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SCHOOL OF HEALTH &
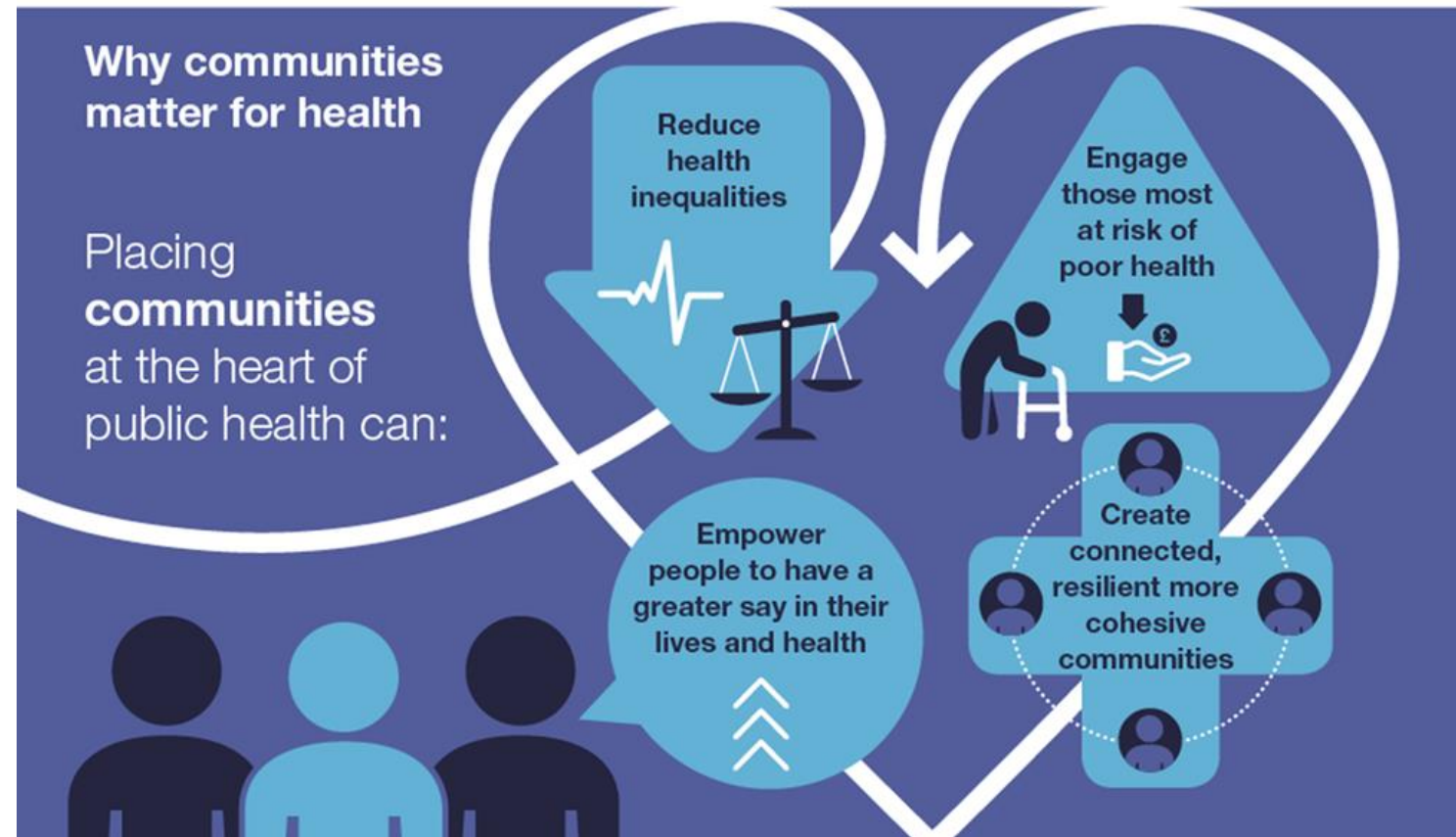COMMUNITY STUDIES

