

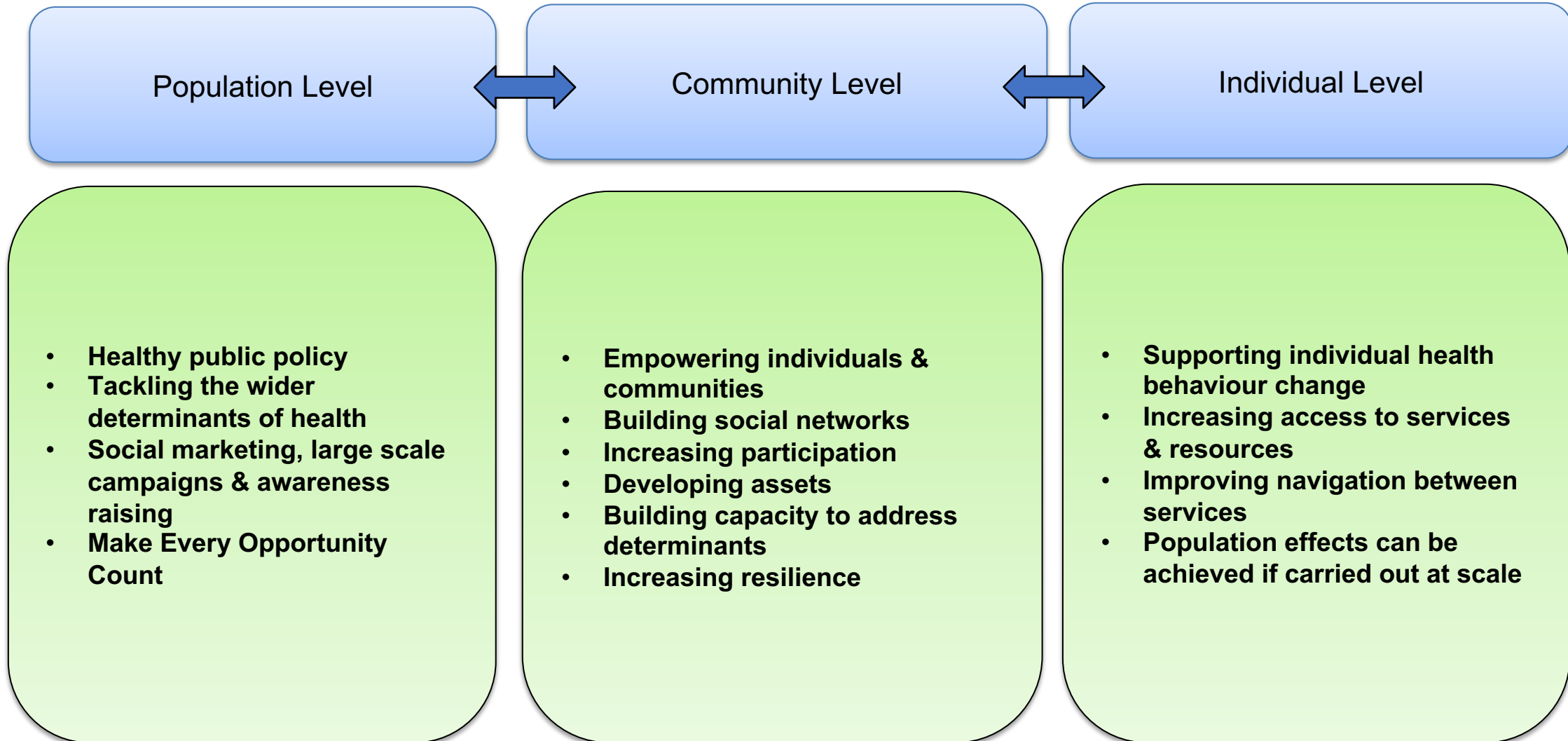


Community Engagement Approach in Greenwich Public Health

GAVS Voice and Influence Conference

Steve Whiteman
Director of Public Health

Focus on prevention at scale

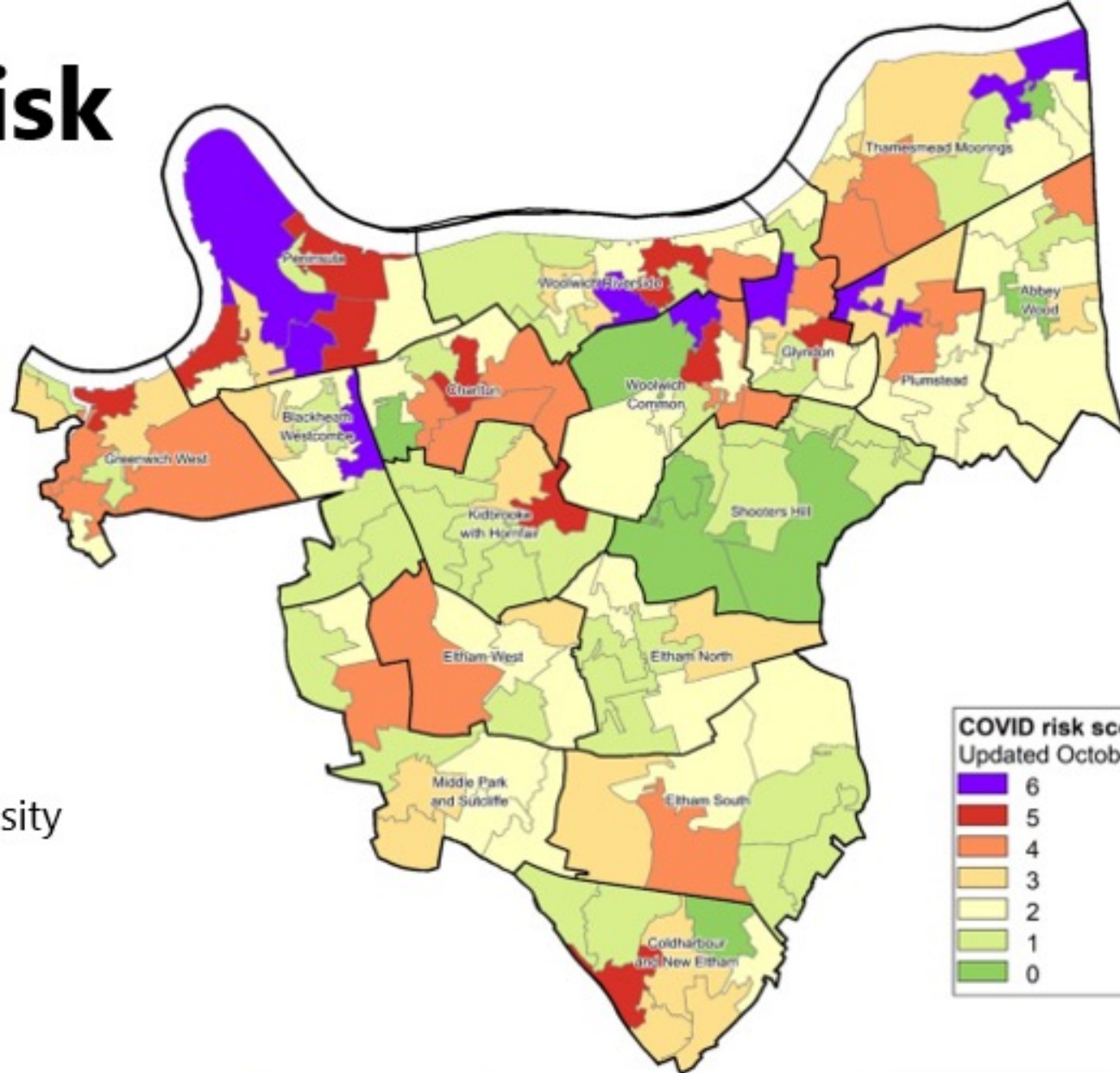


Live Well Approach to the broader Community Engagement



- **Take an asset-based approach** – focusing on strengths within communities
- **Commit to meaningful engagement with our communities** – ensuring we use their knowledge, expertise and contributions to ensure we get our work right
- **Build local capacity for community development** – developing the structures to enable locally-based activities to be strengthened and connected. We do this by:
- **Work with local partners** - to deliver a whole-system, joined up approach

Understanding Risk



- % 70+
- IMD score
- Number of HMOs
- Number of households/population density
- Year 6 Obese/Overweight (3yr av.)
- % BME Population
- Numbers shielding (CEV)
