

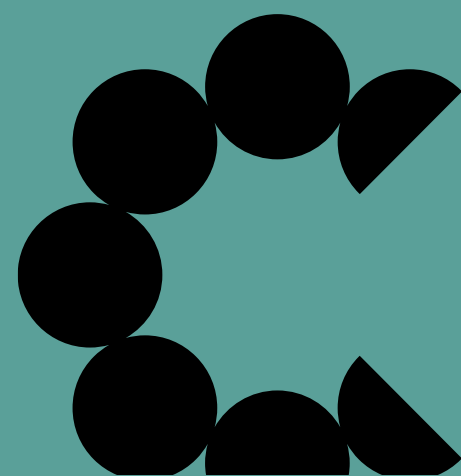


# Communities Health Inequalities Programme Stakeholder Event

**Athol Hallé**

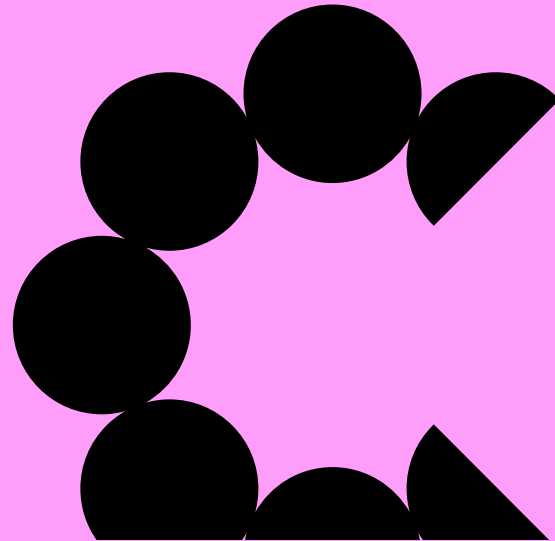
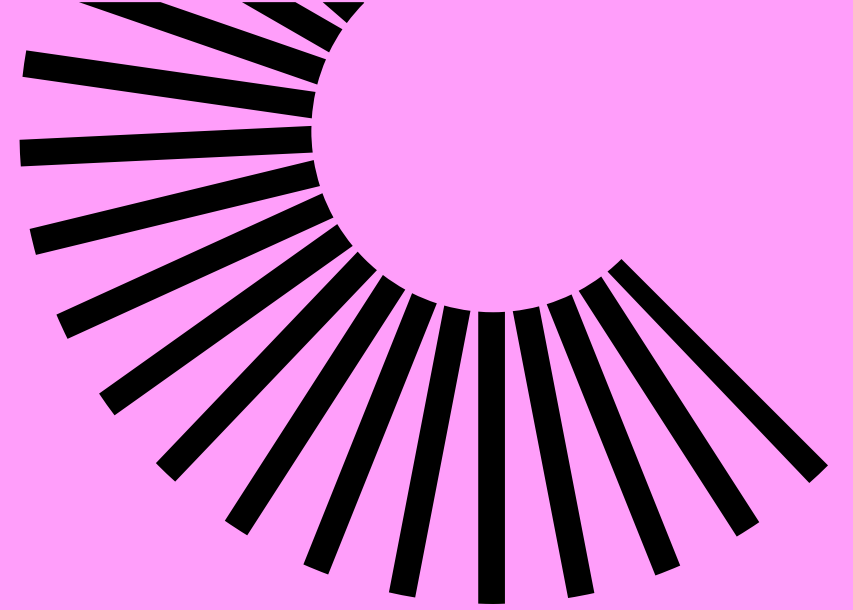
CEO, Trust for Developing Communities

