

BEING WELL  
WORKS WELL

EDUCATE // PROTECT // INTERVENE // CHAMPION



## HOW WE WORK

Our upstream approach achieves both indirect and direct benefits for our communities, and with this in mind, we ensure that our partners, our associates and others' working alongside us have the same core belief.

Our input is offered based on a number of dependable factors including years of historical direct experience and specialist skills acquired in the field of Health and Social Care, a strong knowledge base of networks and "*can-doers*" in the field, the utilisation of innovative practice to achieve the outcomes required and a driving ambition to do what is right and what is effective for the benefit of our communities.

Through our varied workstreams including training in suicide prevention and wellbeing, tailored peer support programmes, innovative community centred resource development and health and social care sector strategic support (to name but a few), we ensure that stakeholders across the board are effectively engaged at all levels to realise improved quality of life and wellbeing.

*An ounce of prevention is worth a pound of cure*

- Benjamin Franklin



Our approach to improving wellbeing recognises that short term investment in individual wellbeing has huge benefits in the long term.

That's why people are at the heart of everything we do. So, all our programmes don't start with illness, they start with building health and wellbeing – Through programmes that Educate, Protect, Intervene and Champion we support people to know what needs to be done to keep themselves as well as they can be.

## **Educate**

Knowledge is power, and if people are educated to understand what makes them function in a healthy way, then people have the power to look after themselves.

## **Protect**

Life often throws us a curve ball. Our programmes support people to know what tools they can utilise to best cope with the challenges we often unexpectedly face.

## **Intervene**

Everyone needs someone to lean on from time to time. Much of the learning we promote is one that helps people help others. Being able to recognise and support others when they are struggling has benefits for all.

## **Champion**

To improve wellbeing, we must promote wellbeing through recognising and highlighting that wellbeing is not fixed, but is ever-changing and seen differently from one person to the next.



*"Life's Tragedy is that we get old too soon and wise too late."* – Anonymous

## Learning on your terms

### *"Training is everything"*

Mark Twain once said. But with public leaders under intense pressure to steer a course through the deepest austerity cuts in postwar Britain, training and development is being hugely affected.

At 360people, we don't tell you what you need, we ask you what you want. That's because we realise that you, as the customer, knows what is needed to best meet your learning needs. Through our flexible approach to delivering the most appropriate learning experience, 360people ensures that it meets need by working around the expectations of its customer base offering a range of both licensed and tailored options within a timeframe and at a cost that is proportionate. But we are going even further than this with the development of on-line learning opportunities to bring the learning experience direct to your desktop.



**NEW SKILLS FOR YOUR FUTURE**

# OUR BUSINESS IS YOUR WELL BEING

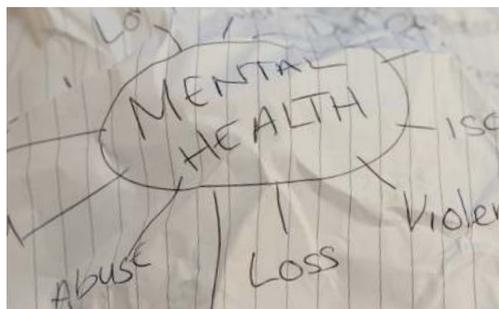
## WELLBEING & YOU

Poor wellbeing over a period of time effects our quality of life and often the quality of life of those around us. **Wellbeing & You** provides a good baseline understanding of ways to promoting personal wellbeing for you and others.



### STRESS & ME – UNDERSTANDING AND DEALING WITH IT

Stress has devastating effects across society, costing millions to business, to the health sector and having an untold impact on all our lives both directly and indirectly. This course supports delegates to be better informed and enabled to take on stress through simple yet effective approaches.



### ALL IN THE MIND? – MENTAL HEALTH AWARENESS TRAINING

Mental Health...What's it all about? Designed locally, MHAT takes a fresh approach to disentangling the often-confusing area of Mental Health and how it impacts on ourselves, our families and the wider society around us.

