The Five Ways to Wellbeing are based on scientific evidence about individuals' behaviour. If people incorporate more Five Ways-type activities into their daily lives, this evidence suggests that their wellbeing will improve.

However, rather than only thinking of the Five Ways to Wellbeing in terms of individual behaviour change, they can also be used to help understand the external opportunities and barriers that influence how people act. Interventions at group / community, organisational and strategic levels can use the Five Ways to Wellbeing in order to improve mental health and wellbeing outcomes across whole populations. This can be thought of as moving from the “left” to the “right” of the framework presented on the previous page.

In many instances, there is also scope for moving from the “top” half of the framework to the “bottom”. This means thinking about how wellbeing benefits can flow indirectly from initiatives that are aimed primarily at achieving different objectives. In this way, the Five Ways to Wellbeing can be used as a means of encouraging diverse stakeholders to reflect on whether and how their activities or services improve wellbeing.

If you are using the Five Ways to Wellbeing in your work, we would like to hear from you. Send us an e-mail at well-being@neweconomics.org.

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The framework opposite is derived from examples of real practice gathered in the survey. By drawing out characteristics of different approaches, it illustrates the potential of the Five Ways to Wellbeing to be used at various levels of intervention and in the context of initiatives that are not explicitly focused on wellbeing.

The framework has two dimensions, as follows:

**Dimension 1: Point of Intervention**

Evidence suggests that people who incorporate more Five Ways-type activities into their daily lives will improve their wellbeing. But how can we encourage this to happen?

Broadly, there are two approaches. The first is to motivate individuals to make lifestyle changes because they see it in their best interests to do so. For instance, we might run a campaign to increase understanding of good mental health, or educate people about beneficial activities in the hope that they will decide to incorporate more of these into their day-to-day lives.

But external conditions are also an important influence on behaviour. Someone who lives in an isolated rural area may find it difficult to connect with friends regularly. Someone with a full-time job and young family may find their opportunities for volunteering limited by time and financial pressures. In these and other examples, it might be possible to increase the amount of Five Ways-type activities by altering the circumstances in which people live and the opportunities they have, rather than trying to influence their beliefs and motivations directly.

We can therefore intervene at different levels. One approach is for policy makers to take strategic decisions about economic, social, and environmental issues in order to remove barriers (e.g. time, money) that prevent some people doing more Five Ways-type activities. More locally, decisions can be made that affect all members of a particular group, community or organisation. For instance, an office manager could decide to limit working hours and so increase opportunities for employees to spend time connecting, being active and so on. A voluntary group could use the Five Ways to Wellbeing to tailor its activities, perhaps by emphasizing opportunities for meeting new people and skill-sharing, or incorporating physical activity into its programme.

**Dimension 2: Principal Purpose**

Many of the projects reported in the survey use the Five Ways to Wellbeing to improve wellbeing directly. However, there were some examples where they have been used as a means of thinking about the wellbeing implications of initiatives that have other aims.

Imagine a mental health awareness campaign based around the Five Ways to Wellbeing, or an adult learning class that teaches people to "take notice" through mindfulness meditation. The main purpose of these initiatives is to improve psychological wellbeing – that is the reason that they are being undertaken. We refer to these and similar initiatives as promoting wellbeing directly.

By contrast, knowledge about what improves wellbeing can be applied to initiatives that have other objectives. This is possible because people do not usually forge social connections or take part in exercise activities because they are trying to improve their mental health. Rather, someone might "connect" when socialising every day at work, "be active" when taking up exercise to lose weight or improve fitness, "keep learning" when they attend a further education class to improve their job prospects, and so on. In all these areas and more, the people who design the interventions can build in opportunities for more Five Ways-type activities. We refer to this as promoting wellbeing indirectly.

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**The RNID in Northern Ireland has used Five Ways to Wellbeing with deaf and hard of hearing professionals about the importance of good mental health.**

**NHS Tameside and Glossop themed their activities for World Mental Health Day 2010 on the Five Ways to Wellbeing. Their aim was to "raise the profile in the public consciousness of public mental health".**

**In Rochdale, a partnership including the Metropolitan Borough Council, GPs, Mind and Link 4 Life have used the Five Ways to Wellbeing to raise awareness among healthcare professionals about the importance of good mental health.**

**Liverpool City Region used the Five Ways to Wellbeing as a strategic framework for their 2010 Year of Health and Wellbeing initiative. This is now being taken forward into a Decade of Health and Wellbeing.**

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**Point of Intervention**

**Dimension 1: Point of Intervention**

<table>
<thead>
<tr>
<th>Individuals</th>
<th>Groups / Communities</th>
<th>Organisations</th>
<th>Policies / Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivating individual action on wellbeing, for instance by...</td>
<td>Facilitating action on wellbeing within groups / communities, for instance...</td>
<td>Integrating wellbeing into existing systems and processes to influence ways of working, for instance by...</td>
<td>Developing strategies and policies targeted at improving wellbeing, for instance by...</td>
</tr>
<tr>
<td>- running a public awareness campaign</td>
<td>- using the Five Ways to guide the activities of timebank members</td>
<td>- using Five Ways in staff induction and training sessions</td>
<td>- incorporating indicators for Five Ways into community surveys</td>
</tr>
<tr>
<td>- developing a self-help website based on Five Ways</td>
<td>- developing community activities around Five Ways</td>
<td>- using Five Ways in knowledge transfer to GPs and health trainers</td>
<td>- exploring barriers to Five Ways activity in joint strategic needs assessment</td>
</tr>
</tbody>
</table>

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**Dimension 2: Principal Purpose**

<table>
<thead>
<tr>
<th>Principle Purpose</th>
<th>Promoting wellbeing directly</th>
<th>Promoting wellbeing indirectly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Considering wellbeing in the design and delivery of initiatives that require individual action, for instance by...</td>
<td>Considering wellbeing in the design and delivery of initiatives for groups / communities, for instance by...</td>
<td>Integrating wellbeing into existing systems and processes to influence ways of working, for instance by...</td>
</tr>
<tr>
<td>- using Five Ways in an inclusion project aiming to integrate individuals into their communities</td>
<td>- reviewing existing voluntary sector activity in light of Five Ways</td>
<td>- developing a Five Ways framework for health consultations</td>
</tr>
<tr>
<td>- using Five Ways principles in personal budget models of service delivery</td>
<td>- developing an evaluation tool for arts projects using Five Ways principles</td>
<td>- using Five Ways to improve partnership working</td>
</tr>
</tbody>
</table>

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**Tameside and Glossop PCT have brought together a wide range of partners (e.g. borough council, volunteers centre, Tameside libraries, Job Centre Plus and more) in a scheme that uses the Five Ways to Wellbeing as "pathways for engagement" within social inclusion projects aiming to reintegrate people into the community.**

**The Five Ways to Wellbeing have been used by MerseyCare NHS Trust to help shift thinking from managing mental illness to supporting recovery, wellness and participation. This includes using them as part of the planning process for people moving back into the community.**

**Ashton and Leigh PCT are working with the local authority to embed the Five Ways to Wellbeing within the strategic planning process across a range of policy areas. They have found this a useful way to help planners from outside health and social care consider the wellbeing implications of their work.**