

Once upon a time (Thirty Years ago....September of 1978)

- WHO's International Conference on Primary Healthcare issued a declaration, *“The people have the right and duty to participate individually and collectively in the planning and implementation of healthcare”*

This has still to be achieved within the NHS

Gordon Brown
13th May 2007

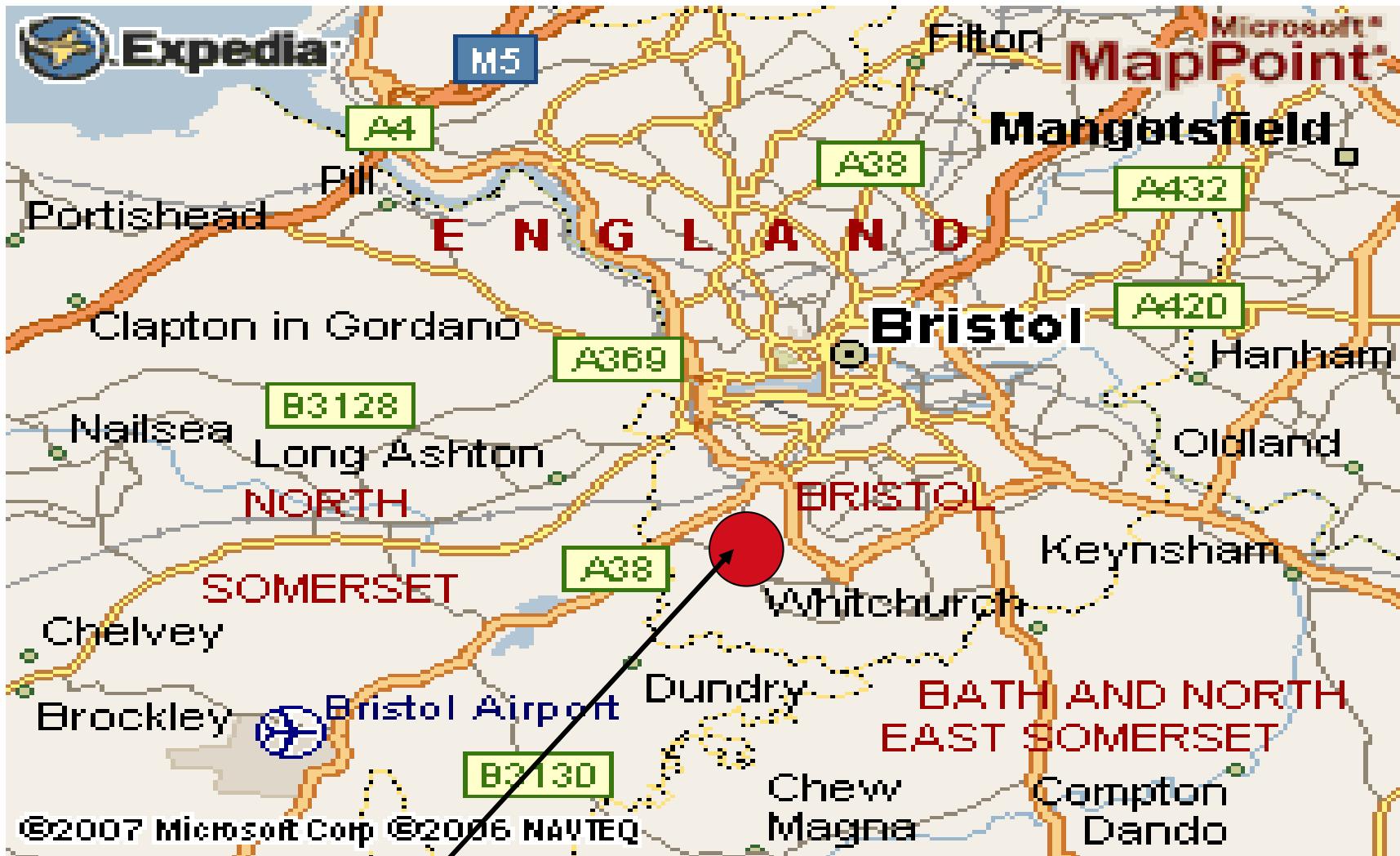
“What is important is winning the hearts and minds of people. By encouraging engagement, ultimately this will lead to the building of stronger communities”
(BBC Breakfast News)

Can Social Marketing help?

