

# BERWICK BEING WELL CAFÉ: A COMMUNITY CONVERSATION

NORTHUMBERLAND PUBLIC HEALTH

## WHAT NEXT?



OCTOBER 2015

## INTRODUCTION

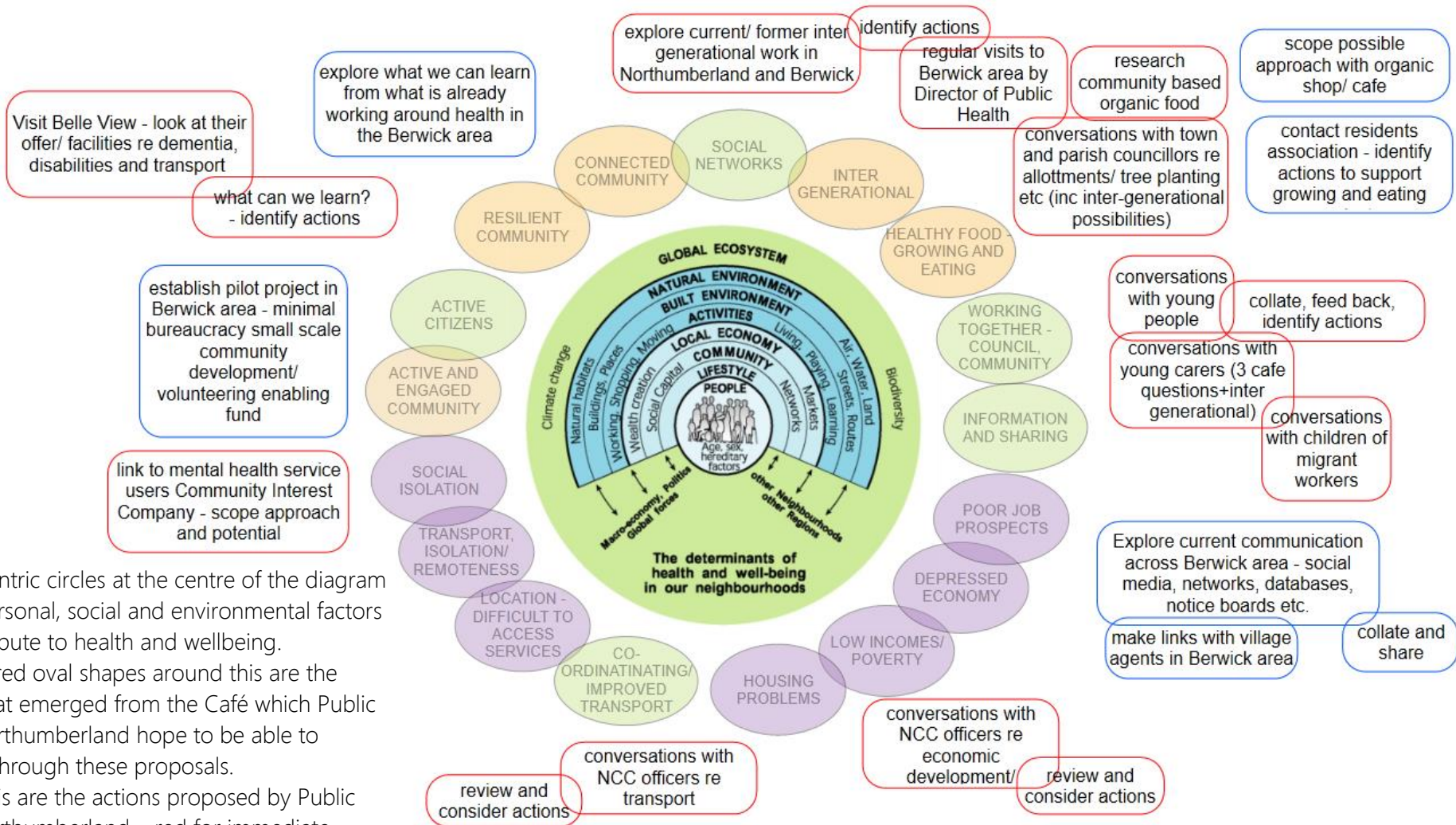
THE BEING WELL CAFÉ – A COMMUNITY CONVERSATION: People living in and around Berwick were invited to come to the Swan Centre in August 2015 to participate in a community conversation about being well. The event was called The Being Well Café and its aim was to meet people from the area and find out what is important, identify local strengths and assets and to help people connect to support and resources.

