

# The Power of the Positive

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**Pick up the baton and run  
with it!**

**Professor Sir Mansel Aylward CB**



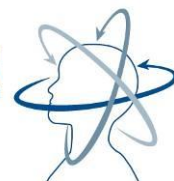
**GIG  
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Wales

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Cymorth Cymru Annual Conference 22/03/2013

Centre for Psychosocial  
and Disability Research



# Some Major Challenges:

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- Welfare Reform
  - Sickness Absence Review
  - Recession Ad Infinitum!
  - Demographic Change
  - Financial Future of NHS Wales
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# Achieving effective change:

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- **Be clear and honest about reasons for change**
  - **Secure leadership (distributed and 'heroic')**
  - **Recruit respected and credible champions for change.**
  - **Ensure all are well informed of reasons for change and potential implications for them.**
  - **Strongly address vested interests and identify barriers to change.**
  - **Accentuate the Positive.**
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# **Pursuing Excellence and Achieving Success:**

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- **Believe that people can radically transform their behaviour and lives with the right kind of impetus and support in an empowering climate**
  - **At the heart of culture lies belief:**
    - **Beliefs drive behaviour**
    - **Dispel the myths**
    - **Embrace leadership**
    - **Shift core false beliefs**
    - **Exploit beliefs - networks**
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# Picking up the baton:

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## How?

- **Creativity and Communication**
  - **Consistency and Coherence**
  - **Commitment and Confidence**
- Securing motivation
- **Learning from others** - System change, obstacles, best practice, etc
  - **Tangible Outcomes**
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# Change: Are we there yet?

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- **Measurement**

- **Are we on the right track?**
- **Continuous evaluation**
- **Contingency planning and flexibility**
- **Knowledge management**
- **Feedback**

- **Endurance**

- **Leadership**
  - **Control**
  - **Commitment**
  - **Confidence**
  - **Cultural change**
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**‘This is no mean task and it will not be accomplished in the winking of an eye nor without dedication and steadfast commitment, brave and strong leadership, some sacrifice and an earnest desire to realise a step-change in the health and wellbeing of the people in Wales.’**

Aylward M (2012), “Securing Effective Change”

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# Public Health (Wales) Bill:

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- **Consultation on Bill ended on 24 February, 2013.**
  - **Issues raised for inclusion in the Bill:**
    - Duties on Welsh Ministers (and public sector organisations) to consider health in all policy agendas.
    - Mandatory health and/or integrated impact assessments on all policies and developments which could impact on the health of the people in Wales.
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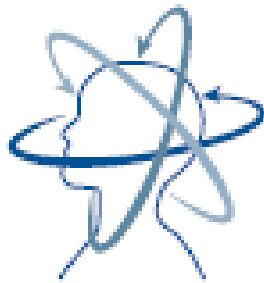
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- Major focus on addressing the social determinants of health and disadvantage.
  - Moving from 'lifestyle choice' and 'behaviour change' to emphasis on environmental and socio-economic factors and strengthening the confidence and wellbeing of communities.
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# Professor Sir Mansel Aylward CB

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**Thank You!**

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