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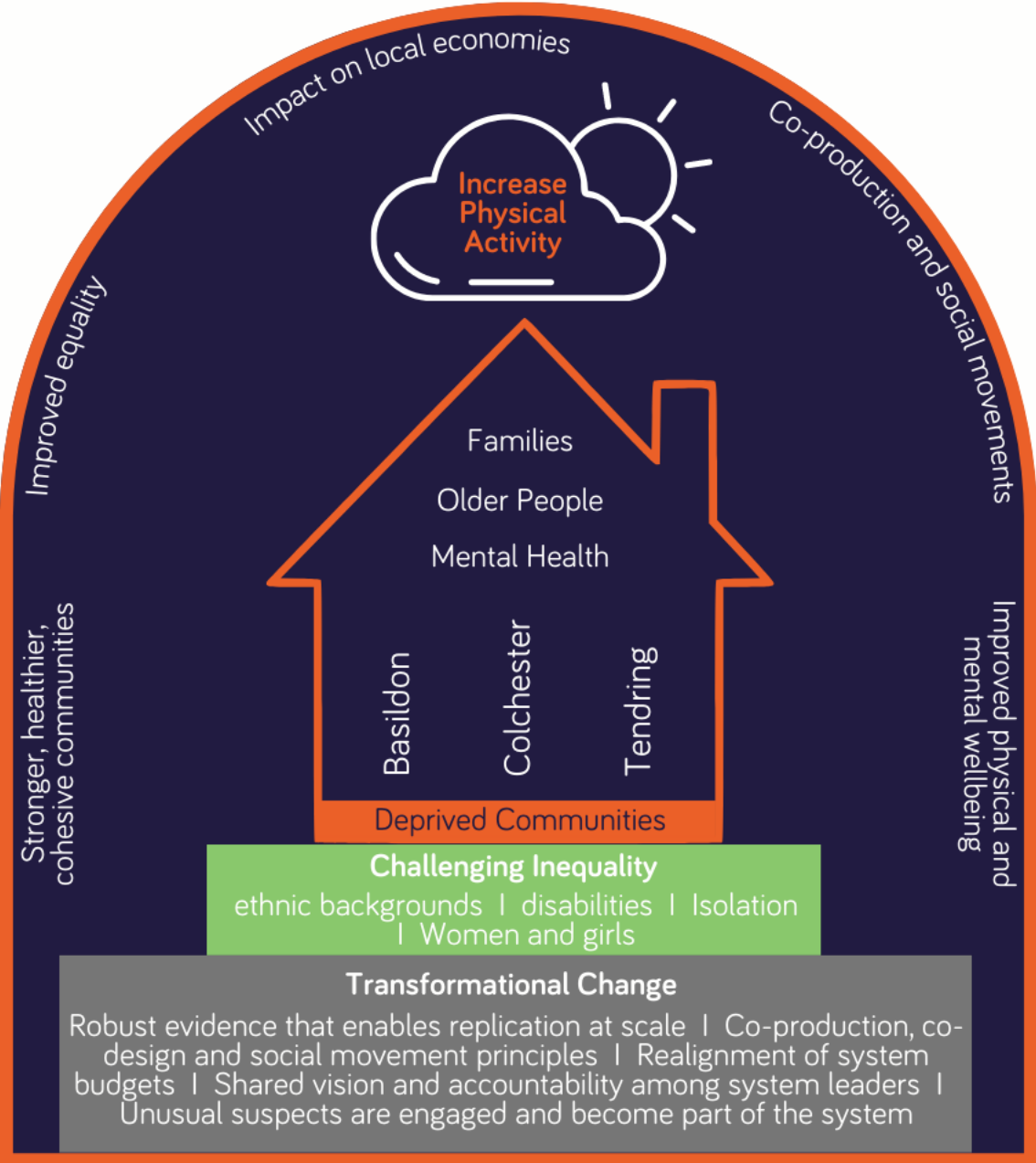
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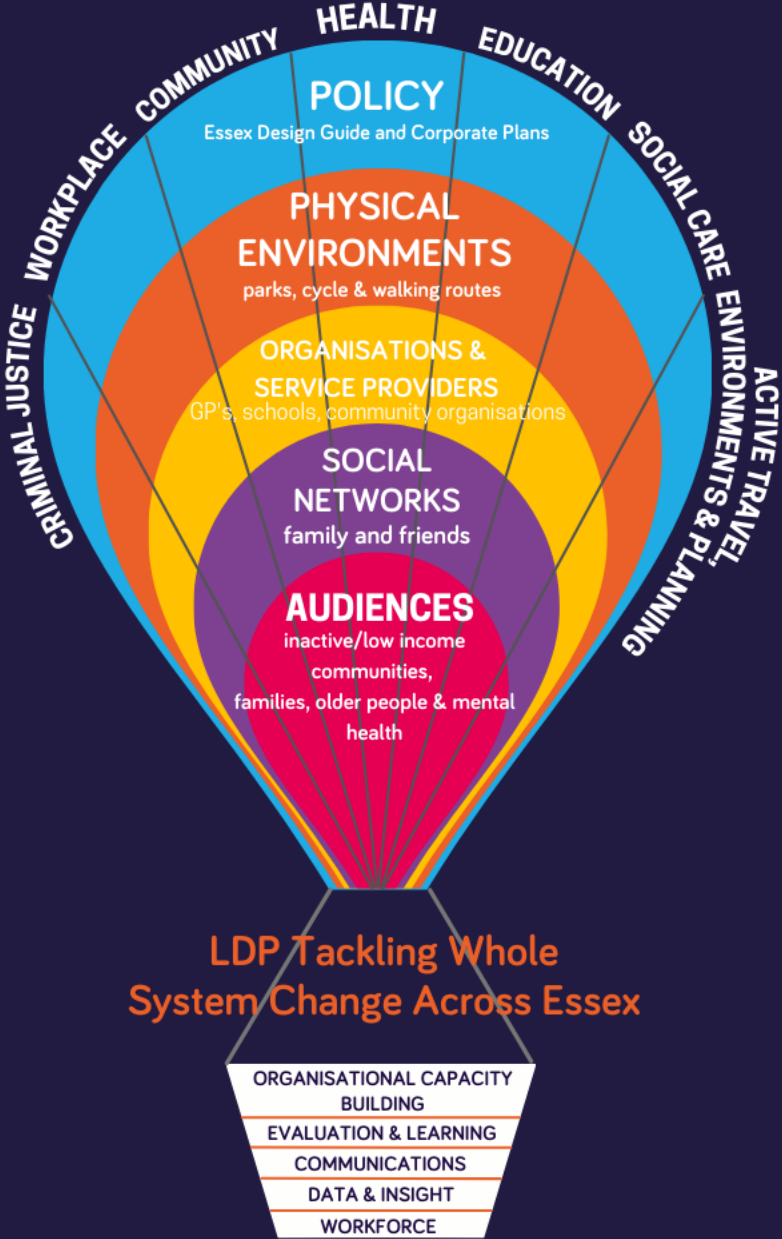
TACKLING HEALTH INEQUALITIES

