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# SHOWCASE SOUTH WEST UK

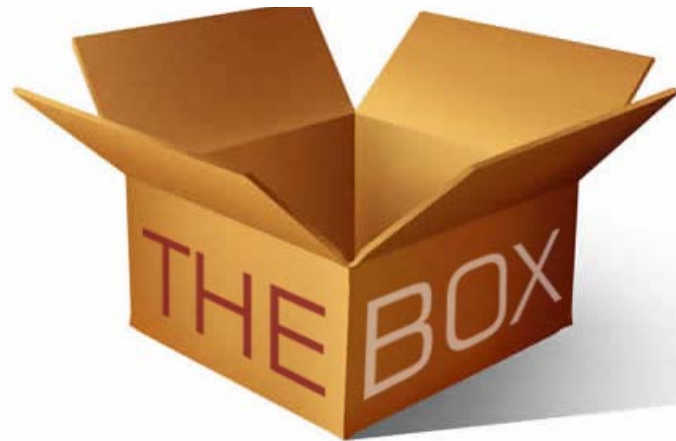


**Healthyregions**  
When Well-being Creates Economic Growth

# “snapshot” of South West England

- five **million** people living in two million households
- significant health inequalities in the region
- a population increasing because of inward migration
- the highest proportion of people of aged over 65 years in England, 21% at 2002
- people aged over 65 years expected to increase to 45% of the total population by 2021

**Essential that European work  
is not presented as 'a project'  
but as  
an additional methodology to  
add value to existing thinking  
and working practice**



