



Norfolk and Suffolk Health and Care Awards 2026

Treatment to Prevention Award

Support NoW

Support NoW Alliance - Age UK Norwich, Norfolk Citizens Advice, Norwich City Council, Norfolk County Council, Norfolk Community Advice Network, Shelter, Norwich Health & Wellbeing Partnership, NHS Norwich Place Board, Business In The Community Place Board.

Support NoW is transforming how people access help by intervening early to prevent crises, rather than responding after issues escalate. Developed through a collaborative alliance across health, local government, and the voluntary sector, it addresses challenges such as deprivation, poor health outcomes, and social isolation across Norwich. Instead of expecting individuals to navigate fragmented services, Support NoW provides a connected model that combines digital self-help, early intervention, and coordinated multi-agency support tailored to people's real-life needs.

At its core is a human-centred, three-tier approach that enables residents to move seamlessly between self-help, targeted support, and intensive multi-agency intervention. This ensures individuals receive the right level of support at the right time, reducing the risk of crisis, hospitalisation, or long-term reliance on statutory services. The programme focuses on wider determinants of health—including housing, debt, employment, and wellbeing—tackling root causes before they develop into more serious issues. By using shared data and collaborative working, partners gain a holistic view of each resident, enabling more effective, joined-up care.

Support NoW is distinguished by its inclusive and innovative design, involving community organisations, businesses, and residents themselves in co-production. It proactively addresses barriers such as digital exclusion and builds on trusted local relationships. Since becoming operational in 2025, it has supported 250 individuals with complex needs, many previously disengaged from services, addressing nearly 600 issues. This approach improves resilience, independence, and long-term wellbeing while reducing system pressures, demonstrating a scalable model for prevention-focused, neighbourhood-based care.

Crucially, these improvements have been achieved alongside a 55% increase in patient population, demonstrating scalability, resilience, and a powerful model for tackling health inequalities and improving long-term outcomes.