

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

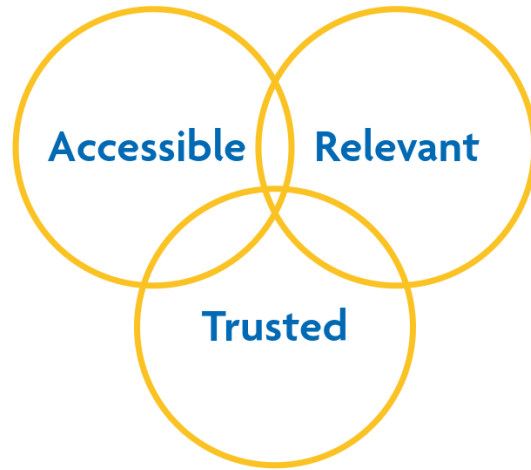
Gather and analyse insight from these groups

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	
People delivering the activities having cultural ties to the community and understanding the community because they are part of it.	x	x	x
Having financial support alongside health checks in one space	x	x	
Having events just for Black people feels different - like someone is paying attention.	x	x	x
There is a strong sense that “nothing ever changes” for the communities in the room		x	x
People may be 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
I am more than just BMI, but BMI comes up all the time even in services not related to weight, like neurodivergence.		X	X
If I ask for help, or admit I'm struggling, does it have negative consequences; will it get back to 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 – there are not a lot of spaces that let me do that.			X
Food is an important part of my culture. Changing these dishes to make them in a healthy way makes it a different dish (which people notice and comment on).		X	
It can be hard to stay motivated, to come back to a class, or to stick to a diet – it 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 processes 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 helps to 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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