



**Thrive**  
**PLYMOUTH**

# Thrive Plymouth - background



- 10-year plan launched November 2014
- Tackle chronic diseases and inequalities in life expectancy within the city
- Social movement under a high-level framework - common goal; collective action; system-wide; loosely organised
- Not a public campaign but a means to harness collective collaborative endeavour
- Structured around 4-4-54 (four behaviours leading to four chronic diseases that accounted for 54% of deaths)

# Thrive Plymouth - evolution



- Respond to external factors – COVID pandemic, austerity, cost of living, ageing population
- Go beyond focus on physical health to focus on wider determinants of health
- Acknowledge complexity and the need for human learning systems – build an alliance, collaborate, innovate, learn
- Start with the individual
- Build a wider public health ‘workforce’ across the network

# Annual themes



2014-15



Healthy workplaces

Healthy schools



2015-16

2016-17



ONE YOU Plymouth

Mental wellbeing



2017-18

2018-19



Connect people through food

Art, heritage culture and hospitality



2019-20

2020-21

COVID-19

2022-23



Listen and reconnect

Where we live



2023-24

# Successes



- Wellbeing at Work awards – 195 organisations
- Healthy Child Quality Mark – 84 schools
- New Home, New You with Plymouth Community Homes
- One You Plymouth
- Nine Wellbeing hubs across Plymouth (more to come!)
- Five Ways to Wellbeing – Connect, learn, active, notice, give
- Sustainable Food Cities silver award with Food Plymouth
- Volunteering service and Good Neighbour Support Scheme
- Compassionate City – listen to lived experience
- Community Builders – confident, connected communities
- Cold and Damp Homes Task Force

# Social movement and network around health inequalities



PLYMOUTH  
CITY COUNCIL

“So, I would say it started me thinking about what prevention was actually all about... It also started me thinking about like individual behaviour in that, but also how to support individual behaviours. So, it made me realize that, just promoting, you know, smoking is bad for you, for example, doesn't necessarily achieve an awful lot.”

“I've become more attentive to, I suppose, health outcomes and health matters and well-being matters generally than I might otherwise have been, and a lot of that has come through the direct partnership working and the fact we're working with them beside and alongside each other in that partnership way you know, you sort of start absorbing things by osmosis really”

“So, it's feels to me much more like a not a programme it's much more a kind of revolution.”

“[Thrive Plymouth Pledges] helps bring everybody together to on the same mission.”

“I find Thrive [Plymouth] really, really useful from a networking and connection point of view.”








“I have made good relationships there [at Thrive Plymouth Networking events] and have started to understand more, feel like I've got a much better understanding of how the city works as a whole”.

“We love the fact that we got this great big overarching network that connects everything, that happens in the city.”

“By giving that city leadership, by giving that message... there's a common purpose.”