- Total number of cases

MHCLG Funding Community Champions

Projects

Borough-wide Community Champions

Started in November 2020. Currently 450 Champions signed up to sharing messages with a reach of 50-80,000



Neighbourhood Champions

Seven neighbourhoods at high risk of COVID/negative impact. Supported by paid coordinators, community asset based approach

Communities of Interest

Engagement work with 10 communities of interest and developing work programme based on the findings of that engagement – including identifying new communities.

Digital Inclusion

Mapping needs and co-developing digital solutions with the community and stakeholders.



ACTIVITY AND REACH – COMMUNITY VOTING DAYS

> **180** expressions of interest were received from seven areas for community voting

78 voted to receive funding – up to £2000

2/3 were small groups or individuals sponsored or first time applicants

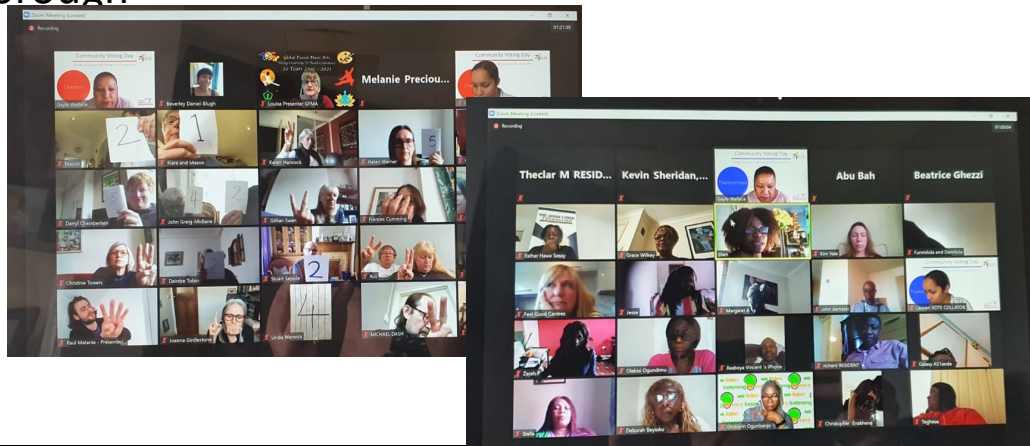
350 attended online and voted for their projects

