic resources that enhance wellbeing

Taking a community-centred approach to health
Mapping local assets

SHAPE - Strategic Health Asset Planning and Evaluation tool
https://shapeatlas.net/

Uses the 5 ways to wellbeing to categorise and display assets

Allows services to also be categorised by type
The family of community-centred approaches shows the range of evidence-based options for working with communities.

A whole system approach would involve commissioning across the four strands of the family:

- strengthening communities
- building capacity and skills for volunteer and peer roles
- forming collaborations where solutions are developed jointly and
- improving access to community resources e.g. social prescribing.

PHE Community-centred practice examples

A collection curated by PHE’s Knowledge and Library Services.

https://phelibrary.koha-ptfs.co.uk/practice-examples/caba/

Source: The Hub@Castlepoint
Workforce development

Public mental health leadership and workforce development framework

PHE/Health Education England e-learning on community-centred and asset-based approaches.

https://www.e-lfh.org.uk/programmes/community-centred-approaches-to-health-improvement/

Community-centred approaches to health improvement

This new E-Learning programme will provide an overview of community-centred approaches to improving health and wellbeing.

https://www.e-lfh.org.uk/programmes/community-centred-approaches-to-health-improvement/

It is suitable for practitioners, managers and commissioners who want to:

- update on evidence and guidance on community-centred approaches to health improvement;
- take a more strategic and planned approach to scaling-up community-centred approaches;

https://www.e-lfh.org.uk/programmes/community-centred-approaches-to-health-improvement/
### The range of outcomes

**Individual**
- Health literacy
- Behaviour change
- Self-efficacy, self-esteem, confidence
- Self-management
- Social relationships, social support
- Wellbeing – quality of life
- Health status – physical and mental
- Personal development, life skills, employment, education

**Community**
- Social capital – social networks, community cohesion, sense of belonging, trust
- Community resilience
- Changes in physical, social and economic environment
- Increased community resources

**Community Processes**
- Community leadership – collaborative working, community mobilisation/coalitions;
- representation and advocacy
- Civic engagement – volunteering, voting, civic associations, participation of groups at risk of exclusion;

**Organisational**
- Public health intelligence
- Changes in policy
- Re-designed services
- Service use- reach, uptake on prevention services
- Improved access to health and care services – appropriate use, culturally relevant;

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Reorienting (health) systems
Four challenges for evidence into action

• integration and scale
• enabling people to get involved
• evidencing impact
• achieving a shift in power

“A contemporary public health system embraces change, new learning and technology, but remains rooted within the communities it serves…..Putting the public back into public health needs to be at the heart of everyday practice, planning and delivery.”

Reducing health inequalities system, scale and sustainability: the Population Intervention Triangle (PHE 2017)

- Civic-level interventions
- Place-based planning
- Community-based interventions
- Service-based interventions

Source: Chris Bentley (2018)
Call to Action

PHE recommends a community-centred approach to health and wellbeing

- Develop a whole-system approach across sectors
- Ensure genuine co-design and co-delivery – with, not to, communities
- Commission across the four strands of the family
- Map and mobilise local assets
- Measure community outcomes
- Integrate community-centred, asset-based approaches as part of place-based commissioning and strategic planning

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Source: Director of Public Health Annual Report 2015, Northumberland
Thank you

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Find out more

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