



Let's Go Southall

Health and Well Being Board Update

Wednesday 23rd June 2021



Health Inequalities

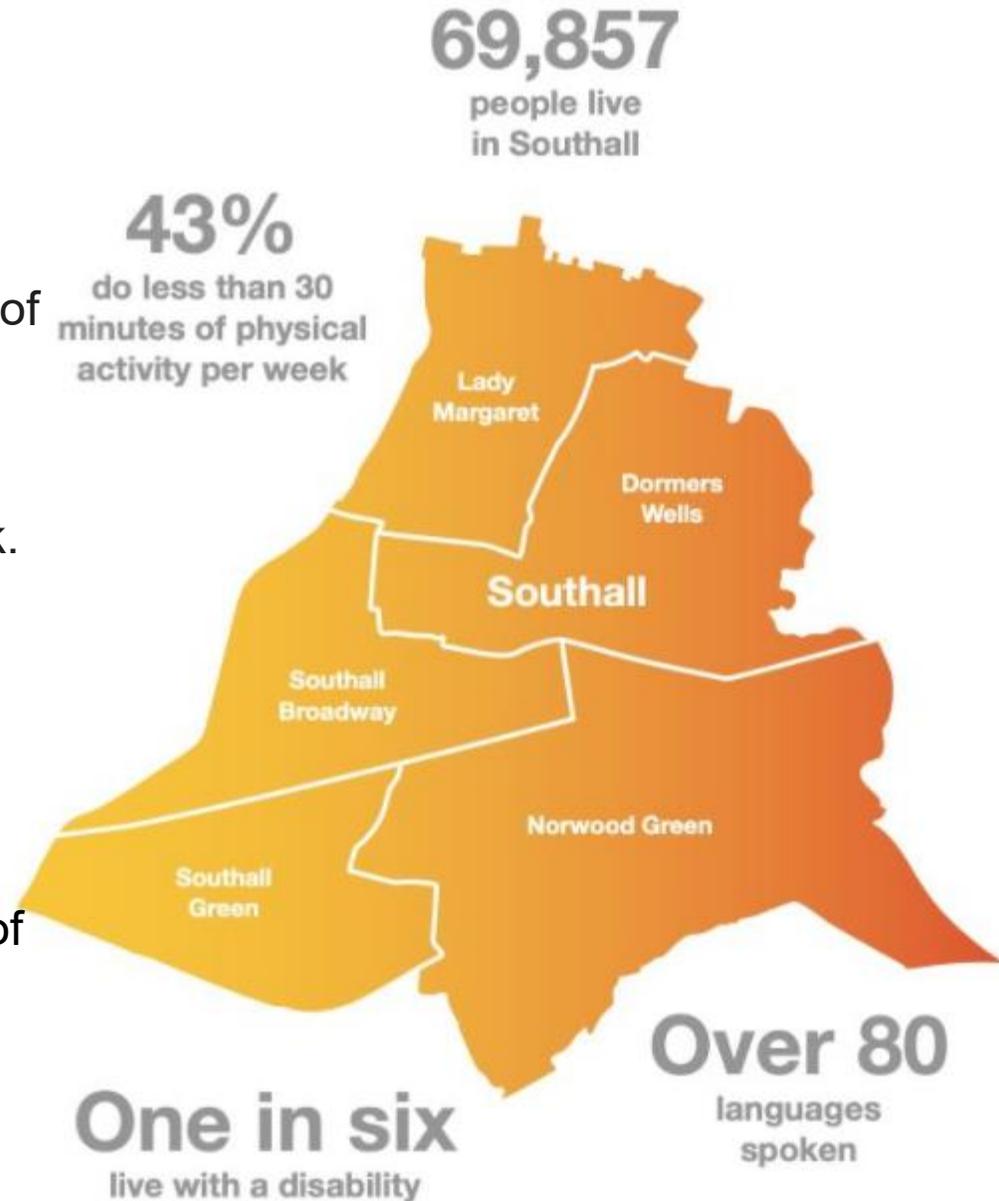
An inactive population of at least 43%*

The Health Challenges faced by people in the most deprived parts of England leads to life expectancy gaps of 10 years. Southall is no different. E.g. 7 years less than Perivale.

A survey of 700 Southall residents had confirmed that 43% were doing less than 30 minutes exercise per week. This contrasted with a borough wide figure of 27% and national figure of 25%.

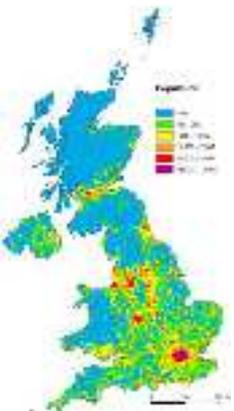
The highest levels of preventable & chronic health conditions in the borough.

