



# Making a *Decisive Shift to Prevention* through Community Planning

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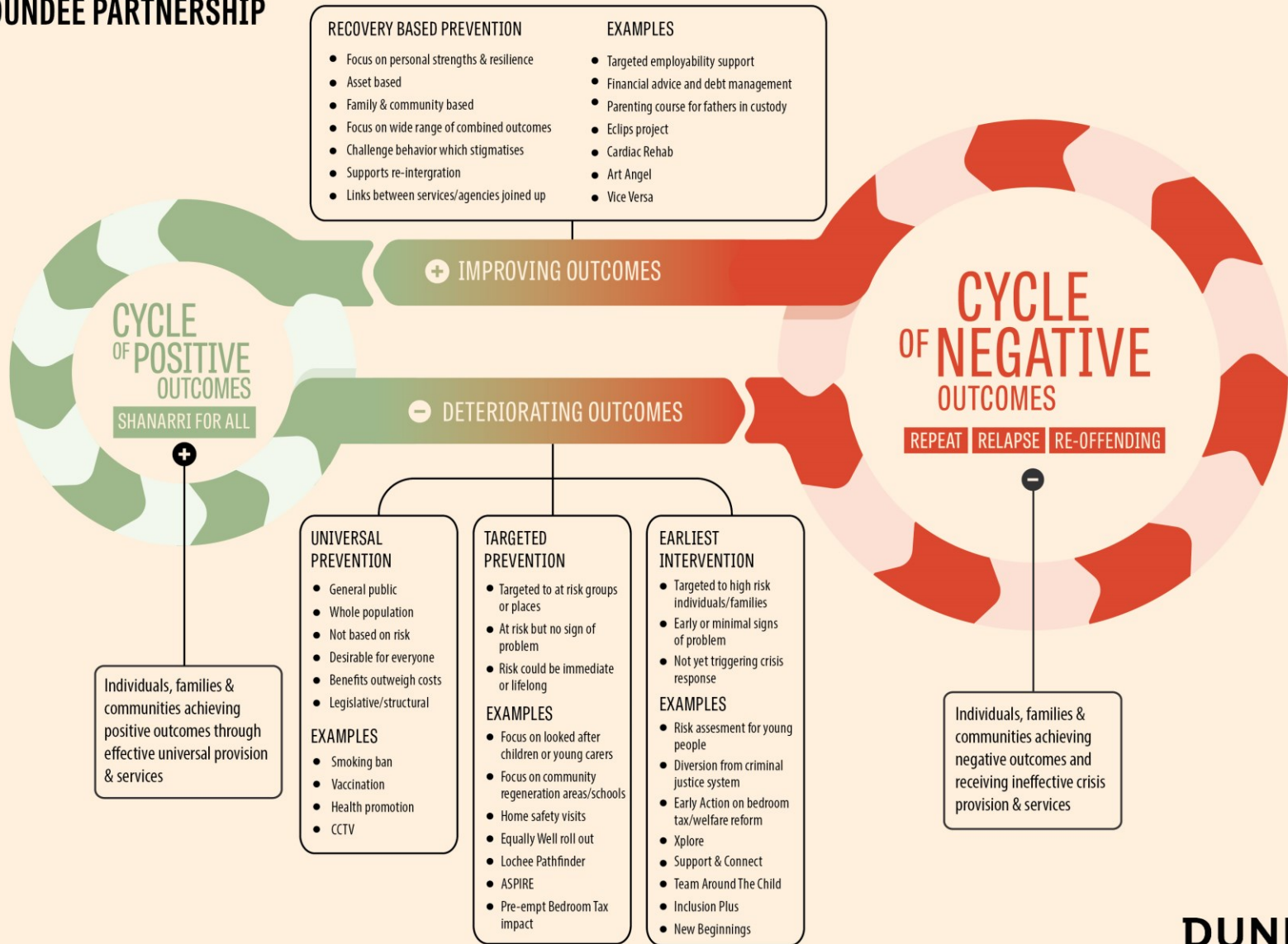
The Economics of Prevention, 25 March 2015



# Starting Point

- Different perceptions
- Limited resources & high demand for crisis services
- Commitment and challenge shared across partners
- “I could tell you ...”
- “Come back when you’re worse...”
- Investing in negative outcomes
- Not enough joined-up Recovery

# PROPOSED PREVENTION FRAMEWORK FOR DUNDEE PARTNERSHIP





## Challenges for Dundee (& all CPPs?)

- Decisive shift intuitively right but needs common understanding to turn it into shared strategic action
- Clear and consistent commitment
- Not just stopping things getting worse – breaking cycle of negative outcomes
- Targeting Inequality
- Combine Prevention and Recovery approaches
- Upscale and mainstream successes
- Turn crisis services into recovery services



# Reflections on Presentations?

- Prevention as an inequality issue
- Not about choices or financial muscle
- Social market/system failure
- Competition isn't fair
- Limited supply and 'inverse' demand
- Invest to Save? Payback periods?
- Permission to Fail?
- It's not about the evidence



# So, what's stopping us?

- Prevention doesn't win votes
- The Rescue principle
- The Assets cop-out – support and invest
- Status Quo bias
- Simplistic messages
- Culture
- There can only be winners
- The down escalator is going faster and faster