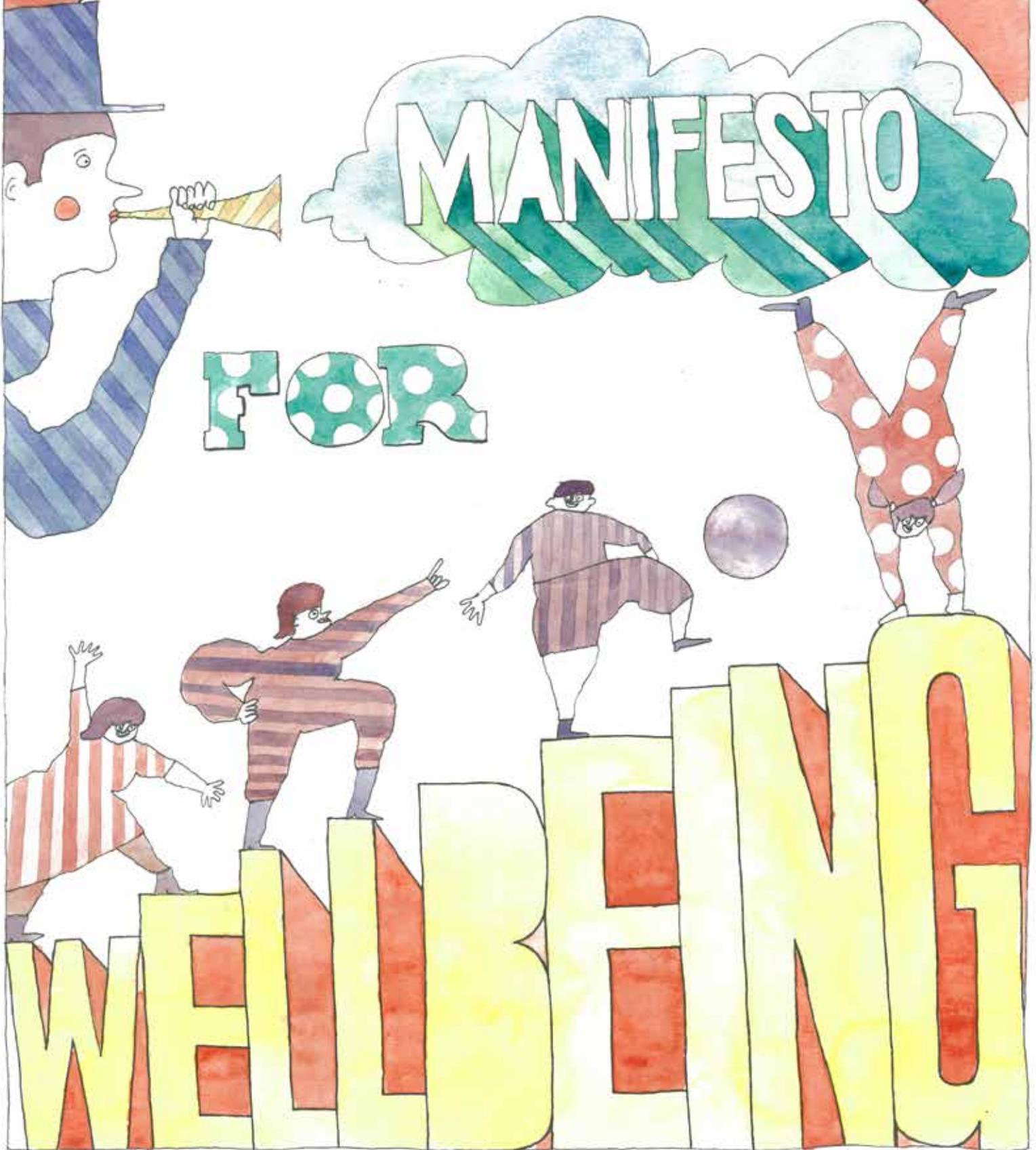


A CULTURAL

MANIFESTO

FOR



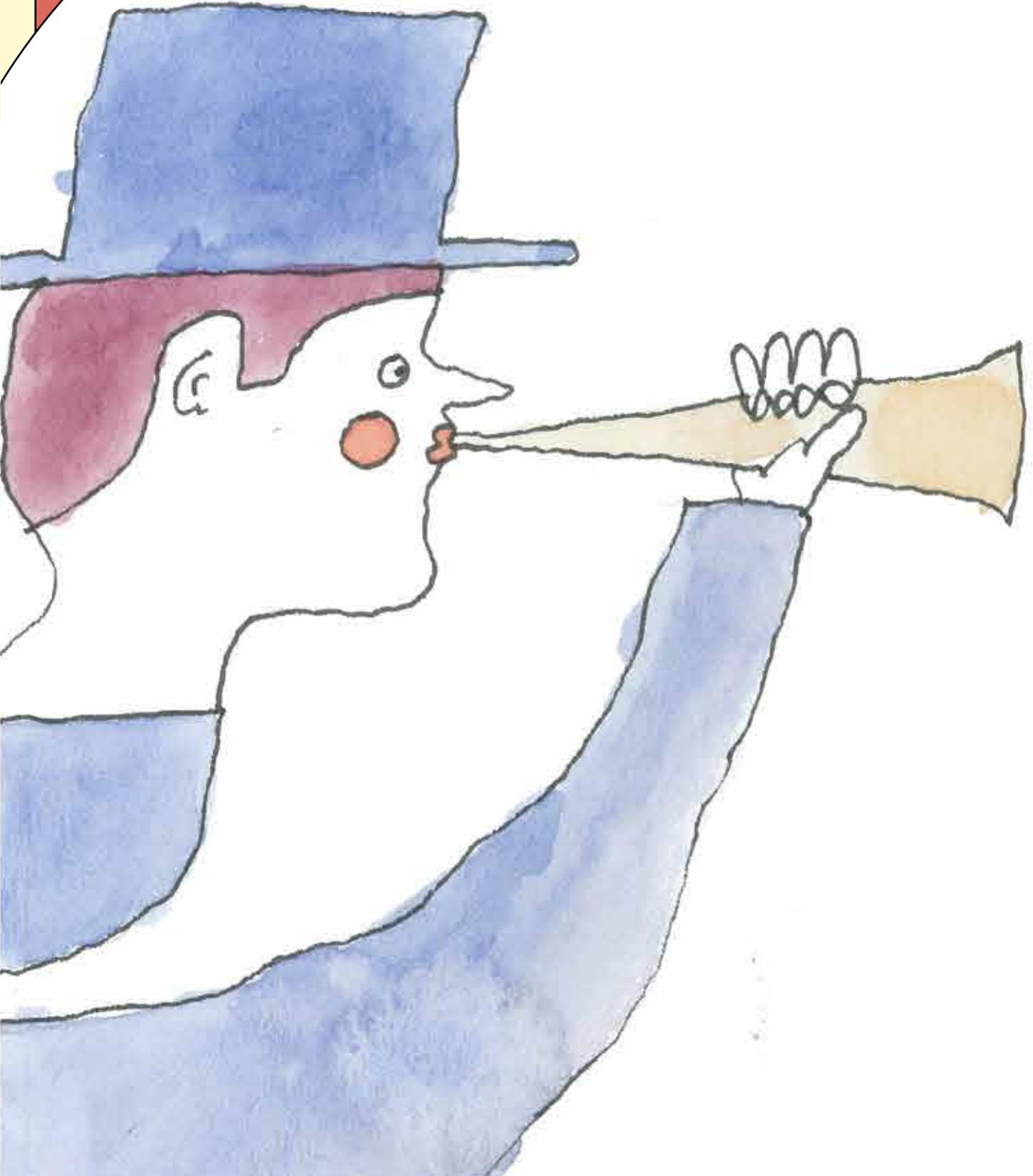
ACKNOWLEDGEMENTS

Words: Jo Ward Change Maker

Illustrations: Laurence Taylor

April 2017

FOREWORD



Health is much more than the absence of disease. Poverty and health inequality is not a 'footnote to the *real* concerns with health' (Marmot 2010). The time is NOW for a paradigm shift to deliver a new reinvigorated National Health Service (NHS). Unprecedented levels of change have created a cross road with a genuine opportunity to reinvent and re-tune health services by working collaboratively with citizens and crucially by building a broad based coalition drawn from other sectors so we can drive change together.

