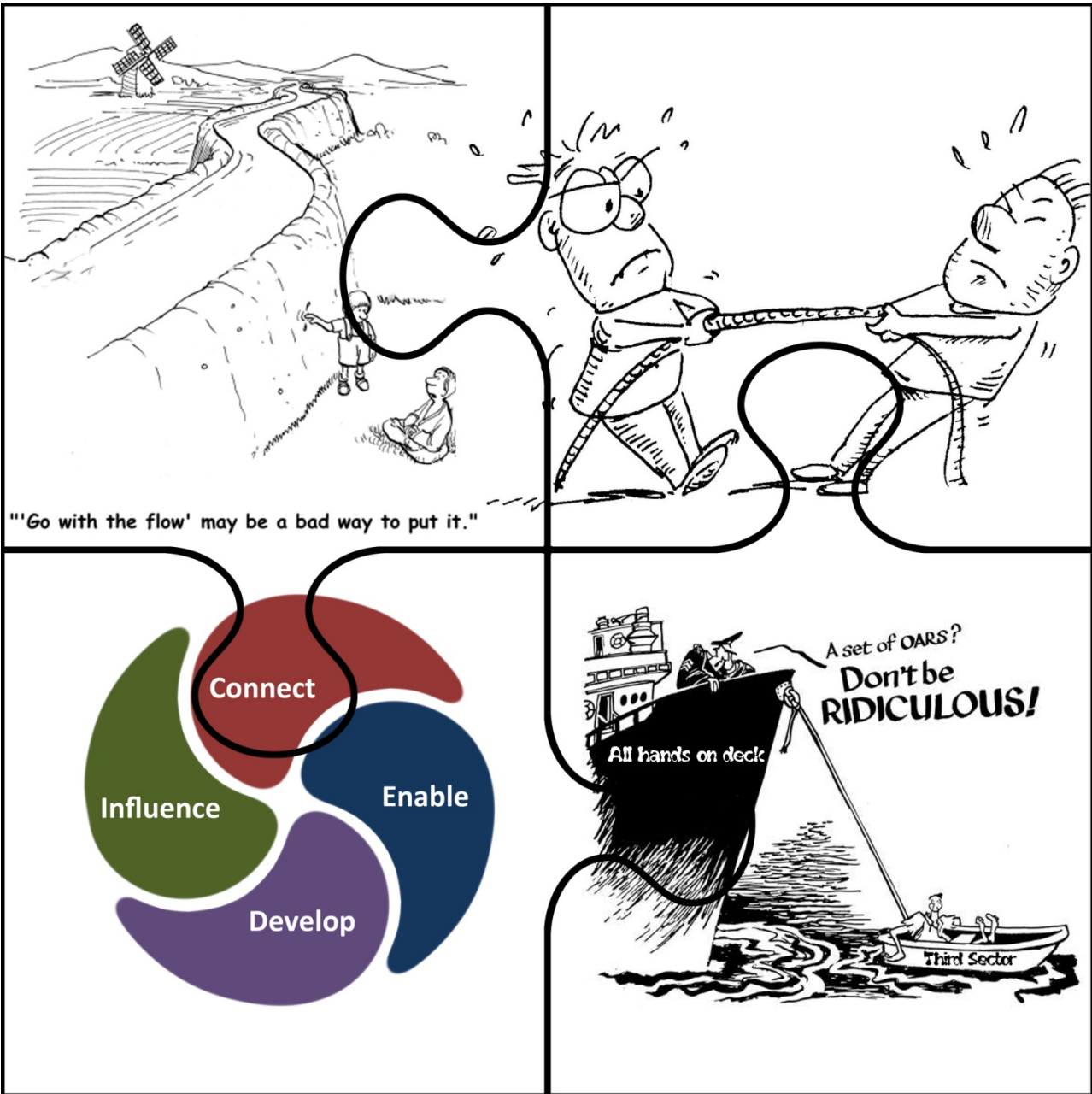
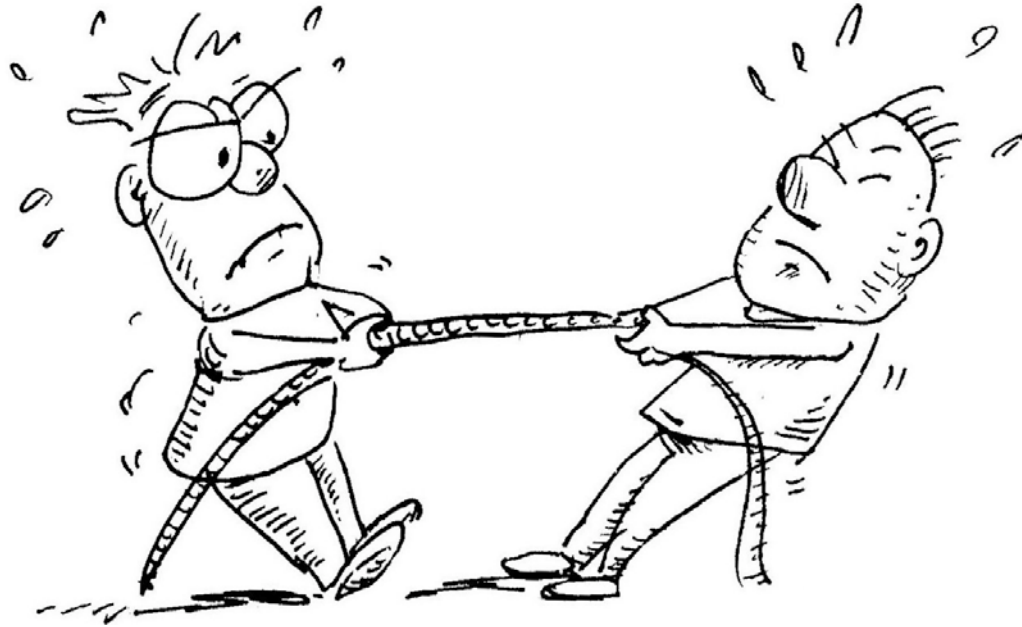


