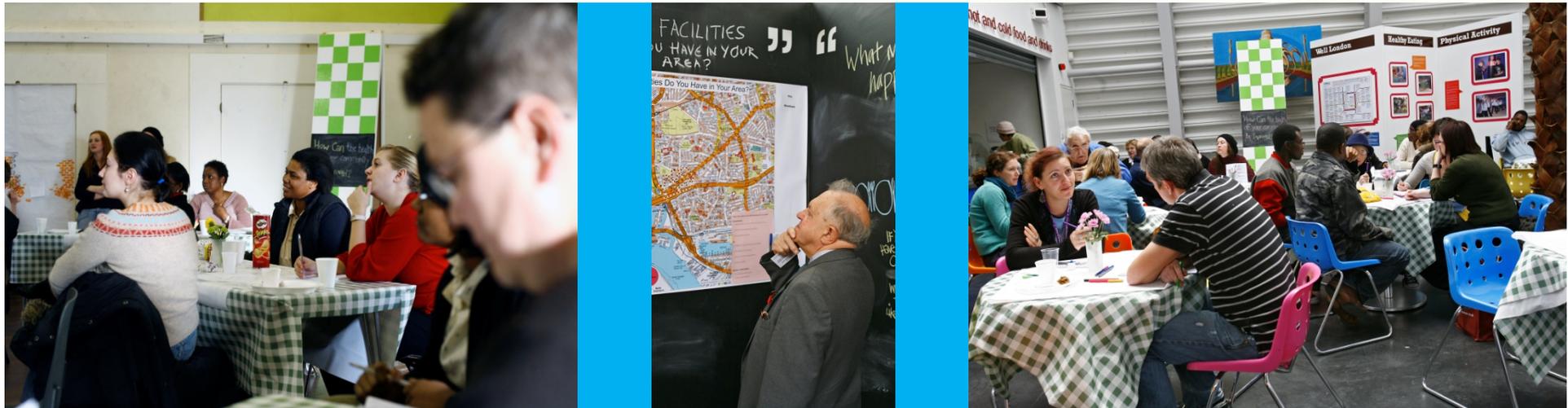


Well London

Communities working together
for a healthier city

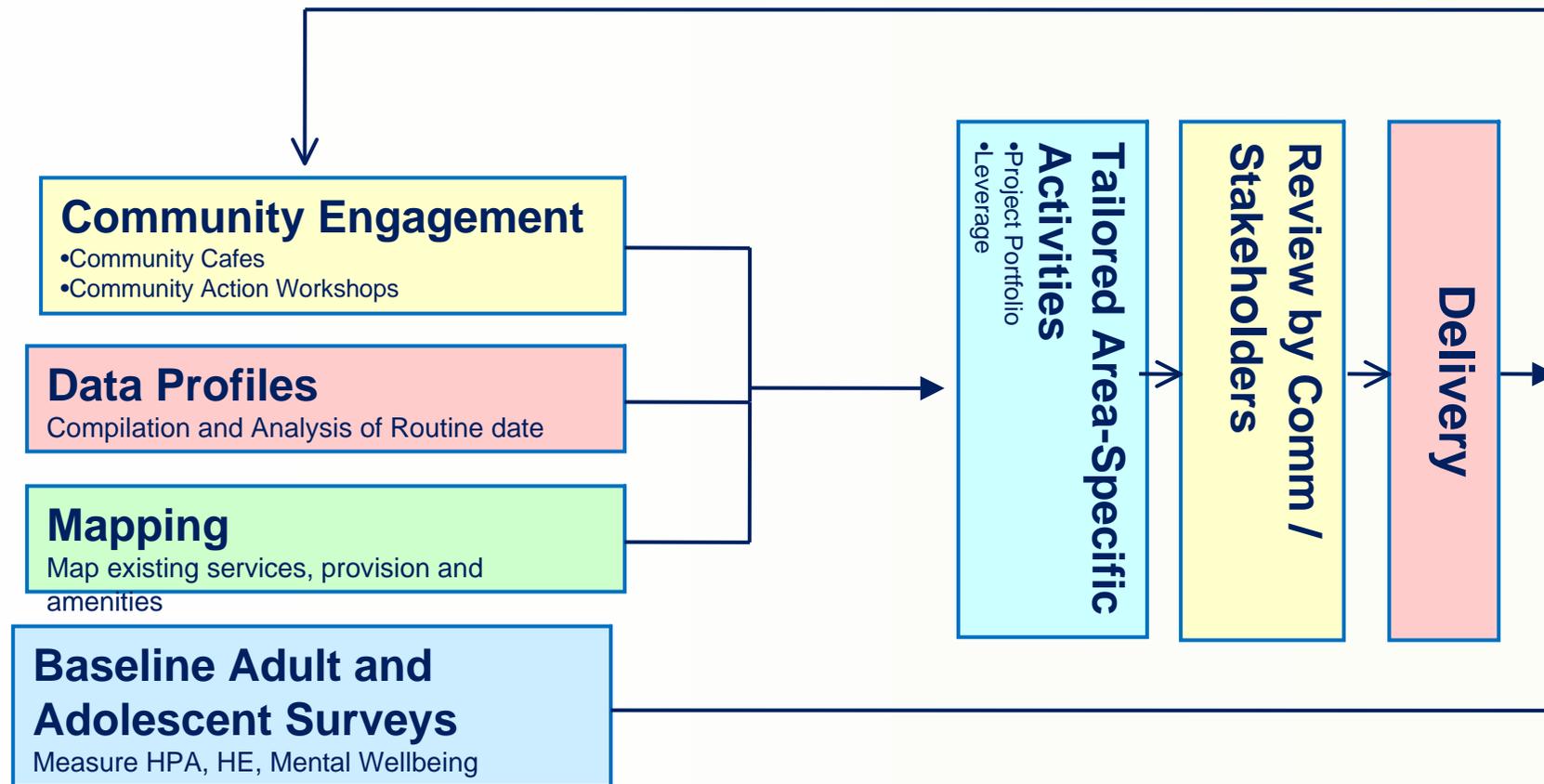


Community Engagement Process

Special Thanks to Kevin Sheridan, Alison Trimble, Faye Adams Eaton; Olamide Sadare, Marcello Karina Berzins, Rachel Aldred and Well London Partners and communities

Overview and Rationale

Community engagement key element of Needs Assessment in design of Well London intervention delivery



Well London CEP - Premises

- Much already known, much still to be discovered
- Health behaviours grounded in broader structural and cultural context
- Important information among hardest to involve
- Deficit of experience important
- Dual Task – participative process in Needs assessment and design while delivering additional benefits to community / individuals

So

- **Cafe events** :Start with local residents only
- Then bring together residents with Stat and voluntary sector stakeholders Appreciative enquiry workshops (**AEWs**) / Community Action Workshops (**CAWs**)
- **Design portfolio** and modify on basis of **community feedback**

Background and Evolution of Well London Approach

- World Cafe and Appreciative enquiry have roots on organisational and positive psychology and theories of socio-structural change.
 - Seek to privilege interactive lay participation and question official discourses, narratives and knowledge.
 - Focus on what works rather than deficit- focused interventions
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- Pre submission assessment in Tower Hamlets (designed by Alison Trimble)
 - Written into bid to Big
 - Engineered into portfolio design process
 - Modified between phase 1 and Phase 2 communities.

Cafe Preparation

- Identify Co-host (local VS organisation)
- Organise Venue
- Market by leaflets, posters, street interviews and word of mouth
- training

Community Cafes

Principles

- informal relaxed conversations about questions which really matter to participants
- recreate an informal environment within a structured conversation which is focused on a key question
