

Winter Health – Health Creation Programme

Interim report

A collaborative project between Manchester Settlement and The Health Creation Alliance

May 2024



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Foreword

Manchester is a vibrant and diverse City, but we know that not all of our residents have the same opportunities to be healthy and well. This health inequity is complex and challenging, however there are opportunities to ensure that together we can make a positive impact on people's health.

National and local evidence confirms that to achieve lasting change in communities and reduce health inequalities it is *essential the community themselves participate and lead*, working alongside local partners, agencies and professionals who are open to new types of creative and collaborative relationships with communities.

Here at Manchester Local Care Organisation we have recognised the strength of partnership working which has built across our neighbourhoods, and the potential combined energy to do something very different in how we approach the challenges that our communities face. We have seen the opportunity to support a significant shift in community power, with agencies supporting and enabling local people to be more in control of their own health and wellbeing.

The **Winter Health-Health Creation Programme** is a brave step towards delivering a preventative approach to health inequity, which has the insight and experience of our community members right at it's core. Alongside Manchester Settlement and The Health Creation Alliance (THCA) we are committed to supporting the introduction of health creating techniques to community organisations, and understanding how we can continue to build confidence, skills and capabilities which will positively impact upon the determinants of health. We are eager to learn from the experience of this programme and how this can inform broader, long-term approaches to health in the City.

We will continue to listen, to take opportunities to challenge the way things have been done, and to realise that together we can set a new way forward.

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Neighbourhood Leads, Manchester Local Care Organisation

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Review session held at Manchester Settlement, 16 April 2024

1.0 Background

This interim report provides a summary of the of the ongoing *Winter Health – Health Creation* Programme (the Programme) that Manchester Settlement has been leading with the support of THCA.

The report marks an important stage, capturing and reflecting on progress to date for all the participants, project leads and commissioners. It offers an overview of the Programme, a summary of the outputs to date, key learning emerging and an explanation of how the Programme has been set up to support sustained learning and continued adoption of Health Creation going forward.

The full project will be completed later in 2024 and will be followed by an evaluation, a final report and a celebration event for all participants.

1.1 About Health Creation

Health Creation is the process through which individuals and communities gain a sense of purpose, hope, mastery and control over their own lives and immediate environment, when this happens their health and wellbeing are enhanced.

The Health Creation Alliance has developed an ‘underpinning framework’ to support individuals and organisations to adopt Health Creation as a way of working. It makes critical hidden aspects visible and offers a common currency for partners at all levels to coalesce around and to take action to create the conditions for people and communities to create health. This, coupled with the ongoing support from the THCA project team is helping to guide the participating organisations to deepen their insights and think differently about how to deliver winter health solutions with local communities to enhance health and wellbeing.

“I found the concept of the 3Cs (Connection, Confidence, and Control) of health creators very helpful. I never really considered these when I have been volunteering for many years.”

2.0 About Manchester Settlement

Manchester Settlement was founded 140 years ago in North Manchester as part of an international movement of similar organisations. We continue to be at the forefront of delivering outcomes for communities facing inequalities through our belief in the power of people, community and place and by instigating sustainable cycles of change. We enable these outcomes through services as diverse as early years childcare, youth support, a multi service community hub, supported accommodation for young asylum seekers and supporting the development of trusted micro community organisations, as well as commissioned projects tackling health inequalities.

3.0 About The Health Creation Alliance

The Health Creation Alliance is the leading national cross-sector movement improving health and wellbeing, and reducing health inequities, through Health Creation.

Their mission is to increase the number of years people live in good health in every community. Their ambition is for Health Creation to become business as usual, embedded in systems alongside the treatment of illness and prevention of ill health.

They provide a space and a platform where action, thought leadership and influencing meet; a spread mechanism for health creating practice on the ground.

A not-for-profit community interest company, THCA's membership comprises passionate professionals from many sectors and levels of seniority, community leaders, and people with lived experience of poverty, trauma or discrimination working together as equal partners. Their legitimacy and credibility come from their deep connection to their members and partners.

4.0 Programme Purpose

The original purpose of the programme was to improve access and equity of vaccination uptake across three neighbourhoods, Cheetham Hill & Crumpsall Vale, Ancoats, Clayton & Bradford and Ardwick & Longsight in Q4 2023 and Q1 2024. However, due to the timing of the programme, and the wider benefits of health creating practices beyond vaccination, the programme was broadened to embrace 'winter health' more generally.

