

MECC-ABCD ANNUAL REPORT 2018-19

Executive Summary

The Together for Health and Care Vision:

Is to develop a proactive model of support that empowers the individual to take ownership of their personal health and well-being. Our approach promotes the involvement and promotion of voluntary and community groups that will create and maintain active and supportive communities



New Addington Walkabout on 23rd November 2018

“The reason I volunteer is based around my idea of what being a citizen is all about. Knowing your neighbours, how to support them and how they can support you as a community.”

Sahra Ahmed, Health Connector- Feb. 2019

Project outcomes

The project has delivered the following outcomes:

- **Reduced demand on primary care** - Large numbers of people engaged in social activity so they can access social support and are not as dependent on services

- **Supported clinical workforce** - Improved knowledge among the clinical workforce to direct patients to support from within their local community, including informal social networks/groups
- **A vibrant VCS** - Diverse range of sustainable health and wellbeing activities that are accessible and well attended by local people
- **Local Voluntary Partnerships** - Bringing together all health stakeholders in localities to form positive, sustainable partnerships, including; VCOs, grass roots groups, Patient Participation Groups and statutory health professionals
- **A stronger, better-informed community** - Nurturing a culture of self-reliance, strong community and shared decision making, so patients feel confident and empowered to play an active role in decisions about their care. Increased awareness of connections and support available, including the use of PDAs, Health Help, Live Well, 111 and Pharmacy First
- **Evidence to support upscale across all Croydon's GP Networks** - Evaluation metrics aligned to the Together for Health and Care Outcomes Framework to evidence impact. Evaluation evidences the benefits of the project within the CCG's transformational programme.

Headline achievements:

- Created ongoing local partnerships with a range health and social care initiatives such as: Best Start partnership, Age Uk, Croydon Social P, St Paul's, Just Be, Gateway, London Learning Foundation, Shaw Trust, St John's the Evangelist, Stanley Halls, Waterside Centre, Good Food Matters, Wild in the City and Pathfinders
- Enabled 22 new community led initiatives to combat social isolation and bring about better health outcomes, along with light touch support for existing activities
- Hosted regular partnership events to cascade learning across the networks and agencies
- Engaged the wider Voluntary and Community Sector (VCS) in One Croydon's evolving Local Voluntary Partnerships
- Linked with frontline health staff, including GP practices and Pharmacies, and policy makers to support social prescribing by nurturing community led action and working alongside VCS delivery groups to build capacity
- Identified and supported 30 Community Connectors to gain confidence and leadership skills across 3 GP Networks
- Underpinned Croydon Social P activity with Asset Based Community Development/ Community Building to nurture stronger, more resilient communities

- Hosted 6 Communities of Practice meetings enabling partnership working and asset sharing between all health stakeholders
- Hosted 3 Walkabouts celebrating community activity and inviting gifts, partnership working and further reciprocity
- Reported bi- monthly to the Together for Health and Care Board. Following positive response to 2017-18 film version of the annual report, there will be a film version of the annual report for 2018-19 for presentation to the TfH&C Board
- Delivered UK wide, rolling training programme on ABCD with Cormac Russell, Nurture Development, using CVA's delivery as best practice examples; <https://www.eventbrite.co.uk/e/asset-based-community-development-workshop-for-london-those-working-in-vcses-voluntary-community-tickets-55269437375>
- Built on CVA's online, searchable database of VCS organisations and grass root community groups, developing an activities database: <https://www.connectwellcroydon.org.uk/>, to support social prescribing, kept up to date by Croydon's Volunteer Centre

Ambition

- **Achieve better health and care outcomes** for people in Croydon
- Increased connections for community and personal resilience
- **Increase access to Croydon VCS**
- Building health partnerships and increasing capacity in the VCS
- **Reduce reliance on General Practice**
- Support GP practices and Pharmacies in Croydon to better utilise community resources for the benefit of patients' health and wellbeing and to reduce pressure on health staff

The Year Ahead

Strengthening our work in Mayday GP Network: working in partnership with Croydon University Hospital (CUH), we have gained support from the CEO of CUH to have Health Connectors visit patients preparing for discharge from CUH and invite them to connect with their community for support and next steps towards better health outcomes.