Community-centred approaches and systems

Jude Stansfield, National Adviser: Healthy Communities

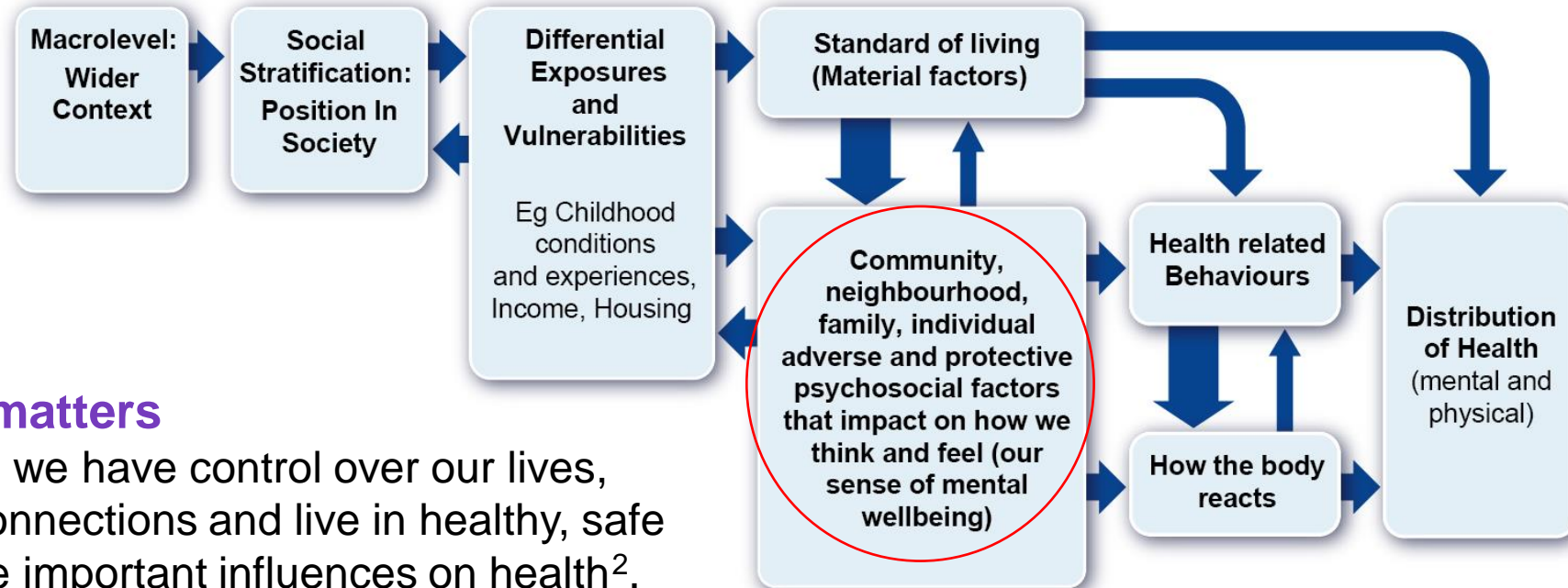# Why communities matter for health

Health inequalities persist and the gap is widening[1] Communities and populations that experience socioeconomic deprivation and/or marginalisation and powerlessness have worse health than those that are more affluent.
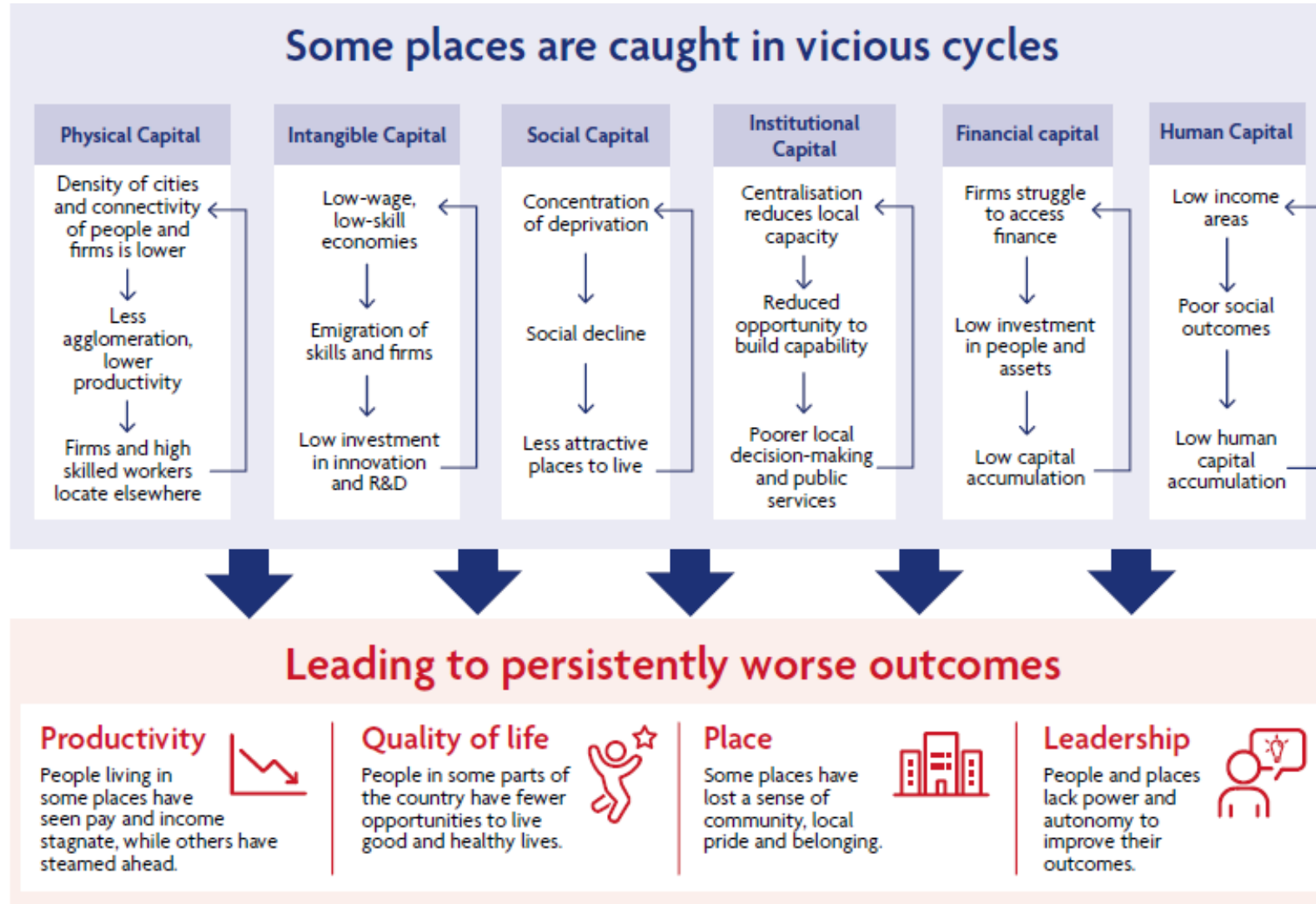
Protecting health and buffering risk

| Macrolevel: Wider Context | → | Social Stratification: Position In Society | → | Differential Exposures and Vulnerabilities Eg Childhood conditions and experiences, Income, Housing | → | Standard of living (Material factors) |

Community, neighbourhood, family, individual adverse and protective psychosocial factors that impact on how we think and feel (our sense of mental wellbeing)

Health related Behaviours

How the body reacts

Distribution of Health (mental and physical)

Community life matters
The extent to which we have control over our lives, have good social connections and live in healthy, safe neighbourhoods are important influences on health[2]. These community-level determinants are protective of good health and can buffer against stressors and risk factors across the lifecourse[3,4].

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Levelling Up Social Capital

Some places are caught in vicious cycles

Physical Capital
Density of cities and connectivity of people and firms is lower → Less agglomeration, lower productivity → Firms and high skilled workers locate elsewhere

Intangible Capital
Low-wage, low-skill economies → Emigration of skills and firms → Low investment in innovation and R&D

Social Capital
Concentration of deprivation → Social decline → Less attractive places to live

Institutional Capital
Centralisation reduces local capacity → Reduced opportunity to build capability → Poorer local decision-making and public services

Financial capital
Firms struggle to access finance → Low investment in people and assets → Low capital accumulation

Human Capital
Low income areas → Poor social outcomes → Low human capital accumulation

Leading to persistently worse outcomes

Productivity
People living in some places have seen pay and income stagnate, while others have steamed ahead.

