



## THE HEALTH CREATION ALLIANCE ANNUAL REPORT MAY 2022

### From periphery to centre

This is an exciting moment for The Health Creation Alliance!

Having spent much of our six plus year history shouting from the sidelines about why Health Creation needs to become a core function of the health and care system, alongside the treatment of illness and prevention of ill health, we are now more often finding ourselves at the centre of the action.

Increasingly, we are hearing people say *“What we need is a movement, not a programme”* because they are reaching the limits of top-down programmes to deliver transformation.

As the leading national cross-sector movement of professionals, community representatives and people with lived experience of poverty, trauma and discrimination working together to address health inequalities, we mirror what our Systems, Places and Neighbourhoods need to become. We have a collective experience that is deep and broad. Our work to support the shift that needs to happen is informed and driven from this position of multiple experience; we are helping to remove barriers, create new solutions and smooth the way for multiple sectors to work together with communities to create health through community-led development and strengthening. So, who we are – our make-up and membership – is a key reason we are finding ourselves at the heart of system transformation.

We are finding ourselves at the centre of national programmes. This includes contributing to the design of the Core20PLUS5 Community Connector programme, helping to make sure it works well with communities, influencing Systems-Wide Guidance for ICSs working with people and communities and advising the Fuller Stocktake team on the future of primary care and. And we are forging a wide range of partnerships to drive real, long-term solutions to help address health inequalities.

We are also increasingly being asked to support existing Health Creation networks and people and groups that are delivering excellent and pioneering practices that help address health inequalities. Health Creation is happening all around us in pockets, and we are offering a place for those engaged in it to connect, strengthen and for others to learn from it. We are giving legitimacy, profile and status to what is already happening through our framework and methodology while furthering our own knowledge and understanding about how to translate the core features of Health Creation into practices, programmes and

systems. This is the power of movement work and we want to build our capacity to do much more of this.

## **What next for THCA?**

Over the last six years, THCA has established itself as a valuable cross-sector, people and community-grounded movement that the NHS and other partners can draw on to deliver bottom-up systems change, and top-down influence, to help address health inequalities.

We are now working toward delivering an ambitious three-year business plan, a key focus of which is to further advance the organisation's financial stability, staffing, operations and leadership and strengthening our infrastructure and capacity to deliver a new level of impact. The national changes currently taking place present a once-in-a-lifetime opportunity to coordinate much better and broader approaches to health and social care, that span communities and the wider determinants of health. Through delivering on our three-year plan, The Health Creation Alliance and our members will be championing this opportunity.

We are already a diverse organisation and network, and as we grow, we are looking to increase our diversity in many ways – race, gender balance and the mix of professionals from all sectors, people with lived experience and community leaders ... to name just three. Health Creation is all about power-shifting and power-sharing and we want to make sure we live up to that going forward.

After more than six years championing Health Creation, we are experiencing what might be described as '*Health Creation Coming of Age*'. This is the theme for a week-long series of events we are hosting in the Autumn, culminating in a House of Lords reception. We will also announce the winners of our *Excellence in Health Creation Awards*, that recognise and celebrate best practice in Health Creation.

In the coming years we have great ambitions for The Health Creation Alliance, ambitions that are reflective of many of those of our members. However, to achieve these we need to be invested in ... and for that to happen potential funders need to understand and concur with the change we wish to be in the world.. Helping funders to understand and appreciate our purpose and ambition will be a key focus for us in the coming year.

The environment in which THCA operates has radically changed over the last few years and this change looks set to continue. With change comes opportunity and as THCA moves to the next level, so there is an opportunity for someone new to help steer its course. As a result, it is my intention to step down as Chair. I have been proud to steer the Alliance into such a great position and I shall help find a new Chair and continue to support THCA in the future.

