



London – Monday 18 May 2015

Manchester – Thursday 21 May 2015

Changing the world through music...

The first task of the day for attendees was to make their introductions and choose a song that reflected change. Each table was then asked to submit one song that would be used to create the day's 'Soundtrack for Change'.

London's Soundtrack included:

'Happy' Pharrell
Williams

'Tubthumping'
Chumbawumba

'I'd Like to Teach the World
to Sing' Lea Salonga

'I Can See Clearly Now'
Johnny Nash

'Proud' Heather Small

'Reach' – S Club 7

'A Change is Gonna
Come' Sam Cooke

Manchester's soundtrack featured:

'Talkin Bout a Revolution'
Tracey Chapman

'A Design for Life' Manic
Street Preachers

'The Times They Are A-
Changing' Bob Dylan

'Man in the Mirror' Michael
Jackson

'Don't Stop Me Now'
Queen

'The Impossible Dream'
Andy Williams

'Heroes' David Bowie

These songs were then played throughout the day during breaks and also by our very own 'busker' Ed.

Café Conversations

We wanted to spark some creative discussions around the room as part of our Café Conversations and developed three questions and asked everyone in 'musical chairs' style to move around the room to different tables. Your thoughts and views were noted down on the paper tablecloths – and on the next page you can find a selection of comments from both days.

* Engagement needs to be attractive *

"Shifting the Power"

COMMUNICATION
- TWO WAY DISCUSSIONS



How can we ensure that people with lived experience have an equal say in the way that health services are commissioned and run?

There were a number of key themes, which emerged from both days. Empowering people with knowledge and support was often mentioned, as was communication – how people can get their voices heard, training health and social care professionals to really listen with intent and providing training and support for people themselves to get their point across confidently.

There was also a focus on shifting the culture, with an appreciation that the person is the best expert on themselves – they should be seen as an asset. Not everybody wants a say on wider health services but the individual must have options.

What will it take to ensure that everyone with a long-term condition has the opportunity to develop and plan their own integrated, person-centred care and support?

Many comments focused on embedding person-centred care at an early stage – from education and training for frontline staff and from diagnosis of a long-term condition for the individual.

There is also education for people living with a long-term condition – what options are available to them as part of the decision making process and looking towards the community for care and support planning – opening the door to the public and voluntary organisations.

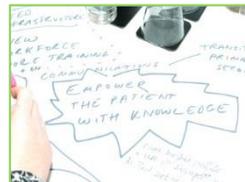
Using the stories of people with lived experience to ‘sell’ the benefits of person-centred care and help clinical staff believe in the changes needed.

What difference could it make if health and care services took a lead role in unleashing the skills and assets in local communities?

Many commented that it was about recognising that the NHS can't do everything and directing people to other organisations (voluntary, charitable sectors) that can do it better and also that it is not about doing more for less, it is about doing more with more.

There was also a focus on making this meaningful, not tokenistic, or a box ticking exercise. Many pointed out that charities and social enterprises were already doing this, but wondered how front line services could find out about what is already available in the community.

Finally it is important to understand what constitutes a community – the neighbourhood approach is important, particularly for prevention, but some people's community is online or based on their health condition.



Workshops



There were six different workshops running over two sessions and they included a variety of topics, such as – Realising the Value, Integration and the Individual and Unleashing the Assets of Communities.

In London, Cornwall's Living Well programme was showcased and in Manchester we had Stockport Metropolitan Borough Council, both discussing a strategic shift to proactive care.

Integration and the Individual was led by NHS England's Alison Austin who took attendees through why integration is needed and where it is already happening. They looked at the lessons to be learned from social care, how personalisation has developed over the past 10 years and how by designing a 21st century care system you can get different results for different groups. The group were then asked to share and discuss what integration or personalisation works in their area and why, or what was needed to make things better.

Realising the Value Johanna Ejbye and Adrian Sieff, discussed how the programme would make the case for a person-centred health and social care system. Using a fictional case study of an elderly woman with diabetes isolated in her local community, workshop attendees thought about the different ways she could be empowered to self-manage her health in partnership with clinicians. Ideas included accessing support and peer networks as signposted by her GP, attending local exercise classes to improve her social interactions and health, and by utilising befriending services provided by local voluntary groups, such as Silverline.

Implementing Care and Support Planning Martin Routledge C4CC Director, Paula Fairweather and Trevor Fossey of C4CC's coproduction group and Helen Sanderson of Helen Sanderson Associates walked people through the process of personalised, integrated care and support planning, both from the perspective of a person living with multiple long-term conditions, and the perspectives of practitioners working within the health and care system. The discussion focused on understanding what good partnership working looked and felt like, and working through the practical changes needed to enable this new way of working.

Health Coaching In Manchester, C4CC co-production group member Sue Denmark had a 'guided conversation' with Dr Andrew McDowell of The Performance Coach. Sue had identified weight as an issue, and Andrew drew out her own insight and expertise to help her identify where she was currently, where she wanted to be and most significantly how she could move from the former to the latter. Sue looked at what she needed in certain areas, such as knowledge and motivation to achieve sustainable weight loss, putting together an action plan which she created and owns. She has since lost 14lbs. In London, Andrew was joined by Dr Penny Newman, Clinical Lead for Health Coaching, East of England and Mandy Rudczenko of C4CC's co-production group.

