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**MAYOR OF LONDON**



The Creative Health  
Impact Framework

The Health  
Outcomes &  
Impacts Guide

# Introduction

**The Health Outcomes and Impacts Guide includes examples of Intermediate Outcomes and Outcomes and Impacts that align with local and national health priorities. These examples can be drawn on to help identify how a creative health project might relate to specific identified local and national health priorities.**

This guide can be used to populate the Creative Health Logic Model Template in order to plan effective creative health programmes that align with local needs and health priorities.

The example outcomes and impacts have been drawn from the 'South East London Integrated Care Strategic Priorities for 2023 - 28', the South East London Vital Five priorities and wider NHS priorities including Core20PLUS5 (adults). Local and national health priorities from these sources were analysed to identify the cross-cutting priorities that creative health projects might seek to address.

The priorities do not include those relating to Children, Young People, and Maternity Care, which are beyond the scope of this work. If you are working in this area, we suggest looking at the Children and Young People page on the South East London Integrated Care System website.

## **This Guide Includes:**

### **1. An Overview of National and Local Health Priorities 2023 - 2028**

- Core20PLUS5
- Vital Five
- South East London Integrated Care Strategic Priorities
- Overarching Objectives across all Health Priorities

### **2. A Detailed Guide to Health Outcomes and Impacts**

- Intermediate Health Outcomes
- Measurable Health Outcomes
- Longer-Term Impacts

## Core20PLUS5 (adults) – an approach to reducing healthcare inequalities

**Core20PLUS5 (adults) is a national NHS England approach to inform action to reduce healthcare inequalities.**

The approach defines a target population – the 'Core20PLUS' – and identifies '5' clinical areas requiring accelerated improvement.

The Core20 target population is the most deprived 20% of the national population as identified by the national Index of Multiple Deprivation (IMD).

The PLUS population groups are identified at a local level and might include:

- Ethnic minority communities
- People with a learning disability and autistic people
- People with multiple long-term health conditions
- Other groups that share protected characteristics as defined by the Equality Act 2010
- Groups experiencing social exclusion including people experiencing homelessness, drug and alcohol

dependence, vulnerable migrants, Gypsy, Roma and Traveller communities, sex workers, people in contact with the justice system, victims of modern slavery and other socially excluded groups

The five clinical areas of focus are:

1. Maternity: Including continuity of care for women from Black, Asian and minority ethnic communities and from the most deprived groups
2. Severe mental illness (SMI): Including annual physical health checks for people with SMI
3. Chronic respiratory disease: Including a focus on Chronic Obstructive Pulmonary Disease (COPD)
4. Early cancer diagnosis: Including a target of 75% of cases diagnosed at stage 1 or 2 by 2028
5. Hypertension: Including interventions to optimise blood pressure and minimise the risk of heart attacks and stroke

## Vital Five

For many diseases, including most of the long-term conditions that take up a lot of time and care in the NHS, there are a small number of behaviours and issues that actually lead to those diseases developing. These are:

1. Hypertension (High blood pressure)
2. Obesity
3. Smoking
4. Alcohol
5. Common mental health conditions

These are referred to as the 'Vital Five', or the five leading causes of poor health in South East London.

## South East London Integrated Care Strategic Priorities for 2023 – 2028

**There are five cross-system strategic priorities for the South East London Integrated Care Board, these are:**

1. Prevention and well-being
2. Early years
3. Children and young people's mental health
4. Adult mental health
5. Primary care and people with long term conditions

**Within South East London, these priorities will be delivered by:**

- Supporting people to stay healthy and well
- Providing convenient and responsive care
- Delivering whole person care

- Reducing health inequalities
- Working in partnership with local people to design and deliver care focusing on the issues that really matter
- Protecting finances and the environment

## Overarching Objectives across all Health Priorities

The lists do not include priorities relating to Children, Young People, and Maternity Care, which are beyond the scope of this work.

