

'Forging new partnerships'

...to 'support local action'

Well London

Communities working together
for a healthier city

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Well London

LONDON
HEALTH COMMISSION

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***BIG* 'funding priorities'**

- Changing perspectives on mental health by tackling stigma within communities and positively promoting **mental health**
- Building greater access to **healthy foods** to encourage increased consumption and healthier choices for everyone
- Improving the abilities of communities to organise and run projects that provide opportunities for local people to become **more active**

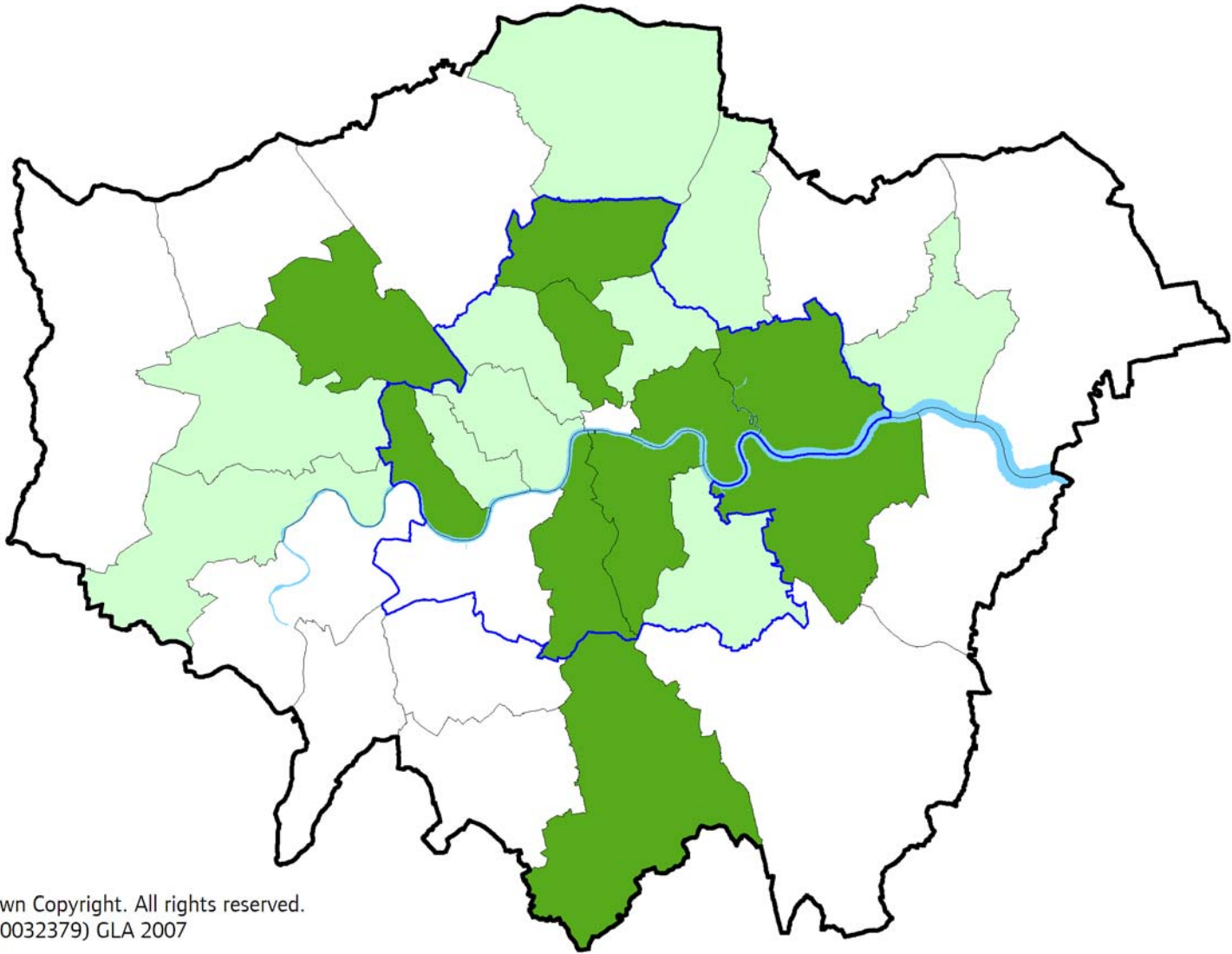
A partnership approach

brought together by the
London Health Commission

- Central YMCA
- Groundwork London
- London Sustainability Exchange
- University of East London
- South London & Maudsley NHS Foundation Trust
- Arts Council-London