## **A reflection on our achievements over the last 12 months**

Over the last 12 months we have continued to focus on delivering activities that are aligned with our four programme domains:

1. **Advancing Health Creation** – through influencing national policies and supporting transformation of the system to adopt and embed Health Creation
2. **Voices for Change** – connecting the voice of lived experience to people setting the policies and designing systems and services
3. **Connecting to Transform** – drawing on our members and extensive connections to bring together movements and collaborations that energise and empower professionals and local residents to take action
4. **Communities of Learning** – bringing together those with real world experience to share and analyse this with those who want to learn to advance understanding and practice in Health Creation

#### **Specific activities have included:**

- a report launched earlier this year entitled '*Addressing national health inequalities priorities by taking a health creating approach*'. This was based on a NHSEI sponsored webinar that showcased some of the great health creating work happening in systems across the country and how this could support ICSs in delivery of NHSEI's health inequalities priorities
- a series of action learning events to further explore how the learning from the community response to COVID-19 and the vaccination roll-out can be applied to earlier diagnosis of cancer, better management of CVD and how NHS anchors can better support communities to create health. Reports from these were published in July 2022.
- research for NHS Property Services into Creating Spaces for Community Wellbeing in support of their Social Prescribing and Health Inequalities programmes. This is to enable more communities the opportunity to access their spaces in ways that work for them. The report will be published in September 2022.
- Active learning programmes for a range of stakeholders including: Trailblazer GPs – trainees and recently qualified GPs that work in practices in areas of socio-economic deprivation – and for West Yorks GPs and Health Inequalities Leads introducing them to Health Creation and its role in addressing health inequalities
- Enhanced relationships, trust and collaboration with a range of stakeholders including: NHSEI Health Inequalities Improvement and Public Participation Teams, The Kings Fund and NHS Confederation.

#### **A reflection on our finances**

Our finances have become more stable over the last year, in part due to securing more and larger funded projects. However, THCA directors and active members continue to offer many hours of pro bono effort and securing core funding is a key focus of our three-year business plan.

Our business plan lays out ambitious plans for growing our impact, which requires us to increase our income to grow our infrastructure and capacity. Whether we achieve this

alone, or in collaboration with another organisation, is a key consideration that we are currently actively exploring.

## **A reflection on our community benefit**

The Health Creation Alliance offers significant community benefit through both our local and national efforts. We support a number of local communities to make a difference in their places and individuals to develop and grow and strengthen their voice. We support national organisations to include Health Creation in their work on health inequalities. Our latest CIC34 forms detailing our return to the CIC Regulator can be found here: [CIC34-for-the-period-Aug20-Aug21-The-Health-Creation-Alliance.pdf \(thehealthcreationalliance.org\)](https://www.thehealthcreationalliance.org/CIC34-for-the-period-Aug20-Aug21-The-Health-Creation-Alliance.pdf)

## **A reflection on our governance**

In support of our ambitious three-year plan we are implementing a rolling cycle of maintaining and enhancing our good governance, this includes embarking on a second Well-Led Review having completed the first one in 2021. This adopts the framework proposed by the Care Quality Commission (CQC) that sets out how providers should carry out developmental reviews of their leadership and governance.

## **Thanks to our members and partners**

We are a movement and a network. We have so many people and organisations to thank for their understanding, support and cooperation. These include many members who have attended our events and individuals who have spoken at them, people who have helped us to make helpful connections and organisations that have funded our work. Special thanks go to C2 National Network, Witton Lodge, Community First Yorkshire, Bromley-by-Bow Centre, South Central West CSU, C4PC, NHSEI, The Kings Fund, NHS Confederation, The Health Foundation. We also want to thank our patron, Lord Victor Adebowale for his continuing support and Lord Nigel Crisp for spearheading Health Creation at a very high level.

## **Looking forward**

Through 2021 we updated our Business Plan for the period 2022-25. It is a roadmap for us to grow and strengthen our organisation so that we can go much further in supporting those who want to address health inequalities through Health Creation, community strengthening and place-based working. We are excited about the next few years and look forward to working with our many members, partners and stakeholders to achieve much more together.

**Dr Brian Fisher, Chair and Directors, The Health Creation Alliance**