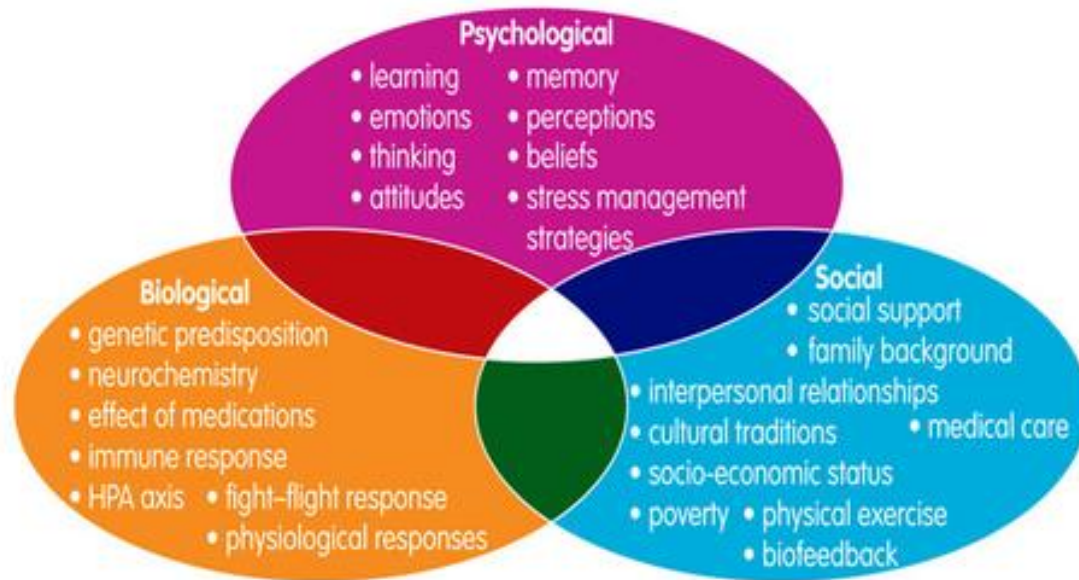


# Behaviour change: from individual to community support



**Vicky Sullivan**  
**Health and Wellbeing Coordinator**  
**Metabolic Health Event, May 2018**

# Shift from biomedical to biopsychosocial approach to understanding health and wellbeing



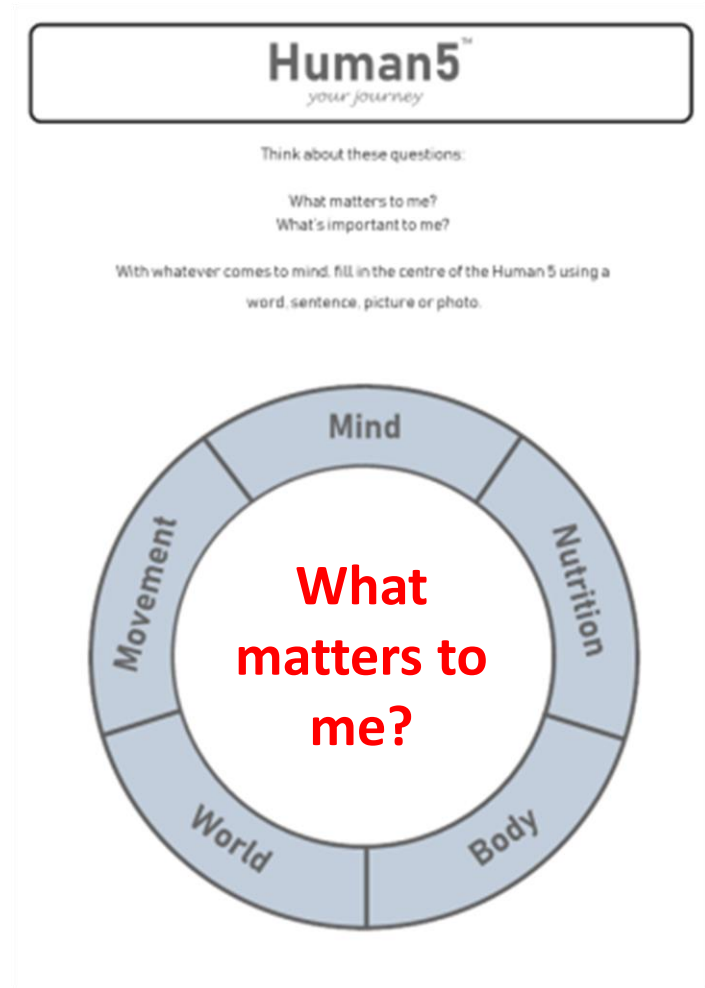
- Behaviours, thoughts and feelings impact on our physical and mental health, and vice versa
- A more realistic model given the role lifestyles play in modern society
- Recognises the wider determinants of health which drive health inequalities



**A framework and tool which enables people to identify aspects of their lives which could benefit from some attention.**

**A solution-focused approach.**

**The person is in control.**



# ‘What matters to you?’ day - 6th June 2018 - NHS

**to encourage and support more meaningful conversations**



- helps to establish a relationship
- to understand the person in the context of their own life and what's important to *them*
- helps to find the best way forward for them.

