

Research, advocacy and engagement

*Redressing health inequalities through
the impact of our research findings*

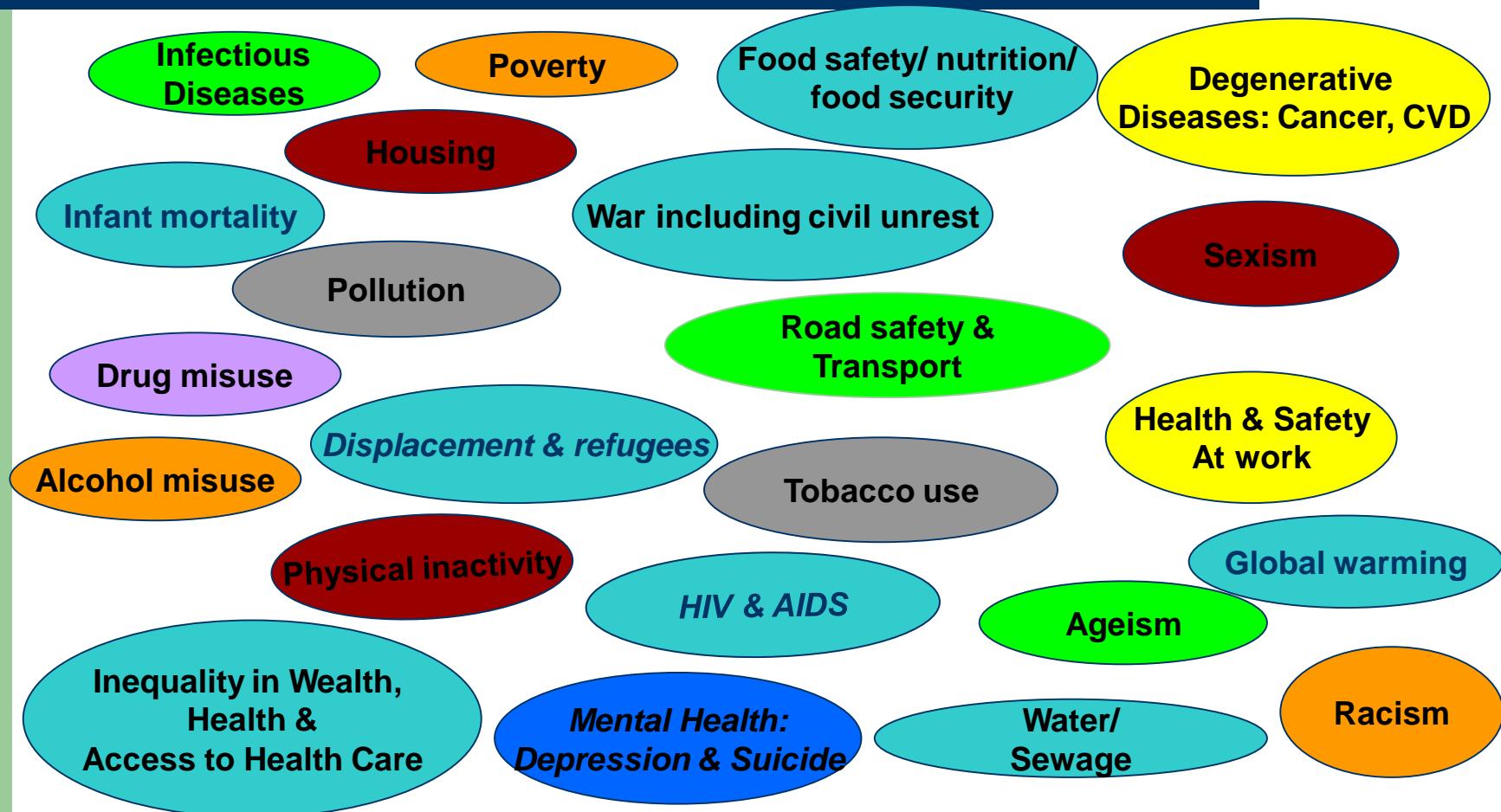
Fatemeh Rabiee Khan



Outline of the presentation

- Contemporary issues re health & wellbeing;
- Current debate about health & wellbeing;
- Examples of using research findings to influence policy & practice through lobbying, advocacy & public health skills.