This manifesto is a first step to help make this change happen.

We are committed to sustaining our NHS. If we are to succeed we cannot do this alone. We have to do things differently; put simply to reorient activity, through partnership with others, to keep people well and help them not become sick.

We need to recognise, through joint action, that it is the context in which people live their lives that is the most important determinant of life expectancy and this requires a *more than medicine* approach. We need to work with colleagues outside of health and care, to break down policy silos, to join up policy agendas so we can be clear about the benefits of working together. In this context we can celebrate investment in community learning as a way to simultaneously provide pathways for personal development and growth, stepping stones for social mobility and an important opportunity to bolster individual and community wellbeing.

We fervently believe that by responding to the wider determinants of health we can do a better job alleviating disease and illness. We know from our social prescribing (non-clinical interventions) work that there is tremendous benefit to be gained from supporting innovation and in identifying new opportunity by starting with different kinds of conversations with patients, which identify *root cause and not just symptoms*. So we can create different ways of doing and improve options. There may be no cure for dementia but through a range of community based activity, like dance, we know people with dementia can learn to live well with what they have, whilst improving communication and reducing trips and falls. Community choirs can help people manage their asthma by boosting control of breathing and increasing lung capacity, reducing the need for emergency medication and rescue inhalers. Singing also oxygenates the blood, reduces stress hormones and related anxiety, whilst building relationships and creating a powerful sense of belonging. By being innovative we can create new kinds of solutions, multi-disciplinary teams and a powerful and different type of tool kit which can both fuel prevention and aid recovery.

This manifesto is all about our commitment to doing just that by harnessing and harvesting the power of cultural interventions and know how. We believe by focussing on four specific activity domains we can *do more-better*. By working collaboratively with experts across culture, the environment and sports sector; and harnessing social value agendas we will drive forward a 21st century approach to healthcare in Halton which others could follow.

We describe the overarching thrust to all our work as an asset based approach. This is predicated on:

- 1.** Building a clear set of values which *see residents as key to any solution*.
- 2.** Supporting residents to reimagine new kinds of connected communities in order to develop their own strengths and abilities so they can live independent and fulfilling lives.
- 3.** Focusing on 'wellness' (not illness) by working with people before they become sick or develop illness in the first place and equipping them to bounce back from bouts of ill health by building resilience.
- 4.** Understanding why stuff happens in the first place; looking for triggers and lasting solutions not just applying sticking plasters.
- 5.** Promoting different perspectives: by not just working with the usual suspects, we will fuel *innovation* and create *additionality* with different and new kinds of health resources.

This work will be underpinned by our commitment to creating more personal choice and control.

This will be exemplified by:

- 1.** Always starting with the person not a condition, a disease or illness.
- 2.** Collaborative explorations between health practitioners and patients of any given opportunity to improve and maintain wellbeing.
- 3.** Focusing on promoting social purpose education and championing reinvestment in community learning.

4. Changing professional understanding and behaviours with a renewed focus on the person not the patient by promoting a clinical commitment to working 'with' not 'to' or 'for'.
5. Encouraging and supporting people to find their own way to engage with a range of non-medical/clinical interventions and services in the wider community that can address psychosocial or economic factors that impact positively on wellbeing.

This work will be transformational because it will underline the importance of recognising a world where things are linked and not separate or disconnected and all actions have consequences.

1. We will tackle mental health issues with the same energy and priority as we tackle physical illness.
2. We will create ambition and energy by focusing on doing more of what works.
3. We will generate activity which will span primary and secondary care pathways as well as acute settings, reflecting needs of people as and when, or how they present.
4. We will create new ways of developing and articulating prevention agendas by empowering people to look after themselves and others and promote expert patient know how.
5. We will change our systems which could and should deliver more social value; using NHS leverage to catalyse social mobility.

All our activity will be underpinned by an evidence base to encourage wider adoption and support. It will build on existing social prescribing activity whilst signalling a step change by looking to foster a commitment to ensuring sustainable investment in innovation. We will focus on promoting the development of health and wellbeing innovation as part of our day to day business through the exploration of four key activity domains and by building connectivity.