### Early Intervention

- Meet local needs
- Reduce health inequalities
- Health and VCSE Collaboration and Integration
- Support and enable the contribution of VCSE organisations
- Harness the intelligence and creativity of VCSE organisations

### Wellbeing and Prevention

- Reduced social isolation and loneliness
- Early intervention and support to stay well

- People maintain good physical and emotional health and well-being for as long as possible
- Reduced emergency and crisis care

### **Older Adults**

- Dementia
- Falls prevention
- Support to live well longer
- Wellbeing support for carers and families

### **Adult Mental Health**

- Early intervention and prevention
- Preventative mental health support through VCSE
- Wellbeing support that is culturally appropriate, anti-discriminatory, trauma informed and safe

### **Long-Term Conditions**

- Tailored self-management support for patients
- Culturally appropriate support for people from Black, Asian, and other ethnic minority backgrounds
- Supporting those with multiple long-term conditions

### **Vital Five: Hypertension, smoking, alcohol, mental health and obesity**

- High blood pressure
- Diabetes
- Cardiovascular disease
- Chronic pain

### **Cancer**

- Increased screening especially for those with learning difficulties or a Serious Mental Illness (SMI)
- Early diagnosis
- Improved outcomes

### **Palliative and End of Life Care**

- Reduced stigma and shame around death, dying and loss
- Increased access to end-of-life care
- More people able to die in their preferred place of death

# Detailed Guide to Health Outcomes and Impacts

## Intermediate Health Outcomes

**Identifying intermediate outcomes plays a vital role in helping us to understand how and why taking part in a project might lead to specific measurable outcomes.**

Intermediate outcomes are sometimes referred to as “soft outcomes” – i.e. changes which are reported or observed but are not, or cannot be, measured.

### The Wider Determinants of Health

- Increased awareness of services available
- People feel that health services meet the cultural needs of people from black Asian and minority ethnic communities
- Reduced stigma and shame around health conditions
- People with Lived Experience are upskilled to become community leaders and champions

### Cross Cutting Intermediate Outcomes

- Enjoyment
- Fun
- Feel safe
- No judgement
- Trust and belonging
- Make new friends
- Feel supported (by others in similar situation)

- Ability to talk about and share health concerns
- Ability to take risks and try new things
- Ability to engage and concentrate
- Sense of pride and achievement
- Reduced loneliness
- Increased confidence
- Increased self-esteem
- Increased sense of hope
- Increased agency and motivation
- Increased physical activity

### Older Adults

- Increased participation in community activities
- Increased uptake in physical and arts activity
- Reduced falls

### Mental Health

- Signposting to available physical and mental health care and well-being services
- Signposting to support for wider issues which can exacerbate mental health difficulties (debt, housing etc)

### Long-term Conditions

- Improved self-management skills (knowledge, confidence, hope, agency, motivation, support)
- People feel empowered and responsible for self-care

## Vital Five

- Increased knowledge and understanding around the causes and impacts of long-term conditions
- Increased awareness of the Vital Five - high blood pressure, smoking, alcohol consumption, mental health, and obesity
- Increased knowledge and understanding around the importance of a healthy diet
- Increased motivation and agency around the importance of a healthy diet

## Cancer

- People living with cancer access activities that support their physical and mental wellbeing
- People living with cancer feel better able to look after their own wellbeing
- People living with cancer feel less fearful and more hopeful
- People living with cancer feel more connected, less isolated and lonely

## Palliative and End of Life Care

- More conversations around death, dying, and loss
- Decreased fear and stigma around talking about death, dying, and loss
- Increased knowledge around palliative and end of life care
- Decreased loneliness and isolation
- Increased self-referrals to palliative and end of life care

## Measurable Health Outcomes

Outcomes are measurable changes, benefits or learning that takes place as a result of an intervention or activity. Creative health projects may deliver clinical outcomes in line with existing health priorities. Outcomes can also be personal, such as increased confidence; physiological, such as a reduction in stress hormones; social, such as increased connection; or artistic, such as learning a skill. Broader outcomes might include organisational change, such as developing new practice.

Use this list to help you think about the changes you expect your project to lead to, and which of these you might be able to measure and evidence.

## The Wider Determinants of Health

- Increased engagement
  - In community activities
  - In leisure and physical activities
  - In volunteering
  - From underserved Black, Asian and Minority Ethnic communities
  - In the co-production of services that meet local needs
- Increased awareness of services available

## Cross Cutting Health and Wellbeing Outcomes

- Reduced social isolation
- Reduced loneliness
- Reduced anxiety
- Reduced depression
- Increased confidence
- Increased self-esteem
- Increased sense of hope
- Increased agency
- Increased physical activity
- Improved wellbeing

## Mental Health

Increased number of

- Peer support opportunities
- People with Lived Experience who support others
- People with Lived Experience who become community leaders and champions