Some of the Global Contemporary Public Health Issues:



Life Jacket in all stores!



Sa'adi, 13th Century Iranian poet

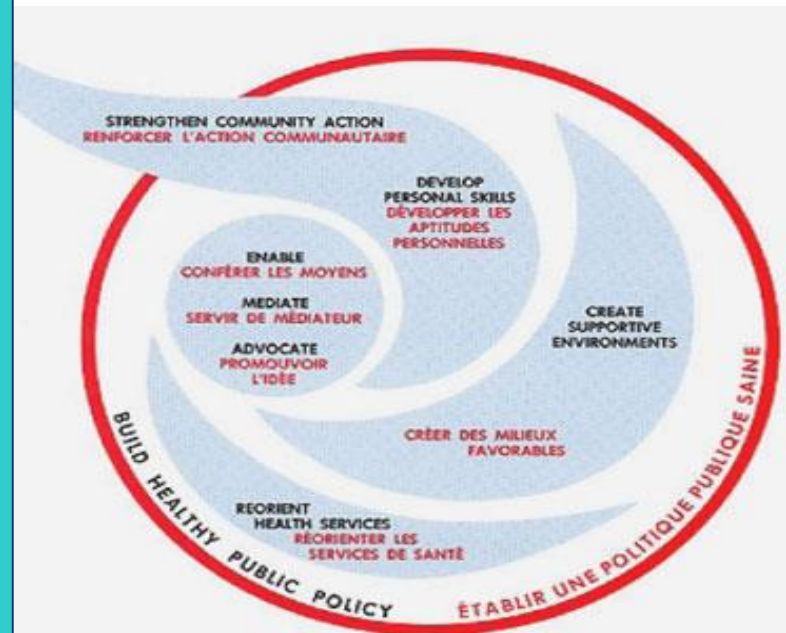
- The sons of Adam are limbs of each other,
Having been created of one essence.
When the calamity of time affects one limb
The other limbs cannot remain at rest.
If you have no sympathy for the troubles of
others,
The name of human you cannot retain!*



29 years since Ottawa Charter in 1986: Towards a new public health....towards wellbeing...

How well balanced is our work between:

1. Creating supportive environments
2. Building healthy public policy
3. Strengthening community action
4. Developing personal skills
5. Shifting towards primary care.



How is health created ?

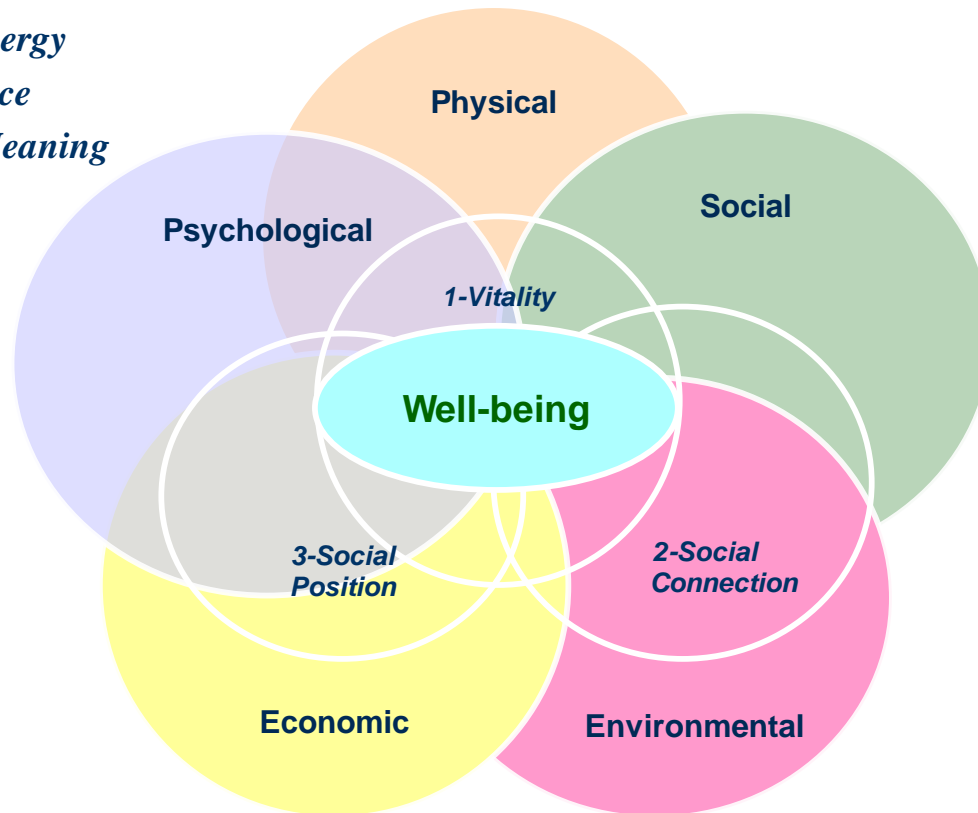
- If we condense down all the literature about what creates health we can confidently say that health is **created** or **destroyed** through an interaction of :
 - the quality of peoples social relations
 - **mental health**
 - their economic status & social positioning
 - the state of the environment
 - peoples ability to satisfy basic physiological needs, food, water warmth,
 - **genetic disposition**
 - how people behave
 - **finally access to cure and care services.**