4.1 Primary aim

Deliver a *Winter Health – Health Creation* Programme in collaboration with leaders from Manchester BAME communities to help drive a reduction in health inequalities and enhance communities' winter health and wellbeing, including through access and equity of vaccination uptake.

4.2 Secondary aims

- Demonstrate the value and impact of adopting and embedding Health Creation into individual groups' activities to increase individuals' confidence and control to positively impact upon the determinants of health.
- Improve contact between organisations, local partners and between community members.
- Demonstrate the value of supporting community leaders to become proficient in enabling and advocates for Health Creation.
- Support the development of a compelling case on the value of health creating programmes for others to adopt similar activities in the future.

5.0 About the Programme

Manchester Settlement appointed Maqbul Rose as Project Manager to deliver the Programme. In addition to Maqbul's project management expertise, her established relationships with many of our local community organisations has been central to the projects ongoing success. Maqbul has received training and peer support on how to use, and train others to use 'The Health Creation Framework' throughout the project. More details of this can be found in section 6.1.

At the outset, the programme focussed on engagement and collaboration with 12 community organisations with reach across the Black African, Caribbean, and Black British community, people from Arab and South Asian communities population cohorts within each of the three neighbourhoods to facilitate and enable them to lead on bespoke Health Creation programmes for their communities.

5.1 Participating organisations and Winter Health focus

Twelve organisations signed up to the programme, following which two decided not to participate due to capacity and resource challenges. All 10 participating organisations were allocated £1500 for their involvement. Participants are expected to commit to the entirety of the programme and to continue to adopt and embed Health Creation into their activities beyond the end of the delivery of their individual projects. The adoption of Health Creation as ‘business as usual’ is a key element to sustaining the programme’s learning legacy; this is considered further in section 8.0.

Table one below details the 10 organisations involved and provides a summary of their *Winter Health – Health Creation* projects.

Table one. Group and project overview

Organisation	Project summary and status
Across Ummah	Diabetes (Healthy eating). Group champions conduct own research about diabetes and consult with their groups and community to determine the barriers to diabetes management. From findings, produce various types of resources/ways to inform their community/groups RE: diabetes management
Bolly Fit Active	Holistic approach to Winter Health to tackle Isolation via activities. Group working on three health topics: self-care, medicine management and diabetes. Three Health Creators have built great friendship and understanding, managed to reflect on their own personal health. Developed ideas on how to action the new ideas to improve their well-being including creation of three flyers on diabetes, self-care and self-medication that will be culturally appropriate for the South Asian women.
Manchester North SDA Church	Befriending Service. This project has been developed to provide social interaction for individuals who are isolated and vulnerable (due to Covid-19, immobility and mental health issues). Befrienders had training by Jan 2024. Have asked volunteers to meet up to support each other using a more health creating methodology.
New Testament Church of God	Holistic approach to healthy lifestyles. Healthy eating (looking at cultural food) exercise and crafts (M.H) – 3 leaders will become experts in their own area (if not already) and recruit people to join their sessions.
Guidance Hub	Tackling Health Inequalities via empowering volunteers (themes: mental health in first instance). <ul style="list-style-type: none"> • Report produced of ‘What is a Health Creator?’ session (Jan 2024) • Working on Mental Health initially • Mental Health Empowerment Session/training held in Feb 2024 x 8 people • Tackling Health Inequalities in South Asian Communities held 9th March. Health Creators present and a health creator facilitating a table-top session and presentation after gaining confidence from ‘What is a Health Creator’ session.
Hopewell Manchester	COVID-19. To work with a diverse group of women to identify and dispel COVID-19 vaccination fears (by identifying fears as part of the project) (working with new group). 3 sessions held looking at Winter Health, Opinions about the Covid-19 and flu vaccinations. Participants reported finding project very informative, factual discussions and exchange of views helped eradicate misconceptions of covid and flu vaccination.