## Older Adults

- Increased engagement in community activities by older adults, people with dementia and carers
- Increased engagement in leisure and physical activities by older adults, people with dementia and carers

## Long-term Conditions

- Increased self-management skills (knowledge, confidence, hope, agency, motivation, support)
- People feel empowered and responsible for self-care

## Vital Five

- Increased knowledge and understanding around the causes and impacts of long-term conditions
- Increased awareness of the Vital Five - high blood pressure, smoking, alcohol consumption, mental health, and obesity
- Increased knowledge and understanding around the importance of a healthy diet
- Increased motivation and agency around the importance of a healthy diet

## Cancer

People living with cancer

- Access activities that support their physical and mental wellbeing
- Feel better able to look after their own wellbeing
- Feel less fearful and more hopeful
- Feel more connected, less isolated and lonely
- Experience reduced anxiety and depression

## Palliative and End of Life Care

- Decreased fear and stigma around talking about death, dying, and loss.
- Decreased loneliness and isolation
- Increased knowledge around palliative and end of life care
- Increased self-referral to palliative and end of life care

## Longer-Term Impacts

Impacts are wider or longer-term changes that a project might lead to.

Use this list to help you think about which NHS priorities your project aligns to and the wider, longer-term changes it might contribute to.

## The Wider Determinants of Health

- Increased connection to communities which enable people to maintain good health
- A holistic approach which recognises broader social challenges such as family relationships, unemployment, debt, and housing
- Increased access to support for issues such as debt, housing, unemployment and social isolation
- People feel that health services meet the cultural needs of people from black Asian and minority ethnic communities
- The development of resilient communities
- Increased social connection and cohesion

## Health and Wellbeing

- Early intervention and improved access to services
- Increased Primary Care visits
- Increased access to adult well-being, early intervention and prevention services
- Increased access to physical and mental health care and well-being services
- Increased NHS Health checks for residents from Black, Asian, and other ethnic minority backgrounds
- People receive diagnosis, support and treatment earlier
- People maintain good physical and emotional health & well-being for as long as possible
- People stay healthy and well
- Improved quality of life
- Reduced adult acute hospital attendance
- Fewer A&E visits
- Reduced use of emergency and crisis services
- Less medication
- Cost savings

## Older Adults

- Older people remain active, productive, independent and socially connected for as long as possible
- People are supported to age well

## **Mental health**

- Early access to mental health support to avoid more serious and lasting mental health problems
- Increased (early intervention) community support for mental health
- Increased access to support including peer support without stigma
- Improved physical health for people with mental health issues
- Increased number of people able to live independently
- Reduced numbers of people reaching crisis point
- Reduced need for adults to access secondary mental health services
- Improved mental health outcomes for people from Black, Asian and Minority ethnic backgrounds

## **Long-term conditions**

- Increased uptake of prevention and services to manage long term conditions
- Increased tailored self-management support for people with long term conditions
- Increased support for adults while they are waiting to access care
- Reduced social isolation and loneliness
- Increased numbers of people accessing education, training, volunteering or employment

- Increased ability to self-manage long term conditions
- The onset of long-term health conditions is delayed

## **Vital Five**

- More people are aware of the Vital Five
- Increased uptake of screening
- More people aware of what their own Vital Five measurements are
- Increased take up of preventative offers including tailored services to underserved communities.
- Increased smoking cessation
- Decreased alcohol consumption
- Increased diagnosis of people with high blood pressure
- Reduced hypertension / blood pressure
- Reduced strokes
- Reduced conversion rate from pre-diabetes to diabetes

## **Cancer**

- Early intervention and improved access to services
- Increased cancer screening for those with inequalities, especially patients with learning difficulties or a Serious Mental Illness (SMI)
- Increased screening for breast, bowel and cervical cancer

- Increased early diagnosis of cancer
- Improved quality of care in the community for those living with cancer
- Improved cancer outcomes

### **Palliative and End of Life Care**

- Increased honest conversations about death and dying
- Communities have increased confidence / understanding around death dying and loss
- Increased empathy towards end-of-life care experiences of a broad range of people
- Increased understanding around choices available at end of life
- Patients are empowered to plan for end of life at an earlier stage
- Patients are able to manage and choose the support they need at end of life
- Increased self-referral to end of life care
- More people die in their preferred place of death

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Registered office: C/o 9 Hare & Billet Road, Blackheath, SE3 0RB

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