- allow every voice and view to be heard equally
- initial presentations or input to stimulate discussion is not advised since this privileges some perspectives above others

Community Cafes

Practice

- Two cafes – daytime and evening
- Room set up with series of tables, recording stationery and inspirational display; with food laid on. Scribes ready to record.
- Introduction from Co host and WL Lead and facilitator introduces Café process:
- Three rounds of conversation about the key question. People sit at (round) tables for up to 6 people
- After each round a host is identified who agrees to stay and brief the new group on the previous table discussion. Everyone else moves to a different table and round 2 of the discussion continues.
- At end of Round 2 there is a whole group conversation in which key themes and ideas begin to emerge.
- Everyone moves around again and round 3 begins either with the same question or more focused or theme based question. At end of round three there is general feedback with key ideas or themes written up.
- Interactive mapping

Between Cafes and AEW's / CAWs

- Cafe findings are written up and combined with statistical summaries of health and socioeconomic indicators for the area.
- Profiles are then circulated to invited individuals from the community and the local stat and vol sector stakeholders ahead of the AEW/CAW

Appreciative Enquiry / Community Action Workshop

Principles

- designed to bring together the various themes and perspective along with the range of stakeholders involved in each SOA
- bring together the emerging themes from both desk based research and community cafés and begin to develop ideas for the Well-being programme portfolio
- Appreciative Inquiry (AI) used as a method to facilitate this shared discussion.
- AI is a whole systems, planning for change method. It is based on the assumption that every organisation, group or community has something which works well and that by identifying this positive core it is possible to use the key components to build a strategy for change which is positive, energised and relevant.

