

2010 Year of Health and Wellbeing **Evaluation Report**



**20
10**

Year of
Health &
Wellbeing

Foreword

The Year of Health and Wellbeing was conceived as an approach that would have both an immediate impact and a longer term legacy. Our aim was to affect behaviour, change attitudes and also to influence policy. At a time when public budgets are under extreme pressure, it was important that we evaluated our activity.

Over the last 12 months, we have engaged with a diverse and extensive programme of events, activities and performances. The year drew together people and organisations from across Merseyside – community groups, businesses, individuals, charities and schools. We have been able to engage decision makers, business leaders, community activists and Liverpool residents in taking steps to create a healthier and happier City Region.

The year has pioneered many fun, enjoyable and effective ways to promote health and wellbeing featuring everything from cycle rides to singing: kayaking to comedy festivals: football to theatre, drumming and dancing.

Events have ranged from high profile celebrity performances at the Liverpool Echo Arena through to small scale singing recitals and nature walks. We have recruited internationally celebrated writers, broadcasters, artists, and influential figures from

the world of design, regeneration and health as well as tens of thousands of local people who have attended and participated in our events programme.

Through art, culture, sport and education, the ethos of health and wellbeing was taken out into our neighbourhoods. At a strategic level major progress was also made – placing Health and Wellbeing firmly on the agenda in areas such as transport, business, fire service, police, housing, universities, colleges, schools and the workplace.

Using the Five Ways to Wellbeing as a framework, the Year of Health and Wellbeing focused on five key ways to improve physical and mental health.

Liverpool Public Health Observatory (LPHO) were commissioned to support the collation of this report and to help draw down conclusions. The report is based on a range of evaluations which were specifically commissioned for individual projects or to evaluate the overall impact of the year.

LPHO were asked to synthesise some of the material and Liverpool Primary Care Trust (LPCT) then produced this report on behalf of the Decade of Health and Wellbeing partners.

We hope that the findings will inspire others to join in and take action to improve health and wellbeing over the next decade.



A handwritten signature in black ink, reading 'Gideon Ben-Tovim'.

Gideon Ben-Tovim

Chair

Liverpool Primary Care Trust



A handwritten signature in black ink, reading 'Roz Gladden'.

Cllr Roz Gladden

Cabinet Member for Adult Social Care and Health
Liverpool City Council

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1 Why a Year of Health and Wellbeing?

The Year of Health and Wellbeing (2010 YOHW) initiative was driven by a simple vision – to improve health and reduce inequalities in the Liverpool city region through a programme of arts and cultural activities, events and projects.

Our wider aim was to promote recognition for cultural activity as an important and enjoyable means of enhancing health and wellbeing, to engage people and communities across Liverpool and promote the Five Ways to Wellbeing (see right). The Five Ways to Wellbeing were taken from the Foresight project Mental Capital and Wellbeing, published in October 2008, commissioned by the centre for wellbeing at the New Economics Foundation and aimed at developing a set of evidence-based actions to improve personal wellbeing.

This emphasis on culture and creativity recognised their unique value as ways of promoting the Five Ways to Wellbeing and reflected the growing evidence about the direct health benefits of participation in artistic and cultural activity.

Arts and culture are increasingly accepted aspects of Liverpool's civic life and identity and are a powerful means of engaging communities and fostering creative social interaction. The cultural programme has been a hugely effective means of communicating the aims and vision for the Year of Health and Wellbeing in an accessible and tangible way. It enabled the 2010 YOHW to plug into an existing programme of community celebrations and networks and establish a popular connection to Liverpool's hugely successful year as European Capital of Culture 2008.



Five ways
to wellbeing

Keep learning...

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Five ways
to wellbeing

Take notice...

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are waiting to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Five ways
to wellbeing

Give...

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

The YOHW programme set out to achieve the following communication aims;

- **raise awareness**
- **have an impact**
- **extend influence**

2 The 2010 programme

2.1 Raising profile

Key events and activities

This strand of activity focused on promoting awareness of the 2010 Year of Health and Wellbeing (2010 YOHW) initiative, specifically promoting the Five Ways to wellbeing with the general population, targeted communities, partner organisations and their staff by integrating the Five Ways into existing high profile events and bringing new programmes into 2010. Highlights from the year included...

Africa Oyé

The UK's largest African music festival, Africa Oyé in Sefton Park attracted more than 45,000 people over two days. The 2010 YOHW Health Participation Zone engaged many people with African and Caribbean dance workshops, drumming and percussion workshops.

Disability and Deaf Arts

DaDaFest, the UK's leading and biggest deaf and disability arts festival, celebrated its tenth year in 2010 with a two-week festival featuring the best in disability and deaf arts. Over the period of the festival there were 43 events, 1,943 people attended ticketed events and 65,532 attended exhibitions.

On the Waterfront

These riverside events were attended by thousands of people and incorporated the 2010 YOHW Feel Good Fairs offering public art, dance performances, singing and family friendly activities to engage people of all walks of life and age, giving them opportunities to connect.

Brouhaha

A free outdoor festival and carnival which joined up with 2010 YOHW to bring the Five Ways to its audience and was attended by 38,000 people. Opportunities were provided for participants to engage with all Five Ways, both in the preparation for the carnival, at related workshops and at the carnival itself.

Pride in Liverpool

Attended by 21,000 people, this event was developed to celebrate LGBT cultures; affording lesbian, gay, bisexual and transgender people, their friends, families and supporters. The Pride event was free, inclusive, visible and had a strong Liverpool identity.

Festival of Health and Activity

The launch event for 2010, open to all sections of the community, it included storytelling, climbing, guided walks of Wavertree Park, tai chi and holistic therapies.

Spreading the Message

Hundreds more smaller events carried the 2010 YOHW messaging, ensuring everyone across Liverpool and the City Region had an opportunity to get involved. Banners promoting YOHW were displayed in key city-centre locations and on the main arterial routes around Liverpool. The year had its own website which gained many followers. To ensure we were on track with awareness and engagement of the year we conducted street interviews and completed questionnaires with people at events.

Ambassadors

Five well known ambassadors were asked to represent each of the Five Ways to give them a recognisable face. All have agreed to continue in their roles throughout the Decade.

Puppets

The specially commissioned 2010 puppets – one for each of the Five Ways – had an undoubted impact at the 26 events they attended. Children and adults alike were eager to interact, talk to, shake hands, high five, hug and even dance with the characters.

Media Partnership

A partnership between 2010 YOHW and the Liverpool Echo helped raise awareness of 2010 YOHW through a specially-created 2010-branded page – 'Feel Great' – which appeared weekly for six months and carried a wide variety of health and

wellbeing-themed stories. The value of the Echo's and other print coverage is estimated in the region of £600,000.

2.2 Having an impact

Key programmes and projects

In addition to our high profile presence at large scale events the Year of Health and Wellbeing delivered a targeted programme of interventions aimed at engaging people directly in activity structured around the Five Ways to Wellbeing. This included a number of specifically commissioned, highly innovative initiatives like our Workplace Wellbeing Charter, the AfroReggae programme, and a large number of Grass Roots projects.

Workplace Wellbeing Charter

The charter was launched in May 2010, and involved a wide range of voluntary, statutory and private organisations. Tens of thousands of employees have already benefited. It has been adopted regionally and is being adapted for use as a national model.

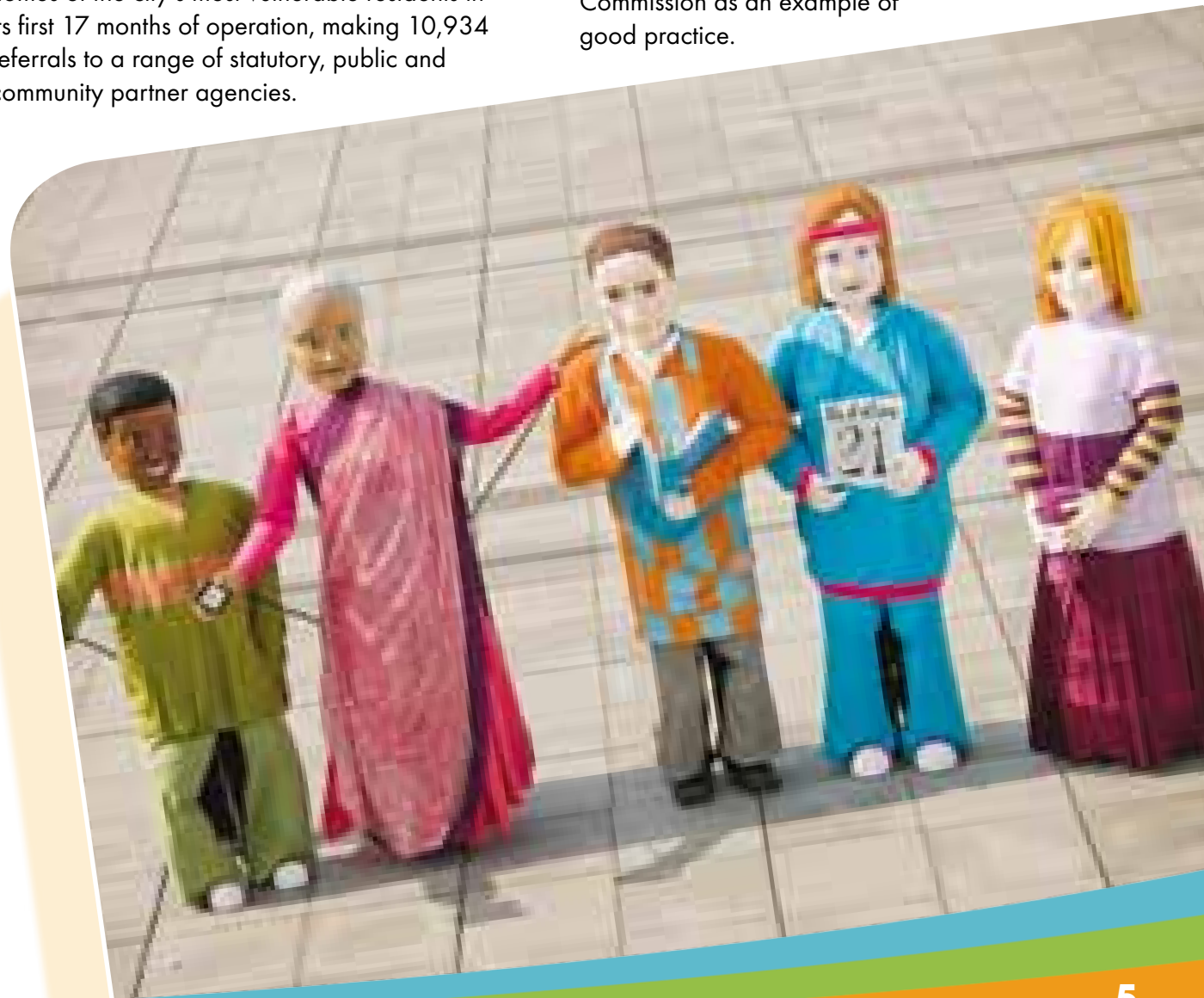
Schools Programme

Liverpool Schools Parliament looked specifically at health and wellbeing issues during its sessions, and approved thirty four, 2010 YOHW funded projects delivering health and wellbeing messages in schools.

Healthy Homes Programme

A key programme of Liverpool PCT run in partnership with the city council, it reached 10,582 homes of the city's most vulnerable residents in its first 17 months of operation, making 10,934 referrals to a range of statutory, public and community partner agencies.

During 2010 the programme also added wellbeing programmes into the range of services promoted. There was a large uptake from BME groups and Healthy Homes has been cited by the Audit Commission as an example of good practice.



Executive Summary

Culture and Health

In 2008, Liverpool PCT began to explore how arts and culture could tackle health inequalities in the long-term, building on the positive impact and momentum generated from Liverpool's year as European Capital of Culture. During 2009, Liverpool PCT commissioned a portfolio of demonstration projects and built a strong partnership with Culture Liverpool, helping form consensus across Merseyside for 2010 to become the Year of Health and Wellbeing. 2010 was a platform for developing strong health partnerships with the cultural sector and the programme places Liverpool in a pioneering position in the field in both national and international arenas.

2010's Vision and Objectives recognised the power of the arts as a mechanism for engaging with people experiencing low wellbeing and less likely to engage with health, social and educational opportunities and lifestyles as well as to support those with long-term conditions to manage them better, and to enable everyone to gain skills to provide resilience for the future.

Flagship projects such as those carried out with AfroReggae, and Bruce Mau, Biennial and the Everton Park arts commission, Merseyside Dance Initiative, Sense of Sound, DaDA and Open Culture helped cement the considerable influence of arts

and culture on the health and wellbeing agenda. The work of the Liverpool Arts Regeneration Consortia in North Liverpool further demonstrates the potential of the approach and their excellent report 'Telling Stories' relates this aligning the work to the five ways to wellbeing.

Grass Roots

47 wellbeing projects received small grants from Liverpool City Council and Liverpool PCT. Close to 3,500 people took part with over 65,000 people attending the many events. Many noted that being involved in YOHW 'officially approved' projects gave them a sense of significance, confidence and cohesion that might otherwise have been lacking. They also helped to generate and facilitate new partnerships and collaborations.

AfroReggae and the Summer Programme

In 2010 various workshops and festivals for young people were co-ordinated to make a coherent summer offer for young people from across the City. Overall, 1,149 young people took part in 81 participatory sessions. As part of this, nine artists from Grupo Cultural AfroReggae in Rio de Janeiro and three from Northern Ireland spent 4 weeks engaging with 15-19 year-olds in the wards with the highest levels of crime and health inequalities in the City. The festival involved a good number of Liverpool-based artists in showcasing the work.

Singing

Throughout 2010, Sense of Sound carried out and developed many events, performances, seminars, discussions, choir creations and workshops which fitted into the Health and Wellbeing agenda. Groups Sense of Sound chose to focus work with were older people and mental health service users and also to bring Liverpool into the national Youth Music programme building up to the Olympics.

For the Best

This award-winning, evocative piece of theatre was re-created in Liverpool in 2010 after a 3-month residency with artist Mark Storor in the Royal Liverpool Hospital and working with children from Matthew Arnold Primary. The site-specific, emotive theatre production at the Gostins Building sold out, engaged with NHS staff, patients and students and received excellent reviews. 894 people from a wide range of backgrounds took part in this programme.

Dance

MDI took the lead as dance ambassadors for the City and to promote the link between dance and the Five Ways to Wellbeing. 2010 was also MDI's 'Year of Dance' and there were many mass participation and community projects programmed throughout the year. 499 people performed on International Dance Day with a passing foot-fall of 15,000. Also, 499 took part in City Steps at various city-centre locations with a foot-fall of 66,000. Over 2,500 older people took in other targeted dance programmes.

Out of the Blue

This Grassroots, community-led cultural activity programme established by West Everton Community Council, included festivals, fayres, and music events, which were attended by a wide range of participants of all age groups.

2.3 Extending an influence

Adoption of health and wellbeing themes

A key objective of the Year of Health and Wellbeing was to ensure a lasting legacy by developing working links and partnerships for the future. The Year of Health and Wellbeing initiative was aligned with many of the city and City Region's wider policy aspirations and was an opportunity to promote more explicit recognition of opportunities to promote wellbeing and reduce health inequality across the wider public policy landscape.

The Year of Health and Wellbeing initiative helped to inform a number of local policy processes including the evolving Local Transport Plan, the establishment of a Food Alliance and a closer working partnership with the Housing sector.

The year provided a focus for developing strategic alliances aimed at improving health.

"Liverpool is the example we cite to others of how to embed wellbeing into the strategic planning and public conscience of an area."

New Economics Foundation

The strategic alliances covered:

Green Space

Liverpool developed the UK's first city-wide Green Infrastructure Strategy and undertook a range of actions and interventions to enable people to get the most out of parks and open spaces, with the formation of key partnerships ensuring a longer-term engagement in several projects.



Executive Summary

Food Alliance

Liverpool PCT worked with Liverpool Vision to launch a Food Alliance bringing together more than 40 local organisations engaged with producing, distributing and cooking food. This Alliance will continue during the Decade of Health and Wellbeing

Everton Park

A 2010 YOHW-led project to show how the park and Everton district could maximise their potential and provide uplifting activity for the local community. World-renowned designer Bruce Mau was invited by 2010 YOHW to look at Everton Park as a case study for using a green space as a tool to tackling health inequalities in the city, and a host of activities took place to engage the community under the banner of the Out of the Blue festival.

Cultural Engagement

The successful embedding of arts and cultural activity such as singing, dance, disability arts and community festivals within the health and wellbeing context will continue and enhance the reputation of the city for innovation and creativity.