Equally local : Public health



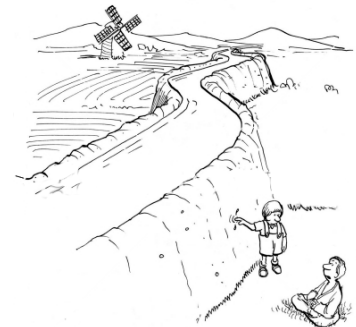
Equally local : public health

‘ To be truly radical is to make hope possible rather than despair convincing ‘.



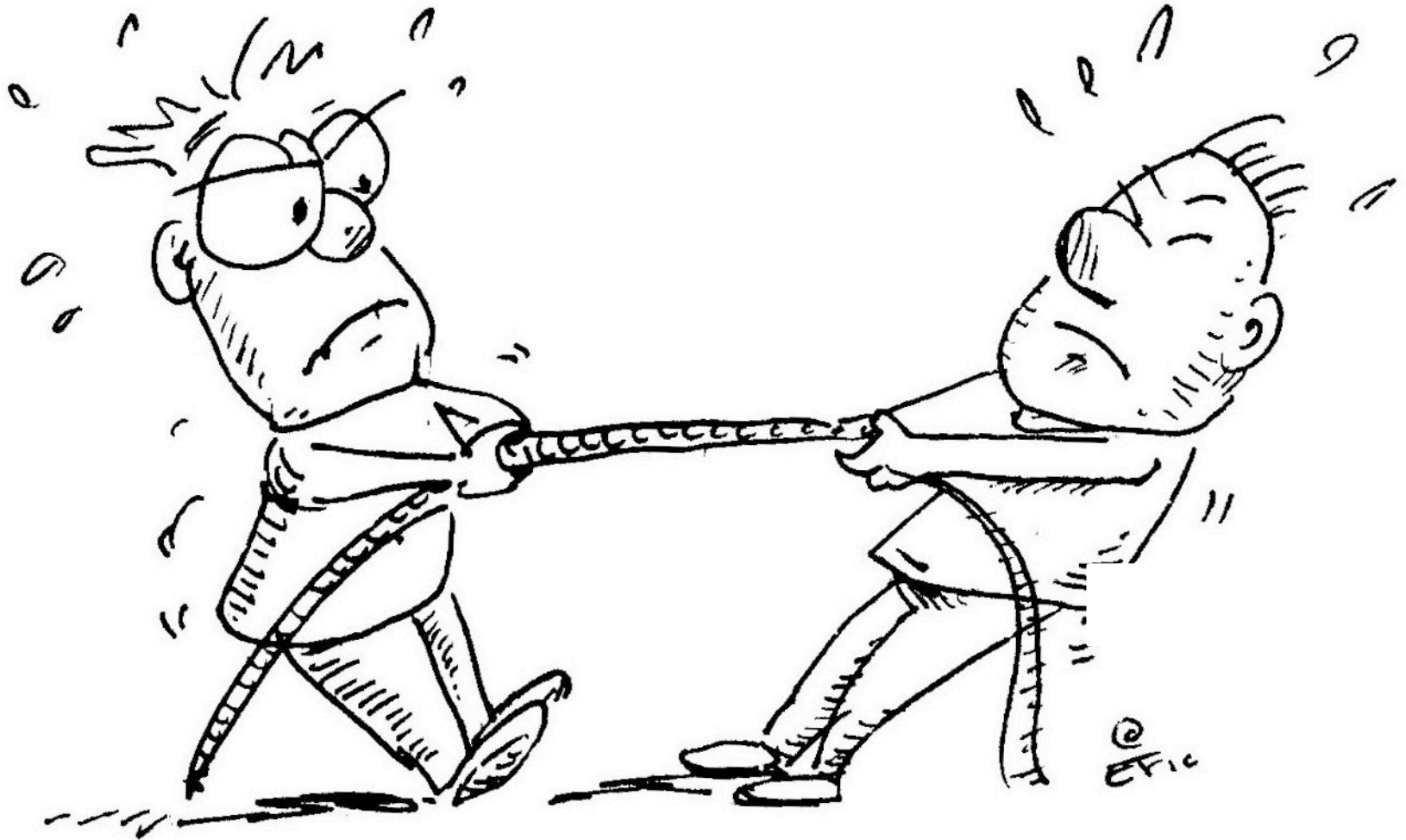
Cultural competency and change

- Together: this is essentially about relationships
- Diversionary or Developmental?
- Caring or Counting ?
- Campbell Christie and Jimmy Reid
- Courage and trust
- Letting go together



"'Go with the flow' may be a bad way to put it."

