

## Well North Philosophy

Well North counters the philosophy that public services can be driven by a combination of (economies of) scale and standardisation. Currently, too many services:

- Assess rather than understand;
- Transact rather than build relationships;
- “Refer on” rather than take responsibility;
- Prescribe packages of activity rather than taking time to understand what improves a life.

The result is failure demand, which leads to increased activity through individuals/patients re – presenting, chasing progress through the services, needing to rework their presentation through bureaucratic problems (this accounts for 80% of health demand). This failure demand is a symptom of a system that doesn’t understand people in context or respond to their real needs, first time.

The failure to provide services at the point of transaction has the effect of amplifying the volume of demand presenting to the system. Well North will approach demand one person at a time, understanding their needs in context, and building up a true picture of demand locally. And... in their own language, away from standardised forms, scripted telephone conversations and official interview rooms. And...moving towards understanding demand in human terms (**familiar strangers**) and providing means for self-help (**caristas**).

- Public services should be local by default;
- They should help people help themselves;
- They should focus on underlying purpose rather than outcome;
- They should manage value not cost.

Demands are person shaped not service shaped, i.e. the need to understand the demand in human terms.

The Well North multiple agency team will visit the hard to reach families to listen, to understand and to help individuals understand. The MAT will apply specialist input where it is seen to be proportionate to actual need and where it meets the recipient’s definition of a “better” life.

Well North is a transformative programme which embodies the following philosophy:

1. In the face of all human misery, strive as far as possible, not only to relieve it without delay but also to destroy its cause;
2. Listen compassionately and unconditionally to the informal aspects of community life;
3. Recognise the importance of getting better at engaging people rather than attempting to control them;
4. Encourage the development of communities of influence through sharing their experiences, making useful connections and enabling a collective voice;
5. Accepting that learning does not come solely through manuals, guidelines or databases;
6. Reconciling medical science, management science and human depth;
7. Respecting that phrases like “empowerment” are perceived as rather global and relatively meaningless until people work out together what they mean in practice and in detail; and
8. Understand that often what looked good on paper fails to be implemented on the ground.

The Well North Programme has 3 Strategic Objectives, which are underpinned by 8 Aims:

**Strategic Objectives:**

- Addressing inequality by improving the health of the poorest, fastest;
- Increasing resilience at individual, household and community levels; and
- Reducing levels of worklessness, a cause and effect of poor health

**Aims:**

1. To help people and communities to help themselves;
2. To give unconditional relentless kindness and show it in all that we do;
3. To carry risk, be forgiving and never give up on individuals or communities;
4. To make the invisible health and emotional economies visible;
5. To de-medicalise wider determinant presentations;
6. To de-professionalise the solutions;
7. To solve instead of manage the wicked problems presenting;
8. To provide evidence of the effectiveness of the programme by evaluating it from the community's point of view.