Merseyside Local Transport Plan

Liverpool PCT worked closely with transport colleagues to integrate health and wellbeing throughout the Merseyside Local Transport Plan, a statutory, long term strategy for Liverpool and

surrounding areas written by the Merseyside Local Transport Partnership – Merseytravel and the five local authorities of Merseyside. Health and Wellbeing is now recognised as a core goal of the strategy which will direct transport implementation for the next 10 years. Running alongside was a collaborative programme of activity to increase cycling and walking in 2010.

Exercise 4 Life

An initiative which encouraged activity, but had the extra benefits of helping to provide paid employment for target groups and mentoring for employment candidates.

Foresight Group

An inclusive policy discussion forum established jointly by the University of Liverpool and Merseyside Transport Partnership which brings together some of the City Region's most influential decision-makers and opinion-formers from business, the public sector, cultural organisations, academia and the community sector to discuss key challenges around economic regeneration, transport and sustainability. 2010 YOHW was a major theme for discussion at two of the Foresight Group's quarterly meetings in the last 12 months.

Professional Learning

The end of the year saw a series of seminars bringing the learning from the different strands to

wider audiences which usually comprised a mix of practitioners from different fields learning with clinicians and health care professionals to embed the thinking and good practice across disciplines.

3 Evaluation

The effectiveness of 2010 YOHW was evaluated in a number of different ways in order to reach as representative a cross-section of the population as possible and to reflect the diverse range of projects involved. A key element of the evaluation were street-interviews with 500 people to look at the overall awareness and where possible the impact of the year. Plus, almost 1,000 questionnaires were completed at 35 events, two qualitative focus group sessions were held, and telephone interviews with 11 key partner organisations took place to look at how 2010 YOHW helped them meet their goals.

These all helped measure the effectiveness of the Year of Health and Wellbeing programme in achieving its key communication objectives. These approaches focused largely on the first two communication objectives and the extent to which the programme had succeeded in raising awareness and *impacting* on targeted communities.

- 87% of people thought 2010 was a good idea
- Over 65% of people at events were aware of 2010 YOHW
- 76% of people attending events said it encouraged them to take other action
- Over 20,000 visits (including 17,315 unique visitors) to 2010 YOHW website which included information about more than 2,000 events
- Over 2,000 personal pledges to the year
- Over 100 organisations pledged support

The YOHW was further promoted through 53, 2010 banners around the City and 24 YOHW flags which were seen by thousands of people every day. An average of 266,000 vehicles drove past 175 banners situated on the main arterial routes around Liverpool every day. Around 192,000 vehicles and thousands of pedestrians a day passed 24 YOHW flags at other key locations. Specially commissioned puppets, one for each of the Five Ways to Wellbeing, attended 26 events and proved popular symbols of the Five Ways through interaction with event attendees.

While it was difficult to be conclusive about impacts on existing programmes, 2010 provided a positive back drop to promote existing health promotion programmes.

Evaluations have also been carried out into individual programmes such as dance and singing strands and the AfroReggae flagship programme.

“It sounds cheesy but I’d probably say they gave us hope and motivation. One thing that one of the people from AfroReggae said is that we’re losing valuable achievement time, and for someone to say that and see how it is in this country after a few weeks, I’ll remember that.”

AfroReggae participant

Interviews with some of our key partners highlighted how valuable the true partnership building had been. Most of the partners had put health and wellbeing into their strategic or business plans and were using the Five Ways in communications and forward planning. All partners were beginning workplace wellbeing programmes with their own staff and welcomed the positive, cohesive vision for the longer term which places wellbeing at the heart of the city’s purpose.



Executive Summary

Momentum grew throughout the year and the shared approach has been acknowledged as the '2010 Way' by partners across Liverpool and the City Region. Partners have come together with communities, making significant commitments to improve their own health and wellbeing and that of others, inspiring new and existing partnerships to do things differently and to share and realign existing resources.

The outcomes of this approach are that it:

- publicly articulates the solidarity between key agencies to working collaboratively with all partners and communities.
- provides a strong framework for partnership working across sectors and for resources to be directed to a popular and unifying goal of improving wellbeing and health at a time of reduced resources in the public sector.
- underpins the achievement of Liverpool's core aim in becoming a thriving international city by facilitating a new focus on the wellbeing of our citizens, therefore making policy real to people at a local level by stimulating and valuing higher levels of pro-active citizenship in language and through activities that can be communicated and well understood.
- builds on Liverpool's strengths and reputation for innovation in public health, coupled with its strong cultural and sporting offer, and strengthens communication and delivery of the forthcoming Health Equalities Strategy for Liverpool.

Further recognition of the leadership role that the city has played has been shown by the fact the Strategic Health Authority has declared 2011 as the Northwest Year of Health and Wellbeing based upon the 2010 model.

4 Conclusions and recommendations

The evaluation provided useful and constructive feedback about the effectiveness of the Year of Health and Wellbeing programme. Key conclusions include:

- 2010 was about putting wellbeing back on to the health agenda and a lot was learned about how wellbeing gave us a route into more partnerships than health which was generally seen by partners as someone else's responsibility whereas wellbeing was something they felt they could and should influence.
- The brand was developed to be owned and used as easily as possible, and for activity to grow organically for partners and community groups and this largely was the experience.
- Five Ways to Wellbeing were a very effective way to promote health messages. Key benefits for individuals included the development of new friendships, and strengthening of existing ones, as well as increased confidence and inspiration to go on and try new activities and develop new skills.
- Although people generally did 'get' the Five Ways to Wellbeing, people struggled more with understanding 'Take notice' as a concept.
- 2010 YOHW added specific value to existing events and programmes, and provided an opportunity to develop new initiatives. Key benefits included the development of partnerships and the potential for longer term collaboration.
- 2010 allowed Liverpool to build on 2008 European Capital of Culture by showcasing its outstanding arts, sports and cultural assets and the huge opportunities for public participation and enjoyment.
- Although a City Region initiative, it was more actively taken up in Liverpool.
- With no significant budget it was successful in extracting maximum value from existing resources, and to get participants to unite around a common agenda.
- There was broad support from individuals and organisations for a continued focus on these themes and the Decade of Health and Wellbeing.

- A large proportion of people in Liverpool were aware of YOHW, understood what 2010 was aiming to achieve and bought into the concept of the Five Ways to Wellbeing. Extending the year to a decade of health and wellbeing was considered a very good idea.

4.1 Key recommendations

- The potential demonstrated in 2010 is maximised to promote and embed health and wellbeing in the business and operational plans of existing partners and that new partnership are formed. We need to ensure that Health and Wellbeing become core considerations across all public policy agendas and part of the way the city's key agencies and partners think, plan and act.
- The Decade of Health and Wellbeing has the potential to add enormous value to existing programmes and projects. We should be smart and imaginative in identifying these opportunities to ensure we are able to maximise the effectiveness of our resources.
- We must ensure that all the evidence and evaluation feedback from the Year of Health and Wellbeing is used to inform our planning for the Decade, and that we use the insights and experience gained during 2010 to deliver a successful and effective programme that fulfils our core objectives. Within the decade we need to:
 - articulate 'Take notice' more clearly as one of the Five Ways
 - devise strategies to reach groups of people who were less engaged
 - ensure that we don't lose the momentum and awareness built up with the people of Liverpool in 2010
 - we should build on the commitment to develop a shared media campaign in support of the Decade of Health and Wellbeing
- We need to build on the successes and experiences of the Year of Health and Wellbeing in planning the programme for Decade. In particular we need a clear activity programme commissioned and planned at the beginning of each year, with clearly agreed goals and reporting procedures.

The following pages contain the full 2010 Year of Health and Wellbeing Evaluation Report.



1 Why a Year of Health and Wellbeing?

The 2010 Year of Health and Wellbeing (2010 YOHW) initiative was driven by a simple vision – to improve health and reduce inequalities in the Liverpool City region through a programme of arts and cultural activities, events and projects. This long term picture was supported by clear aims and objectives.

Aims

1. Improve the health of people through the integration of health improvement work at neighbourhood and city/region wide level.
2. Gain recognition for cultural activity as a means for enhancing health and wellbeing.
3. Engage individuals and groups in thought and action to improve health and wellbeing.
4. Establish Five Ways to Wellbeing across the Liverpool City region as a means of improving health.

Objectives

The following objectives were shared by partners:

1. Raise awareness of 2010 YOHW and Five Ways to Wellbeing in general population.
2. Raise awareness of 2010 YOHW and Five Ways to Wellbeing in staff of partner organisations.
3. Partner organisations to align existing services to the aims of 2010 YOHW.
4. Engage wide range of partner organisations, and gain sign-up to contributing to aims of 2010 YOHW.
5. Develop programme of cultural activity within Liverpool as exemplar project (Bruce Mau/Everton Brow).
6. Use 2010 YOHW to develop working links towards 2012 Cultural Olympiad, and the goals of 2024 Sustainable Community Strategy.

Through partnerships, 2010 YOHW also aimed to encourage within the business community the recognition that a healthy population is essential to a successful economy and to extend the reach of health and wellbeing activity to commercial organisations and other partners.

‘Healthy people are more productive people. This is not an add-on, this is key to success. Success to the City as a whole is a reduction in the number of people sick and not able to work and have fulfilling lives.’

Liverpool Chamber of Commerce

The 2010 Year of Health and Wellbeing programme was structured to achieve specific communication aims to raise awareness, have an impact and extend influence.

Raising awareness

This strand of activity focused on promoting awareness of the Year of Health and Wellbeing initiative and specifically promoting the Five Ways to Wellbeing with the general population, targeting communities, partner organisations and their staff. In addition to information and marketing initiatives, a key activity and mechanism for raising awareness was adding value to a 12-month events programme where the Year of Health and Wellbeing had a high profile presence at many of the city's large scale cultural events and festivals, conferences, staff events and other public awareness activities.

Having an impact

In addition to our high profile presence at large scale events the Year of Health and Wellbeing delivered a targeted programme of interventions aimed at engaging people directly in activity structured around the Five Ways to Wellbeing. This included a number of specifically commissioned highly innovative initiatives like our Workplace Wellbeing Charter, the AfroReggae programme and a large number of grassroots projects.



Extending influence

A key aim of 2010 Year of Health and Wellbeing was to ensure a lasting legacy by developing working links and partnerships for the future. The 2010 YOHW initiative was aligned with many of the city and city region's wider policy aspirations, but the year was also the opportunity to promote wellbeing and reduce health inequality across the wider public policy landscape. The 2010 YOHW initiative helped to inform a number of local policy processes including the Local Transport Plan, the establishment of a Food Alliance and a closer working partnership with the Housing sector.

Through these specific strands of activity the key aim of the 2010 YOHW initiative was to ensure that its principles, objectives and the Five Ways to Wellbeing were embedded in the social, cultural and active life of the city, and became part of the fabric of interaction and discussion between partners and stakeholders.

Overview of approach

Liverpool has some of the highest levels of health inequalities for male and female life expectancy in the country, and it was against this backdrop that Liverpool Primary Care Trust and Liverpool City Council set out to develop a large-scale change approach that would place health and wellbeing onto the wider agenda. This meant partners

rethinking priorities in recognition of how this could add value to their own organisations as well as the customers who use their services.

A cornerstone of the year was the adoption of the Five Ways to Wellbeing, taken from the Foresight project Mental Capital and Wellbeing report, published in October 2008. The project commissioned the New Economics Foundation to develop a set of evidence-based actions to improve personal wellbeing. These became the common thread running through the year and which the public and our many partners embraced.

In addition to the Five Ways, key workstreams were identified following a number of public and stakeholder consultations. These helped the focus of the year and include: Workplace Wellbeing, Singing and Green Space.

Momentum grew throughout the year and this shared approach has been acknowledged as the '2010 Way' by partners across Liverpool and the city region. Partners have come together with communities, making significant commitments to improve their own health and wellbeing and that of others, inspiring new and existing partnerships to do things differently and to share and realign existing resources.

The expected outcomes of this approach are that it:

- publicly articulates the solidarity between key agencies to working collaboratively with all partners and communities.
- provides a strong framework for partnership working across sectors and for resources to be directed to a popular and unifying goal of improving wellbeing and health at a time of reduced resources in the public sector.
- underpins the achievement of Liverpool's core aim in becoming a thriving international city by facilitating a new focus on the wellbeing of our citizens, therefore making policy real to people at a local level by stimulating and valuing higher levels of pro-active citizenship in language and through activities that can be communicated and well understood.
- builds on Liverpool's strengths and reputation for innovation in public health, coupled with its strong cultural and sporting offer, and strengthens communication and delivery of the forthcoming Health Inequalities Strategy for Liverpool.

Further recognition of the leadership role that the city has played has been shown by the fact the Strategic Health Authority is supporting 2011 as the Northwest Year of Health and Wellbeing based upon the 2010 model.

2 How the year evolved

In 2009, as part of the recommendations set out in the Health is Wealth Commission report, and to build on the work started by Liverpool's 2008 European Capital of Culture status, Liverpool took forward the idea of a Year of Health and Wellbeing for the Liverpool City Region.

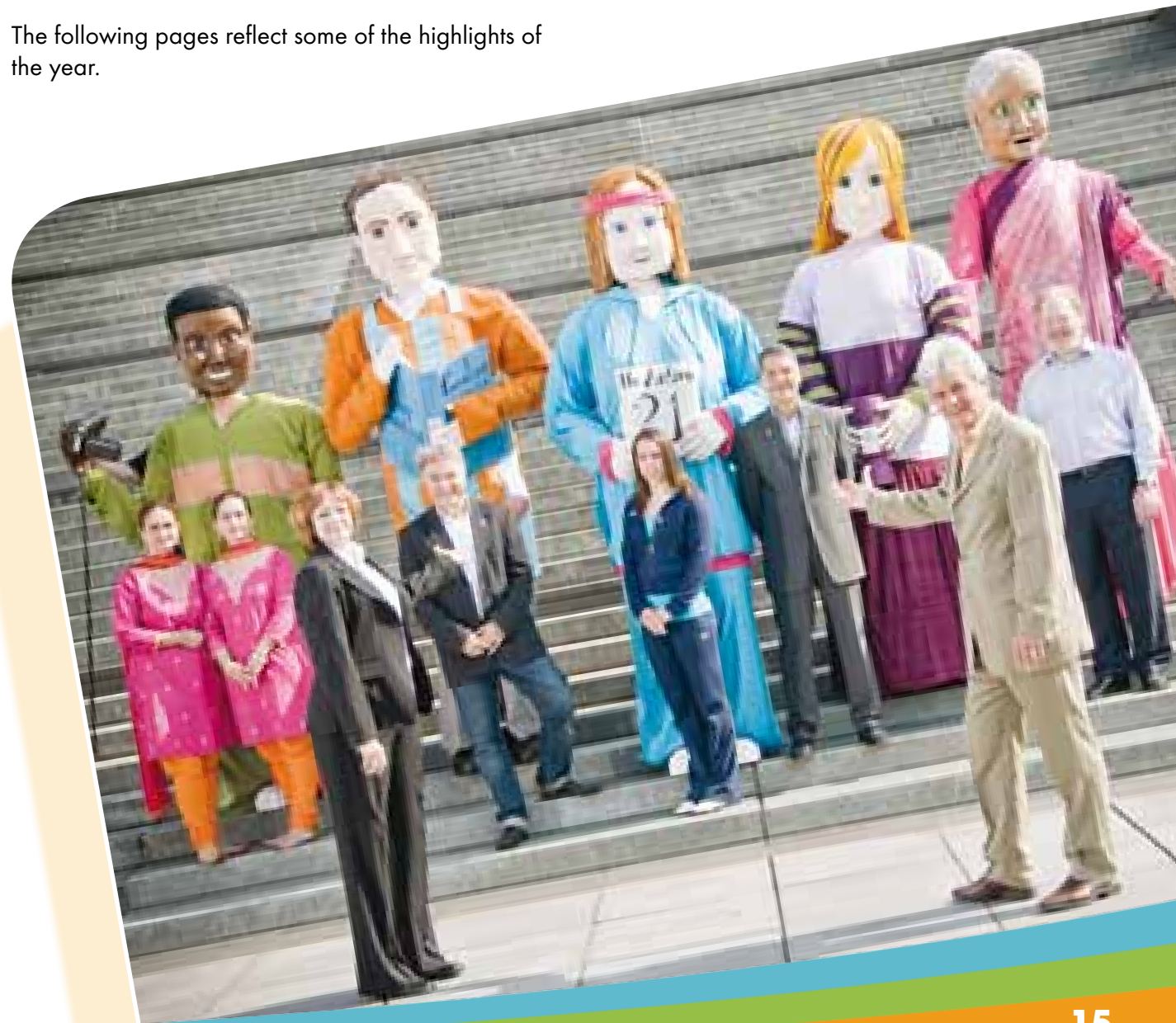
Liverpool PCT and Liverpool City Council agreed to lead the city in developing the concept and to work with partners to ensure health would become a key priority on everyone's agenda. The public and partners from right across Liverpool attended various arts and cultural sessions to explore what they would like to see come out of the year.