The four activity domains are:

- **CULTURAL ENGAGEMENT** – focusing on realising arts and heritage opportunity by building on the Culture White Paper (DCMS, March 2016) with an emphasis on place-based strategies for cultural development and the instrumental value of the arts.
- **ENVIRONMENTAL FOOTPRINTS** – recognising the importance and impact of the shape of place and built infrastructure on all our lives and the resource green space represents.
- **SPORTING CHALLENGE** – new collaborations to promote activity levels for good.
- **SOCIAL VALUE** – exploring and exploiting the value of commissioning for the collective good to secure greater social, economic and environmental benefits.

All this work will be enshrined by a wider life course approach and so any interventions will contribute to ensuring the best possible start, living well and ageing well agendas for all.

Signed



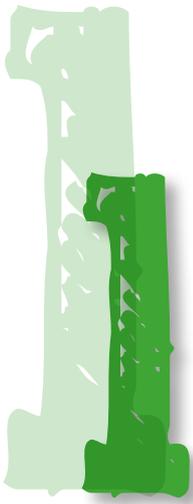
Dr Cliff Richards
Former Chair NHS Halton CCG
(April 2017)



Dave Sweeney
Interim Chief Officer NHS Halton CCG

ACTIVITY DOMAINS





Activity domain one

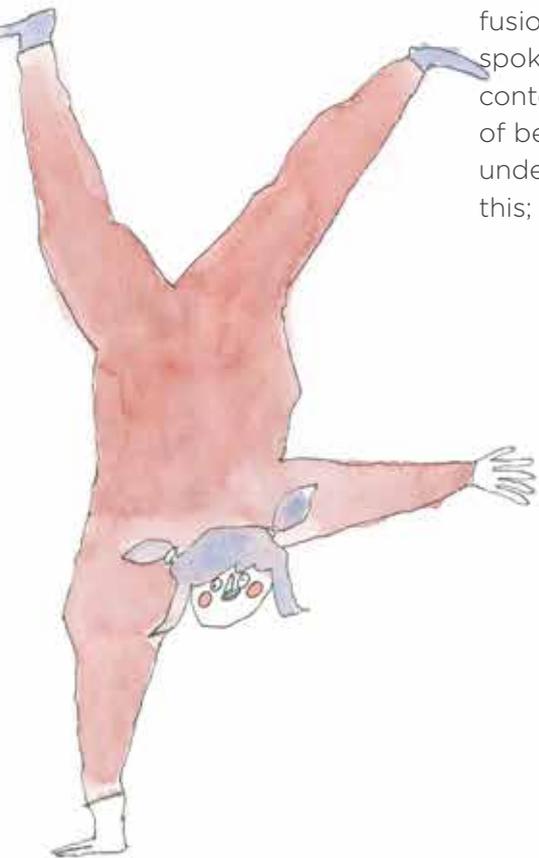
CULTURAL ENGAGEMENT – THE ADDED VALUE OF CULTIVATING AN ARTS AND HERITAGE CONTEXT FOR WELLBEING

NHS Halton CCG will celebrate and support the immense value afforded from accessible, high quality cultural experiences to promote individual and community wellbeing through their partnership work and commissioning commitments.

We recognise that by engaging with cultural activity people are able to develop a strong sense of self, find purpose; achieve a level of self-determination and a sense of control which builds resilience.

We believe cultural experiences help reduce barriers to learning and engagement; which helps people realise or fulfil a diversity of talents often unrecognised elsewhere and reach their true potential. This then creates building blocks for personal wellbeing whilst simultaneously providing an opportunity to promote economic wellbeing through investment in creativity and innovation.

By cultural experiences we mean engagement with or experience of a range of artistic genres and access to material artefacts which intrinsically support self-expression and/or self-realisation. These experiences help people develop an understanding of themselves and the social conventions *that shape the world around them*. Likewise we define cultural learning as an active process of learning about culture through culture. Cultural experiences include the visual arts and craft, both making and doing or simple appreciation. They include an exploration of a new creative, digital frontier and the opportunity for fusion; they encompass singing, music and dance; or immersion in the spoken and written word. They equally and crucially include the heritage context in which people live their lives and the powerful sense of place, of being and purpose this supports. Taken together these elements underline all our needs to have a clear sense of our past and our place in this; in order to understand and plan our futures.