Southall has an opportunity tackle inequalities in levels of physical activity and improve health and quality of life.



Southall was one of 12 pilot areas nationally that successfully bid for multi-year funding from Sport England to deliver test and learn (new and innovative) approaches to meet the following ambitions; big ambitions

- To make it easy for people to get active as part of their everyday lives and as a method for meeting their wellbeing needs
- To support people to walk and cycle when they are making short journeys instead of driving
- To positively impact the overall social and economic wellbeing of our inactive people as well as their levels of physical activity
- To enable people to get more active in ways that connect them to their neighbours
- To help people make Southall a better place to live and work
- Create a different way of working between groups within Southall and with the wider public and community and voluntary sector in Ealing and beyond.





Approved by Peers & SE the Blend of
People Power via Social Movement
Place Leadership Development
Physical Infra - Outdoor Gyms and Cycles

New Approach to Tackling Health Inequalities



Movement building is about people, power, change. A core principle of movement building is using the resources people have to create the power they need to create the change they want.

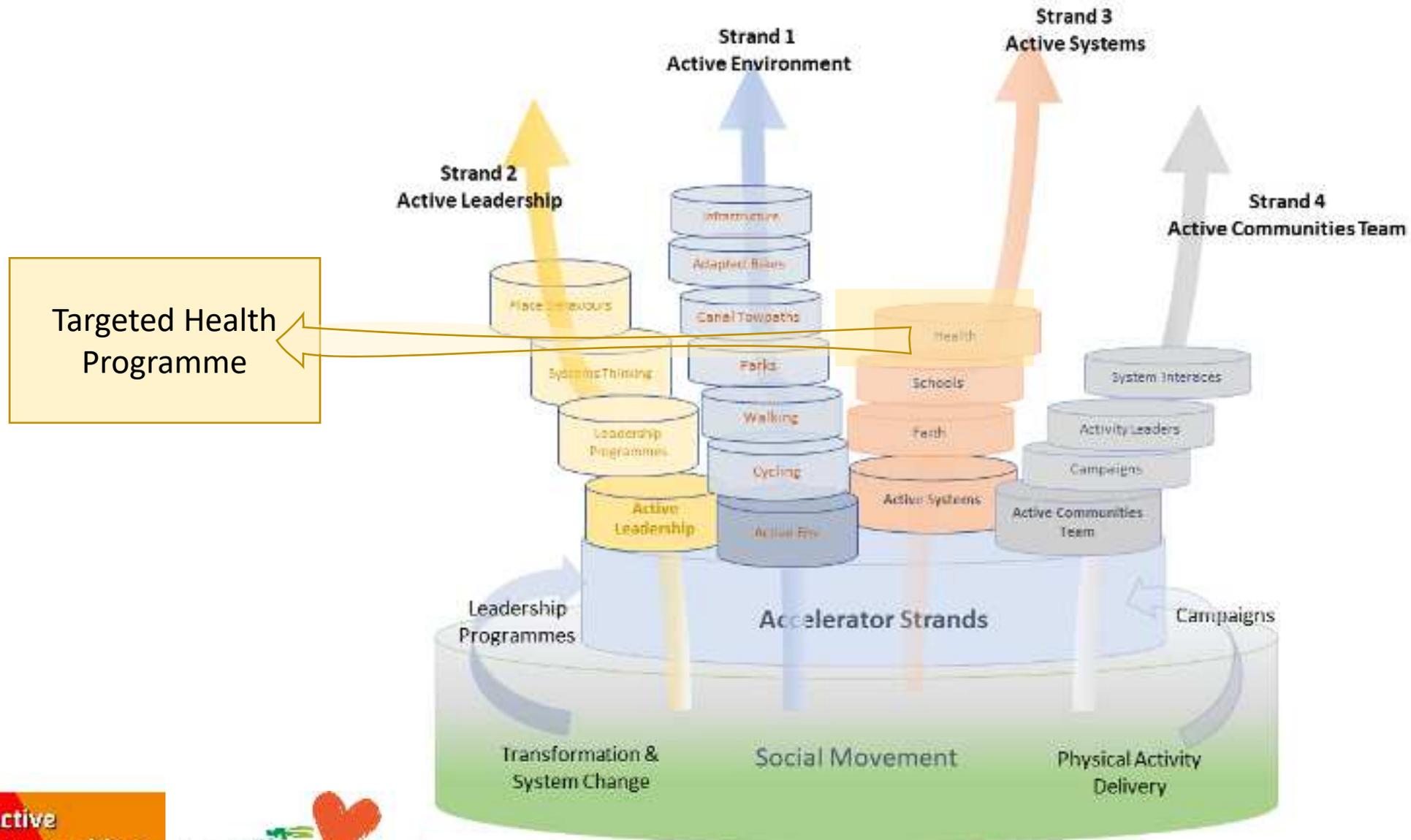


ACT Are Southall People

-  2 Campaign Leads
-  3 Comms Team
-  13 Super Organisers
-  43 Organisers
-  400 Inactives
-  Inactives immediate groups –circa 2000+