The Year of Health and Wellbeing was one of a series of themed years, which began in 2003 with Year of Learning. 2004 was the Year of Faith, 2005 Year of the Sea, 2006 was Year of Performance, 2007, Year of Heritage, Liverpool's 800th Anniversary, 2008 was European Capital of Culture Year and 2009 was Year of Environment.

The 2010 YOHW was launched in December 2009 at Liverpool Town Hall where more than 60 organisations across the public, private, voluntary and community sectors attended and pledged their commitment to do something in 2010 to contribute to improving health and wellbeing across the region.

2010 month by month

The following pages reflect some of the highlights of the year.



January

2010

Year of Health & Wellbeing



Highlights:

- 2010 website launch
- 60 organisations pledge support (December 2009)

February



Highlights:

- Festival of Health and Activity
- Chinese New Year
- Liverpool Loop-line Cycle ride

March



Highlights:

- The Reader Conference
- Up For Arts
- Liverpool Little Stars

April



Highlights:

- Happy Living Happy Life
- International Day of Dance
- City Steps

May



Highlights:

- Bruce Mau workshops
- Long Night
- Workplace Wellbeing Charter launch

June



Highlights:

- 2010 Ambassadors
- Lord Mayor's Pageant
- Wirral Kite Festival
- Business brunch

2010 photographic timeline

July



- Highlights:
- Brouhaha
 - On the Waterfront
 - Out of the Blue events

August



- Highlights:
- AfroReggae residency
 - It's a Knockout
 - Liverpool Pride
 - Romeo and Juliet

September



- Highlights:
- Netherley Show
 - Food and Drink Festival
 - Taste for Health launch
 - Four Corners on the Move

October



- Highlights:
- Grassroots Innovators Projects
 - Family Dance Day
 - Comedy Trust workshops
 - Annual Civic Service

November



- Highlights:
- DaDaFest/DaDa Sings
 - Rights and Humanities launch
 - Night of Honour Awards

December



- Highlights:
- Santa Dash
 - Dance and Dementia Conference
 - Winter's Arts Market
 - Voices – Sense of Sound

3 Delivering our objectives

2010 YOHW became part of a large number of events and festivals thanks to the high level of support it enjoyed politically and from arts and cultural organisations.

At least 173 major events carried 2010 messages and branding and there were also many smaller events which connected to the year by using the logo and the Five Ways to Wellbeing. In addition, Liverpool PCT and Liverpool City Council also provided full and part-funding for a number of events.

This report provides examples of how events and programmes were used to heighten awareness, make a lasting impact and influence thinking to promote health and wellbeing agendas with partners.

3.1 Raising profile

This strand of activity focused on promoting awareness of the 2010 Year of Health and Wellbeing initiative, specifically promoting the Five Ways to Wellbeing with the general population, targeted communities, partner organisations and their staff, by integrating the Five Ways to Wellbeing into existing high profile events and bringing new programmes into 2010.

Highlights from the year included:

Africa Oyé

The UK's largest African Music Festival was held in June in Sefton Park and was attended by 45,000 people. For the first time a Health Participation Zone was created, where large numbers of the public took part in African and Caribbean Dance workshops, drumming and percussion, massages and holistic therapies, viewed martial arts performances and received information about health and wellbeing.

Disability and Deaf Arts

DaDaFest the UK's leading and largest deaf and disability arts festival celebrated its tenth year in 2010 with a two week festival in Liverpool featuring the best in disability and deaf arts. Its theme of 'Objects of Curiosity and Desire' presented art from a unique cultural perspective, challenging and entertaining audiences, and asking what makes people stop and look, what do they find so fascinating, are deaf and disabled people seen as objects of curiosity and desire.

During the two weeks of the festival there were 43 events, 1,943 people attended ticketed events and 65,532 attended exhibitions. DaDaFest reflected the inclusivity of the Five Ways to Wellbeing through enactment with local and international audiences.

On the Waterfront

These waterfront events were attended by thousands of people and incorporated the 2010 YOHW Feel Good Fairs offering public art, singing and family friendly activities to engage people of all walks of life and age, giving them opportunities to connect.

Brouhaha

Brouhaha International Street Festival is an outdoor free festival which joined up with 2010 YOHW to bring the Five Ways to its target audience and was attended by 38,000 people. Opportunities were provided for participants to engage with all Five Ways to Wellbeing, both in preparation for the carnival, at related workshops and at the carnival itself. Brouhaha held workshops with four vulnerable groups before the festival, in order to make costumes and prepare for the parade. Organisers felt that the project engaged with large numbers of those from low income, black and minority ethnic groups. Increasing wellbeing among these groups is likely to address health inequalities.

Brouhaha International continues to have an emphasis on Health and Wellbeing, with the 2011 Brouhaha International aiming to address health inequalities by engaging with those aged over 50 and with young people.

Pride in Liverpool

Liverpool's first official Pride event was developed in 2010, in association with partners including Citysafe, LCVS, Juice FM, FACT, Liverpool City Council, Merseytravel, Merseyside Police, Changing Attitudes, Gay and Lesbian Choir, GYRO (Gay Youth aRe Out), Homotopia, Keshet, LGBT NUS, Outsiders Film Festival, Queer Notions, Transwirral, Unison and the TUC among many others, to celebrate lesbian, gay, bisexual and transsexual cultures (LGBT), affording LGBT people, their friends, families and supporters a Pride that was free, inclusive, visible and with a strong Liverpool identity.

Pride aimed to celebrate the city's diversity and to foster greater knowledge, understanding and acceptance of LGBT communities. The event, attended by 21,000 people, saw a march by 3,000 people, three stages filled with a diverse programme, and a distinct health and wellbeing area. A second day of arts activities in the city centre was well attended and Liverpool's Pride Sports Day offered a range of activity. Future Liverpool Pride events are in the pipeline.

Festival of Health and Activity

More than 80 exhibitors offered information and advice through taster activities at this event, which was attended by 2,000 people. Lifestyles Fitness

Centres offered free fitness testing and exercise challenges, whilst providing information on membership schemes. A number of children were signed up to the Free Future Lifestyles scheme which aims to get children fit and active.

"We really themed the whole summer programme around Health and Wellbeing and the Five Ways and ran a number of events. We got involved because we very much identified with being active, one of the Five Ways."

LCC Sports and Leisure



Healthy Living, Happy Life

A health promotion event held at the Devonshire Hotel for people with learning disabilities, hosted by Mersey Care NHS Trust Community Team, in partnership with the Police, Hospital Pharmacists, NHS Trusts, Liverpool GPs and Liverpool and Everton Football Clubs, among others. The event aimed to raise awareness and celebrate the commitments of joint partnership working with local communities and organisations and to capture how services have made significant improvements to promote access to health care for people with learning disabilities.

A number of stalls promoted health and wellbeing, a drama group delivered each message from guest speakers, and there were many other activities to promote mental and physical health. The themes highlighted the importance of friendships, family, and 'inclusion': giving time/energy and happiness to others. Participants were asked to commit to improving or changing in one area of their life which will have an impact on their health.

"2010 has generated energy, enthusiasm and new momentum!"

Mersey Care NHS Trust

Liverpool Little Stars

Liverpool Little Stars was launched in March 2010 to celebrate the 2010 YOHW in collaboration with Liverpool City Council, Sure Start and a number of other partners. It included the distribution of a Little Stars CD and action song-book aimed at encouraging families to increase activities of children between the ages of 0-5 years. More than 1,500 families attended the launch at the Echo Arena each receiving copies and a further 15,000 have been distributed. The programme is now being delivered across Liverpool children centres and schools.

Liverpool Chamber Innovation Awards

A Health and Wellbeing Award was introduced, which was won by Rotters Community Composting, chosen for the innovative way in which they have been working with communities in Liverpool South to help them grow food locally and share learning using the Five Ways as a model for engagement.

Health and Wellbeing themed Civic Service

Held at Liverpool's Anglican Cathedral, Lord Mayor Councillor Hazel Williams led the civic delegation which affirmed the civic commitment to Health and Wellbeing. More than 1000 people took part in the event which featured actors, dancers and musicians in a range of performances. Highlights of the event included performances from Notre Dame Catholic College for the Arts and 127 primary school children who created their own brass band.

Alt Valley Summer Fun Day

This was a celebration of 2010 YOHW and an opportunity for residents to explore the Five Ways and find out about activities happening locally that could help them pursue them. The event aimed to bring together all public sector and community organisations operating in the Alt Valley Neighbourhood in a large scale event to showcase activities and services available within the community.

The fun day was produced in partnership with Liverpool City Council, Liverpool PCT, Alt Valley NMS, Cobalt Housing, Liverpool Mutual Homes, Age Concern/PSS and Liverpool Housing Trust. In addition to raising awareness, the event included a Sports and Physical Activity Zone, offering free sports activities, games and coaching. A Cultural Quarter provided arts-based activities, including graffiti, photography and finger knitting, while a food sector focused on healthy eating. A range of activity sessions were also provided.

More than 1,000 people attended, with positive feedback from both public and partners and high engagement with residents across all agencies. More than 1,000 food samples were given out, 264 children registered with Liverpool Youth Service, 133 children engaged in organised physical activity sessions, 292 attendees registered in the awareness raising event, 200 new people

registered with Walton Youth Project. 126 Year of Health and Wellbeing evaluation forms were completed and all Partners were willing to be involved in delivering a similar event in 2011.

“Working through existing community organisations or community groups to get messages out has worked better than providing high profile, glossy events.”

PSS – Social Enterprise – Independent Living

Liverpool Comedy Festival

As part of the Liverpool Comedy Festival and 2010 YOHW, The Comedy Trust hosted a fun and lively debate to explore how humour can play a vital role in mental wellbeing, in partnership with Royal Court Theatre Liverpool, Rawhide Comedy Club, Liverpool City Council, Liverpool PCT, and CALM. Speakers, including Sam Avery, comedian and MC, comedian Shaista Aziz and mental health specialists for Liverpool PCT, each told their stories and shared their experiences around humour and health and wellbeing.

The aim was for the speakers to provide a platform for a debate, and for people to ‘Connect’, and discover new opportunities to get involved. Feedback was very positive and encouraging. One

outcome of the day was the desire from several of the participants to attend regular clubs or meetings where enhanced happiness and mental wellbeing was the key objective. The Comedy Trust is currently devising plans to run a regular Happiness Club that would enable people to get involved in light hearted activities and discussions to increase their mental wellbeing.

Spreading the Message

Hundreds more smaller events carried the 2010 YOHW messaging, ensuring everyone across Liverpool and the City Region had an opportunity to get involved. Banners promoting 2010 YOHW were displayed in key city-centre locations and on the main arterial routes around Liverpool. The year had it’s own website which gained many followers. To ensure we were on track with awareness and engagement of the year we conducted street interviews and completed questionnaires with people at events.

Puppets

These 2010-commissioned puppets – one for each of the Five Ways – had an undoubted impact at the 26 events they attended including Alt Valley Summer Fun Day at Croxteth Fire Station, It’s a Knockout, Mathew Street Festival and Out of the Blue at Everton Park. Children and adults alike were eager to interact, talk to, shake hands, high five, hug and even dance with the characters. The puppets

worked best when they were able to walk about at events, allowing them to interact and be seen by the maximum number of people.



Media Partnership

2010 YOHW entered into a partnership with the Liverpool Echo, to help raise awareness of the year. As part of this arrangement, the Echo created a 2010-branded page – ‘Feel Great’ – which appeared in the paper each Monday, between May and December. The page carried a wide variety of health and wellbeing themed stories, as well as an events diary, and a ‘pledge of the week’ column. The value of the coverage gained from the Echo – and other print media outlets – over the course of the year, was in the region of £600,000.

2010 flags and banners

A total of 53 Year of Health and Wellbeing banners in key city centre locations including Hardman, Hope and Renshaw Streets, and 175 banners on arterial routes around Liverpool including Queens Drive, Speke Boulevard, Parliament Street and Townsend Lane helped raise awareness as an average of 266,000 vehicles drove past them every day. Around 192,000 vehicles a day passed 24 Year of Health and Wellbeing flags at key locations including Queens Drive, Speke Boulevard, Parliament Street and Scotland Road.

E-newsletter

The first edition of the Well Connected e-bulletin was sent out in May 2010. The e-bulletin is aimed at keeping interested stakeholders informed and up to date with information on how the year was

progressing. This highly visual electronic document went from strength to strength through the year, promoting the work of partners linked to 2010 and the many events happening across Liverpool.

The e-bulletin not only provided visual and narrative insight into the year but it also encouraged those who received it to pledge action on health and wellbeing. A total of 459 people from a wide range of organisations now receive Well Connected.

As we move into the Decade, our aim is to make the content more public facing so that those living and working in Liverpool can engage with the Decade of Health and Wellbeing.

3.2 Having an impact

In addition to our high profile presence at large scale events, the Year of Health and Wellbeing delivered a targeted programme of interventions aimed at engaging people directly in activity structured around the Five Ways to Wellbeing. This included a number of highly innovative initiatives like our Workplace Wellbeing Charter, the Afro Reggae programme, and a large number of Grass Roots projects.

Key programmes and projects included:

Workplace Wellbeing Charter

The Workplace Wellbeing Charter was launched by Liverpool PCT in May 2010 in response to the City Region Health in Wealth Commission recommendation that such a Charter would provide a framework for raising standards of workforce health and wellbeing, putting health at the heart of business objectives in the Liverpool City region. With three levels of accreditation, the Charter was enthusiastically embraced by NHS trusts, employment agencies and both large and small employers, including Jaguar Landrover, Rotunda and Tate Liverpool. Partners include Liverpool City Council and Health@Work and tens of thousands of employees are already benefiting from just the first year of operation.

The charter has been so successful it is being adopted by the North West Workplace Health, Work and Wellbeing Lead and is being adapted in order for it to be presented as a national model. A charter website (www.wellbeingcharter.org.uk) was launched in May to support the initiative.

“Internally, the Year has made us reflect on our approach to wellbeing as an employer which is always a good thing but the biggest thing for us has been the formation of the relationship with the PCT.”

Plus Dane Housing

Schools Programme

During 2010 YOHW, Liverpool Schools' Parliament held meetings to look at ways of improving the health and wellbeing of the city's young people. Among its suggestions were to use the phrase 'unhealthy weight' rather than 'obese' and to encourage the use of cycling, along with holding healthy sporting events during the summer term at school. 2010 YOHW gave its support to the Parliament in encouraging improvements to health and wellbeing of school students and their families by providing funding to support 34 projects and events in primary schools. Some were one off events for 2010 while others were ongoing projects that would last into Liverpool's Decade of Health and Wellbeing. They included after school sports clubs and provision of activities at school playtimes, enabling pupils to become more active, the creation of a number of vegetable gardens, and wellbeing zones, mentoring schemes and drama productions.

Healthy Homes Programme

A key programme of Liverpool PCT run in partnership with Liverpool City Council, it reached 10,582 homes of the city's most vulnerable residents in its first 17 months of operation, making 10,934 referrals to a range of statutory, public and community partner agencies. Successful outcomes included re-engagement of residents with doctors, dentists and other health practitioners, fire safety checks and fitting of smoke alarms. During 2010 the

programme also added wellbeing programmes into the range of services promoted. There was a large uptake from BME groups and Healthy Homes has been cited by the Audit Commission as an example of good practice.

Culture and Health

In 2008, Liverpool PCT began to explore how arts and culture could tackle health inequalities in the long-term, building on the positive impact and momentum generated from Liverpool's year as European Capital of Culture. During 2009, Liverpool PCT commissioned a portfolio of demonstration projects and built a strong partnership with Culture Liverpool, helping form consensus across Merseyside

for 2010 to become the Year of Health and Wellbeing. 2010 was a platform for developing strong health partnerships with the cultural sector and the programme places Liverpool in a pioneering position in the field in both national and international arenas. 2010's Vision and Objectives recognised the power of the arts as a mechanism for engaging with people experiencing low wellbeing and less likely to engage with health, social and educational opportunities and lifestyles as well as to support those with long-term conditions to manage them better, and to enable everyone to gain skills to provide resilience for the future.



Liverpool PCT has emerged as a leader at local, national and international level in this field. Flagship projects such as those carried out with Afro Reggae, and Bruce Mau, Biennial and the Everton Park arts commission, Merseyside Dance Initiative, Sense of Sound, DaDa and Open Culture helped cement the considerable influence of arts and culture on the health and wellbeing agenda.

