

April – December 2016

# Leadership for Empowered and Healthy Communities

Another opportunity to participate in this acclaimed national programme!



Department  
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 **Local  
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Thames Valley and Wessex  
Leadership Academy

# Leadership for Empowered and Healthy Communities programme



We are delighted to announce a further opportunity to participate in the acclaimed Leadership for Empowered and Healthy Communities programme.

The programme is aimed at leaders in health and social care who want to be part of a movement for change and reform and who want to think radically about the challenges and opportunities in a community-based approach. It shares best practice in the leadership skills required to enable strong and empowered communities to grow and flourish.

Participants from the fifth cohort – of senior/top leaders and operational leaders – will join a growing network of graduates who are becoming thought leaders in their own right around social capital, its role in health and social care, and the role of public service leadership in shaping the communities that citizens need and want.

## Improving community health and wellbeing by growing and nurturing social capital

It is a challenging time to be a health and social care leader. At a time of reduced public resources and rising demand organisations are dealing with major structural reforms and clinicians are taking on new commissioning responsibilities. Whilst many of us understand the need to focus on prevention and integration, changing or rethinking what already exists can be problematic and politically sensitive.

The opportunities to achieve better health and social care outcomes through working co-productively with people and communities are enormous. Community-based approaches to prevention and provision of care and support can be cost-effective. Services that are planned and designed with and around the people who use them are better, more efficient and more highly valued. There is a growing body of evidence around loneliness and social isolation

which compels us to do more to support and grow local support networks and community activity. Some studies put loneliness on a par with smoking as being a major public health hazard and the [Marmot Review](#) stressed the need to build strong and resilient communities if we are to tackle the country's health inequalities.

Focussing on social capital opens up opportunities for stretched public resources to be used more efficiently and effectively by tapping into and releasing the skills, talents and energy of local people and groups. It can also provide a mechanism for publicly-funded bodies, in partnership with communities, to strive for more ambitious goals that might otherwise seem unrealistic in this era of spending cuts – realising stronger, happier, more functional communities in which everyone is valued and can contribute as a full and equal citizen.

*"I have had a paradigm shift. We always we do needs assessment. We should include assets in our needs assessment. We should think about what people can do for themselves."*

**Assistant Director of Public Health and previous participant**

## The Programme

The programme incorporates face-to-face sessions led by national experts, thought leaders and people with experience of using care and support services. It will take place between April and December 2016, incorporating a mixture of monthly face-to-face and 'virtual' learning opportunities.

*"The collaborative development and delivery of the leadership programme was pioneering, and should be used as a guide for other professional development courses across the public services"*

**New Economics Foundation – Evaluation of the Programme**

## Topics include:

- The business case for building stronger communities
- Collaborative leadership and integrated approaches to tackling key issues of prevention e.g. loneliness and social isolation, and the place-shaping potential of Health and Wellbeing Boards
- The 'asset' approach – moving on from Joint Strategic Needs Assessments to a more holistic view of the opportunities and potential within local communities
- Co-production – more than 'consultation' – a shift towards genuine partnership and involvement of people who use services
- Best practice and international innovation, including timebanking, unlocking community skills and assets through nurturing micro-enterprise & evaluating for social value.
- Commissioning, integration and new care models
- Communication and political awareness

*"The course motivated those attending to see this as an opportunity to create real, positive change. Those who attended the course have already begun to transform their role or services."*

**New Economics Foundation – Evaluation of the Programme**

Speakers will be national and international experts/leaders and have included:

**Mike Farrar** – former Chief Executive of NHS Confederation

**Dame Philippa Russell** – Chair of the Standing Commission on Carers

**Dr Brian Fisher** – NHS Alliance

**Lucie Stevens** – New Economics Foundation

The Secretary of State for Health

**Cormac Russell** of the Asset-Based Community Development Institute, Northwestern University, USA

**Sam Bennett** – Head of Integrated Personal Commissioning and Personal Health Budgets, NHS England

**Professor Martin Knapp** – Director of the Personal Social Services Research Unit, London School of Economics, Professor of Health Economics, Kings College London, and Director of the School for Social Care Research at the National Institute of Health Research, Department of Health

## Programme structure:

- Four one-day workshops and one 24 hour residential event
- Action learning sets
- A 'challenge' – for leaders to try something out and reflect on the achievements and challenges with peers
- One-to-one leadership coaching sessions
- A Myers-Briggs (MBTI) analysis of personality style
- A 360 degree feedback diagnostic

# Leadership for Empowered and Healthy Communities programme



## What the evaluation of the programme by the New Economics Foundation said:

"The leadership course was regarded in positive terms unanimously by those that attended. It was described as "excellent", "inspirational" and perhaps most crucially, has already led to new leadership behaviours in those attending."