	<p>HHC thoroughly enjoyed the program and look forward to work with the community member/group to equip them with knowledge and skills to make them future Winter ready.</p> <p>After Ramadan, tasked to produce the leaflet about the sessions took place and knowledge gained to share awareness about the importance of getting ready for winter and how to be well prepared for winter health- importance of Covid and flu vaccination.</p>
CeeBee Gold	<p>“Get Moving”. increasing physical activity by developing a walking group. University Student (Elizabeth) hired to support to deliver the project and the Health Creators are delivering the walking groups.</p> <p>So far, conducted a total of 8 sessions since the start of the project on January 5th. Comprised of 2 sessions conducted on Zoom, 1 session held at the park, and 5 face-to-face sessions at the community hub. VCSE lead believes the project is progressing well, with active participation and engagement from community members in various settings.</p>
Malawi Heritage U.K	<p>Effects of Covid-19 on Diabetic individuals. Group is focusing on ‘Diabetes’ only now. Health creators have had a research session to find out about diabetes and shared their findings to the community via the production of their own awareness raising leaflets (and a banner). Our Health Creation Champions now understands Diabetes and the dangers it poses to the community.</p> <p>The community have been invited to drop-in sessions at the Malawi Heritage centre to discuss any concerns/queries regarding diabetes. The Health Creators feel they now know enough about diabetes to have these conversations.</p> <p>The group is hoping to deliver a second lot of leaflets and do an activity at centre.</p>
New Leaf Foundation	<p>Winter Health – Moving Safely. Recruiting for a walking group (bringing added value to an already established walking group) –</p> <ul style="list-style-type: none"> • Slips, trips and falls assessment element removed from the project • Had 3 sessions in January with Health Creator Champions about their roles and aims of Health Creation was explored • 17th Feb HC Champions research on important of nature walk. • 27th Feb face to face survey was conducted by Health Creators about health benefit of walking in a group at Bogart Clough Hole Park with community members and new people added to the group. • 2nd of March explored in a group appropriate dressing while walking in cold weather at Brookdale Park lead by (Ida Joh) a HC champion. • 16th of March is schedule for any meeting by the HC to chat with people while walking about empowering nature walking in the community and engaging more members.
Manchester’s Got Talent Youth and Communities	<p>Flu vaccination. Raising awareness of the importance of the flu vaccination and adopting a healthy lifestyle using the Health Creation Framework</p> <p>Group meeting conducted at MS – Feb 20224- overview of project and information/discussion regarding the flu vaccination. Project plan produced by group.</p>

5.2 Programme architecture

The diagram below summarises the programme and its individual stages, while the delivery status of each is considered following this in table two.

Diagram one. Overview of *Winter Health – Health Creation* project



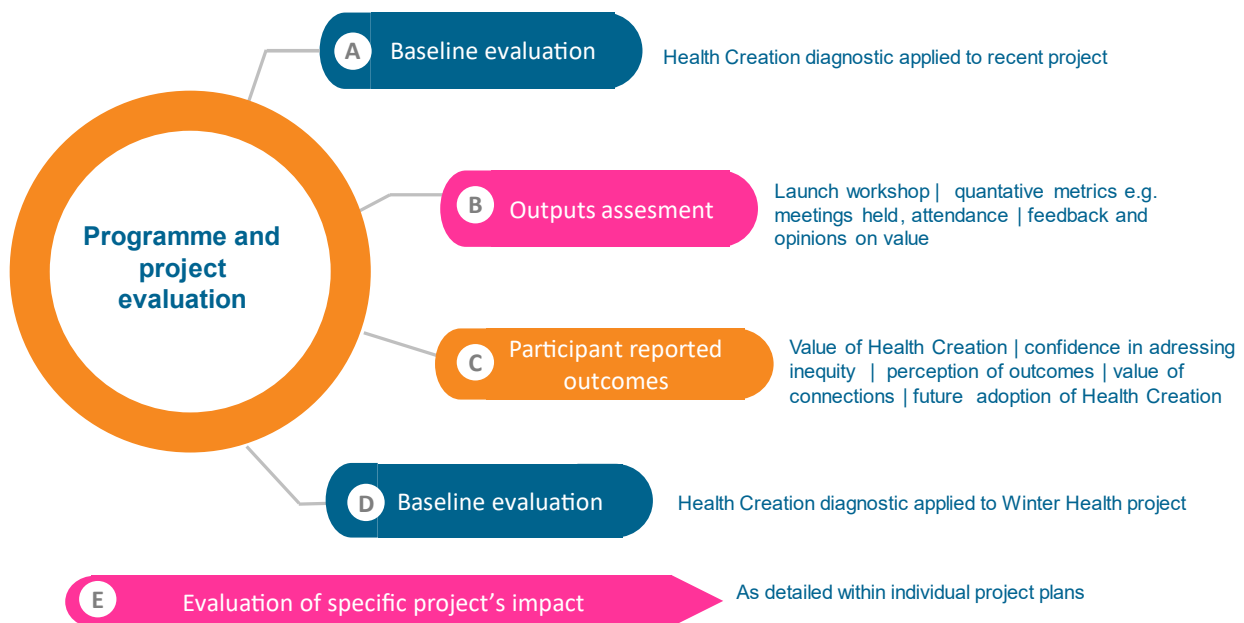
Table two. Status of delivery as of March 2024

