

# Wellbeing for life Newcastle



**Re-thinking wellbeing and health in Newcastle:**

**Working together to  
improve quantity, quality and equality of life  
for the people of Newcastle**

**Tuesday 19 July 2011**

**Banqueting Hall  
Newcastle Civic Centre**

## Why we are here

Today is an opportunity for a range of people from different organisations who are involved in improving wellbeing and health in the city to come together to:

- Consider the new context that will shape our work in the future
- Reflect on your own, and others' contribution, to improving wellbeing and health
- Learn what data tells us about the wellbeing and health of people in Newcastle
- Be part of conversations about the work we need to do to:
  - address social determinants of health;
  - improve the capacity of communities to identify and act on issues that impact on their own, and others, health and wellbeing; and,
  - make sure people get high quality services they need
- Spark new connections
- Work with people from other organisations and partnerships to generate momentum for ongoing work

Make the day a success for you and others by:

- Connecting
- Being pro-active
- Taking notice
- Continually learning
- Giving

## The flow of today

The event today will be facilitated by:

- Helen Wilding, Wellbeing and Health Partnership Coordinator
- Barbara Douglas, Older Peoples' Strategic Board Coordinator

They will introduce the different parts of the programme and this workbook provides reference materials, activity summaries and space for you to make your own notes.

The day will flow as follows...

- Welcome from Councillor Nick Forbes  
Leader of Newcastle City Council and Newcastle's Lead Politician for our participation in World Health Organisation (WHO) European Healthy City Network.
- Ways of thinking about wellbeing and health: a quick reminder
- Getting to know those on your table
- Finding out about wellbeing and health in Newcastle (includes a comfort break)
- Considering how what we do influences the future
- Understanding key areas of action
- Making the most of the lunch break
- Focusing in on action
- Considering our readiness to deliver
- Putting Newcastle on the front cover
- Changing what you do
- Final words...
- Time for networking

## Ways of thinking about wellbeing and health

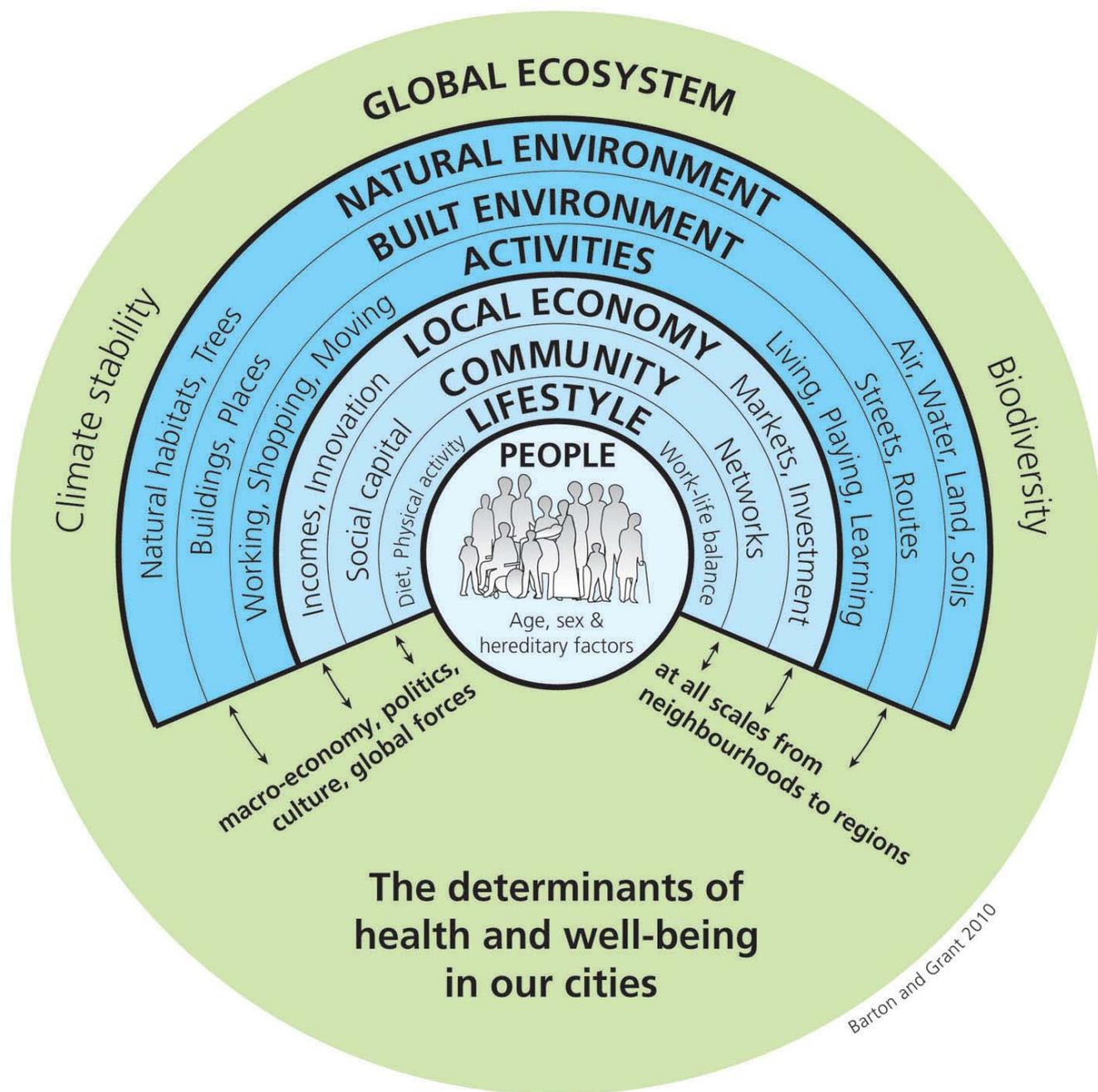
There are many conceptual models and frameworks that shape and develop our thinking about wellbeing and health and what we need to do to improve it.