## PUBLIC HEALTH NORTHUMBERLAND AND WORK IN BERWICK

Public Health is responsible for improving health and well-being in Northumberland residents and reducing the gap in health issues. We do this by ensuring a range of services are available across the county, including sexual health, diet, physical activity, alcohol, and smoking. We also ensure services are available for people of all ages. In Berwick, these services are available in a range of settings, including Berwick Infirmary, local GP surgeries and pharmacies, Sure Start centres, local schools, and the Swan Centre.

Having spoken to you at the Being Well Café, we now have a better idea of what's important to you. Our next step is to explore further activities that are currently happening in the Berwick area, and to find more people who are particularly active in the community. We can then support local residents and activities and build on them to help you be well.

# PROPOSED ACTIONS

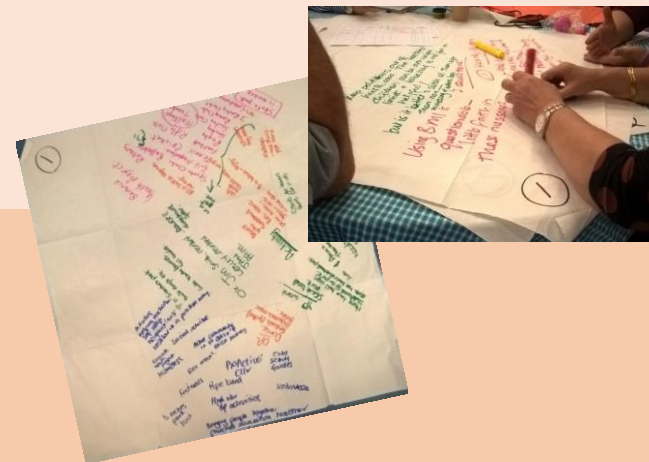


The concentric circles at the centre of the diagram are the personal, social and environmental factors that contribute to health and wellbeing. The coloured oval shapes around this are the themes that emerged from the Café which Public Health Northumberland hope to be able to influence through these proposals. Around this are the actions proposed by Public Health Northumberland – red for immediate actions, blue for actions within the next 2 to 3 months

## APPENDIX: CAFÉ QUESTIONS AND THEMES

### CAFÉ 1: What is the first thing that comes into your mind when describing a healthy person and a healthy community?

THEMES	FROM PRO FORMA	FROM TABLECLOTHS
HAPPY AND CONTENTED	<ul style="list-style-type: none"> <li>o A feeling of contentment</li> <li>o Happy, smiling people – stressless – lots of laughter</li> </ul>	<ul style="list-style-type: none"> <li>o Laughter – communal hilarity</li> </ul>
ACTIVE, ENGAGED, USEFUL AND CONFIDENT	<ul style="list-style-type: none"> <li>o Being active</li> <li>o People feeling involved, engaged, employed and useful</li> <li>o Mobility – able to cope with everyday life</li> <li>o Confident people/ a certain persona</li> <li>o Healthy eating (barrier is cost of healthy food)</li> <li>o Not being labelled by services – eg obese</li> </ul>	<ul style="list-style-type: none"> <li>o Someone with a purpose – a reason to get out of bed</li> <li>o Realising potential – fully human</li> </ul>
CONNECTED, RESILIENT AND SUPPORTIVE COMMUNITY	<ul style="list-style-type: none"> <li>o A connected community</li> <li>o Community working together rather than in isolation</li> <li>o Resilient and supportive community</li> <li>o People looking after/ looking out for each other</li> <li>o Friendship, creating social interaction</li> <li>o Good social networks – improves mental and physical health (young/old/ mental health / disabilities)</li> </ul>	<ul style="list-style-type: none"> <li>o Cared for and caring</li> </ul>
ACTIVE COMMUNITY	<ul style="list-style-type: none"> <li>o Active people in active communities with lots of events and groups and things to do</li> <li>o Joining in activities with others</li> <li>o Engaged people of all ages</li> <li>o Cross generational interaction</li> <li>o A healthy and vibrant community and voluntary sector –</li> </ul>	

