

Lancashire and South Cumbria developing Community Journalists with Lancaster University's Professor Jennie Popay

Untold stories from disadvantaged groups are being collected and publicised to highlight the devastating impact of the health inequality, poor health and wellbeing and advocate for social justice and health equity. The community journalists and their stories will contribute to decision making in the L&C health system ensuring that future actions and services are more equity sensitive.

The Demanding Health Equity initiative is recruiting "Community" journalists from communities of interest and place across Lancashire and Cumbria and supported to tell their stories of the lived experience of social inequalities that contribute to health inequalities, the coping strategies adopted, perspectives on the impact of current and future action by public agencies and others and how things can be improved. The stories could be about their own lives or lives of others in their neighbourhoods. These lived experience stories would provide an in-depth qualitative lens on the social determinants of health inequalities identified in the marmot principles ideally over the long term:

- Powerlessness
- Housing
- Education
- Jobs
- Income/poverty
- Community/place

Community or "street" 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.

The "street journalists" will be recruited and supported by individuals working in local organisations/groups involved with communities of place/interest experiencing social and health disadvantage reflecting the diverse experiences across our region.

The model of community journalism has been 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://www.otherfrontline.org> Jennie along with her team will be supporting the community journalists and local place based organisations in this work. Professor Popay has been Professor of Sociology and Public Health in the Division of Health Research at Lancaster University since January 2002. She is currently director of the Centre for Health Inequalities and co-director of the Liverpool and Lancaster Universities Collaboration for Public Health Research. She was previously Director of Engagement and Public Health Lead for the NIHR Collaboration for Leadership in Applied Health Research and Care for the NW Coast and lead for public involvement in the NIHR School for public health research where she currently co-leads a new programme of research on health inequalities with Professor Bambra at Newcastle University.