

Introduction to Well London, Wellnet and the Mayor's Health Inequalities Strategy

Alex Bax, Greater London Authority

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LONDON

HEALTH COMMISSION

- The strategic partnership for health in London
- Aims to reduce health inequalities and improve the health of all Londoners
- Multi-sectoral – all key sectors represented at regional level
- *Influencing, supporting, driving change*
- Focus on social determinants of health

Well London - a partnership approach 'supporting local action'

- *London Health Commission*
- Central YMCA
- Groundwork London
- London Sustainability Exchange
- University of East London
- South London & the Maudsley
- Arts Council-London

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**

Outcomes

- o *34, 508 direct beneficiaries will have increased opportunity for healthy levels of physical activity, healthy eating and mental well being.*
- o 5,176 direct beneficiaries will have improved mental health and 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 enhanced access to affordable healthy foods.
- o 4,348 direct beneficiaries will have increased levels of healthy physical activity.

Philosophy of the bid

- Work at the very local level
- Work in the most deprived communities
- Use community development, co-production approach
- Join up, integrate and add value to local work on healthy 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 Bid

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

20 Boroughs

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

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*
- ***MH I A***
- *Healthy Spaces*
- *Be Creative*
- *Be Well*

Wellnet

Wellnet aims to create a well-being focused Learning Network for communities and professionals like you.

An Events series

- o **Pan London events**
- o **Borough events**
- o **Other Wellnet channels:**
 - A regular newsletter
 - A learning section on the Well London website
 - Publications
 - CD-Rom toolkit (including inspiring case studies, top tips, tools and techniques).

The Mayor's vision for the London Health Inequalities Strategy (HIS)

- **To improve the well-being of all Londoners and narrow the gap between those with the best and worst health through:**
- Promoting both mental and physical well-being
- Developing both universal and targeted interventions
- Promoting a social model of health with emphasis on wider determinants, reducing inequalities, and reducing barriers to health
- Developing long-term strategic action to reduce future inequalities and short-term initiatives to address needs of people currently experiencing health disadvantage
- Visibly and assertively influencing Government, the NHS and local authorities as well as embedding health throughout the GLA Group

Preparatory work

- ✓ Collation of published evidence
- ✓ “Call- for- evidence” to 600 VCS groups
- ✓ Outreach initiative
- ✓ Policy and programme mapping
- ✓ Stakeholder engagement
- ✓ Publication of *Issues, priorities and options* discussion paper and background documents

Call for Evidence and Outreach initiative – what did we focus on?

- Over 600 VCS organisations were invited to submit written evidence and over 100 more contacted through the outreach initiative. They included groups working with BME, disabled, homeless, and LGBT groups, people living with HIV or other illness.
- They were asked about their community's:
 - experience of health determinants (education, work, housing etc) and their impact on well-being;
 - access to and experience of health-related services;
 - experience of what works in promoting physical and/or mental health and reducing inequalities
 - experience of what works in improving health-related support and services – both access and quality

Learning so far.....

- **Co-production of ideas is possible – and worthwhile**
 - Increasing awareness, engagement, buy-in
 - Making the case to politicians and professional groups
 - Enriching understanding of what matters and what works
- **Some success factors:**
 - Seeking evidence from a broad range of sources
 - Open-mindedness about evidence, expertise, experience
 - Active, early, and ongoing engagement
 - Use of a range of approaches
 - Willingness to be challenged
- **.....and the learning will go on!**