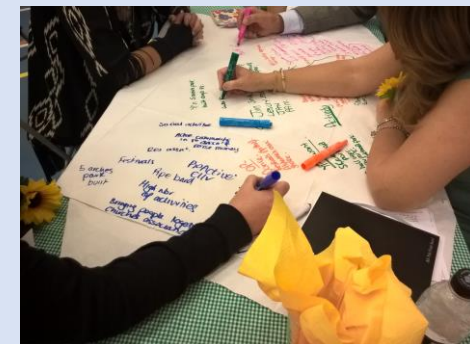




	including faith groups	
OPPORTUNITIES	<ul style="list-style-type: none"> <li>o Good opportunities</li> <li>o Work, education</li> <li>o Opportunities for people to develop their aspirations</li> <li>o Healthy affordable food</li> </ul>	
SELF RELIANT	<ul style="list-style-type: none"> <li>o Families with less reliance on statutory services</li> <li>o Funding can be obtained by the people. Self help and helping each other is key.</li> <li>o Volunteers are crucial to sports clubs and improving environment eg Residents Association</li> </ul>	
RESOURCED AND CONSULTED	<ul style="list-style-type: none"> <li>o More funding for voluntary organisations</li> <li>o Access to health services – limited locally, specialist services require travel to NCL</li> <li>o Access to services – ie rural locations, substance misuse, PTS etc</li> <li>o To have healthy people and communities they need to be listened to and consulted</li> </ul>	<ul style="list-style-type: none"> <li>o Access to affordable healthy activities</li> <li>o Cuts/ reduced services don't just impact on users but also on health and wellbeing of carers in the family</li> </ul>
WELL INFORMED	<ul style="list-style-type: none"> <li>o The need to find out what is already out there. It needs to be easy to find out information</li> </ul>	
BUILDS ON POSITIVES	<ul style="list-style-type: none"> <li>o Capitalise on what is good about North Northumberland</li> </ul>	
OTHER	<ul style="list-style-type: none"> <li>o Short queues at GP</li> <li>o Meetings in places with better acoustics than this – Jubilee Centre</li> </ul>	<ul style="list-style-type: none"> <li>o Safe – low crime rate</li> </ul>

## CAFÉ 2: What makes it easy and what makes it difficult to be well in this area?

THEMES	FROM PRO FORMA		FROM TABLECLOTHS
	EASY	DIFFICULT	
COMMUNITY	<ul style="list-style-type: none"> <li>o Strong sense of community</li> <li>o Safe community – children feel safe when out</li> <li>o Community spirit – feeling part of your community</li> <li>o The community is strong, but still pockets in the 3 areas</li> </ul>	<ul style="list-style-type: none"> <li>o Social isolation across generations – mental health, new mums, older people</li> <li>o Isolation /border with Scotland. Cross border communities</li> <li>o Incomers vs born &amp; bred = isolation</li> </ul>	<ul style="list-style-type: none"> <li>o Can be a fear of connecting to people we don't know</li> <li>o Lots of sporting activities – well attended</li> <li>o Hard to admit/ deal with some problems – close knit community – lack of anonymity and confidentiality</li> </ul>
ENVIRONMENT	<ul style="list-style-type: none"> <li>o Fantastic environment to live in</li> <li>o Less pollution/ good clean air &amp; access to activities-cultural, sporting, social</li> <li>o Facilities in Berwick, groups in villages, wonderful environment – coast &amp; countryside – but costs with fixed/low incomes of some of those activities</li> <li>o Good environment to live in, easy access to walking and cycling routes</li> <li>o Good access to outdoor spaces &amp; community groups</li> </ul>	<ul style="list-style-type: none"> <li>o Location makes accessing services difficult</li> <li>o Difficult: isolation/remoteness &amp; difficulties in getting to places/services-transport cost-infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>o More relaxed than city life</li> </ul>



THEMES

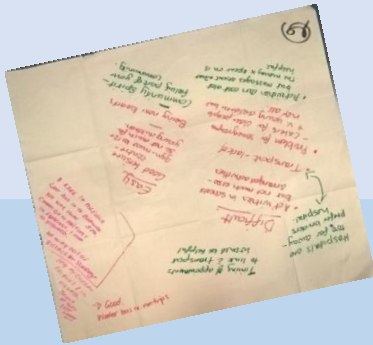
FROM PRO FORMA

FROM TABLECLOTHS

EASY

DIFFICULT

ECONOMY



HEALTH SERVICES

INFORMATION

OTHER/ IDEAS / ISSUES

- Low income – compounded by people leaving.
- Old people with no family here any more. Need affordable housing
- Low income, poor job prospects, lack of affordable activities
- Employment/unemployed – pay issues, stress, poverty
- Hidden poverty
- Housing issues & depressed economy
- Hard to access services with some sensitive issues – sexual health, mental health, substance misuse, domestic violence - especially with vulnerable & young people
- Lack of local A&E, addictions/mental health
- Lack of resources for families
- Access to services Lack of access to services (NHS)
- Easier access to routine health care
- Difficult to access specialists – get diagnosis
- Patients not given a choice where they want to go
- Utilise venues to facilitate family activities
- Inclusion – making people feel welcome
- Message needs to focus on health rather than ill health
- Wall between England and Scotland for health care
- Information – access to. People not always told about support groups and services that exist
- Where do I go to ask – library? Council?
- Communication – people need to know what is available
- The land that time forgot
- Poor broadband in rural areas
- NHS Berwick Infirmary – have more specialists coming by for a day a month. Use Skype and IT for more consultations.
- Costs of volunteering not taken into account
- People worried about DBS checks



