

We are delighted that you are considering entering the New NHS Alliance *2017 Excellence in Health Creation Awards*. Now in its second year, the Awards provide you and/or your organisation with an opportunity to have your health creating work recognised and showcased at a national level. The winners will also get an ITV Productions TV-quality film made of your work and a free ticket to our 2017 Action Summit.

The entry process is very simple, and this entry pack provides you with all the information and guidance you need to submit a potentially winning entry for the **Trojan Mice** and/or **Getting Our 5-a-day** Awards.

Your entry pack provides information on the following:

- Background to the 2017 Awards
- About **Trojan Mice** and the Award entry criteria
- About **Getting Our 5-a-day** and the Award entry criteria
- Guidance for creating mobile phone video

Background to the 2017 Awards

The winners of the *2017 Excellence in Health Creation Awards* will be announced by Rt Hon Jeremy Hunt MP, Secretary of State for Health, at the New NHS Alliance (NNHSA) 2017 Action Summit being held in London at the Royal College of General Practitioners on 6 December 2017.

In addition to the Award itself, the two winning entries will be turned into a short, TV quality video by ITN Productions. This can then be used to further showcase your work with a national audience. This will involve you and/or your team working closely with NNHSA and ITN Productions during the filming and editing of your winning entry.

In addition, all shortlisted entries will get a complementary ticket to the 2017 Action Summit.

The Awards will be announced by Rt Hon Jeremy Hunt MP at 17:00. The Awards ceremony is followed by the London premier of **Hidden Voice – giving a voice to people living with dementia**. The Action Summit ends at 18:00. Following this, there will be an off-site drinks reception for all short-listed entrants.

Who can enter the awards? The Awards are open to any individual or public, private or charitable organisation.

Deadline for entries: Thursday 30 November at 17:00. Shortlisted entries will be notified by Friday 31 November at 17:00.

All award entries should be sent to Neil McGregor-Paterson. e: neil@realitasconsulting.co.uk
If you have any questions, please don't hesitate to contact Neil.

The 2017 Action Summit

Royal College of General Practitioners, London | Wednesday 6 December | 09:30-18:00

Health Creation: Wealth Creation – the power of people and communities will explore, discuss and debate how the three Cs of Health Creation – Control, Contact and Confidence – can contribute to the economic wellbeing of people, communities and the society in which we live.

In addition to showcasing real-world experience, our Summit will challenge attendees to understand why they need to invest in Health Creation, what financial arguments there are for it and how adopting health creating practices may reduce demand on health and care services.

Chaired by Victoria Macdonald, Channels 4's Health and Social Care Correspondent, the Summit includes contributions from 20 organisations or individuals who have either enabled, delivered or have lived experience of Health Creation.

For more information on the 2017 Action Summit, please visit Eventbrite by clicking [here](#)

About Trojan Mice and the Award entry criteria

New NHS Alliance wants to hear your Trojan Mice success stories – where you have experienced or implemented a change in practice that has led to positive and lasting change in your life, in the life of one of your patients or in the life of the community where you live or work.

What are Trojan Mice?

New NHS Alliance describes the Trojan Mouse phenomenon as 'the introduction of a small change in practice that leads to a large and lasting positive change in the life of a person or a community'.

Trojan Mice are valuable and necessary in the practice of Health Creation. We need to understand them better and practice them a lot more than we currently do.

The idea of the Trojan Mouse is part of a discipline called 'complexity theory'. In complex systems, very small changes can often have very big consequences (both positive and negative).

Visit <http://www.nhsalliance.org/health-creation/> to view a short animation on Trojan Mice.

A great example of a Trojan Mouse

The 5p carrier bag...



The early evidence from the assessment of the impact of introducing a 5p charge on carrier bags from larger retailers suggests that it has been nothing less than a huge success. In the six months following its introduction, just 500m bags were purchased compared with 7bn given out in the year prior to introduction of the charge. A more than 85% reduction in plastic bag use. Plastic bags take hundreds of years to break down and in the meantime, do significant damage to wildlife and the environment. But the success doesn't end here; this small change in practice has also led to retailers donating more than £29m to good causes, including charities and community groups.

Trojan Mice Award Entry Criteria

Entries can be for any activity that has been delivered in the period January 2016 onwards. It doesn't have to be completed yet, although it must be able to demonstrate definable outputs and outcomes.

Your entry should involve the individual or community whose life has been changed, and should clearly describe the following:

- What the practice, or change in practice, was?
- Whose life was changed and how?
- What the long-term outcome is, or is likely to be, for that individual or community?

Your submission should:

- be detailed in less than 1,000 words (two sides of A4) and it can include pictures and other visuals. It can be submitted as an email or document
- be accompanied by a short statement on you and/or your organisation and its work
- include at least one quote from the individual or community whose life has changed
- state the name of the initiative (please feel free to create one if it does not already have a name)
- detail when the project commenced and its period of implementation

Mobile phone video:

Ideally, your entry should be accompanied by a short mobile phone video, although this is not essential. Not submitting a video will not prejudice any entry.

It is entirely up to you what you include within your short video. However, it is recommended that you keep it to less than two minutes. You can submit a number of shorter videos that tell your story. For example, if you are filming different people talking about your programme at different times.

Additional information to support you film your video can be found at the end of this entry pack.