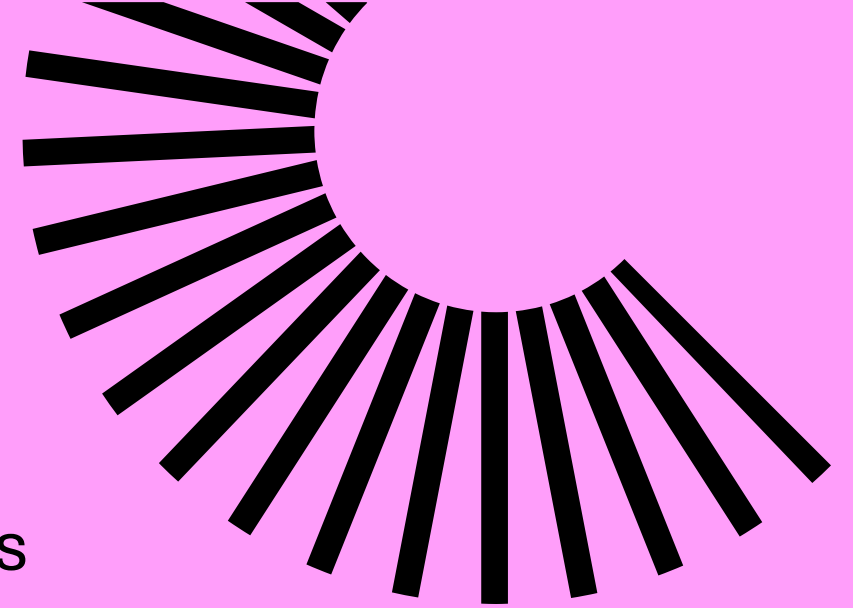
5<sup>th</sup> March 2024



# Programme

1. Overview
2. Showcase
3. Legacy
4. Reflections





# Overview

## **Kaye Duerdoth**

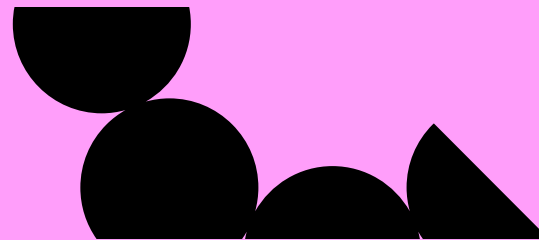
Deputy CEO, Trust for Developing Communities

## **Lola Banjoko**

Executive Managing Director for Brighton & Hove, NHS Sussex

## **Brian Pote-Hunt**

Director at Ottaway Strategic Management





Community Voice



Co-production



Community development



Support PCN outreach



Referrals to services

# Co-production Partners



Local  
Community  
Groups



Bridging  
Change and  
racially  
minoritised  
communities



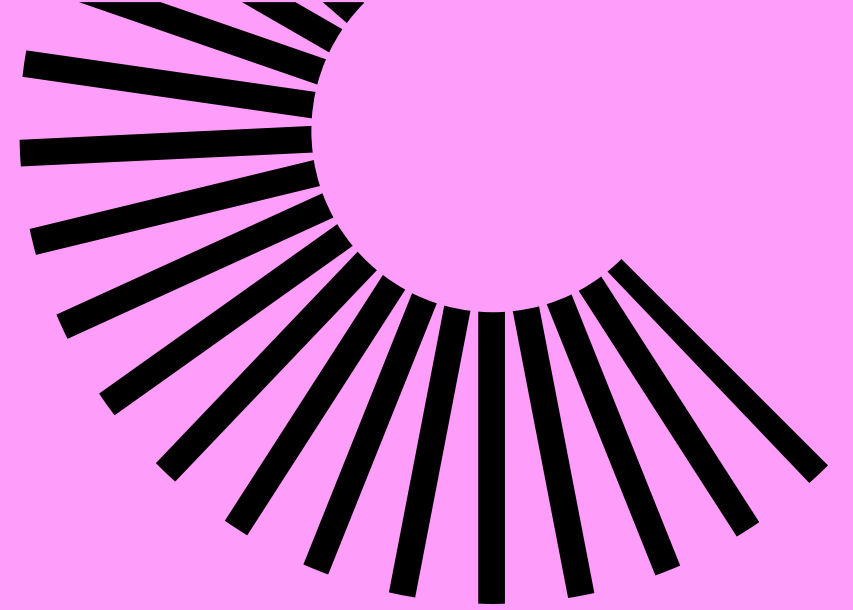
LGBTQ+  
communities

# Community and PCN Priorities

Indicators of health inequalities

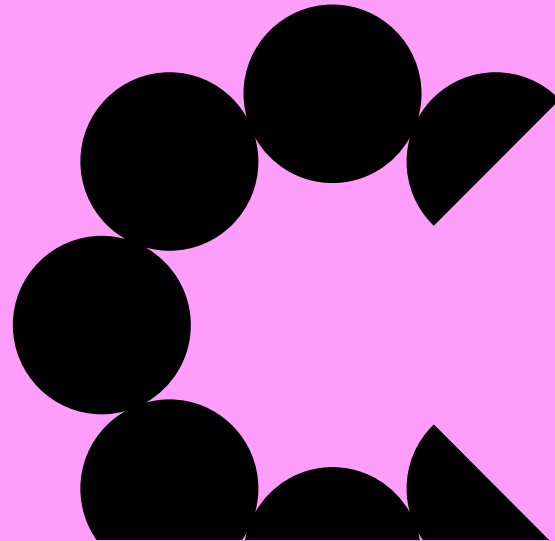
- Hypertension
- Early cancer diagnosis
- Chronic respiratory disease
- Maternity
- Severe mental illness
- Smoking cessation





