

Who are Healthy Living Alliance (HLA) members?

HLA members are mostly voluntary sector organisations (and some statutory) that work in small neighbourhood areas, to improve the health and quality of life of local people, particularly those who are at high risk of, or already have, poor health. They seek to tackle direct causes of poor health, such as unhealthy lifestyles or difficulties in accessing appropriate health services, as well as less direct causes, such as loneliness, poverty and poor quality environments.

Things you need to know about the benefits of being a - Healthy Living Alliance Member

1. Your organisational profile is included on a 'first of its kind' national web based database. The HLA website receives nearly 1000 visitors per month. As well as individuals searching for support, advice and information, many of these 'visitors' include corporate business, potential funders, policy makers and media. By being included on this national data base, you are increasing awareness and the profile of your organisation as well as increasing the opportunities that these companies and departments may have to offer.

2. The more information about your activities and services that you enter onto your profile page, the more chance corporate business, potential funders, policy makers, media and ultimately the public will take an interest. By keeping this information up to date, and ensuring that your contact details are correct, you not only increase your profile locally, regionally and nationally, but it also helps us to make sure that you are kept informed about events and funding opportunities etc.



3. You will receive regular up to date News Bulletins about:

- Funding opportunities
- Training
- Seminars
- Events
- The latest Government White Papers

4. You can advertise and market your events and jobs for free both regionally and nationally using our web based 'mail shot' facility.

- Simply go to www.healthylivingalliance.org
- Click 'members log in' on the home page
- Log in your password and user name
- Click 'add new details/alerts'
- Select what you would like to do

5. As a full HLA member you may nominate up to 10 other smaller organisations that you work with for free. If you are an existing HLA full member and wish to become a 'Local Network Lead' member:

- Simply go to www.healthylivingalliance.org
- Click 'members log in' on the home page
- Log in your password and user name
- Click 'add new details/alerts'
- Click 'modify your details'
- Change your membership to 'local network lead'
- Add contact details of the organisations that you wish to nominate (please note: you must inform the organisations that you are doing this before adding their details)

Need help to do any of this? – call the HLA membership and finance officer, Debbie Hughes 0750 430 3521 or email debbie.hughes@healthylivingalliance.org



6. You can search for other Healthy Living Initiatives like yourselves both regionally and nationally

- Simply go to the HLA home page and click 'search'

7. You can electronically signpost and refer your service users to other organisations or encourage them to do it themselves. Some funders and commissioners want to see evidence of your local knowledge and how you work with other organisations, this includes signposting and referrals. Note: the more you encourage other local organisation to join, the more local choice you will have (see number 5 for ways to do this)

- Go to 'search'
- Click on your selected region
- Click on the profile of the chosen organisation
- At top, select: 'to refer yourself to this organisation' or to 'signpost a client to this organisation'



7. You can access to 'quick reference' health advice on the HLA website, including information about alcohol, smoking and sexual health etc. You can also search for local NHS health care providers, such as dentists, doctors and pharmacists. This is ideal if you have an NHS enquiry from someone accessing your activities or services.

Click on 'Health Advice' at the top of the home page and choose from the following:

- How to adopt a healthier lifestyle
- Access to healthcare services
- Healthy living initiatives close to you – by being a HLA member, you are included on this link

8. You are automatically eligible to participate in national partnership programmes like the Boots Pre Registration Pharmacists Community Investment Programme.

- Go to www.healthylivingalliance.org
- Click on 'Boots Team Challenge' on the home page for more information

9. Your region is represented by up to two directors. HLA directors/regional representatives are elected by our members and will have a wealth of experience and knowledge about providing and delivering preventative health activity and services just like you. As a HLA member you will also have an opportunity to stand for election yourself. Most of our directors/regional representatives also coordinate regional meetings.

This is an ideal opportunity for you to:

- Share good practice,
- Network and form relationships with other Healthy Living initiatives both locally and regionally
- Get your voice heard – directors/regional representative's feedback your views to the HLA board to enable the HLA to provide a national voice for organisations like you to help us drive forward knowledge of preventive healthcare with a view to providing high standards and consistent messages to the government.

Don't know who your regional representative is? – go to the HLA home page and click on 'contacts'

10. As part of the HLA regional and national network partnership, you will create opportunities to:

- Use the HLA to form strong regional consortia funding bids (the N/W and S/W did this to successfully win BIG Wellbeing funding)
- Strengthen your evidence in partnership working and knowledge sharing for funding bids or commissioning tenders
- Be invited to national events representing the HLA



11. Your experience and knowledge is valued. The HLA is increasingly recognised at central government level as a lever to access the knowledge and experience of ground level organisations.

Over the past 18 months HLA members have had opportunities to contribute to National, European and World Wide reports and consultations such as:

- World Health Organisation (WHO) Commission on Social Determinants of Health stakeholder consultation
- The National Non Government Organisation (NGO) Plan for Health questionnaire
- Parliamentary Health Committee enquiry into Health Inequalities
- Euro Health Net – highlighting innovative approaches and promising practices by health promotion bodies in Europe to counteract obesity and improve health equity, made available to the EU Platform on Diet, Physical Activity and Health.

A bit about the Healthy Living Alliance

The HLA believe that partnerships at all levels are crucial to the development and success of a national voluntary sector organisation like us. Meaningful consultation builds relationships, improves policy development and enhances the design and delivery of services and programmes. We (the HLA) have concentrated our efforts to build partnerships and interprofessional learning into the heart of our development, locally, regionally, and nationally.

Today, the HLA stands in the middle of a rapidly changing political and social environment which looks to focus more on the benefits of preventative health and personal well-being. It remains the only national body focusing on healthy living and wellbeing in its broadest sense and on measures to prevent ill-health. Essentially, it exists to bridge the gap between the activities which are taking place at grass roots level to help people in local communities and the statutory sector.



Increasingly Funders and Commissioners are wanting evidence that shows your experience and knowledge, how much you are prepared to network and work together in partnership, who you work with, what you do to encourage this and what your policy knowledge is locally, regionally and nationally to ensure that they are getting best value. HLA membership encompasses all of these requirements. The HLA recognises that in order to continue to develop and be a robust infrastructure organisation, it needs to look at ways it can continue to bridge 'sector' gaps and provide continued support for its members. The HLA is currently bidding and negotiating with the Big Lottery Fund and Department of Health for contracts that will provide additional support to its members, such as training and partnership development with local commissioners.



To Join the Healthy Living Alliance now, go to:

www.healthylivingalliance.org

If you would like to talk to someone and would like more information please call or email

Joanna Guest – 0781 659 5867 or joanna.guest@healthylivingalliance.org

NB: There is a small annual charge to join the HLA, if you would like to know about our bursary options please call or email

Joanna Guest 0781 659 5867 or joanna.guest@healthylivingalliance.org

or

Debbie Hughes 0750 430 3521 or debbie.hughes@healthylivingalliance.org