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IHHD

.....a four year programme working with 20 of the most deprived communities in London to promote healthy physical activity, healthy eating and mental health and wellbeing by delivering integrated interventions which act at structural and community levels as well as at the individual level.

Well London in Context

1. Widening Health Inequalities
2. Increasing focus on health inequalities and inequities in Policy
 - (WHO CSDH) and Marmot Review
 - Health Select Committee Report on Health Inequalities and Response
 - Mayoral Duty and Draft Strategy
 - Host of Government Health Policies and Wanless Report
3. Expansion of work on how to respond and evaluate responses
4. New NESTA Report

Areas for Key Actions

Mayoral Strategy

Empowering Individuals and Communities

Equitable access to services

Income distribution and health

Healthy work

Healthy Places

Knowledge and Learning

WHO CSDH

Daily :Living Conditions

Access to Power, Income, Goods and Services and Leisure

Measure and Understand Problems and Assess Impact of Actions

How *Well London* came to be

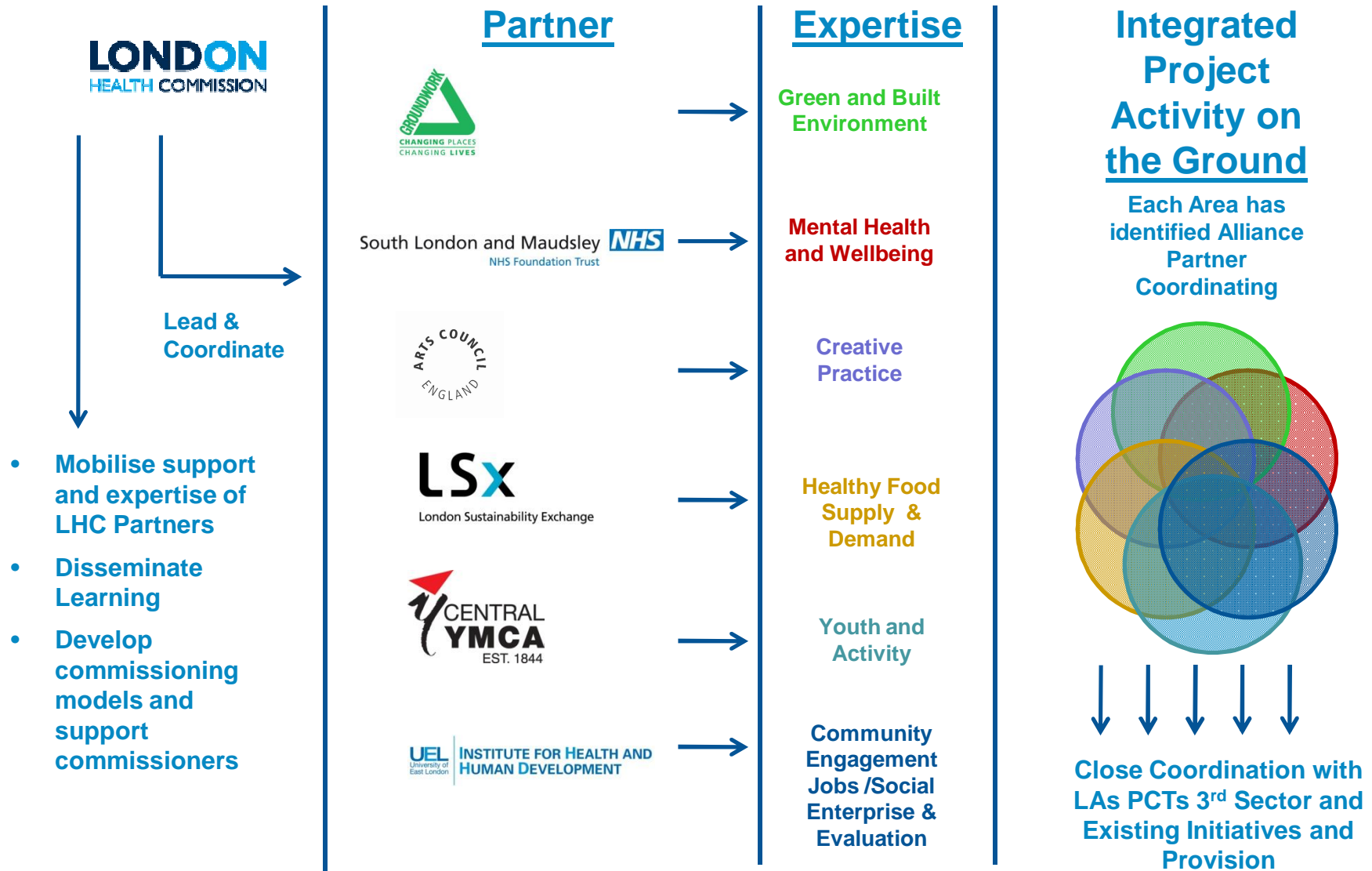
- Big Lottery Wellbeing Programme (Healthy Eating, Physical Activity, Mental Health and Wellbeing)
- Multiple NHS agencies wanted a part
- LHC identified as pan-London, cross sectoral lead
- Several bidding organisations agreed to collaborate
- Work at the very local level to design integrated work which would have impact on the social economic and physical environment which condition health behaviours as well as on health behaviours directly.