# **Lola Banjoko**

Executive Managing Director for Brighton & Hove, NHS Sussex





# Mid Term Evaluation Findings: Themes and Activity

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## Community co-production and design

Outreach to the community to establish priorities and to PCNs / surgeries for priorities

## Community health engagement

Leafleting, social media, posters, newsletters, door-step engagement, health events

## Health interventions

BP monitoring, health checks, screening and monitoring activity, referrals to primary care

Lifestyle health interventions, health support activity and targeted community activity, aging well, smoking cessation etc.

## System change and systemic approaches

Policy review, service reorientation and reprioritisation of interventions





## Headlines

- Over **50,000** reached with information
- **8,000** attended events
- **3,000** referred to clinical or preventative activities
- Over **750** accessed checks or screening



# Learning

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- **Mobilisation.** Time it took to mobilise CHIP.
- **Outcomes maximised.**  
CHIP has helped maximise other local health programme outcomes.
- **Community health fora.**  
Enablement to address community issues raised at fora.
- **Health literacy.**  
Helping increase health literacy both on an individual and community level.
- **Engagement.**  
Events bringing communities and practitioners together for meaningful interface.
- **Effective community development.**  
Success in getting people to contribute and collaborate with people through trust and familiarity.



# Has CHIP done what it set out to do?

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- **Inequalities**

- Meeting ICBs Pillars for integrated care
- Addressing the city's +5 target cohorts
- Targeting those with the greatest health inequalities

- **Community Development**

- Community Development central to the success of CHIP
- CDOs have extensive reach
- Community Development can save the health sector resources

- **Value to health**

- Increase in new patients
- Early diagnosis
- Focusing on shared priorities
- Reduction in misused services

