

# TOOL 5 - UNDERPINNING APPROACHES

## Communicating the Message

### Community Development

Community development is about people from a particular area/interest coming together to try to improve the health and well being of everyone in the area

### Outcome Based Accountability

Outcome Based Accountability (OBA) focuses on:

- What** people are going to do to initiate change
- How** well are they doing it
- Will** anyone be better off

### Co-Production

Co-production is about Involving everyone from the start. Each group has an equal input into how things should happen.

It is a way in which groups are better able to influence statutory providers