The Well London Approach

- Work at the very local level
- Work in the most deprived communities across London
- Use community development, co-production approach
- Join up, integrate and add value to local work on health eating, physical activity and mental health, open spaces and use cultural and creative practice throughout.
- Use local delivery partners
- Rigorous evaluation to provide learning and evidence to support rollout and mainstreaming

Well London Alliance



Well London Project Menu

Heart of the Community Projects

- Community Engagement
- W L Delivery Team
- Job Brokerage and Social Enterprise
- Youth.comUnity
- Active Living Map
- Training Communities
- Wellnet
- Social Enterprise and Job Brokerage

Culture and Tradition

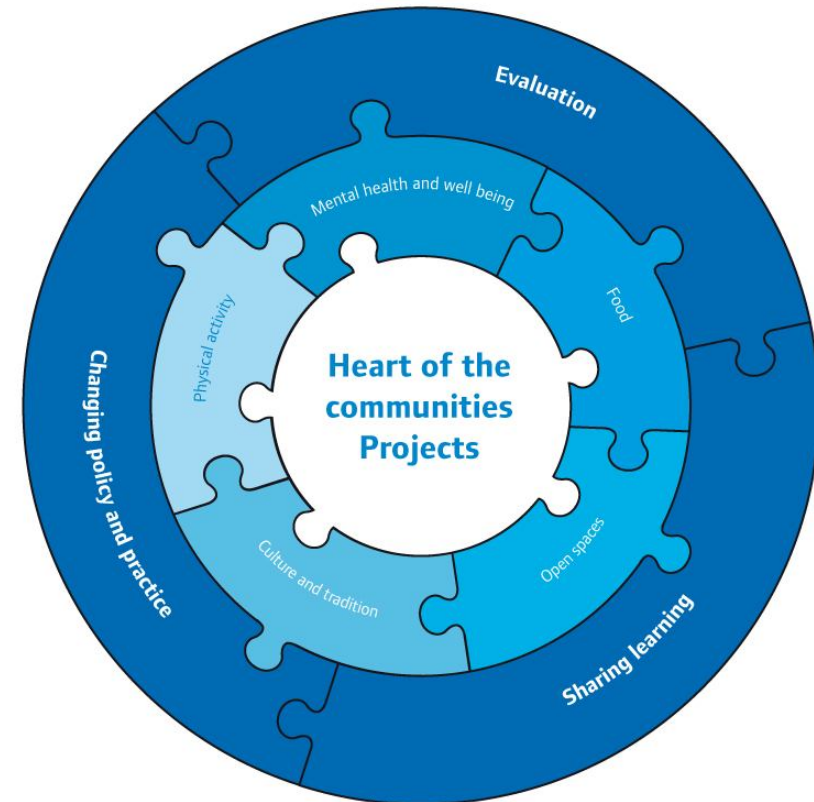
- Be Creative Be Well

Physical Activity

- Activate London

Food

- Eatwell & Buywell



Built Environment and Green Space

- Healthy spaces

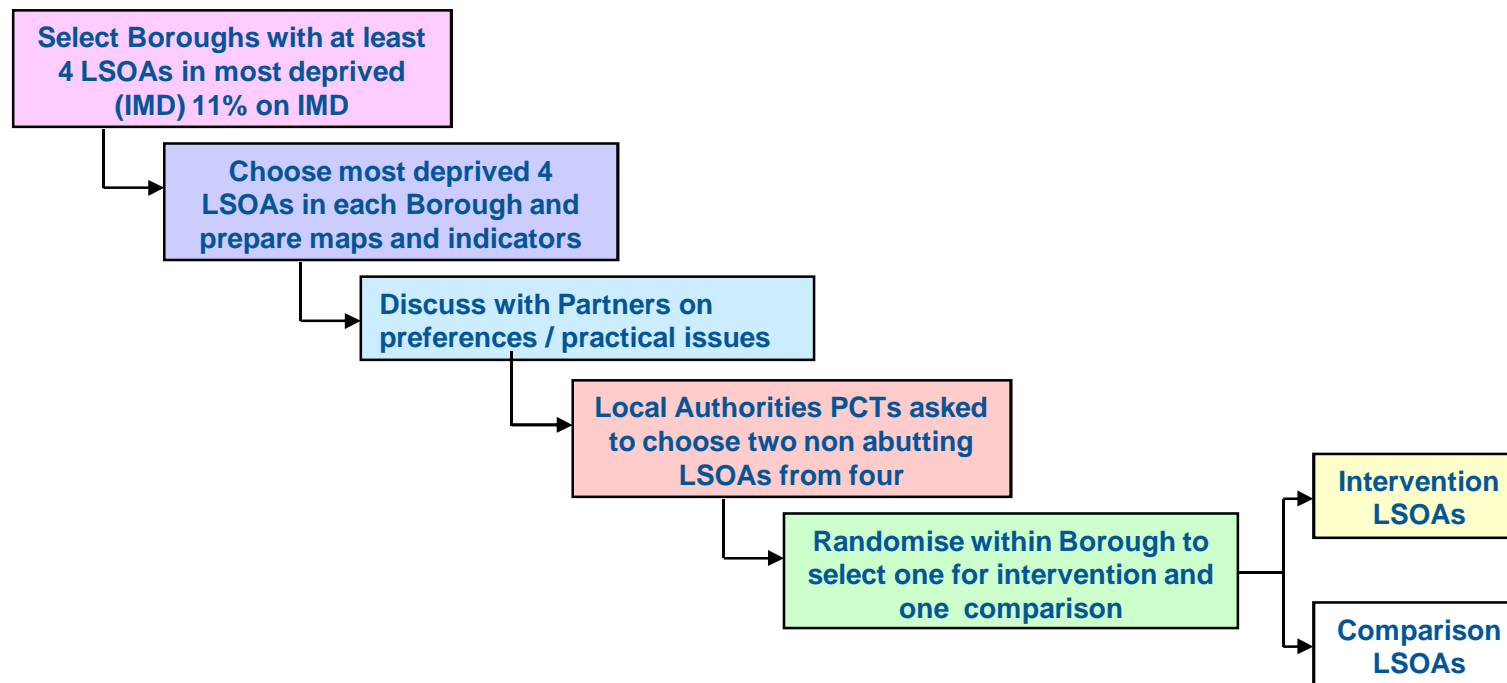
Mental Health and Wellbeing

- DIY Happiness
- Changing Minds

Selection of Areas

Approach designed be systematic and transparent and to reconcile:

