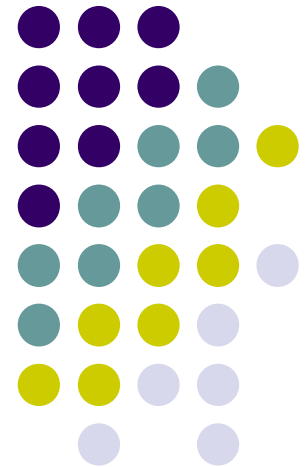


Is NHS Community Development an oxymoron?

Dr Andrew Furber
Director of Public Health
North Lincolnshire



Oxymoron



two words used together which have,
or seem to have,
opposite meanings

For example...



- **military intelligence**
- **peacekeeper missile**
- **extinct life**
- **jumbo shrimp**
- **Microsoft Works**

What are the differences?

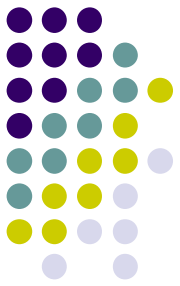


National Health Service

- State controlled
- Political nationally
- Bureaucratic
- Controlling

Community Development

- Challenges the state
- Locally driven
- Unofficial
- Empowering

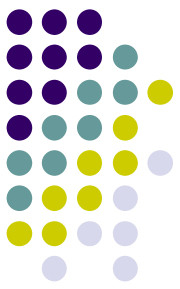


Is the NHS changing?

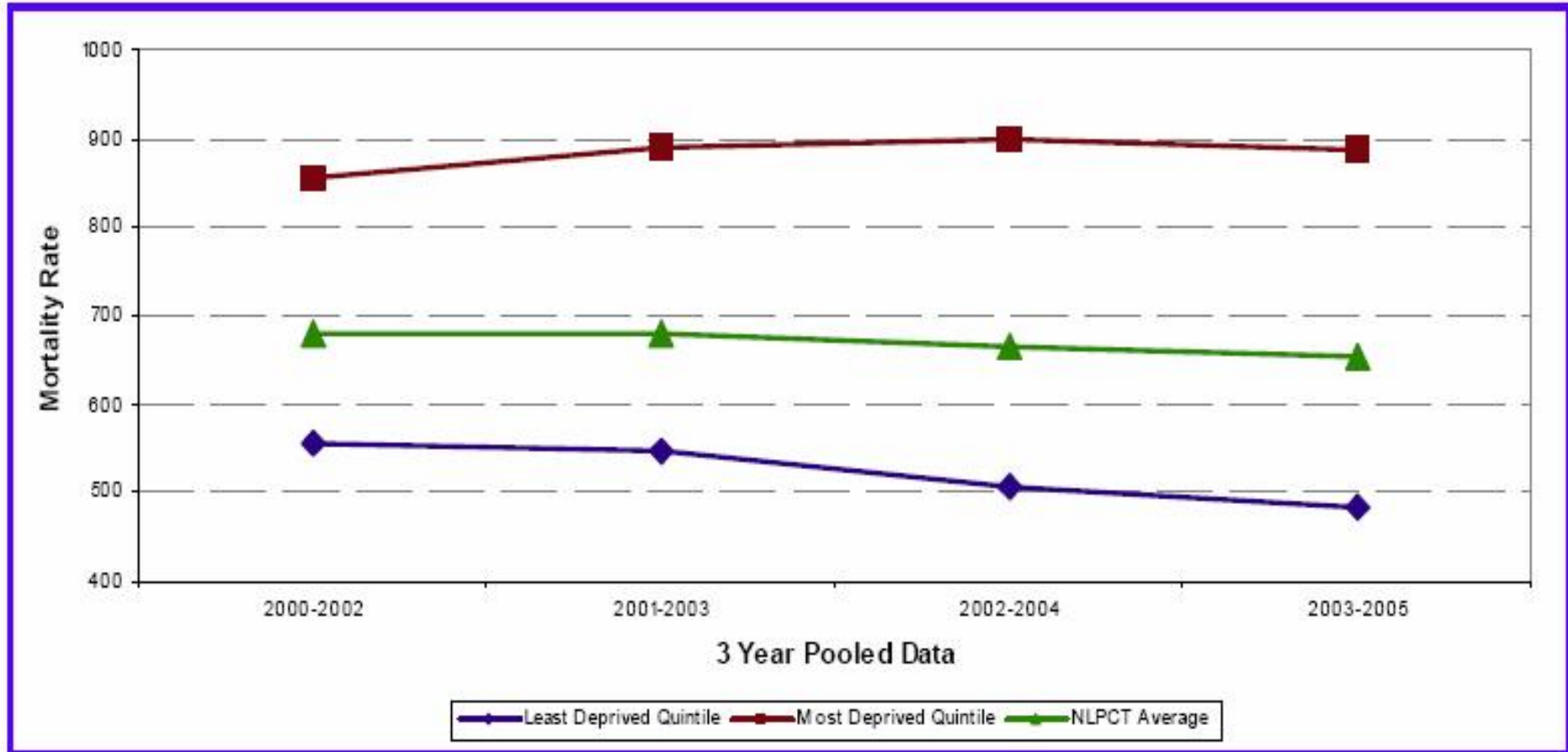
NHS Operating Framework 2008/09 requires the NHS to:

- Be **“locally accountable”**
- Be a product of **“engagement with patients and the public”**
- **“improve access”**
- **“improve health and reduce inequalities”**
- Improve **“experience, satisfaction and engagement”**
- **“Empower patients”**

What role for CD in reducing health inequalities?



Trends in All-Age, All-Cause Mortality within North Lincolnshire PCT

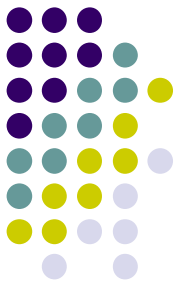


Community development's role in reducing health inequalities



- Enabling lifestyle change
- Enabling access to services
- Enabling the redesign of services
- Addressing the wider determinants of health and well-being

Community development's role in engaging populations



- Avoids using the 'usual suspects'
- Ensures seldom heard voices are heard
- Can be quick e.g. Participatory Rapid Appraisal
- Results in empowerment and change

What are the selling points for CD for PCTs (and Local Authorities)?



- Mechanism for reducing health inequalities
- Mechanism for redesigning and modernising services
- Fulfils the requirement for PCTs to engage the local population

NHS Community Development is not an oxymoron, unlike ...

