

ART case study – Live Well Newham service evaluation

Context

Reducing overweight and obesity is a local priority for the council, our partners and local residents. In the new local Health and Wellbeing Strategy, 50 Steps to a Healthier Borough. (London Borough of Newham Council, 2020).

Health Equity Ambition:

The existing service aimed to improve health and wellbeing and reduce obesity related health inequalities by providing a multi-component weight management and movement service to:

- Support people with a BMI ≥ 25 to lose weight and maintain a healthy weight.
- Supporting sedentary and inactive residents to move more.
- Provide a culturally appropriate service, including community engagement.

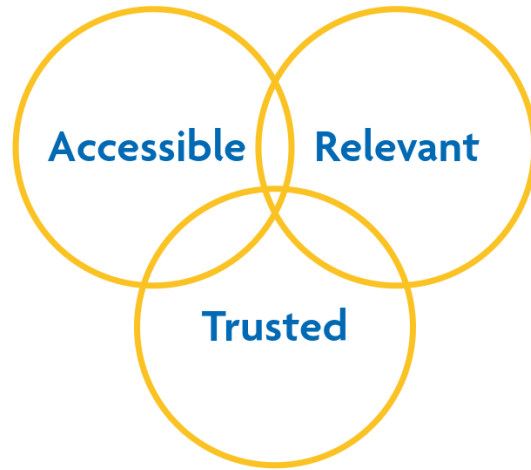
Service Gap:

The service had very good uptake (starters) but lower rates of completion and ever lower rates of weight loss, especially amongst men and amongst certain ethnic groups such as Black and Asian ethnic groups.

ART was introduced to evaluate the service and consider the reasons that some Black and Asian ethnic groups had lower rates of completion, from a qualitative perspective.

Our tools - The ART Framework

The ART Framework



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

WE ARE NEWHAM.

The ART Framework is a thinking framework that can be used to **review services**, **categorise insight**, and **design interventions**, among other things.

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.

The What

ART was used to look at why some ethnic groups may not engage with the service, or carry the service through to completion:

Access	Relevance	Trust
Physical Accessibility	Appropriateness to age, culture, and individual motivations of target populations	Credibility of program materials
Informational Accessibility	Addresses specific weight management goals	The transparency of the policies of the program
Availability of service to target audience (location, timing, delivery method)	Alignment of program to evidence-based recommendations for weight management.	Adhering to well established guidance for weight loss
Accommodation to diverse needs within the population		Inclusion of testimonials from previous participants

Service evaluation: March 2024



The ART criteria were rated on whether they were good, okay, or required improvement. This was used to select interventions that was likely to reduce inequalities in a targeted way.

ART criteria		Achieved
Access	Physical accessibility	
	Informational accessibility	
	Mode of delivery (in-person, online, hybrid)	
	Diverse needs (disabilities or specific dietary requirements)	
Relevance	Cultural & age appropriateness, individual goals and motivations	
	Weight loss, maintenance, or overall health improvement	
	Evidence-based recommendations for weight management	
Trust	Qualifications and expertise of program facilitators	
	Provides evidence-based information	
	Testimonials of past participants	

