

# Focusing in on Health and Place

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On behalf of the Health and Place Working Group

# Aim to cover

- ▶ What has led up to today?
  - ▶ Working group
  - ▶ Think piece
- ▶ Today
  - ▶ Influencing the influencers (that's you!)
- ▶ Is 'place' important?
  - ▶ Definition
  - ▶ Reflections

# Vision for the North East

- ▶ Increase wellness of the physical neighbourhood
- ▶ Increase wellness of the social neighbourhood
- ▶ Build on Local Outcome Improvement Plans
- ▶ Not duplicate current initiatives
- ▶ Support existing infrastructure - e.g. Community Planning Partnerships

# Context

## HISTORY

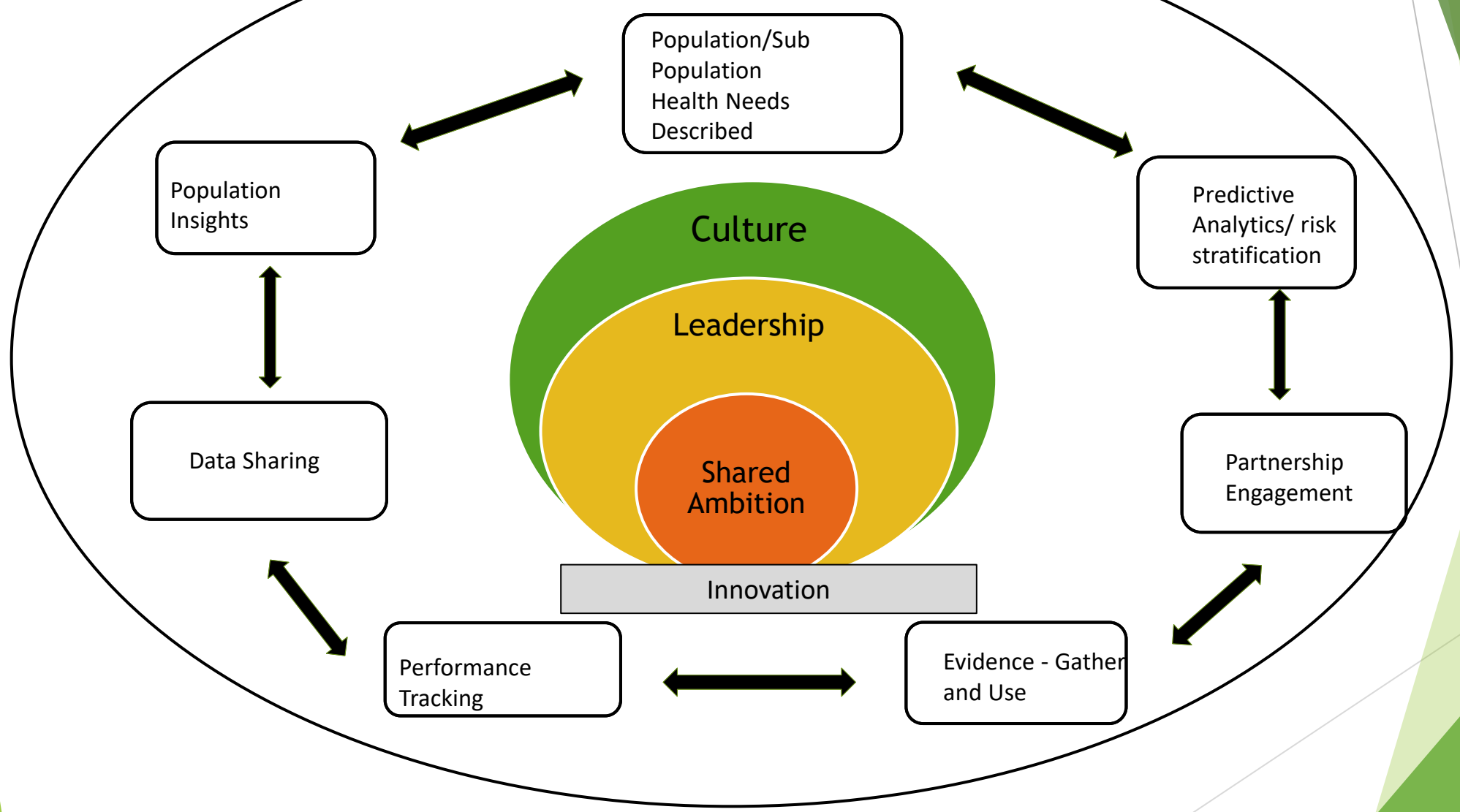
- ▶ DPH ambition
- ▶ Develop think pieces
  - ▶ Mental health
  - ▶ Place and wellbeing (focus of this presentation)
- ▶ Working group set up
  - ▶ Strong links into three LAs/HSCPs
- ▶ Consultation on ‘think piece’
- ▶ Symposium