Appreciative Enquiry / Community Practice Action Workshop

The event begins with a brief presentation about outcomes and themes generated from both the Café events and desk based research. Scribes attending

The AI method is then used, based on a 4 stage process:

- **Stage 1: Discover:** what works well about improving health in your community; what is happening when things go well and what is valuable about your team/community/organisation. This is the “appreciating” stage of AI.
- **Stage 2: Dream:** imagine what might be...What could happen to make things better, what would a healthy community in (eg Limehouse) look like. What are our key objectives? This is the envisioning stage of AI.
- **Stage 3: Design:** creating the structure and organisational design of what the ideal might look like. Suggestions and proposals for methods, structures, processes which can build on the positive core and the vision. This is the co constructing stage.
- **Stage 4: Delivery:** How can we best implement the design, how can this best be achieved and what practical steps need to be in place to deliver? This is the practical action planning stage.

Participant observation and questionnaire based evaluation completed

After AEW / CAW

- Unitary write-up of mapping, data summaries, cafe and AEW findings with analysis to draw out key themes and ideas.
- Write up forms basis for discussion at Portfolio workshop where Well London partners wok over 2 days to design portfolio for each SOA.
- Portfolio written up as Project Initiation Document and fed back and ammended at further meeting with all level stakeholders

What we delivered

We completed

- **Two Community Cafes** in Each Area based on World Cafe Concept plus street interviews and focus groups
- **Community Action Workshop** in each area based on Appreciative enquiry (joint with community members and stat/vol sector stakeholders).

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- Just under 1,400 engaged (1,100 Cafe & FG participants and 300 street interviews)
 - Wide spread in ethnicity and tradition and age / sex
 - This is Ca 5% of the resident population

So findings are expressed needs and perceptions of a significant sample of people living in the most deprived areas of London

What we learned about the process

- Building local relationships of trust needs longer lead in and the right local partner(s); but PCTS/LAs often not best pointers.
- Need strong marketing plan and schedule which targets different population segments in waves.
- Use appropriate and understandable names for events.
- Venues must be accessible and locally known. Places known for a specific agenda can put people off. Venues too far away don't work. Keep flexible. Don't expect things to start on time. Weather matters..
- Timing was a problem for CAWs because SS/VS and residents diaries have different timecales. CAWs were not long enough. The best CAWs had a good mixed of residents, local, and strategic stakeholders but it was hard to always get this mix.
- Having the right facilitator matters.
- Don't build up expectations that are bound to fail. Be clear about what is possible and impossible. Keep realistic.
- There is an inherent tension between research and engagement. It is difficult to get demographics at a lot of these events.
- Not all sections of the community engaged equally. Youth and young females under represented.

Findings – Key themes

Range of specific issue in specific areas in relation to Healthy Eating, Physical Activity and Mental Well Being

Looking across the areas:

- Concerns of and about Youth
- Lack of Community and Community Cohesion
- Parks, green space and dogs
- Fast food and healthy eating
- Communicatin
- Coordination and sustainability

Issues around Young People

“Everyone’s scared of the youth and youth are scared of each other”

“There’s nothing for young people to do”

- Residents see young people positively : as “the future” and negatively as perpetrators of antisocial behaviour.
- Fear of youth impacts mental and physical health, willingness to go out; accessing of local facilities etc
- Young people see antisocial behaviour as linked to lack of activities amenities and places to “hang out”.
- Poor parenting skills and fragmentation of families also commonly cited as a problem.

Issues around Young People – Responding

- Specific initiatives in specific areas
- Youth.com networking with and involving young people in all aspects of Well London delivery
- Leveraging LA provision
- Focus on cross generational projects
- Linking to GLA Children and Young people unit to extend the Youth Peer Outreach approach

Key Themes – Lack of community

“I want to live in a community which I feel part of and safe in”

- Three fault lines in communities:
 - Ethnicity / tradition
 - Generations
 - Newcomers / established residents
- Strong desire to find ways to “bring people together across these fault lines and keep them together”
 - Induction for newcomers
 - Use local knowledge and experience
 - Build capacity confidence and aspiration of residents
- Improve access to public places and community centres
- Community centres underused or lacking facilities; too expensive to hire and too few activities

Lack of Community - Responding

Well London

- Heart of community projects, Arts and festival activities, time banking etc all focusing on cohesion
- Work with LAs to surface issues and leverage response on community centres

Concluding thoughts

- Process worked well for surfacing the linkages between structural concerns and the way in which issues around community safety; quality of environment, family fragmentation, intergenerational challenges etc directly influence health behaviours.
- Insufficient depth in finding solutions
- Much longer lead in required to establish trust.
- Participation
- Level of participation – different approaches for youth ?
- Disagreements and conflicts over-ruled but may be key.
- Who owns ideas ?
- Could disempower further if ideas and concerns not acted on – where does decision making lie ?
- Ammunition for social control
- Constraints of Well London portfolio for implementation of ideas and addressing problems