The partnerships that have been developed with Culture Liverpool and other Directorates of LCC are becoming increasingly important leading up to the emergence of the City's Health and Wellbeing Board.

Grassroots

47 Wellbeing projects across Liverpool received small grants from Liverpool PCT and Liverpool City Council for 2010 YOHW. The projects had around 3,500 active participants from a wide range of ages, nationalities, disabled people's groups and special interest/vulnerable groups including homeless people, young people facing educational exclusion, and isolated elderly people. Close to 65,000 people attended the many events.

Most community-based projects operated in disadvantaged areas suffering from health inequalities, and the vast majority reported that being involved in 2010 YOHW 'officially approved' projects gave them a sense of significance,

confidence and cohesion that might otherwise have been lacking. They also helped to generate and facilitate new partnerships and collaborations.

"Association with Year of Health and Wellbeing lent weight to our organisation's work in this area and allowed us to gather significant support."

Movema

2010 Flagship Project AfroReggae

This groundbreaking international project engaged Liverpool's young people on their turf, to improve levels of self-esteem, aspiration, community pride and social connectivity through positive action – by doing rather than explaining the Five Ways to Wellbeing.

In Rio de Janeiro, Brazil, Grupo Cultural AfroReggae have become internationally renowned for their creative work with teenagers from the favelas and young drug traffickers where social violence has been the highest cause of premature death for many years. Liverpool's Everyman and Playhouse Theatres were working with groups of young men in North Liverpool and collaborating with Liverpool PCT on new approaches to working with young people at risk of anti-social and criminal behaviour as well as activities harmful to health and wellbeing.

These experiences led to the AfroReggae Liverpool project bringing 9 Brazilian artists and 3 Irish break-dancers to West Everton for 4 weeks to work with local artists and young people, particularly in areas of low educational attainment and youth services.

The programme worked with local arts organisations which provide summer activities and Brazilian samba and dance skills to ensure that the young people who engaged can continue these activities into 2011, and to build a partnership approach which maximises the cross art-form skills in the city. Arts organisations involved included: Batala Liverpool, Beatlife, Liverpool Carnival Company, Urban Strawberry Lunch, River Niger Arts, Sense of Sound, Liverpool Biennial, DaDa, The Black-E and MDI.

In total, 1,149 people participated in 81 sessions, and there were 7 community sharing/celebration events, 3 public performances and 3 professional development events to embed the approach in the work of a broad range of local agencies and partners.

From sessions with AfroReggae artists in outdoor spaces several groups of young men who were excluded from or not engaging in youth provision started attending sessions in youth and leisure centres and some of the young people continue to participate in arts activity with the Everyman and Playhouse theatres.

One young person from Powerhouse is doing a work placement with LFC in the Community. The project, including a pre-programme of work funded by Citysafe also successfully engaged with specific groups, including young runaways, young offenders, young refugees and asylum seekers and young carers.

The break dancing and drumming were particularly popular approaches and the link between the physical nature of the art-forms of drumming, breakdance and circus, similar to sport but less competitive and the mental shift was picked up by one of the participants.

“Obviously it’s like physical fitness and stuff like that but, it was also, I could see, it was equal how the mental health side was promoted as well. I think it was less obvious and more in a subtle way but it was evident.”

AfroReggae participant

A legacy programme of Samba workshops is underway, a partnership with Merseyside Police was strengthened through professional development sessions, a diplomatic visit from Brazil was hosted in October 2010 by community groups involved in the workshops and an Artist residency/

exchange project is in development with Brouhaha International and the Cultural Olympiad for 2012.

The programme successfully engaged with previously disengaged, ‘at risk’ groups: specifically in Kirkdale, West Everton, Anfield, Norris Green and Toxteth.

A strengthened methodology of engagement continues to be used by the Outreach team of Everyman and Playhouse in partnership with key stakeholders. Community-workers who knew some of the young people prior to the project reported a significant increase in self-esteem and confidence. This was borne out in the comments from the interviews with young people when describing their own perceptions of their work.

“It sounds cheesy but I’d probably say they gave us hope and motivation. One thing that one of the people from AfroReggae said is that we’re losing valuable achievement time, and for someone to say that and see how it is in this country after a few weeks, I’ll remember that.”

AfroReggae participant



Sense of Sound

Throughout 2010 Sense of Sound carried out and developed many events, performances, seminars, discussions, choir creations and workshops which all contributed to the Health and Wellbeing agenda. Working across the city with a wide range of age groups and cultures the organisation developed new partnerships and extended programmes with existent ones.

The two areas Sense of Sound chose to focus on were older people and mental health service users. In addition, work within the company's Youth programme complimented the work streams perfectly and has formed the basis of what will become the strategy for Singing, Health and Wellbeing.

An audience of 8,000 saw Sense of Sound Singers and Wirral based youth pop choir perform as part of the Star Wars world tour at Liverpool Echo Arena.

At a Black and Racial minorities' mental health event Jennifer John, Health and Wellbeing ambassador performed an acoustic set and spoke about the benefits of singing as an alternative therapy to prescribed drugs such as anti-depressants.

Sense of Sound hosted the first of the Music in the Mind conferences that took place at The Bluecoat. Dealing specifically with mental health issues, Music

and the Mind wished to create a Liverpool based festival which would tie in with the year of Health and Wellbeing, the main theme being Anti Stigma in Mental Health.

Sense of Sound ran its first free Summer Singing School for young people aged 8-24yrs in August 2010. During the summer school participants got the chance to work alongside Brazilian performance group AfroReggae who came to deliver a workshop on Afro Brazilian dance, circus skills and drumming. This collaboration led to the group performing at the Out of the Blue Festival in Liverpool, a highlight of 2010 YOHW.

Sense of Sound delivered five one hour sessions to staff from Alder Hey children's hospital as part of the Permission to Play project, this followed the Five Ways to Wellbeing. The participants also had the opportunity to perform some of the repertoire to the children resident at the hospital as part of the Christmas carol concerts.

Through the Health and Wellbeing programme one of the identified groups that Sense of Sound specifically worked with were older people. The Liveability project in Woolton was one such project dealing specifically with the over 60s. This 12 week programme started in November 2010 and has resulted in the creation of the Liveability choir which is 14 strong.

During 2010, Sense of Sound composed a song especially for the Year of Health and Wellbeing. The premiere of 'Breathe' was sung at the launch of the Decade of Health and Wellbeing in January 2011 by three choirs brought together specially for the event – the Sense of Sound Singers, Liveability Choir (over 60 year olds) and Liverpool PCT Choir.

For the Best

For the Best, was commissioned by Culture Liverpool for 2010 Year of Health and Wellbeing and was developed with The Royal Liverpool and Broad Green University Hospitals NHS Trust, Unity Theatre and Liverpool PCT. Funding was from a Wellcome Trust Arts Award, Liverpool City Council, Arts Council England and Liverpool PCT.

Artist Mark Storor was in residence in the Renal Unit in July to October, exploring Liverpool residents' own stories to produce a performance piece in Liverpool. The process involved participation with people on dialysis, their families and nursing staff, creating positive experiences and self-expression to help make sense of living with illnesses.

Through this participants grew in self-awareness and independence as well as a sense of social belonging and community participation – factors that are recognised as critically important to mental health and wellbeing of regular hospital attendees and their families and carers. The performance

in November enabled audiences, including schoolchildren, to have a greater understanding and empathy for living with a long term illness.

Merseyside Dance Initiative (MDI)

MDI were approached by 2010 YOHW to take the lead as dance ambassadors for the year and to promote the link between dance and the Five Ways. 2010 was also MDI's 'Year of Dance' and there were many mass participation and community projects programmed throughout the year.

Aims included maximising partnership opportunities, which MDI did through developing strong relationships with a range of organisations including Age Concern and Alder Hey and Aintree Hospitals. Other aims were to promote health through dance – in addition to regular weekly classes at the MDI studio in Hope Street, MDI offered participation opportunities at 12 events that were linked directly to 2010 YOHW which included 100 participants at International Women's Day Liverpool Caribbean Centre in March.

Nearly 500 people performed on International Dance Day as part of 'City Steps' at various city-centre locations with a foot-fall of 66,000. Over 2,500 older people took in other targeted dance programmes and a national conference on Dance and Dementia added considerable weight to the connections made by professionals in health and cultural sectors during the year

Out of the Blue Festival

The Out of the Blue Festival was established by West Everton Community Council, in partnership with Liverpool PCT, Liverpool City Council and LARC, among many others. The programme aimed to show how grass root communities could organise and deliver a large cultural programme with support from the cultural sector and other partners. It drew participants from across the city to participate in uplifting cultural events alongside local residents, showcasing the potential of Everton Park, and the neighbourhood of Everton in general, whilst raising morale in an area of socio-economic deprivation.

The programme included a range of festivals, summer fayres, and music events, which were attended by a wide range of participants across all age groups and which afforded opportunities to engage with the Five Ways.

The events included the People's Pageant, held in June, which opened the Out of The Blue Festival. Three hundred children from two schools met on Everton Park to celebrate their creativity and love of the park.

Other events included the Shewsy Summer Fayre which involved people participating in live music and enjoying stalls and games; Picnic in the Park, which was attended by 200 people; the Kite Festival where 150 participants made their own

kites which they flew in Everton Park; Tea and Tunes, a series of free monthly 'concerts with a cuppa' in West Everton, featuring musicians from the Royal Liverpool Philharmonic Orchestra, and workshops provided by AfroReggae.



The organisers concluded that Out of the Blue met its aims in developing the skills and confidence of local residents and raising the profile of the park and neighbourhood profile in Liverpool, whilst allowing partnerships between community and cultural groups, and statutory groups including Liverpool PCT and Liverpool City Council, to be established and to develop.

West Everton Community Council aims to continue to develop the Out of the Blue programme, attracting wider audiences in celebrating local culture.

Liverpool John Moores University Health and Wellbeing Fair

Held as part of National Mental Health Week. The event targeted staff and students from John Moores University and the surrounding universities. A mix of interactive performances, debates and wellbeing services took part in the event which encouraged improvements in personal wellbeing and health. Partners on the day included the Comedy Trust and Laughology. More than 400 students took part.

Four Corners

Four Corners was Culture Liverpool's major community participation arts-based project working with residents, cultural organisations/artists and the Liverpool City Council's Neighbourhood Management Service. Within the theme of health and wellbeing cultural organisations were given

specific details and information on health issues from their neighbourhood and worked with Liverpool PCT to determine a priority issue such as Fuel Poverty or Teen Pregnancy on which to base their creative scheme. Participants learnt new skills, formed new friendships and the project facilitated positive education and awareness around health and wellbeing.

Cultural Champions

This scheme has had demonstrable benefits for the people involved, increasing both their sense of wellbeing as well as their individual skills and confidence. Recording a 45% increase in their subjective wellbeing, all have developed new skills (blogging, using new technology, developing 'art critic' skills) and four champions have changed their jobs which they attribute to the experience of being a cultural champion.

Liverpool Biennial

In 2010 Liverpool Biennial worked in partnership with 2010 YOHW on a number of joint initiatives. The strength of the partnership with 2010 YOHW was in creating synergy between arts and health including the flagship partner programme to support communities in Everton Park.

Ed Purver – in residence was one such project. A group of 12 young people not in education, employment or training worked with New York-

based artist Ed Purver, featuring in and assisting with the production of his video installation 'In Residence.' The young people helped Ed to transform unused and derelict properties in Granton Road, Anfield, for one week in April. The buildings were brought back to life, with film projections playing in the once boarded-up windows, showing the young people as giants – resting, dancing and playing.

"I liked the way we modelled for the camera and did poses, it felt like we were proper models or something but it was AMAZING. I'm also looking forward to seeing the installation because all the girls will see it!"

Female participant

Romeo and Juliet

This was a huge community project co-ordinated by The Reader Organisation, involving Merseyside Community Theatre (MCT) staff and volunteers going out into the Alt Valley neighbourhood and setting up 'Get Into Reading' groups for all ages, culminating in a production of Romeo and Juliet held at Croxteth Fire Station. It aimed to bring communities together to 'Connect' and 'Keep Learning' whilst reducing antisocial behaviour and helping combat health and educational inequalities.

Other partners included Cobalt Housing, Mersey Care NHS Trust, Merseyside Fire and Rescue Service, Merseytravel and Neighbourhood Management Services (Alt Valley).

“I wasn’t too sure what to make of it at first, nothing like this had happened in Croxteth before, but when I saw how many people came to watch and just how good it was. I thought it was fantastic, for all the people involved and for the image of the area. Well done, more please.”

Audience member

3.3 Extending an influence

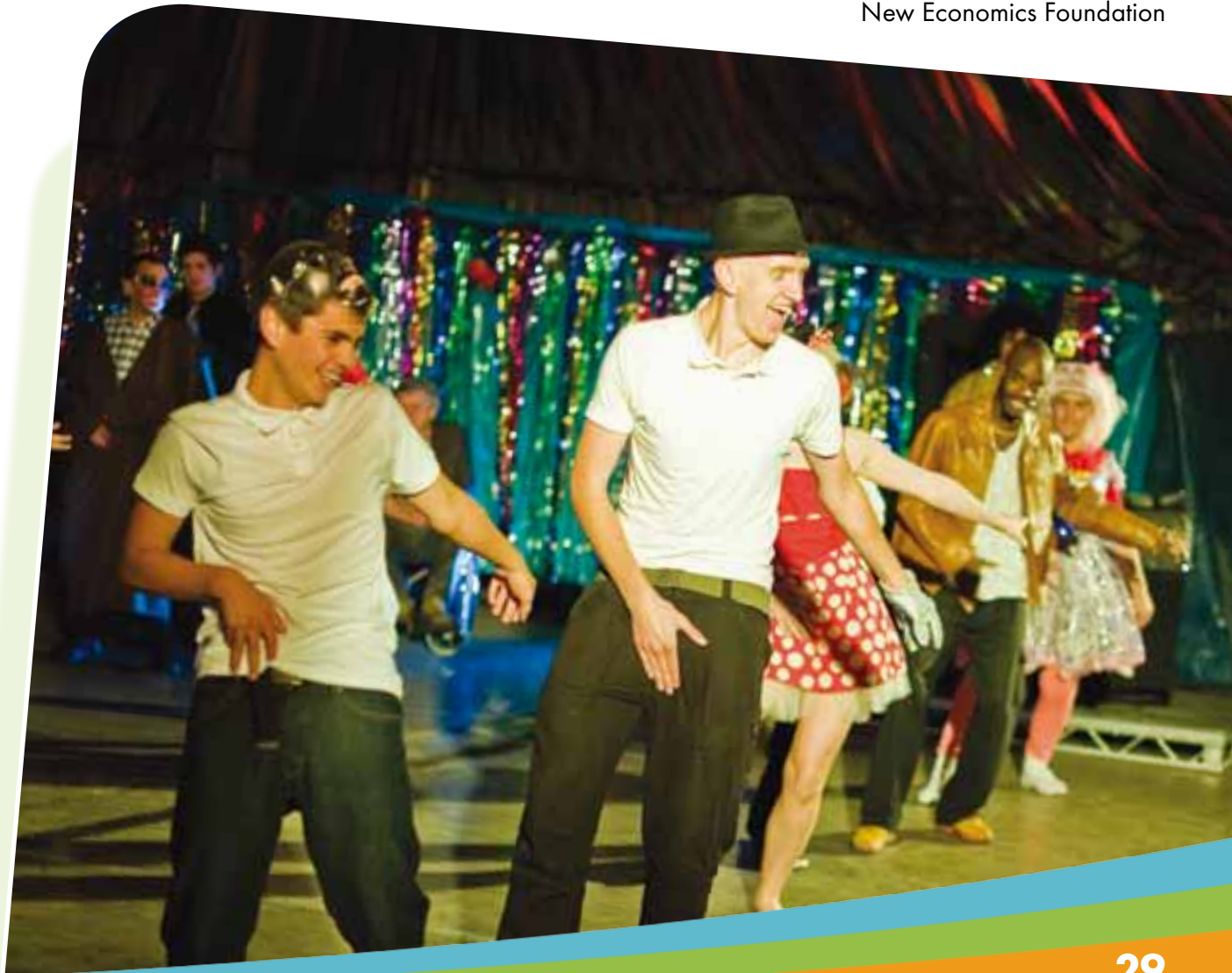
A key aim of the 2010 YOHW was to ensure a lasting legacy by developing working links and partnerships for the future. The 2010 YOHW initiative was aligned with many of the city and City Region’s wider policy aspirations and was an opportunity to promote more explicit recognition of opportunities to promote wellbeing and reduce health inequality across the wider public policy landscape.