Service review: June 2024

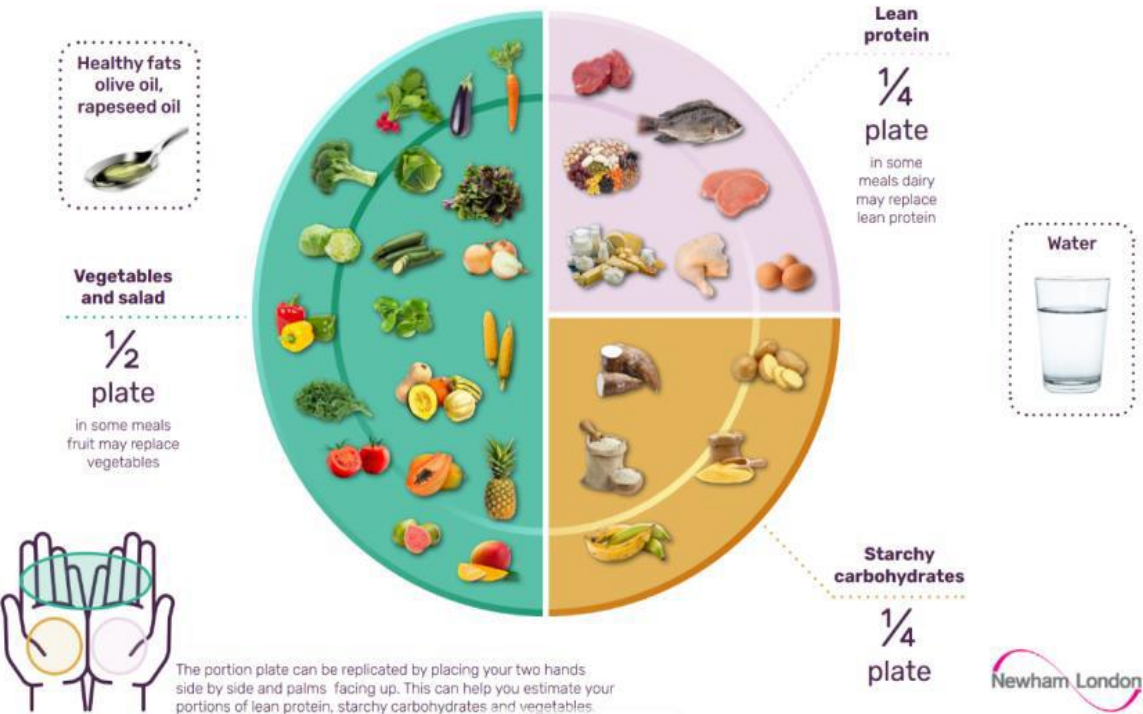


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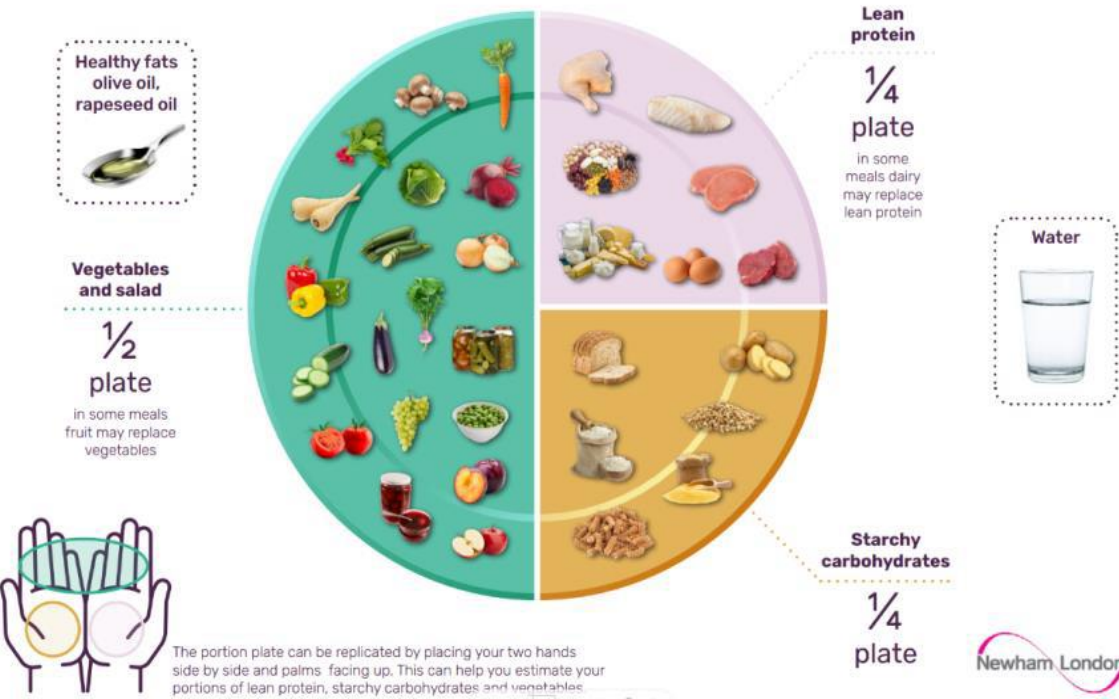
ART criteria		Achieved
Access	Physical accessibility	Good
	Informational accessibility	Good
	Mode of delivery (in-person, online, hybrid)	Okay
	Diverse needs (disabilities or specific dietary requirements)	Okay
Relevance	Cultural & age appropriateness, individual goals and motivations	Okay
	Weight loss, maintenance, or overall health improvement	Needs improvement
	Evidence-based recommendations for weight management	Okay
Trust	Qualifications and expertise of program facilitators	Good
	Provides evidence-based information	Okay
	Testimonials of past participants	Needs improvement

New cultural food plates: South American and Eastern European

South American portion plate



Eastern European portion plate



Learnings

The project successfully made use of the ART framework:

- Evaluation and targeted, equity focused changes to services that benefit an underserved population.
- Review of these changes to show improvement.

“Using ART I was able to approach contract management from a different perspective looking at elements otherwise overlooked by regular KPI's and quality outcomes monitoring”.

Madalina Pop, Public Health Commissioner,
London Borough of Newham

Learning for next time: 360 feedback

- Could have had provider, residents and other key stakeholder complete the ART evaluation. This would allow for a '360' analysis of the service with feedback from different angles.
- This would also help to ensure that the ART criteria is applied correctly, if service user voices were involved more directly.

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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