

# **West Cheshire Together**

## ***Working in Partnership for local people***

Report title	5 Ways to Well Being
Description	5 Ways to Well Being relate to action around the five themes of social relationships, physical activity, awareness, learning and giving.
Document purpose	The purpose of this report is to highlight work being developed by the Health and Wellbeing Thematic Partnership to promote the 5 Ways to Wellbeing developed by nef (the new economics foundation). By building the 5 ways to wellbeing into daily routines people could add 7.5 years to their lives.
Circulation list	West Cheshire Together
Decision/Action required	Partners are asked to support the action plan which aims to embed 5 Ways to Well being into organisational cultures and the lifestyles of our communities throughout 2010 and beyond.
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Publication date	July 2010
Target audience	West Cheshire Together LSP Network and residents of West Cheshire.
Cross reference	

## 5 Ways to Wellbeing

1. The UK Government's *Foresight* programme, alongside the Horizon Scanning Centre, uses evidence from across a wide range of disciplines to analyse and develop policy options to address key issues that will impact on UK society over the next 10–20 years.
2. The *2008 Mental Capital and Wellbeing Project* aims to analyse the most important drivers of mental capital and well-being to develop a long-term vision for maximising mental capital and well-being in the UK for the benefits of society and the individual.
3. From the evidence that has been collated from identified challenge areas (Learning through Life, Mental Health, Well-being and work, Learning Difficulties, and Mental Capital through Life), the centre for well-being at the new economics foundation (nef) was commissioned to develop a set of evidence-based actions to improve personal well-being. The new economics foundation (nef) is an independent think tank that inspires and demonstrates real economic well-being. The centre for well-being aims to promote the concept of well-being as a legitimate and useful aim of policy and to provide people with the understanding and tools to redefine wealth in terms of well-being.
4. On the available evidence to date nef recommends action around five themes of social relationships, physical activity, awareness, learning, and giving. In general, the evidence base around the influencers of well-being is growing. Having strong social relationships, being physically active and being involved in learning are all important influencers of both well-being and ill-being. By contrast, the processes of giving and becoming more aware have been shown to specifically influence well-being in a positive way. A combination of all of these behaviours will help to enhance individual well-being and may have the potential to reduce the total number of people who develop mental health disorders in the longer term.
5. The messages identified in their report are intended to have generic appeal, while offering concrete activity-based ideas on how to improve personal well-being. They aim to prompt people into thinking about those things in life which are important to their well-being and perhaps should be prioritised in their day-to-day routines. It is almost certainly the case that people will, to some extent, already be involved in specific activities under the overarching themes of connecting, being active, learning etc. Rather than encouraging a completely novel set of behaviours, the outcomes of a campaign of this kind are, therefore, more concerned with increasing the time people spend in activities known to enhance well-being.

## 2010 Year of Health and Wellbeing

6. As part of Western Cheshire's Health Inequalities Framework for action, we are working with Liverpool Primary Care Trust promoting the 2010 Year of Health and Wellbeing. The year aims to engage with individuals and organisations across the region to work together, putting health at the heart of
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their activities, supported by an integrated programme of events and initiatives open to everyone.

7. Key to the year is the 5 Ways to Wellbeing developed by nef. By building the 5 ways to wellbeing into daily routines people could add 7.5 years to their lives. The five ways are: CONNECT GIVE, BE ACTIVE, TAKE NOTICE and KEEP LEARNING. These definitions can be adapted to suit different situations and banners have been produced for use by partner organisations.



8. For example, if the message we wished to convey was aimed at promoting the health benefits of making greater use of green space through the 5 ways, then under CONNECT, this might read;

**CONNECT;** visit your local park or countryside and connect with people around you, enjoy the rich diversity of the green space and invest your time in developing links with other who have similar beliefs and interests. Building these connections will support and enrich your everyday life.

9. Appendix A outlines a draft action plan to support the 2010 Year of Health and Wellbeing. This year provides us with an opportunity to develop and deliver practical solutions that will make a difference e.g. Healthy Homes initiative, already successfully implemented in Liverpool. It is well recognised that poor living conditions affects the physical, social and emotional wellbeing and causes illness and death through cold increased infection, asthma and other respiratory illnesses. Homes can also be dangerous with injuries arising through falls, fire and other accidents. Chester and District Housing Trust are keen to work in partnership with us as well as several other partners to establish a local project that will link tenants to partner agencies through a multi agency survey and referral process.

**Julie Webster**  
**Interim Director of Public Health**  
**June 2010**

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## APPENDIX A – Draft action plan

AIM			TIMESCALE	OUTCOMES/OUTPUTS	LEAD CONTACTS	SUPPORTING PARTNERS	RISKS
To incorporate 5 Ways to health and Wellbeing into organisational culture and to embed the programme into daily routines and lifestyles, throughout 2010 and beyond	<b>STAGE 1</b> To establish a multi-agency Steering group reporting to West Cheshire Together Health and Wellbeing Thematic Partnership	Delivery partners should aim to establish a fully functioning group by July 2010.	June/December 2010	Meetings are to be arranged in accordance with the delivery timescales referred to left.  A progress report is to be delivered to the LSP Health and Wellbeing Thematic Group in December 2010 to outline progress around Stage 1 objectives	<b>Pat Johnson</b> <b>Wayne Ashbrook</b> NHS Western Cheshire  <b>Julia Hope</b> <b>Helen Pearce</b> Cheshire West and Chester Local Authority	Communications /engagement representatives  (Western Cheshire PCT)  CWAC (to be identified)  CWPT  Fire and Rescue Service  CDHT  Age Concern  Chester Voluntary action  EPNAVCO  Dial House  Lynn May (M & M Comms)  Others to be identified	Lack of financial resource <u>(£4000</u> , 4 x sets Lamp post banners <u>£2500</u> , 4x sets banners <u>£1000 approx.</u> Posters <u>£2,500</u> <u>Appr ox.</u> other promotional Material)  <u>Required initial investment of £10,000</u>  Lack of buy in from partners
	To identify activities which will promote 5 Ways to Health and Wellbeing and to establish 5 Ways as a recognizable “Brand”	Partners will aim to ensure that there is strong awareness of the programme so that levels of participation are high.  Acquisition of high profile, high quality promotional materials in order to establish 5 Ways brand e.g. Banners / Leaflets / Lamppost/ Signage/Community Newsletters etc.					
	To develop and implement a programme of awareness raising around the 5 Ways programme – including localised promotion of the initiative	Link current programmes/activities to 5 Ways approach.					

AIM			TIMESCALE	OUTCOMES/OUTPUTS	LEAD CONTACTS	SUPPORTING PARTNERS	RISKS
	<p><b>STAGE 2:</b> To identify BIG IDEAS for 2011</p> <p>Development of Communications Toolkit</p> <p>Develop main highlight events for 2011</p> <p>To identify current activities to “co brand” with 5 Ways</p>		January – March 2011			As Above	