The 2010 YOHW initiative helped to inform a number of local policy processes including the evolving Local Transport Plan, the establishment of

a Food Alliance and a closer working partnership with the Housing sector. The year provided a focus for developing strategic alliances aimed at improving health.

“Liverpool is the example we cite to others of how to embed wellbeing into the strategic planning and public conscience of an area simultaneously.”

New Economics Foundation



The strategic alliances covered:

Health Inequalities Strategy

During 2010 Health Inequalities were identified as a key priority for the city in the Public Health Annual Report. A series of capacity building seminars began at the end of 2009 and ran throughout 2010. These included input from national experts including Professor Michael Marmot, author of 'Fair Society, Healthy Lives', the UK's review of health inequalities published February 2010 and was supported by input from Department of Health's National Support Team on Health Inequalities.

The programme built the local strategic partnership's understanding of health inequalities, aiming for Liverpool to become more systematic in its approach to narrowing the gap in health experience within the city, tackling the root causes of health inequalities and being prepared to scale up the level of change. A draft health inequalities strategy was outlined in response to the agreed need for an overarching citywide strategic framework to address the issue.

At the end of 2010 and in early 2011 a raft of new national policies and organisational responsibilities emerged with direct impact on the development of a health inequalities strategy for Liverpool. Draft new outcomes frameworks for the NHS and the Public Health White Paper give a clear policy context for health inequalities. In tandem, the momentum

and support gathered during the capacity building process for health inequalities and 2010 YOHW, places Liverpool in a strong position to commit to reducing health inequalities in the coming Decade – the strategy will be brought forward in 2011.

The Decade of Health and Wellbeing provides a public face for the approach to be taken in addressing health inequalities, a means to bring the policies, priorities and programmes off the page and into the homes, offices, schools community, culture, sports and faith centres of our city. The reduction of health inequalities depends on the thought and action of residents and can not be achieved with a top down approach from the city's agencies alone – essential though this is to support communities to make the changes needed.

Green Space

From the Health is Wealth Commission (2008) to the Marmot review on Health Inequalities (Marmot, 2009), evidence demonstrates that exposure to green spaces is good for health, enables increased physical activity, improves mental health, increases opportunities for outdoor play and shared activity, improves air quality and reduces noise impacts.

Evidence also shows that exercise in green spaces improves self-esteem, depression and mood, and that inequality related to income deprivation is lower in populations living in the greenest areas. To gain those benefits, a workstream was highlighted

for 2010 YOHW to improve the quality of green space, and access to it. It involved MerseyForest, Liverpool City Council Parks and Greenspaces, Planning, Policy and Climate Change departments, Liverpool Vision, CAGE, Landlife, Rice Lane City Farm, Holly Lodge School plus 40 other Food Alliance members.

A Green Infrastructure Strategy and action plan were produced to inform the approach, identifying all the city's green spaces and their potential uses and contributions to health and wellbeing.

Parks and Greenspaces wholeheartedly embraced 2010 YOHW. During 2010 the Discover Parks programme linked up with 2010 YOHW, with a full programme of more than 2,000 events, making it one of the biggest in the country, and is also used to promote the Healthy Walks and Healthy Cycling events, most of which take place in the parks. In collaboration with Liverpool Active City they published a useful leaflet, Active Parks Map – which shows the location of Liverpool's green spaces and provides information about the activities that can take place in them.

Liverpool City Council's Adaptation Framework for Parks was strongly influenced by the 2010 YOHW messages, and the close partnership working between Liverpool PCT and parks teams was noted as a good practice example to influence development of other adaptation plans.

Liverpool PCT developed a Good Corporate Citizenship Sustainability Strategy including a strand to get the most from green space in Liverpool PCT's own estate and worked with NHS partners to do likewise, sharing these assets with the community.

The NHS Forest scheme was launched at Alder Hey which demonstrates the approach to integration of green space to maximise the wellbeing and recovery of young patients at the proposed new Children's Health Park.

The Green Infrastructure Strategy will now be implemented with a new forum of wider partners and will aim to involve more people in improving and maintaining one of Liverpool's best assets for mental and physical health.

Food Alliance

Liverpool PCT worked with Liverpool Vision to launch a Food Alliance bringing together more than 40 local organisations engaged with producing, distributing and cooking food. Another partnership has been formed with YMCA who are engaging residents in transforming land, growing and preparing food. The Food Alliance met in early 2011 to discuss their longer term plans and this group has now been awarded a UK Plunkett foundation grant which, with Liverpool PCT, Liverpool Vision and other partners will enable a

major demonstration project to proceed alongside the development of an economic case and long term strategy for increasing the food growing practice and economy in Liverpool during the Decade of Health and Wellbeing.



Everton Park

In 2010 Liverpool City Council, Liverpool PCT and local communities recognised Everton Park as a flagship site for change within the 2010 YOHW programme.

The area surrounding Everton Park has some of the most extreme health and social inequalities in the country and is set to undergo immense change, including ambitious proposals for new housing, retail and other facilities, providing opportunities for improved life chances for the residents of the area and surrounding North Liverpool area.

Building on Liverpool's strategic objectives to strengthen Liverpool's economy and improve the City's image and to build and support strong and inclusive communities, 2010 YOHW led a project to explore how Everton Park could maximise its potential and support local communities to provide uplifting activity. Designer and conceptualist Bruce Mau was invited by 2010 YOHW to look at Everton Park as a case study for using a green space as a tool for tackling health inequalities in the city, and a host of activities took place led by the community, under the banner of the Out of the Blue Festival.

One of the key proposals was from Liverpool Biennial for a landmark centre piece for the park. This would be of sufficient scale to have a significant impact on the area and one that would improve the regions appeal to international visitors.

Cultural Engagement

The successful embedding of arts and cultural activity such as singing, dance, disability arts and community festivals within the health and wellbeing context continued and enhanced the reputation of the city for innovation and creativity while enhancing the reach and effectiveness of cultural, health and social partners in meeting shared goals.

Merseyside Local Transport Plan

Liverpool PCT worked closely with transport colleagues to integrate health and wellbeing throughout the Merseyside Local Transport Plan, a statutory, long term strategy for Liverpool and surrounding areas written by the Merseyside Transport Partnership – Merseytravel and the five local authorities of Merseyside. Health and wellbeing is now recognised as a core goal of the strategy which will direct transport implementation for the next 10 years. Running alongside was a collaborative programme of activity to increase cycling and walking in 2010.

Cycling Programmes

2010 YOHW provided partnership funding to the Merseyside Transport Partnership to support the TravelWise programme. A number of key projects were chosen to increase awareness of 2010 YOHW, increase understanding of role of cycling and walking in meeting health outcomes among relevant agencies and enable residents to make

sustainable transport choices, while also helping to underpin Liverpool PCT's Cycle for Health programme. Among the projects were free Cycle Training with 64 one to one courses delivered, tailored to the individuals requirements and a series of maintenance courses. 53 participants benefited from courses which include a tailored package of support and information to enable access to employment, services and leisure, increasing regular physical activity and increasing safe cycling skills and confidence. 17 free Dr Bike repair sessions were held at community events, hospital trusts, universities and the Merseyside Fire and Rescue Service providing opportunities to engage wider audiences in the benefits of cycling.

"I'd never cycled before and was very worried about learning as an adult. The trainer was great, really positive and supportive, encouraging me to have a go – helping me to understand where I was going wrong and giving tips on how to improve. Before the session I thought buying a bike had been a big mistake, but afterwards I felt so much more confident and couldn't wait to ride it again."

New cyclist

Exercise 4 Life

This national exercise challenge event organised by The Wright Foundation Research Charity, aims to get the UK moving, improving health through exercise. Partners included Liverpool City Council Active City and Liverpool PCT. The campaign asked people to commit to a personal challenge choosing swimming, dancing, hula hooping, cycling, or running. Members of the public signed up via the website www.exercise4life.org or in Lifestyles Fitness Centres. The national launch event was held at the Liverpool Aquatics Centre in 2010 YOHW and reflects Liverpool's longstanding commitment to health and fitness.

Following the event The Wright Foundation Research Charity are providing training and six months employment for those aged between 18-24 years, working in conjunction with their exercise event, Exercise4Life. The Wright Foundation was successful in its bid to a government led scheme, Future Job Fund, gaining 450 paid jobs with training for those who have been unemployed between 6 to 12 months. Staff of leisure centres and parks will act as mentors to candidates throughout their six-month employment period hopefully progressing towards a full time position or an apprenticeship.

"A scheme which provides unemployed people with skills, a healthier life and a solid step on the career ladder is one to be heartily welcomed. The fact that this Exercise4Life programme is being launched in 2010 is also a great boost to Liverpool's Year of Health and Wellbeing."

Councillor Wendy Simon Liverpool City Council's Cabinet Member for Culture, Sport and Tourism



Ambassadors

Five ambassadors were asked to represent each of the Five Ways to give them a public face and add celebrity endorsement. They were charity founder Stephen Yip for 'KIND', Olympic gymnast Beth Tweddle for 'Be Active', artists, the Singh twins for 'Take Notice', writer Frank Cottrell Boyce for 'Keep Learning' and broadcaster Roger Phillips for 'Connect'. All have committed to remain involved during the Decade.

Professional Learning

The end of the year saw a series of seminars bringing the learning from the different strands to wider audiences which usually comprised a mix of practitioners from different fields learning with clinicians and health care professionals to embed the thinking and good practice across disciplines.

Foresight Group

The Foresight Group is an inclusive policy discussion forum established jointly by the University of Liverpool and Merseyside Transport Partnership. The Group holds quarterly meetings at the University's Foresight Centre and brings together some of the City Region's most influential decision-makers and opinion-formers from business, the public sector, cultural organisations, academia and the community sector to discuss key challenges around economic regeneration, transport and sustainability.

2010 YOHW was a major theme for discussion at two of the Foresight Group's meetings in the last 12 months. In October 2010 Liverpool PCT Director of Stakeholder Engagement, Andy Hull set the scene with an explanation of the vision for 2010 YOHW and the groups explored how 2010 YOHW aims connected with other major public policy agendas and the vision of a successful and sustainable city.

In January 2011 the 2010 YOHW provided the context for two presentations by Dr Ruth Hussey, Regional Director of Public Health and The Mersey Partnership's Dave Moorcroft on whether economic prosperity and wellbeing were competing or complementary objectives for the City Region. The ensuing discussion revealed strong support for the idea of a holistic approach to regeneration that recognised the need to integrate our thinking and actions with respect to the economy, the environment and wellbeing.

4 Evaluating the Year

This section provides an insight into the awareness of 2010, along with statistics demonstrating how people and organisations have engaged and participated in 2010 YOHW.

Success of 2010 YOHW can be measured by:

- Levels of awareness and engagement by the public.
- Personal pledges of support by individuals committing to take action to improve their wellbeing.
- Pledges of support made by organisations.
- Impact the year has had on organisations.
- Impact on existing wellbeing initiatives.
- Profile and publicity initiatives.

Awareness figures were very high and the reach into target communities was very good.

The response to the various initiatives and programmes was also very good as evidenced by the numbers of people saying that attending events had encouraged them to take positive further action and people pledging their support to the year.

A Year of Health and Wellbeing was seen as a positive approach to effecting change and the idea of a decade to carry on the work was felt to be a good idea.

In this section we will look at the core research which consisted of:

- Street interviews – carried out with the general population to gain insight into awareness and impact of 2010 YOHW.
- Event questionnaires – 974 questionnaires were completed at 35 key 2010 YOHW events to evaluate the events and YOHW.
- Focus groups – with the general population to gain insight into people's attitudes, behaviours, motivations and barriers.

And we will review evaluations of:

- Engagement of the public and organisations with the 2010 YOHW website, and pledges from individuals and organisations to support 2010 YOHW.
- In Depth interviews conducted with 11 key partner organisations.
- Impact on existing wellbeing initiatives.
- Media Value, and impact of flags and banners and 2010 YOHW puppets.

4.1 General population awareness, engagement and response to messages

This section describes responses to the on street questionnaires conducted among the general public in order to gauge the awareness and engagement of 2010 YOHW. The questionnaires also indicated the interest in health and wellbeing amongst Liverpool's population. The independent research study was carried out across the Five Neighbourhood areas and involved 248 short street interviews in June/July (WAVE 1), and 252 in November and December (WAVE 2).

Results were also analysed separately for respondents living in areas as identified as deprived who fitted the following two criteria:

1. lived in one of 10 postcodes in the 10% most deprived according to the Index of Multiple Deprivation; and
2. were classified as manual workers, unemployed or in the 'other' category.

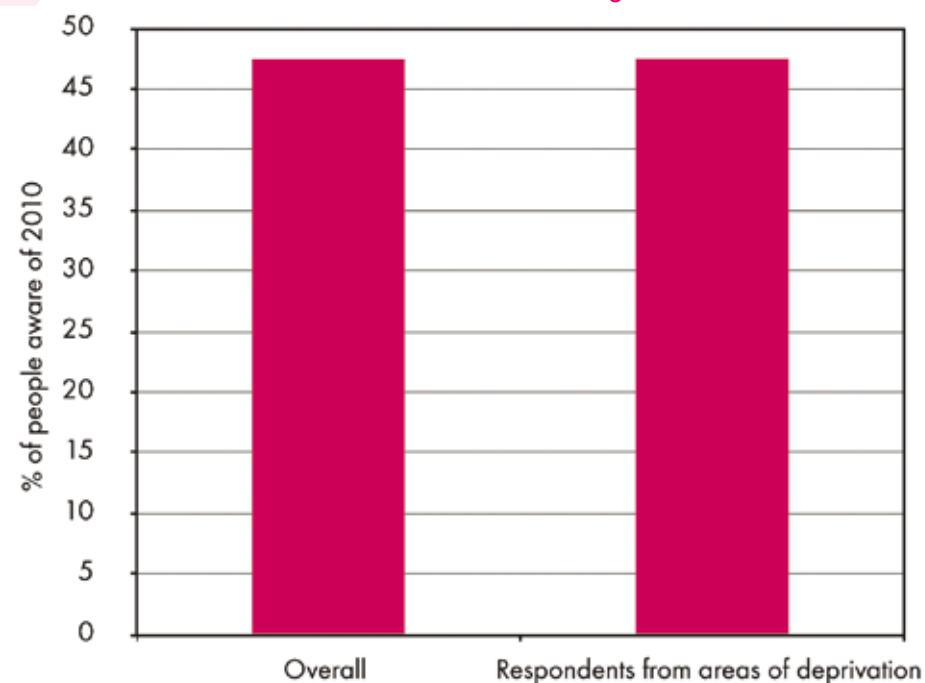
This aimed to explore whether messages and programmes were being effective with people living in areas defined as deprived and therefore more at risk of poor health and wellbeing. The key objectives of the research were:

- To measure unprompted and prompted awareness of 2010 YOHW.
- To measure engagement with 2010 YOHW.
- To measure interest and attitudes in Health and Wellbeing.

Awareness

On average 47.5% of people sampled had some awareness of 2010 YOHW. Among those living in areas as defined as deprived, awareness was at the same level of 47.5% across the year, indicating that 2010 YOHW had reached an even number of people across socio-economic groups.

Awareness of 2010 Year of Health and Wellbeing

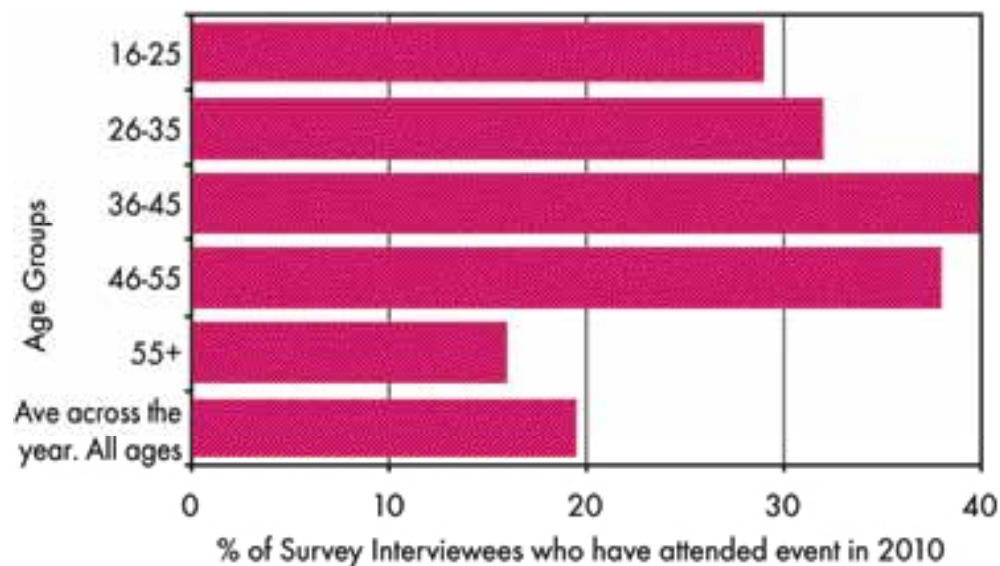


Source of data: 2010 Independent Research Study

Engagement

On average 19.5% of people sampled had attended events. By the time the second wave of interviews took place a much larger number (30%) of those questioned had attended a 2010 YOHW event, compared with the 9% recorded in the first wave. The graph below shows this broken down by age group for wave 2. The 36-45 and 46-55 age groups were the most likely to have attended events, and over 55s were far less likely to have attended an event. Respondents living in areas defined as deprived were on average just as likely to have attended an event emphasising the success of reaching these target areas.

