

# Introducing the Flourish Project



Promoting flourishing communities  
with the wellbeing of children at their heart

# Why do we need an Ecology of Wellbeing?



**Because economic indicators like GDP tell us little about the true wellbeing of societies around the world**

The global rise in obesity, compromised mental health, loneliness and depression, self-harming and substance-abuse all indicate that, for far too many children and adults, their being is far from well

# A focus on symptoms, not causes



To-date the problems have been largely tackled piecemeal

We've only looked at parts of the system and have focused on symptoms, rather than causes. We haven't joined up the dots

We've also mainly measured what's happening to older children, teenagers and adults

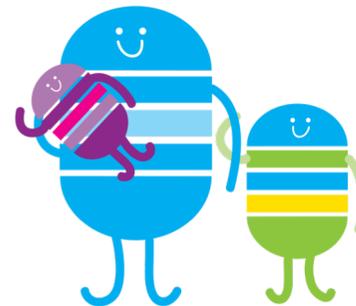
rather than exploring the real foundations of wellbeing - which we now know start even before birth



## We need a 'Whole-Systems' approach which starts at the very beginning

We need everyone to understand that to improve global wellbeing and to create more sustainable and compassionate societies we have to start by understanding the critical importance of early human development

And by everyone, we mean literally from governments and institutions to every parent, teacher, grandparent, adult, teenager and child



## Balancing the inner with the outer

We need to be able to balance the inner worlds  
of our feelings, thoughts and emotions

with the learning experiences, values  
expectations and challenges of the  
outer worlds within which we exist

It's about children. And it's about everyone.

Children are heavily influenced by the values, beliefs and behaviours of the adults they spend time with

And all adults have, themselves, had their values, beliefs and behaviours shaped by their genetic inheritance and dispositions - and their own early childhood experiences

**Increasingly science is now telling us that, for flourishing lives, the Nurture aspect really matters**

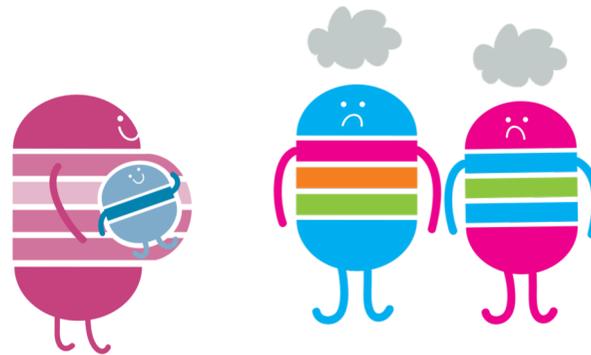
Both  
nature  
and  
nurture  
really matter



## It's vital to understand ACES – and how to prevent them

Adverse childhood experiences (ACES) have a particularly profound impact on later adult health and wellbeing. They are the single most limiting - and costly - factor in whether or not we have healthy and sustainable societies

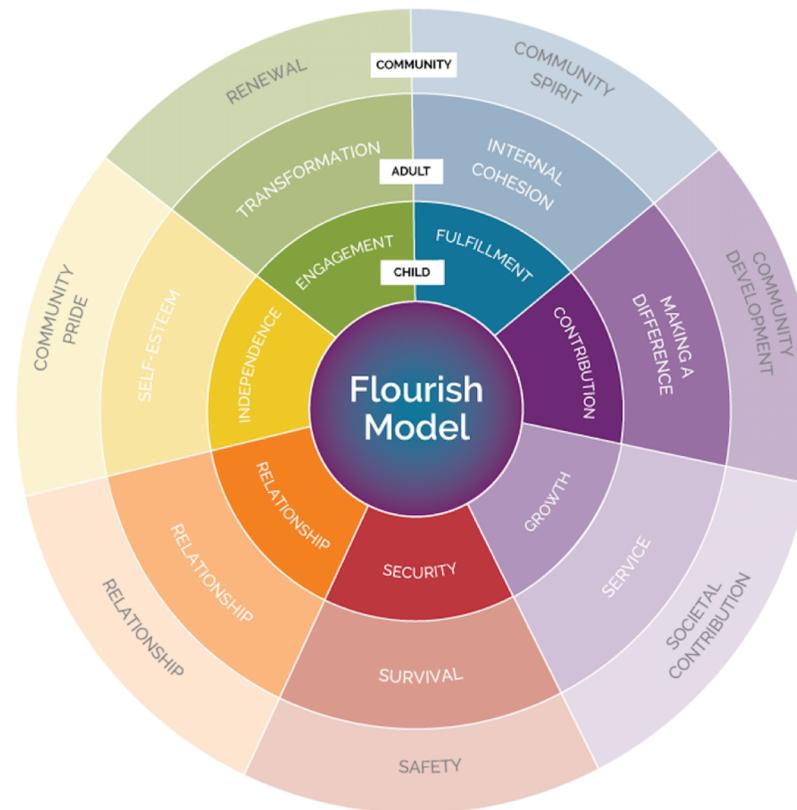
For all societies, helping adults to understand ACES and how to prevent or mitigate their impact - both for themselves and future generations – now needs to become a major priority



