

An opportunity to be associated with the leading national organisation driving national and system-wide Health Creation, demonstrating your organisation's commitment to addressing health inequalities through the power of people and communities

Partner with The Health Creation Alliance (THCA) in support of our *Coming of Age* week-long series of events, culminating in a House of Lords reception on Thursday 27 October 2022

Background

For the last six years, THCA has led a national movement for Health Creation – a proven approach to creating the conditions for people and places to thrive and a critical element in sustainable approaches to address health inequalities.

The outstanding community response to COVID-19 and the vaccination programme has brought to the fore the health-creating power of connected, strong communities, while Health Creation is becoming increasingly recognised as essential to our health and care system alongside the treatment of illness and prevention of ill-health. The newly empowered Integrated Care Systems are starting to understand how Health Creation can guide them in creating the conditions for people and communities to live in good health and its potential as a common currency to drive cross-sector collaboration and place-based working at all levels to address health inequalities.

After six years of championing, advancing and making the case for Health Creation, we are experiencing what might be described as a '*coming of age*'. It is the Coming of Age for Health Creation that forms the basis of a series of October events, the *Excellence in Health Creation Awards* and a celebratory House of Lords reception.

We are seeking sponsorship to support our *Coming of Age* programme.

About Coming of Age

Coming of Age is a series of seven free-to-attend digital events – and one face-to-face meeting – that will take place during the week commencing Monday 24 October 2022, culminating in a House of Lords reception for up to 160 people on the evening of Thursday 27 October. Sponsored by Lord Victor Adebawale, co-delivered with the NHS Confederation and supported by Lord Nigel Crisp, this event completes a week of learning that celebrates and puts Health Creation centre stage.

The session themes currently being considered are:

1. An introduction to Health Creation
2. Embedding Health Creation across all levels of the system – neighbourhood, place, system
3. Health Creating Population Health Management; using community insight to get it right
4. How to create health creating community spaces
5. Health Creation in addressing the '5' in the Core20PLUS5 programme
6. Shifting the dial: health creating approaches to community mental health
7. Creating health by supporting broader social and economic development: what can anchors do and what else needs to happen?
8. What needs to happen now for Health Creation to become business as usual across all Integrated Care Systems? (Face-to-Face)

About the Excellence in Health Creation Awards

Open to any individual or public, private or charitable organisation, the *Excellence in Health Creation Awards* is an opportunity to identify, recognise and reward excellence in Health Creation. This year's awards are:

- Health Creator of the Year – team or individual
- Health Creating Community Connector of the Year
- Best Health Creating Core20PLUS5 Programme – supporting one of the five priority clinical areas
- Best Health Creating Population Health Management Approach
- Best Health Creating Community Hub

Opportunities for sponsorship

The Health Creation Alliance is seeking a number of partners to support *Coming of Age* and for an investment of only £5,000 there are a number of benefits:

Thought leadership

- An opportunity to directly contribute to one of the sessions as a contributor/panel member
- An opportunity to showcase your organisation within the event write-up through a 'spotlight on' approach that draws readers to your contribution to addressing health inequalities
- Inclusion within event video that will be widely promoted to non-attendees

Promoting innovation and best practice in Health Creation

- An opportunity to sponsor/co-sponsor one of the *Excellence in Health Creation Awards*

Networking opportunities

- Three invites to House of Lords event at which you can meet with a range of national influencers
- Opportunity to connect with and build new partnerships with pioneering practitioners and like-minded organisations and individuals
- Contacts list for those attending the session you contribute to

Corporate profile

- Being directly associated with advancing system-wide adoption of Health Creation as an approach that helps to address health inequalities
- Branding on all promotional materials, event report and video
- Promotion of support through THCA direct to stakeholder and social media channels

Attendees at events

In promoting *Coming of Age*, THCA directors, members and partners are leveraging our collective networks to engage with key decision-makers and organisations across a range of sectors. These include:

Integrated Care Systems | Clinical Commissioners | Community Trusts | Local government | Community Development | Community and VCSE organisations | Primary Care Networks | GP influencers | Housing organisations | Mental Health | Nurse influencers | Pharmacists | Public Health | Royal Colleges | Social care | NHS England and NHS Improvement | Office for Health Improvement and Disparities | DHCS | The Health Foundation | Kings Fund ... and many more.

In addition to reaching those that attend in person, events videos will be shared with all those that registered an interest in attending and promoted through THCA membership and media channels.

For more information or a no-obligation chat... Contact Neil@thehealthcreationalliance.org or call 0777 136 1783.

Thank you for considering becoming a *Coming of Age* partner