

Greater Manchester Physical Activity, Health & Social Care Integration (H&SCI)

Pragmatic Support to System Integration

| | | |
|--|--|---|
| | Data and Insight | <p>Facilitate the identification and use of existing data and insight highlighting inequality of access or uptake to physical activity (PA) opportunities to ensure no communities are excluded going forward. Create a resource of sector data sources and a bank of data packs and sources of insight to support local programmes.</p> <p>Tip 1: Contextualise data with conversations with directorate experts who know their audience/data to 'test' the assumptions in what the data patterns are identifying.</p> <p>Tip 2: Compile a set of trusted sources of data around physical activity levels locally, especially in relation to inequalities data.</p> <p>Tip 3: Identify and signpost to the latest, trusted body of knowledge that supports the claim that physical activity positively impacts mental health.</p> |
| | Relatable Comms | <p>Create co-produced messaging (portfolio of resources) that speak to all levels of the system and help them shape and influence their respective audiences in identifiable terms and with messages around PA that resonate with them.</p> <p>Tip 1: Not to be seen as 'telling others' what they are doing wrong create communications to capture both public and clinical spaces.</p> <p>Tip 2: Raise awareness and brief political and influential community leaders across the system, go out and meet them.</p> |
| | Community Champions & Trusted Transmitters | <p>Identify local community champions or trusted transmitters in locality settings to act as conduits and translators of PA messaging and the promotion of PA in the hyper-local systems.</p> <p>Tip 1: Align with and learn from cross-sector experts in the field - seek out the right people.</p> <p>Tip 2: Use your trusted transmitter as a gatekeeper and intermediary to open doors into sectors and communities you want to influence.</p> <p>Tip 3: Capitalise on and speak to authentic interest when you see it.</p> |
| | Signposting, Resources & Training | <p>Ensure layers of the system have access, time and resources to understand the benefits of integrating physical activity into health and care. Signpost to the wealth of existing training opportunities and resources available.</p> <p>Tip 1: Educate frontline staff through offers such as physical activity clinical champions training so they can confidently cascade the message to the community members in most need.</p> <p>Tip 2: Provide funders and commissioners data to build strong business case for resource allocation to enable expansion and continuation of initiatives.</p> |
| | Strategic Leverage Across the System | <p>Capitalise on GM Moving as an established brand for physical activity. Use GM Moving and other identified strategic leaders to push more challenging discussions at a strategic level to realise the priorities within the strategy.</p> <p>Tip 1: Seek out strategic leaders with leverage and enhance any 'authentic' belief in the value of physical activity with insight, comms and resources.</p> <p>Tip 2: Strategic leaders act as mentors to their workforce through actions that grant permission to utilise physical activity in various settings.</p> |
| | Physical Activity as a core Priority for all H&SCI | <p>Position physical activity to the centre stage for all health and social care agendas rather than as an add-on or complementary service. Embed physical activity into the H&C workforce daily routine.</p> <p>Tip 1: Work with health care practitioners to help them understand how movement can facilitate their core priorities and targets, long-term.</p> <p>Tip 2: Advise health and care sector to embed physical activity as a priority in the routine of their own workforce.</p> |
| | Safe-Space Community of Practice | <p>Create and enable safe spaces for the narrative of PA in H&SCI to evolve and where needed disrupt the existing systems. Facilitate and convene conversations which bridge gaps and start new movements of change.</p> <p>Tip 1: Important to create local networks where people across sectors working in a shared geography can interact and share practice in a safe transparent environment.</p> <p>Tip 2: Facilitate cross-GM and cross-sector system networking, insight, ideas, and opportunities to embed physical activity across health and care systems.</p> |
| | Authentic Strategic Leadership Enabling Collective Leadership | <p>Strategic leaders/sparkplugs to enable system change through promoting PA in their own practice and displaying authentic interest and personal belief systems. People within their systems are empowered to mirror behaviour and narratives to promote an ethos of physical activity across areas of personal and professional lives.</p> <p>Tip 1: Create opportunity for system leaders to work together on shared strategic goals.</p> <p>Tip 2: Capitalise and amplify strategic leaders support for strategy, interventions or ways of working that promote physical activity across health and care.</p> |