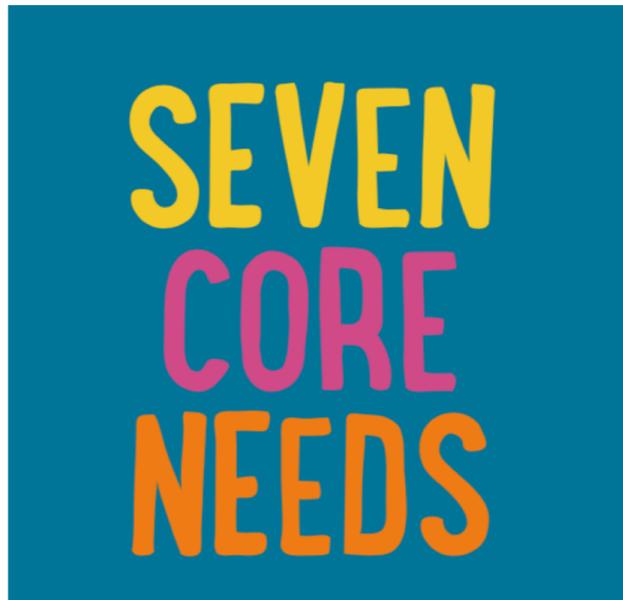
# Introducing the Flourish Values Model (FVM)

**We don't have all the answers, but we do think we now have a new and powerful framework for studying and mapping human wellbeing that promotes whole systems-thinking**

Through actively engaging communities, it helps join up the dots, identify the gaps and develop practical solutions by working from the grass roots up



## Seven Core Needs



Based on the seven core needs that we share as human beings, it shows how the wellbeing of children lies at the core of flourishing communities



These encompass the physical, emotional, mental and spiritual qualities that create happy and meaningful lives - and whether or not they are met determines the values that we then develop

## Applying the Model

**Because improving societal wellbeing is now so important, we want as many people as possible to get to understand the basics of the model and to explore how we might work together to create a more caring and compassionate world.**

- Parents, teenagers and grandparents
- Teachers and schools
- Students (before they become parents)
- Health workers
- Cities and municipalities
- Local, regional and national governing bodies

*with larger bodies initiating community-wide initiatives that can reach areas of inequality/disadvantage*



## How do we go about it?

We are currently a brand-new initiative so are currently looking for pilot partners to help us test out our ideas

Our work unites the vision and activities of two organisations that have a proven commitment to cultural transformation

In early 2019 we plan to run our first parent and teacher workshops, but we are also actively looking for cities and national partners who would like to work with us to embed the framework and fully test the whole-systems impact of the model.

# Flourish for Parents

The first thing we do is ask everyone to complete their own Personal Values Assessment (PVA).

Because it helps them to think about what is important to them, to better understand what motivates them, and to identify areas that they might want to further explore or develop



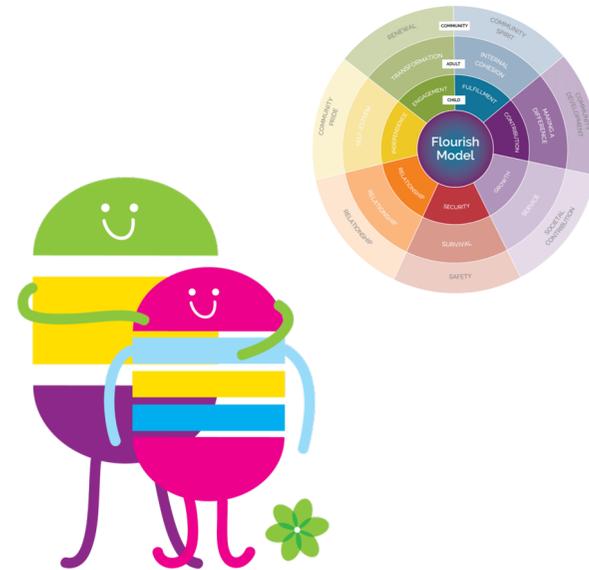
The image shows two screenshots of the Personal Values Assessment (PVA) interface. The top screenshot is titled "Dale - Personal Values Assessment" and displays a list of values on the left, a central graphic of a funnel with blue dots, and a list of results on the right. The bottom screenshot is titled "Barrett Values Centre" and shows the "Personal Values Assessment Jarrod" results page, including the Barrett Values Centre logo, the Flourish Project logo, and the text "The Ecology of Wellbeing". The results page also includes the name "Jarrod", the date "September 7, 2018", and a brief description of the assessment's purpose.

