EXECUTIVE SUMMARY

The Health Creation Alliance

Health Creation: for now and future generations

A manifesto for whole systems change to improve health equity

Ahead of this first post-COVID election later this year, glaring cracks in the Health and Social Care system are plain to see. The health of our population is on the wrong trajectory. The current model of health and care has not reduced the burden of preventable illness, and health inequities have grown; social injustices prevent people from accessing their right to health. Coupled with an ageing population, this is driving demand for health and care services in a way that is not possible to sustain. Whichever political party, or parties, take the reins of Government, public spending is expected to be constrained so committing more resources is not an option.

To address this crisis, what is needed from any new Government, and from each of us, is a fundamental shift in focus, moving away from over-focus on ill health treatment and siloed organisational working, to a focus on Health Creation from the core to drive a better, more equal and sustainable future. In this manifesto we set out a route for doing this.

May 2024

The Health Creation Alliance is the leading national cross-sector movement improving health and wellbeing and reducing health inequities through Health Creation. Our manifesto:

- makes the case for deep systemic change
- offers a ground-up change model and purposeful path to health creating services, systems and society
- explains the core activities of an ICS that is working towards being a health creating system
- gives examples from our system work and members' activity
- invites everyone to be a change leader, creating conditions and removing barriers
- encourages everyone to imagine how this might achieve a healthier, more equitable and more sustainable future for everyone

It also breaks the big shift down into practical actions you can take:

- Eight Personal Actions – *things we can all do*
- Thirteen Calls to Action for ICSs – *organisations, sectors and partnerships*
- Seven Asks of any new Government

For full versions of the practical actions please read the manifesto or use the links above

There is no time to lose; this must be the top priority for us all

Read the full manifesto

1. THE HEALTH AND CARE MODEL NEEDS A RADICAL SHIFT TOWARDS HEALTH CREATION

The current models for health and social care are no longer able to cope with the many pressures they are facing; a whole new approach is required to reduce preventable illness and increase health equity:

- Health Creation must be adopted wholesale and become an embedded part of what Integrated Care Systems and Partnerships and Provider Collaboratives do with communities and wider society.

- Looking through the 'community lens' rather than the 'service lens' to re-orient to health creating systems will improve everyone's lives and will ease the burden on the NHS and social care.

Communities with the worst health outcomes experience imbalances in power and social injustices; these are the causes of the causes of preventable illness and health inequity and they reduce people's ability to be in control of their lives and environments.

- When people and communities don't have control over their lives and what happens in their immediate environment, they are at risk of becoming disconnected – from themselves, each other and services – and their health is directly negatively impacted. Fewer healthcare facilities in poorer areas compounds the problem.

- The health and social care system is not set up to address the causes of the causes (the social injustices) or to help people achieve their human right to health.

2. HEALTH CREATION IS A RELATIONAL APPROACH THAT CAN DRIVE SYSTEMS CHANGE

Health Creation addresses the causes of the causes of preventable illness and health inequity by focusing on building connections that enable people to gain confidence and control over their lives.

- When communities and professionals work together as equal partners, communities can take a bigger lead and both individuals' and communities' health and wellbeing is enhanced.

- The Framework for Health Creation helps professionals and communities to navigate complexity and supports a shift to a health creating culture and approach.

Listening to community conversations, attending to the power and relationship dynamics that create health within communities and at the frontline with services, and working to reorient each level of a system towards creating health aims, is a way to drive whole systems change.

- There are now many ways to hear authentic, coherent community voices and for local partners to coordinate their activity and services to create a connected, energised, purposeful ecosystem in which communities play active roles, informing and working alongside system partners to redesign health creating services.

- Investment in health creating community infrastructure, guided by community conversations, can lead to new blended informal-and-formal services and pathways in which different communities become stakeholders and that serve communities better, increasing their potential to create health.

3. CREATING CONDITIONS AND REMOVING BARRIERS TO HEALTH CREATION REQUIRES EVERYONE TO STEP UP AND BECOME A CHANGE LEADER

The core elements of leading health creating systems are different from traditional ideas of leadership; to make the transformation, leaders need to unlearn unhelpful models and focus on the dynamics of their relationships with others.

- Everyone can be a change leader – including community and lived experience leaders – influencing those within and beyond their 'sphere of influence'.

- Leaders need humility, a willingness to shift and share power and to work as equal partners, playing different roles to create conditions for Health Creation.

There are many barriers to Health Creation and whole systems change, including community barriers, system barriers, structural discrimination and national policy barriers: they need to be recognised and removed for Health Creation to flourish.

