

# OUR COLLABORATIVE APPROACH

Providing upstream solutions to community wide health & wellbeing challenges



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# About Us

*We are the result of and custodians of our communities. We have a duty to be the positive catalysts for what our communities can become.*

**Caron Thompson**  
Director Common Unity



*The most effective approach to embedding positive health and wellbeing across communities is through working with people, not through “doing to” people. For our communities to invest in proposed changes, those changes must first be informed by communities.*

**Terry Rigby**  
Director Forward For Life

## Common Unity

We work tirelessly to make a real difference at a grassroots level within communities.

We recognise the urgent need to provide health and wellbeing programmes that have communities at the heart; this is through delivering a range of programmes which focus on an upstream approach to the health and social care landscape.

[w. common-unity.org](http://w.common-unity.org)

## Forward For Life

Our core passion is centred around suicide prevention and we believe reducing the number of deaths by suicide is not the sole responsibility of health and social care professionals. It must be everybody's responsibility.

We deliver innovative health and social care programmes across communities and feel that wider engagement across all sectors is key to positive outcomes for all.

[w. forwardforlife.org](http://w.forwardforlife.org)

# Summary

Forward For Life and Common Unity have specialised in the fields of mental health, wellbeing, suicide prevention and community engagement for a combined period of more than 50 years.

We have designed, developed and delivered a range of tailored programmes across the UK to communities, the public and private sector.