"The overarching philosophies of community capital, co-production and collaborative working were felt to speak to the health and social care needs of today and the future."

"The presence of both health and social sector representatives on the course was unusual, and praised by all participants. It maximised learning; created new, active networks; and was consistent with the course emphasis on 'bigger picture' thinking and collaborative leadership."

"It was excellent in terms of knowledge building. I learnt a lot about what was happening in other parts of the country and innovation."

**Programme Participant – cohort 1**

## What previous participants said:

"The opportunity to discuss what other colleagues are doing and approaches they are using meant that this type of discussion was one of the most useful aspects of the course."

"Their insight into real life parallels or practical implications of what we were discussing made the course more meaningful, and helped to keep us focused on reality."

Many reported feeling "energised" and empowered, and with strengthened belief in their power to instigate change in a co-productive manner, particularly when most worked in organisations that were traditionally risk adverse.

## Applications are invited from:

### Senior leaders

- Current social care leaders in senior decision-making and strategic leadership positions, both in local government and provider organisations
- General Practitioners (GPs) or other individuals who have a senior role in Clinical Commissioning Groups e.g. leading strategic commissioning, public health, long term conditions, patient participation or prevention
- Directors of public health, registrars or other senior public health managers
- Senior leaders in health and social care provider organisations and voluntary sector organisations
- Senior public sector leaders from other portfolios who want to play a part in shaping stronger and healthier communities.

### Operational leaders

- Registered managers and service managers responsible for monitoring the people and practices within their divisions
- Nurse and Allied Health Professional Managers who can lead change and develop collaborative opportunities on the ground
- Commissioning managers, project managers, policy officers and service managers across the wider public, private and voluntary sector who have a role in place-shaping and want to play a part in shaping stronger and healthier communities.

## Course dates:

Day 1 – 11th April 2016 at the Local Government House, London

Day 2 – 19th May 2016 at Coin Street, London

Day 3 – 6th-7th July, Residential event at Burleigh Court, Loughborough

Day 4 – 30th September 2016 at Coin Street, London

Day 5 – 24th November 2016 at Coin Street, London

## Webinars/virtual learning will take place on:

19th April and 10th June 2016

11th November 2016

## Cost

Normally a programme of this nature would cost in the region of £4000, but funding from our partners means that we can offer the whole package to the fifth cohort at these extremely affordable rates:

- £650 +VAT.

A number of bursaries are available for NHS staff in the Southern region – details on application.

"Involvement of people who use services in the design and delivery was brilliant and should be done as standard."

**Programme Participant – cohort 1**

## Benefits for the Health and Social Care System:

- Strengthening integration and partnership working between health and social care organisations
- Learning about best practice which facilitates strong, healthy and empowered communities
- Participants will be exposed to the latest research and evidence around community capacity building
- Individuals will be inspired by others and bring new skills, knowledge and innovation back into their workplace and communities.

"Their insight into real life parallels or practical implications of what we were discussing made the course more meaningful, and helped to keep us focused on reality." **Programme Participant – cohort 1**

## How to apply

Places on this course are limited. Applications are invited from leaders in the categories above. To register your interest and find out how to apply please email [karina.croyston@lehc.org.uk](mailto:karina.croyston@lehc.org.uk)

### **Closing date 17 March 2016**

Successful applicants will be informed by 25 March 2016

Places on this heavily subsidised programme are limited and we have been over-subscribed every time. Non-attendance of any part of the programme which cannot be avoided will be therefore be charged at £2,000 plus VAT on top of the original fee.



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This programme is a partnership between the Association of Directors of Adult Social Services, (ADASS), Skills for Care, The Thames Valley and Wessex NHS Leadership Academy, the Think Local Act Personal Partnership (TLAP), the National Skills Academy for Social Care and the Local Government Association.