Sustainable Development Goals



Concepts of well-being (Rabiee, 2013); adapted from Labonté 1998 & IOSH, 2011

- 1. Vitality, Energy*
- 2. People, Place*
- 3. Purpose, Meaning*



Advocacy, lobbying & campaigning....

- When does the roles and responsibilities of a researcher end?
- Does it end with completing the report?
- Or disseminating information & adding to our current knowledge through conference presentation & publications?
- Or more than that....?
- What about closing the gap between professionals & the publics' concerns about health? See: Rabiee, F (2006) Sustainability in local public health nutrition programmes: beyond nutrition education, towards community collaboration. Proceedings of the Nutrition Society, Volume 65, Number 4, November 2006, pp. 418-428
- Or... influencing policy & practice?
- What skills, activities, Methodology & plan of action do we need?

Co-operative Inquiry Approach

- *“Research that is with and for people rather than on people.*

The simplest description of co-operative inquiry is that it is a way of doing research in which all those involved contribute both to the creative thinking that goes into the enterprise - deciding on what is to be looked at, the methods of the inquiry, and making sense of what is found out.

- *Co-operative inquiry is therefore also a form of education, personal development, and social action.” (Reason, 1985)*

Impact and outcome of the research

- Using participatory approach: giving voice to the participants
 - Developing and implementing multi-disciplinary, multiagency/cross over applied research
 - Using Public Health Skills:
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- Fatemeh Rabiee, Anne Robbins and Maryam Khan (2014) Gym for Free: The Short Term Impact of an Innovative Public Health Policy on the Health and Wellbeing of Residents in a Deprived Constituency in Birmingham, UK. Health Education Journal DOI: 10.1177/0017896914553957
 - Rabiee, F. and Smith, P.(2014) Understanding mental health and experience of accessing services in African and African Caribbean users and carers in Birmingham UK. Diversity and Equality in Health and Care; 11: 125-34
 - Rabiee, F (2006) Sustainability in local public health nutrition programmes: beyond nutrition education, towards community collaboration. Proceedings of the Nutrition Society, Volume 65, Number 4, November 2006, pp. 418-428

An Evaluation of Mental Health Service Provision for African and African Caribbean communities in Birmingham, UK

- A report: http://bcu.ac.uk/media/docs/ccmh_bme_full_report.pdf
- **Innovative National Conference to present the findings:** Using a participatory approach the participants; users, carers and NGOs have been empowered to disseminate the findings of this study in a national conference targeted both policy makers and practitioners. This had a powerful impact on participants of the conference in particular on policy makers and managers to respond and address some of the issues highlighted from the study.
- Numerous local, regional, national and international conference paper presentations &....
- Fatemeh Rabiee and Paula Smith (2013) Being Understood, Being Respected: An Evaluation of Mental Health Service Provision from Service Providers and Users' Perspectives in Birmingham, UK International Journal of Mental Health Promotion. Volume 15, No3, pp 162-177
- Rabiee, F. and Smith, P.(2014) Understanding mental health and experience of accessing services in African and African Caribbean users and carers in Birmingham UK. Diversity and Equality in Health and Care; 11: 125-34
- Led to secure funding from NIHR for ENRICH project (Ethnicity, Detention and Early Intervention: Reducing Inequalities and Improving outcomes for Black and Ethnic Minority (BME) Patients in collaboration with Warwick University & BSMHT.
- Zobia Islam, Fatemeh Rabiee, and Swaran P. Singh (2015) Black and Minority Ethnic Groups' Perception and Experience of Early Intervention in Psychosis Services in the United Kingdom. Journal of Cross-Cultural Psychology 1–17 DOI: 10.1177/0022022115575737
- “Cracked”, a play based on the findings of this research is currently touring West midlands, UK