Stage	Status
1	Ongoing – Ambassador <ul style="list-style-type: none"> On-line and personal study sessions to support deep understanding of Health Creation delivered, with ongoing support through duration of programme Eight weekly Steering Committee meetings
2	Complete – engage and upskill <ul style="list-style-type: none"> Engaged with 12 community groups of whom 10 signed up following the programme launch workshop
3	Ongoing – support <ul style="list-style-type: none"> Project Manager has provided 6 face-to-face project support/advisory meetings Telephone support meetings are proving to be beneficial and of value to the VCSE leads
4	Complete – sharing the learning <ul style="list-style-type: none"> 10 of the 12 organisations have received the 'What is a Health Creator' session
5	Ongoing – rollout <ul style="list-style-type: none"> Project manager is continuing to work with 10 organisations in support of their delivery of their Winter Health – Health Creation projects
6	Ongoing – evaluation and report <ul style="list-style-type: none"> Evaluation ongoing and interim report written
7	Ongoing – network and sustainability <ul style="list-style-type: none"> First Health Creation Network to be held end of March 2024

6.0 Evaluation and Outputs to Date

The diagram below provides a summary overview of the programme evaluation, this is followed by the outputs from the programme evaluation undertaken to date.

Diagram two. Overview of programme evaluation



6.1 Programme stage 1. Immersion for Settlement Project Lead

Outputs included:

- three on-line learning sessions
- review of THCA videos and reports as directed by THCA
- support in identification of two case studies and using these identify features of health creating practices
- discussions with a number of other Health Creators selected from THCA membership
- regular weekly meetings with THCA project lead

Learning outcomes include:

- understanding of Health Creation, its frameworks and how to apply these in the real world to reduce health inequities
- ability to incorporate HC into VCSE 10 project plans identifying the needs of the organisation when implementing the HC Framework
- enhancing the work of Manchester Settlement through use of and guided by a tried and tested framework that supports behavioural change to achieve a high standard of competence in creating the conditions for Health Creation

- adapting their way of working with organisations – the budget has allowed us to work with others (not just TTT's) – e.g. support in planning workshops together and deliver together to upskills VCSE leads and develop their confidence in delivering workshops and training
- automatically thinking 'is this being done in a Health Creating way' to all aspects of my role

6.2 Programme stage 2. Engagement and upskilling of participants

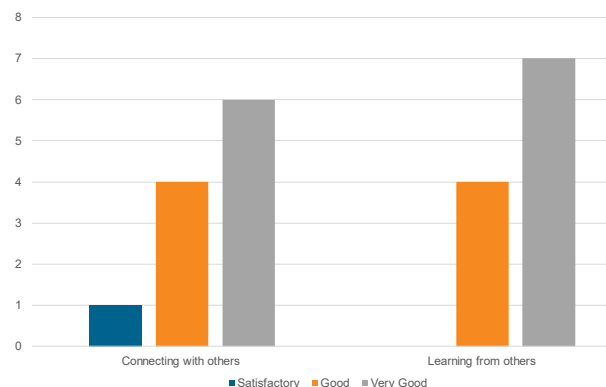
On 24 November 2023 community leaders representing 12 organisations attended a 3.5 hr interactive launch and learning event following which 10 signed up to the programme.

- 100% of respondents enjoyed the event (n=11)
- 100% of respondents agreed that a result of their participation, their overall expertise/knowledge increased about how to adopt and embed Health Creation and its six features into their work? (n=10)
- 90% of respondents rated all the sessions good or very good (n=10)

How would you rate the overall event (n=11)



How would you rate the following opportunities (n=11)



6.2.1 Evaluation comments

“ A productive event

“ Glad I have joined the group to create a healthier society

“ Good we are able to connect

“ All aspects covered

“ Very beneficial – thanks

“ Thank you for having me – I enjoyed being here today

“ Looking forward to the model of health creation informing development of work across city. Made me reflect on how we develop projects and how this can support us to challenge current delivery

“ Need a private room with less distractions

“ Using visual aids and resources during session made it more engaging and interactive, presentations and facilitation great as well



6.3 Programme stage 4. Sharing the learning



Maqbul, Project Lead introducing participants to Health Creation

A total of 8 hours in person Health Creation power workshops have been delivered for members of 10 community organisations.