THEMES

FROM PRO FORMA

FROM TABLECLOTHS

	<ul style="list-style-type: none"> <li>○ Berwick Infirmary is a valuable asset we must keep</li> <li>○ Difficult to break the cycle of inactivity with health issues</li> <li>○ Need health activities for all ages</li> <li>○ Good food is vital to health - TED talk – the incredible edible approach- community emphasis on growing good food. Sports centre could lead on providing healthy food</li> </ul>	
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CAFÉ 3: How can we help each other to be well?

THEMES

FROM PRO FORMA

FROM TABLECLOTHS

GOOD NEIGHBOURS AND SOCIAL NETWORKS	<ul style="list-style-type: none"> <li>○ Be a good neighbour (without being nosy)</li> <li>○ Community/ good neighbour schemes</li> <li>○ Active citizens – putting people in touch with each other to share information</li> <li>○ Improve - infrastructure for social networking – better coverage, access to network in next door areas/towns, websites for information</li> </ul>	<ul style="list-style-type: none"> <li>○ Communities looking after each other</li> <li>○ Share skills in the community – gardening, budgeting, cooking, healthy eating</li> </ul>
COMMUNICATION AND WORKING TOGETHER	<ul style="list-style-type: none"> <li>○ Good communication between community groups/ Council – helping each other</li> <li>○ Work with the community – assets – with not for</li> <li>○ People need to feel valued</li> <li>○ PH can't stand alone, needs to work with NHS and NCC. Resources matters</li> </ul>	
AFFORDABLE ACCESS TO HEALTHY	<ul style="list-style-type: none"> <li>○ Cheaper affordable access to healthy activities such as sports</li> <li>○ Walking groups - promoted via GP surgeries etc.- free/ low cost</li> <li>○ More activities – more community groups. Arranging transport to</li> </ul>	



THEMES

FROM PRO FORMA

FROM TABLECLOTHS

ACTIVITIES

activities. The more active we are the healthier we feel. Stops isolation

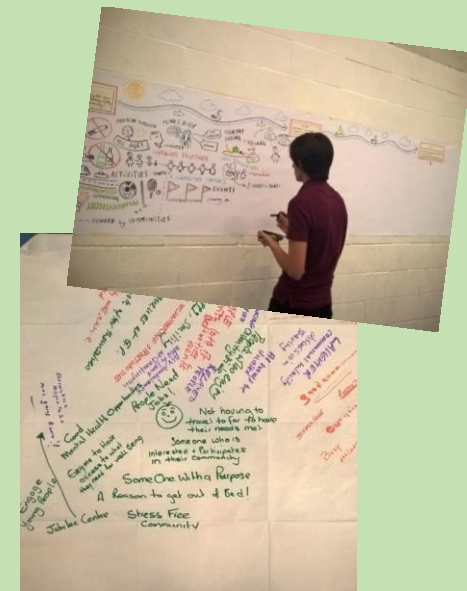
TRANSPORT

- o Facilitating and co-ordinating transport – esp where provided by volunteers – too much dependency on limited offerings
- o Improved transport / distance to services – no choice for patients

- o Co-ordinating transport providers

INFORMATION

- o Using word of mouth/ crossover
- o Need to provide information in a way that is relevant for those who need it – we look for information in different ways
- o Low level information providers – ‘barefoot advisors’ – village agent concept as per CAN pilots
- o Use coffee mornings etc as a vehicle – groupings that already exist – eg Bell Views events at Glenton on a regular basis
- o More information and promotion of what services are available
- o Advertising – services/ activities
- o A focal point in the town centre, easily accessible, telling people what is happening in the area
- o Communication – through GPs, through the right channels
- o More information, more easily accessible/ readily available for the general public
- o Community Action Northumberland – Canny News – plus recruiting volunteer village agents to share information



## Other Issues and Questions

### HEALTH SERVICES

Hospital Appointments. In Newcastle – too early and too difficult to get too  
Good response time from local ambulance but lack of skilled staff means 9/10 times transferred Wansbeck unnecessarily  
Better health triage locally  
Use more telephone consultations  
Think gold standards of surgery – bloodless – for solutions see Englewood Department  
Blood transfusion  
The new hospital should be an opportunity to improve services – don't just 'tart it up'

### TRANSPORT

Buses/ Transport: Last bus in to Berwick is 5 PM (from Milfield). None on Sundays or bank holidays

### OTHER

Merton Farm eg Land across Berwick – more of so waiting lists