Advocacy & Impact on Mental Health Services:

- **The study was timely;** following the extensive dissemination and advocacy to diverse groups of audience including the policy makers and commissioners, and as part of a bigger national agenda the findings had a number of impact on service re design in BSMHTF:
- Inpatient wards are now gender segregated,
- A priority in corporate strategy to engage with NGOS,
- Equality and diversity panel (EDP) established to develop a corporate cultural competency training programme, identified as an action plan,
- Birmingham healthy mind – staff trained in psycho therapies, and referrals to voluntary sectors,

Impact on Mental Health Services:

- Mystery shoppers to test the Mental Health service,
- Strengthen user voice through a dedicated worker who has personal experience of MH to represent the users of the service,
- Carers' strategy was approved in 2010; and working relationships with carer groups including BME carers has improved relationship,
- Citywide GPs training and capacity building on mental health screening; early intervention.

“GYM 4 FREE SCHEME”

An Evaluation of the Short Term Impact of the
“Gym for Free Scheme” on Health and Wellbeing of
Residents in Ladywood Constituency, Birmingham,
UK

Fatemeh Rabiee, Anne Robbins & Maryam Khan
Faculty of Health

Aim & objectives of the evaluation

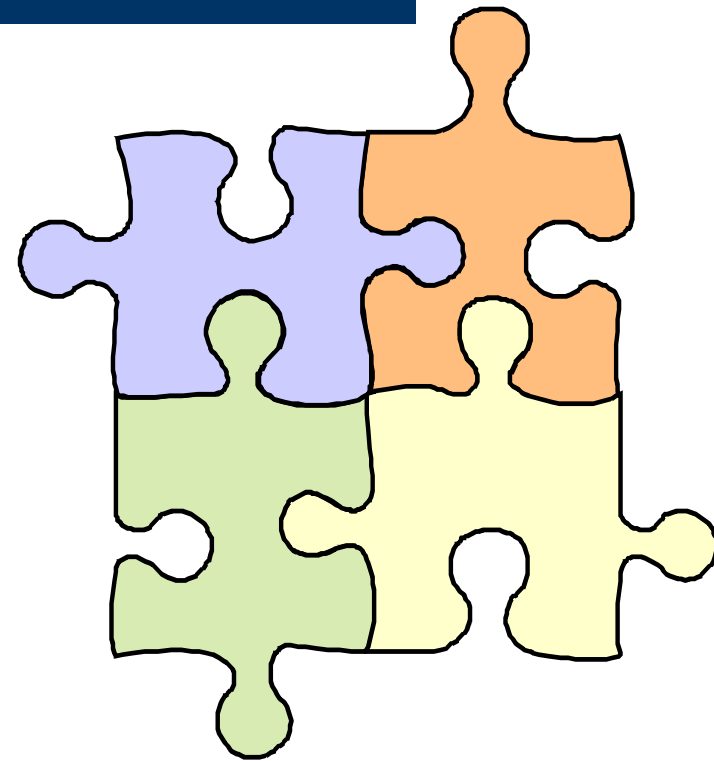
- Whether cost is a barrier for the uptake of the leisure activities & exercise?
- Perceived usefulness of the “Gym For Free Scheme”.
- The experience of the individual in utilising the Scheme,
- Impact on Health & Wellbeing,
- Impact on future strategic planning & its sustainability on obesity prevention & management

Information collected on...