- Most disadvantaged
- Very local level
- Maximise coverage across boroughs
- Allow rigorous outcome evaluation design

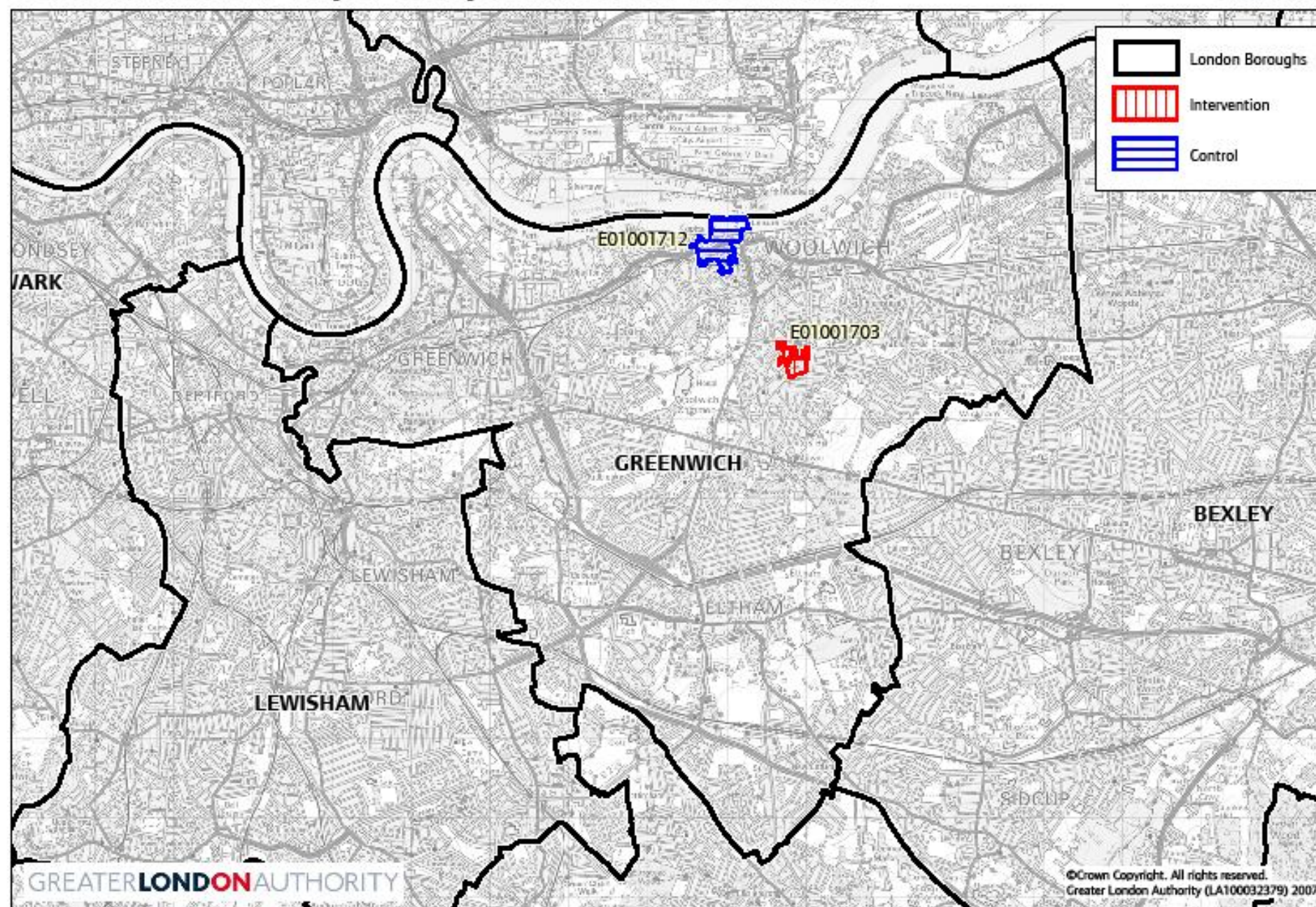


Well London Intervention Areas

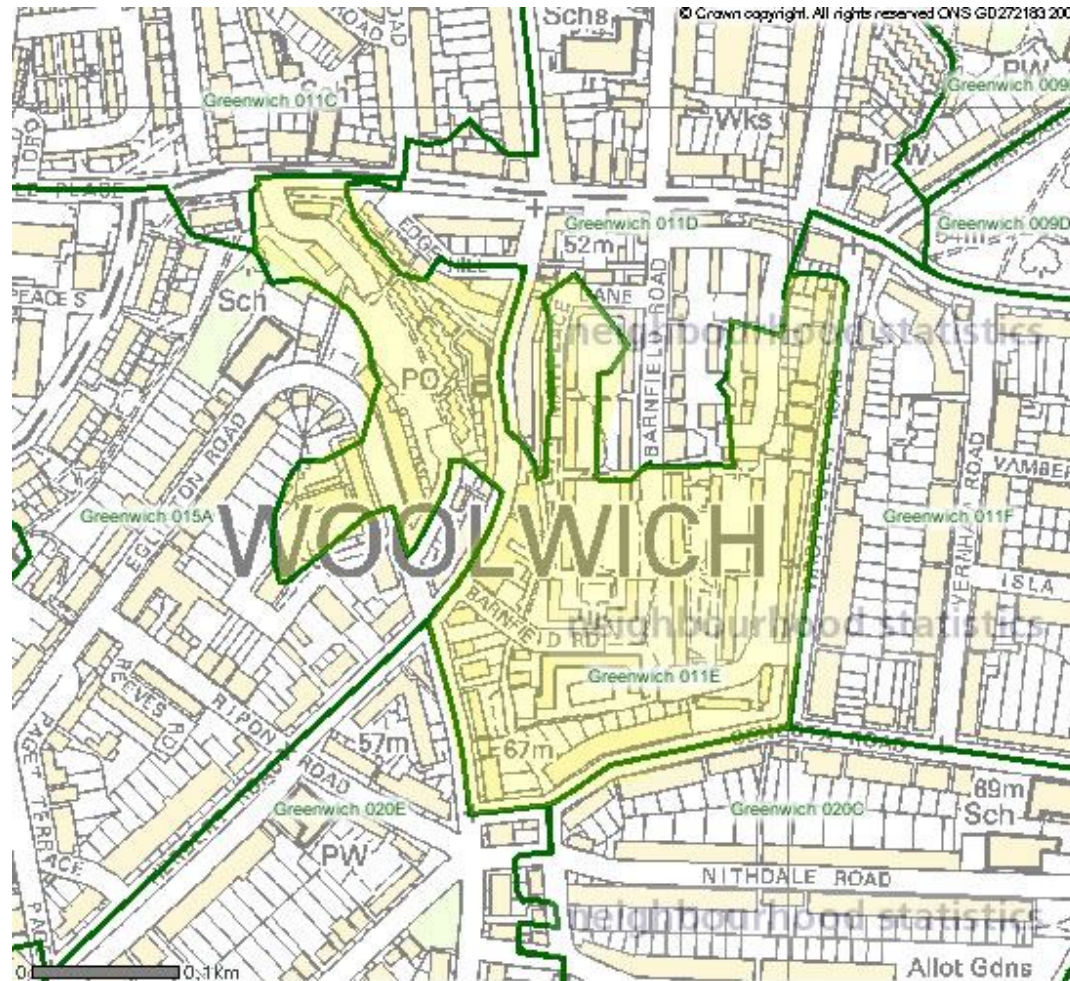
INTERVENTION LOWER SUPEROUTPUT AREAS

LA Name	LSOA code	Ward	IMD Score	Within London IMD Rank	Population
Barking and Dagenham	E01000061	Heath	53.75	148	1617
Brent	E01000529	Kensal Green	53.49	157	2216
Camden	E01000905	Haverstock	60.37	41	2032