Attendance 2010 YOHW events broken down by age



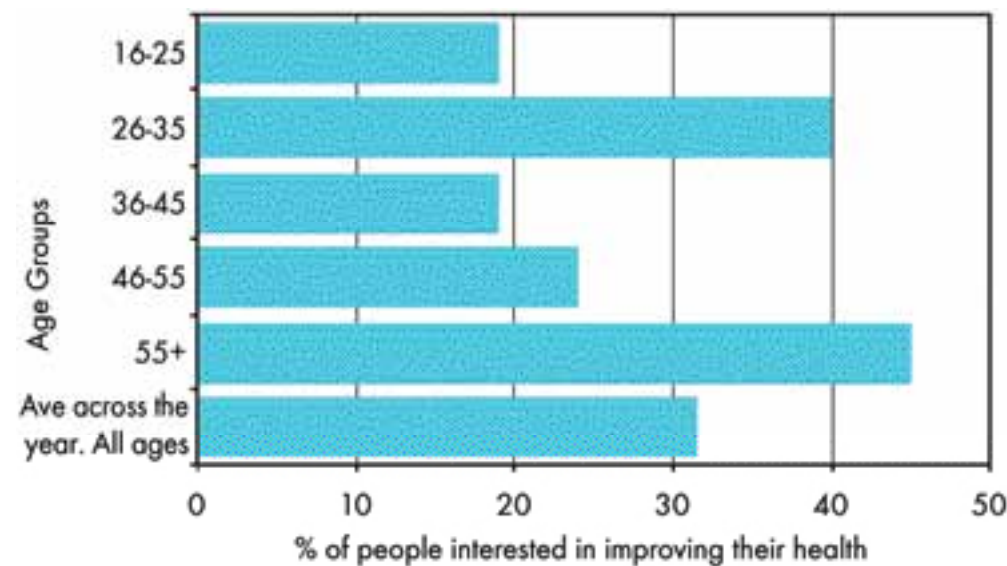
NB: Age split data applies to Wave 2 research only
Source of data: 2010 Independent research study

Interest in Improving Wellbeing

Respondents were also asked if they were interested in improving their wellbeing, with 31.5% saying they were. Results varied significantly by age group, with the strongest results for the 55+ and 26-35 groups. Improvements to messaging to target those less responsive will be developed for future programmes.

Of those that felt disinclined to do something to improve their health and wellbeing, 35% felt they didn't need to because they were already doing things and a further 31% said they were too busy.

People's level of interest in improving their wellbeing



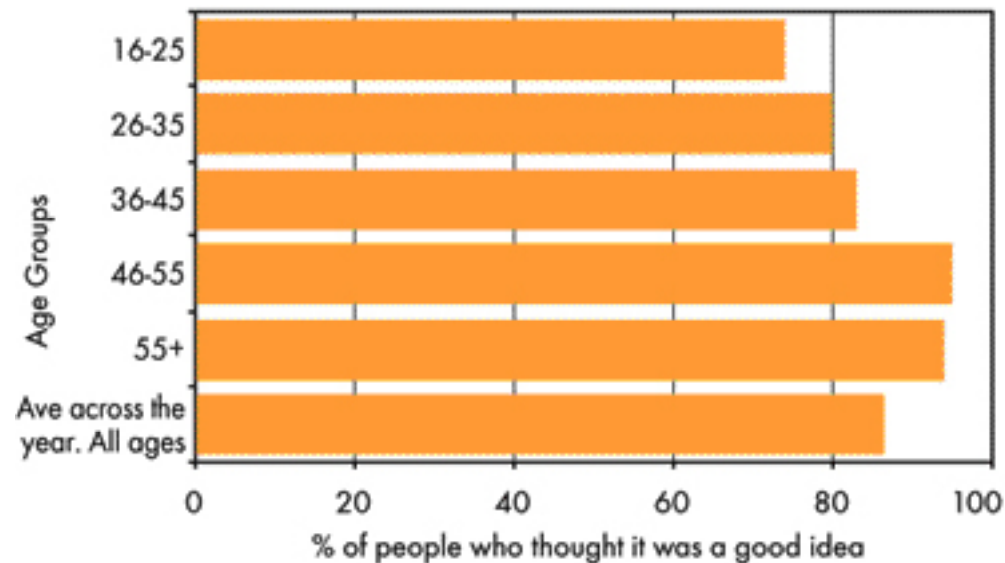
NB: Age split data applies to Wave 2 research only
Source of data: 2010 Independent Research Study

A large majority of respondents 57%, were 'bought in' to the concept that observing at least some the Five Ways to Wellbeing will help their sense of wellbeing/extend life expectancy. This is a significant improvement on Wave 1 scores (33%) and could be explained with the increased activity, communications and advertising about the year.

People who thought 2010 YOHW was a Good Idea and would make a difference

The overwhelming majority of respondents (86.5%) felt 2010 YOHW was a good idea, with the Under 25s the group least likely to think so, although even amongst this group, almost three quarters responded positively. Results for respondents in areas defined as deprived are slightly lower (79.5%) than those for respondents at the overall level, but are still strong.

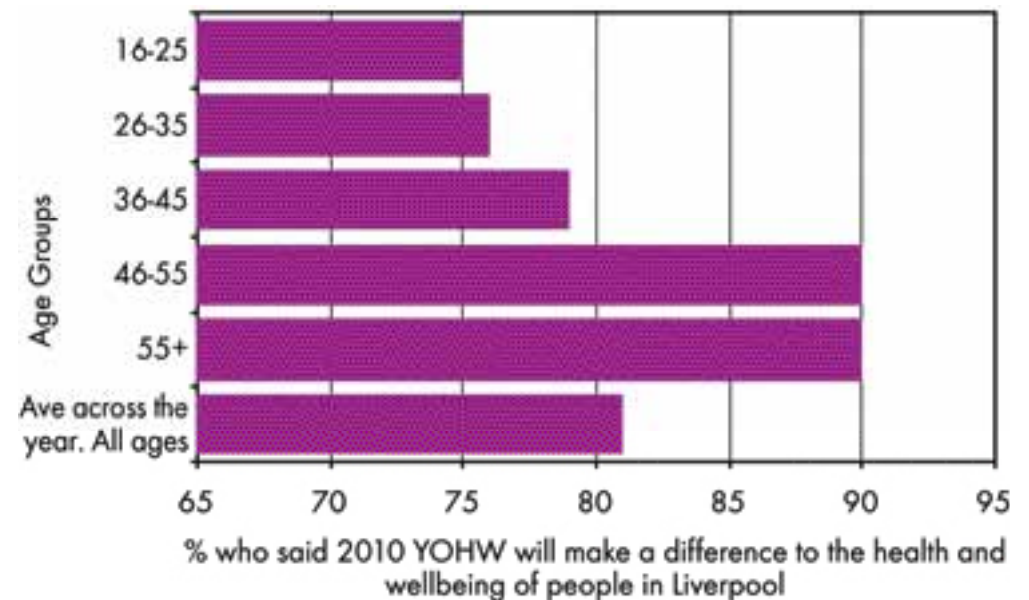
People who thought 2010 YOHW was a good idea?



NB: Age split data applies to Wave 2 research only
Source of data – 2010 Independent research study

More than 80% of respondents believed that 2010 YOHW would make a difference to the health and wellbeing of the people of Liverpool. The highest figures are amongst older age groups (46–55 and 55+), while results for respondents from areas defined as deprived are slightly lower at 70%.

People who said 2010 YOHW will make a difference to the health and wellbeing of the people of Liverpool

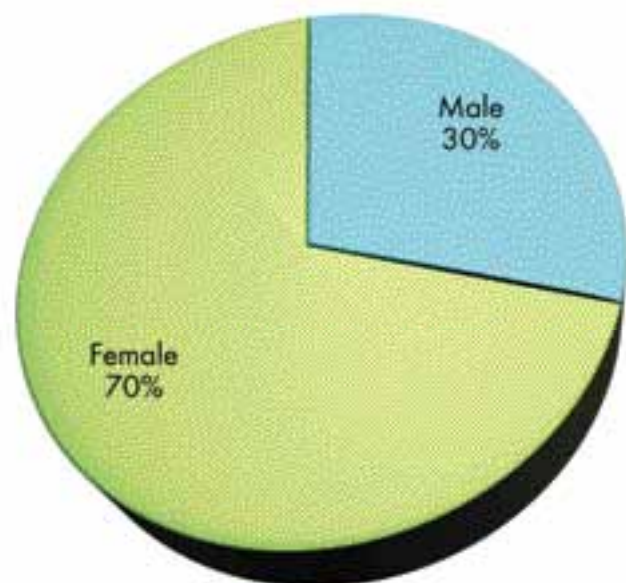


NB: Age split data applies to Wave 2 research only
Source of data – 2010 Independent research study

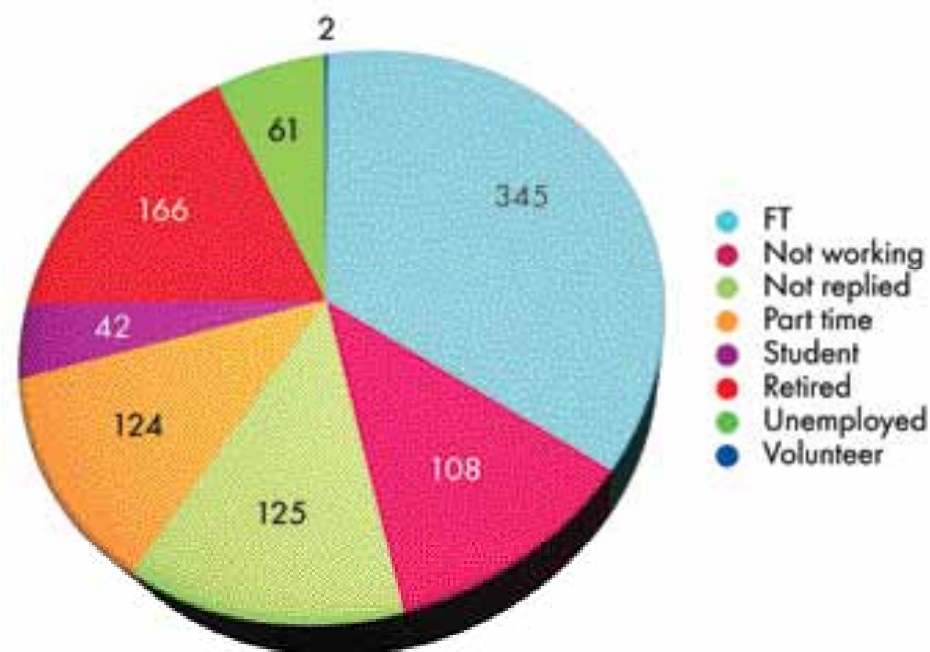
4.2 Views of people at 2010 YOHW events

This section looks at the experience of those who attended events and their awareness and engagement in the year. At selected events which were part of the year's programme, the public were asked to complete an event questionnaire, to help evaluate 2010 YOHW and the event itself. A wide range of events were included, from mass participation festivals to local community events, e.g. Festival of Health and Wellbeing, National non-smoking day, Bookstart event, Africa Oyé. A total of 35 events were evaluated and a total of 974 questionnaires were completed.

The chart below show the sex of those completing the questionnaire. Three quarters of those completing the questionnaire were female.



Employment position of people attending events

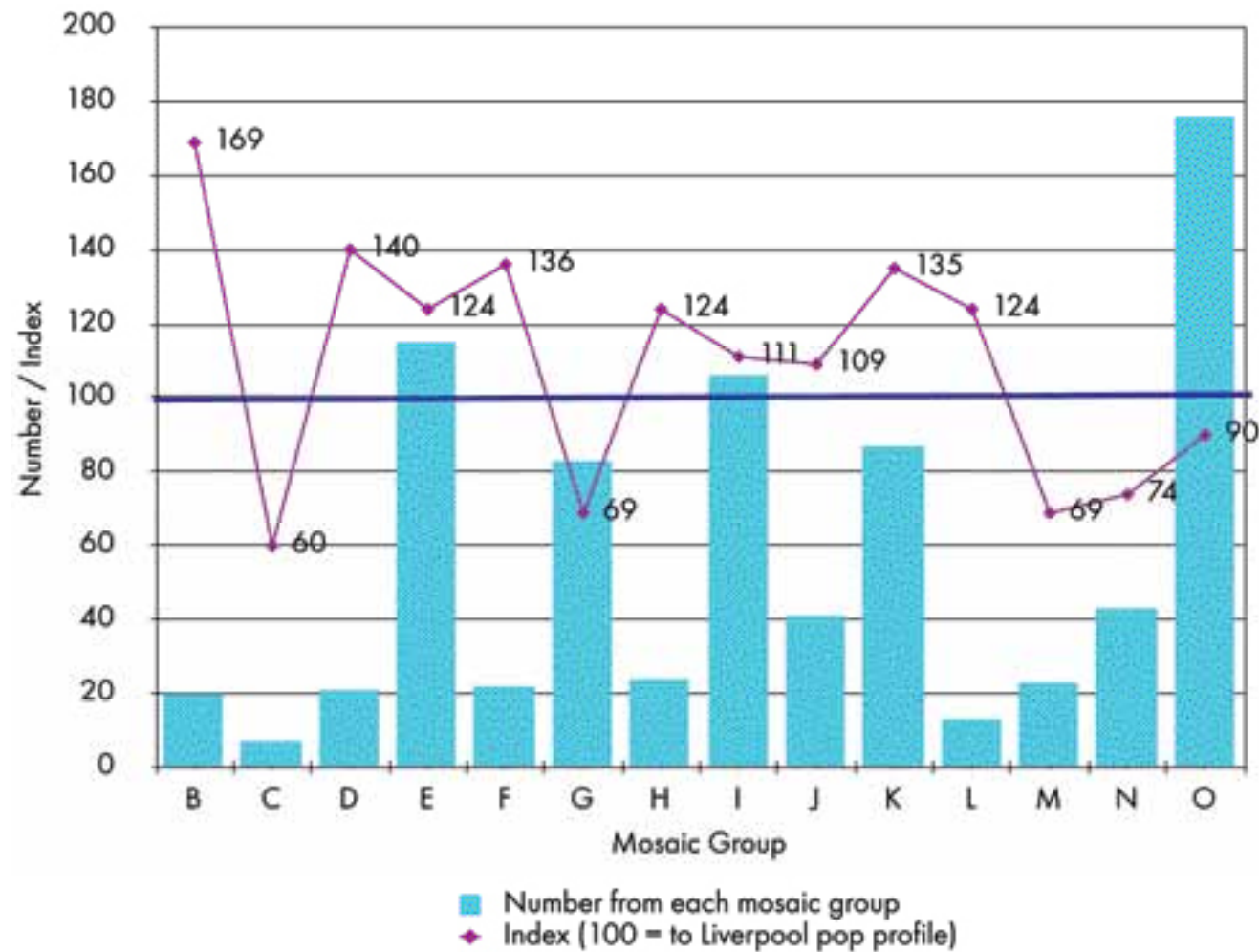


The pie chart above shows the working status profile of respondents. This provided evidence that 2010 YOHW succeeded in reaching a range of people who came from a diverse range of backgrounds.

Mosaics (a socio-demographic tool) was used to segment questionnaire participants into groups of similar demographics, lifestyles and behaviours.

The Chart on page 39 shows that the Mosaic profile of people completing event questionnaires and also how this compares with our population as a whole (shown as an index, showing how close the event audience was to the population as a whole in Liverpool, the closer to 100, the closer the match).

