



Thanks for joining us.

Please introduce yourself in the chat, sharing your role and why you are joining today.

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Stronger together

Insights into forging deeper relationships between health and the voluntary sector

# Stronger together:

## Insights into forging deeper relationships between health and the voluntary sector

23 October



# Join the conversation

**Share your thoughts in chat** - please do use the chat function for comments and questions throughout the session

**Please stay muted** - we ask that you stay muted while hearing from others, but please do use the chat function throughout

**We are recording the session today** - we will share slides and recordings after the session

**If you have any technical issues**, Rose and Isabel are on hand to help

# Let's find out a bit more about who is in the room

We will be using Mentimeter today to gather your insights and input.

To log into the Mentimeter you can either:

- Scan the QR code on the right
- Click the link in the chat
- Go to [www.menti.com](https://www.menti.com) and add in the code **69146270**

If for any reason the Menti doesn't work for you, you can add your thoughts into the chat.





# Emma Easton

Head of Voluntary Partnerships,  
NHS England

# Jennie Serfontein

Head of Funding,

The National Lottery Community Fund

# Our Funding

## Health Equality Grants

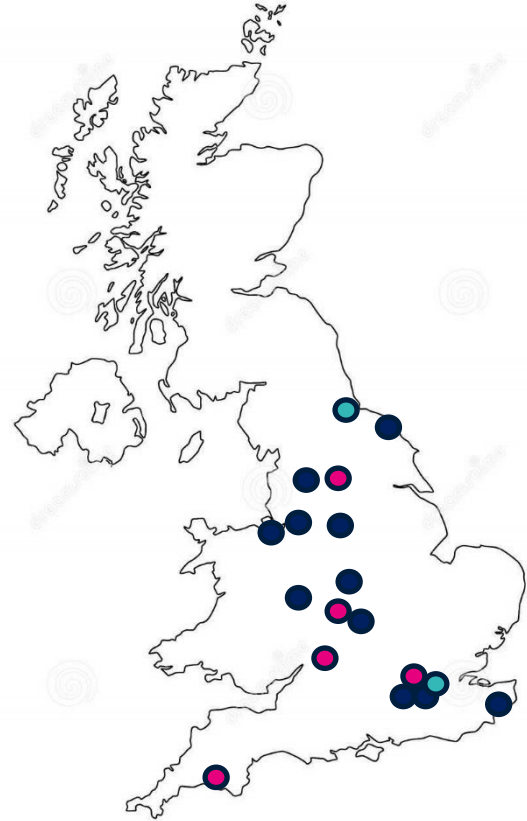
- Bolton
- Dudley
- Greenwich
- Halton and St Helens
- Hyndburn
- Kent
- Northamptonshire
- Scarborough
- Sheffield
- Stockton-on-Tees
- Staffordshire
- Tower Hamlets