- *“A social change management technology involving the design, implementation and control of programs aimed at increasing the acceptability of a social idea or practice in one or more groups of target adopters. (Andreasen, 2002 pg.7)*

What is a community?

- US Institute of Medicine (IOM) (1995):
“Communities have a ‘bounded’ character that defines who is included and excluded from membership, and members will vary in their subjective sense of ‘we’ versus ‘they’” (p. 21).
- ***Ascribed communities*** “into which individuals are placed by others because they possess particular characteristics”
- ***Achieved communities***, “where membership depends upon the individual’s choices and actions” (p. 31).



The Hartcliffe and Withywood Estates

- **Post war housing: 10,000 houses built between 1950 - 1970**
- **Infrastructure in place:**
 - **1952 – First Junior schools / 1959 first secondary school**
 - **Shopping centre, healthcare services, Community centres, and public houses**



1981: Right to Buy: 50% discount, 50 % of Houses purchased



1981: Valued £2,680 Purchased £1,340 now worth £165,000

BY 1998

- **Categorised as a disadvantaged ward (16% of UK)**
- **an area of multiple deprivation.**
 - **Low Skills, Low educational achievement, Low income**
 - **Inadequate support for young people**
 - **High crime**
 - **Exclusion of minorities**

Research:

- 16 semi-structured interviewees
 - Tell me about your community?
- Purposive sampling - social anchorage
 - years of residence,
 - familiarity with the community
 - social ties
- Interpretative Phenomenological Analysis
 - Individual's perceptions and how they make sense of their personal and social world
 - Dynamic process with active role for researcher
 - Achieving an **'insider's perspective'**
 - What is it like from the participants point of view

Strong informal social networks

- Strong in-group loyalty
- Strong out-group antagonism
- Extended families.... Sense of identify ..

“I’m a.....”

- “I’ve lived here for 40 years, my kids grew up here, they did ok, it was good. Then about 15 years ago when they started using the council houses as a dumping ground for just anyone... now look at it”
- “Sense of family, every body knows everybody else”
- “I had thirteen first cousins in the same school as me in the 1970’s. Most of us have settled here, married and had kids of our own. Although they go to school outside the area because the schools here are not any good now”

Generalised reciprocity

- **Strong evidence of reciprocity:**
 - Child Care, Financial, Health, Practical (Plumber, electrician, car maintenance etc)
 - Helped first then became helper (pay back)
 - Limited to immediate social network or had to be linked to someone who was
(recommendation or guarantee needed)
- “I have two kids, a 9 year old and a 6 year old, and they go into the lady up the road after school until I get in. It means that I can do my sixteen hours and claim working tax credits”.
- If you need advice on forms and money and stuff there is this woman who will help. She is really good and has sorted some of my friend out; they got money to look after her mother who is in her 80’s”

Lack of diversity

- Older interviewees less diverse
 - Important to stick together... **Us and Them approach**
 - Diversity identified tended to be as a direct result of a specified incident
- “We are part of the original estate and try not to have much to do with the new house people. Although my mate’s daughter got one of them houses”
- “My daughter played the cello at school. So we went to concerts to support her, but over the years we have made some good friends. She stopped playing years ago but we still go all over the country to concerts, who’d have thought it”

Trust

- Lack of trust in governmental institutions.
- internal levels of trust high

“we take care of and trust our own and keep a close eye on everybody else”.

- ‘*secondary*’ trust

“(Name) said they were OK so that’s fine with me”.

- differentiated between the local community and society in general
- an overall erosion of trust with minimal positive institutional trust aspects identified (apart from healthcare)

Does knowing this help towards achieving wider involvement?

- Has anyone asked the 'community' if they want to be involved?
- If **YES** at what level do they want to be involved?
- How does the complexity of the issue impact?
- **ULTIMATELY.... What is in it for them?**

Within the context of community involvement a Social Marketing approach can be used to address:

- **Social Exclusion**
- **Social Division** (Us and Them; disadvantaged minorities)
- **Social mobility** (BBC News 25th June 2007)
- **Community 'Policing'**
 - Is 'community strength' always a good thing?
 - Engagement on who's terms? (Formal and Informal Social Norms)