20 Boroughs

- Brent
- Croydon
- Greenwich
- Hammersmith & Fulham
- Haringey
- Islington
- Lambeth
- Newham
- Southwark
- Tower Hamlets
- Barking and Dagenham
- Camden
- Ealing
- Enfield
- Hackney
- Hounslow
- Kensington and Chelsea
- Lewisham
- Waltham Forest
- Westminster



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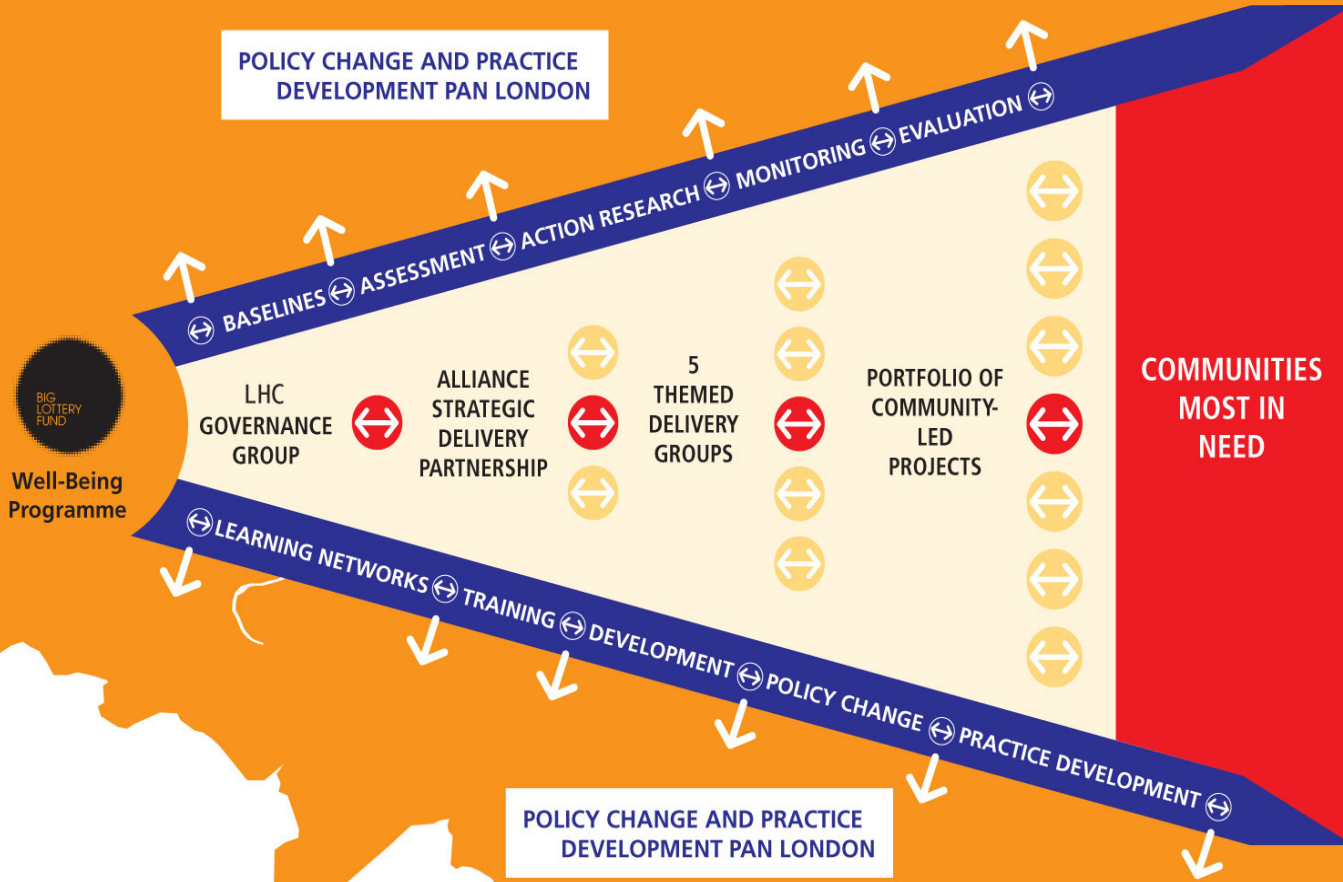
Philosophy of the bid