Mosaic profile of those completing an event questionnaire compared to Mosaic profile of the whole of Liverpool (shown as index)



Mosaic key:

Mosaic Group	Description	% of Mosaic Group in Liverpool Pop
B	Residents of small and mid-sized towns with strong local roots	1.43%
C	Wealthy people living in the most sought after neighbourhoods	1.51%
D	Successful professionals living in suburban or semi-rural homes	1.89%
E	Middle income families living in moderate suburban semis	12%
F	Couples with young children in comfortable modern housing	2.2%
G	Young, well-educated city dwellers	13.97%
H	Couples and young singles in small modern starter homes	2.47%
I	Lower income workers in urban terraces in often diverse areas	12.53%
J	Owner occupiers in older-style housing in ex-industrial areas	4.77%
K	Residents with sufficient incomes in right-to-buy social housing	8%
L	Active elderly people living in pleasant retirement locations	1.21%
M	Elderly people reliant on state support	4%
N	Young people renting flats in high density social housing	7.48%
O	Families in low-rise social housing with high levels of benefit need	26.26%

The largest proportion of Liverpool's population (26%) are from Mosaic group O, the most deprived, the features of whom are:

- Low rise municipal housing
- Older People
- Low Incomes
- Anti Social behaviour problems
- Lack of community facilities
- Semi skilled and routine work
- Minimum wage
- Limited aspirations

It is great to see that 2010 YOHW has engaged with a large proportion of this group as it is these people that benefit most from this engagement and where the biggest health inequalities exist. The most needy under represented groups are the:

- Elderly people reliant on state support.
- Young people renting flats in high density social housing.

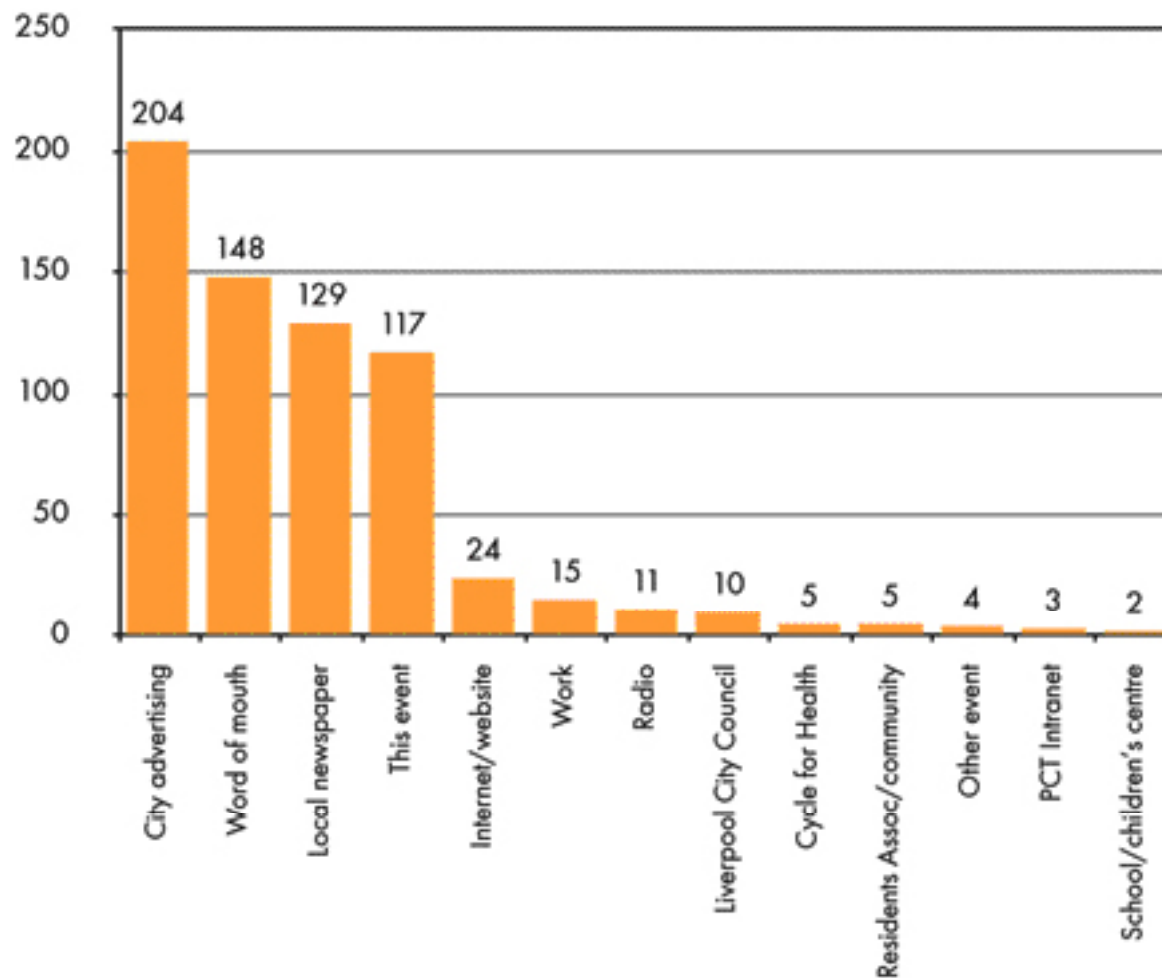
These findings will be used as a focus for the Decade of Health and Wellbeing.

Awareness of 2010 YOHW

At events, on average 66% of people were aware of 2010 YOHW, and this remained fairly constant throughout the year. There is very little difference in the awareness of 2010 YOHW by gender or age of the respondent. Awareness levels are similar among those from all socio-economic backgrounds, showing that 2010 YOHW has reached people from all types of background within Liverpool. There is however, very low awareness among active elderly people living in pleasant retirement locations but this could be due to a small sample size.

How people heard about 2010 YOHW

People at events were asked how they had heard of 2010 Year of Health and Wellbeing. The largest mention is city advertising and this includes the flags and banners distributed throughout the city.



Source of data – 2010 surveys

Making the connection between the Five Ways and health and wellbeing

Respondents were asked if they were aware that attending events like the one they had could increase their health and wellbeing, and 83% answered yes to this question. 88% of people were inspired to attend more events, 76% of people said that the event had encouraged them to take other action. Other action verbatims:

Start running again

Be more aware of my own health

Take part in the New York Marathon 2011

Join a local gym

Be aware of how many alcohol units I am consuming

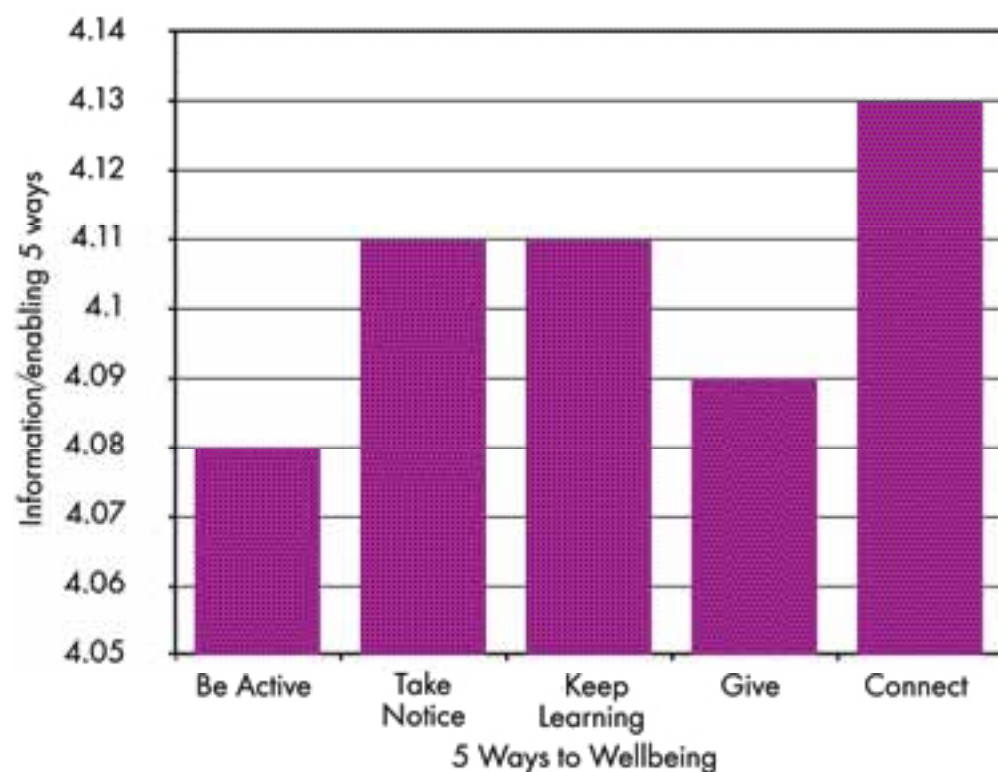
Utilise services on offer

Think carefully about what I'm eating

Five Ways to Wellbeing

People were asked to rate the event between 1 and 5 with 1 being poor and 5 being excellent in terms of giving information or enabling the Five Ways to Wellbeing. The graph below rates 35 events and each were given a rating of above 4 in terms of the Five Ways. Connect gets the highest score and Be Active the lowest. The graph shows that the events evaluated provided a very wide range of engagement and covered the Five Ways to Wellbeing effectively.

Rating of events in terms of relevance to Five Ways to Wellbeing



Source of Data – 2010 Surveys

4.3 Focus groups

A small number of focus groups were held with members of the Liverpool population to give some depth of understanding of people's attitudes towards 2010 YOHW and the Five Ways and to test reaction to plans for a Decade of Health and Wellbeing. The groups involved people from areas of socio-economic deprivation in order to ensure we understood their reaction to the messages. These results will be used to build on plans for the Decade of Health and Wellbeing and shape plans to meet the needs and wants of our population. As part of the focus groups, people were asked what wellbeing meant to them. Responses were encouraging for use of the term going forward. The chart below shows that wellbeing was felt to encompass a range of different elements, including both the physical and the mental. There was generally a good consensus within the groups around what wellbeing actually was.

What is Wellbeing?



Having good health and wellbeing was generally considered to be extremely important. It was felt that specific sections of the community should be targeted in particular, either because of their life stage (the young) or because of behaviour with respect to alcohol, diet, smoking, exercise, etc. The perceived barriers to ensuring good levels of health and wellbeing were believed to be a lack of services and facilities, and poor awareness of the services that were available, because of poor promotion. Government cuts are a further area of concern. Respondents felt that consequences of poor health and wellbeing included obesity, unemployment and crime.

The Five Ways to Wellbeing

The Five Ways to Wellbeing were presented to the groups and people generally did 'get' the Five Ways. They felt that 'be active', 'keep learning', and 'connect' were most closely aligned towards achieving good Health and Wellbeing.

'Connect' was felt to be second nature to many...most people felt they already did this pretty well at present. It was felt to be well aligned to 'Five Ways'.

'Be Active' was also felt to be a good fit with 'Five Ways'. However, it required time and effort to make it happen. This is an area that respondents potentially need support in, to build into their everyday lives.

Some participants struggled with **'Take Notice'** as a concept. It was felt somewhat removed from their daily routine.

'Keep Learning' was a 'way' that really engaged the interest of many participants. It was considered to be a very important pathway to good health and wellbeing.

Participants felt that **'Give'** could be a pathway to wellbeing. Many felt that the activities listed under this section were the types of behaviours that fall under a definition of basic manners and courtesy.

A Decade of Health and Wellbeing

Around 50% of people knew that 2010 had been the Year of Health and Wellbeing. Extending it to a decade of health and wellbeing was considered a very good idea by the majority of participants.

When asked what type of events would encourage people to take part in the decade of health and wellbeing there was an appetite for both city centre and local events, with a focus on the family in particular. Musical events were also very popular.

What sort of events/activities/facilities could form part of the Decade of Health and Wellbeing?

Family-orientated events (music events in particular)	Cycle paths (and rides)	Community gardens
Courses locally to where people live	'Befriending' schemes to make contact with vulnerable/lonely members of the community	Handouts (e.g. food) within the community
Educational programmes, including nutrition lessons in schools	A mixture of city centre and local events	Carnival-style events

People thought that word of mouth is key to successfully engaging people. They want to hear the message from other people that have taken part, e.g. people that have been on a course, or attended a certain event – essentially from ordinary people, as opposed to celebrities or healthcare professionals.

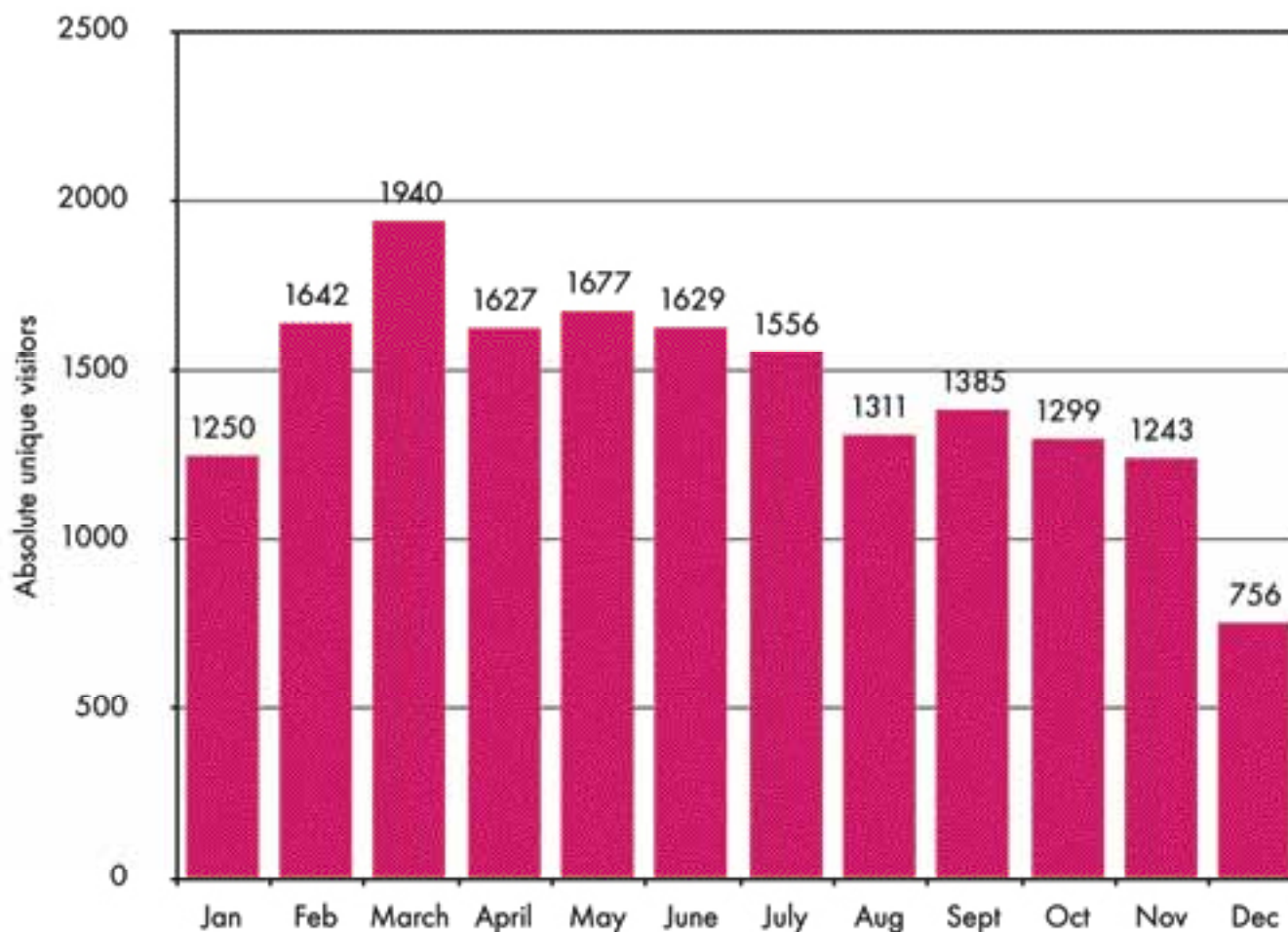
Overall, there was good buy in into 2010 YOHW and what it stood for. People understood what the year was trying to achieve and why. There was good understanding what wellbeing is and why it is important to have good levels of wellbeing. It was agreed that the Decade of Health and Wellbeing was a good idea and that the good work started in 2010 needed to continue.

4.4 Other means of evaluating reach and response

Public Website Engagement

Over the year the 2010 website – www.2010healthandwellbeing.org.uk – had 17,315 unique visitors with more than 20,000 visits. 36% of visits to the website were direct, rather than being re-directed from other sites which is an indication that the year and website has good awareness.

Unique Visitors on the website by month



Source of data – website

Personal Pledges

2,204 members of the public made personal pledges to 2010 YOHW, committing to taking action to improve their wellbeing. People could pledge through the 2010 website and the O8 card website.

Give

"I pledge to give blood this year."

"I pledge to give more to charity and help the environment more."

"To give more time to help my local school."

Connect

"I pledge to try and connect more with the local cultural and heritage offerings."