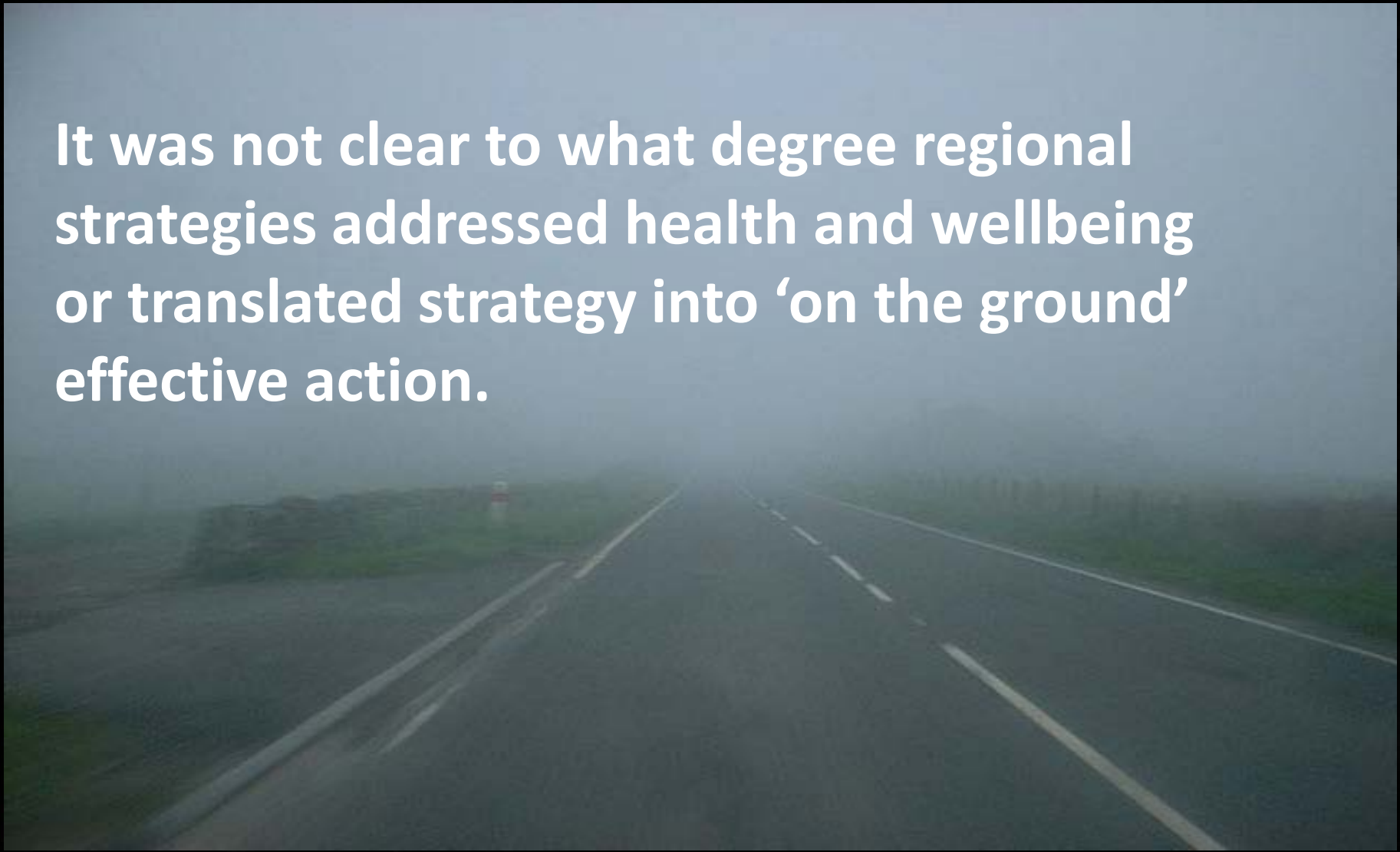


**Before 2007 the South West had a Regional Economic Strategy, but health and wellbeing issues were not formally represented.**

**But at national and regional levels key shifts in thinking about health and wellbeing are taking place:**

- **Increasing concern about health inequalities**
- **Emphasis on health *and* wellbeing linked to preventative rather than curative activities**
- **Health and wellbeing is relevant across the whole range of policy areas**
- **Desire of health professionals to learn from experience and good practice in other countries.**

**It was not clear to what degree regional strategies addressed health and wellbeing or translated strategy into 'on the ground' effective action.**



# The Beginning

Mapping: assessing the various regional and sub-regional strategies related to the Verona Benchmark-related Themes:

- ▶ Health and Health promotion
- ▶ Health and Learning
- ▶ Health and Culture
- ▶ Strategic Health Approaches
- ▶ Empowerment and Equalities
- ▶ Mainstreaming
- ▶ Health as an Economic Growth Factor



To understand how effectively the various strategies integrated health and wellbeing and whether it was translated into practice.

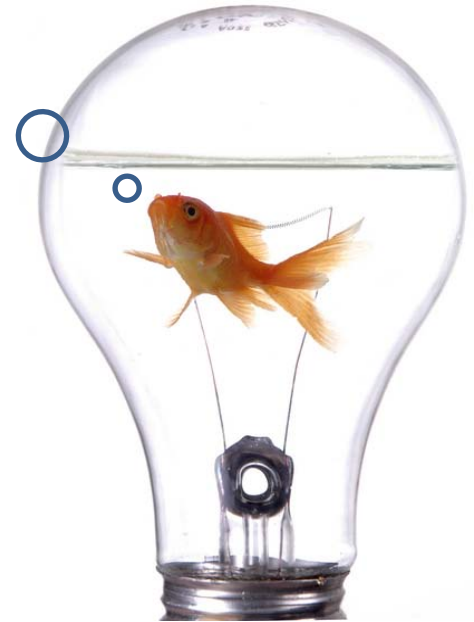
# Then....

**Regional event to widen stakeholder contact and to develop:**

- **Greater recognition of the importance of healthy public policy at a regional level;**
- **Better understanding of the gaps in relation to health and wellbeing regional public policy;**
- **Develop actions that the Regional Development Agency, National Health Service and Department of Health and regional and local partners could work on together relating to health and economic growth through a healthy public policy approach.**

