



Salford CVS
making a difference in Salford

People Powered Change Asset based approaches in the Community



Making a difference in Salford since 1973

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People Powered Change: *Asset based approaches in the Community*

Bernadette Elder – Inspiring Communities Together

Dave Haynes – Age Uk Salford

Nik Storey – Unlimited Potential



Context

- Five year forward plan
- Devolution Manchester
- Health verses economic growth
- What we can all do for ourselves and each other
- Integrated Care – person centered approach
- Salford a National Vanguard
- Health and Wellbeing Boards

People Powered Change: Asset based approaches



Local assets –
Salford Council have mapped over 7,000 community assets available that provide a valuable neighbourhood resource



**SALFORD
TOGETHER**
Support to Stay Healthy and Well

Asset based approach

- An Age Friendly City – ***the commitment of the city to support older people to stay healthy and well.***
- Older Person Standards and Well Being Plans- ***the commitment by older people to support their own health and well being.***
- A set of tools developed by and for older people based in local neighbourhoods – ***the commitment of community and deliverers to support older people to stay healthy and well***

People Powered Change: Asset based approaches

- Loneliness = £ to some one who smokes 15 cigarettes a day
- Not eating well - 14% (nearly 5000) of people aged 65 and over may be at risk of malnutrition (using BAPEN prevalence tool) - Bad oral health leads to poor levels of nutrition & can lead to social isolation
- Technology can be a means to enable older people to renew and develop social contacts and engage actively in their communities.

People Powered Change: Asset based approaches in the Community

Tech and Tea

Running across community assets – care homes, libraries, community centres
Improved digital skills – on line well-being plans, access to health and well-being information, connecting with others (**76 older people have attended at least one session – Jan 16**)

Keeping in touch: Communication with family and friends was important for some of the participants

Improving health and well being: The ability to stream videos and music enabled people to set up a Spotify Account and stream music while others discovered YouTube and were browsing for old videos of Salford

Reducing social isolation and loneliness: Some participants had never met each other despite living in the same care home so **new friends within the scheme have been made**

Volunteering – Well-being champions support activity (**13 volunteers – Jan 16**)



One volunteer Bill, volunteering at the course taking place at Salford Sports Village looks forward to helping out because it gives him a chance to share skills he has gained over the years. "My partner is housebound so this gives me a chance to get out and do something for myself".

#GoodNeighbour

Finding Salford's Good Neighbour

18th April – 26th May

Using the strengths and assets of the people of
Salford to encourage People-Powered Support



Dave Haynes, Age UK Salford
Chief Executive

THE SITUATION

- Salford's voluntary services and the people we work with **rely on the people of Salford** who look out for each other by spreading the word about our services, by going the extra mile for a friend in need or checking in with a relative or neighbour who lives alone.
- We want to **encourage more** of this behaviour by identifying these assets in Salford and **celebrating** them!
- As the voluntary sector is still susceptible to funding cuts, we want to stimulate **public support** for voluntary services, by demonstrating how we are Good Neighbours to the people of Salford: Age UK Salford help more than 18,000 every year, for example.

THE AIM

The Good Neighbour campaign aims to:

- **foster community spirit** through inspiring the people of Salford to celebrate their good neighbours,
- encourage people to **identify themselves** as Good Neighbours, and
- Show how **charities** such as Age UK Salford play a role as Good Neighbours in Salford.

THE PROCESS

#GoodNeighbour

- 18th April: campaign launch in the press and on social media, with the call to action to: **'Find Salford's Good Neighbour'**. The campaign webpage will go live and offer full details on how to nominate (simply explaining in 300 words how the nominee is a good neighbour.)
- Following weeks: We will **share campaign partners' and nominees' Good Neighbour stories** through social media and the press.
- On 26th May we will **celebrate** by inviting the campaign partners and Good Neighbour nominees to a celebration event at Swinton's Good Neighbour, Critchley Café, where a winner will be announced.

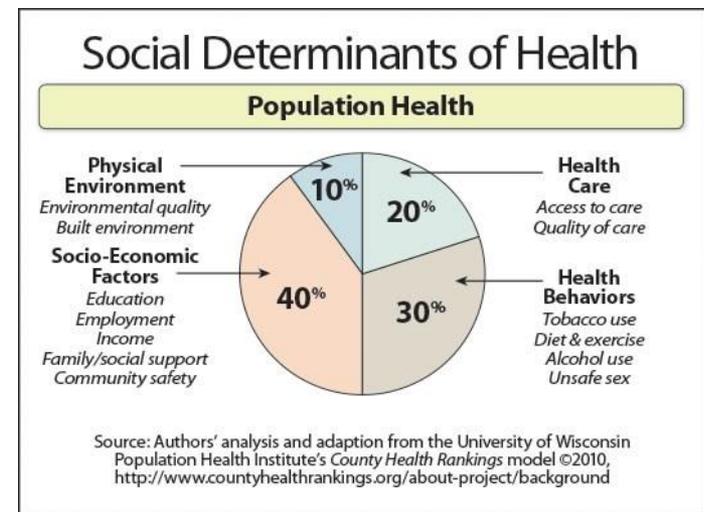
GET INVOLVED

- **Become a campaign partner** to promote nominations of Good Neighbour for the people you work with and showcase how you are a Good Neighbour in Salford.
- **Follow @AgeUKSalford** and use #GoodNeighbour to share your good neighbour stories.
- **Get in touch!** Tweet or email me: dhaynes@ageuksalford.org.uk to be sent a campaign information pack.