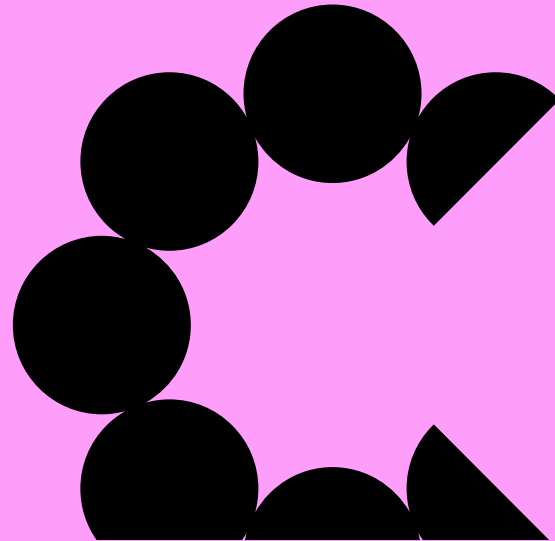
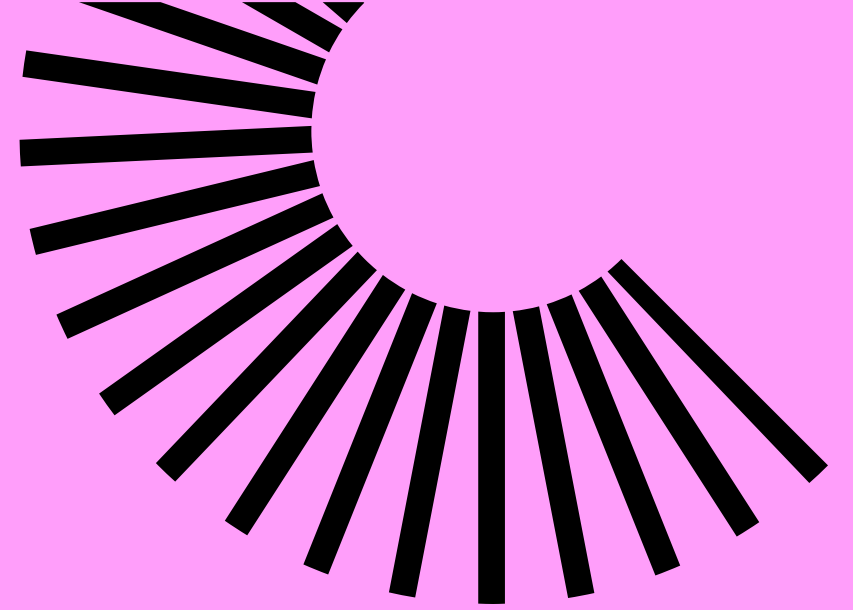
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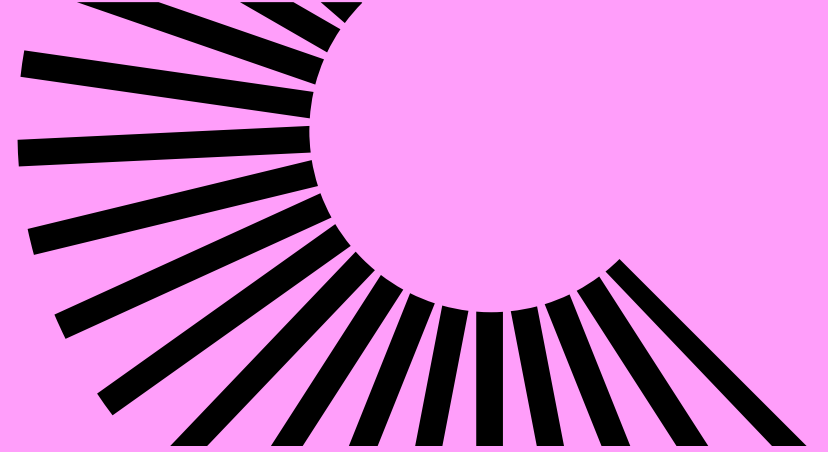
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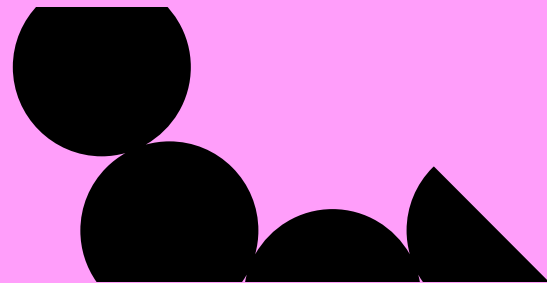
# Showcase