1. Introduction to ABCD- MECC Project

In 2018-19 CVA deepened relationships and practice, with a focus on the New Addington and Selsdon, Mayday and Thornton Heath GP Networks. We've nurtured greater health and wellbeing outcomes through community-based initiatives, linking patients to community activity, instigating innovative co-production with health practitioners and initiating sustainable local partnerships.

The approach adopted is based on the principles and practice of Asset Based Community Development (ABCD). ABCD aims to enable people to be independent and resilient and to support themselves, their families, and the people around them to live healthy lives.

The priority is to encourage people to get involved in their local neighbourhoods by utilising their skills and knowledge. Community Building and the work of Community and Health Connectors has played a part in energising residents by weaving their community together and engaging positively with health care professionals and policy makers.

This intentional activity has developed citizen led approaches to building communities that are strong, healthy, safe, educational and sustainable. The ABCD activity in Croydon has shown that health and wellbeing is determined by how well strengths are expressed, not by how well needs are addressed. There is an implicit acknowledgement that local families and communities have unique competencies that cannot be replaced by professional intervention, or service and programme-based responses.

The MECC-ABCD project works with health professionals to nurture self-reliance and responsibility among residents, to relieve the pressure on healthcare services and to deliver sustainable health and wellbeing outcomes across Croydon through GP Networks.

2. Examples of community led action in GP Networks

All ABCD initiatives have involved the time and gifts of citizens many of whom have been labelled as isolated and vulnerable. These projects have offered local agencies a clear lead as to how to support community driven activity and see communities as 'half full not half empty'.

2.1 New Addington and Selsdon- community led activities:

The Community Builder has supported citizens to lead on a range of community led activities in the area, including:

- Community Walk for Senior Citizens with Complex Health Care needs (see case study 2.2)
- Community Kids Choir at Good Food Matters- Community Food Learning hub
- Men in Sheds
- Body Harmony, a free exercise group for those suffering with constant pain and/or complex health care needs (see case study 2.2)
- Dad's exercise

- Kerry's Suicide Prevention project
- Wellbeing Yoga project
- Diverse Sports
- Gardening project
- Pathfinders youth empowerment project
- Welderlies Staying Well Winter Campaign
- Older People's Network (OPeN)- Valentines event

2.2 Case Studies:

Walking Group for those with complex healthcare needs

During a Christmas community lunch event at Family Centre Fieldway a group of elderly ladies asked our Community Builder for support in setting up a walking group appropriate for the needs of individuals with special and complex healthcare needs. Pat, Dot, Hilda and Liz wanted to set up a walking group suitable for others like them who have complex health care needs including people who require walking aids. Our Community Builder researched existing exercise provision available locally and, finding a gap in provision, discussed with the group (which had grown in number to 9 residents in later life) how this idea could be developed and what they would need to make it happen. Having agreed on potential walks in the area the group came to the conclusion that they would need a disabled access mini bus for their venture. The group asked our Community Builder to invite local VCS groups to identify support in taking this forward. Pathfinders were keen to support and one of their volunteers holds a minibus license. Our Community Builder supported the group to put in a funding proposal to One Croydon's LVP and we are awaiting the outcome.

Body Harmony

Body Harmony is a free-of-charge gentle stretching, breathing and exercising class for people in later life and specifically for those with complex Healthcare needs. The weekly class is held in New Addington Library and instructed by Keith who volunteers his time and is a qualified martial arts teacher. Keith also runs sessions in Purley, Selsdon, Ashburton Park and Ashburton Hall. The participants, who suffer with complex conditions, are lyrical on how the class is their life line, enabling a social life, regular and appropriate physical exercise in a welcoming environment. Our Community Builder has supported this initiative by:

- Building capacity- Keith attending CVA training on 'Setting Up a Charity' and accessing 1-1 support to maximise his community offer and create long term sustainability
- Social prescribing- inviting residents with disabilities and complex health conditions to take part
- Connecting stakeholders incl: all local Councillors, VCS, grass root community groups, Health Connectors, GP practices, Fieldway Pharmacy and One Croydon
- Meetings with participants to recognise their talents and passions and link them further into community life

3. Social Prescribing- General Practice

CVA's Community Builder has worked with GP Surgeries and Pharmacists across the New Addington and Selsdon Network supporting practice-staff to connect with the local community and gain local knowledge of the voluntary and community life available to their patients.