Croydon	E01001013	Broad Green	48.95	309	1609
Ealing	E01001358	South Acton	48.99	307	1595
Enfield	E01001554	Upper Edmonton	54.44	130	1610
Greenwich	E01001703	Woolwich Common	58.22	64	1569
Hackney	E01001721	Brownswood	59.94	44	1468
Hammersmith and Fulham	E01001958	Wormholt and White City	47.87	343	1920
Haringey	E01002026	Noel Park	61.41	33	1670
Hounslow	E01002588	Cranford	43.1	585	1588
Islington	E01002720	Canonbury	63.87	16	1518
Kensington and Chelsea	E01002879	Notting Barns	48.61	318	1886
Lambeth	E01003092	Larkhall	51.78	207	1649
Lewisham	E01003192	Bellingham	52.07	199	1523
Newham	E01003503	Canning Town North	62.25	28	1564
Southwark	E01004005	Nunhead	69.45	6	1600
Tower Hamlets	E01004252	Limehouse	70.9	4	1730
Waltham Forest	E01004407	Hoe Street	60.42	38	1456
Westminster	E01004722	Queens Park	63.46	20	2688

Selected Lower Super Output Areas in Greenwich

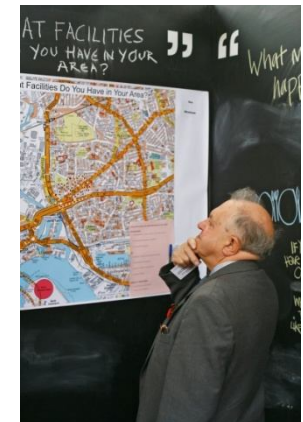
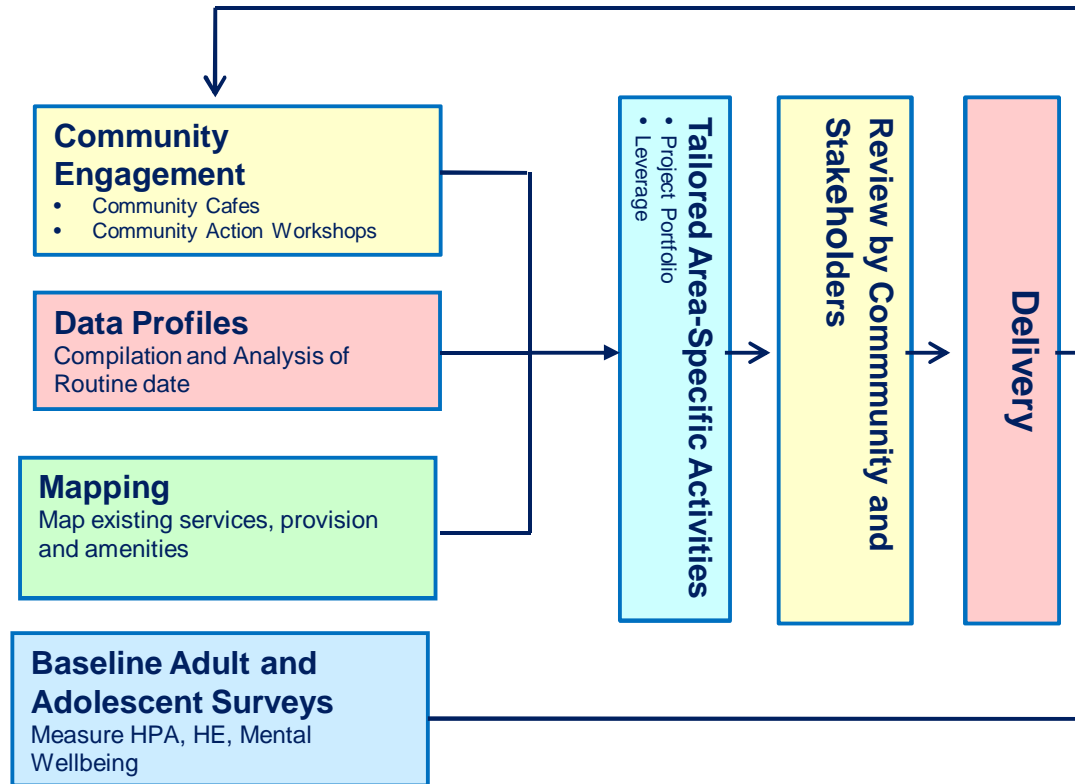


