Healthy Blaenavon Partnership

Thursday 7 September 5.30pm

Blaenavon Town Council Offices

Notes

Attendees:

TBC

Apologies:
Alexis Williams, Anna Britten, Annalisa Beavan, Ashleigh Taylor, Greg Davies-Owens, Kevin Warren, Sam Jones

Notes of discussion:

The key question that members of this group wanted to address was basically **how do we encourage kindness and neighbourliness in a way that reduces loneliness and social isolation and helps to promote a positive image of Blaenavon so that more people will participate in constructive activities in the town centre.**

Our suggested interventions to work up were**:**

- Neighbourhood wellbeing ambassadors (possibly on a street by street level?)
- Coordinated comms campaign using various channels (social media, newsletters, community group network) to shout about what people already do for each other in Blaenavon (e.g. random acts of kindness) and how others could do the same
    - Develop a campaign slogan
    - Community Group Event: If someone is doing something good for their community, but is challenged online can community groups help to push back against the negativity? We could invite everyone for a buffet at the Lion or somewhere locally and give examples of how it has helped to challenge negativity in the community
    - ASB: Share examples of people acting in a neighbourly way
    - Promote what the school and the mini Police are doing

- Awards for those demonstrating kindness – once / month. Could be as simple as a shoutout / Bron Afon could consider supporting with a small prize

In terms of specific actions:

- **Dave L** and **Emma DM** to consider a logic model for these interventions. i.e. if we do this how do we measure whether its (a) reduced loneliness and social isolation, and (b) increased people's engagement with community groups
- **Lydia P** to consider whether Bron Afon could sponsor a small monthly award
- **Lydia P** to work up a proposal around neighbourhood wellbeing ambassadors for feedback at the next meeting.
- **All** to consider who to invite to a Community group event and feedback at next meeting
- **All** to consider what social media channels we would want to be using to push back on negativity.
- **Dave L** to put some ideas together for a comms plan for consideration at the next meeting.