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Background

- Walsall - 35/326 most deprived local authorities in England
- 14,788 (44.6%) of Walsall’s population are within the most deprived quartile nationally
- Areas of highest deprivation are located predominantly in the ‘central belt’ of Walsall
- Health inequalities – East West divide - life expectancy poor lifestyle choices
- whg stock co-terminus with areas deprivation/poor health
whg supporting Public Health to deliver social health model

NICE guidance on community engagement:
- recommends recruiting community members ‘to plan and deliver health promotion activities and help address the wider determinants of health’
- ‘people able to inspire and motivate community members but also able to advocate for change and influence local organisations’

‘Bridging role’
- community workers link services and communities to communicate messages and help people access resources to improve health
whg’s role

- whg – houses a fifth of Walsall’s population
- Recognition that ‘health is everyone’s business’
- Prevention agenda to reduce acute call on services
- 2008 - early development of Health Housing partnership - whg and NHS Walsall and joint bid to Lottery - £500k
- NOW Better Health Programme
Health Housing Strategy - 2010

- NOW programme leads to ‘Health Housing’ Strategy
- Partnership - Public Health and others
- Health Inequalities National Support Team – ‘strategy is best and most comprehensive seen

Three key priorities:
  - tackle deprivation and reduce poverty
  - tackle health inequalities
  - encourage healthy lifestyles
Embedding health and housing

- Strong partnership with between Public Health and whg
- Service Level Agreement (SLA), leverage - substantial funding
- Grass root resources and programme team the Health Housing Team -2012
- Innovative engagement in communities where health poorest whg – Heinkenin Factor
Whg Model supported by Public Health

Community Champions’ model:
- Grassroots engagement
- Employed from hard to reach, target communities
- Trust and empathy - key to changing attitudes
- Advocacy, referrals, confidence and self esteem
- Lifestyle and wider determinants
- Innovative activities - e.g. health bus - access to health checks, gypsy and traveller project
Innovative engagement- Projects

- ‘Get Up and Go!’: healthy cooking, lifestyle tasters, physical activity tasters e.g. Zumba linked to food projects
- ActiveM8’: men’s healthy lifestyle and physical activity tasters
- Active Clubs, Fun for Life, maintaining participation
Benefits from the model

- Sign posting to mainstream Health Services
- Access to life style services and early intervention eg dentist, GP
- Confidence building and self esteem courses
- Volunteering opportunities
- Money management and debt advice
- Reduction in anxiety and stress
- Leading to employment and training opportunities
Since September 2012..

- Carried out 259 health checks
- Involved 450 people on our projects
- Distributed over 400 crisis food parcels
- Recycled 35 tonnes of food worth £15.6k
- Provided advice to 850 people at variety of local events
- Mr Testicle at Walsall FC – 4000 supporters
- Supported ‘Movember’ campaign - raised awareness of men’s cancers to 600 colleagues
- Supported National Mental Health Week - raised awareness of the ‘5 Steps to Wellbeing’ to 600 colleagues
Case studies and quotes from ‘Get Up and Go’ - Healthy Foods module

Nicola :

“I have changed what I eat now and eat more healthily which has helped me to lose 2 stone.”

Wendy :

“I went from 17st 2lb to 14st 7lb. I am going to the gym and eating healthily. My little girl helped me to make the dishes, they were both healthy and easy to make.”
On the road to better health....

Charmaine:

“The dishes we made at home were ok, kids enjoyed it more as they were involved in making the dishes.....

“Weight management I found really helpful because I have learnt new things which has helped me to lose weight. I have been on a diet so it has made me lose over a stone in weight which I couldn't have done without help .......

“I have got more confident and feel better within myself. I have now got confidence to apply for jobs where I have been successful and start my new carer’s job soon.....”
Case studies and quotes from Make it Count

Physical Activity Manager, Walsall NHS Healthcare Trust

“Caroline has informed me that the group we have for MIC in County Bridge is exactly the right audience for our programme. I think this is great partnership working as we would never have got these families to the programme without your support and on the ground engagement…….”
What Next?

- Continue our work with Public Health and other key partners
- Continue our project based engagement work
- Develop our capacity to deliver MECC make every Contact Count
- Embedding whg through frontline whg colleagues
- SROI Social Return on Investment