



Fairer Health
For All

Greater
Manchester
Integrated Care
Partnership

Fairer Health for all

Shaping Stories of Change



Background

'**Fairer Health for All**' outlines our co-ordinated action to ensure people have the best possible health, no matter where they live.

It also outlines our **collective** approach to the need to do things differently; to build a society based on the principles of social justice, to reduce inequalities of income and wealth, to build a wellbeing economy and achieve greater health equity by:

- Enhancing and embedding protection, equality and sustainability into everything we do as a health and care system.
- Tackling the discrimination, injustice and prejudice that lead to health and care inequalities.
- Creating more opportunities for people to lead healthy lives in the places they live, work and play.





Stories of Change



Stories of Change

The Ask

Sharing stories of change illustrating Fairer Health for All in action helps the Greater Manchester system to learn and grow together, promoting equity and inclusion, and helping us to make fairer health a reality for all.

The stories of change will be shared with the wider Greater Manchester system with the aim to inspire people and encourage more initiatives to tackle health inequalities.

The case studies can be accessed through the [Fairer Health for All Academy website](#).

Please email nhsgm.fhfa@nhs.net if you have any further questions.

3 key learning areas:



Community-led health and wellbeing

How are we mobilising or strengthening, people and communities to be part of the change?



Social Model for Health

How are we looking beyond the medical model of care to tackle wider social determinants? How are we joining up clinical support with well-being, welfare, culture, education, housing or employment support?



Creating healthy and sustainable places

How are we addressing the root causes of poor health by creating the conditions for good health? How are we working together as anchor systems to create thriving and healthy communities?

Stories of Change

The Form

We've produced an easy to follow form to ensure we capture all of the relevant information for your story of change. Before you complete the form please consider the following:

- Introduce yourself and what sector you work in
- Name your 'Story of Change' and specify the learning area it fits into.
- Provide an **executive summary** which is a short snapshot of the project.
- **What did you do?** – Describe the approach and the goals. Did you engage other stakeholders?
- **How did you do it?** – Explain how your story of change was designed and implemented? What insight did you glean? Did you encounter any setbacks or blockers?
- **What did you find?** – Importantly, this doesn't need to be a final outcome, it can be key learnings and insights.
- **Key challenges and lessons learned** – What would you do differently? Did you face any obstacles along the way?

View and complete the [form](#).



It would be wonderful to bring your 'Story of Change' to life with photography, videos or images so please have a think about how you would do this. Also, when filming or photographing individuals, ensure you have received their permission.



Stories of Change Best Practice

Be clear and concise

- Write a maximum of 200 words for the following sections: What did you do?, How did you do it? What did you find out?
- Write a maximum of 350 words for the following sections: Executive summary, Key challenges and lessons learned.

Be simple and positive

- Ensure that this is accessible for all, so limit the use of acronyms and make this simple and easy to read.

Be honest and reflective

- Other communities and teams can learn from what went wrong and what can be done differently so don't worry about sharing only positive results.
- Think about the challenges you faced and how you overcame them, did anything unexpected crop up that others may benefit from knowing about?

Be directional

- If someone would like to know more about your 'Story of Change', state who can they contact. Do you want to direct them to a website or share additional information?

Stories of Change

What good looks like

What did we do?

In response to rising childhood obesity rates across Greater Manchester, the Real Picture Consultation had one clear mission: **to create a safe space for honest conversations with parents, carers, teachers, and those living with obesity.**

Our goal was to uncover the real **drivers** behind the issue, **raise awareness** of its scale, and **collaborate** with communities to develop practical, **people-powered solutions.**

We ran an 8-week social media campaign across Greater Manchester, supported by on-the-ground street teams and a giant milkshake event that captured headlines and public attention.

Local public health leaders and elected councillors amplified the campaign in their communities, while the voluntary and community sector helped engage those less likely to respond online. Together, this approach sparked strong community interest and participation—enabling us to hear from **over 10,000 voices** across the region and providing a powerful public mandate to act.



Clear objectives

Strong insights were used to help inform the messaging in the promotional ads

How did we do it?

Insight and Co-design

Childhood obesity is complex and sensitive. We teamed up with families living with childhood obesity, public health experts, children's services, VCSE groups, the Greater Manchester Food Security Action Network, and weight management colleagues. Together, they shaped every part of the NHS Greater Manchester consultation and campaign, keeping it relevant, respectful, and real.