About *Getting Our 5-a-day* and the Award entry criteria

New NHS Alliance wants to hear about your *Getting Our 5-a-day* – where you have adapted, adopted or introduced practices that help enable Health Creation.

What is the ‘5-a-day’?

In relation to the Awards, the 5-a-day describes the five features of health creating practices that professionals can adopt to help enable the 3Cs of Health Creation. This is explained in more detail below.

Health Creation is the enhancement in health and wellbeing that occurs when people and communities achieve a sense of purpose, hope, mastery and control over their own lives and immediate environment. It can include meaningful work, good relationships and being part of a network.

Health Creation is enabled when people and communities have sufficient levels of Control, Contact and Confidence. These are known as the **3Cs of Health Creation**.



Control over the circumstances of a person’s own life, rather than fostering dependency upon services.

Contact and activity that is meaningful and purposeful; the avoidance of social isolation.

Confidence to take responsibility, and to deliver actions that have a positive impact on a person’s own life, and on the lives of those around them.

The five features of health creating practices are those qualities of day-to-day professional practice that help create conditions for people to increase their levels of the 3Cs. Through adopting one or more of the five features of health creating practices, professionals can start to adopt or enhance their health creating activities and programmes.

The five features of health creating practices

- 1 Listening and responding:** Effective, genuine listening to the reality of people’s and communities’ lives is essential. As is acting differently upon what is heard, and not just reverting to the established systems. Listening can also enable truth-telling if people feel safe to open up about matters they might be hiding, even from themselves. Being listened to can also be therapeutic in itself.
- 2 Truth-telling:** When people and practitioners face the truth, and own up to what holds them back from creating health, rather than treating illness, they can start to get to the root causes of problems.
- 3 Strengths focus:** Health creation happens when attention is paid to what people can do for themselves or others. Building on people’s strengths unlocks their potential and builds confidence for creating health.
- 4 Self-organising:** Health creating practice enables people to work out what they need for themselves. When people start to rely on themselves, they become less reliant on health and care services.
- 5 Power-shifting:** Lasting health creation happens when the health creating features above result in a power shift from practitioners to people and communities. When people and communities are the experts, they can make decisions about things that affect them and their environment. Services can then adapt and respond accordingly.

Features of health creating practices can be embedded by:

- **adaptation** of existing practices
- **adoption** of new practices
- **disruption**, to generate completely different solutions to problems

Visit www.nhsalliance.org.uk to download the **Manifesto for Health Creation**.

Getting Our 5-a-day Award entry criteria

Entries can be for any activity that has been delivered in the period January 2016 onwards.

Your entry should involve the individual or community whose life has been changed as a result of adoption of one or more of the five features, and it should clearly describe the following:

- What health creating feature, or features did you adopt, and how did you embed these into practice?
- Who did this benefit and how?
- A statement on why you think adoption of one or more of the features is important for your practice

Your submission should:

- be detailed in less than 1,000 words (two sides of A4) and it can include photographs and visuals. It can be submitted as an email or document
- be accompanied by a short statement on you and/or your organisation and its work
- include at least one quote from the individual or community whose life has changed
- state the name of the initiative (please feel free to create one if it does not already have a name)
- detail when you adopted one or more of the five features and whether this was adaptive, adoptive or disruptive

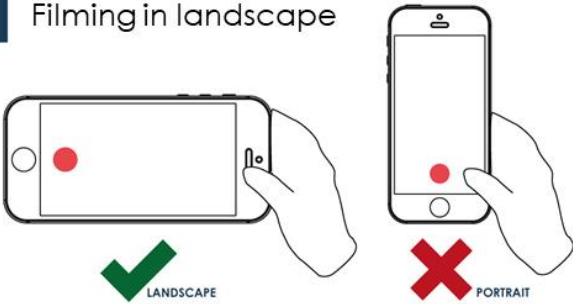






Mobile phone video:

Ideally, your entry should be accompanied by a short mobile phone video, although this is not essential and not submitting a video will not prejudice any entry.

It is entirely up to you what you include within your short video. However, it is recommended that you keep it to less than two minutes. You can also submit a number of shorter videos that tell your story. For example, if you are filming different people talking about the benefits of adopting one or more of the five features.

Additional information to support you film your video can be found below.

Guidance for creating mobile phone video

<p>1 Filming in landscape</p> 	<p>2 Lighting </p>  <p>Make sure there is enough light in the space that you are filming in. To improve the lighting, open curtains & blinds, or position lamps & other light sources so that the light illuminates the main point of focus of your video. Make sure the light source is not coming from directly behind you. Please make sure to film against a plain white wall for all videos</p>
<p>3 </p>  <p>Some mobile devices may need you to enable the microphone. If you are unsure about whether the microphone is working or your voice is audible, record a test video and play it back to make sure it is working.</p> <p>Please also make sure that your device is not on mute or set to silent mode as this may turn the microphone function off.</p>	<p>4 Framing </p>  <p>Framing your video correctly and the distance to your mobile device's camera are important for making a great video. Always make sure that you are in the centre of the frame so that we can see you clearly in the video. Keep your mobile device steady by propping it up, or ask someone to hold the mobile device for you during the recording.</p>

We look forward to receiving your entries and GOOD LUCK!