Sport England Accelerator Award Strands Overview





Social
Movement
Powered



Let's Ride Southall

Increasing child
cycling activities
summer 2021

fully trained in cycling
45 70 in the
pipeline



Monthly Dr Bike Event

25 bikes used

Over 250+ Bikes
fixed

Plan for 2500

4 cycle repair
runways



Cycle Case studies.
Insight & Evaluation

Adaptive bikes



Southall Cycling
Day event 1st
August 2021

Train 3 Cycling
Instructors



Volunteering Pathways



8 Ride Leaders to lead bike
activities

Create 4 central
Southall hubs

increase cycling
storage



Reduce high level of
car ownership in
Southall, 2.1 per
household

Carbon emission
reduction target



Reduction in
maximum speed



Using community
spaces, parks and
assets



Develop mechanics
support mental well-
being, cycling for
economic benefits,
training and skills.



Full Systems Engagement

Wider Integration. Working
with Businesses etc



Linking cycling with
other partners





DR BIKE MAINTENANCE CHECKS WITH LGS-ACT



**FREE EVENT
EMAIL TO
PRE-BOOK
YOUR SLOT**

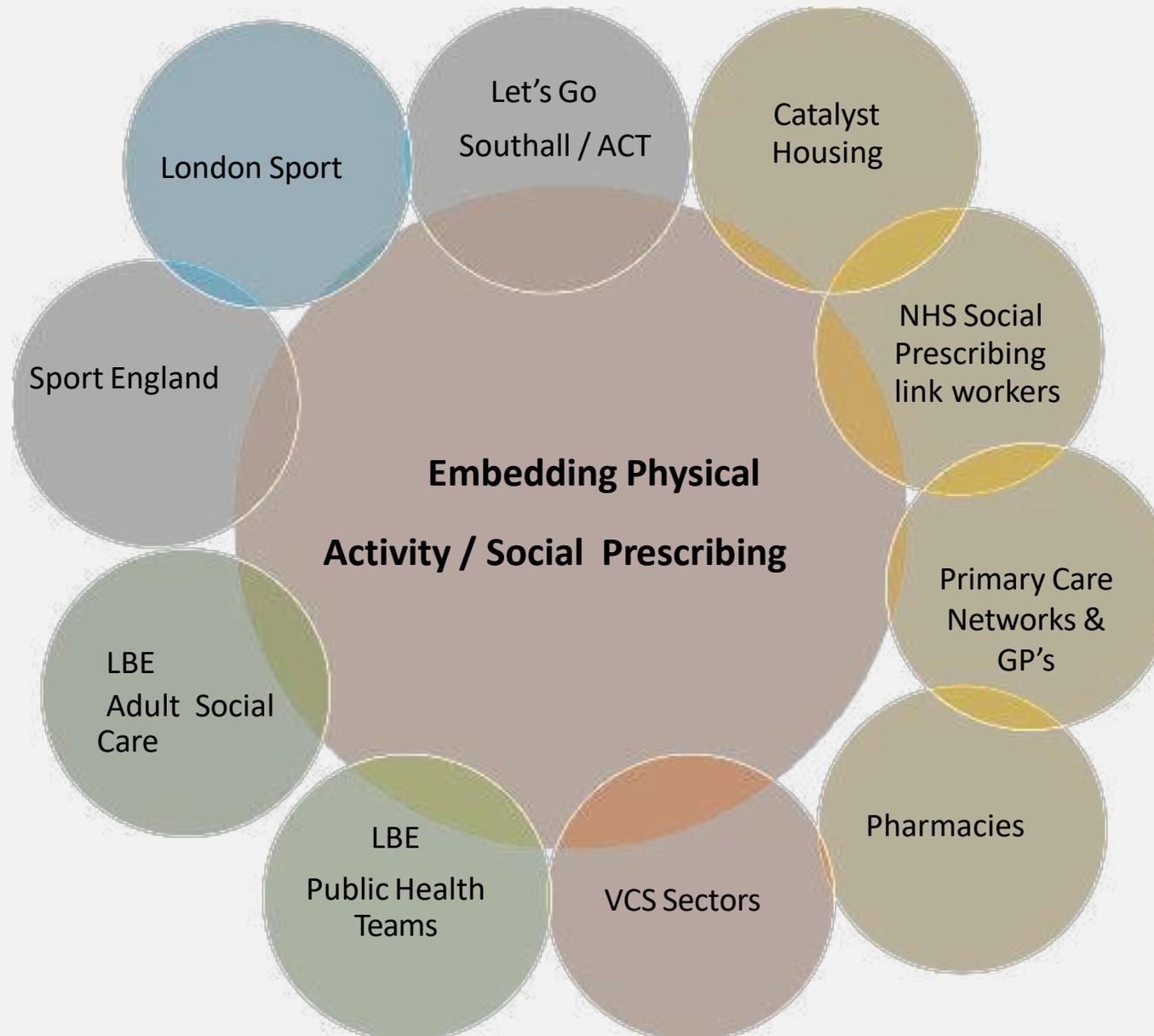


**CONTACT US TO PRE-BOOK: ACTIVITY@ACCTEAMS.UK
📞 RAJINDER - 07596 315 649 | JASPAL - 07545 649 875**

SATURDAY 26TH JUNE

**MORNING SESSION: 10AM-1PM
SOUTHALL MANOR HOUSE,
THE GREEN, SOUTHALL, UB2 4BJ**

**AFTERNOON SESSION: 2PM-5PM
SOUTHALL SQUARE, OUTSIDE LIDL,
57-78 HIGH ST, SOUTHALL, UB1 3DB**



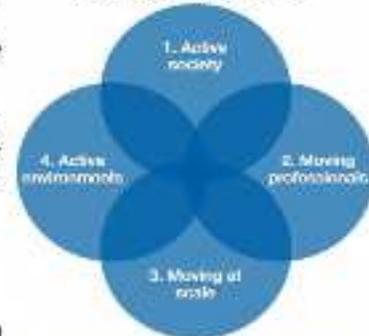
Social prescribing – addressing people’s needs in a holistic way
 GPs and other health care professionals can refer people to a range of local, non-clinical services, supported by a link worker or connector



Whole systems

- A local place based whole systems approach:
- responds to **complexity** through an ongoing, **dynamic and flexible way of working**
 - brings the **local context and assets** into play
 - enables local stakeholders, including communities, to come together - **share an understanding and create a shared vision**
 - embrace the reality of the challenge, consider how the local system is operating and where there are the greatest **opportunities for change**.
 - Works across **organisational boundaries, connecting and aligning priorities**
 - Stakeholders agree actions and decide as a network how to work together in an integrated way to bring about **sustainable, long-term systems change**

Everybody Active, Every Day framework domains



https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/444444/engaging-nhs-physical-activity-link-workers-approach-to-practice-activity.pdf

Health Work Areas

Outcomes

Partnerships & Planning with London Sport