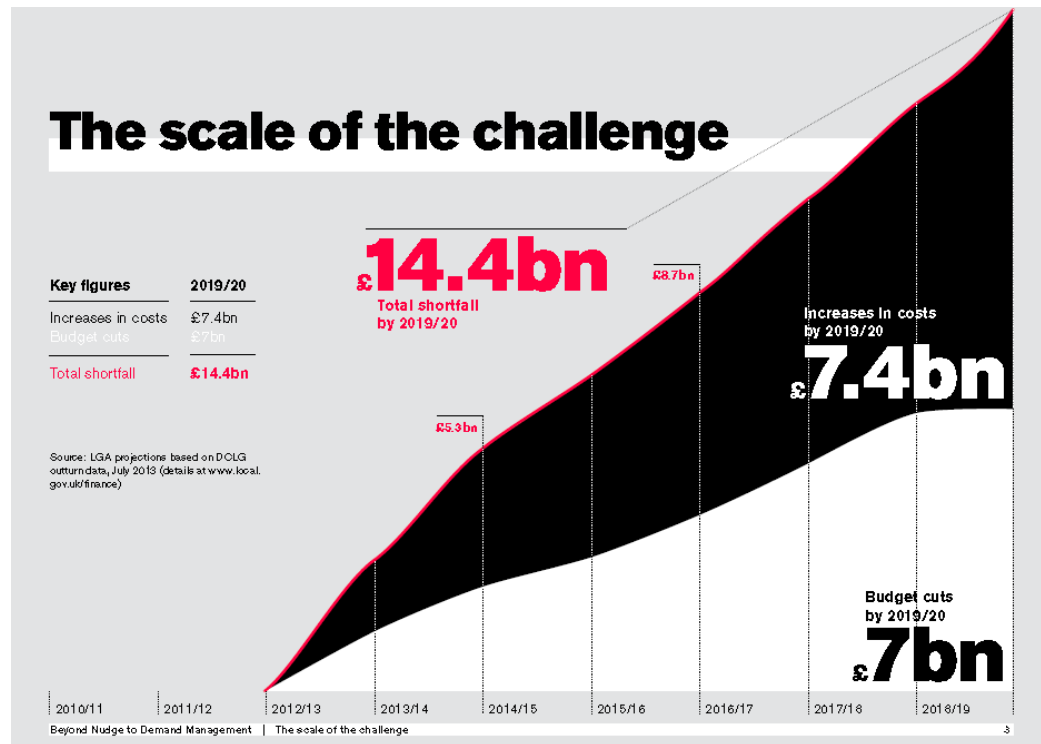
Integrity matters



RESOURCES

VALUES

Economic Challenge



Source: Beyond
Nudge to Demand
Management

Undoubtedly, the size, scale and scope of the challenge we face in reshaping services against growing demands and reduction in public service spending challenges all partners and local communities to find new ways of working together.

Local authorities face choices

Public services, especially local authorities, face fundamental choices about how they respond to the current climate. These might be characterised as follows:

1

Managed decline

Reducing the scope and role of councils; public services retrenching to becoming providers of last resort; delivering only statutory provision; 'unfunded mandates'. Public services are no longer able to play a role shaping place and supporting livelihoods.

2

Redefining relationships

Between citizens, communities, and services; between different service providers and arms of government; and between businesses, voluntary sector organisations, government and community. This requires give and take on all sides. Demand management is a core part of this package.

To some extent, councils may combine elements of both the responses outlined here: cutting back on some service provision while also seeking to develop a new settlement between citizens and the state as part of a longer term strategy. But any successful strategy will have to have demand management at its core.

Civic health: A new philosophical basis of engagement based on Dialogues

Locality Focus : All the people, all the issues

Shift in power : LOCAL AUTHORITY  local authority

Trust the people : Positive, developmental

Building capacity : All assets - together in dialogue

Dialogues or monologues

Are Local Authorities and NHS genuinely willing to let communities in on hard choices?

Decide

Momentum

Agree

Understanding

Defend

Movement

‘Dialogue is transformative and challenges dominance, consultation doesn't’.!

Mrs Wallace

- Micro is meaningful
- Engagement is powerful
- Relationships are everything and can go anywhere

Who am I ? – take another look

- An elderly patient with Multiple morbidity problems
- A Bed blocker
- A patient with Bed Sores who is wasting away.
- An Economic burden
- An Ageing geriatric person
- Someone with not long to live and better away?
- I'm the 'Poor soul'



- A Mum, Grannie, Wife, Friend
- Teacher, volunteer community leader
- A trade unionist who fought for peoples rights which you now enjoy
- Someone who helped create the greatest institution in the world – The NHS

I am you !

Who do we think we are?

We started hungry – so let's finish proud.