## Healthy Communities Together

- Coventry
- Croydon
- Gloucestershire
- Leeds
- Plymouth

## Other aligned funding

- Impact on Urban Health
- IVAR - Connecting Health Communities





# Learnings from across England

# Opening perspectives: Part 1

## Unlocking Wellbeing in Bolton Carers

**Francesca Dean**

Head of Strategy and Planning,  
Bolton NHS Foundation Trust

**Ibby Ismail**

Development Manager, Bolton  
Solidarity Community Association

## The Hyndburn Way

**Belinda Weir**

Leadership and OD coach, facilitator,  
researcher and consultant

**Mike Rose**

Partnerships and Investment Lead,  
Hyndburn Way

# Unlocking Wellbeing in Bolton Carers

Francesca Dean



**Ibby Ismail**

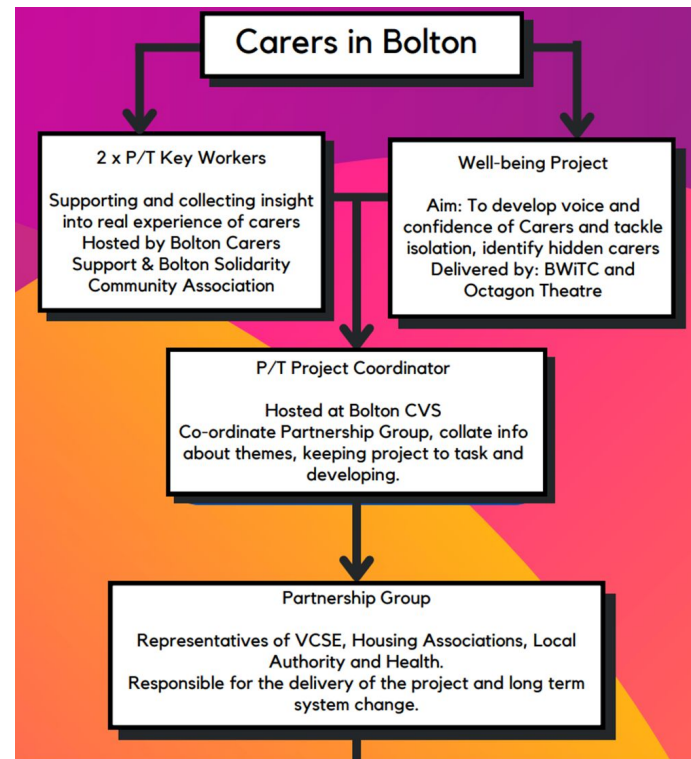
Development Manager, Bolton Solidarity Community Association

**Francesca Dean**

Head of Strategy and Planning, Bolton NHS Foundation Trust

## Our Why

- **More than 25,980\*** of us are providing unpaid care in Bolton
- To improve the wellbeing for carers in Bolton we knew we couldn't do this alone
- Our approach in brief:





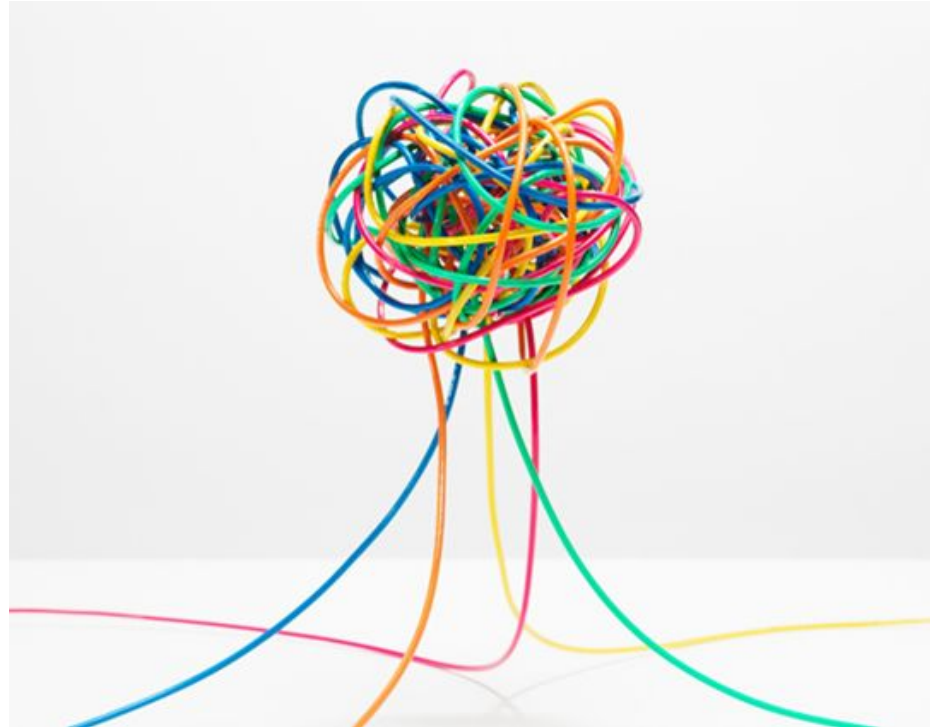


## **Inequalities within inequalities**

- Reaching carers from minority or marginalised communities
- What we have learned
- What we still have to learn
- Importance of partnerships and relationships

## Focus and alignment

- Starting with a focus helped us understand all our partner roles and how a complex system could fit together
- In fact we focused even more - Identifying carers
- Understanding, keep refining and create links
- Governance is important





## Test and Learn

- It's okay to fail
- Keep listening - feedback from our carers and teams key
- Be honest
- Time to think
- Learn which models work – where is most effective
- Don't underestimate the co-ordinator role
- Be outcome focused
- Let people surprise you

