



ROCHDALE  
BOROUGH COUNCIL

# Prevention, Information and Access

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# OUR PREVENTION CHALLENGE

## THE PROBLEM WE HAVE TO SOLVE:

**“Services” respond to the presentation of poor outcomes (*ill health, poverty, crime*) when they become too complex.**

**We need to shift resources to ensure people are well & can cope for longer and support people to self manage any long term issues they may have.**

**Whatever we do needs to have opportunities for prevention built in across the whole life-course.**

**“Services” (*expert delivered; problem solving*) are only a small part of the picture and many of the “wider determinants” lie outside of the control of those services – so why just ‘fix’ that bit?**

**And we must focus on maximising the assets of our citizens rather than on the problems that we can diagnose and fix.**

- Prevention is better than cure. It's about stopping things before something happens, or getting help to break negative cycles.**
- For most of us this starts at home, with the support we get from our family or people around us, or the things we learn from stories and experience.**
- Feeling part of where you are from is also important. We want to be part of strong communities that celebrate together and look out for each other.**

### **The change:**

- A holistic prevention approach looking at all the factors that influence health and well-being, crime and poverty**
- It aims to enable services to work with and understand whole people.**
- Everyone knows where to get info and how for them**
- Focus on preventing!**

# **Rochdale Borough All-age Prevention Strategy**

## **THE BUILDING BLOCKS TO KEEP LIFE ON TRACK**

### **2021-2025**

**HOW? It does this by removing inequalities and making improvements in the building blocks that keep life on track to prevent crisis and improve life circumstances:**

- Good relationships in a good home
- Meaningful work/ sufficient income
- Education/learning opportunity
- Culture and social life
- Neighbourhood environment
- Protection from hazards
- Good start/early years
- Having an active life
- Improving internal thinking
- Having services that meet needs

### **OPPORTUNITY TO LEARN FROM INNOVATION IN A CRISIS:**

- **Leadership:** shared mission and permission
- **Support:** driven by people not programmes.
- **Mobilise:** at a hyper-local level
- **Workforce:** became blended
- **Data:** was shared
- **Communities:** identified by how they felt

# OUR PREVENTION CHALLENGE

## SOLUTION

**Better Information** so that people and those who love, care and help them can easily navigate to a solution

# SOLUTION 1: BETTER INFORMATION FOR STAFF

## Heywood with a Heart Prevention Network

How can friendship, wellbeing, work, nature, healthcare and inclusion work together to support heart health in Heywood?

A connection and collaboration event supporting the Rochdale All Age Prevention Strategy

On 15<sup>th</sup> July 22, Action Together brought together VCFSE providers and frontline health and social care staff working in Heywood, to connect people who are working to prevent the causes and symptoms of poor heart health



## SOLUTION 2: BETTER INFORMATION FOR PEOPLE

### Why?

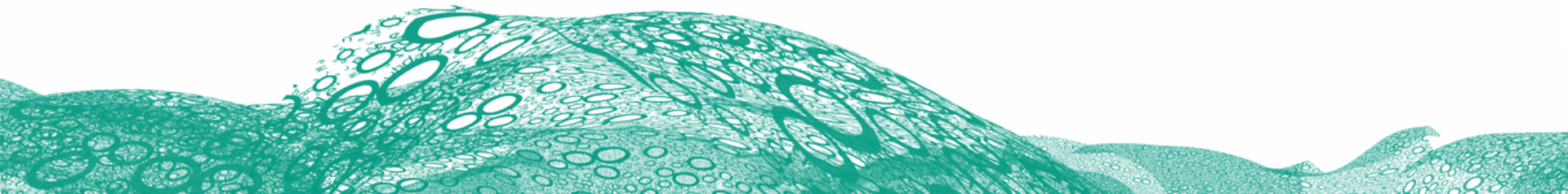
**Being more involved in your community and having access to different local services and support can transform lives. A lot of people are struggling and have immediate and long-term needs but might struggle with navigating all the options or knowing what's out there.**

