



Title of Paper: <u>This is Our Health Programme</u>		
<u>For Decision</u> Requires majority decision prior to implementation or action.	<u>For Discussion</u> Requires consideration and debate.	<u>For Noting</u> Contains information Members should be made aware.

1.0 Background

This is Our Health is based on the success of the Wigan Deal where they focused on finding out what was important to their citizens, what truly makes them happy, and focusing on their strengths and talents

- The aim of **“This is Our Health”** which is being coordinated by the Public Health Agency (PHA) with support from Denise Hampson, a behavioural economics and experience design expert, to understand what a shared **promise, or “deal”**, between the public and the health and care system might look like. A **capacity-building promise where**:
 - The health and care system protects and invests in the things the public need most, and
 - People contribute in the ways they are able to, for themselves, their families and their communities so that everyone stays as well as possible and between us all we can deliver more.
- To shape this responsibly, the Health and Social care System needs to hear people describe:
 1. What helps them stay well;
 2. The part of the system they most need us to protect; and
 3. What they feel able to contribute by supporting themselves and those around them.
- The **conversations themselves** are the intervention. When people talk openly and without barriers about what keeps them well, and when they hear themselves say out loud what they can do, their sense of **identity and agency** shifts. These small shifts, at scale, add up and when people go on to share these messages through conversations with others, the impact spreads naturally.
- The engagement model is designed around this and “This is Our Health” was launched by the Health Minister on 29 April 2026 and will run between May & June 2026.
- Events have been organised across Trust Site, in partnership with others such as South Eastern Regional College and in areas of high footfall such as Sprucefield Shopping Centre with a positive response to date.
- Visible innovative tools such as arcade kiosk’s will be used in high footfall venues and the engagement will be accessible, in-person conversations in public spaces and then extending naturally into peer-to-peer sharing and wider participation through partnerships, digital and media channels. Across the region it is hoped that a target of 20,000 people will complete the survey and then analysed with reflection back to the population and how this data will be used to frame a new “deal”.

- There is also a “This is Our Health” Survey - Template can be found at Appendix 1

2.0 Key Issues

Promoting and encouraging completion of the survey in the short timeframe between May and June to reach the regional target of 20,000.

Balancing the public and staff messages of “This is Our Health”, the challenges that HSCNI is facing and the impact of those pressures.

3.0 Resources Implications (inc Organisational, Financial, Human Resources)

Trusts are supporting practically the “This is Our Health” Programme within existing resource. This includes release of staff to carry out engagement sessions with patients, clients, staff and the public

4.0 Impact on Safety, Quality and Experience (SQE)

The Programme aims to build a healthier, more resilient Northern Ireland by reshaping how people engage with the health and care system.

The goals are to:

- Transform the relationship between people and the system;
- Encourage people to take more steps to stay well;
- Create extra capacity within the health care system;
- Use this new capacity to support system reset, protect vital services and improve wellbeing across Northern Ireland.

5.0 Key Risks and Proposals to Mitigate

Staff have volunteered from across Directorates sharing the engagement sessions and minimising impact on their area of work.

Surveys has been shared with Community, Voluntary and Statutory Partners and promoted on Trust social media platforms to encourage completion to enable us to contribute to achieving the regional target.

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