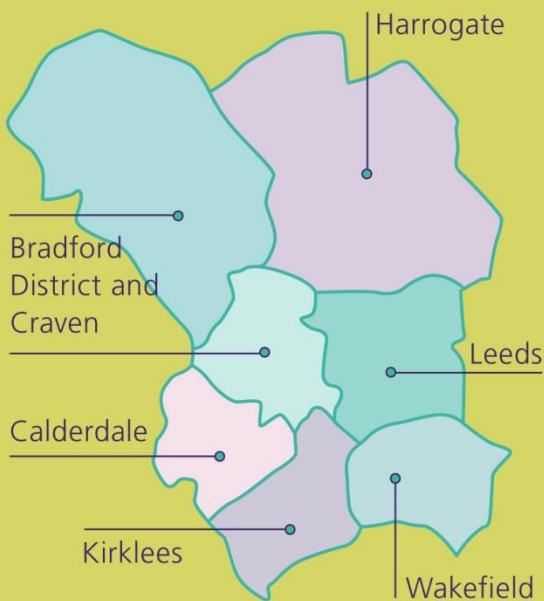


Telling our Partnership story



Proud to be the West Yorkshire and Harrogate Health and Care Partnership

Committed to improving the health and wellbeing of people living in:



- > Working to improve people's health with and for them
- > Improving people's experience of healthcare
- > Making every penny in the pound count
- > Working to keep people well and make life better for 2.7 million people living in West Yorkshire and Harrogate.



'Looking out for our neighbours' campaign recognised with national award

Our ambition

'Looking out for our neighbours' is a region-wide social movement that aims to prevent loneliness and its associated health risks. Before Covid-19, the Partnership encouraged over 49,000 people to get involved by making a positive difference to their neighbours' lives through simple acts of kindness.



What we are doing

On 11 October 2020, 'Looking out for our neighbours' was recognised for its impact on local communities and won a **PRmoment Award** for public sector campaign of the year. The PR awards scheme receives over 800 entries each year.

The campaign, which has been shortlisted for several other national awards, has captured the attention of over 500 organisations and community champions.

Supporters include the Jo Cox Loneliness Foundation, the Yorkshire Ambulance Service, West Yorkshire Police, West Yorkshire Fire and Rescue Service, high profile sports clubs and celebrities.



Kim Leadbeater, Ambassador for the Jo Cox Foundation and sister of Jo Cox said: "The strength of relationships with campaign partners and supporters was a huge factor to the success it has had. Campaigns like 'Looking out for our neighbours' are so important. Loneliness is a killer and it's important we all do our bit to stay connected and make someone's day that little bit brighter".

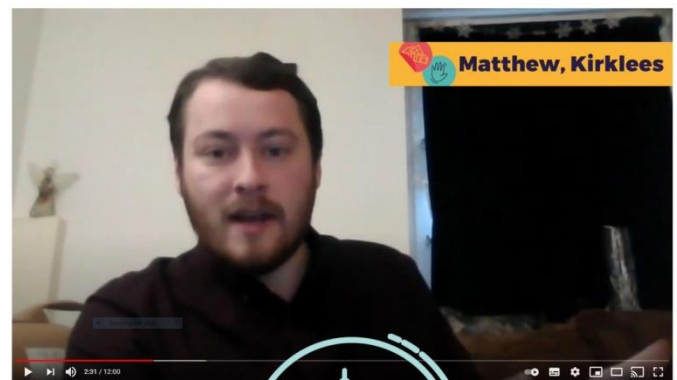
What next?

This award came ahead of phase 3 of the campaign which launched in November 2020, just as we began one of the most challenging winters we have ever faced.

To help local people find different support and local services available to them, from mental wellbeing to finance, local signposting information was available on the campaign website: ourneighbours.org.uk

We also created a docu-series for the launch. This series of short films featured 20 people from across the Partnership who told their stories to show how neighbourly kindness is making a difference to people's lives during the pandemic.

Matthew McLoughlin from Huddersfield, who featured in the docu-series, said: "Being part of 'Looking out for our neighbours' has been a joyous experience that has restored my faith in humanity. It was a coming together of the hearts of different communities which are all beating as one."



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A partnership made up of the NHS, local councils, care providers, Healthwatch, community and carers organisations.

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West Yorkshire and Harrogate
Health and Care Partnership