# The Hyndburn Way

Belinda Weir

Mike Rose

# Hyndburn Way Systems Leadership

Innovation Unit & National Lottery  
Community Fund Conference

Wednesday 23<sup>rd</sup> October 2024



Photo: Visit Lancashire





Belinda Weir  
**Centauro Consulting**



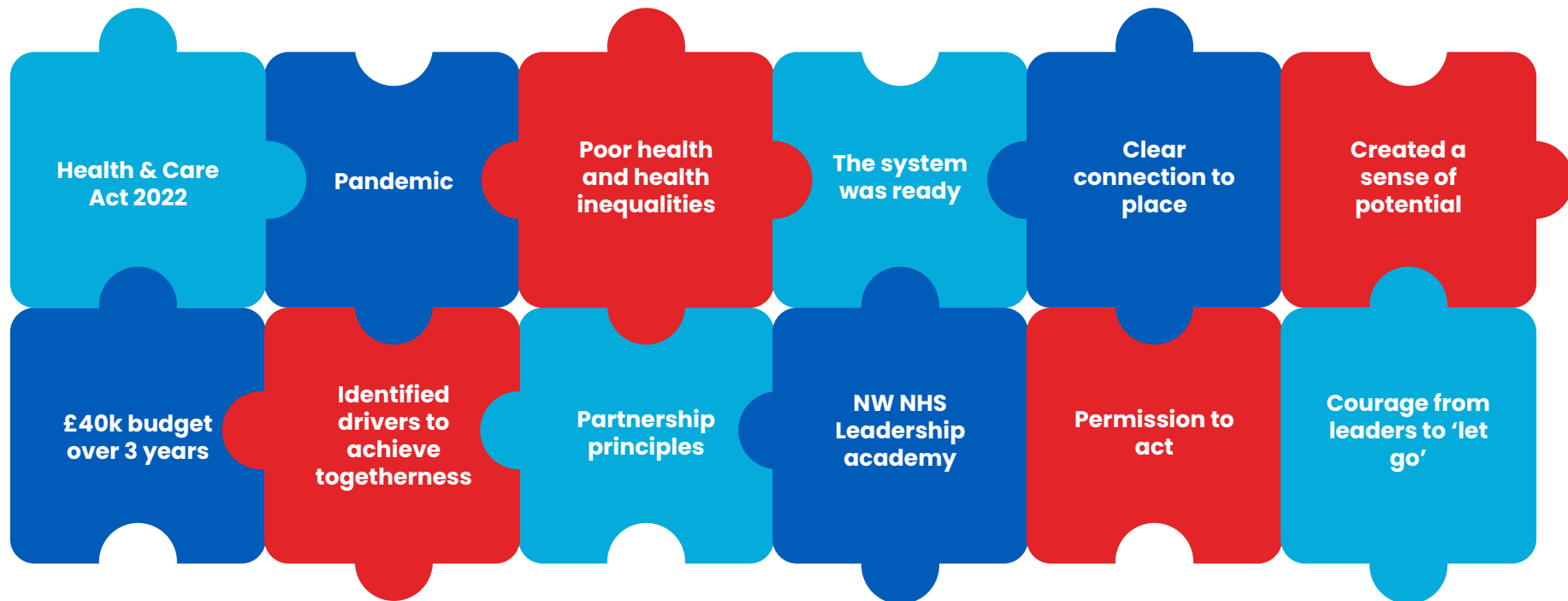
Mike Rose  
**Hyndburn Way**



# Our Place



# The 12 drivers





# Our alumni



# Impact & Outcomes

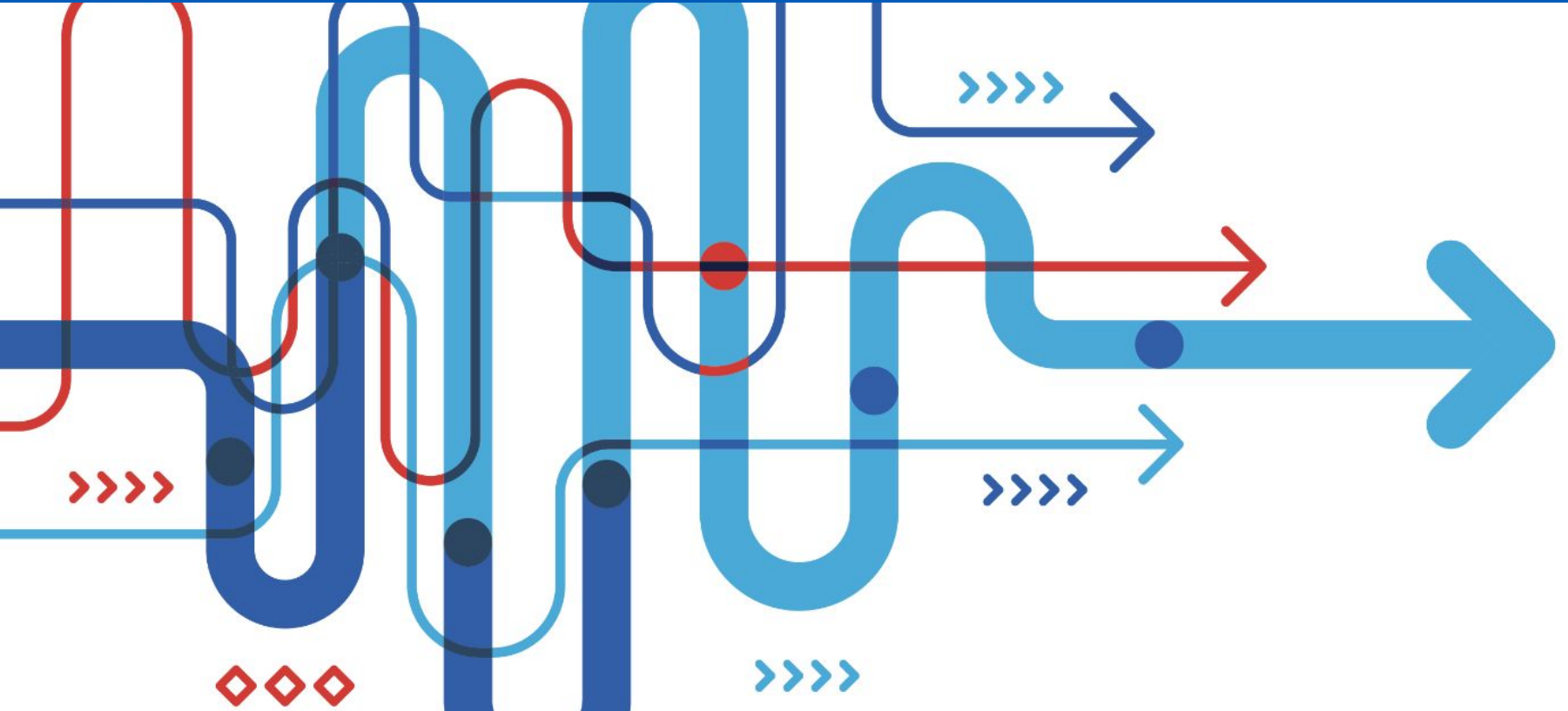
As a team of leaders, we came together to plan our goals and to offer each other support in reaching them. It takes trust, which is an ongoing process and takes time to build, but now we have a firm foundation of trust, a real systems leadership approach

The sessions brought to life the learning through creative experiences and discussions within the group. In return the learning has had a ripple effect filling each other with new confidence and innovative ideas.

We all bring our part to the system and more importantly, now better understand each other as leaders and how we can work more effectively together to develop The Hyndburn Way

I've gained clarity and confidence through my participation, as well as a sense of positivity, that solutions are achievable in Hyndburn, when problems here can feel insurmountable.

# A personal journey



# Learning

What lessons have we learned that you might not anticipate?



“Communities thrive when old men plant trees under whose shade they will never sit.”

Photo: Adobe Stock





# Where next on our journey?



Photo: Adobe Stock

# Reflecting on everything you have heard so far...

What resonates with your own  
experience of partnership working?

What has helped you in your own  
cross-sector relationships?