This group acted as our campaign test bed, **pinpointing the key drivers of childhood obesity.** Their insights became the heart of our promotional adverts, inviting Greater Manchester residents to confirm or challenge these views by completing the survey. This collaborative approach was key to getting the tone right, connecting partners, and driving real engagement on the ground.

Campaign and Engagement Delivery

To reach as many people as possible across Greater Manchester, we teamed up with **10GM** – as a key partner in connecting with the Voluntary, Community, Faith and Social Enterprise sector. They led 10 in-person focus groups, reaching communities who might have otherwise been missed online and providing offline survey options to increase engagement. This ran alongside the 8-week digital campaign and targeted street outreach, as well as direct mail surveys in neighbourhoods hit hardest by childhood obesity.

Local public health leads and councillors took the campaign further, amplifying it through media and community networks. The activity turned heads, grabbed headlines, and got people talking about childhood obesity across the city-region.

[Find out more](#)

Findings and Impact

We dug deep into survey and focus group responses, uncovering the shared drivers, barriers, and perceptions that paint the true picture of childhood obesity in Greater Manchester. Key insights have been turned into a powerful evaluation report and video, shared widely with local authorities, the Combined Authority, public health teams, and VCSE partners. They're already contributing to discussions on junk food advertising policies, steering the Greater Manchester Food Programme Board, and helping influence obesity pathways across NHS Greater Manchester.



Greater Manchester VCSE Leadership Group
The sector's voice in distribution



A joint venture to support the local VCSE sector in Greater Manchester

Include a link to find out more if you have more information

Stories of Change

What good looks like

Include **key stats** if you have them to really showcase what you achieved

Tell the audience something they wouldn't know just by reading the executive summary

Greater Manchester Integrated Care Partnership

What did we find?

Easy access to unhealthy food is the problem, as fast food is cheap, convenient, and deeply embedded in everyday life

79% of respondents felt tackling childhood obesity should be a top or high priority for local authorities and health services.

Most of the participants were unaware of any local action being taken

...highlighting a critical gap in communication and visibility



Drivers	
Low cost of unhealthy food	The cost-of-living crisis forced families to choose cheap, unhealthy options. Supermarket offers and a lack of skills around affordable healthy cooking added to the challenge.
Excessive screen time	A sedentary lifestyle, increasingly shaped by screen-heavy routines, was widely cited as a core contributor.
Lack of education on nutrition	Confusion around food labelling, ultra-processed options, and lack of education on nutrition.
Junk food advertising	Highly visible and persuasive ads were seen as a powerful influence on young people's eating habits.

Include **key drivers**

Greater Manchester Integrated Care Partnership

Key challenges & lessons learned

- 1. Childhood obesity is a complex, multi-layered issue**
Childhood obesity is a complex, multi-layered issue that carries sensitivity and stigma. Tackling it requires coordinated action across sectors, with cultural competence and an **understanding of diverse communities** at its core.
- 2. Campaigning timing matters**
Running a campaign in November and December came with challenges—it's a season of indulgence, and many people are winding down or taking time off work. But it also opened a window to **engage at the right moment**, when food and lifestyle were front of mind and people had more time to take part—ultimately helping to boost survey engagement.
- 3. Navigating different partner priorities**
When running a Greater Manchester-wide campaign, timing and **partner coordination** are key. It's crucial to work closely with local authorities and partners to understand when the campaign will land and what other priorities they may have—especially during busy or sensitive periods. For example, some partners focused on warm homes initiatives during the same timeframe, which affected their capacity to fully engage. To secure buy-in and alignment, **early planning and clear communication** are essential.
- 4. Public engagement is powerful—but unpredictable**
Public engagement is powerful—but unpredictable. When you ask people what they think, the responses can be unexpected and sometimes challenging. To manage this, we developed **clear social media responses and a risk management plan** to address concerns swiftly and thoughtfully. Being prepared to adapt and respond not only helped to build trust but also kept people engaged in the conversation and drove survey responses.
- 5. Closing the loop is critical**
Closing the loop is critical. Without follow-up and feedback, people feel unheard. That's why we plan to go back out and share how their contributions are shaping our programmes and interventions helping to **build credibility** and setting the stage for **deeper engagement** in the future.

If you want to know more about the **Greater Manchester Real Picture Consultation** contact gmhscp.admin@populationhealth@nhs.net