Insight, Capacity and Influence with Primary Care. Barriers and opportunities for PA

Collaboration and Co-design with Adult Social Care



Developing new ways of working in and with social care alongside carers, social workers and assessment processes

Developing Relationships & Behaviour Change with GP's



Creating ambassadors for change; adapting current practices; recruiting inactive residents; creating leadership and embedding ACT as a model.

Housing and Health related projects



Joint approach to scoping activities such as social prescribing; delivery of funded programmes; aligning health outcomes

Mapping & Reviewing Social Prescribing Link Worker landscape



Co-develop strategic approach to Link Worker processes

Creating a shared purpose with Pharmacy Teams



Ensuring physical activity is embedded in conversations; signposting to ACT activity; improve quality of health checks. Promote healthy lives.

Our Ask

To make The Let's Go Southall Programme an integral part of wellbeing and health improvement delivery in Southall. Incorporate the LGS-ACT offer into existing health programmes and delivery. To review community engagement policy to push deeper than awareness raising and offer brokerage to measured behaviour change; making use of residents and local resources, and shifting policy and strategic focus towards helping creating the conditions for self change.

Engaging residents into active lifestyles through LGS delivery programmes and initiatives, including one of the largest active travel cycling projects in London. Residents to consider joining the LGS cycling club which uses peer support to help build confidence and create healthy behaviour change in safe environments.

To integrate the LGS-ACT peoples social movement into the residents engagement model to improve uptake in targeted health programmes. Supporting patient mental health improvement by joining one of the five socio-demographic teams in Southall and taking part in group online or outdoor activity.

Work with our Systems Change and Leadership programmes to discover new pathways into BAME community engagement via specific place based policy. Take part in a targeted health initiative in Southall such as cardiovascular disease reduction project working with the peoples social movement in local faith settings, and importantly their leaders promoting.



- ✓ Working more closely together and prioritising engagement
- ✓ Embedding new Community interface in existing work
- ✓ Trailing a targeted health programme in Southall



THANK YOU

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