Put simply we promote cultural opportunity for three reasons:

1. Cultural experiences provide ways to wellbeing where other things fail.
2. There is an important and robust evidence base which demonstrates when cultural know how is combined with medical knowledge we can create new exciting tools to help people live well and support recovery.

Medicine has limits like everything else but with more cross sector working and understanding we can extend horizons. By changing conversations to encourage people to focus what they have and not what they have lost we create more positive dialogue and drive change.

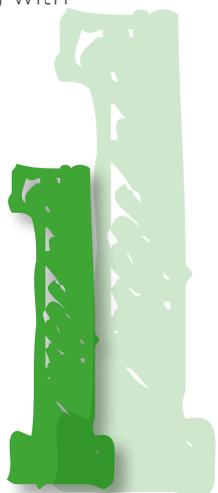
3. Too many of life's problems are seen as only amenable to medical treatment. We all too readily turn people into patients. Consequently we have all become less adept at making sense of life and death, pain and sickness for ourselves.

There are no pills for loneliness and poverty but a rich cultural context can help ensure residents are better connected to each other and feel more able to cope.

Moving forward

We cannot make these commitments working alone. We must align ourselves with others who wish to make cultural change happen and enlist support from those who are developing cultural experiences which have clear benefits for enriching people's lives and driving wellbeing at every life stage.

- We will acknowledge the power of the spoken and written word to build wellbeing and aid recovery by encouraging creative bibliotherapy and self-help reading through joint work with libraries and by driving forward Shared Reading investments for all ages.
- We will promote singing and music as a driver for intergenerational connectivity and mental and physical wellbeing through collaboration. By working with Live Music Now we will share an ambition to put a choir in every care home; and we will extend this journey to schools and workplaces.
- We will seek to harness the power of dance in our communities to promote active lives, to reduce frailty through enhanced core stability, to combat social isolation and embrace the benefits of improved communication and concentration especially for those living with dementia.
- We will embrace our museums (and galleries) in order to enhance a cultural learning agenda; committing to increased dialogue and joint action to deliver social cohesion, community engagement and social justice through the better articulation of shared heritage.





Activity domain two

ENVIRONMENTAL FOOTPRINTS – COMMITTED TO MAXIMISING THE HEALTH GAINS AFFORDED FROM BOTH THE BUILT ENVIRONMENT AND NATURE

NHS Halton CCG is committed to working collaboratively with key stakeholders in order to promote a multi-faceted, collaborative approach to the planning, design and management of public spaces and *placemaking*; in order to ensure the creation and maintenance of green space and a built environment that promotes people's health, happiness, and wellbeing.

We recognise that access to green space and the opportunity to engage and connect with nature is a valid way to reduce mental distress and promote mental wellbeing, whilst also increasing the likelihood of more physical activity across all age groups. This recognition creates the opportunity to contribute to both preventive and therapeutic interventions that have a key role in tackling mental distress and poor physical health.

We believe that access to safe green space and the natural environment can help reduce health inequality and increase resident's satisfaction with the local area; as well as increase NHS staff wellbeing. Our NHS can be underpinned by a commitment to promoting access to our natural environment as both a health asset and a community resource.

We believe that investment in green space also has direct economic benefits. It pays dividends in terms of promoting inward investment, in reducing healthcare costs and the need for medication.

By environmental resources we include green spaces and public arenas with carefully orchestrated built environments. Green space can include formally designated land like parks, historic gardens and heritage sites, allotments, planned walks and tree lined streets, community gardens and even off road cycle paths; as well as informal spaces and more natural arenas which might encompass corridors along river banks and an oasis of greenery between building developments.



Put simply we will promote an environmental commitment for three reasons:

1. Green space is good for you; contact with a natural environment and green space has quantifiable health benefits which crucially reduce health inequalities.
2. The more green space the greater the impact on a reduction in mortality and morbidity rates, from all causes as well as circulatory disease even when taking into account indices of deprivation.
3. The higher the ratio of green space the higher the incidence of physical activity for all age groups, which is also linked to a corresponding reduction in anti-social behaviour and crime in urban areas.