£140,000 awarded by the Community in seven areas of the Borough

Very diverse engagement across the 4 areas reflecting the diversity of the Borough

‘real grassroots suggestions’ Stakeholder observing the event

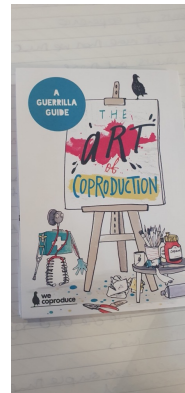
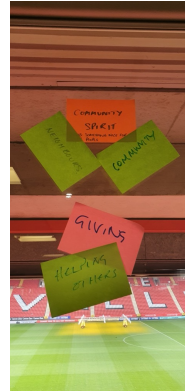
‘I never thought that I would have the opportunity to be engaged with such a decision.’ Resident voting



Let's continue to work together to build a thriving and healthy community.

Asset based development – Black heath and Charlton PCN bringing Neighbourhood working into practice

- 4 practices – 6 staff
 - 25 residents – patients; deep engagement volunteers
 - One Saturday morning facilitated session
 - Power of community assets
-
- B&C has now started to create a community around its PCN with a focus on developing volunteer work on
 - Practice champions
 - Skills sharing – odd jobs/IT
 - Exercise classes in GP surgeries
 - Intergenerational activity
 - Volunteering



Future opportunities

- Finalise evaluation of MHCLG Community Champions programme
- Resident engagement and co-production key part of taking a strengths based approach in Health and Adults Services
- Neighbourhood development as core focus of PCN development as part of the personalised care agenda
- New funding small grants funding round with a focus on health inequalities and mental wellbeing
- Feed this approach into RBG corporate approaches

Community Innovation Grants

- **A new funding opportunity is available for community-led projects in Royal Greenwich to improve mental wellbeing and address unfair differences in health**
- New funding identified by Cllrs with a focus on tackling health inequalities and improving mental wellbeing
- Innovation grants programme – up to £5000
- Focus on small and grassroots organisations
- First information session 15th December 6pm via Zoom and further sessions in January
- Applications will open for all of January 2022; with grants made by mid-March 2022 for programme delivery during 2022.

Changes to the Health and Care Structures

National changes being introduced by Government from April 2022

Key features

Establishment of statutory ICS organisations (Integrated Care Systems)

Sub-regional footprint – in our case, 6 Boroughs of South East London

Bexley, Bromley, Greenwich, Lambeth, Southwark, Lewisham

SE London-wide structures, plus 6 x borough level 'place' structures

Bringing together NHS commissioning and provider organisations with local authority social care and public health; dis-establishment of CCGs

Purpose is to:

Strengthen collaboration in the planning and delivery of prevention and care services

Reduce competition between organisations and build partnerships

Provide ability for service developments and improvements to be achieved in partnership; procurement not required in all cases

South East London Integrated Care System (ICS)
Our Healthier South East London

Greenwich, Southwark, Lewisham, Lambeth,
Bromley, Bexley
ICS Chair & ICB Chair (Designate) – Richard Douglas
ICS Chief Executive (Designate) – Andrew Bland

Greenwich Cabinet

SEL Integrated Care Board (ICB)
Statutory NHS Body with Unitary Board
(Public, 4 Times per Year)

Delivers agreed local and national people priorities

SEL Integrated Care Partnership (ICP)
(Public Meeting) (Committee of ICS)

Develop and Agree “Integrated Care Strategy”

Greenwich Health & Wellbeing Board (H&WB)
(Public Meeting)

Chair – Leader of the Council

Form - Statutory Committee of Local Authority.

Joint Strategic Needs Assessment & Health & Wellbeing Strategy

Representative - Executive Place Based
Lead (tbc)

Representative – Elected Leader /
Cabinet Member (Danny Thorpe)

Healthier Greenwich Partnership
Local Care Partnership (LCP) Board

(Public meeting for formal decision every 2 months, informal seminar alternate month)

Chair - tbc

Form – Statutory Committee of the ICS NHS Body from 1st April 22 moving to Joint Committee of the ICS NHS Body from 23/24

ToR's with Delegated Responsibility from the existing Greenwich Borough Based Board
Will have delegated authority to take decisions about the use of ICS NHS Body resources

H&W Priorities

Health & Social
Care System
Development

Healthy
Weight

Live Well Greenwich
- Start well, Live well
Age well

Thrive
Greenwich –
Mental Health

Where does the VCS fit into the new arrangements?