## About Us

*Common Unity and Forward For Life*



## Summary

*Our knowledge*



## EPIC

*The upstream approach*



## Suicide Prevention

*Education is key to prevention*



## The Waiting Room

*Looking after your own wellbeing*



## Connecting Community Networks

*Enhance quality of life*



## URBRUM

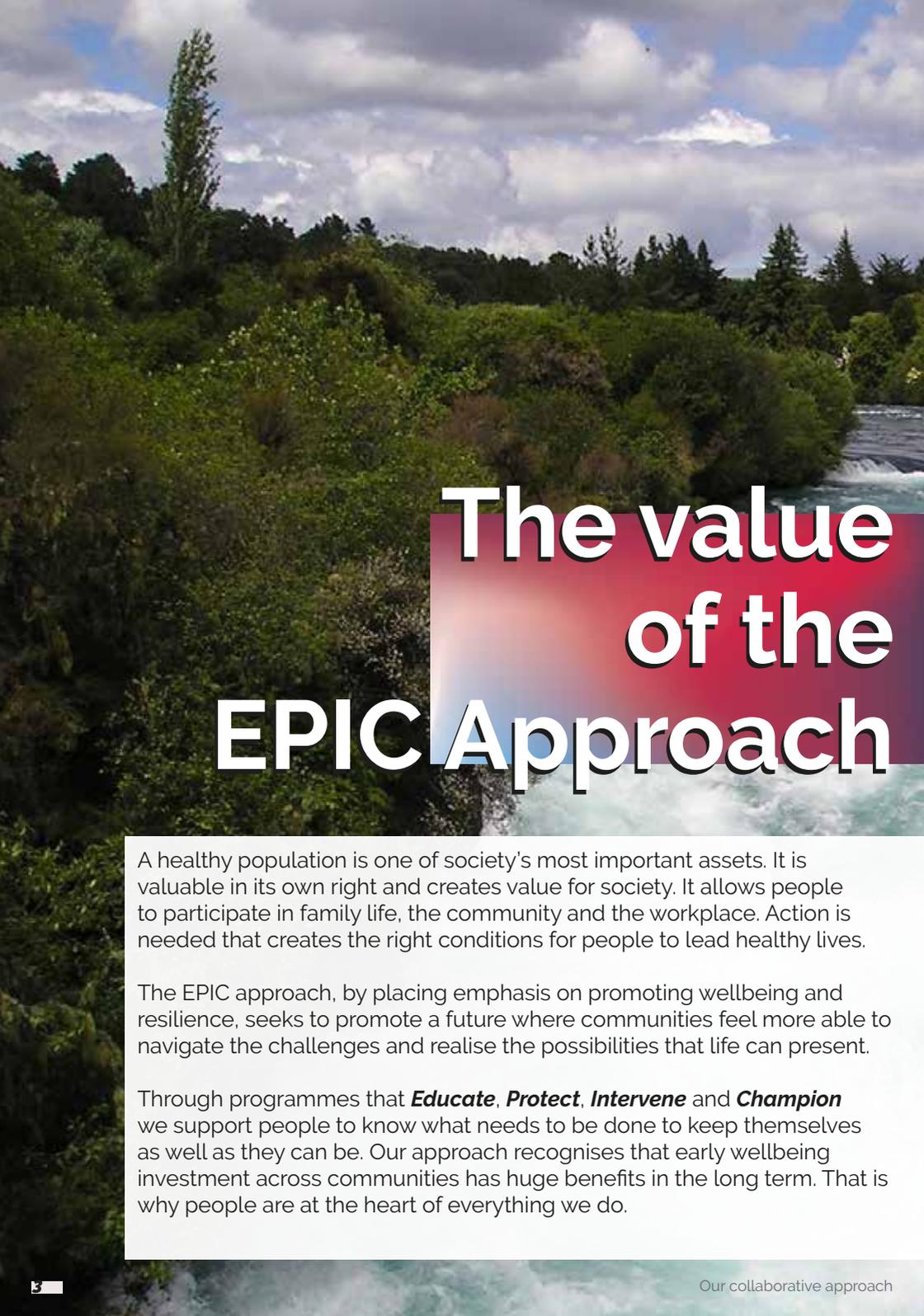
*Social platform for communities*



## ManMade

*Male support programme*





# The value of the EPIC Approach

A healthy population is one of society's most important assets. It is valuable in its own right and creates value for society. It allows people to participate in family life, the community and the workplace. Action is needed that creates the right conditions for people to lead healthy lives.

The EPIC approach, by placing emphasis on promoting wellbeing and resilience, seeks to promote a future where communities feel more able to navigate the challenges and realise the possibilities that life can present.

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. Our approach recognises that early wellbeing investment across communities has huge benefits in the long term. That is why people are at the heart of everything we do.



### **Educate**

Knowledge is power, and when people are educated to know what helps them function in a more healthy way, then people have the power to look after themselves better.

### **Intervene**

The learning we promote is one that helps people help themselves and help others. Being able to recognise and support others when they are struggling has benefits for all.

### **Protect**

Life can often be difficult to deal with. Our programmes support people to know what techniques they can use to best cope with the challenges we often unexpectedly face.

### **Champion**

We utilise every opportunity, be it training, programme development, events design or strategic support, to champion the importance of good wellbeing for all.



SCHEMA  
An approach to suicide prevention

SCHEMA  
This certificate is awarded to  
[Name]  
For completing the on-line SCHEMA programme

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# Suicide Prevention

Our suicide prevention work centres on education and training that supports you when supporting others at risk of suicide.

## Our training programmes

**SCHEMA** is a one day suicide prevention course that supports professionals and community members in effectively helping people with suicidal thoughts.

**WISE STEPS** is a three hour online "gatekeeper" training workshop built on years of experience and best evidenced based approaches in the field of suicide prevention.

**LITA** (*Life Is The Aim*) is our one hour online learning session that provides a brief introduction to the challenge of suicide, the facts, the myths and how we can start to prevent it.

All of our tailored training is delivered by facilitators that are recognised Master Trainers in both the ASIST and safeTALK suicide prevention programmes.



**SCHEMA**  
An approach to  
suicide prevention



**WISE  
STEPS**  
Suicide Prevention Training



Life is the AIM

Suicide prevention  
gatekeeper training



# The Waiting Room

The Waiting Room is the go to health and wellbeing virtual platform for the citizens of Birmingham and Solihull. The Waiting Room provides an alternative approach to taking control of our own health and wellbeing. It is a virtual online resource with an emphasis on protection and prevention; a library of health, social care support services and additional information.

