

# ART – Qualitative Service Review

# Context

Two local groups were funded by Newham council to facilitate engagement meetings and learn from local communities, particularly South Asian and Black women who were new mothers.

**BWELL:** Strengths-based coaching that empowers young people to take ownership of their wellbeing.

**Healthy Weight Project:** Instilling confidence and identity around weight loss.

## Health Equity Ambition

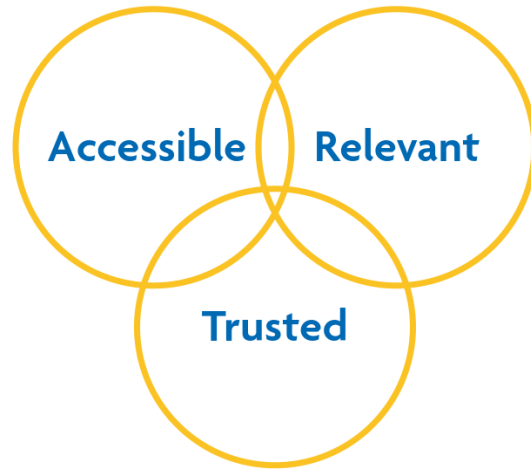
Gather and analyse insight from these groups

Process these insights in a way that is **equity embedded**.

Use the findings to develop and improve the offer for underserved communities.

# Our tools - The ART Framework

## The ART Framework



What are the barriers to uptake within our control as service providers?

The review team chose to use ART to **bridge community insight and service design**, and to **discover new ways to improve services** with an equity focus.

The aim of the ART framework is to **shift agency** for accessing and using health promoting services from current/potential service users to providers.

ART recognises that **accessibility, relevance and trust** are three key elements that encourage people to use our services, and that the absence of these elements can create a barrier to uptake.

**WE ARE NEWHAM.**

# Bwell events: ART insights

Insight	A*	R	T
Holding events in safe and familiar spaces encourages participation	x	x	x
Having health checks reassured individuals about their health/meant they did not need to reach out to their GP	x	x	
Cultural ties changed the atmosphere of the events. People who were delivering the activities understood the community because they are part of it.	x	x	x
Real value having financial support alongside health checks in one space	x	x	
Having events just for Black people feels different to people – there is attention to our needs	x	x	x
There is a strong sense that “nothing ever changes” for the communities in the room		x	x
People feel excluded by things being online	x		

\*This is a light touch coding

# Healthy Weight project: ART insights: confidence and identity

Activity	A	R	T
BMI is not for people like me and my community		X	X
More than just BMI – seems to come up all the time even in services not related to weight e.g. Neuro-divergent		X	X
If I ask for help, or admit I'm struggling, does it have negative consequences– e.g. will it get back other people like social services			X
As a Black woman, culturally I tend keep my struggles to myself until I feel it's safe and don't have to over explain – and there aren't a lot of those spaces			X
Food is a really important part of my culture and my family – and the ways to make these in a healthy way make it a different dish (which people notice and comment on)		X	
It can be hard to stay motivated to come back to a class and / or stick to a diet – is useful to have someone giving support around the edges	X		X
I have to take care of my family before I take care of myself – and once I've done that I don't have the time / money / energy to do more		X	
Just too tired		X	
Doing things as a group – exercise and / or diet – can support motivation	X	X	
The Council is not where I want to get my services			X

# Healthy Weight project ART insights: features of provision

Activity	A	R	T
The information assumes I had a really easy birth and went back home and slipped back into normal life – it doesn't acknowledge that birth is hard		X	X
The information and advice on taking care of myself doesn't fit with my cultural norms around birth and the first few months of life		X	X
There is no acknowledgement of the kind of journey I've had – including trauma		X	X
The information and advice comes at the wrong time – it's too early and having a baby is too new. There are people around in the beginning. I need the information when things have settled a bit			
The information and advice on taking care of myself doesn't actually work with having children		X	X
My ante-natal information doesn't include enough on how to stay healthy – particularly how to do it with a new baby	X		X
I am not sure how to make healthier meals for myself	X		
I don't feel comfortable with men in the room	X		X
I feel comfortable with other people from my religion and culture with classes that respect my choices	X		X
We need better access and availability of advice on cheaper healthier ingredients	X	X	

# Healthy Weight project: practical barriers

Activity	A	R	T
Need to make multiple trips / make multiple steps to access things – go and find out, then go back and sign up, then go back and attend	X		
Don't know what is available – or how to even find out – have to do a lot of work to find out	X		
Inflexibility of budget doesn't allow for easy lifestyle changes	X	X	
Need AFFORDABLE and consistent childcare that I feel comfortable using	X		X
There's nothing I can get to in walking distance (that I know of)	X		
Lack of information about the relationship between 'being well' and mental health?	X		
Zero contract hours don't leave room for routine exercise	X		

## Finding patterns with ART

As the review was going on, the **abundance of practical barriers related to accessibility** was noticed, which meant the team could then allocate more resources to this issue.

# Learnings and what next

## Benefits of using ART

ART was a useful tool to **make sense of the qualitative data**.

ART **kept the focus on equity** in service provision.

ART **motivated the qualitative findings** so that policies could be developed in response to community insight.

The team using ART saw it as a useful tool in two main ways:

**As a Review Framework** to organize ideas

“ART helped bring together a range of different insights”

“ART was a useful way to gather learning and insights across multiple inputs”

“ART helped organize findings in a way that helps inform future commissioning”

**As a Learning Tool**, to gain insight into new ideas

“ART surfaced some powerful insights around trust and relevance *that were not previously seen or understood as barriers* – including the mental aspects of engaging in exercise and healthy food choices”

“ART highlighted powerful and challenging lessons – like the need for culturally safe and inclusive spaces that look and feel relevant”

# Using the ART Framework



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If you have any questions and want some support – please get in touch with the Newham Health Equity Programme team:  
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