



MY HEALTH MATTERS

A community led intervention to reduce health inequalities related to physical activity and healthy eating.

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BACKGROUND

- There is growing recognition that the rising incidence of obesity is being driven by environmental factors which affect individuals physical activity and dietary choices
- The ‘My Health Matters’ project was designed to increase physical activity and healthy eating in 3 deprived areas of Stoke - on - Trent by building partnerships between statutory healthcare providers, local voluntary and community sectors.

CHALLENGES

- ◉ Food Access
- ◉ Service Provision
- ◉ Lack of awareness, information & knowledge
- ◉ Environment
- ◉ Crime and Anti - Social Behaviour
- ◉ Isolation and lack of cohesion
- ◉ Funding

APPROACHES

- ◉ Community mapping exercises
- ◉ Participatory Consultation
- ◉ Asset Based Approach
- ◉ Working in partnership
- ◉ Community Activities & Events
- ◉ Building open and honest relationships
- ◉ Feedback

INTERVENTIONS

- The exact mix of intervention activities in each area was based on priorities identified by residents and the facilities and services (or assets) within the area.
- Physical Activity
- Healthy Eating
- Health Promotion
- Education & awareness
- Wellbeing
- Environment - related activities



SUSTAINABILITY

- Community Champions
- Training & Support
- Partnership Working
- Action Planning
- Funding



MY HEALTH MATTERS - CONNECTING COMMUNITIES (C2)

- My Health Matters connecting communities will now be focusing on developing community led partnerships at a neighbourhood level between active residents, services providers and agencies.
- We shall be following an evidence based 7 step model called C2 to inspire and support local people, to establish a long term, resident led partnership with service providers.
- This way of working provides an accelerated form of asset based community empowerment. Which delivers on local priorities within this framework.