

# Case Study: Equality, Diversity & Engagement Warwickshire Health Aware Communities Event

Over 300 people attended a health aware communities event for families, coordinated by NHS Arden Commissioning Support on behalf of NHS Warwickshire North CCG. The event brought together local residents from different ethnicities, faiths and backgrounds to raise awareness of health issues affecting the local population.

As well as being able to access a wide range of health information, attendees were also able to have diabetes and blood pressure checks on site.

## The challenge

In North Warwickshire, community leaders meet regularly with GPs and NHS Warwickshire South Clinical Commissioning Group (CCG) to explore and address local health issues. As a result, the group wanted to raise awareness around a number of areas of concern such as sexual health, alcohol and drug use, heart disease, diabetes, healthy eating and exercise.

## The approach

In order to include all sections of the community and to access as many resources as possible, event planning meetings were organised between NHS Warwickshire North CCG, Public Health Warwickshire, Nuneaton and Bedworth Borough Council, Warwickshire Race Equality Partnership and local GP practices.

To make the event attractive to local families we coordinated a variety of activities and stalls including fruit kebab making, Zumba, chair yoga, Bollywood dancing, and an inflatable obstacle course.

The event was then promoted through: press releases to the local media; mail-outs to community centres, places of worship and GP practices; and direct face to face engagement with community groups.



**“From the outset, we have worked with local community leaders to build a day that would raise awareness around health issues that were relevant to them. At the same time we wanted to offer the opportunity for all the family to have fun and take part in activities that will help them to achieve a healthier lifestyle.”**

**Karen Ashby**, Lay Member – Patient and Public Involvement, NHS Warwickshire North CCG

## The result

More than 300 people attended the event on Saturday 13<sup>th</sup> September 2014. All of the families who completed an evaluation survey said the event had helped them to think about ways to improve their health and wellbeing. Attendees overwhelmingly named the health checks on offer as the most positive aspect of the day with:

- 145 diabetes checks undertaken
- 125 blood pressure checks completed
- 45 people referred on to their GP.

**“This event was a perfect stepping stone for the many to become health conscious and begin to plan how they intend on living a healthier lifestyle. The precise planning and coordination made it a day full of fun and joy for people from various communities.”**

**Yaseen Ahmedabadi**, Muslim Community Leader

## Find out more...

about how we can help you improve quality and efficiency, contact NHS Arden Commissioning Support:

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