# Opening perspectives: Part 2

## Healthy Communities Together – Black Country

**Lisa Cowley**

CEO, Beacon Vision

**Andy Billingham**

Strategic Lead, Healthy  
Communities Together Project

## Flourishing Communities - Tower Hamlets

**Alison Robert**

**Sultana Parvin Jelly**

**Femi Ogunlana**

**Divya Elizabeth Charlie**

**Sharvari Joshi**

**Kay Brown**


**Zinebe Maach**



# Healthy Communities Together – Black Country

Lisa Cowley

Andy Billingham

The background features several abstract geometric shapes. On the left, there are two vertical teal bars, a teal square outline, and three teal curved dashes. In the upper center, there is a large purple circle. To its right, an orange L-shaped line is visible. In the top right corner, a portion of a teal circle is shown. The right half of the image is dominated by a large, solid blue semi-circle.

# Healthy Communities Together – Black Country

Lisa Cowley and Andy Billingham



# Our Story



# Black Country Partnerships

# Steve Terry, Head of Involvement NHS Black Country ICB

Working together with Healthier Communities Together partners is an example of what's possible when we live and breathe the Black Country systems '[Approach to working with people and communities](#)'. *Trusted Voices are key, investing in communities, starting with people and listening to understand* are principles by which the programme is founded upon.

All of which are fundamental ingredients for co-creating meaningful change and healthier, happier futures.



# Neill Bucktin, Dudley Managing Director Black Country ICB

In Dudley there is a long-standing commitment to working in partnership with the voluntary and community sectors.

This is reflected in the priorities of our place partnership – the Dudley Health and Care Partnership Board – where actions to support a sustainable voluntary and community sector are seen as essential to enabling our local communities thrive.

The Healthy Communities Together Project has enhanced our local approach, enabled us to look at new areas of action, and contributed to addressing inequalities in their widest form.





# Steph Cartwright, Director of Place, Royal Wolverhampton and Walsall Healthcare



- Lisa very carefully and articulately provides challenge to the Executive Team and Board on the role of the Trust in the wider communities. She holds a valuable mirror up to the Trusts on where the skills and expertise of the Trust need to be focussed, encouraging them to have a greater focus on where the role of the Trust across acute and community is required, and where value can be achieved through our partnership with our local communities.
- Lisa also brings very strong business acumen to the Trust, with an eye for detail, and an innovative approach to achieving increased levels of efficiency and productivity.

# Laura Brookes, Associate Director of Partnerships Black Country Healthcare Foundation Trust

There are many benefits to the VCSE and NHS working together to provide services to communities. Working with organisations such as Beacon has allowed us to reach communities that traditional NHS services have not. We can offer support to people in their local neighbourhoods and through VCSE and charitable organisations that they trust.


This has helped us to provide an offer that is more flexible, creative and culturally sensitive. Also, VCSE partners have been able to mobilise projects quickly and cost effectively. Multi-partner projects allow for shared accountability, shared learning and integration that benefits communities and citizens with choice and timely support.







Andrea Smith  
PGDip, MSc.  
Assistant  
Director of  
Digital & IT;  
Black Country  
ICB



The Voluntary Sectors play a key role when improving the health and wellbeing of local citizens. They are the people's advocates and help shape, improve and deliver services to diverse community groups, tackling the wider determinants of health.

We work closely with Beacon Centre and have a collaborative relationship, having gained some valuable learning from Andy and his colleagues, responding to community intelligence, ensuring we are meeting the needs of people who are visually impaired/blind.



## Relationship Top Tips

- Be generous with your time and your ideas
- Be interested in people and their experiences
- Remember nobody has all the answers
- Be open to everything being different
- It always takes longer than you think

# Flourishing Communities - Tower Hamlets

Alison Robert

Sultana Parvin Jelly

Femi Ogunlana

Divya Elizabeth Charlie

Sharvari Joshi

Kay Brown

Zinebe Maach

# Flourishing communities - coproducing change in reproductive health with women

**Partnership** with Women's inclusive team, Limehouse, Praxis and THCVS.

- Research with women from Bangladeshi, Somali and migrant communities
- Women's steering group identifying solutions

**Working with VCS organisations supporting women, GP care group, Barts Health, Sexual health services, CEPN, Public Health and university of the arts.**

- Increase access to cervical screening
- Improve maternity experiences for women
- Raise awareness of contraception

**Ideas for change**

- Community champions raising awareness through culturally sensitive approaches in community settings
- Videos to support health literacy on access to services and making the most of your appointment
- Exploring setting up women's health equity group



## THEORY OF CHANGE



### Flourishing Communities Kobcinta Jaaliyada

**Where we are now**  
Women from minoritised communities find it difficult to access reproductive health care, and have worse health outcomes.