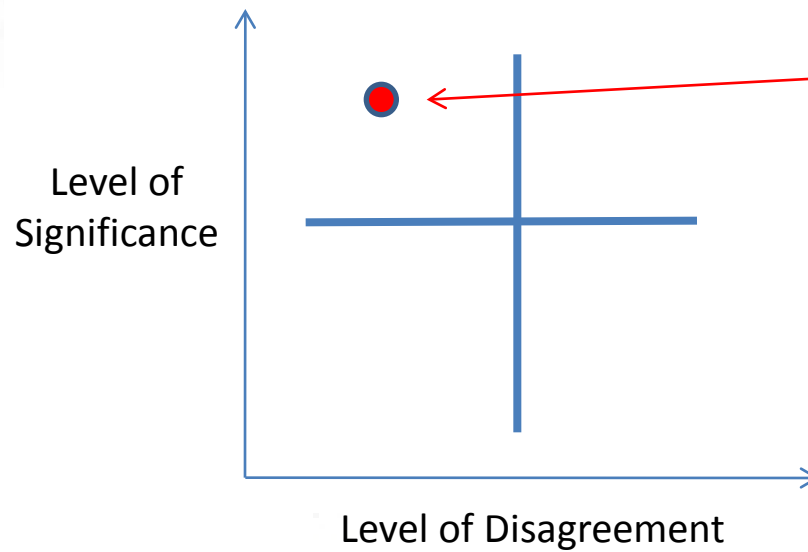


Opportunity to  
broaden  
thinking





## Scenario Planning



Issue where there is high agreement about its significance

# The Middle

# Pilot Projects





***Healthy Schools Plus* is a ground-breaking initiative to bring about healthier behaviour amongst children and young people in the South West**



## Key Messages

- 950 schools are engaged
- They believe that they can make a difference to health
- The schools working on the project are the most disadvantaged
- Within each school work is done with
  - a. All children and young people
  - b. Specific disadvantaged groups such as Looked After Children

***Schools must remain at the hub of communities***, enabling children and young people to successfully shape their lives and they can also persuade their parents to adopt healthier behaviours!

<http://hsplus.healthyschools.gov.uk/>

Resources used and case studies are to be found on the website

# Transformation Fund

- **Injection of government funding 2009**
- **To provide informal adult learning opportunities**
- **30% of successful bids in the SW were about health and wellbeing**



## Leisure

**SOMERSET LEISURE**

**This project develops learning opportunities around health and well-being at 13 sports/leisure complexes across Somerset . It encourages people to try out a very wide range of physical activity as well as developing skills around nutrition and healthy lifestyles.**

## **Key Messages**

- ▶ **Don't create new networks, build on existing ones**
- ▶ **Use the diversity of the voluntary sector**
- ▶ **Make it easy for Voluntary and Community Sector to work with Local Government**
- ▶ **Use flexible, informal learning**
- ▶ **Give pump priming to set up sustainable programmes**
- ▶ **Support concessions where needed to ensure equalities**

**<http://www.transformationfund.org.uk/>**



## **Development of the South West Healthy Workplace Strategic Alliance**

It has brought together representatives from a wide range of organisations and seeks to produce a strategy that will:

- ▶ Identify changes that are needed in the workplace to enable people to be healthy
- ▶ Use the evidence base of what works to promote health
- ▶ Contribute to the development of knowledge about effective action
- ▶ Develop action plans that all members of the Alliance can take forward in their organisations.

## Key Messages

- ▶ Mental health issues are important when considering health and wellbeing in the workplace.
- ▶ Workplaces must take account of the ageing nature of the workforce as this is a particular issue in the region.
- ▶ Businesses are part of the overall community, not separate from it.

Business in the

Community

**The beginning of the end....**



**Regional-level  
strategic outcomes:  
The HR project has .....**

# Strengthened

- **Development of cross-policy discourse that links health and wellbeing with sustainable economic development**
- **Added authority to planning discussions by telling a tangible story about the benefits of promoting health and well-being through the pilot projects**



# Improved

- **Partnerships and process by using existing levers and networks.**

# Increased

- the 'technical' capacity and evidence base within the system through case study work and
- wider sharing and acknowledgement of what constitutes good practice.

**BUT .....**





## **Since the formation of the UK Coalition Government in May 2010:**

**Severe economic restraint in public sector spending**

**The end of regional-level agencies and the development of 'localism'**

**The threat of the loss of regional-level knowledge capital**

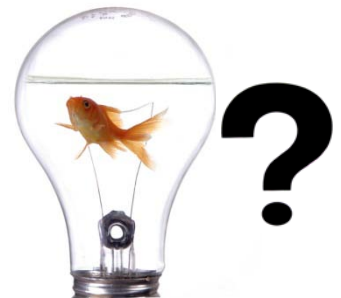


# The Big Society



Many of the ideas central to the Coalition Government's '*Big Society*' are close to the thinking of '*Healthy Regions*' - co-investment, local action, civic participation, empowerment - but the next decade will be about profound cultural change if this is to be achieved ..... *at a time of equally profound economic constraint, it may be this 'tension' that makes it work.*

<http://www.thebigsociety.co.uk/>





**The end of the  
presentation ....  
BUT not the end of  
the story!**



SHOWCASE  
South West  
UK

*Thank you for your attention -*

**The SW UK Healthy Regions  
Project Team**

*"Whoa! Watch where that thing lands -  
We'll probably need it."*