

Agenda Item 11 (Presentation from Professor Diane Willcocks)
 Copy of slides circulated at meeting

27/02/2013

Just some of the Challenges for Health and Wellbeing in York...

- ** a new discourse for ageing well
- ** making inclusivity count
- ** new thinking around partnering
- ** learning to live with co-production

Towards a new discourse for Ageing Well

Thinking about our future selves: what do we want:

- > to be part of a vibrant community – neighbourliness & reciprocity
- > to live in a good place: age-appropriate housing options
- > to engage health interventions in time-appropriate ways
- > to really achieve choice, dignity respect and control
- > to be safe from harm – wherever we are
- > to be known by our differences
- > to be **seriously** listened to

Making inclusivity count

In an (extended) age of austerity recognising hidden connectivities & unmasking hidden vulnerabilities:

- > looking at key determinants of health outcomes ie poverty/housing/employment & protected characteristics
- > looking at advocacy and empowerment of vulnerable groups in our own organisations, looking at our role-modelling of fairness
- > challenging data gaps/ making data visible
- > challenging (inappropriate) cultures

New thinking around partnering

Actively seek out the intended and unintended consequences of working in new ways with new people:

- > Traditional and emerging statutory HWB providers
- > blue light services ++
- > culture leisure and sport
- > third sector: old and new
- > communities and citizens

Learning to live with Co-production

What it will demand of us to move from mass production to co-production of essential HWB outcomes :

- > shift emphasis from experts/kit/drugs towards investment in capacity of citizens to self-manage
- > develop policy and practice **with not for** our community
- > shift language of clients/patients/service users towards that of partners
- > engage and invest in 3rd sector creative solutions
- > engage and access the HWB know-how of citizens

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