Good Help in Rochdale – improving lives with a new way of engaging

What is Good Help?

Good Help is a way of working with people that builds their confidence and purpose; helping them to plan and take the actions that move them towards that purpose and enabling them to build their skills to improve their life circumstances.

Good Help is highly co-operative. It is focused on the principles of education and the values of equity and self-help. Good Help is self-sustaining - if people have experienced good help, they'll know about it and be able to describe it. The more you listen to people's experiences of good and bad help, the more you can understand the conditions needed to do more of it.
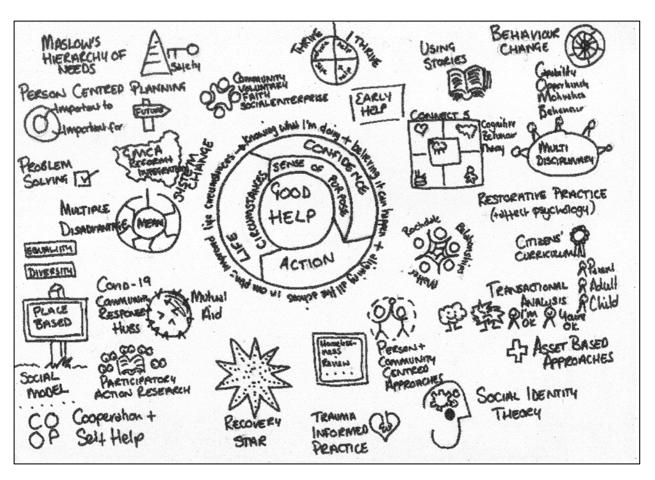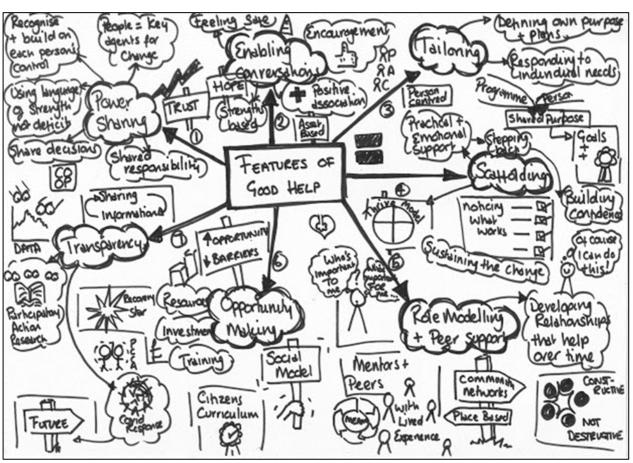
What is Rochdale doing?

Good Help in Rochdale is a two year reform and integration project. We are following a five-step process to deliver it.

Step One: Exploration

The process began with an exploration of what Good Help means for Rochdale. This formed the basis of an early strategy, captured in the visualisations below.

First mind map (Good Help)

MASLOW'S HIERARCHY OF NEEDS — IT — Safety

PERSON CENTRED PLANNING — Important to / Important for — FUTURE

PROBLEM SOLVING ☑

MULTIPLE DISADVANTAGE — MEAN

EQUALITY

DIVERSITY

PLACE BASED

SOCIAL MODEL

COVID-19 COMMUNITY RESPONSE HUBS — Mutual Aid

PARTICIPATORY ACTION RESEARCH

CO OP — Cooperation + Self Help

MCA REFORM INTEGRATION — SYSTEM CHANGE

THRIVE / I THRIVE

COMMUNITY VOLUNTARY FAITH SOCIAL ENTERPRISE

EARLY HELP

Circumstances — knowing what I'm doing + believing it can happen — Unheard life circumstances — CONFIDENCE — SENSE OF PURPOSE — GOOD HELP — ACTION — LIFE — relationship + support us in doing well

CONNECT 5 — Cognitive Behaviour Therapy

USING STORIES

BEHAVIOUR CHANGE — Capability Opportunity Motivation Behaviour

MULTI DISCIPLINARY

RESTORATIVE PRACTICE (+ affect psychology)

CITIZENS' CURRICULUM

TRANSACTIONAL ANALYSIS — I'm OK / You're OK — Parent / Adult / Child

ASSET BASED APPROACHES

Rochdale — Relationships — HOW

PERSON + COMMUNITY CENTRED APPROACHES

RECOVERY STAR

TRAUMA INFORMED PRACTICE

Homelessness Review

SOCIAL IDENTITY THEORY

Second mind map (Features of Good Help)

