

Become a partner with New NHS Alliance in health creation – the enhancement of health and wellbeing that occurs when individuals and communities achieve a sense of purpose, hope, mastery and control over their own lives and immediate environment.

This Manifesto for Health Creation calls for:

The adoption of health creating practices: by health and care systems – in collaboration with all local partners working in communities – to embrace wellness as a way of working, to adopt health creating strategies and practices and to enable others to do the same.

System reforms to support health creation: by all those who can enable and empower frontline staff and service providers to work differently. They need to be aligned behind the primary purpose of creating health.

Enhanced education: for all those involved in health and care to embed health creation in their thinking and subsequent practice.

The compelling need for this Manifesto

We live in one of the richest nations in the world. Yet, those living in poorer areas of our country die earlier, and suffer more years of ill-health, than those living in our wealthier areas. These health inequalities represent a continuing social injustice and they can limit our nation's economic success. More needs to be done to address them.

The New NHS Alliance is committed, in partnership with others, to reduce health inequalities through Health Creation.

The need for Health Creation is compelling. Successive governments have tried to tackle the issue of health inequalities, with varying degree of success. Now is the time to do things differently, and the NNHSA is leading the charge. Join us and our partners in advancing health creation through adoption of the manifesto recommendations.

The 3Cs of health creation



- Health creation is built on control, contact and confidence. When
- people feel a sense of **control** over the circumstances of their own life (rather than being dependent upon services), and when they
- have meaningful and purposeful social **contact** and activity, and the
- avoidance of social isolation, they can gain the **confidence** to take
- responsibility, and to deliver actions that have a positive impact on a person's own life, and on the lives of those around them.

The five features of health creating practice

- 1 Listening and responding:** Effective, genuine listening to the reality of people's and communities' lives is essential. As is acting differently upon what is heard, and not just reverting to the established systems. Listening can also enable truth-telling if people feel safe to open up about matters they might be hiding.
- 2 Truth-telling:** When people and practitioners face the truth, and own up to what holds them back from creating health, rather than treating illness, they can start to get to the root causes of problems.
- 3 Strengths focus:** Health creation happens when attention is paid to what people can do for themselves or others. Building on people's strengths unlocks their potential and builds confidence for creating health.

-
- 4 **Self-organising:** Health creating practice enables people to work out what they need for themselves. When people start to rely on themselves and each other, they become less reliant on health and care services.
 - 5 **Power-shifting:** Lasting health creation happens when the features above result in a power shift from practitioners to people and communities. When they are the experts, they can make decisions about things that affect them and their environment. Services can then adapt and respond.

Recommendations to deliver health creation

The New NHS Alliance makes the following top-line recommendations. These form the basis of many of our discussions and interactions with key stakeholders. We would welcome the opportunity to discuss these with you.

- 1 Create new outcomes measures** that focus equally on addressing what matters to people as well as what's the matter with people (NHS England, CCGs, STPs, local authorities, accountable care organisations and systems).
- 2 Develop incentives and levers** that support the development of health creation. For example, we will support the British Medical Association and NHS England to consider how the GP contract relating to patient participation groups may develop so that patients can have more control, contact and confidence (NHS England, BMA, CQC, NICE).
- 3 Give people more control, contact and confidence** in personal care and support planning, with practitioners free to work with people to focus on what's impacting on people and not just what's wrong with them (commissioners, providers).
- 4 Support workforce learning and development** programmes in health creation: Starting with ambitious system-changers like Vanguard, leaders in sustainability and transformation plans and accountable care systems (NHS England, Department of Health, Skills for Health, Skills for Care, Health Education England).
- 5 Develop and incorporate modules in health creation** into undergraduate and post-graduate education programmes – for doctors, nurses, pharmacists, allied health professionals, social workers and housing professionals (Health Education England, Skills for Health, Skills for Care, Chartered Institute of Housing).
- 6 Develop good practice guidelines** for health creating practice in different settings (NICE).
- 7 Support commissioners** to adopt the five features of health creating practice as a framework to address health inequalities (NHS England, STP leads, commissioners, accountable care organisations and systems).
- 8 Invest in 'community health creators'**: experienced asset-based community development workers who can mobilise action on health creation. Such workers may come from communities themselves (experts by experience) or have experience working in a range of locations (STP leads, clinical commissioning groups, accountable care organisations and systems).
- 9 Support training and peer mentorship** of community health creators to enable them to be effective in their own communities and others; spread the learning from existing health creation successes (HEE, STPs, CCGs, ACOs).
- 10 Develop a more enabling framework, culture and approach** to risk across the health and care systems that enables innovation in health creation.

We hope this manifesto inspires you to join the health creation movement. If you want to get involved, join the New NHS Alliance for free and discover more, with others, about health creation and how to embed it into your day-to-day practices.

www.nhsalliance.org

The **New NHS Alliance** is a movement of people and organisations who are committed to building a sustainable, community-based health and care service. We focus on reducing health inequalities and making the practice of health creation a core part of the UK healthcare system, alongside a stronger focus on preventing illness. Collectively, our membership has vast, shared experiences of practicing community-based health creation.