- Total number of attendees= No 76 (includes VCSE lead and members of the Community Hub)

6.3.1 A selection of comments

“Participants found this project very informative, factual discussions and exchange of views helped eradicate misconceptions of covid and flu vaccination”.

“HHC thoroughly enjoyed the program and look forward to work with the community member/group to equip them with knowledge and skills to make them future Winter ready”.

6.3.2 The Hope Academy evaluation



At the time of writing this report, the Hope Academy had written up the proceedings of the two workshops it has supported delivery of. These reports can be found here [INSERT LINK], while the concluding remarks from the evaluation can be found below.

Workshop one. Health Creators Workshop. Guidance Hub. 20 January 2024

“The Health Creators' Workshop successfully achieved its objective of introducing the role of health creators and encouraging community involvement in addressing health issues. Participants left the workshop with a deeper understanding of health creation principles and a sense of empowerment to contribute positively to their local communities”. *Maqsood Ahmad, The Hope Academy*

Workshop two Health Creators in Action. Community Empowerment Training Session
Introduction to Mental Health Saturday 17 February 2024:

“In summary, the positive changes observed in participants' scores across various aspects of the Health Creation Framework Evaluation Wheel suggest an overall improvement in skills, confidence, and attitudes”. *Maqsood Ahmad, The Hope Academy*

6.4 Programme stage 5. Roll-out

Given the status of the implementation of the different projects it is not possible to provide a formal evaluation at this stage, although some participants have shared their learning to date.

Please consider what you might have done differently to make the activity more health creating:

- Support community individuals and group to be more involved in co-designing their own programmes. This will contribute more to power-shifting to them and obtain a more buy-in from individuals and group.
- Provide regular feedback to community in more simple language than I have done in the past. Plus consider some financial allocation for their projects. This would maintain an ongoing relationship as well as more meaningful engagement and increase my score on reciprocity.
- Need to have a more strategic approach to seeking out those that are excluded from local neighbourhood. This will contribute towards increasing the self-organising.

7.0 Sustaining the Programme

The Programme has to date focussed on engagement and collaboration with 10 community organisations with reach across the local BAME communities to facilitate and enable them to lead on bespoke health creating winter health projects for their communities. This is just the first step in the programme and the intention is to use this as a reflective learning opportunity that demonstrates the value of adopting and embedding Health Creation into everything they do to help reduce inequities.

This will not be achieved through a reflection on their project only and steps are being taken to embed the learning from the programme into everyday practice. This includes:

- This interim report and the final programme report
- An in-person celebration in July at which participant 's contribution will be publicly recognised while they reflect on, and share, their learnings and success
- Convening an informal Health Creation Network that meets on-line every month for 1.5 hours. This will enable the programme participants to continue their learning together, build on the connections they have made through the programme and crowd source solutions to any challenges they are facing. Building this network also reflects the 'self-organising' aspect of Health Creation. It is highly permissive, encouraging individuals to take initiative, experiment and support each other to go further

Initially facilitated by THCA, it is intended that this network will grow organically and become self-sustaining in the medium-term.

- Providing additional Manchester-wide and national opportunities for the programme partners and participants to share their learning. To date this has included a presentation on the programme at the monthly Place Network meeting convened by NHS Confederation.
- Asking participants what they need to support them embed Health Creation into everyday practice.

8.0 Learning to date

Some of key learnings to date are considered below:

- Allow the VCSE organisations a longer period of time to complete projects
- One VCSE lead would have liked the launch to be longer to get a further understanding of the Framework for Health Creation
- VCSE organisations valued the ‘What is a Health Creator’ session as provided an environment and encouraged an ethos of safety, trust and building confidence/inspiring
- Project Manager recognised that some resources/tools may need to be adapted for easy use by community groups
- Already seeing ‘leaders’ being formed from the project as the Health Creators take on responsibilities
- The programme has enabled VCSE organisations to connect with each other in a way that they hadn’t before, including setting up their own informal network to share insight important to their wider organisation

9.0 Contacts

For more information on the programme please contact:

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