3.1 Case study: Dr Baskaran & Partners GP Surgery

Our Community Builder has been working with the Practice Manager Jeanette Hooker and her team to link the practice to the community by providing up-to-date local information on VCS activities. Our community Builder has supported the GP practice by:

- Working with VCOs of all sizes across the GP Network, informing the sector on 'social prescribing' and how they can work more closely with their General Practice and Pharmacy
- Hosting Community of Practice meetings, alongside the Patient Participation Group, linking VCOs and the GP practice to initiate relationships and partnership working. Activities linked to the practice include:
 - Imagine supported Kingfisher mental health provisions
 - Centre of Change Mentoring and Counselling services
 - Good Food Matters- Community Food Learning Club
 - Pathfinders
 - Family Centre Fieldway- Food Stop Shop initiative is supporting those below the poverty line through heavily budgeted shops and providing a safe, social zone
 - Salvation Army activity for retired people
 - Grass roots activity, such as; Body Harmony
 - Family Support Workers based at schools and churches
 - Local resident groups
 - Events, such as; regular coffee mornings
- Providing an 'asset map' of the local area of community activity, groups and other support organisations listing, for example; mental health charities and free counselling services; <https://cvalive.org.uk/abcd/our-abcd-projects/new-addington-fieldway-asset/>, and demonstrating our Croydon wide searchable activities database; <https://www.connectwellcroydon.org.uk/>

3.2 Health Connector model

In August 2018 CVA underwent an in-depth review of the Health Connector model. We recognised that the paid sessional worker model was not financially sustainable for upscale across the borough without securing significant additional funds. In keeping with the shortlisted but unsuccessful Croydon NHSE partnership bid for social prescribing we have started trialing a volunteer model with good volunteer management, training and support

all costed in. Championing volunteering, our Volunteer Centre based in in Centrale is well placed to support the upscale of this model, advising on the recruitment, training, mentoring and placement of our volunteer Health Connectors.

Case study: Health Connector

Sarah is a qualified lawyer with her own firm in central London and has been recovering from a stroke and brain tumour. Sarah has a passion for combatting homelessness and food poverty. She attends Body Harmony (see case study above) and volunteers with Crisis, Food Cycle, the Baptist church in Upper Norwood and the West Croydon Methodist Church. Our Community Builder invited Sarah to The Food Poverty Action Plan Workshop organised by Public Health, where she made strong links with other organisations working with below poverty line families and individuals. Sarah attends Age UK activities in Ashburton Hall such as: chair based exercises, physio therapy and chair base dances and spreads the word, talking to others about their next steps to better health and handing out leaflets to those with complex healthcare needs.

Case study: Health Connector

Sahra is a mother of four and lives in Fieldway who would like to become more active in the local community and help disadvantaged, local families. Our Community Builder has provided mentoring support so that Sahra can act as a volunteer Health Connector, linking her to the following community activities:

- Homestart- following training Sahra is now a 'Parent Champion' supporting local families with community signposting activity
- New Addington Pathfinders- Sahra helps to share local knowledge on financial, health and wellbeing support
- Good Food Matters- Sahra volunteers, learning about growing vegetables and supports the workshops on healthy eating and cooking skills, taught by a nutritionist
- Sahra helps Stella Osman (local solicitor) to support homeless people, those with complex housing issues, families that require social services and individuals who seek legal advice or protection from the police



“The reason I volunteer is based around my idea of what being a citizen is all about. Knowing your neighbours, how to support them and how they can support you as a community. I seek to learn more about Community, health and education I can honestly say that my knowledge has dramatically improved by working alongside James and local residents.

I only work with people I can trust and rely on. My highlights so far have been meeting the Mayor of Croydon at CVA AGM, being involved in meetings creating partnerships integral to Health in the Community and connecting to new exciting local opportunities”

Sahra Ahmed, Health Connector- 08.02.19

3.3 Enabling Self-Management and Self Care

Our Community Builder and Health Connectors promote self- management and self-care to their peers. The following case study serves as an example of how that looks in practice and how the positive cycle of peer support is sustained.