Every model or framework brings certain aspects into focus, but risks hiding or overlooking other aspects. For that reason, we are offering up five different 'aides' to help your discussions today.

As you look at them, consider the following:

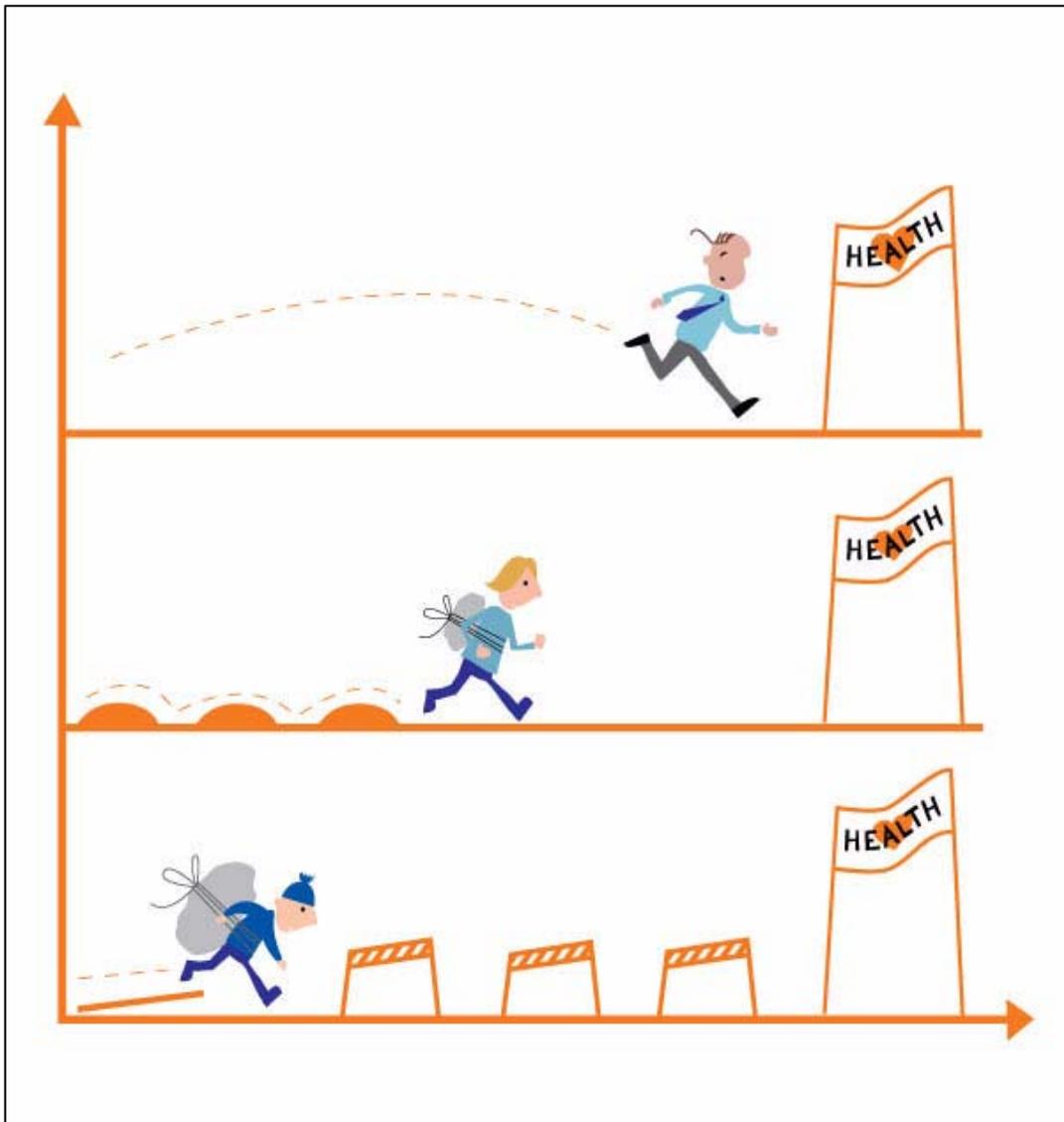
- How does the work you do on a daily basis link into the model or framework?
- What is the model or framework good for? What do you like about it?
- What do you dislike about it? What would be the risks of solely relying on the model or framework?
- How can you bring elements of each of the models or frameworks together to enrich your understanding?

