

**GREATERSPORT**

**Priority plan:  
Health and care  
integration**



# Health and care integration

## Our shared ambition

Ensure that movement, physical activity and sport play their part in health creation through truly integrated approaches to health and care in every neighbourhood across Greater Manchester, with a focus on our target audience: Core20PLUS5.

# Health and care integration

## Our contribution

- » Authentic strategic leadership enabling collective leadership
- » Strategic leverage across the system
- » Physical activity as a core priority for all health and social care agendas
- » A safe-space Community of Practice
- » Insight led resources, opportunities and strategies developed promoting promoting equity
- » Creation of lived experience, positive comms strategies
- » Use community champions/trusted transmitters to distribute the various messages
- » Signposting, resources and training.



# Health and care integration

## Our activities

### Leading

- Develop further robust evaluation and evidence to identify resource allocation and investment models.
- Create guilt free, positive messages illustrating the importance of small steps to change making a huge difference to many lifestyle, personal and societal benefits.
- Use existing data and insight highlighting inequality of access or uptake to physical activity opportunities to ensure no communities are excluded going forward.
- Create co-produced messaging campaign that is cross-sector or cross-agency, and also community generated.
- Create and enable safe spaces for the narrative of physical activity to evolve and where needed disrupt the existing systems. Facilitate and convene conversations which bridge gaps and start new movements of change.
- Provide an arena/forum to share good practice and learn from the other localities when action is having a positive effect so this can be replicated.





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## Our activities

### Supporting

- Continue to identify and support local community champions or trusted transmitters in locality settings to act as conduits and translators of PA messaging and the promotion of PA in the hyper-local systems.

### Connecting

- Ensure that all layers of the system have access to time and resources (PA Clinical Champions, Moving Medicine etc) to understand the opportunities and benefits of integrating physical activity into their offer.
- Help position physical activity to the centre stage for all health and social care agendas rather than as an add-on or complimentary to service. How to move this into all strategic priorities to ensure it is a collective goal and not a nice to have add on to a service.
- Capitalise on GM Moving as an established brand for physical activity. Use this to push more challenging discussions at a strategic level to realise the priorities within the strategy.
- Continue to operationalise the learning of the Local Pilot.





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## What is the change we want to see?

Progress against the identified pragmatic support to system integration (detailed in our deliverables) within the key areas of challenge and opportunity such as waiting well, mental wellbeing and priority pathways demonstrating impact for our target audiences.

## How will we know?

Through continued evaluation drawing on:

- Agency and Sparkplug survey.
- Monthly reflections and quarterly sense making.
- Numbers of 'system' stories captured and shared.
- Evidence from the health and care system that strategic leaders can continue to be catalysts of system change through their own practice and evident authentic interest and personal belief systems and that people within their systems begin to mirror behavior and narratives which promotes an ethos of physical activity across areas of personal and professional lives (demonstrated via Kumo).