Moving forward

We cannot make these commitments happen by working alone. We must align ourselves with others who wish to capitalise on our environmental resources to make good environmental change happen; and enlist support from those who are driving positive environmental experiences which have clear benefits for enriching people's lives and driving wellbeing at every life stage.

- We will actively consider how we can support design that can be marshalled to strengthen communities; in so doing seek to maximise the benefits of accessible green space for the health and wellbeing of children, families, adults and older people so they can safely play, explore and exercise.
- We will harness the power of green space and our natural heritage by supporting the development and delivery of a *Natural Health Service*, fully recognising our natural environment as a health asset in order to reduce social isolation and embrace the benefits of improved communication through more connected lives.
- We will embrace our heritage resources through ongoing engagement and support of museums and galleries where there is clear support for social justice and public engagement agendas.
- We will work to build on the legacy of our waterways fostering creative *placemaking* which can strengthen community identity and a sense of place and help revitalize local economies.



3

Activity domain three

OUR SPORTING CHALLENGE FOR ALL- CREATIVE COLLABORATIONS TO PROMOTE ACTIVITY LEVELS FOR GOOD

NHS Halton CCG wants to foster an environment where everyone feels able to engage in physical activity and sport regardless of their age, background and level of ability because getting people active can help people stay in shape, improve fitness and reduce weight.

We understand being active doesn't just have physical benefits. It provides a great way to socialise, reduce isolation, have fun and improve mental wellbeing.

We recognise playing sport is only one aspect of being active. Individual pursuits like going for a jog, a walk in the rain, a hike along the river, doing laps at the pool, playing pitch and putt or riding a bike can be incredibly useful ways to burn energy, improve concentration and boost overall wellbeing.



Put simply we will promote a *more active* Halton for three reasons:

- 1.** More than one in four people (28 %) do less than 30 minutes of physical activity a week. Yet research shows that those who do the least activity stand to benefit the most, even if it's just small changes like gentle jogging or kicking a ball around in the park. Being more active can and does encourage healthy decisions whilst offering hidden health benefits like reducing the chances of the onset of many long-term chronic conditions.
- 2.** Exercise reduces stress hormones at the same time as stimulating endorphins, these natural mood lifters can keep stress and depression at bay. Sport can also provide a chance to unwind and connect with each other.
- 3.** Playing sport builds mental acuity a key attribute for wellbeing. Regular physical activity helps people keep key mental skills sharp as they age.

Moving forward

We have taken great strides forward by harnessing a more active Halton agenda through joint working with key partners in order to realise the assets sport can bring. We will continue to build on these links with key stakeholders and continue to forge new partnerships for wellbeing; for example: we have formed a first alliance with Widnes Vikings and joined forces with the rugby super league. This is only a beginning. We plan to build more sporting alliances across a multitude of sporting associations to reflect each association's respective pulling power and build on and learn from this emerging Northern rugby league model for wellbeing. Working as part of a rugby league club health network; running the length of an M62 corridor from Widnes and Wigan in the West, to Hull FC and Hull Kingston Rovers in the East; we will deliver collaborative large scale health projects across this rugby league heartland; fully embracing all and any opportunity to work as a consortium to promote healthy lifestyles within all our communities.

- Together we will jointly deliver a commitment to raising physical activity levels in children and young people through programmes that use the power of the rugby league brand with partners to raise fitness, mental resilience and tackle obesity.
- Together we will embrace a commitment to working with the State of Mind campaign to promote positive mental health resilience through all age groups men, women, boys and girls.
- Together we will demonstrate a commitment to working with young people and adults supporting aspiration, educational attainment and employability.
- Together we will creatively harvest and share club sporting heritage in a positive manner which challenges isolation, loneliness and dementia whilst building belonging.