**Barton and Grant “The determinants of health and wellbeing in our cities”**



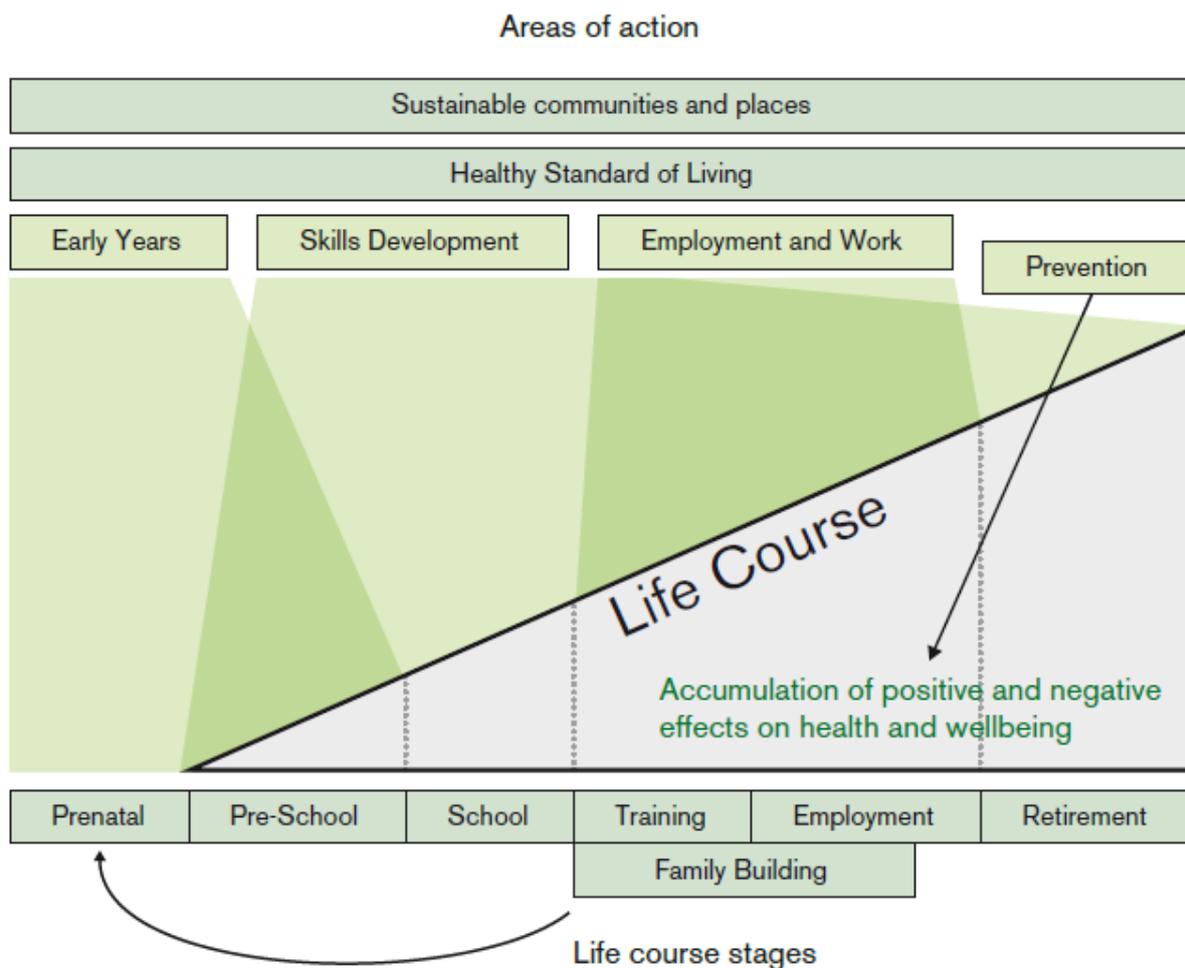
Source: Barton, H. and Grant, M. (2006) A health map for the local human habitat. The Journal of the Royal Society for the Promotion of Health, 126(6), pp252-253.