Case Study: Enabling Self-Management and Self Care

Lisa is a mother of 5 children living in New Addington with multiple illnesses, constant pain and mental health issues including PTSD. Our Community Builder is known and trusted in the area so was able to connect with Lisa in a local café. Lisa had no knowledge of activities/services outside of her General Practice but wanted to access counselling, improve in confidence and be able to contribute to the community. The Community Builder was able to support Lisa to access the following activities and services:

- Housing and debt support
- MIND mental health counselling
- Centre of Change Counselling support
- Good Food Matters- local food for wellbeing course (Lisa is accompanied by a volunteer to help her social anxiety and build confidence)
- Body Harmony, a free exercise group for those suffering with constant pain and/or complex health care needs

Lisa is making great progress in managing her own health and wellbeing and is feeling more confident and better able to support her family. Lisa has ambition to volunteer to help other people to access community support.

4. Local Voluntary Partnerships (LVP) in action:



Croydon's Community Health and Care Alliance on 14th June 2018, bringing the VCS together on One Croydon's ambition for Local Voluntary Partnerships

4.1 Walkabout- New Addington & Fieldway on 23.11.18



CVA's community walkabout in New Addington and Fieldway in November 2018 visited key local assets, attendees included: Cllr Simon Hall, Cllr Louisa Woodley, Anne Flanagan, Adult Social Care, Jane Nielsen, Regeneration Manager for New Addington, Lynda Graham, Live Well and Just Be, Rosalind Freathy and Lisa Connolly, CCG and Amanda Pavon-Lopez, London Learning Consortium.

The walkabout initiated interest in local assets and relationships were started between members of local community organisations and volunteers.

“It was a great way to see what’s going on within the community and to get a feel of the area”, Rosalind Freathy, One Croydon Community Facilitator



New Addington & Fieldway Walkabout on 23.11.18, Family Centre Fieldway- Food Bank with Julia Weller, Manager, and Amanda Pavon-Lopez, London Learning Foundation

4.2 Community Hubs- Good Food Matters (GFM)



“Hi James, I just wanted to say thanks.. your role is really proving invaluable to us and I felt that we needed to acknowledge some of the support we have received:

- *Support with linking in a grassroots level with local parents*
- *linking in with LVP coordinators (and also then access to funding not aware of)*
- *links to social prescription*
- *new volunteers and referrals to our various programs*
- *links to patients, PPGs, and Chairs*
- *linking in with local GPs*

There is more.. you have been constantly promoting our work. Particular thanks for organising the local walk about as that was really impactful for us.

*Thanks again, Amanda (Manging Director of Good Food Matters): and the GFM Team”
21.1.19*

Good Food Matters (GFM) is a Community Food Learning Centre based in Fieldway and a multi-purpose community asset ran by three part time staff and a team of volunteers. Our Community Builder has supported the charity by linking them to:

- **Social prescribing** - Working with Health Connectors to invite socially isolated parents and other local people to get involved with GFM and introducing active residents who are now GFM volunteers. Connecting and raising profile of GFM with local General Practice and Pharmacy.
- **Patient Participation Groups**- As a food charity pioneering healthy diets for families and those recovering from complex health care problems requiring a specified diet, GFM educate individuals on managing their diet. New Addington's Patient Participation Group has started working in partnership with GFM and are planning to hold community open talk events at the venue, such as diabetes health talks. Diabetes is a key health issue for Croydon and the nearest diabetes support group is in Monks Hill.
- **One Croydon's** Community Facilitators invited GFM to apply for their LVP funding opportunity for a project idea discussed on the walk about, Men in Sheds. CVA's Community Builder also linked GFM to the Phoenix Community Gardens project who are bringing a similar Men in Sheds project to Croydon and have offered support to set up the initiative.
- **London Learning Foundation** supported to connect with local health and wellbeing stakeholders in a Community of Practice meeting held at Pathfinders. The meeting was attended by the Managing Director of Good Food Matters, both the Volunteer managers of Pathfinders, Mentor and Young Carers lead for Fairchildes Primary School, the Best Start Community Builder and local residents. The meeting has led to Pathfinders and GFM working in closer partnership and all parties working together on community events.
- **Adult Social Care**- Introducing and supporting a relationship between Adult Social Care and GFM with a view to enabling opportunities for service users to access community support, such as: qualifications, day activities, learning gardening and cookery skills, education on healthy eating.
- **Live Well, Just Be** Advisor for New Addington and Selsdon, Lynda Graham, introduced to GFM to link the Croydon Health Programme and the Food Learning Site.
- **Local Councillors** became more aware of the value and potential of GFM and learnt how the asset supports all kinds of community activity, such as; a local community choir for kids.