- Work at the very local level
- Work in the most disadvantaged communities
- Use community development, co-production approach
- Join up, integrate and add value to local work on health eating, physical activity and mental health, open spaces and use cultural and creative practice throughout.
- Rigorous evaluation to provide learning and evidence to support rollout and mainstreaming

The successful bid

- £9.46 million over 4 years
- Each local programme runs for 3 years
- Circa £100,000 per SOA per year
- Phased start
 - 10 communities start October 07
 - 10 communities start April 08

DELIVERING WELL LONDON



Outcomes

- o 34,508 direct beneficiaries will have increased opportunity for health levels of physical activity, healthy eating and mental well-being
- o 5,176 direct beneficiaries will have improved mental health & well being and in addition there will be more positive community perspectives on mental health & well-being.
- o 4,602 direct beneficiaries (3,424 adults and 1,178 children) will have increased uptake of healthy eating choices; including enhances access to affordable healthy foods.
- o 4,348 direct beneficiaries will have increased levels of health physical activity.

(Total Population = 34,508)

Projects

Heart of the Community

- CADBE*
- W L Delivery Team
- Youth.comUnity
- Active Living Map
- Training Communities
- Wellnet

*Community Assessment,
Design, Brokerage, Enterprise

Themed

- Activate London
- BuyWell
- EatWell
- **Changing Minds**
- **DIY Happiness**
- **MWIA**
- Healthy Spaces
- Be Creative, Be Well

Well London evaluation

- Qualitative and quantitative
- Addresses structures, processes, outputs, outcomes
- Use best available expertise - working with consortium of academic/research institutions and a wider reference group of academics and policy makers
- Is rigorous and allows attribution of outcomes (use cluster randomization approach)
- Uses participatory approaches
- Dissemination of learning...into policy and practice...regionally and locally

Aims for the Evaluation

- Provide evidence of effectiveness
- Define and develop models of effective working for London and beyond
- Exploit the key strategic position of the LHC to disseminate and promote the models across sectors in London

South London and Maudsley NHS Foundation Trust

- Provides mental health services to 1 million people in Lambeth, Lewisham, Southwark and Croydon.
- Core aim: ‘to improve the experience of people using our services and promote mental health and well-being for all’
- Well London managed & delivered by mental health promotion team

Changing Minds

To improve understanding of mental health and well-being and to reduce the stigma surrounding mental illness

Changing minds - objectives

- Build local capacity
- Train-the-trainers
- Support and advice
- Training delivery
- Learning networks

Changing Minds update 1

- **Phase 1** – started September 2008
- Graduation planned for May 2009
- **East London**
- Haringey, Islington, Newham, Tower Hamlets
- Delivered by *Mind in Tower Hamlets*
- **South London**
- Croydon, Greenwich, Lambeth. Lewisham, Southwark
- Delivered by *Community Options*

Changing Minds update 2

- **Phase 2**
starts this week
- **Northwest region**
Barking & Dagenham, Enfield, Hackney, Waltham Forest
Delivery partner *Shoreditch Spa*
- **Central London**
Camden, Kensington & Chelsea, Westminster
Delivery partner *Kensington & Chelsea Mind*
- **West London**
Brent, Hammersmith & Fulham, Hounslow, Ealing

DIY Happiness

- To promote positive mental health and well-being in local communities
- Dare-to-Dream workshops and happiness budgets
- Happiness kits
- Can Money Buy Happiness?
celebrations

DIY Happiness Objectives

- To support local people to realise their aspirations and road-test ideas about what makes them happy
- To promote key messages around what makes people mentally healthy & happy
- To provide practical resources and disseminate local ideas

DIY Happiness update 1

- ‘Can Money Buy Happiness?’ pilot at SLaM
- 11 local promotional events
‘How are you doing?’ & happiness tree summary data
- ‘Well-being for women’ pilots (2)
- ‘Find Your Focus’ pilot
- Happiness masterclass

DIY Happiness update 2

- May 2009
pilot Dare-to-Dream workshops in
Haringey, Tower Hamlets and Newham

MWIA

To identify impact on mental health
and well-being

MWIA - Objectives

- Build local capacity
- Train a small team in MWIA
- Undertake 2 MWIA's locally
- Develop stakeholder indicators of mental well-being

For more information

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