Opportunity to share, learn and plan

## POLICY

- ▶ Place Standard
- ▶ National Planning Framework 4: A National Spatial Strategy for Scotland 2045
- ▶ Local Outcome Improvement Plans

# North East Alliance



# Population health focus



# HELPING HEALTH HAPPEN IN THE NORTH EAST

## OUTCOMES

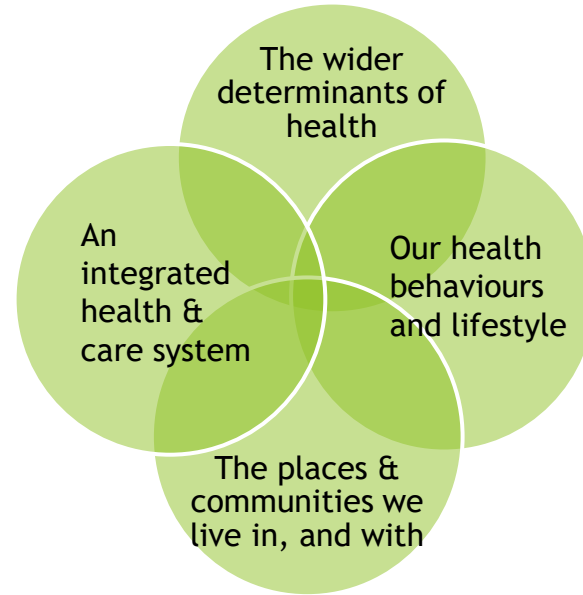
HEALTHY PEOPLE

HEALTHY PLACES

HEALTHY PARTNERSHIPS

### AMBITIONS

- People enjoy good health for longer
- Children and young people fulfil their potential
- People live in connected, safe and sustainable communities
- Create equity in a generation



### SHORT TERM FOCUS

- Better Mental Health for All
- Work on substance misuse
- Gaining insights - working differently with communities
- Becoming Anchor Institutions

