

Prevention Framework

A framework for embedding preventative approaches in public services

June 2021

WIRRAL

Peopletoo
it works better with you

1. Introduction

(a) Who this Prevention Framework is for

This framework is for all people engaged in the delivery of public services. It seeks to provide an understanding of what is meant by prevention, why it benefits us all, what it means to take a preventative approach, how to deliver preventative services, and most critically, the value of involving local people in the design and delivery of public services.

In our working lives, whether we are frontline practitioners, commissioners, strategic leaders or working in administrative roles, it is essential that we work in partnership to ensure that the children, young people, adults, families, and communities we serve get the education, advice, support and help they need at the earliest opportunity, so that they can live happy, healthy and purposeful lives.

This framework does not aim to replace strategic plans that public services in Wirral are working towards achieving. Shaped by national policy and the local direction of travel, this framework sets out our overarching aim, a clear set of principles and shared values within which we are committed to working.

(b) Defining Prevention

Prevention can mean different things to different people. In essence it is about helping people stay healthy, happy and independent for as long as possible. It means stopping problems from arising in the first place; focusing on keeping people healthy and thriving, not just treating them when they become ill or run into problems. If they do need help, it means supporting them to manage their health and wellbeing earlier and more effectively. This means giving people the knowledge, skills, and confidence to take full control of their lives, their health and social care and making better choices as easy as possible.

Multi-agency partners in Wirral define prevention as:

> *Building on the unique personal strengths and resilience of children, families and adults, through co-ordinated and enabled communities, to help people achieve the very best outcomes throughout their lives.*

There are three distinct levels of prevention:

- Primary prevention: all of the help, support, activities, and opportunities that are available to all of us, at any time.
- Secondary prevention: targeted interventions and specific projects and programmes, delivered at a local level by partnerships and communities.
- Tertiary prevention: interventions provided by statutory organisations, such as Councils and Health Boards.

Providers of public services should consider the level of prevention they seek to work within, and where services are cross-cutting, providers should think about how their offer is adapted across levels.

2. The Aim of the Framework

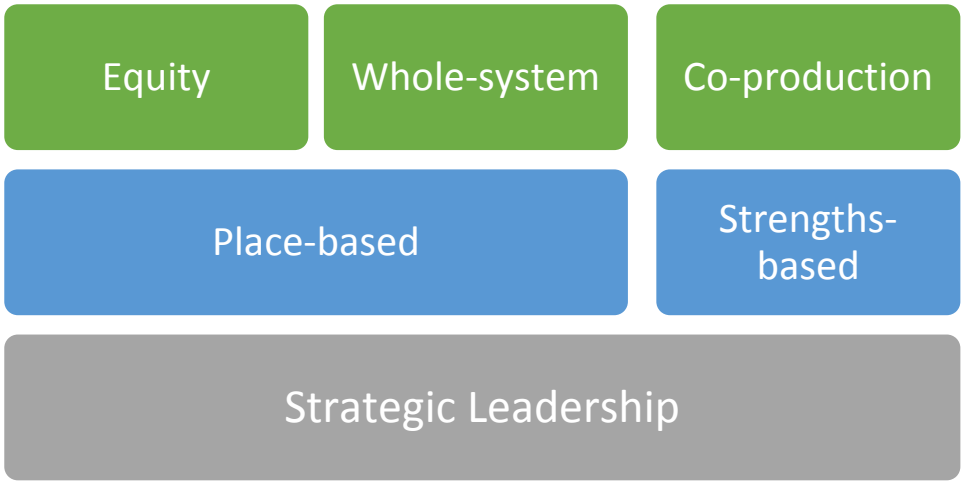
Across Wirral there are a growing number of examples of single-agency and community-level approaches to prevention that are making a positive difference to the lives of people in the borough. The aim of this framework is to enhance and build on those examples by providing guidance and structure for preventative work, which is collaborative, consistent and can lead to greater collective impact.

Whilst this framework is primarily focused on people services, which aim to tackle health inequalities and improve outcomes, taking a preventative approach is applicable across all aspects of public service. The foundations, principles, values and approaches described in this framework can be applied across the spectrum of the Wirral Plan.



3. The Foundations for Preventative Approaches

Multi-agency partners co-producing this framework, identified a core set of building blocks which form the foundation required for prevention. These building blocks should be considered in all that we do, whether as individuals living and working in Wirral and looking after our and our family's health and wellbeing, or as organisations shaping the living, learning, or working environment, and coordinating and providing services.



Strategic Leadership –Strategic leaders must recognise that no one agency, and no one person, can remove inequality or improve local neighbourhoods on their own. Through collaboration and investing in relationships, Senior Leaders can build wide and strong partnerships which deliver collective impact with and for Wirral residents.

Place-based – to ensure equity across the borough, prevention approaches should be place-based so that services and solutions meet the unique needs of people living within local communities. A coordinated approach which considers the assets, strengths and needs of the place, as well as individuals who live there, is key to tackling the inequalities in health and wellbeing.

Strengths-based – A strengths-based approach recognises that everyone has strengths, skills, capabilities, and protective factors that surround and support them within their lives. A strengths-based approach will ensure that staff and services enable people to build on these and can access opportunities to grow and achieve in the areas where they feel they need most support. The key to improved health and wellbeing is the feeling of empowerment, and strengths-based practice is essential to empowering and enabling people to become the architects of their own solutions.

Equity – A meaningful approach to prevention is dependent on equity across local communities, enabling everyone to have the same chances in life as everybody else. The concept of equity can often be challenging to explain and understand; however, we must recognise that some neighbourhoods and communities may need more help and resource than others. This will support the breakdown of structural and systemic barriers to equal opportunity and improve outcomes.

