

Introduction

COVID-19 has reinforced both the extensive underlying inequities in society and the urgent need to do more to address health inequalities. Being at the heart of the communities in which their patients live and, having adopted new ways of working through the coronavirus pandemic and vaccine roll-out, primary care is uniquely-placed to develop new approaches – working closely with patients, local partners and communities – to improve and create health, and to address health inequalities.

The Discovery Learning Programmes

The Health Creation Alliance (THCA), the only national cross-sector movement addressing health inequalities through Health Creation, has developed a series of tried and tested learning programmes for primary care and Primary Care Networks (PCNs).

These build on our years of experience in supporting professionals to understand and adopt health creating practices to address health inequalities, including by bridging clinical and non-clinical aspects of health and wellbeing. They also draw on our four recent ground-breaking reports, supported by NHSEI and The Health Foundation, that provide insight and guidance that are highly relevant for primary care.

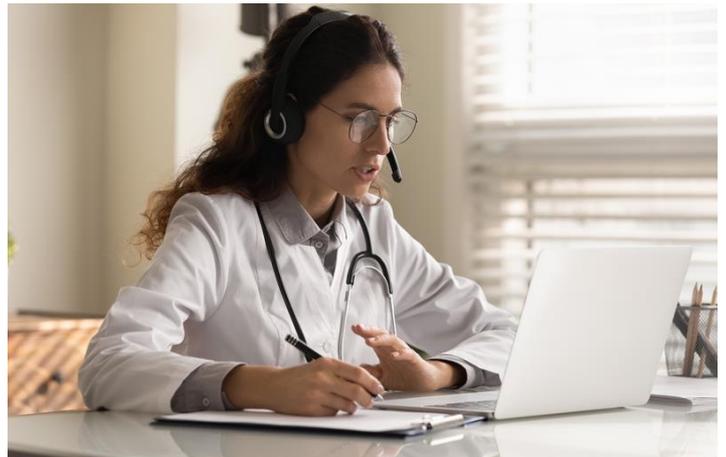
1. **Primary Care Networks and place-based working: addressing health inequalities in a COVID-19 world** can be accessed [here](#).
2. **How can Primary Care Networks succeed in reducing health inequalities?** can be accessed [here](#).
3. **Learning from the community response to COVID-19; how the NHS can support communities to keep people well** can be accessed [here](#).
4. **Digging Deeper, Going Further: creating health in communities** can be accessed [here](#)

Programme Aims

The aims of our programmes are to:

- assist general practice and PCNs improve individual and population health outcomes
- reduce the overall burden on general practice

Our programmes will support attendees develop and deliver services and support that will help address local priorities among particular cohorts of patients. We will help make the most of the Additional Roles Reimbursement Scheme (ARRS) funding, while building a shared approach that spans primary care, communities and other local partners.



Why our Discovery Learning Programmes?

There is now strong and growing evidence that person/community-centred and community-led approaches – enabled by practitioners through the adoption of health creating practices – can bring lasting improvements in the health and wellbeing of people and communities. Building on the success of Social Prescribing, the momentum established during COVID-19 and the community-based work to overcome vaccine hesitancy – and working through emerging programmes such as Population Health Management and Community Mental Health Transformation – our programmes build on the good work you're already doing and help you go further to embrace new ways of working.

So, whether you are looking for an introduction to Health Creation, an action-oriented intervention to address a clinical issue among a particular cohort of patients, or a wholesale change programme for your neighbourhood or place, our unique set of Discovery Learning Programmes are designed to assist you and your primary care colleagues to work with local people and partners to improve the health of some of your most disadvantaged and underserved communities. The third in the series will also help to create communities that are confident, resilient, in control and health-creating. These communities will then be collaborative partners with whom you can address other clinical priorities.

Health Creation offers a real opportunity to bring together approaches to community strengthening, health inequalities and place-based working, and this moment in time provides a unique opportunity for primary care and PCNs to develop new approaches to population health that really work. We are here to help you achieve this.

For more information about The Health Creation Alliance, Health Creation and our work visit:
www.thehealthcreationalliance.org

The Programmes

Programme 1. A Webinar: Introduction to Health Creation

Aim: Raise the profile and understanding of how Health Creation can support primary care and other healthcare practitioners to better manage population health through the delivery of targeted, proactive support that addresses local priorities among particular cohorts of patients in partnership with communities and other local partners.

Format: A two-hour webinar introducing Health Creation and its relevance to health inequalities, place-based working and other local priorities. The webinar includes breakout sessions to start to explore routes to adopting Health Creation in your area.

Suitable for: attendees from your local neighbourhood or place, including clinical and non-clinical NHS colleagues and potentially other local partners.

Programme 2. Good to Great approach to address a clinical priority through Health Creation

Aim: Develop a shared deliverable action plan that demonstrates how adopting Health Creation and its practices can support practitioners address a particular clinical need among a specific cohort of patients, and how to apply this learning to other clinical priorities.

Format: A three-hour multi-stakeholder workshop with breakout groups and solo work to scope out both the current 'good' approach and a potential 'great' approach to addressing an identified clinical priority such as asthma/COPD, childhood obesity or improving cancer outcomes in BAME populations. The end product will be a shared action plan for partners to continue to work together to enhance and/or redesign the service to deliver better outcomes for that particular cohort.

Suitable for: representatives from your local neighbourhood or place, including clinical and non-clinical NHS colleagues, representatives of VCSE sector, local authority, local agencies and housing.

Programme 3. Action Learning: Strengthened Communities through Health Creation

Aims:

- Equip the primary care workforce, other healthcare practitioners and, potentially, some other local partners with knowledge of, and skills in, Health Creation.
- Generate a coproduced vision and clear action plan to support a long-term wholesale shift towards health creating approaches to improve health outcomes and address health inequalities among particular cohorts of patients.

Format: Supported by evidence, exposure to excellent practice and The Health Creation Alliance's bespoke tools, this programme offers a structured action learning approach through a series of interactive workshops and coaching/mentoring sessions that take place over an 6-12 month period. The programme is sufficiently flexible to build in bespoke elements; we spend time at the start co-designing these elements with you, to make the programme relevant to your local context, existing activity and PCN maturity.

Suitable for: general practices, primary care, PCNs, local partners and key community leaders.

For more information, or a no obligation conversation about any of the above options, please contact:

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