Quality of life
People in some parts of the country have fewer opportunities to live good and healthy lives.

Place
Some places have lost a sense of community, local pride and belonging.

Leadership
People and places lack power and autonomy to improve their outcomes.

DLUHC. 2022. https://www.gov.uk/government/publications/levelling-up-the-united-kingdom
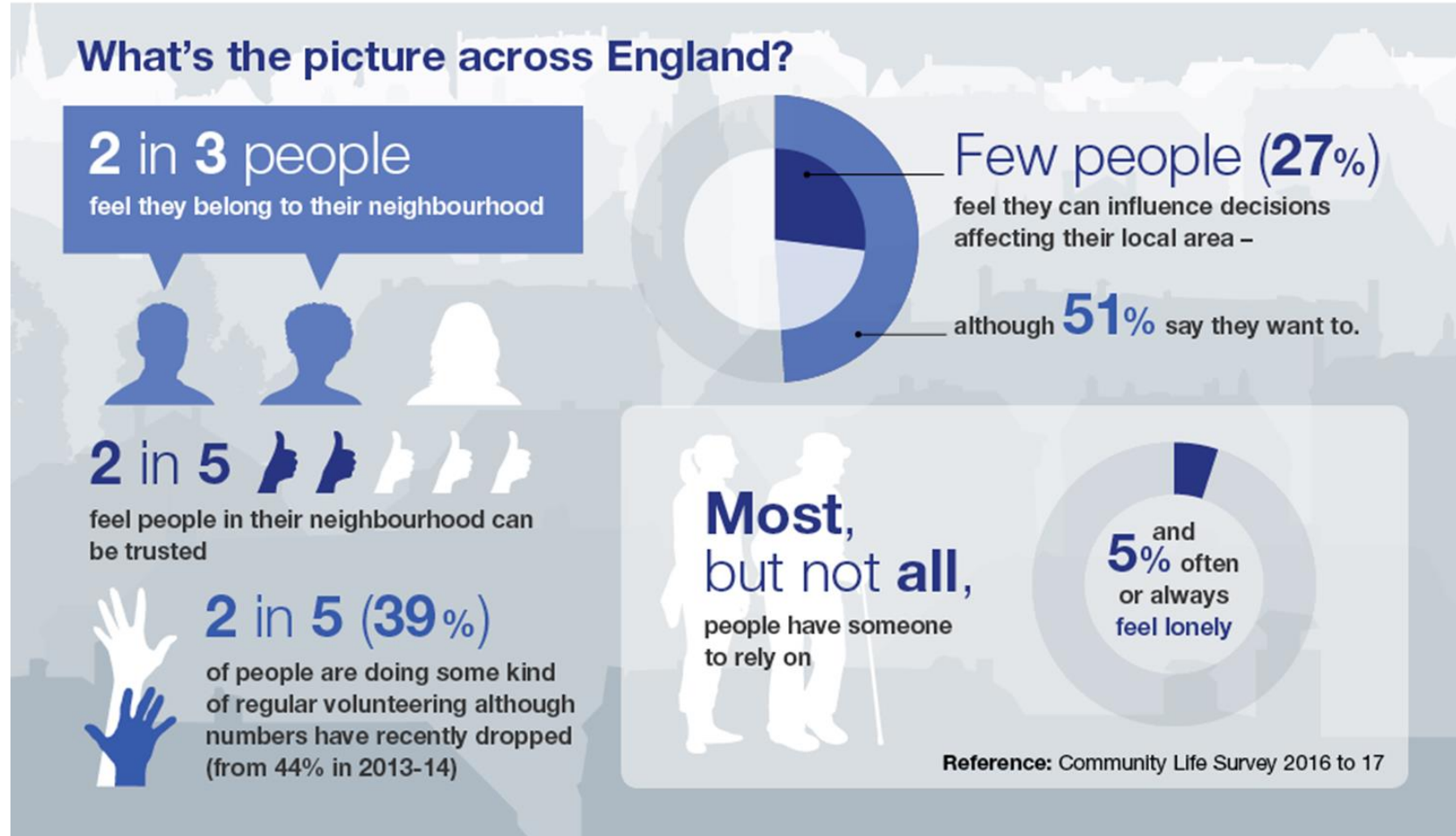
Community life

In 2019/20

- 82% "people from different backgrounds get on well together"
- 76% area satisfaction
- 35% neighbour reciprocity
- 74% meet family/ friends at least once a week
- Majority have diverse friendship groups
- 95% have help if needed

https://www.gov.uk/government/collections/community-life-survey

What's the picture across England?

