

Public Involvement and Engagement Advisory Committee

Date of meeting	26 January 2023
Title of paper	Summary of presentations to the Public Involvement and Engagement Advisory Committee
Presented by	Paul Hegarty and Conal Lund (Community Connectors: Hypertension Project, Blackpool CVS) Dr Michelle Collins (Community Journalists), Chris Davies (1000 voices)
Author	David Rogers, Head of Communication and Engagement
Agenda item	2.6
Confidential	No

Purpose of the paper

This paper provides members with a summary of each of the presentations on the agenda:

- Community Journalists
- 1000 Voices
- Community Connectors (Hypertension Project)

Executive summary

This item includes updates on three initiatives to capture insight as part of collaborative population health improvement initiatives for the ICB.

Community Connectors Core 20+5 (Hypertension Project, Blackpool)

Blackpool residents experience significant health inequalities. The prevalence of hypertension in the community is high and the lived experience of those who suffer from hypertension is seldom heard. The connection between people and communities, and hypertension services is variable and mixed. The power of lived experience can be the catalyst for improvements and change for the better. Community connectors held conversations with people, communities and services to discover what matters and what can be improved. In doing so a model of community connection has been created, that enables services and support networks to hear the voices and lived experience of those who matter. If we can get this right in the Blackpool population with its longstanding health inequalities and extremely poor health, we can get this right across Lancashire and South Cumbria and further afield. This work was led by Blackpool Citizens Advice Bureau, other local community and VCFSE partners and Lancaster University

Community Journalists

The model of community journalism has been developed and used by Professor Jennie Popay who with colleagues have developed the international Other Front Line alliance for people carrying the burden of social inequalities around the world to tell their stories (<https://otherfrontline.org/>). In Lancashire and South Cumbria, Professor Popay has developed the Demanding Health Equity initiative which is recruiting community journalists from communities of interest and place across Lancashire and Cumbria who are supported by co-journalists to tell their stories of their lived experience of social inequalities, if or how they cope, their perspectives on the impact of current and future action by public agencies and others and how things can be improved. Community journalists are being supported tell their stories in a variety of formats - written, audio recordings, video or images such as paintings, pictures or photography with captions to aid interpretation. A website is being developed through which the

stories will be shared more widely and work is ongoing to explore how these lived experience stories might influence policy and action.

1000 Voices

The COVID-19 pandemic has highlighted and increased health inequalities: the unacceptable, unjust and avoidable differences in people’s health across our population and between population groups. We need to listen to the voices and stories of the people most affected by social disadvantage. To hear what they tell us. And to use their experiences to guide the way we plan and deliver services.

Led by Dr Linda Charles-Ozuzu, Regional Director of Commissioning, NHS England – North West, the regional team commissioned voluntary, community, faith and social enterprise organisations to collect 1000 (519 from across Lancashire and South Cumbria) unique first-hand accounts of their pandemic experiences from people who, because of their age, ethnicity, economic circumstances or other factors, are affected by health inequalities.

In Lancashire and South Cumbria, the communities focused on were:

- People from diverse communities with a range of ethnicities
- People aged under 25
- People who are on the autistic spectrum or otherwise disabled
- People living in rural areas
- Homeless communities
- People living in deprived areas as measured by the Indices of Multiple Deprivation (IMD).

The voices gathered are both an invaluable resource and a call for organisations to take action now.

Recommendations

Members are

- invited to consider the presentations and findings of each of the studies, and
- consider recommendations and action

Governance and reporting (list other forums that have discussed this paper)

Meeting	Date	Outcomes

Conflicts of interest identified

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Implications

If yes, please provide a brief risk description and reference number	Yes	No	N/A	Comments
Quality impact assessment completed			N/A	
Equality impact assessment completed			N/A	
Data privacy impact assessment completed			N/A	
Financial impact assessment completed			N/A	
Associated risks			N/A	
Are associated risks detailed on the ICB Risk Register?			N/A	

Report authorised by David Rogers