Top Tips

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Sustain
From real life projects!

- Raise your profile
- Health professionals and public health
- Have a clear offer
- Practicalities
- Staff
- Other services/funding
Raise your profile

• Market yourself as much as possible *(Growing Well)*
• Council partners and other agencies
• Use informal networks for hard-to-reach communities *(Leicestershire Master Gardeners)*
• Increase your number of self and health referrals *(Brighton)*
• Prepare to invest time and energy *(Growing Well)*
Health Professionals

• Engage commissioners and explain benefits to community *(BCEP)*
• Health service champion *(Sydenham Garden)*
• Develop good relationships with GP surgery staff *(Growing Well)*
• Identify key individuals: one successful relationship with a commissioner.... *(Let’s Grow, Let’s Eat)*
• Offer training linked to clinical outcomes *(HGCA)*
Have a clear offer

- Know your target groups e.g. school settings, families (*Bradford*)
- Create a clear ‘evidence-based product’ with costs
- Use their language!
- Be ready
- Use collated evidence alongside local evidence
- Network of gardens, ‘one stop shop’ (*Sow the City*)
- How volunteer led gardens can be involved
Practicalities

• Consider seasons
• Use cooking (*Let’s Eat, Let’s Grow*)
• Open gardens or specialist projects (*Brighton*)
• Partners with other organisations with specialities
• Form alliance or partnership (*GHA*)
• Share the load in terms of networking e.g. MIND (*Sydenham*)
• Look at other referral (*Brighton*)
• Create systems to collect evidence
Staff

• Keep in mind the importance of trained staff
• Create a highly skilled team of freelance health and wellbeing facilitators
• e.g. Horticulturalists, a mindfulness leader, yoga teacher and medicinal herbalist (HCGA)
• Think about specialist needs
Other services/funding

- Consider other income e.g. selling produce from your garden or products made of it. (Grow2Grow)
- Are their opportunities e.g. residential care (Growing Support)
- What can the health service offer you?
- Who else could commission you? E.g. Housing Associations, private sector (GHA)
Case Studies

https://www.sustainweb.org/growinghealth/case_studies/
Thank you

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