Woolwich Common LSOA



Community Engagement

Community engagement key element of Needs Assessment and intervention design in each area



CE Findings

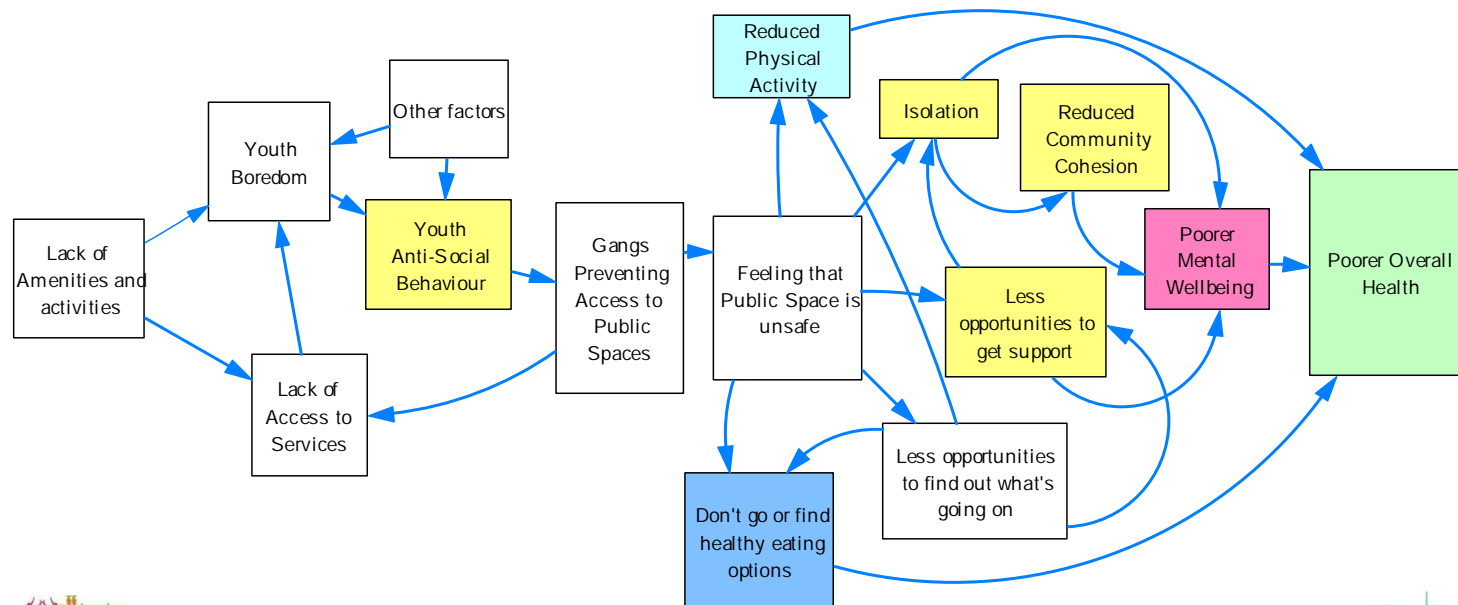
Range of specific issue in specific areas
in relation to Healthy Eating, Physical
Activity and Mental Well Being

