

YOU'VE GOT THIS.

Live Longer Better:

Establishing strong collaborative relationships to enable longevity through a common purpose for physical activity in the health sector.

Lauren Perkin & James Hartley

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A unique geography, reflecting a broad range of diverse and challenging elements.

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WHO ARE WE AND WHAT ARE OUR VALUES?

- Small core programme team (5 people) working in between the local authority (Redcar and Cleveland) and the voluntary sector.
- The LDP opportunity created our roles and our workstreams.
- We take an insight led approach
- We use distributed leadership as a foundation
- Collaboration and Connectivity are essential to everything we do
- Our work is designed with longevity at the forefront, from the start.

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OUR APPROACH

We strive to build on our strengths whilst supporting the identification of gaps through insight.

Our core programme team do no delivery of physical activity, only one member of our team even has a physical activity background.

We have built a strong network of Ambassadors from across our place. They are the leaders of the programme on the ground. All of our work is commissioned through them to deliver.

Working with the unusual suspects. Our partnership, The Exchange, is a partnership like no other. It has a diverse range of Ambassadors from all different sectors and roles. Connect the system to more of itself: none of us is as smart as all of us.

Co-design is the foundation for working with people; in communities, in GP practices, across our partners.

Creating Common Purpose. Help people (individuals, organisations, partnerships) to understand that it is their interactions and behaviours that define the system. This is where we have spent a lot of time and energy.

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ACTIVE LIVES AS A WAY OF LIFE

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WE OFTEN SAY WE HAVE DIFFERENT HATS ON, OUR HATS WITH THE HEALTH SECTOR ARE:

THE FACILITATOR

Bringing people together, having different conversations and connecting the dots. Takes time and leads to insight led investment.

THE INFLUENCER

Go where the energy is, the topic may seem different and out of your comfort zone but persistence is key. Takes time but no financial investment.

THE ENABLER

Our investment is the catalyst for creativity and new ways of working to form. We provide a 'risk free' investment for a test and learn model. Be Brave.

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THE FACILITATOR

Health Professionals and Social Prescribing

- A perfect place to support physical activity, but isn't as easy as it seems.
- Start with listening, understanding their way of working and barriers has been key to our progress
- Connecting what we hear with the physical activity world
- Workshop, Workshop, Workshop – We connect and collaborate continuously.
- There isn't a quick fix, but changing the culture around health professionals is key.
- Priorities: Patient Expectation & Culture of Fixing. If these do not change the national resources will never be embedded. We have been focusing on these and using the national resources when we are the right point. *Building Strong Foundations.*

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THE INFLUENCER

Falls Prevention Network

- Working alongside an existing network
- Trying to add physical activity into their way of working but without additional investment
- Building trust
- Contributing beyond physical activity.
- Picking the right moment
- Persistence is key, change doesn't happen over night.

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THE ENABLER

Prepwell & Waiting Well

- Funding a programme to add in physical activity into the patient pathways prior to surgery
- Challenging them to think broader and look at scale, encouraging exploration and test and learn
- The plan was to look at developing a sustainable model
- Working with them all the way along to provide challenge and a place for reflection, especially around physical activity.
- We encouraged the learning to translate other to Waiting Well, utilising the experience gained over the years – building on the bumps in the road and what has worked (to then implement again)

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