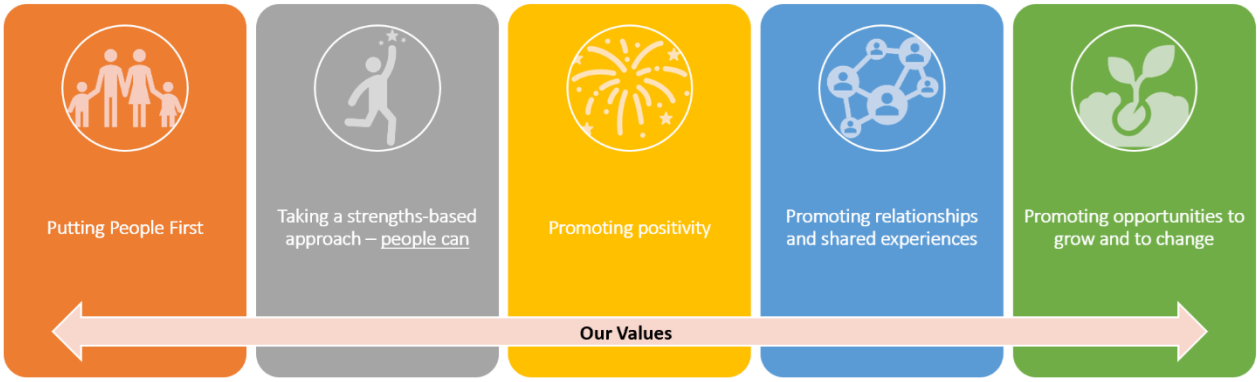
Whole-system – Applying a whole-system approach will ensure that partners work together more effectively to understand current and emerging issues and challenges impacting on the health and wellbeing of people living and working in Wirral. Embedding a whole-system approach will help to create the learning culture needed to evaluate and understand the impact of preventative work, to be flexible and responsive to emerging needs and to continually strive for improved outcomes across the borough.

Co-production – Co-production with people living and working in Wirral is essential to a meaningful, impactful approach to prevention. Co-production will ensure that partners fully understand people's needs, hopes and ambitions and challenges faced, and it will also ensure that communities themselves are activated and supported to take meaningful steps towards improving their own health and wellbeing, creating improved connectivity, a sense of citizenship and increased social value along the way.

When establishing new services and projects, or reviewing the effectiveness of existing delivery, these foundations should be considered and evaluated.

4. The Values Underpinning Preventative Approaches

Multi-agency partners co-producing this framework, identified a core set of values which should underpin preventative approaches.



These values need to be at the heart of preventative approaches, driving decision-making and shaping projects and services. Living these values means that they should be evident in

all that we do including how agencies work with each other as well as how they deliver services to the public.

5. Considerations for Preventative Approaches

As services are designed and developed, there are many factors to consider in how they operate- where and when, how they are advertised, who they are for and what they will achieve. Where services do or can take a preventative approach, it is useful to consider the following to ensure that they are inclusive and optimise opportunities for people to resolve issues at the earliest point.



It is to be noted, that the greatest asset for prevention is the people who deliver the services. Creating the conditions where staff can embrace the values of prevention, deliver relationship-based practice, and have opportunity for continuous learning and development, should be a priority for all public services. Relationships can be transformational and mean a lot to people when they face challenges and uncertainty in their daily lives.

6. Co-production

Fundamental to the success of this framework is co-production. Co-production is not consultation, and it is not community engagement. Co-production, quite simply, means:

> "Coming together to create something." (Poppy Cain, Youth Apprentice)

The following diagram provides further detail on how to take a co-production approach.

We will learn from the feedback we gather, and we will work together to make any changes that would improve projects and outcomes for people.

We will put projects in place, and we will evaluate these – asking questions and gathering feedback to make sure that they are making a difference.



We won't make any assumptions about what communities need.

We want to hear from everyone. Everyone will have an equal voice

We will share data and information we hold. We want to hear from everyone.

We will talk about this together to try and understand what the data means.

We will work together to agree which solutions we need to prioritise, and we will work together to create projects.

We will make the best use of Wirral's networks.

We will go to communities to talk, and we will also use social media and the internet.

We will gather everyone's views around what the challenges are, what communities need and what the solutions could be.

5. Creating a Suite of Preventative Programmes

Prevention is a broad term, and across public services there are many areas where a preventative approach can, and should, be taken. It is anticipated that this framework provides as an overarching structure from which a range of projects, interventions and services are delivered. To assist with thinking on what this may include, it is helpful to refer to the six domains outlined in *The Marmot Review: Fair Society, Healthy Lives*. These are:

- Give every child the best start in life.
- Enable all children, young people and adults to maximise their capabilities and have control of their lives.
- Create fair employment and good work for all.
- Ensure a healthy standard of living for all.
- Create and develop healthy and sustainable places and communities.
- Strengthen the role and impact of ill health provision.

These domains provide categories from which to define preventative programmes.

Specific preventative programmes, which will be aligned to this framework may relate to areas such as:

- Earliest help for children and families.
- Earliest help for people living with frailty.
- Preventing hospital admissions.
- Breaking cycles for people facing multiple disadvantage.
- Promoting independence.

A multi-agency Prevention Steering Group has been established and will provide support to those wishing to apply a preventative approach to services. This group will also promote the need for, and establishment of, wider preventative programmes, such as those suggested above.