



**leading  
improvements  
in health and  
wellbeing across  
cheshire and  
merseyside**

**Investing in Wellbeing**

# Investing in Wellbeing

**Wellbeing is central to creating resilient, thriving and sustainable communities and economies. This quick reference guide aims to support investing in population wellbeing.**

## What does wellbeing mean?

Wellbeing is often simply defined as “**feeling good and functioning well**”.

This includes having a fair share of material resources, influence and control, a sense of meaning, belonging and connection with people and place and the capability to manage problems and change.

## Why improve wellbeing?

Improving wellbeing will help **save lives and money** and lead to better outcomes in:

- Employment and productivity
- Educational attainment
- Health, healthy behaviours and life expectancy
- Stronger and safer communities
- Individual and family quality of life

Good wellbeing is a specific outcome and focuses on the capabilities, assets, experiences and potential of individuals and communities.



## What can be done to improve wellbeing?

### Getting the basics right for all citizens

The wellbeing of individuals and communities is eroded by material disadvantage. Public services can therefore make a significant contribution to improving wellbeing by tackling poverty and reducing inequalities.

Priorities include:

- Maximising household income
- Affordable, quality and warm housing
- Secure and meaningful employment
- Education, training and learning
- Sports, leisure, culture and arts
- Access to services
- Access to green space and nature
- Safe and pleasant built environment

## Wellbeing interventions

Evidence suggests that the following interventions are cost effective and can improve wellbeing outcomes:

- **Health Visiting and reducing post-natal depression**

For parental and child mental wellbeing, quality of life and productivity

- **Parenting skills and support**

For maternal and child mental wellbeing; £8 saved per £1 invested over 25 years; 3:1 public sector\*

- **Healthy schools including social and emotional learning (SEL) programmes and reducing bullying**

For young people's education, wellbeing and reduced crime and service costs; SEL savings £10,000 per child after 10 years; bullying prevention saves £1000 per pupil\*

- **Debt advice**

To increase financial security, reduce mental illness and worklessness; £3.40 savings per £1 invested\*

- **Promoting wellbeing in the workplace**

To improve productivity and reduce worklessness; £9 savings per £1 invested\*

- **Befriending for older people**

To reduce isolation and service costs

- **Timebanking**

To increase inclusion, independence, social networks and employment; £3 savings per £1 invested\*\*

- **Community navigators**

To improve service usage and reduce vulnerability; £2 saved per £1 invested\*\*

- **Alcohol brief interventions**

To improve health and reduce costs of services and crime; £12 saved per £1 invested\*

## Other research

Other research suggests outcomes will be improved through:

- Improving access to green space and the natural environment
- Strengthening social networks and neighbourhoods through community empowerment interventions
- Increasing financial security e.g. through credit unions, benefit uptake
- Reducing isolation and improving psychosocial wellbeing through increasing access to community based support e.g. social prescribing, signposting to exercise, learning, arts, welfare advice
- Increasing opportunities for volunteering

References and further information on the cost-effectiveness evidence and wellbeing measures can be viewed at

[www.champspublichealth.com](http://www.champspublichealth.com)



\* Knapp M, McDaid D & Parsonage M (2011) Mental health promotion and mental illness prevention: An economic case, London: London School of Economics/ Department of Health

\*\* Knapp M et al (2011) Building community capacity: making an economic case, Personal Social Services Research Unit

## Can wellbeing be measured?

Wellbeing can be measured and there are a number of tools available to support this.

There is a baseline score for wellbeing for each locality in Cheshire and Merseyside using the Warwick-Edinburgh Mental Wellbeing Score (WEMWBS). Interventions can measure improvement and comparison using WEMWBS.



# Champs

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