# SUICIDE PREVENTION



*"Prepare and prevent, don't repair and repent."* - Anonymous



## ASIST

Applied Suicide Intervention Skills Training prepares caregivers of all kinds to provide suicide first aid interventions.

Professionals, Volunteers and informal helpers all need to know how to help persons with thoughts of suicide in ways that increase their suicide safety.

## safeTALK

Practical, straightforward steps to help someone with thoughts of suicide and help you both to connect with more specialised support.

safeTALK widens the net of suicide alert helpers to ensure that thoughts of suicide aren't missed, dismissed or avoided. It compliments our more comprehensive 2 day ASIST course.

# WHY SUICIDE PREVENTION TRAINING?



Suicide is one of the last big taboos' in modern day society; A phenomenon that effects so many people in our communities in so many ways and yet has not been tackled by our communities. This needs to change.

In the last 45 years suicide rates have increased by 60% worldwide. Suicide is now among the three leading causes of death among those aged 15-44 (male and female). Suicide attempts are up to 20 times more frequent than completed suicides.

Although suicide rates had traditionally been highest amongst elderly males, rates among young people have been increasing to such an extent that they are now the group at highest risk in a third of all countries.

There are so many factors that are associated with suicide such as social factors, cultural factors, economic crisis, work stresses, mental health difficulties, family issues, substance misuse, sexual orientation, individual crisis and bullying.

# THE WAITING ROOM

## Yesterday's News is Today's Chip Paper.....

We need to connect people with the support around them. But the hefty paper based directories just don't cut it. Contact names, telephone numbers, email addresses and even organisations are changing or disappearing quicker than we can print the next directory.

## So how do we deal with yesterday's news and the potential impact of misinformation?

The Waiting Room cuts through this issue by directly linking people with local services that can support their needs.

The Waiting Room and its Resource Key, utilising new technologies, links the customer seamlessly and discreetly to a raft of relevant services that saves time, hassle and the possibility of misinformation and it never stops updating.



# TWR

## THE WAITING ROOM

## The Waiting Room - A V



Tested initially in Birmingham this approach is gaining recognition throughout the country not only from health and social care sectors but also across communities and even the private sector where a tailored Resource Key and linked website can support employees and their ongoing wellbeing in the workplace.

**Need help finding the right service for you? click here**

[www.the-waitingroom.org](http://www.the-waitingroom.org)

# Wellbeing Directory For Everyone

MENTAL HEALTH	ABUSE	SUICIDE PREVENTION	LATER LIFE	YOUNG PEOPLE	SEXUALITY
LEISURE	CARERS	COMMUNITIES	DISABILITY SUPPORT	ENVIRONMENT	HELP-LINES
SUBSTANCE MISUSE	CRIMINAL JUSTICE	WELFARE ADVICE	THERAPEUTIC SERVICES	HOUSING	GENERAL

**The resource key does all this through adhering to a few simple principles:**

To be innovative in technology and refine existent technologies that are relatively inexpensive, or better still, free and serve a useful purpose.

Make access to this technology easy and discreet through a convenient access route housed within a long-lasting product.



## The Technical Bit

Smartphones have become the hub of our daily lives and are now in the pockets of 66% of UK adults, up from 39% in 2012.

The vast majority (90%) of 16-24 year olds own one; but 55-64 year olds are also joining the smartphone revolution, with ownership in this age group more than doubling since 2012, from 19% to 50%. The surge is further being driven by the increasing take-up of 4G mobile broadband, providing faster online access.

# CONNECTING COMMUNITY NETWORKS



## What is Connecting Community Networks All About?

Life can be hard...but for some, because of particular circumstances, and more often than not, through no fault of their own, life can be much harder still. Connecting Community Networks recognises this and looks to protect and enhance citizen wellbeing and promote life quality.