2 in 3 people feel they belong to their neighbourhood

Few people (27%) feel they can influence decisions affecting their local area – although **51%** say they want to.

2 in 5 feel people in their neighbourhood can be trusted

2 in 5 (39%) of people are doing some kind of regular volunteering although numbers have recently dropped (from 44% in 2013-14)

Most, but not all, people have someone to rely on

5% and often or always feel lonely

Reference: Community Life Survey 2016 to 17

Communities as assets for health (6)

What are community health assets?

All communities have health assets that can contribute to positive health and wellbeing

The skills, knowledge and commitment of individual community members

The resources and facilities within the public, private and third sector

Assets include:

Friendships, good neighbours, local groups and community and voluntary associations

Physical, environmental and economic resources that enhance wellbeing

Place-based leadership

Civic-level
Interventions

Strengthen
Community
Action

Civic
Service
Integration

**Place-based
planning**

Community-centred
Interventions

Service
engagement
with
Communities

Service-based
Interventions

PHE. Place-based approaches for reducing health inequalities (1)

"*Developing integrated place-based systems is key to ensuring the long-term sustainability of health and care services.*" (p.15)

Public Health England, Reducing health inequalities: system, scale and sustainability. 2017, Public Health England: London.

"The vision for places should focus on improving the health and wellbeing outcomes for the population, preventing ill health and addressing health inequalities" (p.12)

Thriving Places: Guidance on the development of place-based partnerships as part of statutory integrated care systems. 2021. NHSE

https://www.england.nhs.uk/wp-content/uploads/2021/06/B0660-ics-implementation-guidance-on-thriving-places.pdf

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Community-centred approaches