5. Added Value

The MECC-ABCD project is supported by CVA's ABCD programme of work in Croydon. This links into Thornton Heath and our ambition is to upscale across all GP Networks.

5.1 Community led projects in Thornton Heath

Examples of local, community-led projects initiated and sustained with CVA's Community Builder support include:

- Dementia Drop In- Prince George Pub
- Age UK- Memory Café
- Parchmore Methodist Church Shopping Service (see case study)
- Thornton Heath Community Garden (see case study)
- St Paul's activities incl: Plug In- 'Conversation around safety for older people'
- Manor Farm Nature Space
- Thornton Heath Arts Week
- Well Versed Ink
- Edible Garden project
- Thornton Heath Community Action Team
- Thornton Heath Chronicle
- Brigstock Hostel activities
- Parchmore Medical Practice's Family Day and diabetes events
- Mental Health Awareness event, 'Remove the Stigma', on 2nd July, in partnership with Shaw Trust, Crystal Palace Football Foundation and the local community

Parchmore Methodist Church Shopping Service

Background – The church ran a shopping service for elders within a 1-mile radius of their base, where they would be picked up, taken shopping, to the café and returned home. It was an initiative to assist those with mobility issues and combat social isolation. Changes to the churches schedule resulted in their bus no longer being available despite residents reliance upon the support. CVA's Community Builder engaged Croydon Council, Parchmore Methodist Church, Croydon Volunteer Centre and Age UK in conversations to map the assets in the area and has helped bring the service back to life.

The Community Builder linked in other partners, including:

- Croydon Social P in Mayday and Thornton Heath GP Network
- Thornton Heath High Street Improvement work alongside the Thornton Heath Community Action Team
- Prince George social hub – sourcing support for development of activities for older people



Thornton Heath Community Garden

Background -obtained funding from the Metropolitan Parks and Gardens fund to make space accessible for an intergenerational initiative. The project fosters intergenerational engagement in the garden: The garden seeks to increase the involvement of residents, local schools, and agencies for all to enjoy and benefit from activities, fostering a strong intergenerational element of the garden to bring together older residents and young people to plant and grow together, providing a forum for an exchange of skills and experience. Already, regular volunteers include children ranging from as young as 4 to 13 years old. We liaise with the Winterbourne Girls school and Age UK, both of which are based in the local area and in the case of the school, have played an integral part in the evolution of the garden to date. The project will work with the school and Age UK to arrange specific timeslots for people to drop-in, maintain, contribute to the current growing sites, and potentially develop new areas for growing. This work will feed into the school's curriculum and play a key role in further bringing the community closer.

Update – Local organisation Pamper Indulge Give and Thornton Heath Community Garden (both ABCD projects) have devised an intergenerational gardening project that involves children from three primary schools learning from elders to grow and cook their own produce.

Children from Winterbourne Girls, Winterbourne Boys and St Cyprian's will take part alongside elders from the local community in the afterschool programme, led by Friends of the Community Garden and a gardening tutor.

5.2 Social Prescribing- supporting Croydon Social P in Thornton Heath

There's been extensive community building in Thornton Heath since the initial ABCD pilot project in 2011, funded by public health.

When Parchmore Medical Practice set up a Practice led- Social Prescribing project in 2017 our Community Builders worked in partnership to complement and link the initiative. Working alongside the Parchmore Practice in Thornton Heath we continue to underpin their social prescribing activity with community building and have worked with individuals to initiate activities, groups to come together and overcome challenges and organisations to start up and to build capacity.

