

# All being well

**How might we** make improved health and wellbeing more accessible to everybody?

# Brief 1:

## All being well

### How might we make improved health and wellbeing more accessible to everybody?

#### Background

What do the words 'health and wellbeing' mean to you?

The World Health Organisation (WHO) defines health as "a state of complete physical, mental, and social wellbeing and not merely the absence of disease".

The United Nations (UN) prioritises health and wellbeing as one of its seventeen Sustainable Development Goals (SDGs), recognising that a society cannot thrive without a healthy population.

Perhaps when you think of health and wellbeing, you think of doctors, nurses and other health professionals providing treatments for illnesses or injuries, including through medication and even surgery. But, for a truly healthy society, as well as offering treatment and cures, it's important that we find ways to prevent ill health, and improve everyone's wellbeing.

The conditions in which we all live – how and where we're born, grow, live, work and age (including things like how much we're paid, the quality of our housing, and how clean the surrounding environment is) - all influence our health.

In turn, these conditions can positively or negatively affect our ability to make choices that support a healthy lifestyle, or to access essential health services. These are known as social determinants of health.

Many of us still face significant barriers to accessing health and wellbeing services and improving our health outcomes:

- Childhood disadvantage and poverty can have lifelong effects on individuals, leading to the development of different health problems later in life - whereas investment in children's health, wellbeing and development can have long-lasting positive effects into adulthood; as well as health benefits for their parents and families.
- Many people feel that they have to put other responsibilities above their own personal wellbeing – for example, if they have jobs that have long and/or unsociable hours, or which are emotionally stressful, physically hard or even dangerous.
- Without strong networks of support from family, friends, neighbours and the wider community, people can become lonely or isolated; whilst some people may be under-supported (and so feel overburdened) with caring responsibilities. Women, in particular, often end up becoming the main caregivers for both children and older relatives.

- Today, more people than ever live in a country other than the one where they were born, and while many people migrate out of choice, many others migrate out of necessity (including because of war, famine, economic hardship, and even the effects of climate change). Migrants often have lower health outcomes in their new homes than in their old ones (often caused by lack of access to health services, good work or social support).

#### How to approach the brief

We are excited to hear your ideas for ways to support people and communities to be healthy and well.

Thinking about the information above, and through doing wider research alongside your classmates and teacher, how might your proposal incorporate long-term thinking to make this happen?

You can choose to explore whatever priorities you want – but here are some suggestions to help inspire you:

- How can we reduce **generational inequality** between younger and older people?
- How can we address the **gender inequality** that means women are more likely to be caregivers than men?
- How might your proposal help to meet the health and wellbeing needs of **refugees** and migrants?

We are looking for proposals that:

- Use research to identify a particular group or a health-related challenge and understand how people are impacted. This may take you outside of your own personal experiences.
- Consider the social determinants of health and how these affect our ability to achieve good health. What conditions need to be in place for individuals and communities to thrive?
- Consider the wider system. What barriers prevent people from adopting healthier behaviours? What are the conditions that will enable your idea to take root? Think about why other interventions may have failed in the past. What other actors, issues or initiatives does your proposal need to consider and connect with? How will your solution get someone to do something, when there's hundreds of services out there already trying to do the same thing in different ways?
- Consider the power of collective action. Think about how an individual can collaborate with others, mobilise a community and amplify your idea to deliver change for good at a national or global level.

# Evaluation criteria

## **Your proposals will be evaluated based on the following criteria:**



### **Social and environmental impact:**

- How does the proposal make a positive difference for people and/or the natural world?
- How does the final proposal consider diverse needs and equitable ways to meet those needs?
- How does the proposal engage with the local community in its chosen context?
- How does the proposal consider using materials, processes, and resources in a sustainable way?



### **Rigorous research and compelling insights:**

- Has the pupil/team undertaken first-hand research by identifying the needs and motivations of people affected by the problem in your brief?
- Has the pupil/team conducted research into the wider context of the problem on the internet or through reading material?
- How does the proposal build on key insights grounded in people's needs and motivations, and gained through wider research?
- How does the proposal incorporate feedback and testing through prototyping and iteration?



### **Viability:**

- Has the pupil/team considered how the proposal will work in practice?
- Has the pupil/team considered the cost of the proposal and how it might be funded and sustained?
- Has the pupil/team identified any potential barriers that might prevent the proposal working in practice? How might these be overcome?
- Has the pupil/team considered how they would measure the success of their proposal if it became a reality?



### **Creativity and innovation:**

- How is the proposal different from existing solutions? How might it be better or more useful?
- What unexpected or surprising elements are included in the proposal? What value do these add to the idea?

# How to submit your work

You may work as a team or individually. To submit your work into the RSA Pupil Design Awards you will need to present your proposal on **six A3 boards**. These six boards need to tell the story of your design thinking process from research to final

idea. The experts will be looking for the story of how your design developed over time. When the experts first look at your work, you won't be there to explain it, so your six boards need to do all the explaining for you!

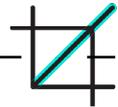
## The six boards:

### 1. Research



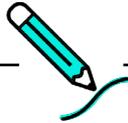
- What design brief are you tackling?
- What research have you done to investigate the challenge and understand how the people/environment are affected?
- How did you conduct some primary research to understand the issue better?

### 2. Findings



- What is the specific problem you are focusing on?
- What were your key findings from your research?
- What were your insights from your research?

### 3. Ideation



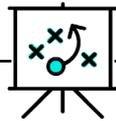
- How have you explored potential ideas?
- What ideas did you decide to explore further?
- What was successful/unsuccessful about them?

### 4. Testing & Development



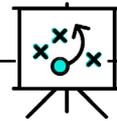
- How did you test your idea?
- Who did you ask for feedback?
- How did you incorporate feedback into your proposal?

### 5. Impact



- How could your proposal work in the real world?
- What could be the challenges you might face when putting your proposal into the real world?
- What positive impact will your proposal have?

### 6. Final Idea



- Tell us about your final idea in one statement.
- Who is your proposal aimed at and why?
- What makes it different to existing solutions?