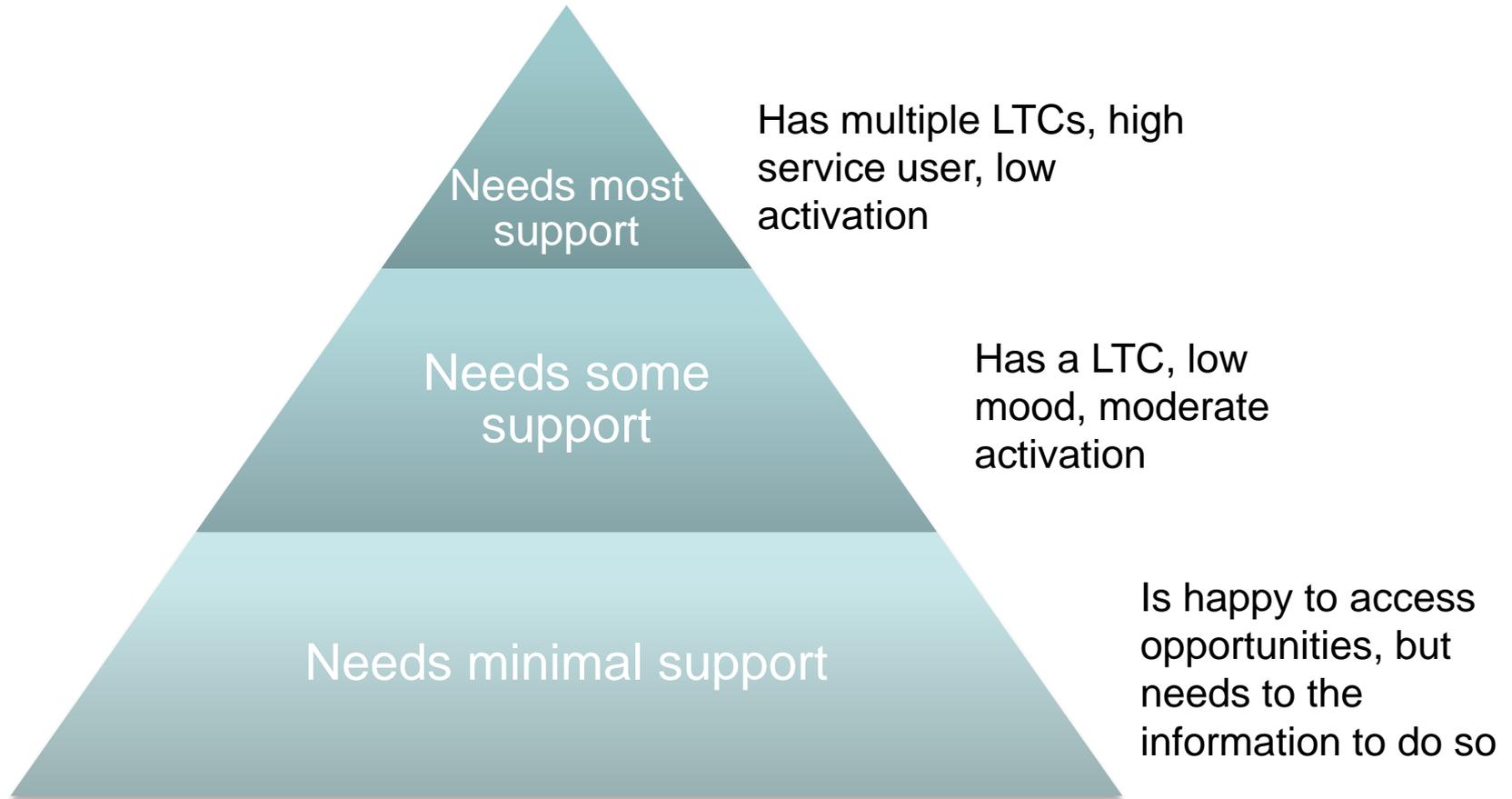
What's the point?

- Physical environment and socio-economic factors account for 50% of the determinants of health
- Social isolation one of biggest health risks
- GPs spend 1/5 of consultation time on non-health problems*
- Salford Council have mapped over 7,000 community assets available that could help individuals
- GPs are part of a wider network of 'community assets' yet not well linked
-A 'health to wellbeing network'

* <http://www.pulsetoday.co.uk/home/finance-and-practice-life-news/gps-spend-fifth-of-consultation-time-on-non-health-problems/20009996.article>



Health to Well-being Network: Needs



Health to Wellbeing Network: Overview

1. Community Assets Map

- Many people will just need information in order to access community assets. The network will provide access to 'map' of community assets via www.way2wellbeing.org.uk

2. Signposting & Guidance

- Some people will need a bit more help to access these opportunities
- Create a team of volunteer 'wellbeing champions' to be available in the practices to support people to discuss their interests and navigate www.way2wellbeing.org.uk

3. Single Point of Access (SPA)

- Some people may need more or a lot of support to access community resources
- Rapid access into the local support services: Health Trainers, Being Well Salford and Health Improvement Team.
- Practice team key – GP, Practice Nurse, Reception, MDG, Social work students
- The SPA will engage the person with the correct service and notify the practice

Health to Wellbeing Network: Overview

- Manage and reduce *demand* on Primary and Secondary Care
- Must see the population as **assets** – and not just passive recipients of Public Services
- This involves having a different conversation with people; what would make their life better? What culture do they live in? *Connect people to their communities*
- Work with root cause and not the symptom
- Designing solutions with people not offering them to people
- Overall: the *depth* of collaboration for the benefit of communities and each other