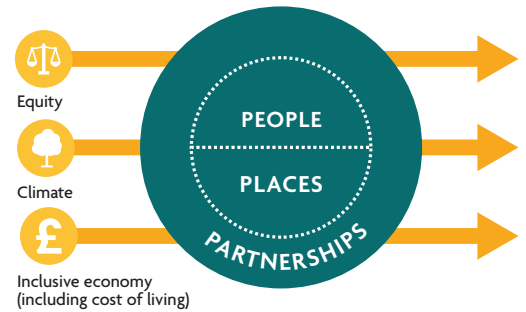


50 Steps to a Healthier Newham (2024-2027) A Guide for Partners

What is 50 Steps?

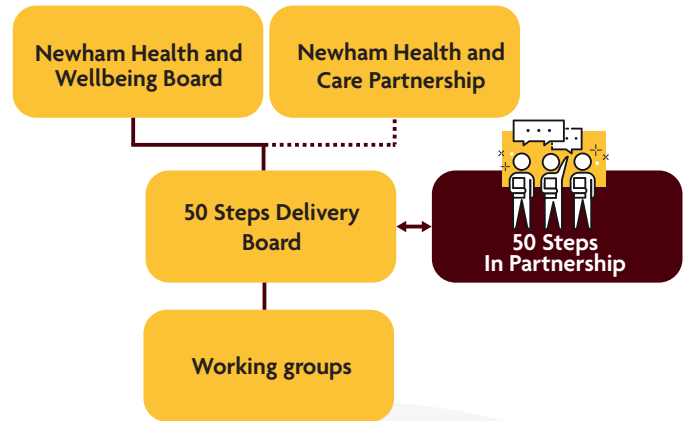
50 Steps to a Healthier Newham (2024-2027) launched on 29 April 2024. It is the borough's health and wellbeing board strategy, and aims to improve health and wellbeing for everyone in Newham and reduce inequalities. Everyone in Newham should have the opportunity to thrive, and to have healthy, happy, and fulfilled lives. Good health not only gives people a chance to achieve their potential and lead a meaningful, enjoyable life; health is also a vital asset, which will help Newham's growing and ageing population to prepare for the future.



Achieving 50 Steps in Partnership

Anyone who lives or works in Newham can play their part in taking the 50 steps. The council, NHS, schools, businesses, faith congregations, community organisations, and more, all have unique roles needed for better health and health equity. None of us can improve health alone. We are already working well together – and have a lot to build on. We will continue to do this across all of the steps.

To find out more about working together and / or to sign up to be on the mailing list for the 50 Steps partnership, please visit newham.gov.uk/50steps.



Let's Spread the Word

There is lots of fantastic work happening across the borough to improve health and wellbeing - and deliver the strategy. It would be great if you're able to share and promote the work you're doing in relation to the 50 Steps strategy and relevant steps. With all content, please consider the principles below.

Principles

- Focus on where there is shared purpose and ambition – and where we can collectively make a difference
- Enable people who live in Newham to increase their agency and power
- Be understanding and respectful of all individuals' and partners' unique and equal value
- Behave and work in ways that foster trust and cooperation, share problems, co-create the solutions and learn together
- Invest in the capacity of all sectors in the place, including voluntary, community and faith groups

Assets

You can request hi-res versions of the 50 Steps logo. We would encourage that the logo is used on any material referencing the 50 Steps strategy. Please can you share anything that has the 50 Steps logo or specific step logos with your Newham contact so we can help with consistency of the logos and brands. For assets, guidance on the local authority's Brand Guidelines and partner materials, please contact 50Steps@newham.gov.uk.



communities in Newham. This is a growing community, where people can meet, share ideas and inspiration, network and make connections. Changemakers will be celebrated at our annual health event and have the opportunity to access free training and capacity building. There are also young Changemakers – celebrating the children and young people who already do so much to make Newham a healthier place. We're excited to grow this community over the next few years. Changemakers that we've connected with by April 2024 can be seen throughout this strategy.

Social media

Please do refer to the 50 Steps strategy on your social media accounts. When doing so, please use the website link (newham.gov.uk/50steps) and the hashtag #50StepsNewham. You can also include the 50 Steps or Changemakers logos as appropriate.

Become a changemaker

If you or someone you know is going above and beyond to improve the health and wellbeing of the people around them, please visit newham.gov.uk/50StepsChangemakers.

How to include 50 Steps in your materials

If you are producing comms-related material, please include the following sentence:

This piece of work supports Step x of the strategy [insert name of step]. We are delivering the step by x. The step falls within the x theme. Please refer to the strategy document for further information.

For quote requests from Newham Council, please contact 50Steps@newham.gov.uk.

You can also showcase your efforts in the 50 Steps newsletter. For information on how to sign up, visit newham.gov.uk/50steps-getinvolved.

Next steps

50 Steps Newsletter

A newsletter sharing key updates in relation to the delivery of the 50 Steps and opportunities to get involved in related activity is sent out regularly. To sign up to receive the newsletter visit newham.gov.uk/50steps-getinvolved.

To submit content for the 50 Steps newsletter, please email phhealth.promotion@newham.gov.uk.

50 Steps Blog

We would love to share your updates via our 50 Steps blog. It is dedicated to showcasing the work of partners and Changemakers, while also raising awareness of upcoming events, projects and campaigns. All entries should be around 250-300 words, and include a suggested headline, with a JPEG image (ideally in landscape format) to illustrate the information provided. If you have a blog idea, please visit newham.gov.uk/50steps-getinvolved.

As we progress, you may receive an updated stakeholder guide.

Your point of contact for the step(s) you're involved with will share resources with you, as they become available.

Changemakers

Communities play a vital role in improving health and wellbeing. Schools, places of worship, community groups, businesses and more all play an important part, and the level of activity around health and wellbeing in Newham is outstanding. We want to celebrate, showcase and encourage this. We have relaunched our 'Changemakers' programme to celebrate people who go above and beyond to improve the health and wellbeing of their



For all information relating to 50 steps, visit
newham.gov.uk/50Steps