South J. PHE/ NHSE Guide to Community-centred approaches. 2015. *(7)*
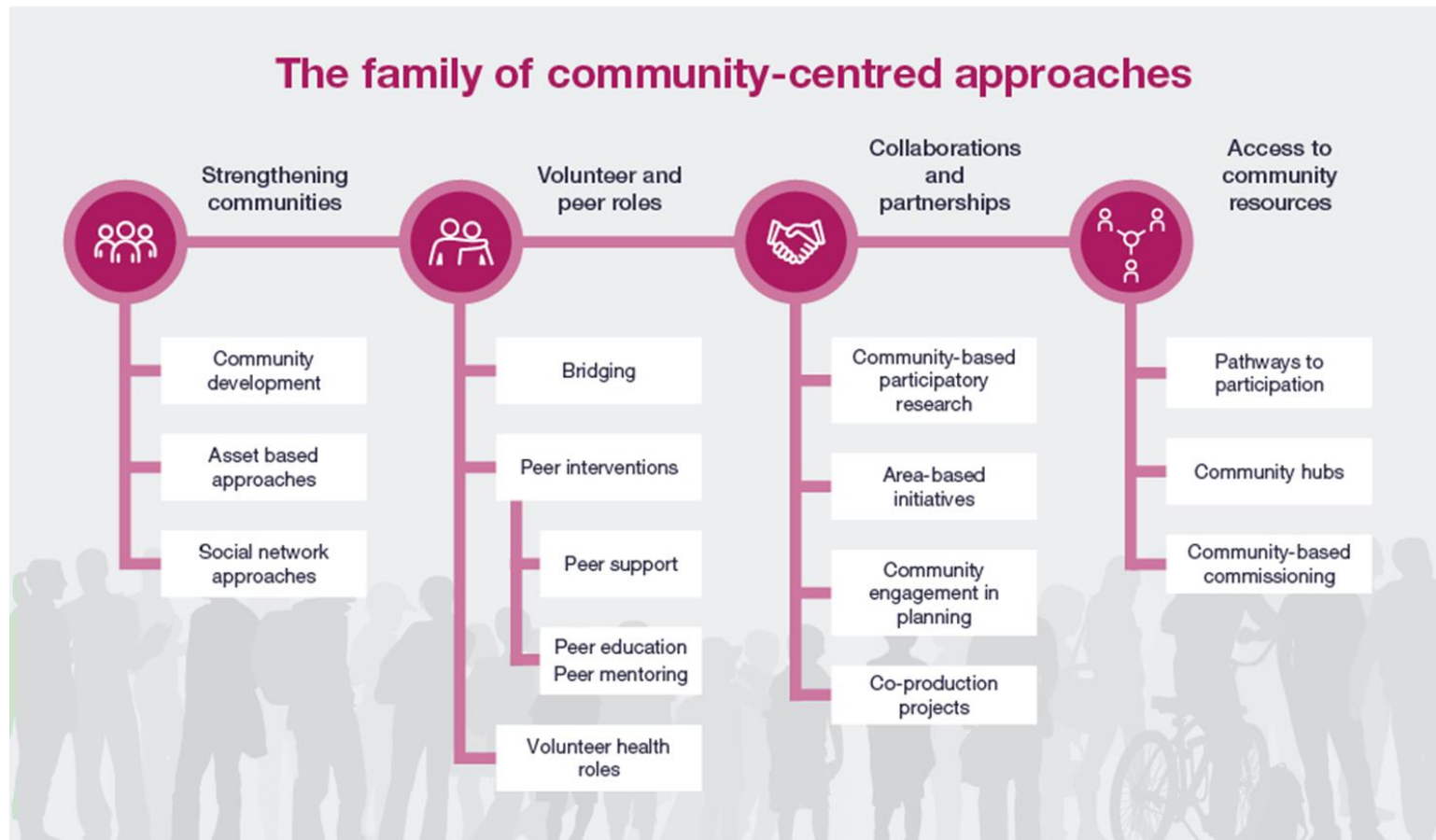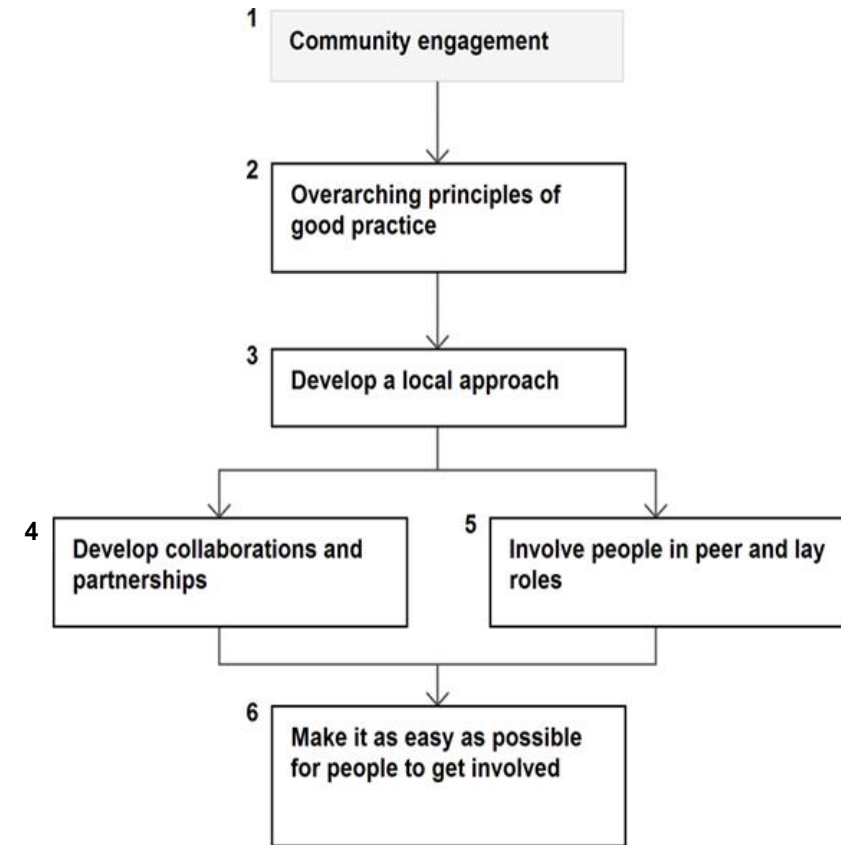
Principles of community-centred approaches (7)

- ✓ Promotes health and wellbeing or reduces health inequalities in a community setting, using non-clinical methods.

