
Making Health Creation Business as Usual

Health Creation must become 'business as usual' for sustainability of health and social care and embedded in systems alongside the treatment illness and prevention of ill health.

Eight Personal Actions – things we can all do to deliver this change

"We should embrace our agency to act. Every individual has an agency to act, whether in our own personal lives or in our professional lives".

*Prof Bola Owolabi,
Director of the National Healthcare Inequalities
Improvement Programme, NHS England*

- 1. Be a change leader and join The Health Creation Alliance.** Become part of this diverse, inclusive national movement where you can connect with other people, learn and gain ideas, build your confidence to do things differently and the collective agency to influence colleagues and make the case for a health creating approach.
- 2. Make yourself familiar with our human social rights.** They are one of the foundations on which a whole-system, nationwide, health creating approach can be achieved. Knowing our rights gives us permission to be inventive in redesigning services and pathways and take novel actions that enable more people to achieve their right to the best standard of health attainable.
- 3. Immerse yourself in Health Creation and adopt the six features.** Everyone needs a foundational understanding of Health Creation and to change the way they work; adopting the six features as your personal values and into your relationships and practices will help you to play your part in building the ecosystem and reorienting systems so that Health Creation becomes a natural way of working enabled at all levels and across the whole system.
- 4. Make 'collective experience' the primary service model** rather than an individualistic service model. Recognise that good care means rooting people in the communities they want to be a part of. People can make changes happen by having access to others rather than just through an over-burdened trained professional. Examples of 'personalisation through socialisation' include group consultations, peer support and community activity.
- 5. Change your language to be more inclusive, collective and appreciative** (and less 'othering'). Rather than 'delivering services to service users' or 'providing services for patients', how about 'working as equal partners to create new services and pathways with people and communities'?
- 6. Nurture professional openness, inclusivity, transparency and intersectionality** that embraces people and resists categorising them, allowing them instead to identify in whichever way they want. Consider establishing a Health Creation Network – a sharing space for people to connect in ways that feel organic to them, learn from and support each other.
- 7. Be prepared to change yourself.** Commit to a relational approach to moving into the 'possibility space' where connecting with others becomes the route to learning, reflecting, thinking differently, inventing new approaches, removing barriers and changing. Find ways to join with other professionals, communities and people with lived experience so you are not alone in this change work.
- 8. Adopt 'ground-up' leadership.** Play your part in 'leading upwards', from communities, and 'leading outwards' with local partners from other sectors. Listen to people who experience multiple social injustices and whose lives are impacted by them and those working at the frontline. Do what you can to help them connect with each other, remove barriers, create pathways with them and to lead upwards to decision-makers who can effect system change.

Visit our [website](#) for more information on the work of The Health Creation Alliance or to become a member.