**Building Connections** - community and primary care

**Impacting Clinical Outcomes** - hypertension

**Extending Reach** - racially minoritised and LGBTQ+ small grants



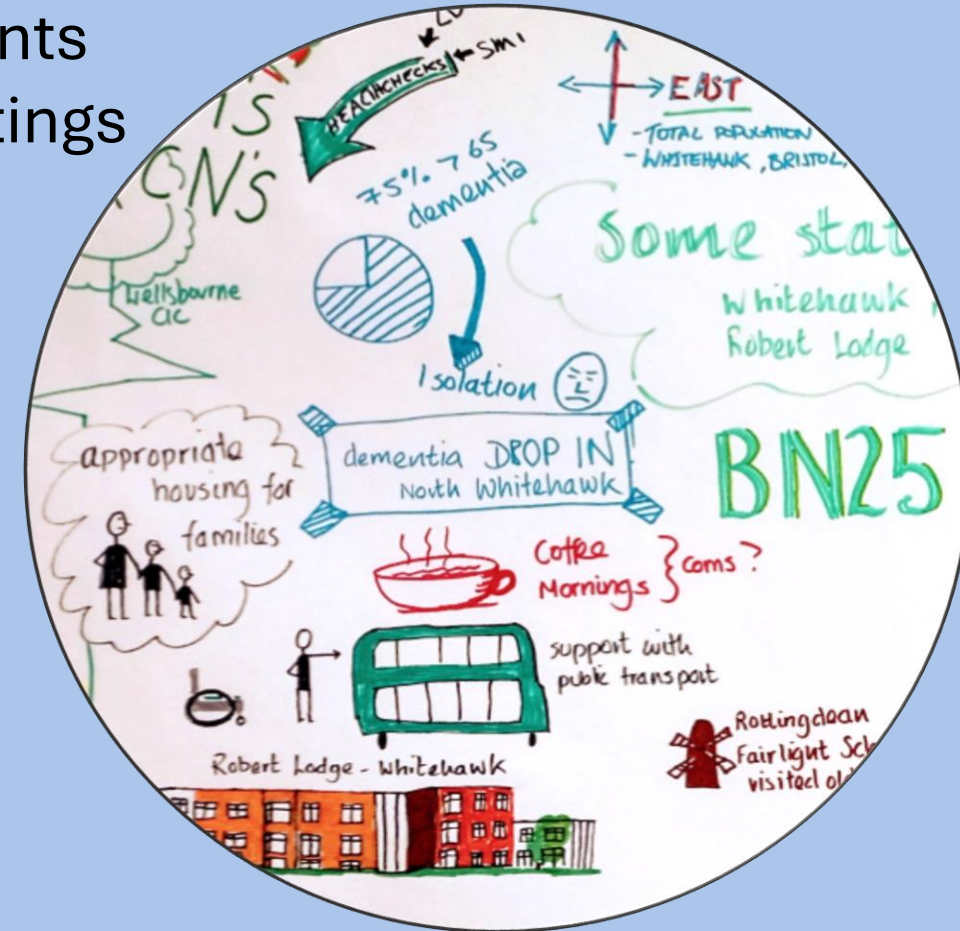
# Building Connections

**Claire Burchell**, TDC East Community Development Manager

- **4,000** participants reached through **90** Public Health funded projects
- Over **1,000** people engaged in East health events
- **1,700** health conversations in community settings

## Health Forums in all four areas of city

- Patient Participation & Community Groups
- Primary Care Network and GPs
- Voluntary and Community Services



*As one of the early attendees of the BN2 health Forum I was surprised at how few local residents were involved in it but over time, through the efforts of TDC, great strides have been made to connect the local residents to health services where they can voice their concerns and priorities around health and social connections.*

***I believe in the importance of continuing to develop our forum at a grassroots level, because it really finds out what the issues are locally. The benefits of this approach is one of prevention and that can only be a good thing.***

*Great progress has been made to highlight help for diabetes, bowel cancer, long covid, Macmillan & mental health care. The involvement of the local GP practices has been invaluable in shaping a collaborative approach to community health.*

*As a local resident I thank all those who voluntarily give up time to help others and those professionals who have an uphill task in providing care in the community with limited resource.*

**Michael, Local Resident and Member of BN2 5 Health Forum**



# Building Connections

**Dr Adam Fazakerley**, Clinical Director, East & Central PCN

*I'm going to take one of these [cervical screening leaflets] for my wife... she's 40 years old and I've never known her to have a smear test done... I know it's important*

**Community member at Central Health Event**



**Albion Life**

**Community Get Together**

**Monday 12th February 5pm - 7pm**

**Come and Meet Your Neighbours of Albion Hill Area**      **Albion Community Hub Thornsedale Building Brighton BN2 9NN**

- Eat and Chat Together.
- Enjoy Free Food.
- Health Stall with information about and support to access local health services.



# Impacting Clinical Outcomes: Hypertension

**Anke Thurm**, TDC North Community Development Manager

**Shirley Knight**, The Bevy Seniors Club and Moulsecoomb Local Action Team

- **105 Blood Pressure checks**, community markets, groups and events (302 citywide)
- **118 signposted** to other service or community activity (253 citywide)
- **29 signposted** to health professional (84 citywide)

*Having my blood pressure taken at the Bevy, where I go for lunch on Friday was much easier than at my GP. The machine there is noisy, and I am scared to use it. Talking to the pharmacist, I learned about starting a blood pressure diary.*

**Bevy Seniors Club attendee**



# Impacting Clinical Outcomes: Hypertension

**Joanna Martindale** - CEO Hangleton and Knoll Project, West

- **Courses -19 participants** over two courses and another starting March 2024. Co-produced with community and Federation staff and GP identified participants.
- **Outreach events** to targeted groups, e.g. 50+, ESOL/BRM
- **147 blood pressures** taken

**West Health Event** identified 51 conditions including:

- 18 with dangerously high blood pressure
- 2 undiagnosed diabetics
- 53 other referrals. e.g. weight management

*It has given me encouragement to live a healthier lifestyle, to take care of myself better, to exercise*

**Participant on Managing Blood Pressure course**

Hangleton and Hove Federation  
Primary Care for our local community

**NHS**

## Managing Blood Pressure

4 week Course  
Mondays starting 13th November  
11am - 12pm  
At The Downsman Well-Being Space

You will learn.....