# Impact

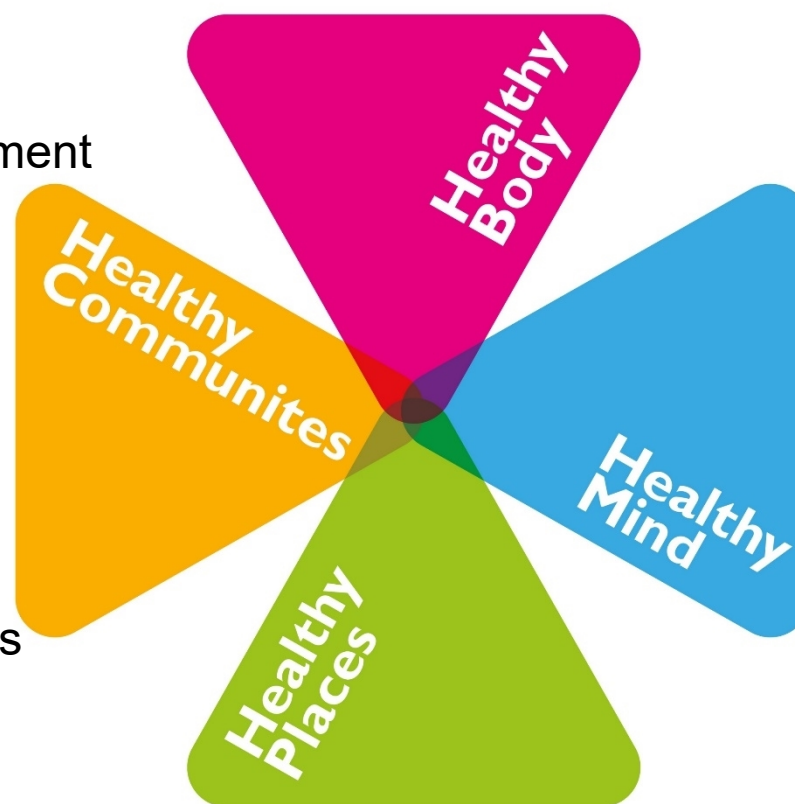


Health indicators	Change	
Smoking		Rates improving but still higher than national average
Overweight and obesity		Higher for adults and children
Health behaviours in children/young people		Improved diet and exercise, less use of alcohol and tobacco
Mortality rates – four diseases		Rates are down but inequalities remain
Life expectancy		Slight improvements but still behind national average
Healthy life expectancy		Strong improvement for men but still behind national average for women
Mental health		Diagnosed depression higher, but other indicators similar to national average

# Refreshed approach



- Tackling loneliness
- Social cohesion
- Volunteering
- Community engagement



- Access to nature
- Safe neighbourhoods
- Work
- Transport
- Housing
- Education and skills
- Money and resources

- Smoking
- Alcohol
- Diet
- Physical activity
- New topics e.g. preventive health

- Mental health support
- Complex lives
- Dementia



# New Principles



<b>T</b>	<b>Together</b>	The greatest strength of Thrive Plymouth is our network members. We will continue to build a <b>whole systems approach</b> to tackling health inequalities and <b>collaborate</b> with as many partners as possible.
<b>H</b>	<b>Human Centred</b>	We will take a human centred approach to our work, recognising that people's lives are <b>complex</b> and that sustainable change takes time. We will always strive to be <b>compassionate &amp; trauma informed</b> , putting the voice of the <b>lived experience</b> at the centre of our work.
<b>R</b>	<b>Respectful</b>	We will respect everyone we work with and strive to create an <b>inclusive</b> network where <b>everyone is welcome</b> and has a part to play. This means <b>valuing</b> our small organisations as much as our larger ones and everyone having an <b>equal voice</b> and opinion on decisions.
<b>I</b>	<b>Inequalities Focused</b>	Ultimately everything we do will be with the goal of tackling health inequalities. To ensure <b>health equity</b> , we will <b>tailor our work</b> , providing <b>extra support</b> to those that need it most.
<b>V</b>	<b>Versatile</b>	We will provide a space to explore and try new things without fear of failing, so we can <b>learn together and grow together</b> .
<b>E</b>	<b>Evidence Based</b>	We will use the resources available to us to ensure we are delivering work that, where possible, is <b>rooted in evidence</b> . We will have a particular focus on <b>prevention</b> of ill health and health inequalities.

# Strategic alignment



## Aligned with

- Plymouth Plan
- ICB Long Term Conditions plan
- Climate Change Net Zero Action Plan

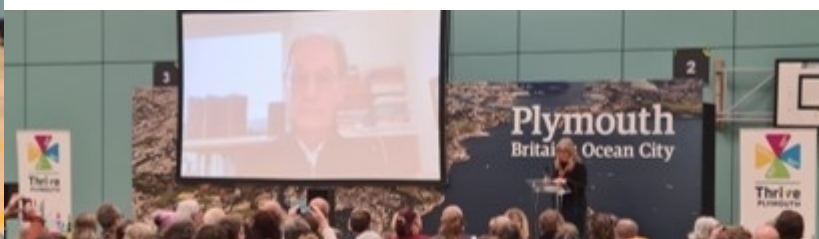
## Public health plans

- A Compassionate Approach To CYP Health & Weight: Strategic Action Plan
- Active to Thrive
- The Health Determinants Research Collaboration (HDRC)
- Asset Based Community Development
- Ageing Well

# Launch Event



- Celebrate success and share best practice
- Support and expand network
- Learning – health inequalities, ABCD, appreciative enquiry, ripple effects mapping
- Planning – choose themes, build asks and offers



# Action Plan



- Building a monitoring and evaluation framework – indicators, service user engagement, ripple effects mapping
- Website update
- Support evidence-based working – evidence synthesis and sharing
- Plan for the future – possible early themes: community building, ageing well, blue/green spaces