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Malik Gul, PhD student, Department of Primary Care and Public Health.

Imperial College London

Social Networks as Communities of Healthcare

Aims and Objectives

Introduce a whole system social network map, its leadership, structures and potential to coproduce prevention and early intervention services.

Define “Coproduction” as it’s being systemised in a local health economy

Demonstrate health service levers to unlock community capabilities, skills and resources, towards design and delivery of primary care and public health services

Relevance/Impact

By enabling skills and resources into social networks we open early access and uptake points closer to points of first need and where they have greatest social-cultural resonance.

Enabling social networks as coproducers ensures a greater uptake of services and sustainability of interventions through impact on behaviour- choice via peer to peer relationships

Outcomes

Series of independent evaluations have established the “fertile terrain” for coproduction in healthcare.

25 community groups have gained new perspectives on their capabilities as coproducers; working with 6 Service Teams actively engaged in Coproduction (including health promotion, healthy cooking/eating, exercise, health checks, early diagnosis of dementia, self management of long term conditions, IAPT/ Family Therapy counselling support)

Local CCG are in active discussion on how to “industrialise” coproduction, working with a network of community groups within a genuinely integrated health and social care system. With a particular focus on communities which suffer the greatest health inequalities developing healthcare collaborations.

Discussion

People, Families, Communities at centre of transformation and change is often cited in high level policy objectives. Yet most current practice in primary care and public health remains orientated towards offering information on services and support to passive recipients, or disorganised and random groups and individuals.

Through method and practice, we have emerged a much more dynamic picture of community groups as complex adaptive systems, with potential to be part of a transformative partnership with health providers. By unlocking capabilities as active producers, and to do so as part of a genuinely integrated whole system, we are able to present an alternative paradigm to demand management via mitigation of supply. This has a direct impact on improvement of health and well being outcomes; as well as producing cost savings and smarter allocation of resources.