



Northumberland
County Council

Empowering Communities

A Community Centred Approaches Model for Northumberland

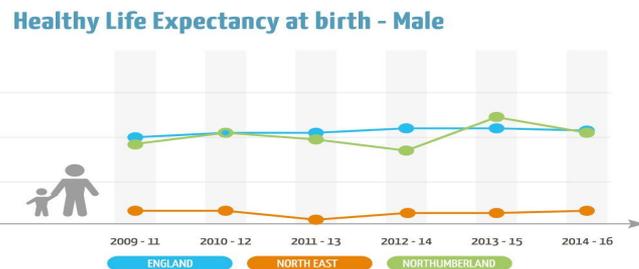
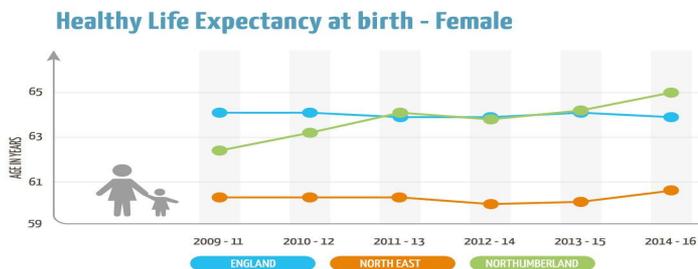
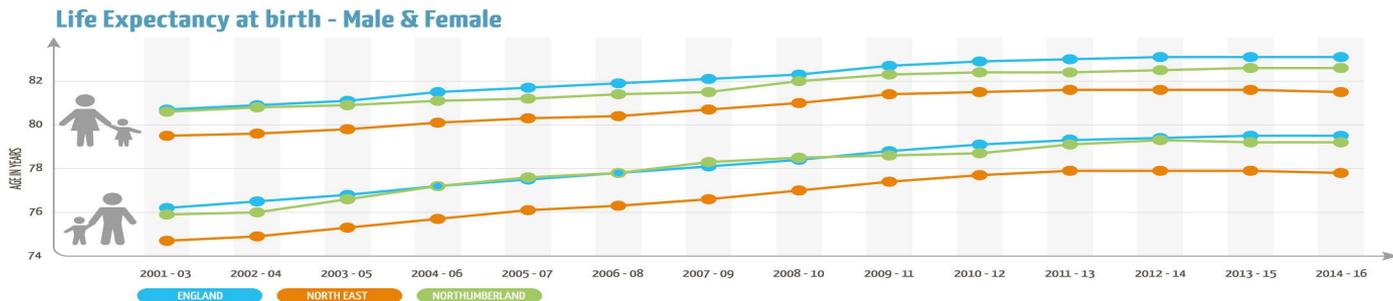
Northumberland Town and Parish Councils Conference

11th October 2018

Liz Morgan FFPH
Director of Public Health

www.northumberland.gov.uk

How healthy are we in Northumberland?

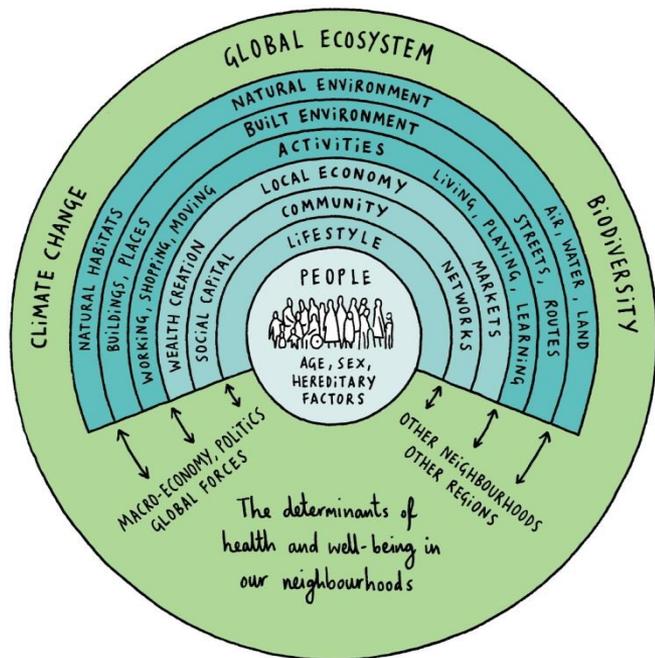


What influences health?

The social determinants and their impact on health.