**Norwegian National Strategy: Illustration of social differentiation in a “journey” to good health**



Source: Norwegian National Strategy.

## Marmot Review: Action across the life course model

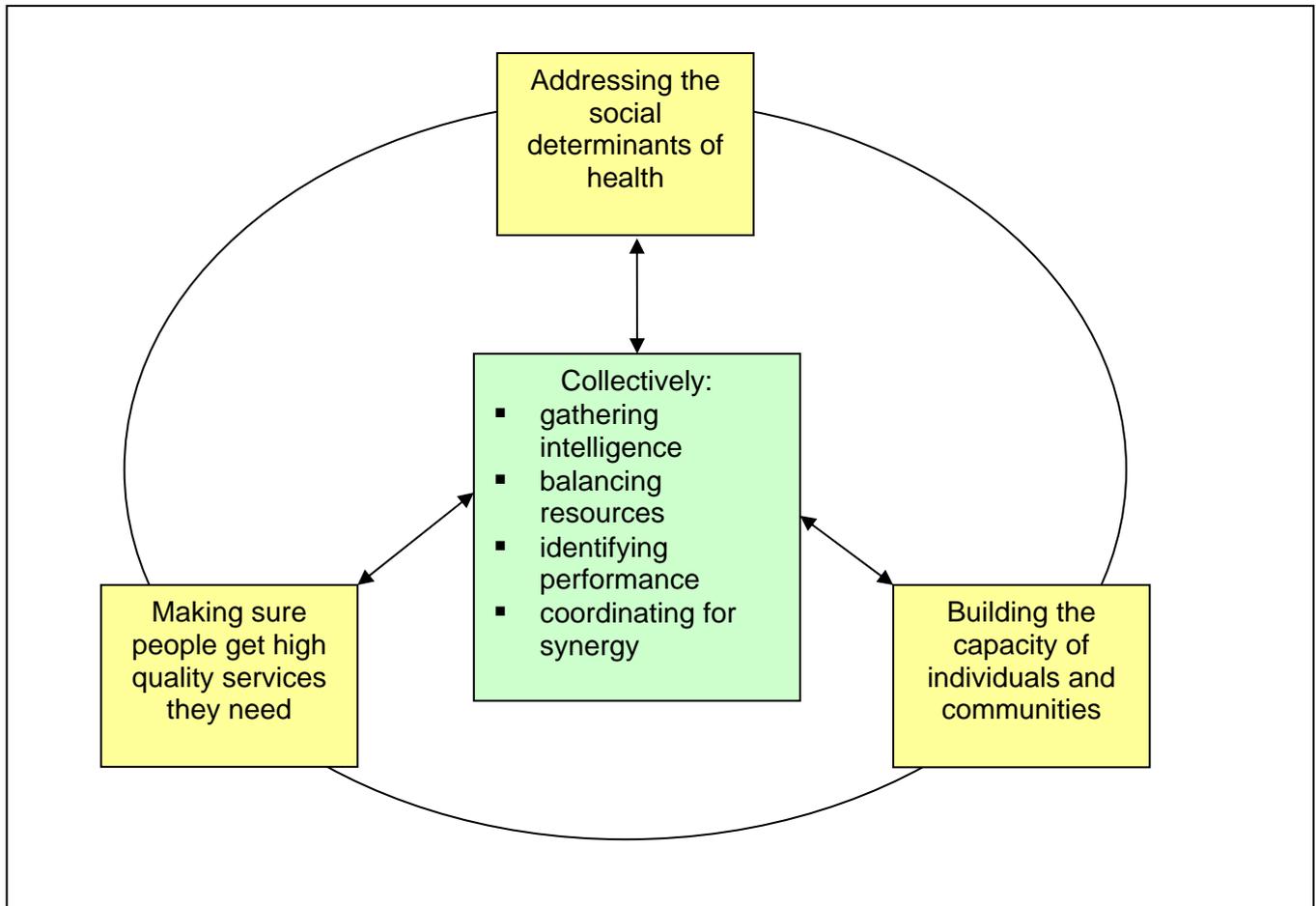


Source: Fair Society, Healthy Lives. The