## VALUES

PRIORITISING PREVENTION RESPONSIBILITIES

LISTENING & STRENGTHENING COMMUNITIES

INTEGRATED SERVICES

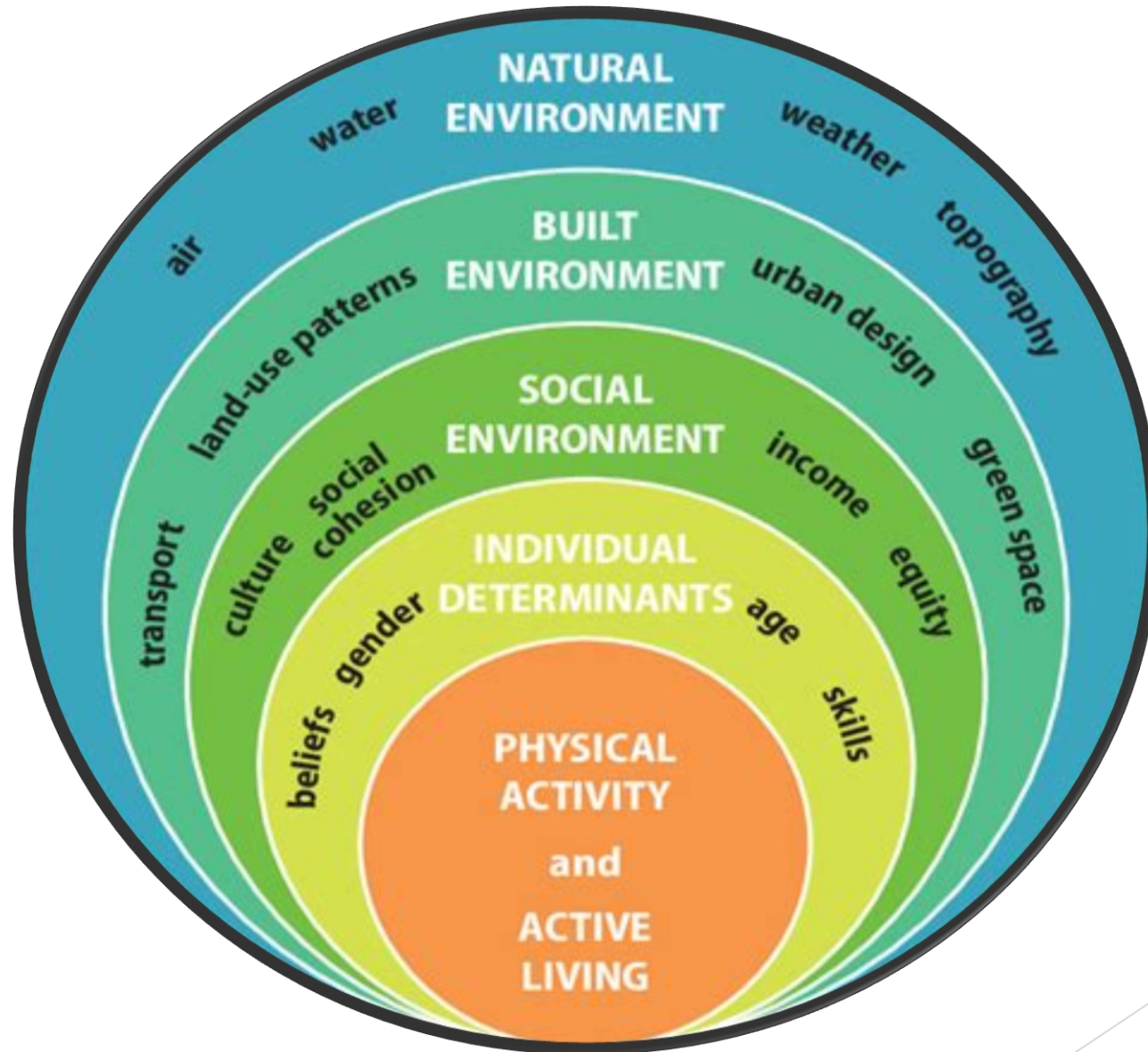
SHARING

# PLACE

Place is where people,  
location and resources  
combine to create a sense of  
identity and purpose



# Both Social and Physical environments matter





Source: <https://addictionresource.com/guides/substance-abuse-and-homelessness/>



## GREEN SPACE

Less violence

Better learning

Less heart disease

Better mental health

## Awe, the Small Self, and Prosocial Behavior

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Awe is an emotional response to perceptually vast stimuli that transgress current frames of reference. Guided by conceptual analyses of awe as a collective emotion, across 5 studies ( $N = 2,078$ ) we tested the hypothesis that awe can result in a diminishment of the individual self and its concerns, and increase prosocial behavior. In a representative national sample (Study 1), dispositional tendencies to experience awe predicted greater generosity in an economic game above and beyond other prosocial emotions (e.g., compassion). In follow-up experiments, inductions of awe (relative to various control states) increased ethical decision-making (Study 2), generosity (Study 3), and prosocial values (Study 4). Finally, a naturalistic induction of awe in which participants stood in a grove of towering trees enhanced prosocial helping behavior and decreased entitlement compared to a control condition (Study 5). Medial data demonstrate that the effects of awe on prosociality are explained, in part, by feelings of a small self. These findings indicate that awe may help elicit individuals within broader social contexts and enhance collective concern.

**Keywords:** awe, prosocial behavior, altruism, helping, small self

The saintly character is the character for which spiritual emotions are the habitual center of the personal energy. . . . They are these: A feeling of being in a wider life than that of this world's selfish little interests; and a conviction, not merely intellectual, but as it were sensible, of the existence of an Ideal Power. . . . An immense elation and freedom, as the outlines of the conflicting selfhood melt down. . . . A shifting of the emotional center toward loving and harmonious affections. . . . [which brings] increase of charity, tenderness for fellow-creatures. (James, 1902/1985, pp. 219–221)

*Chloe:* Look at all the stars! The universe just goes on forever and ever!

