

Living Better, Living Longer, Caring More

Bulletin Two: June 2007

What is Living Better, Living Longer, Caring More?

Living Better, Living Longer, Caring More is the working title for a north west wide programme that is being created to transform the health of people in the region and create a “movement for good health”.

It will bring together partners from within the public, private and voluntary sectors, to ensure a co-ordinated approach that will make a long-lasting difference to the well-being of our citizens. Through influencing policy, improving communication at all levels and supporting local delivery.

Progress to date

A specialist company called Corporate Culture were appointed to help to develop the “look and feel” for the programme including name, brand and values. Over the last couple of months, this has involved consultation across the north west with a wide range of stakeholders, through 1:1 interviews, a cross agency workshop to gather information that will help with this development and further consultation at the Health Challenge England Event. The input from stakeholders has helped to shape ideas about the vision and values.

It has become very clear that we need to spend time talking to and engaging a wide range of people about the programme, before developing any ideas for campaigns on specific public health issues.

With this in mind we are beginning some work to understand stakeholder interests and viewpoints to enable us to make sure all those who want to have an input into the programme can do so. This work will take the next few months and will ensure the programme works effectively.

Next Steps

At this stage of programme development our efforts are focused on gaining broad support for developing a region wide movement to tackle health inequalities. We are hearing back that there is a recognition that delivery, via whatever model, will need to include :

- influencing policy
- lobbying
- increasing and supporting capacity building
- engagement across sectors
- support for local delivery
- and excellent communication at all levels

Key Messages – a reminder

The aims of the programme are to:

- Achieve demonstrable improvements in health across the North West

Through:

- Supporting the development of healthier environments
- Showing clear transformational leadership and stimulating others to act to improve health and well being
- Engaging the public and private sectors in understanding the health impact of key policies and strategies in order to facilitate policy change
- Transforming public sector approaches to working with the public about good health
- Building capability
- Measuring and disseminating the impact of the programme through research and evaluation

We would welcome the opportunity to give a briefing to any organisations or groups who are interested in informing the development of the programme. If you want to take up this offer, please contact Mike Parker at Heart of Mersey. 0151 9287820 mike.parker@heartofmersey.org.uk

Organisation Model

It is clear that if the programme is to have a lasting impact that it needs to be taken forward through collaboration and partnership with a wide range of organisations and across all sectors. To achieve this, there is on-going discussion with a range of organisations to identify the most effective organisational model to meet the needs of the programme.

Programme Director

The closing date for applications was early June 2006. The Programme Director will build on the work undertaken to date.

In the interim period a programme steering group, comprised of people from a range of organisations, will continue to move the programme forward.

Case Studies

It is important that we continue to involve key stakeholders and keep the region up-to-date on this initiative as it develops. To this end, we will be issuing a regular bulletin.

If you would like to be added to the distribution list, please contact: Angela Cockburn.
Heart of Mersey
Email: angela.cockburn@heartofmersey.org.uk

For all media enquiries contact: Cathy Stuart
Assistant Director – Communications
NHS North West
Tel: 0161 237 2903

Email: Cathy.Stuart@northwest.nhs.uk
