

Using County Durham's Approach to Wellbeing

Health and Wellbeing Board

29 January 2020

Altogether better



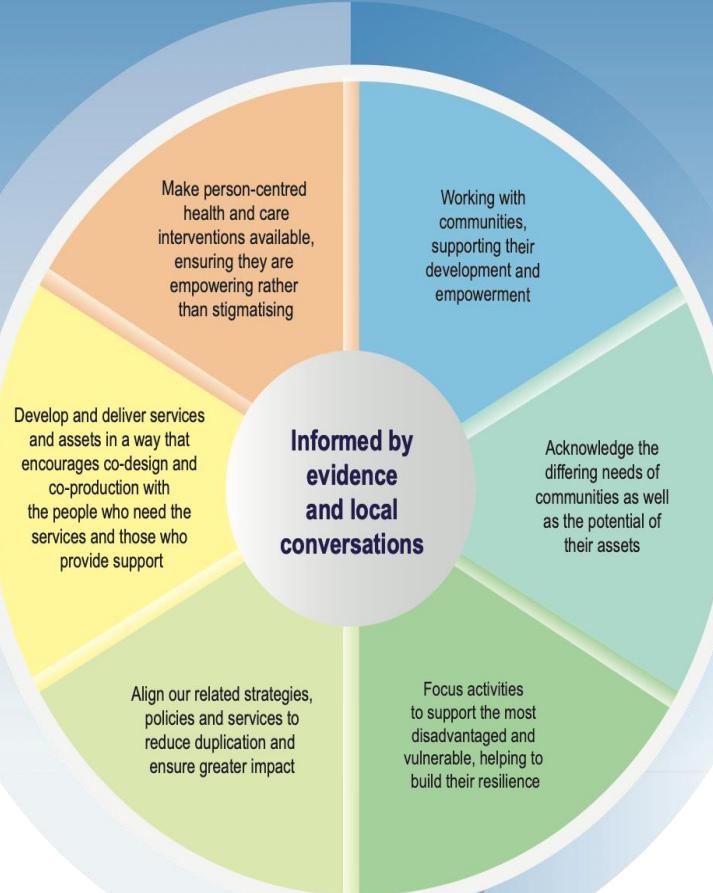
County Durham's Approach to Wellbeing

Things affecting resilience and wellbeing

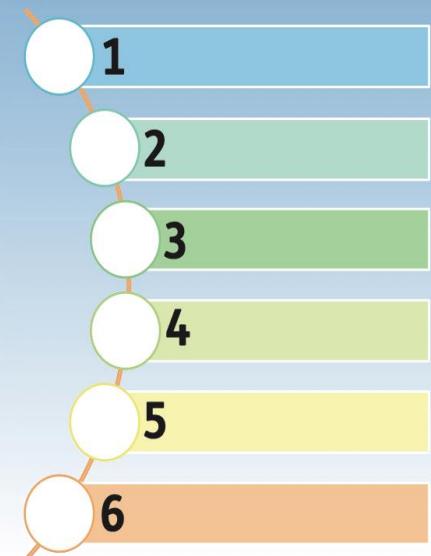


Supporting systems

Our principles



Our commitments



people and place



Wellbeing Approach

People and Places

Empowering communities

working with communities to support their development and empowerment

Being asset focused

acknowledging the different needs of communities and the potential of their assets

Building resilience

helping the most disadvantaged and vulnerable, and building up their future resilience

Supporting Systems

Working better together

working together across sectors to reduce duplication and ensure greater impact

Sharing decision making

designing and developing services with the people who need them

Doing with, not to

making our health and care interventions, empowering and centred around you as an individual

