

# Transforming Public Health, A Person-Centred Approach

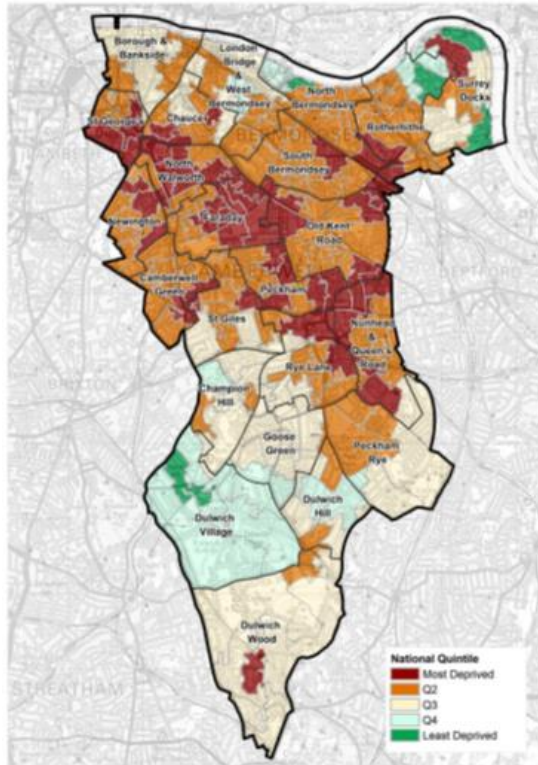


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# Local context

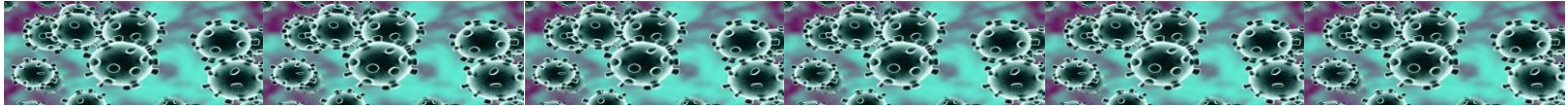


People living in the more affluent north and south of the borough live on average **seven years longer** than those living in the more deprived centre.

# The problem

- An adult in mid-life who smokes, drinks to excess, is inactive and eats unhealthily is **four times more likely to die** in the next 10 years than someone who does none of these things.
- Fragmented local service offer and local customer journey; highly complex commissioning system; disconnected between regional and national interventions and the local level

# Strategic drivers



## Digital

- National Digital Policy: MHCLG and NHS (NICE)
- NHS London – digital first accelerators
- Southwark Council - digital strategy; strategic approach to public health

## Local Government and Health

- NHS England Long term plan - Personalised care
- Partnership Southwark (social prescribing)
- Southwark council – reducing inequity outcome

# What have we done?

Appointed digital service design agency Comuzi to do some deep dive user research and help us understand our user's perspective and test concepts

## So who were the people we recruited?

- 75% BAME; >50% more deprived neighbourhoods
- All overweight, no one ate healthily, all drank alcohol, majority smoked or were ex-smokers, few physically active
- All had access to a smart phone, could use social media and shop online

# What have we done?

## Our hypothesis

*How might we use research driven insights to inform how we could use digital to deliver impactful health and wellbeing improvements for residents?*

Over the course of a series of workshops, we worked through our goals and our shared beliefs, developed ideas and tested concepts



# What have we learnt?



Mental well-being is the core driver for change and needs to be central to any solution.

People want local content that is engaging and easy to navigate.

They want step by step “expert” lead support, to help them move forward with their health and well-being journey.

They also want support content that is relatable, such as community support from “people like them”.

# What next?

## Beta projects:

- Southwark health and well-being platform
  - Across all local partners, and care pathways/customer journeys - COVID-19 priority
  - Make it simple for service users
  - Integrates regional & national tools
- Automated health coaching tool (Virtual Health Labs)



# Questions / Discussion



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