*Hobbes:* It kind of makes you wonder why man considers himself such a big screaming deal. (Wallerstein, 2005, Vol. 3, p. 370)

Awe is a cherished and transformative experience that is at the center of many collective processes (Keltner & Haidt, 2003).

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# Leading large scale change: A practical guide

What the NHS Academy for Large Scale Change learnt and how you can apply these principles within your own health and healthcare setting

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## Understanding and Mapping Natural Beauty

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### Abstract

While natural beauty is often considered a subjective property of images, in this paper, we take an objective approach and provide methods for quantifying and predicting the scenicness of an image. Using a dataset containing hundreds of thousands of outdoor images captured throughout Great Britain with crowdsourced ratings of natural beauty, we propose an approach to predict scenicness which explicitly accounts for the variance of human ratings. We demonstrate that quantitative measures of scenicness can benefit semantic image understanding, camera-aware image processing, and a novel application of cross-view mapping, where the sparsity of ground-level images can be addressed by incorporating unlabeled overhead images in the training and prediction steps. For each application, our methods for scenicness prediction result in quantitative and qualitative improvements over baseline approaches.



Figure 1: Most observers agree that images of mountains are more scenic than power lines. Our work seeks to automatically quantify "scenicness" and demonstrate applications in image understanding and mapping.

### 1. Introduction

Recent advances in learning with large-scale image collections have led to methods that go beyond identifying objects and their interactions toward quantifying seemingly subjective high-level properties of the scene. For example, Isola et al. [6] explore image memorability, finding that memorability is a stable property of images that can be predicted based on the image attributes and features. Other

Understanding the perception of landscapes has been an active research area (see [41] for a comprehensive review) with real-world importance. For example, McGrath [19] derives a natural amenities index and shows that rural population change is strongly related to the attractiveness of a place to live, as well as an area's popularity for retirement or recreation. Seresinhe et al. [26] show that inhabitants of more beautiful environments report better over-

characterize locations by their system for scenic route planning from millions of geotagged travel routes. Algorithms have been developed to estimate level properties of images, a set of transient scene estimating them in novel convolutional neural network on a single image. Deza and son of image virality. Sim-work has sought to under-

# STARTING A BEAUTIFICATION CAMPAIGN IN YOUR COMMUNITY

## Introduction

Community beautification campaigns have a number of advantages beyond the obvious benefit of improved physical appearance. In a successful clean-up/fix-up campaign, individuals and groups work together to achieve a common goal of community beautification. This can develop team work, stronger feelings of friendship, and a shared sense of achievement and pride which can lead to the initiation of more in-depth improvement projects in the future. Citizens learn how to get things done by developing an idea, formulating a plan, and mobilizing resources to carry out the plan. Beautification programs produce immediate, highly visible results which stimulate more citizen interest and enthusiasm and possibly generate support for other community needs. A successful program can also give visibility and credibility to a newly formed community improvement group since success tends to breed success. Beautification programs are easily undertaken, can be accomplished in a relatively short period, and require little financial resources.

The purpose of this publication is to give you some general guidelines and suggestions for a successful beautification campaign. There is no "right" way to go about it just as there is no "cookbook" formula to guarantee success. You must develop a program to meet the unique needs and organizational structure of your community.

## Getting Organized

Community beautification programs require considerable amounts of effort to organize and coordinate all activities. A strong beautification committee is the core of the program. The committee is responsible for identifying beautification needs, setting goals, scheduling activities, recruiting volunteers, gaining support from members of the community, identifying available resources, publicizing the effort, and coordinating all aspects of the program to its completion.

The committee should choose persons to fill several positions. It is important that these people have the interest and willingness to serve in their

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# How do we generate change?

## ▶ THINKING LARGE SCALE

- ▶ Make improvement across the population as a whole
- ▶ Influencing the influencers - that is you!
  - ▶ Symposium
- ▶ Organisational policy
  - ▶ Large scale interventions - e.g. Anchor Partnerships

## ▶ THINKING SMALL SCALE

- ▶ Local activism
- ▶ Policy to empower local initiatives
- ▶ Micro-level changes in my street



# In summary ...

- ▶ Today is about ...
  - ▶ Celebrating great work across North East
  - ▶ Opportunity to share work
  - ▶ Pick up new ideas
- ▶ Challenge ourselves to commit to action
  - ▶ Building evidence
  - ▶ Culture of learning
  - ▶ Working in partnership
  - ▶ Serving our communities