



HEALTH AS A SOCIAL MOVEMENT SEMINAR

NEWCASTLE

9:30AM TUESDAY 28th FEBRUARY 2017

LIVE THEATRE

BROAD CHARE, QUAYSIDE NE1 3DQ

ABOUT

Building on the agenda set out in the NHS Five Year Forward View, Health as a Social Movement is a three year programme funded by NHS England. This seminar series is part of the RSA's offer to support the spread of learning with six vanguard sites – enabling local areas to develop approaches that could be scaled or adapted and adopted in other communities.

Together we will:

- Learn how NHS New Care Model Vanguard sites are supporting communities to take action for health and wellbeing.
- Recognise good practice in supporting community action for health and wellbeing from around the country.
- Hear the insights from NESTA around building a social movement for health.
- Develop practical strategies to bring forward this agenda with the RSA by spreading good practice and learning from national and international case studies
- Consider how we can build a social movement across health and care that builds stronger, connected communities.

Pre-questions for participants

- How can you influence others to achieve your aims and utilise current movements in health in your area?
- How can you learn from how behaviour and practices get spread and adopted through learning from successful health movements?
- How can you focus on changing unhealthy norms in order to improve health in their area?

Audience

This event is aimed community activists, practitioners, policy makers, researchers, representatives from the 50 New Care Model vanguards and health and social care leaders beyond the vanguards.

Fit with other NHS Programmes

This event is put together as part of the support package outlined in “The forward view into action” available here <https://www.england.nhs.uk/wp-content/uploads/2015/12/acc-uec-support-package.pdf>. Working closely with New Care Models Team national partners – Nef, NESTA and the RSA – are working together to provide support to the Vanguards in this area.

Keep up to date with our work through the [health as a social movement project page](#) with access to the latest blogs, videos, events and case studies.



AGENDA

| Time | Activity | Room |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 9:30am | <i>Please arrive in time to register as the session will begin promptly at 10am.</i> Arrival, coat-check, registration and coffee | Reception |
| 10.00am | Welcome <i>Ian Burbidge, RSA</i> <i>Eileen Mitchell, NHS England</i> | Board Room |
| 10.05am | Health as a social movement: an overview <i>Jacqueline del Castillo, Nesta</i> <i>Ian Burbidge, RSA</i> | |
| 10:45 | Presentations & Q&A with vanguard representative: Joanna Volpe, Alzheimer's Society | |
| 11:30am | Break | |
| 11.45am | Table Discussions | |
| 11.45am | Social Movements in your locality: Mapping the system <i>Rowan Conway, RSA</i> | |
| 12:00pm | Breakout exercise on roundtables <ul style="list-style-type: none"> • What are your goals? • Who can support and compel action? • How can we employ positive drivers for, and remove negative barriers to, successfully spreading social movements? • What are the opportunities and constraints, and the context of wider public attitudes? | |
| 13:00pm | Lunch | |
| 13:45 | Feedback from challenge setting: emerging themes | Board Room |

| | | |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| 13:45 | <p>Idea generation: Response to challenges</p> <ul style="list-style-type: none"> • Shortlisting effective solutions, including innovative approaches and how current practice can be built upon. • Roundtable discussions with each group to feed back in turn | |
| 14:30 | <p>Feedback and next steps</p> <p><i>Rowan Conway</i></p> <p><i>Ian Burbidge</i></p> | |
| 15:00 | Close | |

ABOUT THE RSA

The mission of the RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce) is to enrich society through ideas and action. The RSA's commitment to enrich society has remained constant since its foundation in 1754. We have been at the forefront of social change for 260 years thanks to the support of our Fellows, a global network of 28,000 people who share our values.

Today our impact is greater than ever. Fellows have access to the brightest new ideas, innovative projects, a diverse network of like-minded people and a platform for social change.

If you support our mission then we'd like to hear from you. [Join the Fellowship.](#)

"The RSA is without doubt one of the most influential and exciting influences on British public policy. The combination of a stellar public events programme, allied with a brilliant research agenda and a constant willingness to engage with pressing policy questions, means that the RSA is playing a pivotal role in shaping policymaking across the political spectrum."

ROHAN SILVA

Co-Founder of Hubble and Second Home, previous Senior Policy Advisor to the Prime Minister