

Leading Places 2

Blackburn with Darwen

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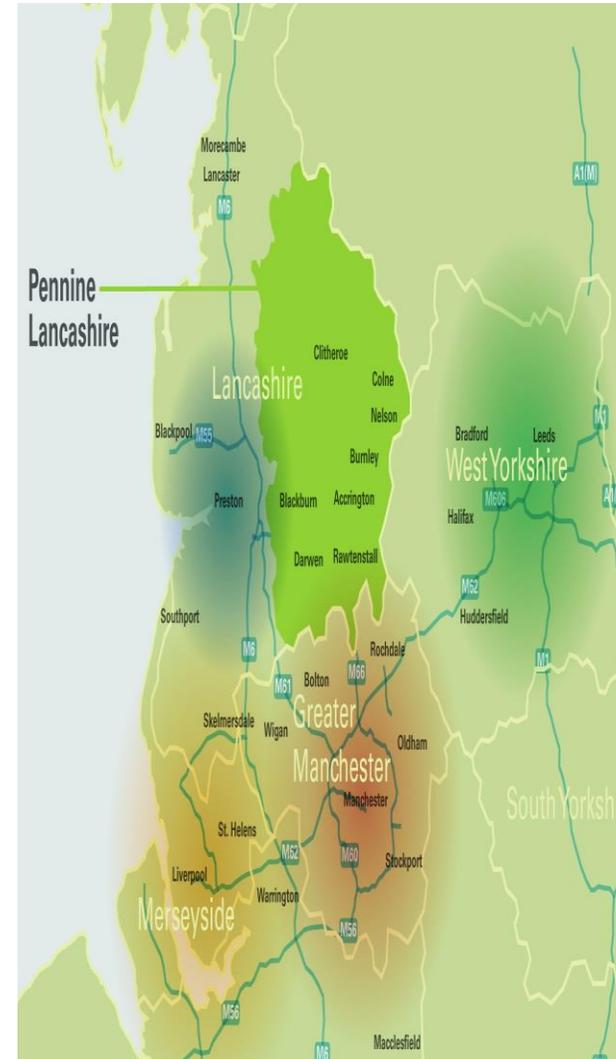
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Blackburn with Darwen The Place



- Unitary Authority in E Lancs. comprising two towns and surrounding countryside
- 147,489 residents – growing population
- Younger: fifth highest proportion of population under 20 in England
- Diverse: 13.4% of residents having Indian heritage and 12.1% Pakistani
- 15th most deprived local authority in England



The Blackburn with Darwen Strategic Alliance

What is it?



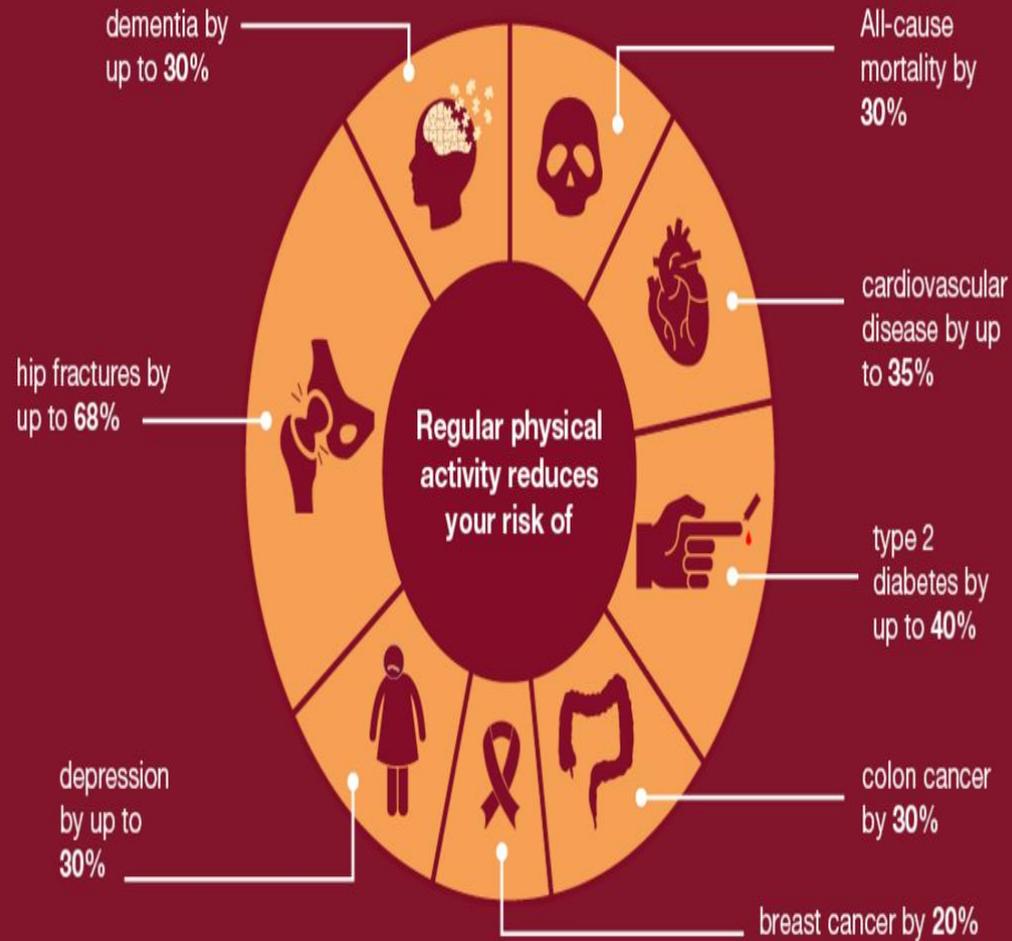
- Project work led to a more strategic and lasting arrangement with benefits to each partner *and* the Place
- A partnership designed to promote joint working with the aim of improving the prosperity of the Borough – formalised May 2017

