

We are delighted that you are considering entering the New NHS Alliance *2018 Excellence in Health Creation Awards*. Now in its third year, the Awards provide you and/or your organisation with an opportunity to have your health creating work recognised and showcased at a national level.

The entry process is very simple, and this entry pack provides you with all the information and guidance you need to submit a potentially winning entry to one of the three award categories:

- **Trojan Mice**
- **Getting Our 5-a-day**
- **Community Assembler**

Background to the 2018 Awards

The winners of the *2018 Excellence in Health Creation Awards* will be announced by Andy Burnham, Mayor of Greater Manchester, at the New NHS Alliance (NNHSA) 2018 Partnership Summit being held in Manchester on 21 November 2018.

In addition to the Award itself, all shortlisted entries will receive four tickets to the Summit, while the three winning entries will be included within the NNHSA Library of Human Examples to further showcase your work to a national audience.

Announced at the end of the Summit, the awards will be followed by photos and informal drinks at Lass O’Gowrie pub where you can take time to relax, network and talk about your entry with others.

To find out more about the summit, please visit www.nhsalliance.org

Who can enter the awards?

- The Trojan Mice and Getting our 5-a-day categories are open to any individual or public, private, community or charitable organisation associated with health and wellbeing. This includes those from primary and secondary care, local authorities, patient organisations, community-led organisations, social enterprises, private organisations and housing providers.
- The Community Assembler category is open to individuals or groups of local people who have been actively connecting people to each other for a purpose – to make things happen to improve the life of their community.

How do I enter the awards?

- Please use the guidance provided within this award entry pack

Can I enter more than one award category?

- Yes, as long as the entry reflects the criteria detailed within this award entry pack

Can I enter the awards if I entered last year?

- Yes, if your project has progressed and applied the category criteria in supporting additional people and communities.

Can I provide additional background information?

- Yes, although the award winners will be selected on the basis of the information detailed within the written submission.

Deadline for entries

- Friday 2 November at 17:00. Shortlisted entries will be notified by Tuesday 13 November at 17:00.

If you have any questions, or you would like further guidance, please contact Neil McGregor-Paterson, Communications Director. Email: neil@realitasconsulting.co.uk

About Trojan Mice and the Award entry criteria

New NHS Alliance wants to hear your Trojan Mice success stories – where you have experienced or implemented a health creating change in practice that has led to positive and lasting change in your life, in the life of one of your patients or in the life of the community where you live or work.

What are Trojan Mice?

New NHS Alliance describes the Trojan Mouse phenomenon as 'the introduction of a small change in practice that leads to a large and lasting positive change in the life of a person or a community'.

Trojan Mice describe a specific activity and Trojan Mice are valuable and necessary in the practice of Health Creation. We need to understand them better and practice them a lot more than we currently do.

The idea of the Trojan Mouse is part of a discipline called 'complexity theory'. In complex systems, very small changes can often have very big consequences (both positive and negative).

Visit <https://www.nhsalliance.org/health-creation#mouse> to view a short animation on Trojan Mice.

A great Trojan Mice example

The 5p carrier bag...



The early evidence from the assessment of the impact of introducing a 5p charge on carrier bags from larger retailers suggests that it has been nothing less than a huge success. In the six months following its introduction, just 500m bags were purchased compared with 7bn given out in the year prior to introduction of the charge. A more than 85% reduction in plastic bag use. Plastic bags take hundreds of years to break down and in the meantime, do significant damage to wildlife and the environment. But the success doesn't end here; this small change in practice has also led to retailers donating more than £29m to good causes, including charities and community groups.

Trojan Mice Award Entry Criteria

Entries can be for any activity that has been delivered in the period January 2017 onwards. It doesn't have to be completed yet, although it must be able to demonstrate definable outputs and outcomes.

This category is open to any individual or public, private, community or charitable organisation associated with health and wellbeing. This includes those from primary and secondary care, local authorities, patient organisations, community-led organisations, social enterprises, private organisations and housing providers.

Your entry should involve the individual or community whose life has been changed, and should clearly describe the following:

- What the practice, or change in practice, was?
- Whose life was changed and how?
- What the long-term outcome is, or is likely to be, for that individual or community?

Your submission should:

- be 1000 words or less (about two sides on A4) and it can include pictures and other visuals. It can be submitted as an email or document
- at the top of the page detail the category you are entering, the name of the activity, the person submitting the entry, your organisation (if required), when the project commenced and its period of implementation
- clearly detail the outputs and outcomes of the activity – ideally under a subheading
- include at least one quote from the individual or community whose life has changed
- be accompanied by a short 100-word summary of your entry. This is separate to the 1,000-word count and this will be used to promote the shortlisted entries at, and after, the awards ceremony

Award entries should be sent by e mail to Neil McGregor-Paterson by 17:00 on Friday 2 November. neil@realitasconsulting.co.uk

About Getting Our 5-a-day and the Award entry criteria

New NHS Alliance wants to hear about your Getting Our 5-a-day – where you have adapted, adopted or introduced practices that help enable Health Creation.

