# **Exercise 1 overview and instructions**

Summary:

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| **Content covered** | **ref** | **Delivery method**  | **Estimated time**  | **Linked learning objectives** |
| Introduction and why this matters locally | 1 | Brief presentation to situate the topic locally - focusing on the vision for the local area and why it is important to understand CDoH in order to achieve it Also to cover briefly the local authority support for importance of working using a CDoH lens and how it fits with key values & strategies  | 5-10 mins | L5, L6 |

**What do you need for this section?**

* A local leader who can set out how this workshop fits with the local strategic priorities.
* The material is something each local area needs to develop for themselves – it is up to you whether you use slides / speaking notes. Below we have suggested some points we consider it important to cover.



A key tip from the trials was that having a local leader such as the DPH to do this introduction demonstrated commitment to the agenda and helped underline its importance.

**Points to cover:**

* Set out a positive vision
* Explain the barrier we are concerned with in the session
* Include a call to action
* Give hope by explaining how we have achieved progress in other areas
* Explain explicitly how this session can contribute to action
* State what will happen next and how people can stay involved.

Below is an example, repeating some of the material used in the invitation:

* As a council, we work hard to keep our residents safe and give everyone the support they need to thrive [replace with local vision to tailor].
* Our communities look out for each other and want the best for each other. [replace with local values / principles for ways of working]
* But we know that people across the UK, including our residents, are dying too young from conditions such as heart disease, cancer, and diabetes. [add local premature mortality statistics for your local area from <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/causesofdeath/bulletins/avoidablemortalityinenglandandwales/2020> or similar local data and give an example of inequality eg most to least deprived IMD areas]
* Exposure to health-harming products (such as tobacco, alcohol, high fat, salt and sugar foods) can cause and contribute to these conditions. For example, when we are surrounded with fast-food outlets and advertising for unhealthy foods and healthy options are limited and expensive, it is much harder to eat well. [feel free to replace with another illustrative example such as gambling harms / alcohol] People are not protected from exposure to these harms where they live, and work, and online.
* As a council, we already think about good jobs, housing and air quality as important building blocks for good health. These are the wider determinants of health and we consider them in our decision-making. [if possible give an example of a successful local programme connected to the determinants of health]
* Commercial determinants (the ways in which companies and business activities designed to generate profits affect people’s health) are an important aspect of these determinants of health. [indicate we will find out more about how these work in the overview presentation]
* It is our role to improve the health of our population. That means we need to make sure we understand how commercial activities affect health and drive inequalities and what we can do as a council to protect our residents.
* Just like we have done with our work on tobacco control to prevent our children from being exposed to seeing smoking and cigarettes as a normal part of life through ensuring advertising restrictions, enforcing age of sale and promoting smokefree playgrounds [please ensure accuracy or pick another local example], we can protect our residents from exposure to harmful products.
* By attending this session, we are starting on a journey. Today we can all learn together and deepen our understanding of the commercial determinants of health. We will also begin to hear about examples of action and start to think about how we can prevent and reduce the harms caused and increase benefits to health.
* This is just the start. One session will not be enough to achieve our ambitions. But if all of us today can start to use our increased understanding of the commercial determinants of health in our practice, that will be the start of a local movement. [add any examples you have that indicate grounds for hope in working together – you may have done work on embedding a culture of compassion / tackling inequalities / trauma-informed approaches or similar].
* Please stay involved after today: [add in details about what is going to happen next and how people can stay involved].



A key tip from the trials was: be clear and explicit that we don’t yet have all the solutions, participants can be part of developing best practice – encourage people to network with other areas.