

Greater Manchester
Moving > ^ < v

Priority plan:

Health &
Care
Integration



Our shared ambition

Ensure that movement, physical activity, and sport are core to supporting better individual and collective physical and mental wellbeing, in both the short and longer term, through integration focusing on health, care and wellbeing in Greater Manchester neighbourhoods.

Our contribution

Use the pragmatic responses and priority areas from our deep dive evaluation to position physical activity as a consideration across the entire health and care system (including prevention of poor health), with a specific focus on physical activity as a means of reducing health inequalities.





Our activities

Lead:

- Ensuring that all layers of the health system have access to resources to understand the opportunities and benefits of integrating physical activity into clinical pathways, with a stronger emphasis on prevention to address inactivity and inequality. Driving use of approaches such as:
 - Physical Activity Clinical Champions
 - Active Practices
 - Social prescribing
- Using data and insight to understand, identify and target communities with greatest inactivity levels and poorest health outcomes.
- Developing further evaluation and evidence by continuing to capture reflections of learning and progress made.
- Creating and sharing co-produced stories, messaging and framing with partners across the region and nationally, including health and care and VCSFE, using messages that resonate with them and their audience, with a focus on mental health.
- Enabling safe spaces and facilitate and convene conversations that bridge gaps and start new movements of change.
- Ensuring movement is part of the implementation of the GM Mental Health and Wellbeing Strategy, Doing Mental Health Differently 2024-2029' via working with NHS Talking Therapies and connections with primary care and community services.
- Growing the scale of our influence and creating the conditions for disproportionate influence and change by taking opportunities to share the vision and accountability for integrating physical activity outside the immediate team and organisation.



Our activities (cont.)

Support

- Continuing to identify and support local community champions and trusted transmitters to act as conduits of the promotion of physical activity in neighbourhoods, with a focus on positive experiences through a welfare culture.
- Supporting the health and care workforce to live active, healthy lives through working with NHS staff to build movement into their workplace and sharing stories of change that have positively impacted on staff wellbeing.
- Amplifying national and local positive public narrative, messages and campaigns to spread what works and build on local strengths and progress.
- Utilising our insight, experience and established reputation to share our learning and push more challenging discussions and system change at a strategic level regionally and nationally.
- Aligning the sector with development of communications and narrative that play an influencing role at national policy level.
- Sharing learning from the ways of working within this work across other workstreams and health missions to prevent learning in silos.

Connect

- Identify national and local priorities via the Active Partnership National Organisation, OHID, Sport England and collaborative group (NHS Horizons) to understand priorities and direction, ensuring that national policy and direction is informed by integrated place-based approaches in GM.
- Connecting to key networks at GM and locality level, such as Deputy Place Leads and the Primary Care Collaborative to ensure that movement is a core priority across agendas. Extending our reach and influence within these and other relevant networks.
- Representing the VCFSE sector in relevant spaces, maximising the role we play across different sectors and agendas.
- Integrating work being done to increase walking, wheeling and cycling with the health and care system, with a commitment to explore ways of working to address societal inequality, environmental breakdown and to support and enable greater wellbeing for all.

What's the change we will see?

- Increasing maturity of the system conditions (enablers / conditions of change) as reported by health contacts.
- Strengthened collaboration across sectors, especially across health and care, leisure and VSFSE.
- Increasing evidence of use of pragmatic responses to system integration within the key areas of challenge and opportunity identified in our deliverables, such as mental wellbeing and priority pathways, demonstrating impact for our target audiences.
- Increased advocates for movement and physical activity from within the health system, representing different roles and pathways.
- Stories and examples of approaches and partnership working that has led to improved provision and opportunity for communities, demonstrating shared vision and accountability for integrating movement and physical activity.
- Data and insight supporting the impact of movement and physical activity.
- Growing regional and national interest in our work, leading to more opportunities to share insights and best practices.
- Inclusion and influence within key networks at GM and locality level.





How will we know?

We have developed theories of change across the organisation that underpin each priority plan within the business plan. Each team delivers their priority plan- continually capturing value, observing change, and collecting data. This is captured in monthly logs and programme data. Teams engage in reflective practice to make sense of the impact, change and learning.

Progress will be captured through:

- Monthly reflections and quarterly sensemaking.
- Bi-yearly updates to priority plan tracker of enabler maturity with evidence.
- GM Stakeholder Survey perceptions of enabler maturity across the system.
- Deep dive research and evaluation of health and place work.
- Active Lives data.
- Case studies demonstrating changes in behaviours and culture.
- Shared narrative on submissions, resulting in shifts in policy or narratives in this space.
- Other places nationally are demonstrating interest and seeking learning from us.
- Progress on our theory of change, including stakeholder mapping showing extent of our network reach.

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Integrated Care Partnership

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