Directory navigation is simple, being split into 24 life domain areas; by clicking on an area, TWR will take the user through to a list of local and national websites and contact numbers that can be accessed for the purpose of information and direct support.

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



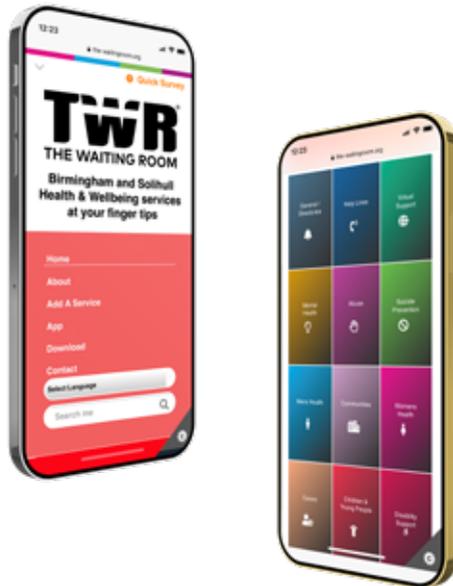
Our collaborative approach



*The Waiting Room provides a one-stop-shop to access information on local support services in Birmingham. The diversity and breadth of information available is what makes it so valuable, bringing together local and national support information into one space and helping to join the dots for people looking for help.*

*The Waiting Room not only provides support for local citizens directly but also professionals like social prescribers to help connect individuals with services that can support their specific circumstances.*

**Dr. Justin Varney**  
Director of Public Health  
for Birmingham City Council



Supported by NHS and Birmingham City Council





# Connecting Community Networks

Connecting Community Networks oversees the delivery of several much needed holistic services that has real, evidenced based wellbeing benefits for some of our most vulnerable members in the community. It looks to protect and enhance citizen wellbeing and promote life quality.

Connecting Community Networks takes a different approach from many other traditional programmes. It starts from a premise of vulnerability and risk due to life challenges and looks to identify positive resolutions for the individual based on improved wellbeing.





# URBRUM

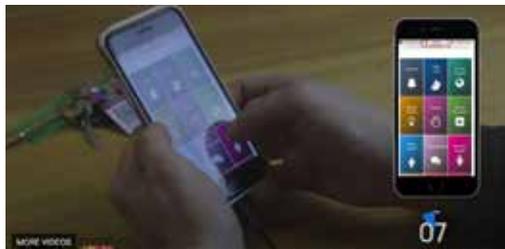
Urbrum is a web based community centred platform and is all about discovering innovative ways of engaging communities with their own health and wellbeing and of those around them. The site also provides an opportunity for local voices to be heard loud and clear on issues and challenges that are important to communities. Its approach to engagement, information and intelligence sees communities as both the recipients and providers of health and wellbeing intelligence with a view that through such an organic process, services and support will continue to best reflect what communities need and want.



For health and social care support to be fit for purpose across communities we need to understand our communities, not at a single point in time, but on an ongoing basis. Without a clear understanding of who we are and what supports us as Birmingham and Solihull citizens, we cannot have a clear understanding of how services need to evolve in the future.



[urbrum.org](http://urbrum.org)







# ManMade

ManMade is a unique peer support programme just for men. It recognises that because of the way many men are moulded and viewed by society, that some of the key challenges men often face is further exacerbated by how they feel it should be dealt with, as a man.



Through theme based frank and open dialogue, the ManMade project provides men with a safe space to talk about some of the issues they face and address many of the obstacles that prevent men from seeking support.



This peer support approach brings men together under one roof to discuss stuff that affects them. It gives them the chance to understand why they are the way they are and what changes they could make in their lives to make it better for them. The areas of discussion include identity, mental health, physical health, suicide, and suicide prevention.



*“It’s helped me understand why I am the man I am and what things I need to think about doing in the future to move forward”*





Partnership working has always played a key role in our successful portfolio, we have worked in partnership with a range of statutory, public, private, and voluntary sector organisations locally, regionally, and nationally. No single organisation can be all things for all people. Common Unity and Forward For Life are no exception to this rule.