

Building Health Partnerships: Part 1 Emerging action from the local areas

June 2013



IVAR
Institute for Voluntary
Action Research



navca
local focus national voice

Building Health Partnerships Programme

The Building Health Partnerships programme aims to improve health outcomes through the development and national sharing of best practice in partnerships and relationships between Clinical Commissioning Groups (CCGs) and the voluntary, community and social enterprise (VCSE) sector.

Supported by the NHS Commissioning Board, the programme is run by the National Association for Voluntary and Community Action (NAVCA) and Social Enterprise UK (SEUK) in association with the Institute for Voluntary Action Research (IVAR).

Introduction

This short report, 'Emerging actions from local areas (part 1)', presents a snapshot of action planned in six of the 12 Building Health Partnership (BHP) areas: Bristol, Croydon, Durham, Hackney, Swindon and Wakefield. These six areas have completed both the diagnostic and partnership development sessions of the programme.

The material presented here is drawn from local action plans developed by local teams of senior practitioners from CCGs, local authorities, VCSE organisations and Health and Wellbeing boards. In each area, participants have worked at a tremendous pace to:

- develop cross-sector working relationships and a common language for talking about improvements to health and wellbeing
- identify and overcome obstacles to productive partnership working
- co-design integrated and imaginative approaches to doing things differently
- reach consensus about aspirations and priorities.

We have been struck by the level of energy and commitment shown by people who are already facing multiple demands on their time, during a period of sustained uncertainty and prolonged upheaval.

Progress against the actions plans and tangible impact will be reported back by all sites at their final partnership development sessions in September.

In July we will produce 'Part 2' of this report, based on action plans from the other six BHP areas.

Bristol: Strengthening the bridge between statutory and VCSE services for diabetes prevention and treatment

One of the objectives of Bristol BHP is 'to strengthen the bridge between statutory and VCSE services for diabetes prevention and treatment, specifically through engaging communities and VCSE organisations in service development around diabetes'.

The group recognises that there is a gap in engagement with particular black and minority ethnic communities, and is working with community health development workers locally to find more effective ways of communicating with and learning from these communities regarding health issues. In addition, the group is embarking on a mapping exercise to look at all community-based interventions relevant to diabetes prevention and support in Bristol, picking a couple of examples such as a healthy eating scheme to evaluate in terms of impact. This will enable the group to assess and articulate the business case for greater emphasis on VCSE-led community-based services as an integral element of diabetes care in Bristol. The BHP group will be working with the Bristol CC Diabetes leads and the CCGs to feed this work into long-term planning and promote community involvement and engagement of VCSE organisations across the diabetes pathway. Training is also considered to be a priority, and upskilling the voluntary sector workforce to enable smaller VCSE organisations to create pathways for making bids together.

Croydon: Asset Based Community Development approach to health and wellbeing

The aim in Croydon is to develop and extend the Asset Based Community Development (ABCD) approach to health and wellbeing

The Croydon group is seeking to expand an Asset Based Community Development (ABCD) approach to health and wellbeing. This highly innovative and locally based method focuses upon '*utilising people's strengths and assets rather than only concentrating on their illness and treatment*'.

There are four main objectives: i) to understand the barriers to an ABCD approach, mainly around the different language used by professionals in the field and an examination of the social causes of health problems; ii) to adopt a localities focus, auditing physical and local structures and mapping existing services and activities; iii) to identify key connectors - the local people and health champions who can make things happen; and iv) to identify issues that will enable people to enact their own solutions, capturing data on diets, money, isolation etc.

A pilot project in New Addington will be implemented and led by the local VCSE organisation, Croydon Voluntary Action, to achieve these objectives. Local meetings and visioning events will be held, with participation by GPs, pharmacists, local businesses, schools, etc. Events for target groups will be held, development of new schemes will be nurtured and new groups and networks supported.

Durham: New approaches to stroke prevention

A key objective for Durham is to develop a better pathway for people at risk of stroke, or who have already suffered a stroke, and to assess the transferability of the approach to other conditions.

The Durham BHP group wants to develop new approaches to health and wellbeing, especially regarding stroke prevention. Existing research and consultation has been carried out by the CCG into the best ways of supporting those at risk of, or who have already

suffered, a stroke. These include more community-based services, such as better information and peer support. The BHP project will build upon these findings, *'to develop a better pathway for people at risk of, or who have already suffered a stroke, and also to assess the transferability of the approach to other conditions'*.

