



## Building Back Together

Valuing community and embedding Health Creation across the health and care systems to address health inequalities

Key Messages from The Health Creation Alliance reports

1. **Help people gain control:** Efforts to address health inequalities must focus on enabling local people to gain a sense of purpose, hope, mastery and control over their own lives and immediate environment. Health Creation is the process through which this happens: it involves listening and responding, truth-telling, strengths-focus, self-organising (helping people to connect) and power-shifting; it leads to enhanced physical, mental and social health and wellbeing.
2. **Prioritise Health Creation:** ICSs must prioritise Health Creation alongside treating illness and preventing ill-health in partnership with local authorities, communities and other local partners. It is core to an effective, sustainable health and care service that makes real progress in addressing health inequalities.
3. **Build trust with communities:** All parts of the NHS and local authorities must seize the opportunity during and following COVID-19 to develop relationships of trust with enhanced community networks that understand their communities and are reaching more vulnerable people than before the pandemic.
4. **Support community-led activity:** All parts of the NHS and local authorities need to get behind and support communities to lead activity in their localities and to work with communities to integrate formal and informal forms of care.
5. **Fund communities to create health:** ICSs should make resources available to fund health creating community-led work alongside local authorities, housing providers, VCSE and other local partners without trying to control how the outcomes are achieved.
6. **Value and build relationships:** Relationship-building with communities and local partners needs to be valued as an essential role by the NHS. Paid 'connector' roles operating at a strategic level are required to drive genuine connections between the NHS, community groups and organisations enabling new types of services to emerge that work for local people.
7. **Include communities within governance:** ICSs, NHS Trusts and PCNs must include communities and local partners within their governance arrangements. They will find it easier to build relationships, and align their collective efforts, to address health inequalities through community strengthening and action on the wider determinants of health.

8. **Support community development:** ICSs, including local authorities and other local partners, must assess the existing provision of community development and support further capacity where necessary. There is a clinical case for employing community development specialists to help build and broaden connections between neighbours and leading to greater confidence, community-led action and control, especially in places with low levels of social capital and infrastructure.
9. **Develop new recovery pathways:** ICSs must support the development of 'place-based multi-disciplinary teams' that can address the wider determinants of people's health needs as well as their clinical needs and that embed the five features of health creating practices within their working practices. Doing this will enable new pathways to emerge that respond to people's actual needs and that can support them in their journey to recovery.
10. **Share anonymised data:** All relevant parts of the NHS must embrace Health Creation alongside the current trend to Population Health Management. This means sharing anonymised data with communities, local authorities and other local partners, inviting them to help interpret it and participate in design and delivery of new services that respond to it.

These key messages are drawn from the following The Health Creation Alliance reports:

- Learning from the community response to COVID-19; how the NHS can support communities keep people well:
- Primary Care Networks and place-based working: addressing health inequalities in a COVID-19 world. A partners' perspective: [
- Health Creation: How can Primary Care Networks succeed in reducing health inequalities? Report from a series of multi-stakeholder events in 2020.
- Digging deeper, going further: creating health in communities; what works in community development?