- Frequency of the use,
- Changes in the pattern of use
- Perceived benefits,
- Suggestions for improvement
- Self reported height and weight,
- Demographic Data
- Socioeconomic status

Multiple benefits:

- *Physical benefits*
- *Mental & emotional benefits*
- *Social networking*
- *Other lifestyle changes*



Perceived benefits

- *“The medication I’m on for the postnatal depression, is half now. And the doctor said it is just due to me doing the exercising. When I was told about the scheme I thought I could do more days and the more days I did the more better I felt and the more people I met and got into more conversations and that made me feel great...and he said keep it up don’t stop” (B1.f).*
- *“I come every day after work before I go home it just de-stresses you, it is not just because it is free, it de-stresses you, you are healthy, you look good, you feel good (B2.f).*
- *“My Dr told me to come, as I was 14 stone. In 6 months I am now 13 stone, and I am feeling very better” (A4.m)*

Changes in the pattern of snacking without direction intervention

- *“We eat lots of fruit in the house now. And I say to them when I come back from the gym we go for bananas, I used to go for a cup of tea and a biscuit. And even the kids have seen me eating fruit now and the kids just say ‘bring more fruit home Mom’, which in the beginning we never had this much fruit in the home. It was like ‘packet of crisps Mom’, now its Mom can I have an apple”(B1.f).*
- *“ I tend not to drink that much now, whereas I used to go out on a Friday night and it was like ‘oh it doesn’t matter you lie in on Saturday’ but now its like ‘no I’ve got to go to the gym in the morning’ so just like the last couple of weeks I just haven’t maybe a glass of wine at home. And my smoking I don’t smoke as much”(A2.f).*

Impact on promoting health

- The scheme has taken a step towards addressing health inequality and widening participation.
- In the short term it has had a positive impact on users' health and wellbeing,
- Multiple benefits arise from use of scheme, valuable public health policy scheme,
- Based on the outcome of this evaluation and advocacy, the scheme is now called “Be Active” and available free to all residents of Birmingham.



Advocacy, lobbying & campaigning

- Worked with the PCT to develop promotional materials; DVD & other supporting material to publicise the scheme as an innovative local health policy & entered into few national awards, The scheme won the following awards as an innovative health policy scheme in 2009 & 2010:

1-Guardian Public Services Awards 2009: Diversity and Equality and Overall winner

2- The national overall Best Public Services award at the Guardian Public Services Awards 2009.

3-Local Government Chronicle Awards 2009: Health and Wellbeing winner

4-National Health Communicators Awards 2009: Social Marketing and Best Overall Scheme

5-The Municipal Journal 2010 “Tackling health inequalities” award.

6-The 2010 Local Government Association’s LG Comms Reputation Campaign Award for improving health.

Commenting at the Guardian awards ceremony, BBC presenter Jeremy Vine said:

- ‘This is a fantastic example of a local authority and the NHS thinking imaginatively and working in partnership to make a real difference to people’s lives. The impact has been simply stunning.’
- <http://wmro.wordpress.com/2010/06/01/birmingham-wins-national-award-for-innovative-health-improvement-programme/>

Advocacy, lobbying & campaigning....

- A copy of the report was sent to every Chairman, Chief Executive & Director of Public Health of the PCTs in Birmingham & beyond
- Negotiations with other PCTs took place to make the scheme available for all residents of Birmingham,
- Using skills such as advocacy, lobbying & campaigning I also met with them & tried to convince them about the importance of joint up working & long term implementation of this health policy scheme.



- The Be Active scheme is an extension of ‘Gym For Free’,
- Be active has now been running city wide in Birmingham since 1st September 2009.
- The scheme currently has over 400,000 members from Birmingham, which represents about 1 in 3 of the entire population.
- To become a member of “Be active” is simple. All one needs is to complete an application form and take it into their local leisure centre, along with two documents which shows name and address & then a Leisure Card will be issued.

Challenges...

- Post research activities are often not funded
- Requires commitment & hard working with policy makers & other stakeholders
- Difficult for those researchers who are on short term contracts
- It should be part of original bid for any research project
- Should be funded & considered as part of dissemination plan

Triumph of influencing policy & practice

- Advocacy on behalf of the research participants is fulfilling,
- Being a social activist is part of public health activities
- As experienced researchers & public health specialist we should pass on the skill of advocacy & lobbying to the younger research communities
- There is no satisfaction more than knowing that “public money” has been utilised well & brought a real change to the life community members.