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Activity domain four

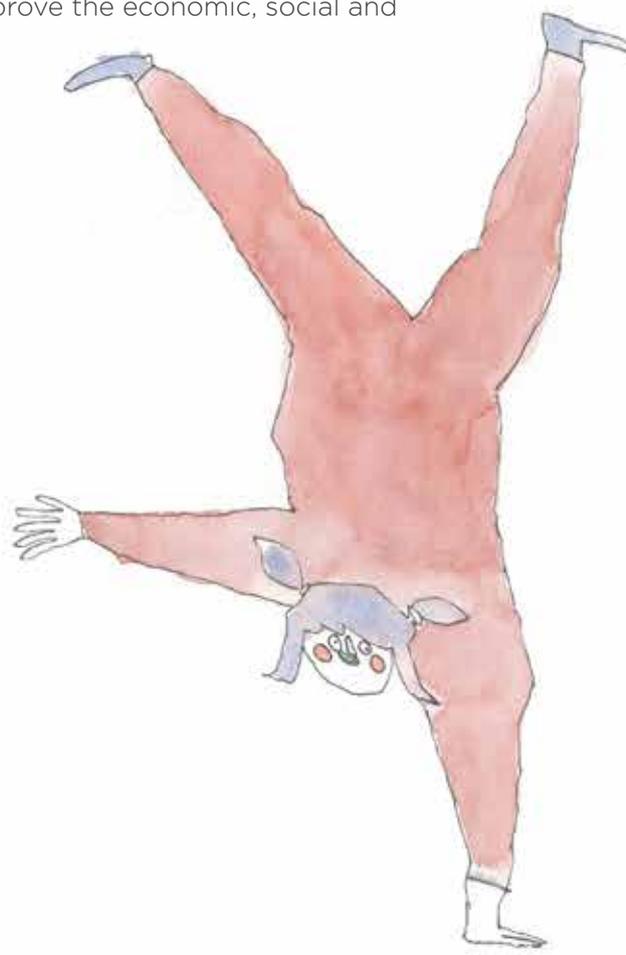
DELIVERING SOCIAL VALUE - COMMISSIONING FOR THE COLLECTIVE GOOD TO SECURE GREATER SOCIAL, ECONOMIC AND ENVIRONMENTAL BENEFITS

NHS Halton CCG believes that the social value an organisation creates is just as important as the financial value, and should therefore be treated accordingly. So if organisations perform financial accounting, why shouldn't organisations aimed at creating social value perform social accounting too?

We know that in order to maximise overall social value, resources should be allocated to those initiatives that create the most value; and appropriate impact measurements should establish which initiatives are creating the most value. Insight can then be gathered and used to increase social performance.

We recognise that by making social accounting the norm it will greatly benefit any decision making process. Social accounting increases transparency and therefore enhances the ability to make better-informed management decisions.

Social value is a way of thinking about how scarce resources are allocated and used. It is about looking beyond the price of an individual contract with a consideration of what the collective benefit is to a community when a public body chooses to award a contract. So when considering how services are commissioned and procured a primary concern is how we might improve the economic, social and environmental wellbeing of an area.



Put simply we promote social value principles and activity for three reasons:

- 1.** We want to enable all children, young people and adults to maximise their capabilities and control over their lives. So we need to work better with our community assets and look to inspire and empower citizens to overcome barriers and improve their self-worth and aspirations for the future.
- 2.** In order to maximise capability we must first increase opportunity by fostering fair employment and good work for all. In so doing we must challenge health inequalities which are fundamentally driven by income inequalities. By using NHS leverage for a fairer society we can benefit all.
- 3.** Delivering social value means we will help create a borough where everyone has a decent home, good connections and relationships which in turn support healthy and sustainable communities.

Moving forward

We have already embedded a social value approach in our work and it is enshrined in our vision, 'To involve everybody in improving the health and wellbeing of the people of Halton.' By focusing on preventing ill health, promoting self-care and independence, arranging locally based community support where ever possible and ensuring high quality hospital services for those who need it. 'In so doing we aim to empower and support local people from the start to the end of their life.'

- We will therefore continue to strengthen the role and impact of ill health prevention work, striving to keep people and our communities well through the informed choices they are enabled to make.
- We will build community resilience and tackle poor health through awareness and more public engagement; recognising the value of developing community led approaches which have real impacts on the socio-economic conditions which drive health inequalities through our commissioning.
- We will foster a thriving, enterprising voluntary sector where solutions are co-created within communities and ensure that these opportunities sit alongside and enhance support packages for those that need them most through our commissioning intentions.

All because social value improves decision making whilst creating leverage to reduce health inequalities and drive social mobility.





Halton

Clinical Commissioning Group