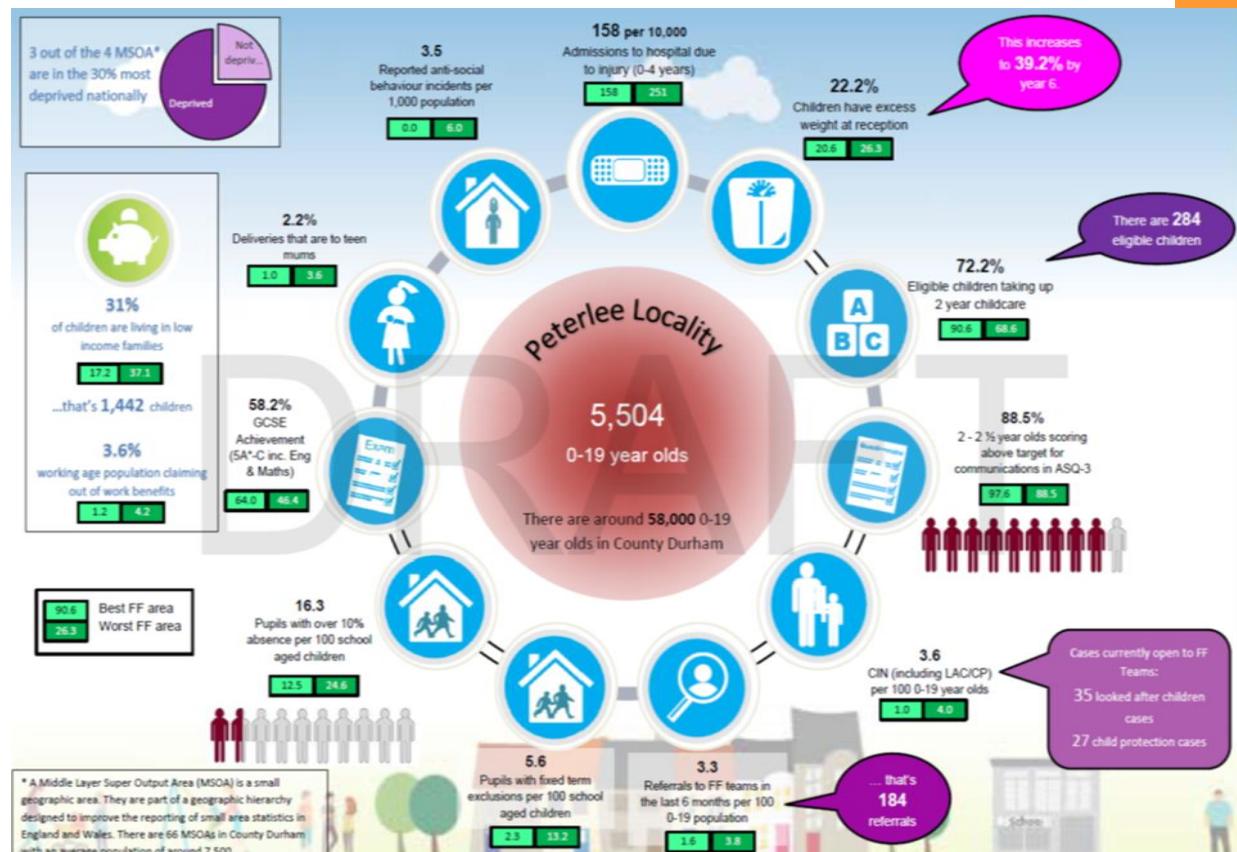
Using what works:

everything we do is supported by evidence informed by local conversations.



Project 1 – Place Based Approach to Early Help

- Three working groups:
 - Stanley/Consett
 - Peterlee and Easington
 - Ferryhill and Newton Aycliffe
- Multi-sectoral membership
 - One Point Service
 - Schools
 - Health Visitors
 - CAMHS
 - Housing
- Priorities Identified
 - Mental Health and emotional wellbeing
 - School Attendance
 - Excess Weight
 - Poverty



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Project 2 – Holiday Activities with Food

- 21.4% of children under 16 live in low income families. Across County Durham this varies from a low of 0.8% to a high of 59%
- 13,000 school pupils eligible for free school meals across County Durham
- Issue identified in accessing food and positive activities during school holidays
- DCC is investing £300,000 in a range of initiatives
- Distribution via Area Action Partnerships
- DfE Grant bid submitted for £1m for summer 2020 to develop a coordinated approach to the delivery of holiday activities with healthy food across County Durham

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Principles to be adopted

- Clearly identify the community of interest
- Engage that community in identifying the issues that affect them and the local assets that can be mobilised
- Seek opportunities to devolve power and share decision-making
- Enable communities to co-design solutions
- Identify opportunities to address inequalities
- Ensure that any services you commission adopts the wellbeing principles
- What does the evidence tell us?