# Community



**Supporting people to good health**



Creating Health Roadshow

Health Walks

Parkrun

Men's Sheds

Structural Change





# Creating Health Roadshows in towns across Mendip

## Informing, Inspiring, and Enabling Behaviour Change for Good Metabolic Health

### Creating Health in Glastonbury

Join the **Creating Health Roadshow** at their next stop in **Glastonbury** for a fun evening of information & inspiration.



#### A Talk from Dr Campbell Murdoch – Somerset GP

What should we be eating for general health & wellbeing? A simple explanation of the science of Nutrition and Health which is proving successful for so many across the world. With testimonial from Nikki and her success managing T2 diabetes. With Q and A.

**Plus:** Information to take with you. Healthy tasty nibbles to try. Free raffle – *win a WOK!* Meet local health-related groups and charities.

**And:** Optional *Tai Chi for Health & Vitality* session with John @ 9.00pm

**Where:** Glastonbury Town Hall, Magdalene Street, BA6 9EL

**When:** Thurs 26<sup>th</sup> April: 6.45 for 7pm start – 9.00 pm. *Booking*

*Essential!*

E: [info@creating-health.org.uk](mailto:info@creating-health.org.uk) or text 07904804524 to book your place.

This event is **Free** 😊

With thanks to Glastonbury Surgery, Glastonbury Health Centre, and Glastonbury Town Hall for supporting this event. And thanks to [www.taichi24.co.uk](http://www.taichi24.co.uk) for sponsoring this flyer. :-)

This event is brought to you by [www.creating-health.org.uk](http://www.creating-health.org.uk)  
We have a passion for community health & wellbeing, sharing info and having fun!! 😊

Next stop for the roadshow is South Somerset in July 😊

### Information

- Up-to-date nutritional information from a clinician
- Testimonial from a community member
- Question and Answer session

### Inspiration

- Tasty, colourful, healthy and easy-to-replicate buffet
- Opportunity to try gentle exercise – Tai Chi

### Enabled

- Support from health-related community groups and services– including HCM – 1:1 and group support; Zing – health walks, health trainers, activity classes; Men's Shed – social support with H&WB activities; Age UK exercise classes; local F&V suppliers.
- Cooking equipment and recipe books raffled off for free.

# A community event in every sense



- Supported financially by local GP practices – to cover costs of buffet and raffle prizes 😊
  - Local councils providing venue for free (also fits health and wellbeing strategy) 😊
    - Community groups and services getting involved 😊
- Members of the community giving their time for free to organise the event, prepare the buffet and venue, and provide gentle activity 😊
  - Primary care staff giving their time for free 😊



# Walking for Health Scheme



- Over 1,800 free short-medium walks every week
- Led by volunteers
- In Somerset, many leave from GP Practices
- **A gift on your door step**

"I've lost half of the three stone I needed to lose - in less than a year - and intend to lose the other half next year the same way. This has brought my six-month diabetic sugar reading down from high to



# Glastonbury Walkie Talkies

## Reasons given for joining a health walk

Feeling isolated and not fit

New to area – looking for ways to meet people.

Pre-diabetes diagnosis. Wanted to get fitter and lose some weight



**Humans hanging out**

## Benefits of joining a health walk

Confidence, feel fitter and happier

Managing my health

Health up, companionship

Whole new social group

Brought up my awareness about health



# Feedback from one of the team

## I joined the walking for health group to...

- Feel less isolated
- Socialise
- Become (more) active

## Benefits include:

- Feeling less isolated
- Socialising more
- Increased confidence
- Higher self-esteem
- Being more pro-active
- Meet like-minded people
- Awareness and education of eating healthier  
(Although this is still a work in progress!)

“As you can see, the benefits have been so much more than I was expecting. It has given me the confidence to become a Health Walk leader myself, and have gone on to be heavily involved with the...carnival, in turn it has given me the experience and knowledge that I can take into future life-situations and a working environment.”