#### Changes for community

Increased knowledge by minoritised communities of the health care system

Greater engagement with the community to create solutions

Increased health literacy by communities

Increased knowledge by minoritised communities of the health care system

Greater engagement with the community to create solutions



#### Changes to system

Information in community languages in relevant formats

Women from minoritised groups to have opportunities to deliver education to the community

Increased representation of minoritised community in workforce and on PPGs

Health interventions for specific minoritised communities

#### Approach

Work with GP Care Group improve information on website and front-line staff approaches and develop resources for the communities

Establish project steering group to link with communities and healthcare to create solutions

Develop health literacy programme in partnership with women from the minoritised groups and professionals in healthcare

Train women to deliver health awareness interventions to the communities

Work with GP Care group and CEPN to help recruit from the communities

Work with different voluntary sector partners to develop and deliver health interventions

Establish evaluation framework to measure impact of community engagement

#### Evidence of Progress

A pilot health literacy programme

Supporting GP Care group to diversify the PPG

Health professionals involved in developing and delivering health literacy programme

Communications in minoritised languages supported by health intervention sessions

Increased numbers of minoritised communities in workforce

Collaboration between sexual health providers and the VCSE

#### New System Conditions

Awareness sessions with women so residents understand how the system works

Service information in minoritised languages

Information in a culturally appropriate format

#### Changes to Practice, relationships and to lived experience

PCNs working with VCSE organisation to raise awareness

Increased partnership working between the VCSE organisations

Building trust with communities

#### Impact

Strengthen voice of the community

increased awareness of community needs

Improvements in Health and Wellbeing through greater health literacy in communities.

Reduced Inequalities

Better collaboration between services and use of current resources and shared skills.

#### Sustainable development goals:

- Strengthen voice of the community
- Improvements in Health and Wellbeing
- Better use of current resources

# Coproduction with the partners

- Recruiting and supporting women to be on the steering group.
- Hosting meetings for the groups.
- Recruiting, training and supporting champions.
- Working with the women at cervical screening events.
- Working with health partners in the learning events.
- Attending events to promote the project.





## The Champions

- Training.
- Sessions that are culturally sensitive in the community.
- Opportunities to influence change in learning sets.





## Working with health services

- Public health.
- CEPN
- GP care group.
- Maternity services.
- Sexual health services.
- Other VCS partners delivering health interventions with women.

# Culturally sensitive approaches to cervical screening



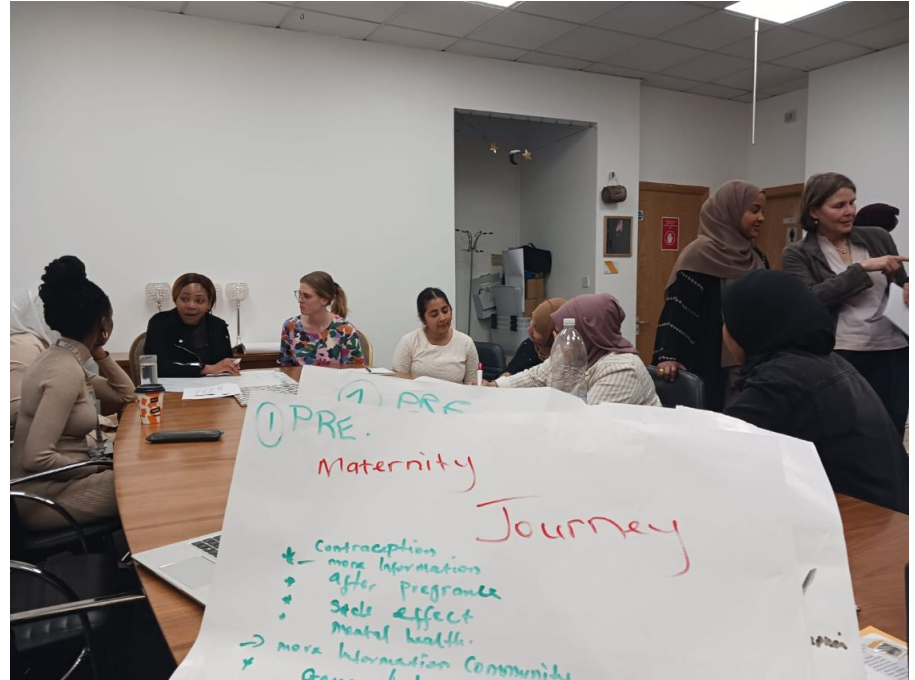
Information sessions in community settings.

