Supporting communities affected by health and social inequalities

NHS Milton Keynes Clinical Commissioning Group (CCG) is aware that certain local communities have poorer health outcomes. Using information from the Joint Strategic Needs Assessment and Public Health data [https://www.milton-keynes.gov.uk/social-care-and-health/health-and-wellbeing-board/health-and-wellbeing-strategies-and-the-jsna/key-reviews-and-reports](https://www.milton-keynes.gov.uk/social-care-and-health/health-and-wellbeing-board/health-and-wellbeing-strategies-and-the-jsna/key-reviews-and-reports) - (Health Inequalities in Milton Keynes 2015-pages 12-19) we know this is related to rates of deprivation and the resources that a person can access to look after themselves and their families where appropriate. We decided to focus work on one particular community in an area called the Lakes Estate.

Working with a variety of local organisations and stakeholders including Milton Keynes Public Health, Fenny Stratford Town Council, Water Eaton Health Centre, Water Hall Primary School and The Warren Youth Club we were able to establish an informal network that had an interest in improving health outcomes for local people.

We planned our own calendar of events for **Self Care Week** and had activities such as health checks, mindfulness sessions, opportunities to talk about medicines and child health education.

A game was developed to support the delivery of health and wellbeing sessions in the local primary school. This was an excellent example of what can be achieved when a local GP surgery reaches out into the community. In-depth, face-to-face conversation with parents that have concerns about immunisations was an excellent opportunity to myth-bust and improve the impression that some may have of services and professionals.

A process of regeneration is currently underway on the Lakes Estate and through this residents have been able to share issues that may be affecting their health e.g. anxiety, lack of opportunity for physical activity, financial worries. Armed with the information the community have provided, we decided to put on another event during Self Care Week in 2018. We were able to be much more focused in the information we provided and activity was far wider than just health, for example we invited charities that could provide energy and financial advice. By ensuring information meets residents’ needs we hope it will lead to greater engagement in health and wellbeing activities and ultimately improved health outcomes. [https://twitter.com/NHSMKCCG/status/1063451958739156998?s=09](https://twitter.com/NHSMKCCG/status/1063451958739156998?s=09)

We used lots of different methods of communications to promote the event which included posters, articles in regeneration newsletters, email networks and social media. However the fundamental success in promoting the event came through listening to key links in the community who advised on selecting the most appropriate venue and could support our reach into the community by sharing posts on the Locals of the Lakes Facebook page, which is a highly trusted community.

As regeneration moves along there looks to be some exciting opportunities where this can develop into a truly community led project. [https://www.facebook.com/groups/((LOL-))-Locals-of-lakes-257189211412221/](https://www.facebook.com/groups/((LOL-))-Locals-of-lakes-257189211412221/)