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The Principles of County Durham's Approach to Wellbeing

Developing a Place Based Approach to 'Early Help'

Informed by Evidence and Local Conversations	Comments
Are your activities based on evidence and informed by conversations with the community you are working with?	A range of communities have been identified to work with but further discussions are needed to refine and confirm this. The evidence base for activities needs to be sourced and confirmed.
People and Place	Comments
1. Do you work with communities to support their development and empowerment?	A range of opportunities have been identified to engage parents (eg parent evenings, family centres, baby clinics). Discussions ongoing with regard to developing a consistent approach to engagement including structured interviews and focus groups.
2. How have you acknowledged the differing needs and assets of communities in your day to day work?	Needs have been identified via public health intelligence team. Event being planned to share information across agencies on assets available to communities. Consideration being given to scaling up current assets that have been found to help/work.
3. Do you focus your activities to support the most disadvantaged and vulnerable, helping to build their future resilience?	To be informed through engagement with professionals working in the field, parents, young people and communities.
Supporting Systems	Comments
4. Are your strategies, policies and services aligned with those of other sectors to ensure waste and duplication are reduced, and ensuring greater impact?	Identification of assets through the VCS Alliance to be shared more widely. Event planned to bring together agencies to look at duplication and gaps in services. Greater alignment of activities being considered, for example between family centres and schools, as well as hand-offs between health visiting and primary schools.
5. Are your services co-designed and co-produced with the people who need them, as well as their carers?	Engagement of parents and young people is planned to develop the approach to engagement (ie development of interview prompts).
6. Are your interventions person-centred and do they empower rather than stigmatise?	

The Principles of County Durham's Approach to Wellbeing

Developing the Holiday Activities with Food Programme

Informed by Evidence and Local Conversations	Comments
Are your activities based on evidence and informed by conversations with the community you are working with?	We have brought a range of stakeholders together to share evidence of what has worked previously.
People and Place	Comments
1. Do you work with communities to support their development and empowerment?	We have sought the engagement and ownership of young people in naming the project.
2. How have you acknowledged the differing needs and assets of communities in your day to day work?	We have identified the range of providers already working in this field but need to do more to refine this.
3. Do you focus your activities to support the most disadvantaged and vulnerable, helping to build their future resilience?	
Supporting Systems	Comments
4. Are your strategies, policies and services aligned with those of other sectors to ensure waste and duplication are reduced, and ensuring greater impact?	We have been working with providers to identify areas where there may be duplication as well as identifying potential 'cold spots' where services are sparse.
5. Are your services co-designed and co-produced with the people who need them, as well as their carers?	
6. Are your interventions person-centred and do they empower rather than stigmatise?	

Wellbeing – making a difference to Place Based Approach to Early Help Projects

The wellbeing approach has helped to:

- shape conversations and clearly define communities to work with;
- identify and share information on currently known assets through the VCS Alliance;
- highlight the potential for greater alignment of activities; and
- discuss approaches to community engagement including the development of a set of prompts and questions which can form a systematic approach to engagement.

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Wellbeing – making a difference to Holiday Activities with Food

Our commitments are to:

- Work with families and seek their advice on how best to mobilise and target local assets more appropriately;
- Design and develop services with the people who need them, whilst seeking views on how we can best make those services sustainable;
- Work with intelligence colleagues as well as partners in local voluntary and community sectors to identify those who are most vulnerable and disadvantaged, for example targeting those with SEND or those who attend food banks;
- Work with families to develop an understanding of why some people either chose not to access, or are unable to access services; and
- Work with partners to firm up service delivery to prevent duplication and improve signposting.

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