"I plan to spend more time maintaining positive family relationships."

Keep Learning

"To update my computer skills."

"I pledge to learn to speak Spanish."

"To finish researching my family tree."

Take Notice

"I plan to keep up to date with events in my city and get involved more."

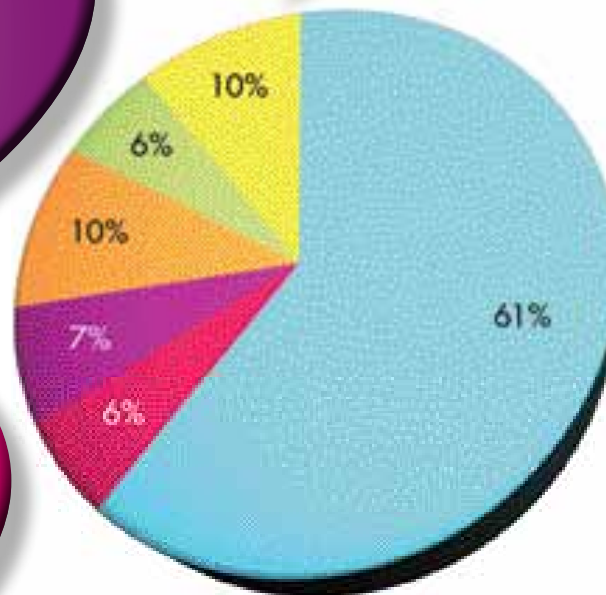
"I plan to get myself and children involved in supporting more events for charities and other worthwhile causes."

Be Active

"In 2011 I pledge to instil a sense of wellbeing in my 1 year old son by being active at the weekends weather regardless."

"I pledge to get active by following my mum's footsteps and getting the family on our bikes. She has lost nearly 4 stone. I am so proud of her. She has since lost my stepdad to a heart attack at the age of 50. By being active this will help us all live longer and healthier."

"I pledge to be active in 2011 and to lose a minimum of 3 stone in weight as I have a heart condition."



Be Active Connect Give
Keep Learning Take Notice Other

Organisational pledges

More than 100 organisations pledged their support to 2010 YOHW, including partners from public, private and third sectors such as Liverpool John Moores University, National Museums Liverpool, Liverpool Chamber of Commerce, Livesmart, Mary Seacole House and PSS. Examples of pledges organisations made were:

- Livesmart pledged to deliver the Five Ways to Wellbeing to members of its cardholder communities. The team at Livesmart also pledged to adopt the Five Ways into their daily working routines, with regular evaluation and sharing of ideas.
- Liverpool Chamber of Commerce made a number of pledges including that its quarterly magazine would be themed Healthy, Wealthy, Wise, that the weekly Chamber newsletter would carry the 2010 logo and relevant stories, the Chamber website would also carry the 2010 logo and relevant stories on a dedicated page, and that relevant stories would be included in Chamber Tweets and Blogs.

4.5 Stakeholder interviews

Interviews were conducted with key stakeholders from 11 sample organisations involved with 2010 YOHW to varying degrees.

These were organisations from a variety of sectors – commercial, health care and public bodies that had been involved in specific projects, put on their own activities or events, engaged with their own workforce on health and wellbeing projects and worked to place health and wellbeing into their strategic frameworks.

All were supportive of the Five Ways as a communications mechanism and as a focus for programme activity, even if they were felt to be less useful in a strategic context by one or two partners.

“The Five Ways seemed to be a really neat check list of outcomes for our projects and we found it a really useful tool in how we approach our own work.”

Liverpool Biennial

Partnership working was felt to be important and partners felt the year offered new opportunities to expand upon their existing work and try new ways to engage their existing audiences, and attract new ones.

Engagement through arts and cultural practice was particularly successful and partners like the Liverpool Biennial and the Bluecoat Arts Centre delivered valuable projects which also helped stakeholders to find new opportunities and gave the year greater focus in some quarters.

The year aimed to act as an umbrella so not all activity was new. Instead partners made good use of existing resources and sought to highlight the wellbeing gain to be had from existing activity, making it easier for partners to become involved without reinventing programmes of activity or stretching budgets.

As one partner said:

“There is more to it than just doing new stuff – you can’t just keep doing new stuff all the time.”

Adding extra value was a popular theme and attractive to all partners at a time of constrained budgets. Liverpool City Council Parks and Greenspace found the year, and particularly the Five Ways, allowed them to build on existing work to attract people to use parks and green spaces as well as developing new focuses and partnerships.

The majority signed up to the Workplace Wellbeing Charter which was found to be a valuable tool and most are building health and wellbeing into their long term goals while others are aiming to do so.

The partners had helpful advice on how to get the best out of the Decade. All agreed that the Five Ways should continue to be promoted and all projects should utilise them where possible.

A big issue identified was the importance of linking the health and wellbeing agenda into the wider regeneration of the city as a whole, considering where the wellbeing of the community fits into the 'hard-nosed economic growth picture' and ensuring decision-makers understand its importance to the future success of the city.

“We need to make sure that the Decade sets off with the view that the health and wellbeing of the city region, jobs and economic growth are all part of the same package.”

Merseyside Transport Partnership

Many partners said the Decade would allow them to develop programmes and aim for more challenging targets than could be achieved in a single year.

4.6 Impact on existing wellbeing initiatives

In the course of 2010 YOHW, there were many existing Health Services that could potentially be affected by the attention given to 2010 YOHW. Work was undertaken to try and identify any impacts on those existing programmes. We looked at data relating to impact on alcohol initiatives,

including alcohol related hospital admissions, smoking initiatives, active city, mental health and breastfeeding.

In practice, there were difficulties collecting this data for various reasons. Reasons included changes in funding to programmes between years, different data collection systems between services and geographical areas.

The data below relates to Liverpool area only.

- Smoking: a total of 8,550 people set a quit date with Liverpool's Stop Smoking Service between Jan 1st and Sept 30th 2010, compared to only 7,356 for Jan 1st to Sept 30th 2009, 6,708 for 2008 and 7,981 for 2007.
- Active City: the Active People Survey 2011 showed another rise in the activity rates within the City, now rising from 20% last year to 20.4% this year. At the inception of Active City in 2005 the figure was just 18.1%.
- Walk for Health: a report from Natural England on Liverpool's Walk for Health Scheme showed that the scheme attracts a wide range of ages compared to others in the region, which tend to attract mainly over 55s. In addition, the percentage of walkers with this organisation that are from black and minority ethnic groups is 9%, which is higher than the percentage for the North West, demonstrating how successful we

are at attracting walkers from all ethnic groups. In addition, 55% of walkers are from the top 20% most deprived wards that 2010 YOHW was designed to reach, which is likely to have a positive impact on health inequalities.

- Mental health: the 2010 YOHW made the Five Ways very visible throughout the year and this visibility meant that they have been incorporated into commissioning and delivery of services in a range of different ways. They have enabled a dialogue to begin around mental health commissioning and public mental health. The Five Ways have given us a language to articulate just what we mean by wellbeing, and given an evidence base as to how this can impact positively on years of life. The Five Ways have also made the link between physical activity and mental wellbeing more visible. In terms of emotional wellbeing, the Five Ways have contributed to art and cultural processes being integrated into health in a positive way for mental wellbeing.



5 A Decade of Health and Wellbeing

During 2010, considerable partnership learning arose from raising health and wellbeing up the agenda, from specific projects undertaken and from looking strategically at how to reduce health inequalities in the city, taking evidence from the Marmot review to inform our approach. The 2010 approach of working collaboratively to address both strategy and action simultaneously with partners in all sectors and directly with communities has demonstrated considerable success and potential.

The momentum gained and the breadth and commitment of partners, encouraged the introduction of a Decade of Health and Wellbeing to bring together the strategic framework, a means of communicating across our communities and building the approach to achieve real, long term success over a ten year period.

The Decade of Health and Wellbeing was launched at St George's Hall on 24th January 2011. It featured presentations from high profile speakers including Dr Sam Thompson from the New Economics Foundation, 2010 ambassadors, local policy leaders and contributions from some of the years programme highlights and the premiere performance of a new

song 'Breathe' specially written for the Decade of Health and Wellbeing by Sense of Sound. The event was attended by 250 key stakeholders, from all sectors including, voluntary, business, public, third and private sectors.

In the week preceeding the launch partners put on more than 120 other events including Tai Chi sessions, workshops on healthy cooking and guided walks to signal commitment to the Decade ahead.

The Decade of Health and Wellbeing provides a public face for the approach to be taken in addressing health inequalities, a means to bring the policies, priorities and programmes off the page and into the homes, offices, schools community, culture, sports and faith centres of our city. The reduction of health inequalities depends on the thought and action of residents and can not be achieved with a top down approach from the city's agencies alone – essential though this is to support communities to make the changes needed.

In NHS NW and in Liverpool, there has been recognition that the changes we bring about require a better balance between economic, social and environmental impacts. That for the long term success of the city we require wealth to be more equally shared, families and households which are well and thriving and an environment which supports healthy lifestyles both for current populations and for future generations.

The following are helping to guide progress towards 2020:

Vision

That Liverpool in 2020 is a city where health and wellbeing are at the heart of our purpose, culture, planning and action. Where communities, public bodies and private organisations are all working together in a Liverpool which is more Equal, Well and Green.

Aims

1. Communities, public and private sector organisations share a vision for the Decade of Health and Wellbeing and identify their own short and long term actions to achieve it, together.
2. To enable the Liverpool people to feel well and to recognise and fulfil more of their potential throughout their lives.
3. To enable Liverpool to be more equal in terms of economic wealth and opportunities, through supporting sustainable regeneration and employment growth.
4. To create a greener city which has a healthy environment, a lower carbon footprint, attracts people to live and invest in Liverpool and is resilient to change.
5. To support Liverpool looking outwards, connecting with others to expand opportunities such as 2012 Olympics.

The Decade will also support the following priorities for tackling health inequalities:

- Giving every child the best start in life, supporting our young families
- Enabling everyone to maximise their potential and have control over their lives
- Creating good jobs and a healthy standard of living
- Building healthy and green homes and communities
- Preventing illness – being well

And as the framework for the Decade is finalised, a full evaluation framework with milestones and specific goals will be developed.

Evidence shows that there is a great deal of commitment to the Decade of Health and Wellbeing, both from partner organisations, as demonstrated through the interview data, and also from the public, as seen in the insight data. It was noted that spending on the Decade should not be at the expense of projects, where funding is scarce. However, one of the key themes from the stakeholder interviews was that respondents saw the Decade as an opportunity to add value, as a way to 'do things differently' and in order to achieve better results, maximising potential from resources.

The Decade is supported by the launch of an interactive website: www.2020healthandwellbeing.org.uk in order to help disseminate news, events and opportunities, and suggest ways in which people can improve their own wellbeing, as well as contributing to the wellbeing of the whole region.

This evolved from the 2010 website. Individuals and organisations are able to post events to the site, and events that are added can be automatically posted to Decade Facebook and Twitter sites. Individuals and organisations are also able to pledge support for the Decade on the site.



6 Conclusions

There are clearly a number of strong common threads that are reflected across all our engagement and evaluation activities. These provide extremely useful data about how effectively the Year of Health and Wellbeing achieved its key objectives and provide invaluable help in the early planning of the Decade of Health and Wellbeing.

Key conclusions include:

- 2010 was about putting wellbeing back on to the health agenda and a lot was learned about how wellbeing gave us a route into more partnerships than health which was generally seen by partners as someone else's responsibility whereas wellbeing was something they felt they could and should influence.
- The brand was developed to be owned and used as easily as possible, and for activity to grow organically for partners and community groups and this largely was the experience.
- The Five Ways to Wellbeing were a very effective way to promote health messages. Key benefits for individuals included the development of new friendships, and strengthening of existing ones, as well as increased confidence and inspiration to go on and try new activities and develop new skills.
- Although people generally did 'get' the Five Ways to Wellbeing, some people struggled more with understanding 'Take notice' as a concept.
- 2010 YOHW added specific value to existing events and programmes, and provided an opportunity to develop new initiatives.
- 2010 allowed Liverpool to build on 2008 European Capital of Culture by showcasing its outstanding arts, sports and cultural assets and the huge opportunities for public participation and enjoyment.
- Although a City Region initiative, it was more actively taken up in Liverpool.
- With no significant budget it was successful in extracting maximum value from existing resources, and to get participants to unite around a common agenda.
- The Five Ways were 'almost universally applauded' by partners and participants at events.
- A large proportion of people in Liverpool were aware of 2010 YOHW, understood what 2010 was aiming to achieve and bought into the concept of the Five Ways to Wellbeing. Extending the year to a Decade of Health and Wellbeing was considered a very good idea.
- 2010 YOHW played a key role in establishing new and strengthening existing partnerships developing the potential for longer term collaborations.
- 2010 YOHW provided the platform on which to develop new initiatives to promote health and wellbeing and enhance Liverpool's reputation as a progressive and pioneering city in this area of policy and practice. The Workplace Wellbeing Charter is being adopted regionally and currently being adapted for national use, whilst the 2010 flagship Healthy Homes Programme has been used as a model for the Audit Commission and is quoted in the Marmot Review of Health Inequalities.
- Analysis of existing wellbeing initiatives showed that there was a rise in levels of physical activity from 20% for 2009 to 20.4% for 2010, while for smoking, 8,550 people set a quit date with Liverpool's Stop Smoking Service between Jan 1st and Sept 30th 2010, compared to only 7,356 for same time period in 2009 and 6,708 for 2008. It is unclear how much impact 2010 YOHW had on these changes.
- Having a measurable impact on health inequalities was not something which could be demonstrated within a year however raising awareness of the Five Ways to Wellbeing and increasing partner commitment moved the City

towards its core objectives. An example of this was the AfroReggae programme which had an impact on those most at risk of low wellbeing and poor health.

- Moving from short-term programmes and interventions into projects that have a longer-term behaviour changing impact was a key factor identified by many partners.
- Changing individual and organisational thinking and behaviour will be the key means by which the success of the Decade of Health and Wellbeing will be measured.



7 Key recommendations

- The potential demonstrated in 2010 YOHW is maximised to promote and embed health and wellbeing in the business and operational plans of existing partners and that new partnerships are formed. We need to ensure that health and wellbeing become core considerations across all public policy agendas and part of the way the city's key agencies and partners think, plan and act.
- The Decade of Health and Wellbeing has the potential to add enormous value to existing programmes and projects. We should be smart and imaginative in identifying these opportunities to ensure we are able to maximise the effectiveness of our resources.
- We must ensure that all the evidence and evaluation feedback from the Year of Health and Wellbeing is used to inform our planning for the Decade, and that we use the insights and experience gained during 2010 to deliver a successful and effective programme that fulfils our core objectives. Within the Decade we need to:
 - articulate 'Take notice' more clearly as one of the Five Ways
 - devise strategies to reach groups of people who were less engaged

- ensure that we don't lose the momentum and awareness built up with the people of Liverpool in 2010
- We should build on the commitment to develop a shared media campaign in support of the Decade of Health and Wellbeing

Acknowledgements

A big thank you to everyone who supported 2010 Year of Health and Wellbeing – who gave their energy, time, inspiration, commitment and belief to starting something different, to making new connections and to giving it a go. Thank you to everyone who organised things, changed the way they worked, shared ideas and messages or came to an event and joined in. Together we were the Year of Health and Wellbeing.

"This year we worked openly and imaginatively to put the health and wellbeing of the people of the city at the heart of the thinking and action of all our community, public and private sector partners. It's who we're doing everything for. We learnt to achieve more by coming at things from this fresh perspective, being flexible and making resources work harder to benefit the most vulnerable people. It's been an inspiring start to the journey we are now committed to continuing – to bring together vision and action to making Liverpool more equal, well and green by 2020 ."

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2010 Evaluation Summary Reports include:

1. AfroReggae 2010
2. Grassroots Innovators 2010
3. DadaFest 2010
4. LEAP 2010 – Merseyside Dance Initiative
5. MDI report 2010
6. Liverpool Biennial 2010
7. Sense of Sound 2010
8. Liverpool Biennial

If you have any queries about this document or to request additional copies, please contact:
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2010 Year of Health and Wellbeing made great progress in raising health and wellbeing up the agenda and working collaboratively with partners in all sectors and directly with communities. The momentum gained and the breadth and commitment of partners, encouraged the launch of a Decade of Health and Wellbeing in January 2011, to bring together the strategic framework, as a means of communicating across our communities and building the approach to achieve real, long term success. The partner commitment throughout the Decade is to strive to put health and wellbeing at the heart of our purpose, culture, planning and partnership work to make Liverpool more Equal, Well and Green by 2020.

Join us at **www.2020healthandwellbeing.org.uk**