

# Partnerships in bringing to life Norfolk's Behaviour Change Primary Prevention Strategy

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ready to  
**change**  
your way to better health



**Norfolk** County Council  
Public Health

# Background

Adult Behaviour Change (Primary Prevention) Strategy



Individuals Direct Access  
Including NHS Health Checks, Quit Smoking Support, Weight Management Support

Support



Support

Support

Professionals  
Staff within Health and Care system, and wider Integrated Care System



Community Groups and Assets  
Neighbourhoods, libraries, workplaces, community & faith groups enabling communities to change their own social and cultural norms



# Digital Platform



## Customer & Digital Services

- Project Management
- Website Development
- A/B testing
- KPI Dashboard
- Interactive functions
- Triage forms
- Customer Service Centre
- Testing, Surveys and Engagement with Residents Panel



- Consultancy
- Content copy co-creation - based on the COMB model of behaviour change
- Ensured content aligned to behavioural science insights



## Marketing & Comms



- Initial stakeholder engagement
- User testing and feedback
- Brand testing

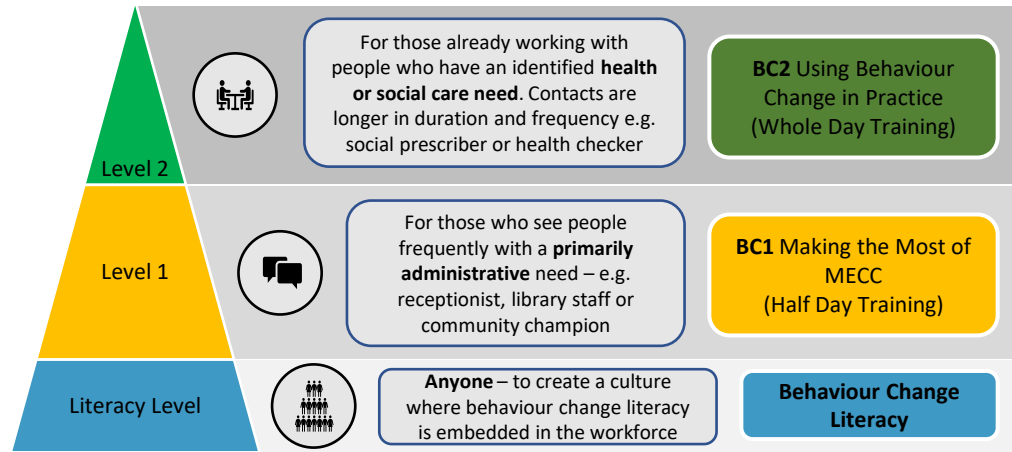


## Residents Panel

- Recruited testers
- Gathered user case studies
- Developed Ready to Change brand using in house team
- Creation of traditional print and social media assets
- Campaign management
- Celebrity endorsers liaison
- Meantime Media animations



# Workforce Development



- Healthy Dialogues have been commissioned to deliver a tiered training offer according to nature of contact and need
- Developed to our specification and aligns with HEE Behaviour Change Development Framework Levels 1 and 2
- In-person and online facilitated training
- Links to MECC Online training on HEE E-LfH
- Links to Ready to Change and MECCLink
- Phased training plan of target workforces



Year 1	Year 2	Year 3
PH Commissioned Services	ASSD Targeted Commissioned Care & Social Services	
Social Prescribers ICB PCN VCSE	H&WB Partnership Priorities	Anchor Institutions
Active NoW	District Leisure	Voluntary, Community, Faith & Social Enterprise workforces
Community Voices	Wellness on Wheels	Pharmacies
Wellbeing Champions	Wellbeing Hubs	DWP
Libraries	Adult Learning	Fire Service
		Citizens Advice
		HE/FE Learning & Pastoral Support
		Community Groups & Clubs
		Hairdressers
		Banks



# Community Enablement



- Currently being scoped
- Utilisation of place-based partnerships
- Place as Agent
- Create the conditions and environment, social and physical, for healthy lifestyles
- Enabling communities to change their own social and cultural norms.



# Learning so far...

- ✓ Buy-in is paramount
- ✓ Ready to Change not solely a Public Health product
- ✓ Suspend scepticism
- ✓ Be willing to be challenged
- ✓ You can never do enough testing
- ✓ Stay positive
- ✓ Always being surprised

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Thank you



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