Recognise + build on each person's control

People = Key agents for Change

Feeling Safe

Enabling Conversations — Encouragement — RP RA RC

Tailoring — Defining own purpose + plans — Responding to individual needs

Using language of strength not deficit

Power Sharing — TRUST ①

HOPE — Strengths based ② — Positive dissociation — Asset Based

Person centred — Practical + Emotional Support — Programme — Person — Shared Purpose — Goals ++

Share decisions — Shared responsibility

CO OP

Sharing Information

Stepping back — Scaffolding ③ — noticing what works — Building Confidence — Of course I can do this!

FEATURES OF GOOD HELP

Thrive model ④

Transparency ⑥

DATA

Participatory Action Research

Opportunity + Barriers ⑤

Recovery Star — Resources — Investment — Training

Social Model

Citizens Curriculum

FUTURE — Covid Response

Opportunity Making

Who's important to me — Who's important for me

Sustaining the change

Role Modelling + Peer Support ⑤ — Mentors + Peers — with Lived Experience — MEAN — Community networks — Place Based

Developing Relationships that help over time

CONSTRUCTIVE — NOT DESTRUCTIVE

Step two: Co-design

Before we started, we needed to map the Good Help already taking place so we could explore how to support it even more. 76 people from across the borough, including staff and citizens, came to an event to identify the challenges and opportunities for supporting Good Help in Rochdale. Two priorities were chosen (1) embedding Good Help in language and culture across the whole system, and (2) co-producing the approach, service design and delivery, with people who use services.

Once our priorities were set, we used them to create a two-year plan to create systemic change from the bottom up, using a range of activities and projects, which:

- Influence the system
- Enable people across the system and community to lead this themselves without the permission of the council or anyone else
- Create a local movement
- Support advocates to influence others
- Demonstrate how a single place can be transformed
- Generate stories (with evidence) of how people's lives are transformed
- Support people to optimise their part of the system for Good Help.

Step three: Specific project support

Our co-design approach brought to light the areas where Good Help was already happening, but could be nurtured, so it had a bigger impact and even better results.

One example of where has happened is with our local 'Community Health Champions'. The Champions are a team of volunteers (including over 50 local community leaders), who are supported by our local Living Well service. The Champions are focused on trying to prevent health inequalities by reaching out, engaging and working with their neighbourhoods – in the same spirit and with the same values as the co-operative pioneers.

They were set up a long time before the Good Help project started, but were already using the Good Help principles to work with people and make a difference to their lives.

Since the pandemic hit, they've been focusing on preventing health inequalities from impacting on people who are most at risk from Covid 19. This includes everything from engagement in neighbourhoods to supporting in the vaccination centres

Since this programme started:

- 190 people have been trained in the Good Help conversational tools
- 1,573 people have been reached by the volunteers.

We know this is a critical part of the community effort which, so far, has seen 483 people get the support and help to take up a Covid vaccine where they wouldn't otherwise have done.

Step four: Evaluation

All the projects will be evaluated by assessing:

- Fidelity: making sure that the service design matches proven Good Help practice
- Quality: the quality of the implementation of the design (e.g. net promoter score)
- Impact: what community members tell us about the difference the service is making to their lives.

When they've been assessed, each project will be assigned to one of the categories below:

- Showcase (already high quality)
- Tweak (scope for improvement)
- Big opportunity (potential for major improvement)
- Unknown opportunity (need for major improvement, may be challenging)

For those projects that have been prioritised as needing some support, the next steps will be to meet to assess, quality and fidelity, and identify support required (e.g. action learning group, coaching, service design support).

Step five: Milestone tracking

By continuing this work and creating the space for sharing and learning, we hope to generate more Good Help projects across the borough over the two years of this project. By the end we aim to have a total of 30 projects, with new projects identified through system-wide cells.

More specifically, we will feel confident that we have created a lasting Good Help culture in Rochdale Borough by September 2022 if we have:

- 400 different public service professionals who have attended one of our events who work in the borough
- 100+ self-identified Good Help advocates; who are seeking to lead this across the borough themselves
- Critical mass of cross-party support for the approach
- Changed key aspects of the service systems
- A clear, borough-wide plan that many people and organisations 'own' and are proud to be part of.

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