The Coalition for Collaborative Care wants to create a better deal for people with long-term conditions through the three Cs - better Conversations, strong Communities and Co-production.

**Conversations**
We want to see better conversations between health professionals and the people they support, changing the question from, ‘What's the matter with you?’ to, ‘What matters to you?’ Care and support planning and health coaching are key methods of achieving this.

**Co-production**
We can only achieve change if people, families and communities are involved as equal partners at every stage of decision-making, commissioning, service design and delivery. Co-production involves sharing power and recognising that people with ‘lived experience’ have a hugely important contribution to make as they are living with their condition 24/7.

**Communities**
Growing strong communities and people’s personal and social support networks are vital for health and wellbeing. This includes promoting peer support, support for self-management, working with the voluntary sector and an organisational focus on community development to build bottom-up approaches to health 'creation'.