Marmot review. Strategic Review of Health Inequalities in England post-2010.

### You may be interested that...

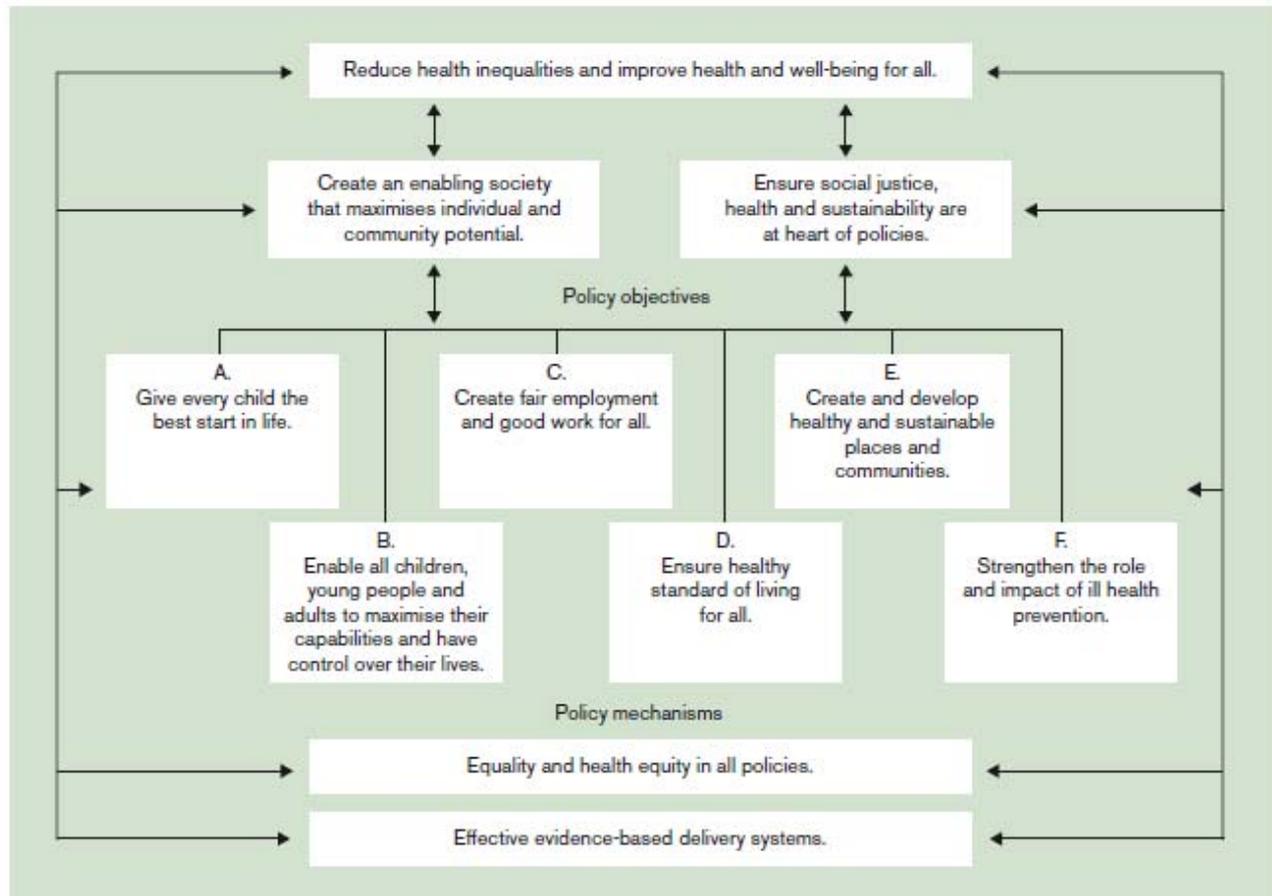
A recent report produced for WHO European Healthy City Network suggested that “Dying with dignity” might be added to this diagram.