- Dietary Advice
- Stress Management
- Exercise Essentials
- Medication Insights

All in a supportive Community

What to expect...

- Interactive Workshop
- Personalised Support
- No Judgement Zone
- NHS Health Professional

**Your Health, Your Future**

pressure won't dictate your life  
and together

# Impacting Clinical Outcomes - Hypertension

**Maria Kennedy,** Hypertension Pharmacist, Brighton & Hove Federation

*A HUGE thank you from us in the CVD Prevention team – the work you did this week (KYNW) will have impacted on reducing the risk of future heart and attacks and strokes in Brighton & Hove.*

*It was so impressive to see everyone come together and deliver a fantastic example of Place partnership working.*

**Lisa Douglas**

Head of Long-Term Conditions, NHS Sussex



# Extending Reach

Small grants for racially minoritised and LGBTQ+ community groups

**Dr Onyeka Erobu**, TDC Senior Health Manager

## Racially minoritised strand

- **Ten grants awarded:** £5,000 each to Bridging Change, HKP, Switchboard; £1,000 each to seven small groups via TDC
- **Themes covered:** NHS services, cancer screening, menopause, mental health, diabetes, health checks

## Impact

- Opportunities for capacity-building
- New city-wide service translating written information on menopause
- Consolidation of relationships with several organisations

## Insights

- Preferred methods of engagement - texts, WhatsApp, and in-person conversations.
- A combination of targeted work and integration into mainstream activity is vital to enhancing impact in ethnically and culturally diverse groups.



# Extending Reach

Inclusion Award and small grants LGBTQ+ community groups

**Jason Saw, Interim CEO, Switchboard**



**Inclusion Award (covering LGBTQ+ history and inequalities, language, heteronormativity, trans health, inclusive policies and environment)**

- Goldstone PCN, East and Central PCN, Citizens Advice (including Cancer Services and Trauma)

**Grassroots Groups Award reaching multiple marginalized groups who are often not accessing health services. E.g.**

- Radical Rhizomes QTPOC (Queer, Trans, Intersex People of Colour)  
Neurodivergent People and Supporters group, Brighton Care Collective, Fat Club Brighton, Grow Your Life, Trans Sauna Takeover

## Insights

- Enabled us to identify and support already existing community solutions to health and wellbeing challenges.
- Created opportunity for Switchboard and health services to improve reach into LGBTQ+ communities where their healthcare access and engagement challenges.
- Supporting growth and development of community initiatives.



# Spotlight:

## Bridging Change, Women's Mosque Wellbeing and Health Awareness sessions

- **200 reached** with health-related information in person
- **32 people signposted** to GP/Clinician and relevant community support/services
- **1,000 reached online**
- **Ethnic groups** reached – Afghani, North African, Pakistani, Libyan, Syrian, Moroccan, Bangladeshi, Algerian, Sudanese, Indian, Somali, and White British

*Very useful, I didn't know that you could use HRT to decrease peri-menopause symptoms at my age.*

*It is good to know about these things, it is sometimes confusing, because going online there is too much information, I am not always sure what I should be doing, and they do not always say the same thing.*