Workshops

Unleashing the Assets of People and Communities Catherine Wilton, C4CC Deputy Director was joined by Caroline Speirs from Think Local Act Personal, Angela Hayes from What Really Matters, and Cally Ward and Sue Denmark from C4CC's co-production group. They introduced the concept of Appreciative Inquiry and then conducted the first part of one, interviewing each other about their best experience of being part of a community and what they saw as essential ingredients of a strong community, which included a sense of belonging and purpose, feeling valued for your contribution, making friends, and good communication. Evidence about the importance of social networks for wellbeing was shared and ways to build and nurture communities e.g. timebanks and Asset-Based Community Development. Participants then considered what this meant for their own practice/area.

Living Well Cornwall Tracey Roose of Age UK Cornwall and Scott Bennett of Brookwards took this session, to discuss their programme, which was launched in 2012. Attendees learnt how numerous health and social care organisations came together with the community to provide bespoke, wraparound care that meets people's individual needs and ambitions. Scott and Tracey went through how they helped to build people's self-confidence and the results this was showing. The session ended with a heart-warming video to show some of the stories that have come out of their work so far.

Strategic Shift to Proactive Care Nick Dixon and Naomi Davies of Stockport Metropolitan Borough Council talked people through their new model of health and social care, which is based on a 'whole-system' approach. They were joined by Lesley Fitchett who brought a real life perspective to their work, to show how this approach with people right at the centre, surrounded by communities, health care and many other 'players'. Attendees learned what had worked so far and why, including feedback on a project in Marple, which has mobilised the whole community.

Marketplace

C4CC currently has 40 partners, and in order to showcase their activities, programmes and offerings we put on a marketplace, for attendees to walk round, learn more about our partners' work and hopefully make some strong connections to make changes in their organisation. We had stands from Royal College of Nursing, Timebanking UK, Think Local Act Personal, Spice, the Royal College of General Practitioners, Community Catalysts, Shared Lives Plus, Macmillan Cancer Support, Volunteering Matters, Stockport MBC and NHS IQ.



At the end of the day we asked you to tell us what you thought went well and what we could do better next time. Below is what went well and on the next page you will find what could be better...



Everybody was very friendly

Stimulating conversations

Good pace

Learned a lot from the workshops and can't wait to implement my learning

Well presented and positive day

Great organisation and warm welcome

Look forward to hearing about the progress in six months

Well set out day with useful / insightful information

Enjoyed co-facilitating the workshop

Exhibitors were great – as was the networking

Diverse range of attendees

It was great to find out so much is already happening

We were able to learn from each other

Great music – great atmosphere

Varied presentations and interactive approach

Yummy food

The lunchtime coaching session was encouraging and helpful

Really positive environment for open conversations

Loved Ed the busker! It injected fun and creativity into the whole event

The relaxed environment

Very thoughtful and insightful conversation topics

Great sense of togetherness – more of the same please

The session on health coaching was really informative

Great mix of all those involved in person and carer journey

Great to be with like minded people

What we could do better...



Our reflections:

We know people liked the workshops, but we deliberately left a lot of time for informal networking rather than 'taught' content. We will consider a more managed approach next time, for example, using 'open space', but we didn't attempt to have a traditional style conference. We could see people making connections and having really great conversations about how to take things forward, and this was our main aim of the day.

We hope that you felt that co-production was a major theme of the events and we are proud that most workshops were co-produced. We co-designed the events with our co-production group and we took the decision not to have separate sessions highlighting the 'user' perspective as we really wanted to model co-production, sharing power and move away from a tokenistic approach. As our co-production group becomes more established we expect to see people with lived experienced playing prominent roles at all of our events and throughout our work programme.



Your reflections and our next steps

In **Manchester**, we asked you to note down what you had taken from the day – a reflection of what you had learned or appreciated. We have selected a few to share.

It is important to realise small opportunities develop into bigger opportunities.

The importance of keeping moving – keep pushing.

Unleashing the power and capacity of communities is not only important but is critical to the future of public services

Very thought provoking day – but there is still a long way to go...

The awesome power and renewable capacity of people and the community can be mobilised for both system change and individual support

We are at the start of the co-production journey, but we're moving in the right direction

Change is possible

Our next steps

At the end of both days we asked attendees to make a pledge on a postcard, which was swapped with another attendee to be posted back to them. By now we hope you have received your postcard – if you haven't yet sent yours, please do so, to remind your table mate of what they wanted to do with their learning from the event.

You should have also now received the link to access the presentations from the days from our Dropbox account – if you haven't had anything through, please do not hesitate to get in touch.

We will also be sending out a short survey to those who attended, to follow up with you a few weeks on from the events, to see what changes you are planning to make, or may have already made, and how you felt the events may have helped you. Please do look out for this email and respond to us – it would be great to see how our events have made a difference in yours and others' lives.

A final note is to say thank you to all of you who attended, who contributed to the days themselves and all those who have gone on to make a difference from what they have learned.