## Newcastle Wellbeing and Health Partnership: Areas of action to address wellbeing and health



Source: Newcastle Wellbeing and Health Partnership: Explaining the work we have to do in “Improving wellbeing and health through geographically based approaches”.

## Marmot Review: Conceptual Framework for Action



Source: Fair Society, Healthy Lives. The Marmot Review. Strategic Review of Health Inequalities in England post-2010.

### You may be interested that.....

The initial consultation undertaken on Health 2020 - the new health policy for the WHO European Region - suggests a similar (though not identical) structure to these 6 policy objectives may be used – with the addition of “**Strengthening patient-centered health systems**”.

## Getting to know those on your table

We have allowed 30 minutes for this activity

Introduce yourself to others on your table. In addition to your name and where you come from, use one or more of the conceptual models or frameworks to explain your contribution to improving wellbeing and health in Newcastle.

Once you have all introduced yourselves think about how you will work together for the rest of the morning.

You will need to manage your own time, discussion, ideas and reports. It helps if one person takes responsibility for each of the following roles:

### **Timekeeper**

Keep the group aware of the time.

### **Discussion leader**

Make sure that each person who wants to speak is heard within the time available. Keep the group on track to finish on time.

### **Reporter**

Write the group's ideas on flipcharts, using the speaker's words. If the idea is long, ask the person to restate it briefly.

## Finding out about wellbeing and health in Newcastle.

We have allowed 25 minutes for this activity – including helping yourself to refreshments and having a comfort break.

Browse the posters which provide data about wellbeing and health in Newcastle. They tell a story about who lives in Newcastle, how long they live, how well they live and what shapes their wellbeing and health.

Use the browsing time to discuss the data with others.

- What surprises you?
- What resonates with you?

Make a note below of the facts that interest you. You will need to share these with others on your table.



## Considering how what we do influences the future.

We have allowed 30 minutes for this activity.

Drawing on the data that interests you, as well as your own experience and knowledge discuss different issues and trends and the degree to which we can influence them.

If you need to, you can always check the data display for further information.

Ask your table's Recorder to note your discussions in the template on the flipchart paper provided.

<b>Will happen</b>  List trends that we cannot influence (for example an increasing proportion of older people)	<b>May happen</b>  List trends that can be influenced but not <i>directly</i> by us at a city-level in the UK, (for example national or global economic policy)
<b>Depends on our action</b>  List issues and trends that can be influenced by the action we take, (for example inequalities in smoking)	

At the end of this activity, we will collect the flipcharts and display them so you will be able to see what other tables have considered.

## Understanding key areas of action

We have allowed 40 minutes for this activity.

Your table will be asked to focus on **just one** of the following 'areas of action'.

- address social determinants of health;
- improve the capacity of communities to identify and act on issues that impact on their own, and others, health and wellbeing; and,
- make sure people get high quality services they need

Take the time to read through the 'springboard' provided on your table and jointly develop a shared understanding of your table's area of action.

- What are the constraints and opportunities for developing this area of action?
- What do we need to do differently in order to maximise the effectiveness of this area of action?
- What resources do we need (including information and evidence) so that we can focus our energies in the right place and know we are making a difference?

Record your own thoughts and ideas as you will need them for after lunch.





## **Making the most of the lunch break.**

We have allowed 45 minutes for the lunch break.

As well as having your lunch, remember to:

- Browse the displays – both in the Banqueting Hall and outside in the lobby.

- Make new connections – or renew old ones

## Focusing in on action

We have allowed 45 minutes for this activity.

Your table should continue to focus on the area of action that you were allocated before lunch.

Building on your earlier discussions think about what we need to do differently:

- What are the things we need to start doing?
- What are we currently doing that we can or should stop?
- What are we doing now that works and should continue?