### Participants' feedback



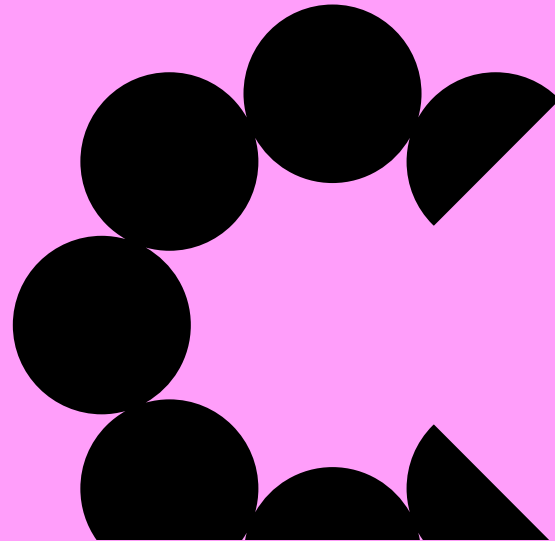
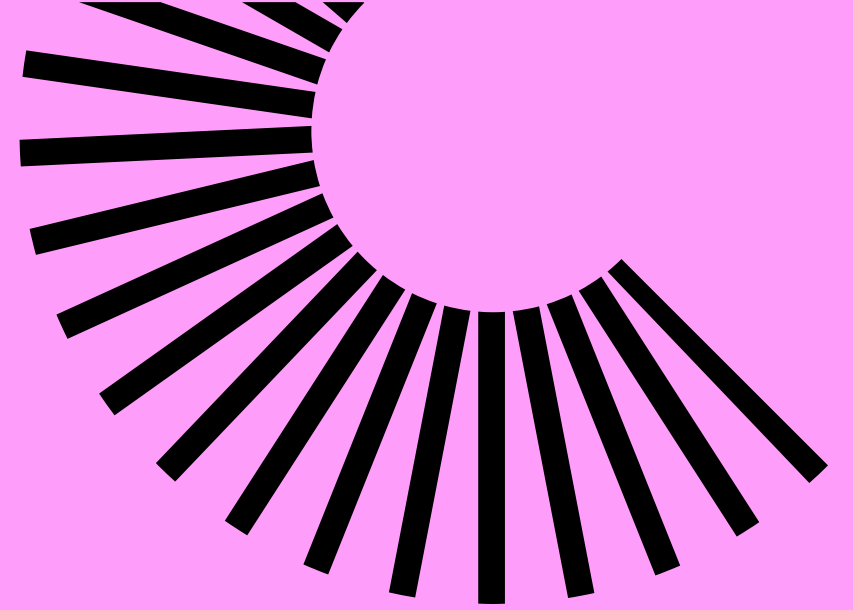
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# Inclusive Communities Partnership



Trust for  
Developing  
Communities



Possability  
People



Bridging  
Change



The Hangleton  
& Knoll Project  
Working for a better community



Switchboard  
Connecting you to LGBTQ support



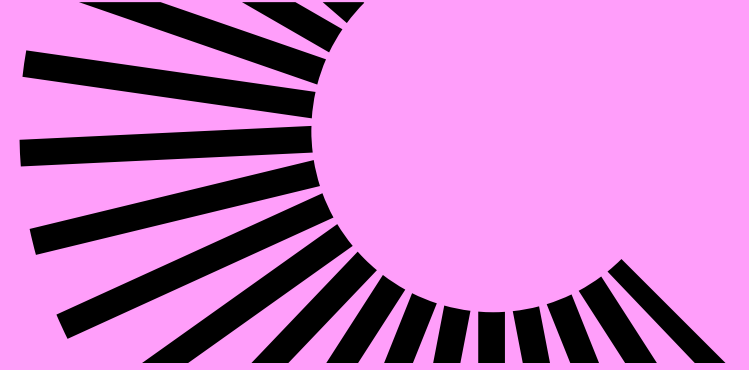
for brighton & hove



sussex interpreting services

healthwatch  
Brighton and Hove





# Programme Legacy

**Alistair Hill**

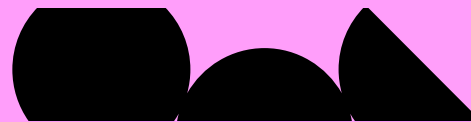
Director of Public Health at Brighton & Hove City Council