For example:

- Housing – warm houses linked to lower risk of physical and mental ill health.
- Planning - keeping people with dementia independent
- Employment – less use of medicines, fewer visits to GPs.
- Working conditions – low levels of control linked to ↑heart disease;
- Education - the engine room of social mobility;
- Culture/arts – engagement with the arts can improve mental wellbeing



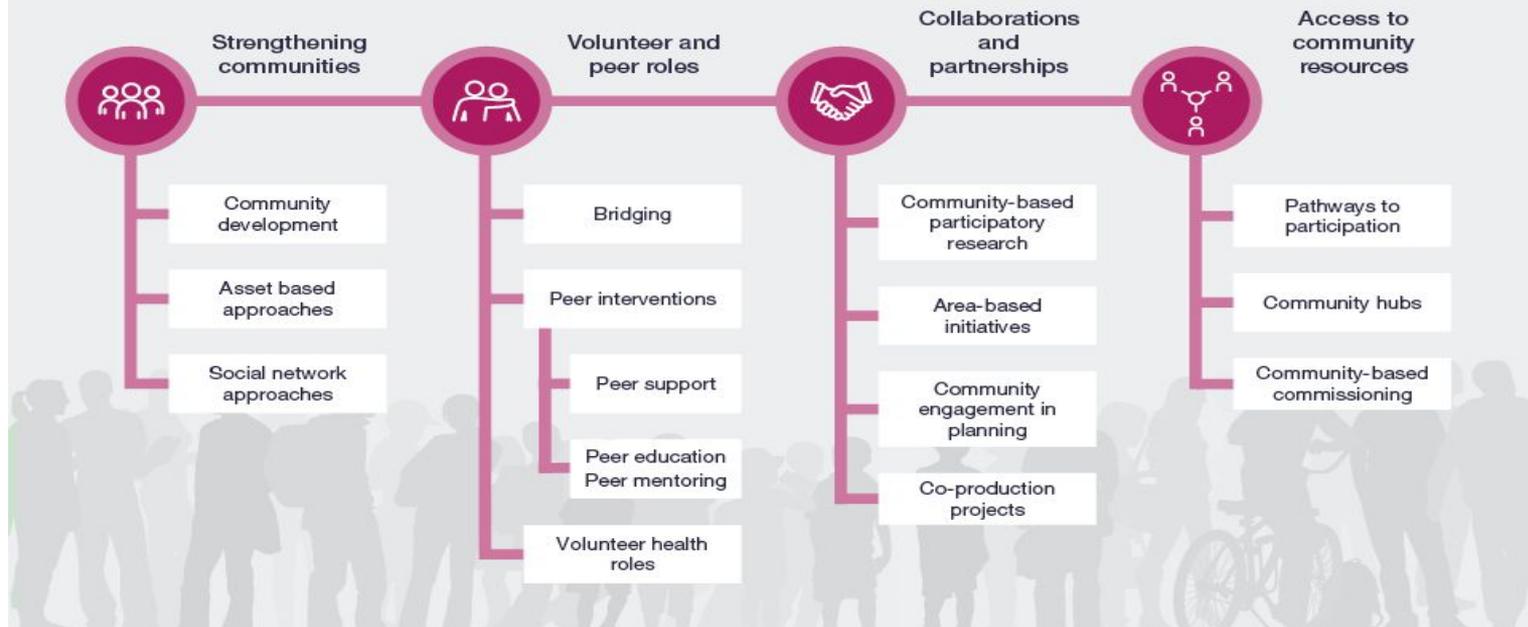
The need for a cultural shift



- Away from single issue, individual lifestyle change
- Focus on what makes us well and wellbeing
- Building on the positives (our assets)
- Working with communities rather than doing to;
- Salutogenesis rather than pathogenesis

So what does this different approach look like?