Mutual self interest – greater than the sum of its parts

- Council – support for regeneration, economic growth, public service reform and innovation
- College – cement links with LU to drive innovation and quality in provision, improve skills levels and develop local research base
- University – place-based applied research, ready client for graduates/PhDs, HE role in place, Health Innovation Campus (HIC)

The Challenge of Inactivity

What are the health benefits of physical activity?



- Among modifiable risk factors, inactivity is the fourth leading cause of death globally and in the top 10 causes of disease and disability in England
- More inactive adults in Blackburn with Darwen (35.5%), than nationally (28.7%)
- Cost of inactivity to local economy £3.2m
- Getting inactive people to become active has greater health benefits than getting active people to do more activity

Physical activity for children and young people (5 – 18 Years)

 BUILDS CONFIDENCE & SOCIAL SKILLS	 MAINTAINS HEALTHY WEIGHT
 DEVELOPS CO-ORDINATION	 STRENGTHENS MUSCLES & BONES
 IMPROVES CONCENTRATION & LEARNING	 IMPROVES SLEEP
 IMPROVES HEALTH & FITNESS	 MAKES YOU FEEL GOOD

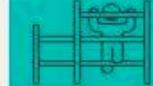
Be physically active

Spread activity throughout the day



**Aim for at least
60 minutes everyday**

All activities should make you breathe faster & feel warmer

 PLAY	 RUN/WALK	 BIKE	 ACTIVE TRAVEL
 SWIM	 SKATE	 SPORT	 PE
 SKIP	 CLIMB	 WORKOUT	 DANCE

**Include muscle and bone strengthening activities
3 TIMES PER WEEK**

Sit less



Move more

Find ways to help all children and young people accumulate at least 60 minutes of physical activity everyday

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: www.bit.ly/startactive

re:fresh

your health and wellbeing



Social Movement for Health

A persevering people-powered effort to promote or resist change in the experience of health or systems that shape it

(NESTA 2016)

Develop models of engagement that draw effectively on both the efficiency and scale of institutions and the dynamism and agility of movements

How social movements impact health and care

1. Bring about change in the experience and delivery of health care
2. Improve people's experience of disease, disability, or illness
3. Promote healthy lifestyles
4. Address socioeconomic and political determinants of health
5. Democratise the production and dissemination of knowledge
6. Change cultural and societal norms
7. Propose new health innovation and policymaking processes

Blackburn with Darwen Leading Places Aims & Objectives



Aims

- Understand and grow a social movement for health to address the challenge of physical inactivity and achieve a future generation fit for life, learning and employment
- Strengthen local place based approaches through collaboration between BwD Council, Blackburn College and Lancaster University

Objectives

- Utilise the skills and expertise of the Alliance to co-develop, deliver and evaluate innovative approaches to growing social movements for health
- Use Blackburn College as a 'living lab' for understanding and growing social movements for health and testing collaborative approaches
- Disseminate learning, particularly that which could be replicated elsewhere
- Identify key areas for further and ongoing collaboration between the strategic partners beyond the life of the Leading Places programme

What we have achieved



- Established a solid infrastructure and foundation for further work
- Shared sense of place and purpose
- Stimulated creativity and innovation and greater appreciation of the opportunities
- Agreement to take a ‘whole college’ approach with users at the heart
- Early stages of a local health observatory
- Enabled other successful opportunistic collaborations
 - Air Quality
 - ACE’s
 - Funding Accelerator
 - Passive Sensors Project

What we have learnt and next steps



Our Challenges;

- Relationships take time (longer than we thought)
- Capacity to deliver fluctuates
- Common language, understanding and approach

and overcoming these;

- Take a step back.. it's ok
- Go where the interest is
- Ensure infrastructure has sufficient flexibility to pursue opportunities as they arise

Next steps;

- Systematic review of the evidence - social movement approaches
- Leading places research group
- Strengthening collaborative work with students to co-produce our approach – student champions identified
- Identify and utilise expertise available to take forward