# Health walks are catalysts for change

**Since September 2013 – one fortnightly walk – one walk leader**

**Now – May 2018:**

- Between 15 and 25 walkers every Friday
- A walk up Glastonbury Tor every three months
- Seven walk leaders
- Weekly walks from 3 GP practices
- Breakaway Wednesday walking and social group
- Christmas lunches
- Creating Health Roadshow team
- Members joining in with local Park Run



# Parkrun UK

“Parkrun is all about inclusiveness and wellbeing. We want as many people as possible to feel part of a real local community brought together by our events, as well as our global parkrun family”.

## **Another FREE phenomenon that’s appeared on our doorstep**

- **By the people, for the people, supported by volunteers**
- **Weekly, 5km timed (if you want) run, walk, stroll**
- **In local parkland or green spaces in 17 countries**
- **9am start Saturdays at 500 locations in UK**
- **Shepton Mallet, Street, Yeovil, Taunton, Minehead, Burnham**



“Running [moving] is one of the simplest and most accessible ways of improving your health” (PRUK)

# Men's Sheds

Sheds are about meeting like-minded people and having someone to share your worries with. They are about having fun, sharing skills and knowledge and gaining a renewed sense of purpose and belonging.

- **Research has shown the negative impact of loneliness and isolation on a person's health and wellbeing.**
- **Social relationships may have an impact on the development of chronic diseases, like type 2 diabetes.**

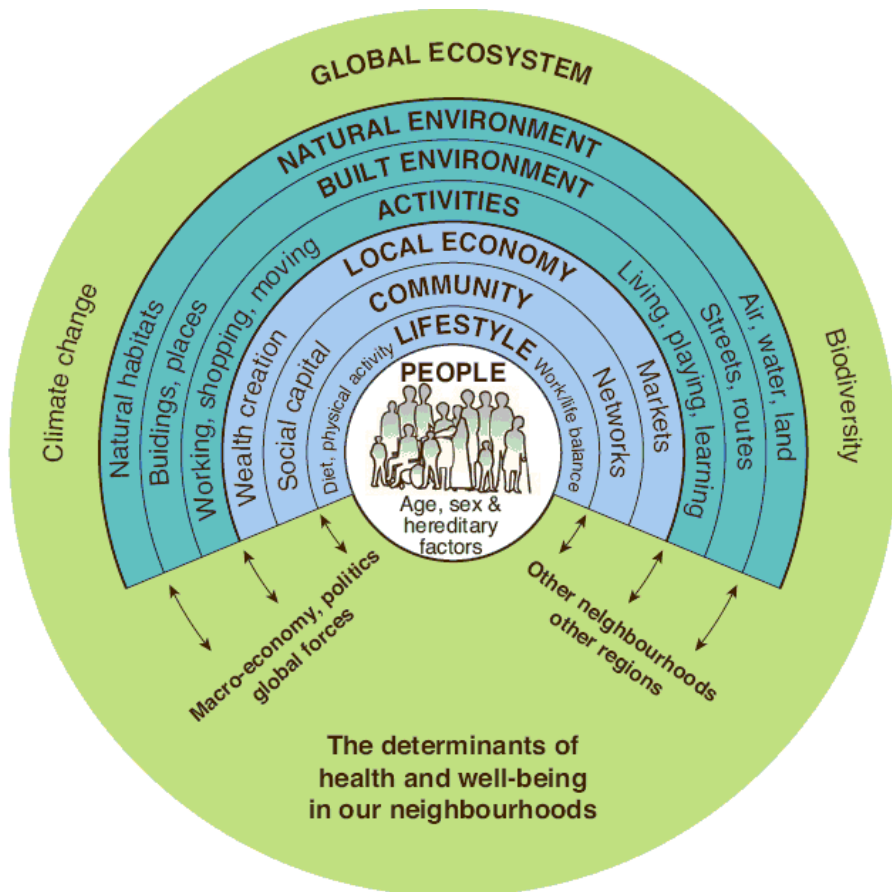


**Street Men's Shed was supported initially by HCM.  
But a group of very determined men made it happen!**



# Individual AND collective responsibility

**We all have a role to play in creating a healthier and happier society.**



- Changes in policy and regulations could support people to make healthier food choices the easier choices.
- Currently, ultra processed and fast food is cheap, easily available and formulated to be 'tasty', not healthy.
- In some neighbourhoods healthier food is not available or is not affordable.
- There is a perception that healthier foods are more expensive.
- Not all neighbourhoods support being active outside.



1. What's important to the person you are working with?
2. Could you organise a community health event for your town?
3. Reach out to local community initiatives



4. Campaign for better food for all