**We're connecting people with the advice, information, and support that can help with anything that improves our circumstances and how we feel. Whether it be the cost-of-living, loneliness & isolation, or volunteering opportunities, we want to make sure people can easily access the information and support they need.**



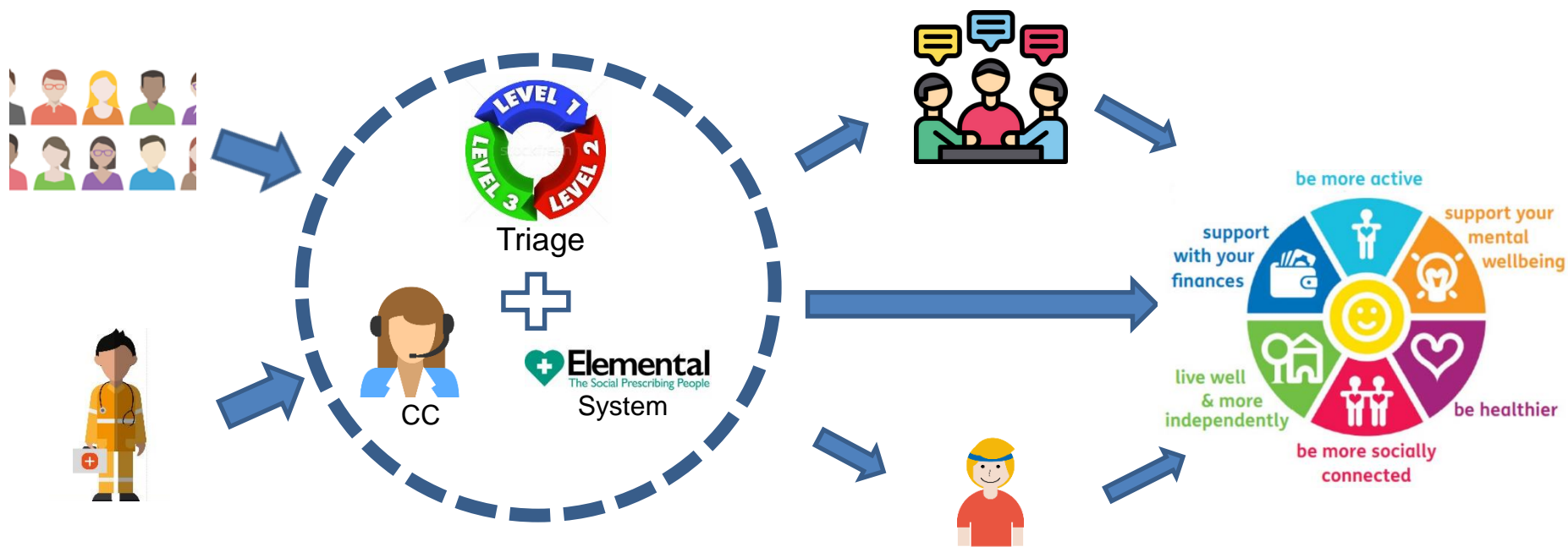
## Background & context

- 'COVID-19 Community Hub Support' helpline number - provided invaluable support to residents, who were able to call a single number and be connected to wider community support, where appropriate, to meet their needs.
- Having a single point of access a successful and efficient model.
- We continue to transition out of the pandemic and seek to recover from its effects, but against the backdrop of an increasing cost of living and poverty crisis.
- Helpline will be an important way of supporting the recovery of our borough, complementing other ongoing initiatives.
- Builds on a foundation of experience and expertise in providing 'good help' to residents from a contact centre team with an enthusiastic, compassionate and flexible culture.





# How does it work?



## Progress to date

- Taking a 'learn and grow' approach, starting small and looking to develop and expand the project.
- Receiving 'social prescribing' referrals from NWAS since May to trial the system
- Aiming for a public launch in November
- Number is: 01706 923 685
- <https://www.rochdale.gov.uk/cost-living>

