

Greater Manchester  
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# Priority plan: Health and care integration



# Health and care integration

## Our shared ambition

Ensure that movement, physical activity, and sport play their part in health creation through truly integrated approaches to health and care in every neighbourhood across Greater Manchester.

## Our contribution

Use the pragmatic ways of working and priority areas from our deep dive evaluation to position physical activity at the centre of health and social care agendas.

# Health and care integration

## Our activities

### Lead

- Ensure that all layers of the system have access to time and resources to understand the opportunities and benefits of integrating physical activity. Utilising approaches such as:
  - Physical Activity Clinical Champions
  - Active Practices
  - Social prescribing
  - Moving Medicine
- Use data and insight to understand, identify and target areas of greatest inactivity and poorest health outcomes.
- Develop further robust evaluation and evidence by continuing to capture reflections of learning and progress made.
- Create and share co-produced stories, messaging and framing with partners across the region including health and care and VCSFE. E.g. strength messaging and women's health campaign.
- Showcase the work done in communities that supports embedding movement in health and care systems with a particular focus on mental health.
- Enable safe spaces, and facilitate and convene conversations that share good practice and learning to grow the movement



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## Support

- Continue to identify and support local community champions and trusted transmitters to act as conduits of the promotion of physical activity in neighbourhoods.
- Amplify national and local positive messages and campaigns that support the narrative around movement and health.
- Share and utilise our insight, experience, and established reputation to push more challenging discussions at a strategic level regionally and nationally.

## Connect

- National and local priorities via the Active Partnership National Organisation, Sport England and collaborative group (NHS Horizons) to understand national priorities and direction, share learning to build the capability and impact of the AP Network.
- Connect to existing forums to ensure that movement is a core priority for all health and social care agendas.
- Ensuring movement is part of the implementation of the GM Mental Health and Wellbeing Strategy, 'Doing Mental Health Differently 2024-2029' via approaches such as NHS Talking therapies and connections with primary care and community services.



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## What is the change we want to see?

Progression against the 5 enablers of change:

- Involving local people and growing assets
- Learning and adapting
- Effective work across and between sectors
- Strategic leadership enabling collective leadership
- Transforming governance and processes

Progress against the identified pragmatic support to system integration (detailed in our deliverables) within the key areas of challenge and opportunity such as waiting well, mental wellbeing and priority pathways demonstrating impact for our target audiences.

## How will we know?

Progress captured through:

- Monthly reflections and quarterly sensemaking by enabler
- Bi-yearly updates to priority plan tracker of enabler maturity with evidence
- GM Stakeholder Survey perceptions of enabler maturity across the system
- Deep dive research for emerging priority themes via observations, interviews or commissioned evaluation