The group is intending to pilot a brokerage service to provide up to date local knowledge of VCSE services, resources and activities and will provide brokerage, sign-posting and information. There will also be sustained work with local GPs to promote this approach. It is important in an area such as Durham that new approaches work in different communities, such as with hill farmers and in old mining communities; the pilot areas will identify three such sites. Other similar projects in the region have been identified and will be linked to this approach. The BHP group is committed to embedding the learning from the project in future CCG/HWBB plans for commissioning.

Hackney: Social Prescribing in primary care

One of the objectives of Hackney BHP is to develop an effective Social Prescribing model in primary care

The programme is supporting the Hackney group to progress their development of a Social Prescribing system in primary care, whereby GPs and other health workers will *'prescribe a range of community-based preventative activities alongside more traditional treatment approaches'*. The CCG is particularly enthusiastic about this local, non-traditional approach to health and wellbeing and has already invested in a project worker; the BHP project will integrate with and enhance this scheme.

The three objectives are: i) to describe how Social Prescribing might work. This will be dealt with by a Models Task Group, examining criteria, scoping the process, seeking external specialist input, drafting models of Social Prescribing and carrying out two local pilots; ii) to fully engage with GPs and primary care workers. An Engagement and Evaluation Task Group will brief and inform all practice managers and GP consortia about the scheme; identify GP champions; and design an evaluation method and iii) to identify who will benefit from a Social Prescribing model. An Interventions and Activities Task Group will carry out mapping of small organisations and local 'sign-posters' will be identified. Training will be given to local organisations and volunteers and a menu of local activities will be created.

Swindon: Engaging key stakeholders throughout the commissioning cycle

One of Swindon's objectives is to develop intelligent commissioning, based on a person-centred approach to self-care, prevention and health promotion

The overall objective of the BHP in Swindon is *'to develop intelligent commissioning, based on a person-centred approach to self-care, prevention and health promotion'*. The group is looking to achieve this through a focus on access to, and effective use of, evidence and information; engagement of key stakeholders throughout the commissioning cycle; and through developing, stimulating and modernising the VCSE provider market.

An exciting plan is emerging for a new approach to engaging key stakeholders throughout the commissioning cycle. Recognising that users of services and small community organisations struggle to engage with commissioners on the design of services, the Swindon group is developing a methodology for identifying relevant stakeholders, and a mechanism for engaging and supporting them to be part of the commissioning process. A cross sector team from Swindon Borough Council, Swindon CCG and a range of VCSE organisations are leading on the plan which involves:

- Providing appropriate 'back office' or other support for individuals and small organisations to free them up to participate in discussing and designing services
- Identifying and training a pool of facilitators to support service users to participate
- Working with commissioners to support them to use the new approach.

The group is going to use the opportunity of the imminent re-commissioning of mental health services to develop, test out and introduce this new engagement method, with a view to rolling it out to other areas of service and other groups of stakeholders, starting with Parent Carers.

Wakefield: Embedding Social Value in commissioning

One of Wakefield's objectives is 'To focus on social value/ social return on investment, in developing a new model for commissioning structured round engagement, innovation and participation of the VCSE in partnership with other providers, with individuals and communities' wellbeing at the centre.'

Led by local Social Enterprise Spectrum, the Wakefield BHP is looking at 'ways of incorporating social value and social return on investment into a new model for commissioning which emphasises partnerships between providers, and places individual and community wellbeing in the centre'. This activity will help commissioners to understand the importance of social value in meeting their overall commissioning needs, and will support them to understand how local services, including those provided by VCSE organisations, are best placed to deliver social value. Following a joint learning seminar on commissioning for social value to build stakeholders' understanding and to scope this piece of work, action will include:

- A social value workshop designed and delivered to CCGs, clinical networks and other commissioners, focusing on live local examples and exploring how to embed the concept in their commissioning and procurement
- A package of education and learning around social value, incorporating face to face workshops, and web-based learning resources/tools
- An engagement programme that promotes existing local activity demonstrating excellent social value, and moves on to reproduce or develop some of these ideas on a bigger scale.