Ask your table's Recorder record your ideas in the template on the flipchart paper provided.

At the end of this activity, we will collect the flipcharts and display them so you will be able to see what other tables have considered.

## Considering our readiness to deliver

We have allowed 30 minutes for this activity.

We have discussed different areas of action – or ‘what’ we need to do – now we are going to shift our focus to ‘how’ we need to work to bring that about.

The World Health Organisation has identified a number of factors critical to success in improving wellbeing and health at a city-level. They recommend that cities identify the ones that are most important to them – in accordance with their stage of development.

The factors are outlined on the next page.

Discuss these different factors and together consider where you think we are.

Collectively agree on a score of 1 to 10 for each of the factors – with 1 being “Poor – we have little in place at the moment” and 10 being “Excellent – we just have to maintain this position”. Note your agreed scores on the radar diagram provided.

Once you have agreed a score for each of the factors, circle the two that you all agree we need to make **most** progress on in the next 18 months.

At the end of this activity, we will collect the radar diagrams and display them so you will be able to see what other tables have considered.

## **Eight critical success factors identified by World Health Organisation European Healthy City Network**

- A thorough and shared understanding of key concepts – such as equity in health; social determinants of health; proportionate universalism; and, working across the social gradient.
- An awareness of the need to act – across all sectors
- A strong, shared information and knowledge base – in order to:
  - understand the population, define and measure inequities and their causes, identify community and city-wide assets; and
  - track change on an ongoing basis both to monitor and evaluate particular interventions and to assess impact as a whole
- High political commitment – across all political parties and amongst both “front and back benchers”.
- Partnership working which includes all sectors and the community – this is not just about formal Partnership committees, it is about a way of working that always continually draws together a range of different perspectives, insights, expertise, resources and assets to take social action on health and wellbeing.
- Use of health impact assessments – defined as “a combination of procedures, methods and tools by which a policy, program or project may be judged as to its potential effects on the health of the population and the distribution of those effects within the population” (WHO Gothenburg Consensus Paper on health impact assessment)
- Capacity and capability to deliver in new ways – such as applying asset-based approach; and, leading and working in productive inter-sectoral partnerships
- A clear shared map of the way forward – that results in concerted action and aligned use of resources and assets.

## Putting Newcastle on the front cover

We have allowed 30 minutes for this activity

Imagine that we have ‘got it right’ – we’ve got a coherent and vibrant way of working in partnership to create a city where everyone enjoys good health and wellbeing. We have made significant progress on the critical success factors especially the areas you have identified as important. Resources are tight, but we’re confident we’re using them to best effect.

We’ve been recognised as an exemplar and as a result the “World Health Organisation magazine” have asked us to provide the front cover and key headlines for a special issue on what we are doing, so that other cities can learn from our experiences – both good and bad.

Populate the template provided as follows:

- ‘Brainstorming’ is for initial ideas for the cover story
- ‘Quotes’ can be from anyone as long as they are related to the story
- ‘Cover’ tells the big story of our success
- ‘Headlines’ conveys the substance of the cover story
- ‘Sidebars’ reveal interesting facets of the cover story
- ‘Images’ are for supporting the content with illustrations.

At the end of this activity, we will collect the templates and display them so you will be able to see what other tables have considered.

## Changing what you do

We have allowed 10 minutes for this activity. Whilst it is a personal activity you may want to discuss what you are thinking with others on your table – and perhaps get some ideas from them.

Considering all that you have been part of today:

- What are the things you need to start doing?
- What are you doing now that works and should continue?
- What are you currently doing that you can or should stop?



Start....	Stop....	Continue....



Wellbeing and Health Summit July 2011: Workbook  
Printed from [www.wellbeingforlife.org.uk](http://www.wellbeingforlife.org.uk)



## **Time for networking**

Refreshments will be provided at the end of the event. Take the time to stay behind to continue networking and to review the ideas and information generated during the day.

You may have heard that we have invited other colleagues to come along and see what has been going on today – please share your insights with them and show them the displays that you have been part of creating.

Information from today's event will be posted on the Wellbeing for Life website – [www.wellbeingforlife.org.uk](http://www.wellbeingforlife.org.uk).

This is the end of this event, but making our aspirations real will be a continuing process and requires your ongoing commitment and those of your colleagues to improve the wellbeing and health of people in Newcastle.