Values Assessments by Barrett Values Centre

**It encourages them to think about why they are the way they are - and the kind of world they'd like to see for their children**

They then discuss all this at a structured workshop facilitated by accredited trainers where they explore the Seven Aspects of the Flourish Model, get to learn about the vital importance of early brain development and ACES, can talk about their own early experiences and create their own action plans

And have access to a range of follow-up, online tools and resources to help with their personal development.





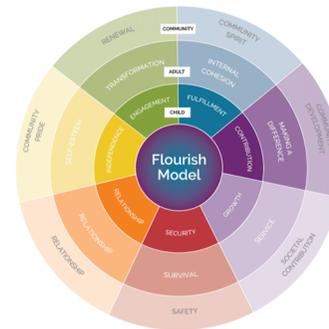
# Flourish for Communities

**We work with communities to identify local needs and we then train Community Champions and Catalysts**

Everyone involved then gets to do their own Values Assessment as part of initiating a community-wide discussion – and we can also provide Values Assessments for leaders, individual organisations and groups

The aim is to embed an understanding of human flourishing and the vital importance of healthy early experiences and family wellbeing

Initiating positive conversations and collaborations between key groups and identifying areas where quality can be improved



**Flourish Cafés**  
Supporting the parents to support the child  
A national network of parent-led cafes

**What's the vision?**

Across the world people are asking what creates happy, meaningful lives – for themselves and their children.

Across the world people are asking what creates happy, meaningful lives – for themselves and their children. It has become clear to everyone that wealth is about much more than money and that what really matters is that we can thrive as individuals. It also matters to us that we can contribute to the wellbeing of others.

We are seeing increasingly alarming statistics in the UK about the happiness and wellbeing of children, with mental health problems at an all-time high and one-in-three now clinically obese. It is important that parents are kept informed about what is going on and are supported in their own decision-making. With so much information available through the web and media, it is difficult to know what to trust and who to listen to. Flourish Cafés will seek to provide everyone with a balanced and reliable filter.

Flourish Cafés will enable parents to get together on a monthly basis to explore what the latest thinking and research is telling us. Supported by regularly updated selections of films and resources from leading experts, they will be able to choose the topics that most concern them, or that most relate to their own experiences, and will be able to then share their thoughts and ideas and discuss possible local responses or solutions. They will also be able to forward their own questions to a global and multi-disciplinary panel of experts.

By networking the cafes, the findings of each group will then be shared with both a national and international audience of other parents – enabling everyone to feel increasingly supported and empowered and the voices of parents to be increasingly heard by decision-makers.

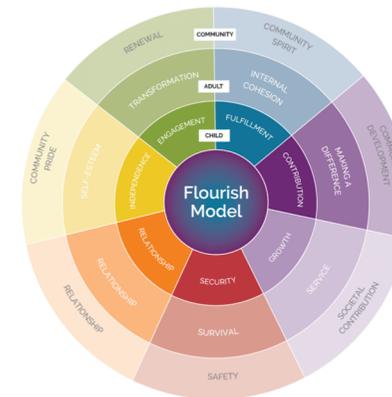
The Flourish Project is currently under development: [www.flourishproject.weebly.com](http://www.flourishproject.weebly.com)

# Flourish for Cities and Populations

**The wellbeing of children and families lies at the heart of compassionate communities and strong economies. We work with cities to embed the framework in everything that they do.**

Getting it right at the beginning is the greatest investment we can make for a sustainable and flourishing future.

The Flourish Model provides a powerful whole-systems framework enabling cities to engage entire populations in a conversation about what creates a good and meaningful life. It promotes locality and asset-based approaches that put children firmly at the heart of local decision making processes and is a highly effective tool for identifying gaps and more effectively linking local needs with resources.