- Professionals must take a critical and systematic approach to spotting and removing barriers to Health Creation.

- Government is asked to take actions to support Health Creation as business as usual, to adopt it into all national policies and investment decisions and to remove policies that present obstacles for people creating health.

4. HEALTH CREATION IS THE ONLY LONG-TERM SOLUTION

Health Creation is much more than a single solution to a single problem; shifting the focus from transactions and treatments to connections that build confidence enabling people to take control can help to achieve several things at once.

- It helps reduce health inequity and supports sustainability of our health and social care systems. It is a more efficient route to better population health and also reduces the burden on our planet's resources. It is better for communities and helps reduce pressures on, and improves morale of, the health and care workforce.

- We all need to continue to reimagine how to work differently, together. THCA invites you to join the movement, reimagine with us what is possible and take up the challenge of leading towards that future.

5. THE FRAMEWORK FOR HEALTH CREATION

This Health Creation Alliance Framework offers a common currency and language that helps partners to clarify the task and navigate the complexity of whole system change to create the conditions for people and communities to create health. Our Framework comprises four elements:

1 - A DEFINITION OF HEALTH CREATION

Health Creation is the process through which individuals and communities gain a sense of purpose, hope, coherence, mastery and control over their own lives and immediate environment; when this happens their health and wellbeing are enhanced.

2 - THE PROCESS – CONNECTIONS, CONFIDENCE, CONTROL

Building meaningful and constructive **Connections** between people increases **Confidence** leading over time to greater **Control** over our lives and the determinants of our health.

3 - THE SIX FEATURES OF HEALTH CREATING PRACTICES

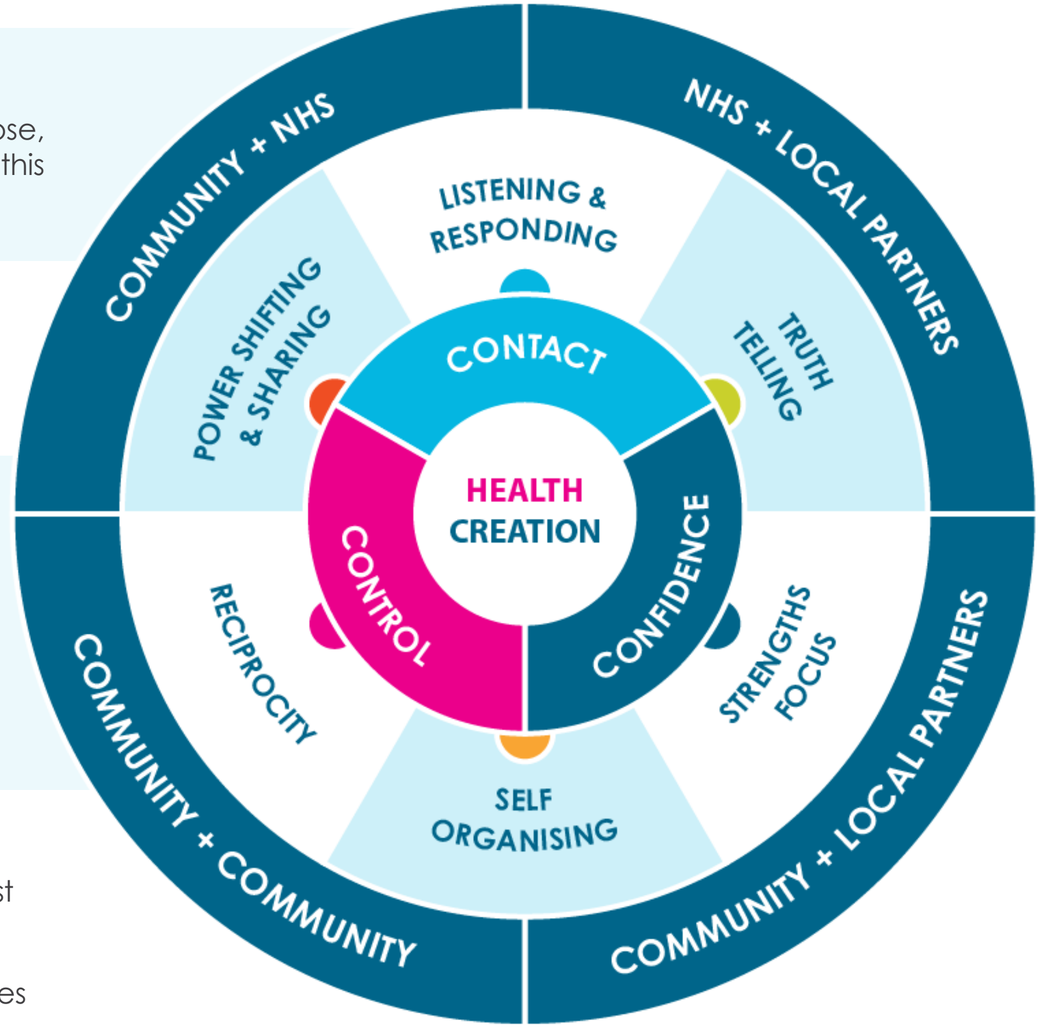
Communities consistently tell us that there are six features that make the biggest difference to their health outcomes and this is backed up by evidence. All six define a health creating dynamic in relationships between communities, service providers and decision-makers.