- ✓ Uses participatory methods where community members are actively involved in design, delivery and evaluation.

- ✓ Measures are in place to address barriers to engagement and enable people to play an active part.

- ✓ Utilises and builds on the local community assets in developing and delivering the project.

- ✓ Develops collaborations and partnerships with individuals and groups at most risk of poor health.

- ✓ There is a focus on changing the conditions that drive poor health alongside individual factors.

- ✓ Aims to increase people's control over their health and lives.

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NICE Quality Standards NG44 Community Engagement

1. Members of the local community are involved in setting priorities for health and wellbeing initiatives.

2. Members of the local community are involved in monitoring and evaluating health and wellbeing initiatives as soon as priorities are agreed.

3. Members of the local community are involved in identifying the skills, knowledge, networks, relationships and facilities available to health and wellbeing initiatives.

4. Members of the local community are actively recruited to take on peer and lay roles for health and wellbeing initiatives.

NICE - Community Engagement Overview
https://pathways.nice.org.uk/pathways/community-engagement (8)

The need for a whole system approach

➢ Deprived communities have borne the brunt of funding cuts and experienced rising need

➢ Community-centred approaches have been ad-hoc and short-term

➢ The role and assets of communities for public health is significant

➢ Place-based leadership is growing and expected

➢ A radical approach is needed to put communities at the heart of everything we do.
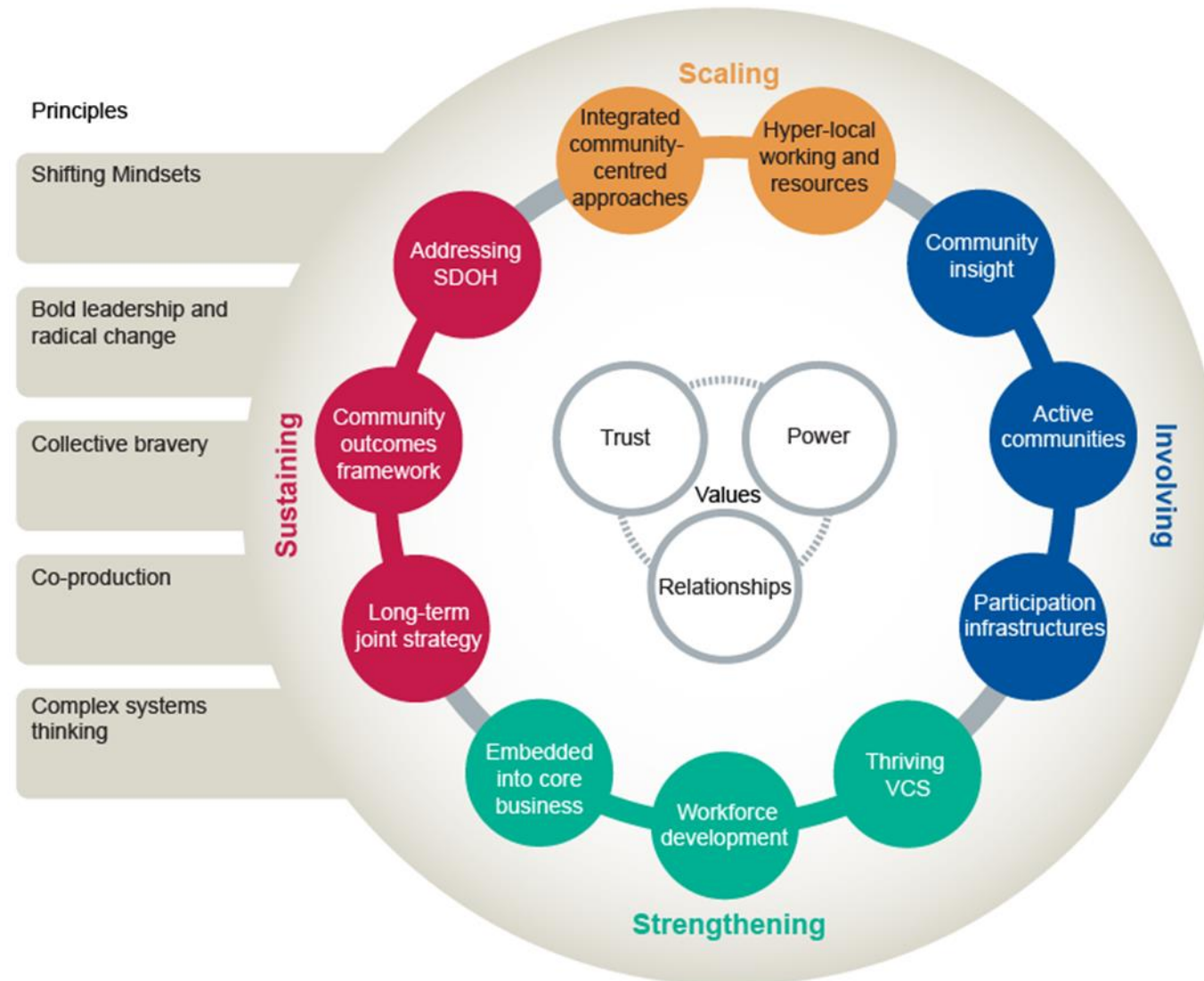
Community-centred systems