It oversees the delivery of a number of much needed holistic services that has real, evidenced based wellbeing benefits for some of our most vulnerable members in the community. CCN takes a different approach from many other traditional services by starting from a premise of vulnerability and risk due to life challenges and looking to demonstrate a positive resolution for the individual based on improved wellbeing.



## ManMade: Through The Gates

Utilising the ManMade Peer Led support approach that enables men to survive in modern day society, **ManMade: TTG** is an exciting opportunity to test the model and its impact with men at HMP Birmingham who are soon to be released back to the community.



## ASIST/safeTALK

Delivery of the world renowned suicide prevention programmes across specific Birmingham sectors to best identify and support those who are vulnerable in respect of suicidal ideation and behaviour.



## **URBRUM**

This web-based community centred platform is all about discovering innovative ways of engaging communities with their own health and wellbeing and of those around them.

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## **ManMade: Cruse**

Men often find it difficult to engage regarding their losses in life and thus can play a negative part in men coping with crisis through loss. This programme looks to achieve greater resilience and wellbeing through providing men with the opportunity to engage with the area of loss and bereavement as part of a peer led support programme led by specialists in the field of bereavement.



## **Bloom in Birmingham**

A unique project aimed at reducing social isolation and improving the physical and mental wellbeing of women living in areas of Birmingham and at risk of the greatest health inequalities.



# **UPSTREAM SOLUTIONS FOR COMMUNITY WELLBEING**



*"It was about how you perceive it. What you perceive is not wrong, but you see the bigger picture."*

**...BECAUSE MEN MATTER**



# MM ManMade

The ManMade Programme takes a targeted approach with men to improve their resilience and coping skills, reduce health risk behaviours and impact positively on their well being.



As a forward thinking Peer Led Support Programme ManMade equips men through covering areas including wellbeing, mental health, identity, loss and grief, self esteem, physical health and assisting life.



*"...the programme has a positive impact on the participants' understanding of mental health and of themselves and others; their ability to discuss personal issues and to discuss topics in groups; and their awareness of services and support networks. Accumulatively these supported participants to develop greater self-confidence and self-esteem, and an increase in wellbeing and a decrease in depression and anxiety."*

- Independent Evaluation Quote

# ABOUT US



## TERRY RIGBY DIRECTOR

### Forward For Life

To help people survive in an ever changing world, we need to ensure survival skills are developed and built on in all areas of life. A positive work life is vital to our survival.



## CARON THOMPSON DIRECTOR

### Common Unity

Quality of life is massively determined by our sense of wellbeing. We must invest in what keeps us well at every level. After all, a life without good wellbeing is no life at all.



We have an established track record for developing and delivering services that have a positive wellbeing impact on the customers we engage with. Through training, programme development, project management and social media development we seek straight-forward solutions to challenges historically seen as complex.

We are innovative and forward thinking social enterprises with a clear organisational mandate for ensuring active social investment that goes above and beyond expectation - that's why we are recognised as "can do" organisations. Our businesses have clear social objectives meaning we look to invest for the direct benefit of the communities we engage with including subsidised and free training, project development support and wider programme strategic input.



Working across the UK but based in Birmingham, we work across sectors to prevent suicide through licensed and tailored training, strategic support and the design, development and implementation of person focussed programmes of work.

# PARTNERSHIP WORKING



## Partnerships and who we work with

No single organisation can be all things for all people. We recognise that to achieve the greatest impact and the highest level of knowledge in respect of our communities and to best inform decision makers, strong partnerships are key to success.

Just as our country is diverse in nature, we recognise that our approach needs to be diverse incorporating the best specialist associates to achieve the best results. To date, we have worked with a range of highly respected specialist associate agencies to ensure success in design and delivery has been optimised. These agencies, known as Grassroots Associates, are integral to the work we do and our vision of making good wellbeing a reality for all.



ENGAGING COMMUNITIES THROUGH INNOVATIVE TECHNOLOGY



# BEING WELL WORKS WELL

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harmony in mind **unity**

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