As the Thornton Heath social prescribing model was up scaled to cover all GP Networks in 2018, our Community Builders (including Best Start Community Builders, employed by CVA's partners) and Health Connectors have continued to identify local assets, invite community led activity and link to Croydon Social P. In July 2018, our MECC- ABCD Community Builder was invited to join Croydon Social P as their 'Social Prescribing Coordinator'. Jennine Bailey joins her former CVA colleague, Paul Macey, who now works with both CVA and the Croydon Social P.



Thornton Heath Walkabout- 17.4.19, picture shows Pam Cumberbatch, Unique Roots, Ellen Schwartz, Consultant in Public Health, and volunteer gardener

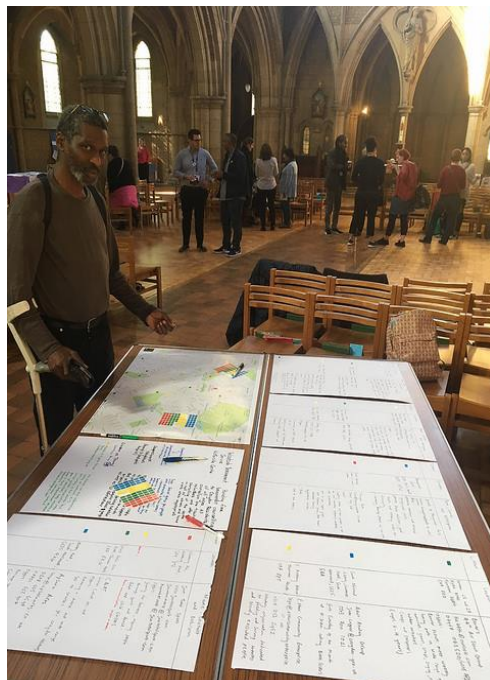


Thornton Heath walkabout- 9.5.18, attendees Included: Best Start Manager, Denise Clements, Andrew McCoig, CEO Local Pharmaceutical Committee, Brian Longman, Patient Representative TfH Board, LEAP Family Outreach Workers

5.3 The Local Health and Wellbeing Collective in S/U Norwood

Tea, Talk and Map on 10.10.18

The ‘Tea, Talk and Map’ event, in Upper Norwood, hosted in partnership with St John's Church Community Action Hub, Auckland Surgery and The Social Prescribing Partnership and CVA, brought together for the first time in this locality; residents, community led activities, voluntary and public-sector bodies and practitioners to share local knowledge, connect and develop new initiatives. As we held the event on World Mental Health Day 2018, together we raised £165 for the Mental Health Foundation and Young Minds mental health charities.



CVA Trustee, Guy Pile Grey, at the Tea, Talk and Map event at St John's the Evangelist

6. Evaluation techniques

We have used a mixture of tools including Case Studies, capturing individual and partnership journeys, and Outcome Star. A short film presenting highlights from the 2018-19 MECC-ABCD project will be presented to the Together for Health and Care Board.

We have also sought to use enhanced evaluation techniques to capture the journey of the patients signposted by Health Connectors. This includes the methodology used by the Thornton Heath GP Network Social Prescribing initiative led by The Walker Group which specialises in behavioural change. The evidence gained will support independent evaluation to assess the impact of the approach across the GP Network in preparation for making the business case for adopting the approach in other GP Networks.

We continue to explore the possibility of tracking patient journeys via Connect Well Croydon referrals which could be linked to NHS numbers for analysis and evaluation by health professionals. Issues relating to data protection and safeguarding have prevented this from happening to date. We are in discussion with EMIS, the system used by GP Practices, who have confirmed that Connect Well Croydon is compatible. However, Croydon Social P is exploring all technical options and we are awaiting a decision on this.

Further information available via:

- <https://cvalive.org.uk/abcd/>
- <https://www.nurtureddevelopment.org/>
- <https://resources.depaul.edu/abcd-institute/Pages/default.aspx>

7. Next Steps

Our first aim is to maintain funding and support for this flagship project, providing good practice and strategic lead for dissemination across the borough. Beyond this, we are seeking extra resource to support: an extended role for Health Connectors in GP surgeries; complimentary use of the Connect Well social prescribing platform by Health Connectors alongside practice staff; and partnership bidding to leverage external funding into LVPs.