Looking across the areas:

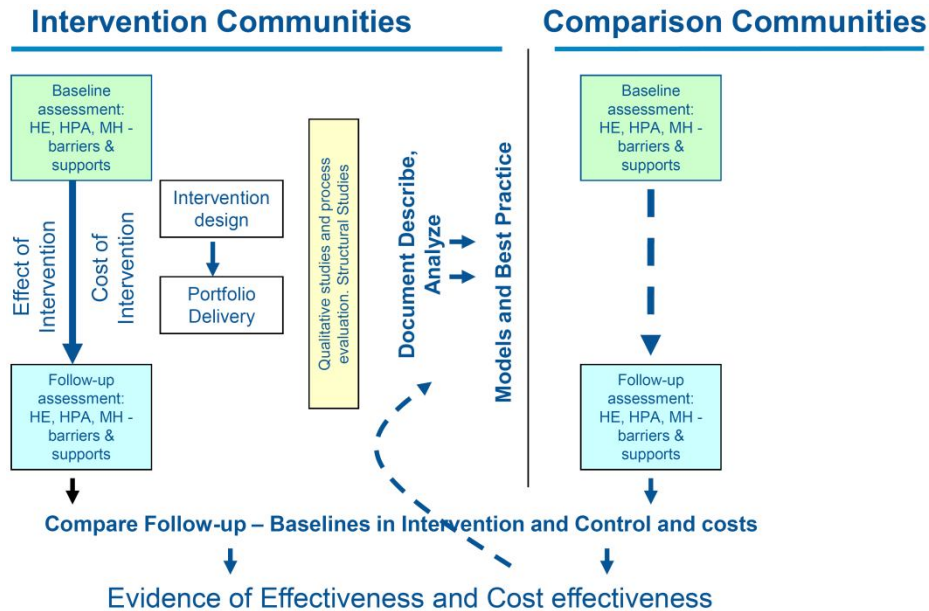
- Concerns of and about Youth and Community Safety
- Lack of Community and Community Cohesion
- Parks, green space and dogs
- Fast food and healthy eating
- Communication
- Coordination and sustainability

CE identifies pathways of influence for intervention design

- social and environmental factors act together to sustain a particular health behaviour or to make it resistant to change through health education / social marketing approaches
- CE helps capture these interactions informing design and delivery of different projects / multisectoral interventions the components in different sectors act together to create sustainable change.



Evaluation – Cluster Randomized Controlled Trial



- Questionnaire Surveys 5,500 each at baseline and follow-up (HE, HPA, MHWB)
- Longitudinal Qualitative studies
- Area based descriptive data (walkability, aesthetics, green space food outlets, crime. economy etc)

As well as giving valid estimates of cost and effectiveness analysis of the data should provide:

- unique intelligence on health and behaviour in poorest communities in London
- new understanding of how the structural and area based factors support or constrain health and healthy lifestyle choices.

Project Level Evaluation

By feedback form after activity

	N	Helped you Eat More Healthily	Helped you access healthy food	Helped you to increase your physical activity	Much More positive about life	Feel More Positive about Life
Activate London	238	74	57	93	46	38
Be Creative Be Well	241	69	47	83	35	46
Eat Well	524	86	95	70	37	44
Healthy Spaces	1021	85	89	97	66	25

Conclusion

Mayoral Strategy		WHO CSDH	
Empowering Individuals and Communities	✓	Daily :Living Conditions	✓
Equitable access to services	✓	Access to Power, Income, Goods and Services and Leisure	✓
Income distribution and health	✓	Understand Problems and Assess Impact of Actions	✓
Healthy work			
Healthy Places	✓		
Knowledge and Learning	✓		

- Will Trial demonstrate hard outcomes ?
- Will HA/LAs fund area based health improvement in current funding climate or retrench ?
- How could HAs commission this type of intervention model ?
- Will the impact of WL be sustained beyond the current funding period?