- Lack of awareness in the communities
- Cultural barriers due to embarrassment about talking about 'private parts'
- Lack of understanding of HPV and FGM

# Maternity drop in

Monthly maternity drop ins in community settings.

- Involving diverse groups of women to give a voice to their concerns
- Discuss embarrassing issues in a culturally safe space for the women and staff.
- Addressing gestational diabetes and supporting women in a culturally sensitive way.

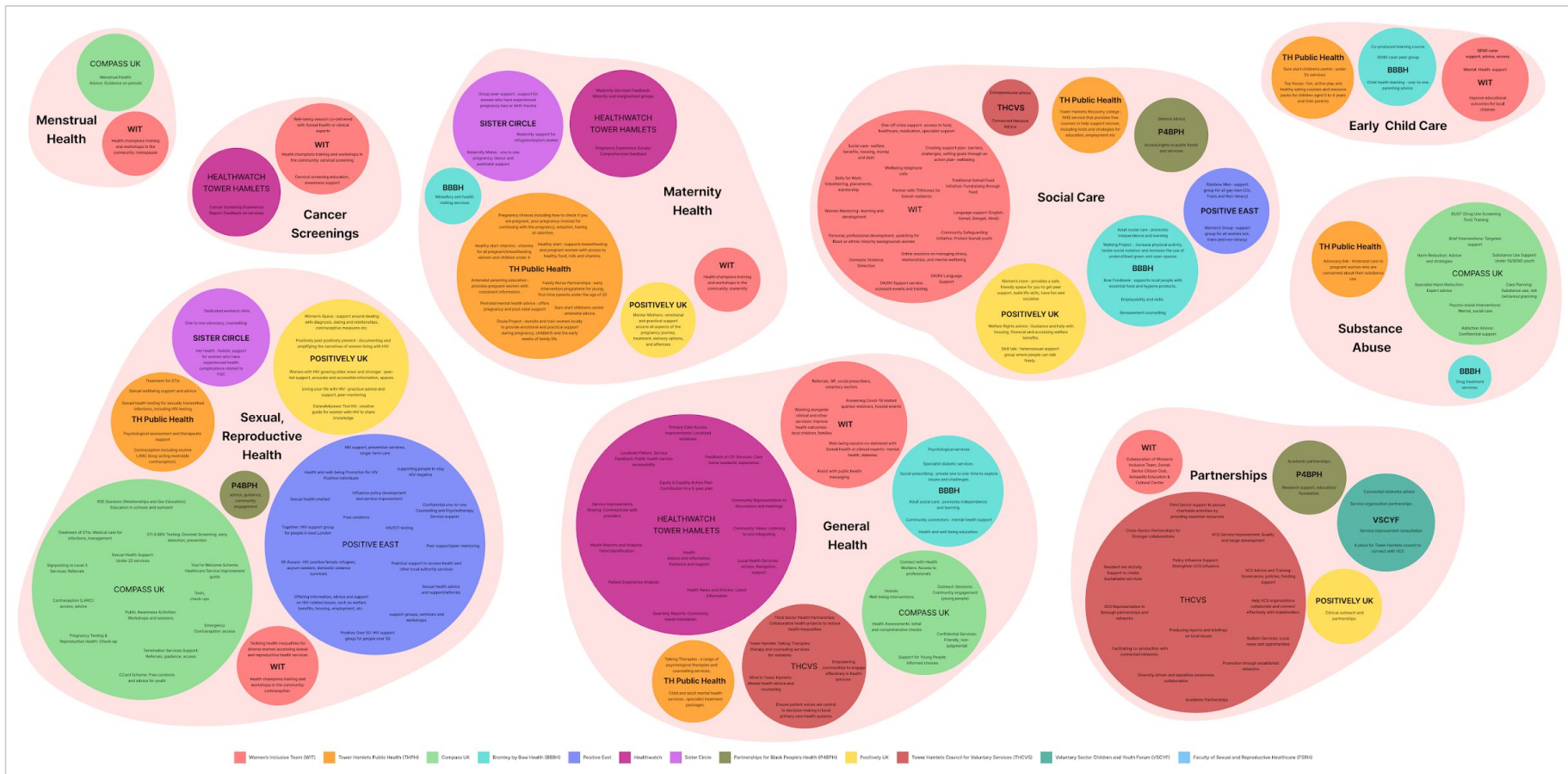


# Impact across the system

- Learning sets
- Staff training
- Health literacy with women – developing consistent approach
- Collaborating to address access to services
- Services in the community targeting vulnerable women
- Collaborations to support representation and access to employment.
- Mapping the health eco system
- Next steps reviewing theory of change to ensure the learning is imbedded into the health system.
- Evaluation report of the project to explore possible funding routes.

# TOWER HAMLETS SEXUAL AND REPRODUCTIVE HEALTH SERVICES- WORKING MAP

THCVS X MA Service Design (London College of Communication)





# Tower Hamlets Personas : Women receiving inadequate healthcare



## The Culturally Bound

**Pain Points:** Religious constraints, cultural constraints, not comfortable with English, unable to travel during prayer times, myths and misconceptions

**Challenge:** Cultural and religious expectations, along with language barriers, hinder ability to access and advocate for healthcare services effectively.



## The Constrained

**Pain Points:** Financial constraints, travel difficulties, no time due to domestic responsibilities, employment challenges

**Challenge:** Lack of transportation options, financial resources, make it hard to attend appointments or seek help. Juggling household and childcare duties, causing delays in accessing crucial services.



## The Fearful

**Pain Points:** Social stigma around accessing services, fear of being judged by society, healthcare providers, being categorized as 'unfit'; losing child

**Challenge:** Fear of societal judgement and an unsupportive home environment prevent her from seeking help, leaving her isolated and anxious.



## The Guarded

**Pain Points:** Prefers anonymity, fears data collection, worries speaking up may impact care negatively.

