

Client Profile: Liverpool Healthy Cities

bodyproject

The Challenge:

To research, write and produce a wellbeing guide as part of the Liverpool City Health and Wellbeing Framework.



Background:

In response to a survey by Liverpool Healthy Cities, of wellbeing in the areas of the city with the poorest health, Bodyproject was commissioned to produce a wellbeing guide, including all writing, photography and design.

Liverpool Healthy Cities aims to commence a series of actions to promote wellbeing, and the production of a wellbeing guide is considered a crucial intervention in the promotion and support of community participation in health-enhancing activities.

What we did:

Our socioeconomic research gave a profile of the target audience for the guide.

We defined relevant life-stage structure and content for the guide based on attitudes, beliefs, needs and strengths of the communities concerned.

We identified more than 500 organisations in Liverpool City who offer some defined "contributory" role to one or more aspects of health and wellbeing, and placed these key stakeholders together in a unique literary guide. Our content emphasis was designed to encourage our audience to "take charge" of their own health, and access local support to get well and stay well.

The outcome:

The guide is to be launched in November 2009 by Liverpool City Council in conjunction with Liverpool Health Cities.

It has been acknowledged as the first complete and coherent guide in the UK that uses health literacy techniques focusing on key transition stages over the life-course, with the twin aims of increasing awareness and understanding of the importance of protecting wellbeing across the life-course, and increasing knowledge of what people can do for themselves and their families, and where they can get support.

www.bodyproject.co.uk