## Children are the future

### **The most important thing we do is to teach everyone about the vital early shaping of human value and belief systems**

How we are not limited by our labels and need to move from thinking about 'what's wrong' with someone exhibiting challenging behaviour to 'what's happened' to them in their lives

How our brains have plasticity - and we are all capable of transforming things we don't like about ourselves

How children are young citizens with developmental rights and potentials that need to be protected

and how by working together we can seek to avoid repeating the limiting patterns of the past when raising the generations of the future



#### **Resilient children are made, not born.**

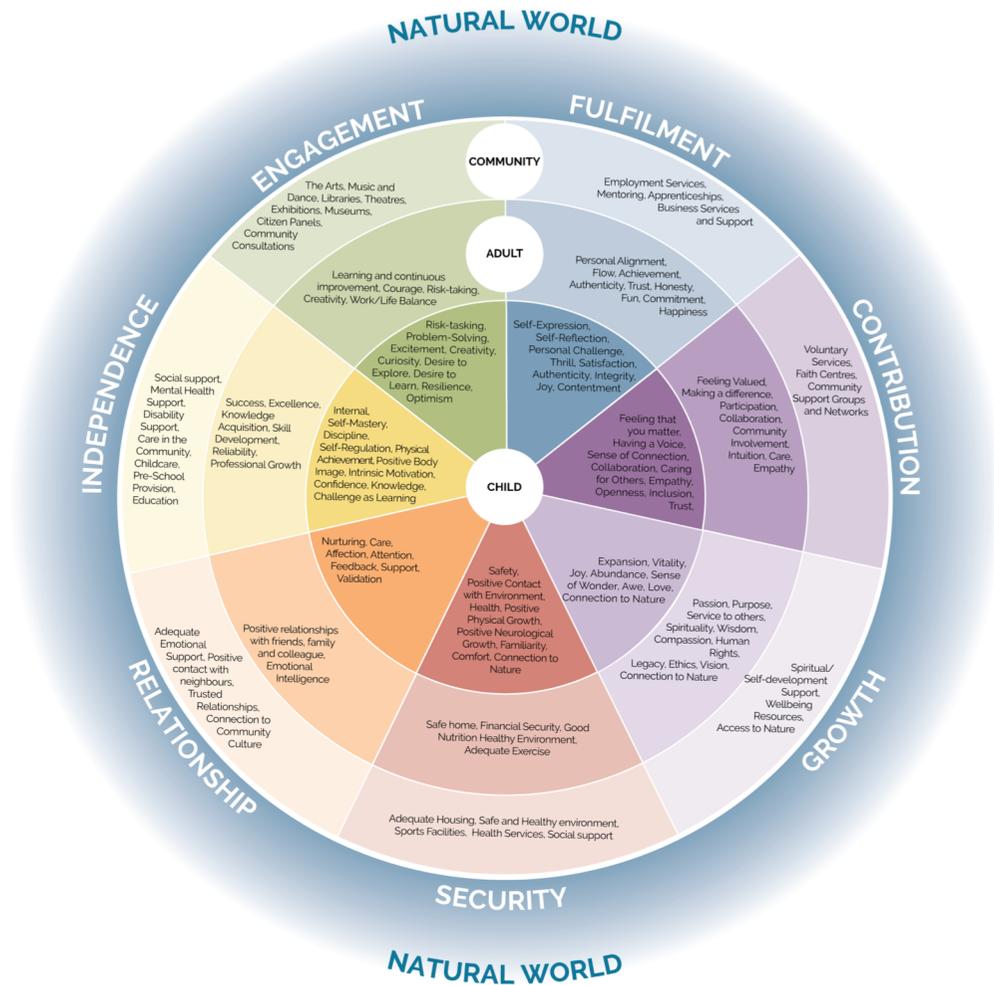
Children become resilient as a result of the levels of stress and nurturing that they experience early on in life. If our early experiences are dysfunctional they will lead to changes in the way we respond and behave. The healthier the relationships a child has, the more likely he or she will be able to recover from trauma and thrive.

## The Ecology of Wellbeing

Unlike many other assessment tools, the Flourish Model is unique in considering all the elements that need to be considered for a healthy and flourishing system. The Model can be used to evaluate individual wellbeing, the health of organisations and communities and how efficiently local services are serving the true needs of the populations that they are serving.

In particular it highlights the vital importance of child wellbeing and the biological and participative rights of children as young citizens and the adults and decision-makers of the future.

It also shows that all human systems are impacted by the health of the planet.



The Flourish Project works with its core partners to offer a whole systems solution to understanding and promoting The Ecology of Wellbeing. It helps build cultures of respect, inclusion and equity, that have the wellbeing of children and families at their heart



## The Process



The Project is still in the early stage of its development and is currently seeking seed funding and inviting expressions of interest from suitable pilot partners.

It unites the early years expertise of Wendy Ellyatt and the Save Childhood Movement with Richard Barrett's thirty year interest in the evolution of human values within business and society

## Want to talk to us?

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[www.flourishproject.net](http://www.flourishproject.net)



*"We will never be able to create truly flourishing societies until we address the problem of young children inheriting the limiting values and beliefs of those that have gone before."*

**Wendy Ellyatt**  
**Flourish Project, 2018**