**Joanna Martindale**

CEO, Hangleton and Knoll Project

**Athol Hallé**

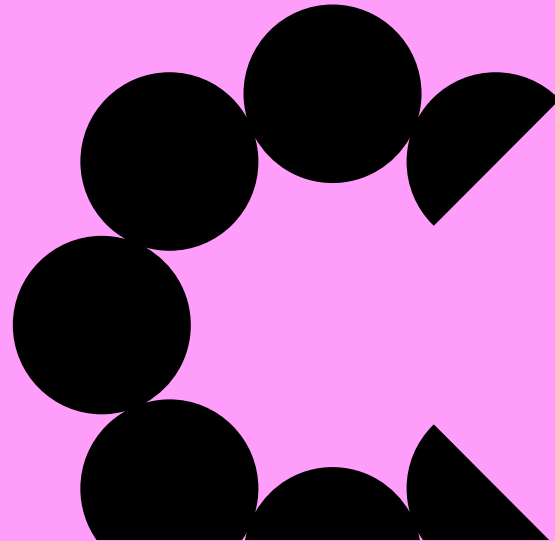
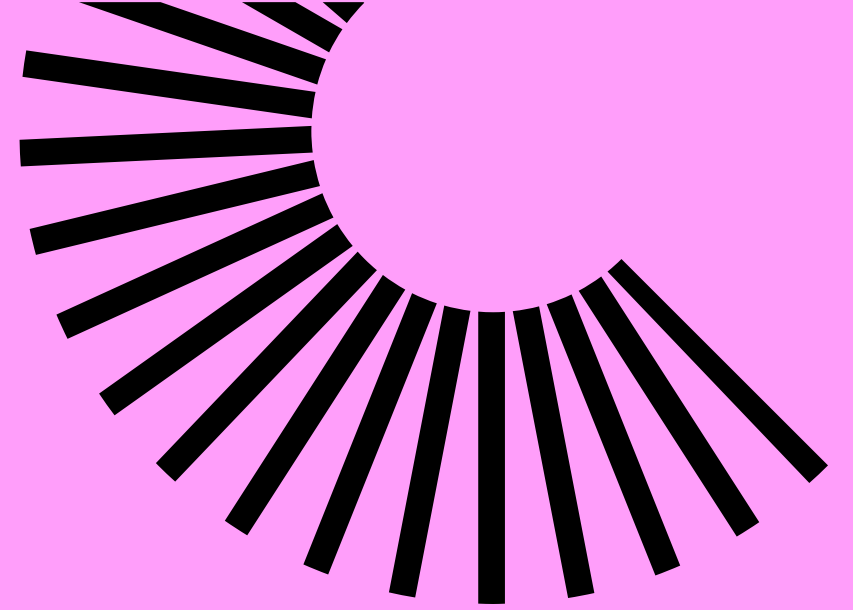
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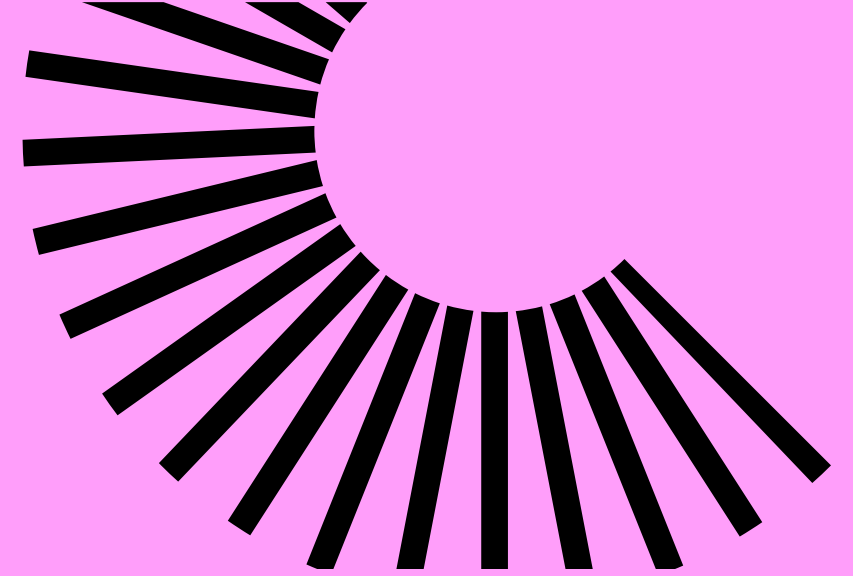


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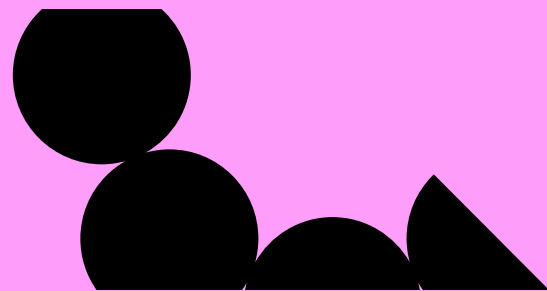
# Reflections and Feedback

**Lola Banjoko**

Executive Managing Director for Brighton & Hove, NHS Sussex

**Alistair Hill**

Director of Public Health at Brighton & Hove City Council





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Communities



# Thank you

For more information contact  
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