What is Getting Our ‘5-a-day’?

In relation to the Awards, the 5-a-day describes the five features of health creating practices that professionals can adopt to help enable the 3Cs of Health Creation. This is explained in more detail below.

Health Creation’ is a route to wellness. It comes about when local people and professionals work together as equal partners and focus on what matters to people and their communities.

Health Creation requires ‘asset-based’ skills characterised by the five features of health creating practices: **listening and responding, truth-telling, strengths-focus, self-organising and power-shifting**. When these five features are working, it provides the conditions for people to gain Control, make meaningful Contact with others and build Confidence. People need enough of the 3Cs of Health Creation to be well.

To be well, people need sufficient



Control over the circumstances of their lives and the things that affect them.

Contact with other people that is enjoyable, meaningful and purposeful

Confidence to see themselves as an asset able to have a positive impact on their own and others’ lives

The five features of health creating practices are those qualities of day-to-day professional practice that help create conditions for people to increase their levels of the 3Cs. Through adopting one or more of the five features of health creating practices, professionals can start to adopt or enhance their health creating activities and programmes.

1. Listening and responding: Effective, genuine listening to the reality of people’s and communities’ lives is essential. As is acting differently upon what is heard, and not just reverting to the established systems. Listening can also enable truth-telling when there is sufficient trust for people feel safe to open-up about matters they might find it difficult to face up to.

2. Truth-telling: When people and practitioners face the truth and can identify and acknowledge what holds them back from creating health, rather than treating illness, they can start to get to the root causes of problems.

3. Strengths focus: Health Creation happens when attention is paid to what people can do for themselves or others. Making people aware of their strengths, and finding opportunities for them to employ them, unlocks their potential and builds confidence for creating health.

4. Self-organising: Putting people in touch and helping them to connect meaningfully with others makes it possible for them find solutions and take actions together. When people start to value, trust and help each other and work together, they are more likely to find purpose in their lives and this drives wellness. Over time, people become less reliant on health and care services.

5. Power-shifting: Lasting health creation happens when the features above result in a power shift from practitioners to people and communities. When people’s expertise and strengths are recognised and valued, they can make good decisions about things that affect them and their environment. Services can then adapt and respond.

Features of health creating practices can be embedded by:

- **adaptation** of existing practices
- **adoption** of new practices
- **disruption**, to generate completely different solutions to problems

Visit www.nhsalliance.org.uk to download the Manifesto for Health Creation.

Visit <https://www.nhsalliance.org/nhs-alliance-tv#5aday> to view a short animation on Getting Our 5-a-day.

Getting Our 5-a-day Award entry criteria

Entries can be for any activity that has been delivered in the period January 2017 onwards. It doesn't have to be completed yet, although it must be able to demonstrate definable outputs and outcomes.

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- What the practice, or change in practice, was?
- Whose life was changed and how?
- What the long-term outcome is, or is likely to be, for that individual or community?

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- be 1000 words or less (about two sides on A4) and it can include pictures and other visuals. It can be submitted as an email or document
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- clearly detail the outputs and outcomes of the activity – ideally under a subheading

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About a Community Assembler and the Award entry criteria

New NHS Alliance wants to hear your Community Assembling success stories – where you have worked together with other individuals in your community and achieved something together that you wouldn't have achieved as individuals.

What is a Community Assembler?

In terms of the awards, a Community Assembler is an individual that has been active in connecting people in order to collaborate in addressing the issues that matter to your community and/or making your community a better place. This category is based on the fourth feature of health creating practices – self-organising.

4. Self-organising: Putting people in touch and helping them to connect meaningfully with others makes it possible for them find solutions and take actions together. When people start to value, trust and help each other and work together, they are more likely to find purpose in their lives and this drives wellness. Over time, people become less reliant on health and care services.

Community Assembler Award Entry Criteria

Entries can be for any activity that has been delivered in the period January 2017 onwards. It doesn't have to be completed yet, although it must be able to demonstrate definable outputs and outcomes.

The Community Assembler category is open to individuals or groups of local people who have been actively connecting people to each other for a purpose – to make things happen to improve the life of their community.

Your entry should involve the individual or community whose life has been changed, and should clearly describe the following:

- How you came together?
- What you are doing together?
- How you are connecting to others to transform the local community?
- What you have achieved together for your community?
- What the long-term outcome is, or is likely to be, for that individual or community?

Your submission should:

- be 1000 words or less (about two sides on A4) and it can include pictures and other visuals. It can be submitted as an email or document
- at the top of the page detail the category you are entering, the name of the activity, the person submitting the entry, your organisation (if required), when the project commenced and its period of implementation
- clearly detail the outputs and outcomes of the activity – ideally under a subheading
- include at least one quote from the individual or community whose life has changed
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