- Listening and Responding
- Truth-telling
- Strengths-focus
- Self-organising
- Reciprocity
- Power-shifting/Sharing

4 - THE FOUR TYPES OF RELATIONSHIPS

The challenge for systems is to build the six features into all their relationships: to focus on not just getting one relationship dynamic right, but to get all four relationship dynamics right:

- Between community members
- Between NHS and communities
- Between other local partners and communities
- Between NHS and other local partners



6. A HEALTH CREATING APPROACH TO SYSTEM CHANGE

A SYSTEM THAT IS WORKING TOWARDS BEING A HEALTH CREATING ONE:

Is in continuous dialogue with communities, creating an ongoing conversation that drives what happens in a place.
Listening & responding

Looks through the community lens to understand the causes of the causes of health inequity.
Truth-telling

Identifies and plays to community strengths, and develops lived experience leaders.
Strengths-focus

Invests in community development to connect people and strengthen communities.
Self-organising

Develops a health creating ecosystem; partnerships of equals where people and communities work with the full range of statutory partners and agencies to design, develop and deliver solutions.
Reciprocity

Invests in health creating social infrastructure, led by communities.
Power-shifting/Sharing

PRACTICAL ACTIONS TO DELIVER THIS CHANGE

EIGHT PERSONAL ACTIONS – THINGS WE CAN ALL DO

1. **Be a change leader and join The Health Creation Alliance.**
2. Make yourself familiar with our human social rights.
3. **Immerse yourself in Health Creation and adopt the six features.**
4. Make 'collective experience' the primary service model.
5. **Change your language to be more inclusive, collective and appreciative.**
6. Nurture professional openness, inclusivity, transparency and intersectionality.
7. **Be prepared to change yourself.**
8. Adopt 'ground-up' leadership.

For a full version of these personal actions please read the Manifesto or download the actions.

SEVEN ASKS OF ANY NEW GOVERNMENT

Ahead of the 2024 General Election, The Health Creation Alliance is putting forward seven 'Asks' of a new Government. Three of our Asks of a new Government relate to making Health Creation business as usual; the other four Asks relate to removing barriers to Health Creation.

1. **Adopt Health Creation as a key goal across Government.**
2. **Develop accountability mechanisms to make a reality of human social rights and constitutional obligations.**
3. **Invest differently to make the shift to Health Creation.**
4. **Ensure everyone can secure an adequate income to live with dignity.**
5. **Stop using 'hostile environments' and policies that exclude people to reduce demand for services and resources.**
6. **End the extraction of provider profit on in-patient Mental Health, Children's Care and Older People's Care.**
7. **Adopt a stronger framework for addressing quality of housing and management in the private rented sector.**

For a full version of the seven asks of any new Government please read the Manifesto or download the asks.

CALLS TO ACTION FOR ICSS – ORGANISATIONS, SECTORS AND PARTNERSHIPS

1. Adopt the six features of health creating practices as your organisation, network and system values.
2. Consider holding your ICB, ICP and Provider Collaborative meetings in community venues.
3. Hold protected time for community connection.
4. Invest in connection.
5. Invest in community connectors and leadership.
6. Establish a Health Creators' Network.
7. Practice community-informed decision-making.
8. Invest 1% of the entire ICS budget in health creating communities.
9. Support community-owned multi-purpose spaces.
10. Develop a Health Creation Covenant.
11. Measuring community connectedness.
12. Shift the balance of NHS investment and focus.
13. Support all organisations, sectors and partnerships to take a more health creating approach.

For a full version of these calls to action for ICSs please read the Manifesto or download the actions.

The Health Creation Alliance