



Doncaster Council

Doncaster Health and Wellbeing Board

Date: 15 March 2018

Subject: Doncaster Talks – an approach to insight led policy, practice and service design

Presented by: David Ayre – Head of Service, Strategy & Performance Unit

Purpose of bringing this report to the Board	
Decision	
Recommendation to Full Council	
Endorsement	X
Information	X

Implications		Applicable Yes/No
DHWB Strategy Areas of Focus	Substance Misuse (Drugs and Alcohol)	Yes
	Mental Health	Yes
	Dementia	
	Obesity	
	Children and Families	Yes
Joint Strategic Needs Assessment		Yes
Finance		
Legal		
Equalities		
Other Implications (please list)		

How will this contribute to improving health and wellbeing in Doncaster?

The Doncaster Talks insight report provides actionable insight about the habits, motivations and behaviours of Doncaster residents pertaining to their health. Using a mixture of ethnography, face to face engagement and an online platform with nearly 200 residents signed up, the findings represent a step change in our ability to focus on early help and prevention, resulting in a service and/or support that is better tailored to the needs of residents. Ultimately, it allows us as public sector partners to focus on 'what matters to them, not what is the matter with them'.

Recommendations

The Board is asked to:-

- Note the findings of the research
- Endorse the approach to insight generation and application for further work
- Note the suggested prototypes as ways of testing potential solutions