

Press release

New NHS Alliance announces name change to The Health Creation Alliance *New name better reflects work of organisation and cross-sector membership*

Birmingham, 22 October 2020. New NHS Alliance today announced its intention to change its name to The Health Creation Alliance from 1 January 2021.

New NHS Alliance is the only national cross-sector organisation that is addressing health inequalities through Health Creation. The new name better reflects its focus and the multi-disciplinary nature of its membership, programmes and support.

Commenting on the name change, Merron Simpson, Chief Executive, said: "Around five years ago our focus changed from primary care to creating health. We have made huge progress in raising the profile and status of Health Creation and established our Community Interest Company, The Health Creation Alliance, two years ago. Now that we are further established and known in this new role spanning the NHS, place-based partners and local communities, we feel the time is right to claim our title fully."

"The name change will not impact on day-to-day operations. To help address health inequalities we will continue to advance understanding and adoption of health creating practices through our 'Voices for Change', 'Connect to Transform' and 'Supporting Communities of Learning' programmes" she added.

If you would like to know more about the work of New NHS Alliance and its members, please visit www.nhsalliance.org

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Editors notes:

Health Creation is a proven approach to creating the conditions for people and places to thrive.

To be well, people need sufficient control over the circumstances of their lives. Meaningful and constructive contact with other people helps to develop the confidence to take action, which in turn enables people to gain control. These are the '3Cs' of health creation: Control, Contact and Confidence.

When people have enough of the 3Cs, this helps to build protective factors that keep us as healthy and productive as possible. It also helps tackle health inequalities.

