

North West Wellbeing Conference 2009



Incorporating the 6th annual North West Public Health Conference & the 17th annual conference of the WHO Regions for Health Network.

*Wellbeing & the economy,
Wellbeing & sustainable communities,
Wellbeing & inequalities.*



To be held on
9th - 10th November 2009
at **The Midland Hotel**
Manchester



Conference programme

Day 1 – Monday 9th November 2009

6th annual North West Public Health conference incorporating the
17th annual conference of the WHO Regions for Health Network

Chair: Liz Meek

- 09.00 Registration, refreshments, exhibitions and poster display
- 09.45 Welcome to the 6th annual North West Public Health conference and scene-setting –
Liz Meek, Regional Director, Government Office for the North West
- 09.55 Opening address: Can we achieve improvements in wellbeing in ways that combine
a healthy economy, sustainable communities and a reduction in health
inequalities? **Councillor Sue Murphy, Executive Member for Employment
and Skills, Manchester City Council**
- 10.15 Launch of NW mental well-being survey findings: **Dr Ruth Hussey OBE,
Regional Director of Public Health**
- 10.35 Why well being matters: **Professor Phil Hanlon, Professor of Public Health,
University of Glasgow**
- 11.00 Refreshments, networking, exhibitions and poster display
- 11.20 The Global Project on Measuring the Progress of Societies:
**Adolfo Morrone, Senior Researcher, Organisation for Economic Co-
operation and Development Statistics Directorate**
- 11.45 Greater Manchester – a city region strategy, and wellbeing: **Baron Frankal,
Director of Economic Strategy at Commission for the New Economy**
- 12.10 Plenary Q&A with morning speakers
- 12.30 Lunch, networking, exhibitions and poster display
- 13.30 - 14.30 Parallel symposia 1
- 14.40 - 15.40 Parallel symposia 2
- 15.45 Refreshments, networking, exhibitions and poster display
- 16.05 The Foresight Project on Mental Capital and Wellbeing and beyond: **Professor Cary
Cooper, Professor of Organisational Psychology and Health, Lancaster
University**
- 16.35 The NHS response: **Mike Farrar, Chief Executive, NHS North West** and **Derek
Campbell, Chief Executive, NHS Liverpool** and signing the Bilbao
Declaration
- 17.00 Close of day 1 programme

Symposia to include:

1. Measuring wellbeing: what it is to be well - **Tom Hennell, Regional Analyst, Department of Health North West and Helen Carlin, Social Marketing and Evaluation Project Manager, North West Public Health Observatory**
2. Ash-Worth Time Bank and projects for wellbeing – **Susan Ross-Turner, Project & Grants Manager, Ash-Worth Time Bank**
3. Emotional health, resilience and wellbeing of children: The Manchester approach – **Jane Johnson, Manchester City Council, Chris Fox and Vanessa Brown, Manchester Healthy Schools Team**
4. Target Wellbeing: community projects for wellbeing – **Ian MacArthur, North West Regional Director, Groundwork UK**
5. Commissioning for wellbeing: New Horizons mental health policy and Commissioning guidance for mental wellbeing – **Chris Heginbotham, Chief Executive Officer, Mental Health Act Commission and Karen Newbigging, Philosophy, Mental Health & Social Inclusion Principle Lecturer, Senior Researcher Fellow, University of Central Lancashire**
6. Exploring the potential of health and wellbeing industries as an economic commodity – **Tim Livesley, Adroit-Economics and GHRegeneration (presenter tba)**

The organisers reserve the right to change the programme

MONDAY EVENING

7.30pm

Pre-dinner Civic reception

8.00pm

CONFERENCE DINNER

in THE GREAT HALL, MANCHESTER TOWN HALL

**including the presentation of the
North West Public Health Awards 2009**

to be presented by

Dr Ruth Hussey OBE, Regional Director of Public Health, NHS North West.

Master of Ceremonies: Paul Horrocks

Conference programme

Day 2 – Tuesday 10th November 2009

17th annual conference of the WHO Regions for Health Network
incorporating the 6th annual North West Public Health conference

Morning Chair: Steven Broomhead

- 08.30 Registration, refreshments, exhibition & poster display
- 09.00 Welcome and outline of Day 2 – **Steven Broomhead, Chief Executive, North West Regional Development Agency**
- 09.10 Welcome by **Dr Erio Ziglio, Head, WHO European Office for Investment for Health and Development, Venice and Shouka Pelaseyed, Technical Focal Point for WHO Regions for Health Network**
- 09.25 Wellbeing, Resilience and Inequalities: **Dr Lynne Friedli, Mental Health Promotion Specialist and author of the WHO report**
- 09.55 Fixing the Future: **Nicola Bacon, Local Projects Director, The Young Foundation**
- 10.25 Refreshments, networking, exhibition and poster displays
- 10.45 - 11.45 Parallel master classes 1
- 11.55 - 12.55 Parallel master classes 2
- 13.00 Lunch, networking, exhibitions and poster display

Afternoon Chair – John Schultz, Chief Executive, Stockport Council (on behalf of the Association of Greater Manchester Authorities)

- 14.00 Health & Wellbeing Initiatives - German case study: **Professor Rainer Fehr, Director, WHO Collaborating Centre for Regional Health Policy and Public Health Institute of Health and Work North Rhine-Westphalia**
- 14.25 Västra Götaland Region 'Good Life' Project – Sweden case study: **Dr Göran Henriksson, Senior Public Health Adviser Västra Götaland Region**
- 14.50 Taking Action: WHO Europe's activities to improve children's health and environment in the European Region and the UK perspective - **Christian Schweizer, Technical Officer, WHO European Centre for Environment and Health, Rome and Raquel Duarte-Davidson, Senior Environment & Health Programme Manager, Health Protection Agency**
- 15.15 Case studies questions & answers
- 15.30 Closing address: **Dr Ruth Hussey OBE, Regional Director of Public Health**
- 15.45 Conference closes
- 16.00 SESSION FOR PARTICIPATING WHO/RHN REGIONS ONLY:

Emilia-Romagna MIGHRER Project

Master classes to include:

1. Wellbeing City concept – ***Julia Taylor, Liverpool Healthy Cities Director and Andrew Willoughby***
2. Climate Change: a city region response - ***Phil Korbel, Co-Founder, 100 Months Club, Kate Arden Director of Public Health, NHS Aston, Leigh & Wigan and Steve Turner Head Of Low Carbon Economy, Commission for New Economy/AGMA***
3. Resilient local economies – ***Neil McInroy, Chief Executive, Centre for Local Economic Strategies***
4. Be Creative: Feel Good or Art of Wellbeing Campaign – ***Anne Crabtree, Greater Manchester Arts & Health Network Co-ordinator and Professor Lynn Froggett, Professor of Psychological Welfare and Director of Psychosocial Research Unit, University of Central Lancashire***
5. How the natural environment can create healthy communities – ***Jackie Brennan, NW Regional Physical Activity Programme Manager, Anne Brenchley, Regional Health & Environment Project Manager, Natural England NW, and Penny Oliver, The Forestry Commission North West England Region***
6. The Core Economy (title tbc) – ***Anna Coote, Head of Social Policy, new economics foundation, and Lucie Stephens, new economics foundation***