**Challenge:** Avoids sharing personal information or concerns with healthcare providers, fearing it could lead to negative treatment outcomes or a breach of privacy. This leads to hesitation in accessing services or being honest during appointments.



## The Viral Follower

**Pain Points:** Influenced by social media, overwhelmed by rapid information spread, uses social media to gain traction and fight for causes.

**Challenge:** Relies on fast-moving social media for health information and advocacy, which can be misleading or conflicting.



## The Frustrated

**Pain Points:** Repeatedly voices concerns, feels unheard, no progress despite raising issues

**Challenge:** Constantly brings up the same problems, but experiences little to no action or improvement leading to growing frustration and a sense of being ignored, hesitancy to continue seeking support or feeling futile to speak up



## The Overlooked

**Pain Points:** Different diet not acknowledged, body and skin issues not understood, resources are not representative.

**Challenge:** Unique dietary needs, health issues presented (body, skin) not recognized and ignored. Given resources lacking cultural relevance and unrelatable

# Thank you for your time

Contact


[fc@limehouseproject.org.uk](mailto:fc@limehouseproject.org.uk)

[Alison.Robert@thcvs.org.uk](mailto:Alison.Robert@thcvs.org.uk)

# Reflecting on everything you have heard so far...

What further reflections do you  
have? What resonates with you?

What questions do you have?

A young Black person with dreadlocks, wearing a light blue t-shirt and black pants, is sitting in an orange wheelchair on a wooden gymnasium floor. They are smiling and looking off to the side, holding a basketball with both arms. In the background, there is a white metal cart filled with basketballs and a red bench against a green wall.

Final reflections  
and next steps

# In a sentence...

What **one** piece of advice do you have for building strong relationships between health and VCSE sector?



# Next steps

**How did you find today's event?** Share your feedback in the poll

**Find out more:**

[innovationunit.org/projects/health-equalities](https://innovationunit.org/projects/health-equalities)