How Active Essex have adopted a place-based approach with Health partners

Our approach to system thinking and collaborative leadership



THE LDP SYSTEM CHANGE MODEL:



How the LDP is achieving Transformational Change



Joint Effort

Make use of expert knowledge and local assets



Bringing People Together

Identifying a common purpose, working together, reduces silo working



Influence policy and practice

Convince system leaders about ways of working, to influence



ABCD Training

Introduced a new way of working labelled 'Communities Can'



Microgrant Programme

Getting active in novel ways



Community Groups

Enabling groups to gather local info to benefit their communities



Hardwiring Physical Activity

Understand the needs, opportunities and resources within systems



Active environments

Making better use of physical activity



Social Marketing

Promote physical activity opportunities and inspire through social movements



Monitor and Evaluate

Understand what has worked well and embed learning across the system



Scale and Replicate

Using evaluation and feedback, upscale successful projects



Co-Production

Working with multiple partners and stakeholders to develop initiatives

Collective System Challenge

How to adopt a whole system approach?

- Test and embed new ways of working
- Achieve a fundamental shift in the way that systems operate
- Set the principles and methodologies for future collaboration in Essex

Together, we face a big challenge around improving residents health

- To do this will require whole system change
- This is what we must focus on:



Working Together

United as a movement against inactivity and inequality - a whole system approach



Targeted Approach

Place-based focus, tackling the starkest inequalities



Community Led

Listen first



Connecting and Empowering

'People like me' as role models and community champions

Asset Based Community Development - ABCD

What is it?

SERVICE LED APPROACHES VS CITIZEN LED APPROACHES

- The doctor is assumed to be the primary producer of health; the teacher of education; the police officer of safety, and the politician of democracy.
- In a functioning democracy, the role of the professionals ought to be defined as that which happens after the important work of citizens is done.
- The primary role of the 21st century practitioner therefore is not a deliverer of top-down services, but a precipitator of more active citizenship and community building.



Language is important

“citizen led approaches”
“strengthening communities”
“community development”
“community building”
“asset based community development”

Essex Ways of Working



Place-based Working

Since 2019, a proactive approach has been taken by Essex LDP to understand ABCD and use it to underpin our work. So far we have trained over 300 practitioners and system leaders across Essex and have seen a number of positive outcomes. If we can distribute leadership to the local community, they will take responsibility and ownership of creating opportunities to reduce physical inactivity. They have the local experience, meaning they understand the needs and wants of their local community.



Hard Wiring PA into System Settings

Criminal justice is one of the sectors that Essex LDP has worked within. We positioned ourselves well and gained a place on the Essex Violence & Vulnerability Board. More recently, we have invested in a 3-year, pan-Essex project aiming to continue influencing the youth justice sector. In addition to this, we position ourselves well within the health sector, working well with stakeholders such as Public Health Essex and Essex Adult Social Care.



Realist Evaluation

At the start of the year, we began a journey with a new evaluation partner, taking a collaborative approach to evaluation that utilises realist methodology. We have now developed our initial assumptions and beliefs and are in the process of testing them. We have taken the approach of embedded researchers within the Active Essex team to embed a culture of evaluation and learning to show that evaluation is "everyone's business".



Social Return on Investment

The Social Return on Investment represents a complimentary method to the realist evaluation. The evaluation and SROI activities have been streamlined together to ensure coherence between the two pieces of work. We have also been exploring the use of the WELLBY to compliment the SROI piece.

Findings from this work will be available in the new year.



Deep Dives

We have commissioned deep dive evaluations into four of our key programmes:

- Find Your Active
- Essex Activate
- Asset Based Community Development
- Essex Pedal Power

Deep dives allow a clear understanding of successes, learnings and challenges which have arisen. Therefore help to conduct sufficient evidence for potential scale and replication.