

ART for service review - Mummy's day out and weight loss services

Context

Healthy weight is important for new mothers in the earliest days, and the current provision of services to support women with their weight during and after childbirth are not meeting needs in Newham.

Engagement is historically done by staff from the Council taking semi-structured interviews into the community ; to inform commissioning with insight. While this does generate some useful insights, **evidence is that people are more likely to share more when they are talking to people they know and trust.**

A collaborative effort was set up to get **insight from mothers in underserved communities** in a **community embedded way that worked for them.**

Health Equity Ambition

Identify the barriers to accessing weight management services for healthy lifestyle services for mothers from Black and Brown communities.

Use coproduced insight to propose more equitable services.



The What

Mummy's day out involved 20 Newham residents from underserved communities - including new and expectant mothers.

This group gathered insight from Mums during community walks, through online surveys, focus groups, and through targeted marketing to Mummy's Day Out audience via social media marketing.

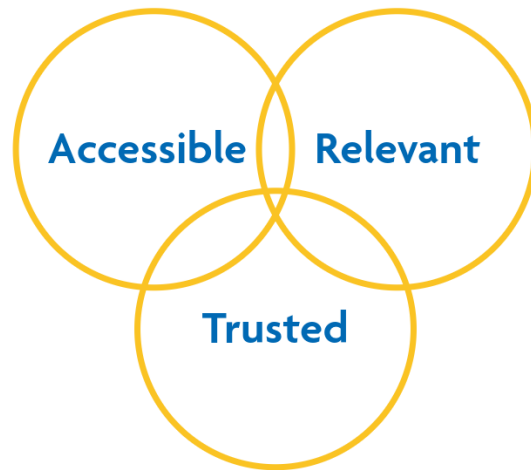
These insights were combined with work done by the Public Health team, gathering insight through conversations at 4 Children's Centres, each with 10 – 15 mothers, which were combined with other surveys

To make sense of these ideas, the team decided to use **the ART framework** to organise the findings and propose new activities that could reduce the barriers to access.



Our tools - The ART Framework

The ART Framework



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

WE ARE NEWHAM.

The findings from these sessions, along with insights from informal discussions by council teams at children's centers were analysed using the art framework, split into three categories of insight: **emotions and feelings**, **features of provision**, and **practicalities**.

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.

Findings: emotions and feelings



Activity	A	R	T
I don't feel good about my body – so I don't even want to see myself getting into my gym clothes	✓		✓
I wish someone would follow-up with me to help me stay motivated	✓		✓
The Council is not where I want to get my services			✓
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		✓	
I'm just too tired		✓	
I'm more than just a BMI		✓	✓
BMI is not for people like me and from my community		✓	✓
If I tell someone something about myself and what I am struggling with will it get back other people like social services			✓
As a Black woman I've learned not to say too much to other people whom I don't know well			✓
Food is a really important part of my culture and my family		✓	
It's really hard to be motivated on your own – it helps if I am in a group	✓	✓	

Findings: features of provision



Activity	A	R	T
I don't feel comfortable with men in the room			
I feel comfortable with other people from my religion with classes that respect my choices	✓		✓
I feel comfortable with other people from my culture with classes that cater to my clothing and choices	✓		✓
I would like more advice on how to use cheaper ingredients	✓	✓	
The information and advice on taking care of myself doesn't work with having children	✓	✓	
The information I've seen assumes I had a really easy birth and went back home and slipped back into normal life		✓	✓
My ante-natal information doesn't include enough on how to stay healthy – particularly how to do it with a new baby	✓		✓
I am not sure how to make healthier meals for myself	✓		
It's really hard to be motivated on your own – it helps if I am in a group	✓	✓	

Findings: practicalities



Activity	A	R	T
Not where I can spend money (particularly for families above benefits threshold and low income)	✓	✓	
Don't know what is available – or how to even find out	✓		
Just don't have time	✓	✓	
Need AFFORDABLE and consistent childcare that I feel comfortable using	✓		✓
There's nothing I can get to in walking distance (that I know)	✓		
There doesn't seem to be any easy to access information about my mental wellbeing and no information about how being well generally can help with my emotions	✓		
My zero-hours contract means it's very hard to do anything on a regular basis (cooking, exercise, classes etc)	✓		

Benefits of Using ART

ART as a framework tries to prioritise the people and work around them, rather than making them work around services. This was a good fit for the data collection methods for this project, that focussed on **community driven data collection**.

ART was able to order the insight from residents and make it clear where there were gaps in coverage, or best areas to focus in on.

For example, there were many issues linked to the **practicality of accessing services**, showing that focussing on access was clearly a priority in service design for this area.



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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