



An Asset Based Community Development Approach to Health Improvement in Stoke-on-Trent

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Content



- Background Information
- Community Engagement
- Activities
- Challenges
- Successes & Sustainability
- Partnership Working
- Project Outcomes
- C2 Connecting Communities
- Neighborhood Partnerships

Background Information



- Community - led interventions aimed at reducing health inequalities in Stoke on Trent since 2009.
- Commissioned by the City of Stoke on Trent Public Health, NHS Stoke, Stoke on Trent City Council & VAST.
- Managed by Changes Health & Wellbeing - voluntary sector organisation.
- Working in association with Staffordshire University.



Our approaches to community Engagement



- Community development work
- Community led – Bottom up approach
- Building relationships
- Assets/skills
- Creative, fun & new methods of engagement
- Feeding back
- Partnerships
- Sustainability



Activities

- Community Consultation – Participatory Appraisal
- Workshops
- Community maps & cafes
- Events
- Drop ins
- Life through a lens
- Community walkabouts
- DVD's
- Social media



Challenges

Community

- Health wasn't a priority of the residents in the targeted communities.
- Lack of faith and trust in local services.
- Low self esteem and aspirations.

Local Services

- Power dynamics.
- Working in isolation and with a lack of cohesion.
- Focusing on quantity rather than quality.



Successes & Sustainability

- Quick wins – create optimism & trust
- Community projects
- Community champions
- Physical asset development
- Funding
- Pride in the Community Award





Successes & Sustainability





Partnership working

- Made our objectives clear to all potential partners from the start.
- We have developed positive relationships with all local services working in the community.
- Why recreate the wheel???
- Pooling resources and increasing capacity to reach common goals.

Project Outcomes

- Service delivery - 11, 525 residents reached.
- Service engagement – 1678 residents participating in healthy behaviors.
- 102 partnerships established.
- 45 Volunteers – 15 of which were regularly involved in community activities.

- Additional funding sourced £59, 917 awarded through Ward Budgets, Awards for all, Sported, The Co – Operative Food, Give it Some.

Key Learning



- The importance of being open and honest, no false promises.
- Using bottom up, community led approach aids development of trust in communities as it demonstrates their view are valued. Particularly important in times of austerity.
- By using an asset based approach, focusing on the positives, including the value of skills, experience & local knowledge.
- The value of partnership working making health ‘everybody’s business’ making the most of resources by working together.
- Realising the power of individuals within communities to influence peers and the importance of ‘gate keepers’ in engaging communities.



- An evidence based 7 step model called C2 to inspire and support local people, to establish a long term, resident led partnership with service providers.
- An assets based approach to transforming challenging communities.
- Creating conditions to enable environment for community leadership and transformation.
- Based on the principles of listening to communities, identifying community led priorities and delivering through equal partnerships.

Developing Neighbourhood Partnerships

- Asset Mapping
- Community Walkabouts
- Connecting Events
- Listening Events
- Feeding Back
- Group Constitution
- Action Planning
- Transformational Change



Closing Thought



- Always start from the standpoint that residents are the solution and not the problem.



Thank You



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