Q. What are the elements of a whole system approach to community-centred public health?

LBU & PHE research:

https://bmjopen.bmj.com/content/10/8/e036044

PHE guidance (9):

https://www.gov.uk/government/publications/community-centred-public-health-taking-a-whole-system-approach

Principles

Shifting Mindsets

Bold leadership and radical change

Collective bravery

Co-production

Complex systems thinking

Scaling
- Integrated community-centred approaches
- Hyper-local working and resources

Involving
- Community insight
- Active communities
- Participation infrastructures

Strengthening
- Thriving VCS
- Workforce development
- Embedded into core business

Sustaining
- Addressing SDOH
- Community outcomes framework
- Long-term joint strategy

Values: Trust, Power, Relationships

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Community-centred anchor organisations ?

1. Involve communities in understanding needs and what works, mapping community assets and joint decision-making.

2. Utilise assets to co-develop community-centred approaches at neighbourhood level.

3. Build the capacity of VCS and communities through commissioning for social value, supporting volunteering, asset transfer and sharing.

4. Develop staff capability in community-centred ways of working.

5. Measure and value the things that matter to communities.

What helps?

- Build strong relationships, trust and regular two-way communication.

- Provide leadership, be bold, take risks, allow flexibility, systems thinking

What does it look like?

Case studies - https://ukhsalibrary.koha-ptfs.co.uk/practice-examples/caba/

References

1. Public Health England. Place-based approaches for reducing health inequalities: main report, 2019. https://www.gov.uk/government/publications/health-inequalities-place-based-approaches-to-reduce-inequalities

2. Marmot M, 2010, Fair Society, Healthy Lives: Strategic review of health inequalities in England post 2010 London: The Marmot Review http://www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review

3. Friedli L. Mental health, resilience and inequalities. Denmark: World Health Organization Europe, 2009.

4. Chief Medical Officer. Our Children Deserve Better: Prevention Pays. Annual Report of the Chief Medical Officer London: Department of Health, 2012.

5. Public Health England. Psychosocial pathways and health outcomes: Informing action on health inequalities. 2017. London; PHE & UCL. https://www.gov.uk/government/publications/psychosocial-pathways-and-health-outcomes

6. Public Health England. Health matters: community-centred approaches for health and wellbeing, 2018. https://www.gov.uk/government/publications/health-matters-health-and-wellbeing-community-centred-approaches/health-matters-community-centred-approaches-for-health-and-wellbeing

7. Public Health England & NHS England 2015. A guide to community-centred approaches for health and wellbeing. Public Health England: London. https://www.gov.uk/government/publications/health-and-wellbeing-a-guide-to-community-centred-approaches

8. National Institute for Health and Care Excellence. Community engagement: improving health and wellbeing and reducing health inequalities. London: National Institute for Health and Care Excellence, 2016.

9. Public Health England. 2020. Community-centred public health: taking a whole system approach. https://www.gov.uk/government/publications/community-centred-public-health-taking-a-whole-system-approach

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Thank you

Any questions?