What Next – Innovation “Local and Lite”

Barriers to Local Innovation for Public Health

- Health inequalities have proved longstanding, deep rooted and resistant to change which players agreed implied a need for innovation and new approaches.
- The continued emphasis on the need for proven evidence of effectiveness in selecting health interventions, together with the implicit difficulties in collecting evidence on complex interventions, were seen by participants as a barrier to local innovation.
Opening the Local Innovation Channel

- The objective is to cast the net of local innovation as widely as possible, whilst ensuring data are recorded in a way that can be evaluated thoroughly and then used to contribute to a body of knowledge that facilitates selection of best practice at a local level.

- Newcastle Initiative for Changing Age will seek new ways to align and assess innovation with the needs of local communities and individuals with mid life health needs by:
  - Using a participative approach that draws on local practical knowledge and experience from the community
  - Referencing relevant evidenced based studies, combining existing empirical data together with insights from local practitioners and the community
  - Developing an evaluation methodology for local innovation that is low cost, easy to operate and robust.
  - Providing a standardised method of measurement and evaluation of intervention attributes and outcomes when applied in local, small scale studies with the option of stepping up the chain of evidence of effectiveness and applicability when proven at the local level.

Pilot Intervention

- The “Local and Lite” approach will be tested with a new intervention / innovation that was generated during the simulation.

- This uses a combination intervention targeting **Exercise and Social Prescribing** to improve the quality of life and activity levels of mid life people with mental illness on lower incomes in disadvantaged areas.

- Practitioners and citizen participants expressed a high degree of confidence in its potential but there is currently limited evidence of impact. It is, therefore, a
good candidate to be evaluated using the methodology of the Local and Lite framework for innovation.

- It addresses mental illness, which was the biggest contributor to the gap in Healthy Life Expectancy.
- The risks associated with mental illness were a priority pick for both Health & Wellbeing board teams in the simulation.
- Exercise & Social Prescribing were in the top picks from the Health & Wellbeing board teams and the Environment teams in the simulation.

**Organisation**

- Following recognition of the importance of the voice of local people at the simulation, they will be involved from the outset in designing the intervention and managing its application and evaluation.
- The Local and Lite innovation project will build on relations with participants at the simulation.
  - Fitbit, a Californian company who are global leaders in integrated personal exercise & social networking devices.
  - Nova International, based in the Northeast, the world’s leading organiser of mass participation sporting events.
  - HealthWORKS – a local health and community organisation - have offered to manage the trial using their local health trainer and health champions.
  - Newcastle University will develop the “Lite” protocol and evaluation framework.

**Time to Impact**

- This pilot project has a minimal time to impact
  - The partners were contacted the week after the simulation
  - Results will be published from Q1 2014

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Measuring Success

- This pilot will achieve success if:
  - Local service providers prove they can collect and record data in a way that will satisfy external validation.
  - Data that substantiates a positive effect from the intervention is accepted and acted upon in other locations.

NOTES:

Part of the Newcastle Metro map has been adapted to illustrate the gap in healthy life expectancy – this is available electronically from Newcastle University press office. Email: press.office@ncl.ac.uk or call: 0191 222 6972 / 0191 222 7850

For further information or to obtain a high res version of the map please contact Newcastle University press office. Email: press.office@ncl.ac.uk tel: 0191 222 6972 / 7850

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