The family of community-centred approaches



Overview - Empowering Communities project (2.5 years)

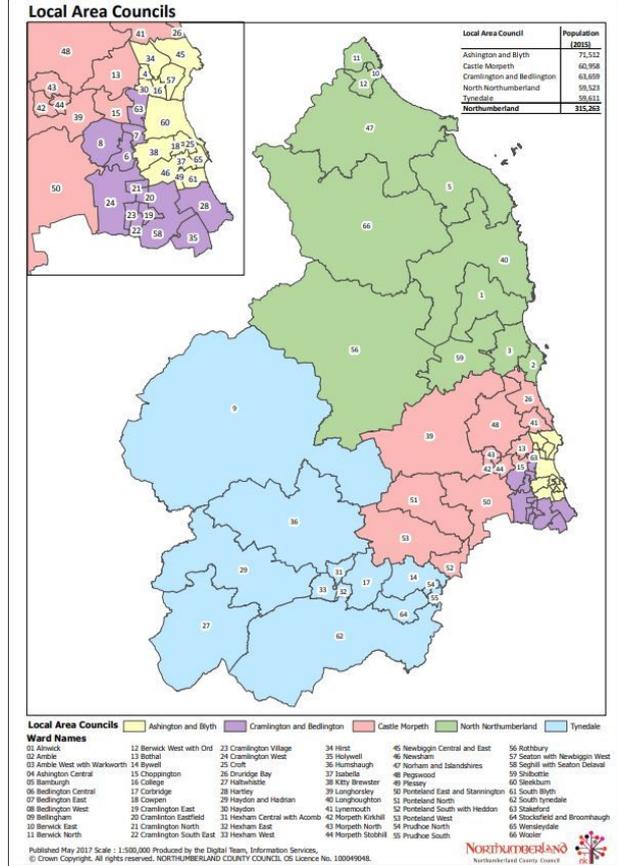
- **Locality Coordinators** embedded with VCS/not for profit **Host Organisations**
 - One in each of five Local Area Council areas
 - Initially role to map and mobilise assets with a view to recommending approaches to improving wellbeing and health that are priorities for the communities and other stakeholders in the locality.
- **Grants for community-centred approaches**
 - Informed by the work of the locality coordinators
 - Available from 2019 for VCS organisations to apply from a range of options:
 - Community development
 - Community navigators and connectors, link workers or local area coordinators, or other social prescribing initiatives
 - Self-management education or peer support
 - Community asset transfer
 - Micro-grants, including to support volunteering

Objectives - Empowering Communities project

- Get as many people and communities involved in developing, delivering and evaluating locality-specific approaches as we can.
- Map and mobilise existing assets within communities, develop new and existing assets, and link people to assets, including those which support some of the social determinants of health.
- To increase individual and community participation (including volunteering), involvement in decision making, and feelings of control and confidence
- To increase community activity, social networks and social capital
- To create long term benefits for individuals and communities

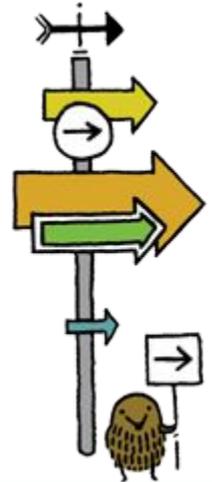
Locality coordinators... first 6 months

- Build links with communities, VCS, businesses, county council, GPs, other NHS/Council, town and parish councils, development trusts
- Work in partnership with the communities in the locality to map and mobilise the knowledge, skills and time of individuals and the resources ('assets') within communities, develop new and existing assets, and link people to assets
- Use participatory methods with communities and wider stakeholders in that locality to find out what would strengthen those assets
- Support existing or set up new locality network(s) and forums
- Explore with communities the need for and best way of developing a county-wide directory of groups, organisations and services that includes locality specific information
- Agree with communities and other stakeholders the best approach(es) for that locality



Locality coordinators... from 6 months

- Support implementation of agreed recommendations
- Support groups/organisations to secure grants from range of options
- Sustain locality networks and directory/ies
- Coordinate and link activities within the locality
- Adopt other principles of Local Area Coordination:
- Build sustainable local, non-service solutions to support needs
- Develop community leadership
- Support evaluator in carrying out a locality based evaluation



Where are we now?

Host organisations

- Ashington and Blyth: Northumberland Community & Voluntary Action (NCVA)
- Castle Morpeth: Community Action Northumberland
- Cramlington, Bedlington and Seaton Delaval: Active Northumberland
- North Northumberland: Bell View
- Tynedale: Hexham Community Partnership

Locality coordinator recruitment

- Recruited to 4 out of 5 localities - to start in October 2018
- To re-advertise for the fifth locality coordinator post (North)



Your contribution as community activists

1. Help us identify your community's assets.
 - Skills/knowledge/commitment of community members
 - Local groups & organisations, informal networks
 - Physical, environmental and economic resources
 - Assets of external agencies.
2. Work with us and your community to identify needs, build on aspirations and link assets to strengthen individuals and your community.

Any Questions?

