

Well Newham Hub evaluation using the ART framework

Context

The Well Newham Hub pilot project was designed to offer a **community-based, centralized access point** for health and wellbeing support, with the goal of enhancing residents' health.

Health Equity Ambition

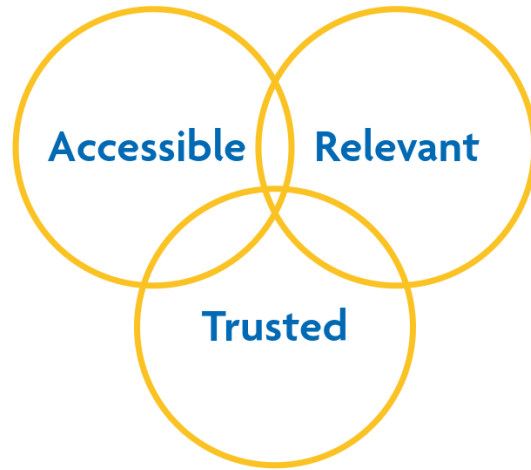
Address multiple health issues and social determinants of health, including housing and financial assistance, with the overarching goal of **reducing health inequalities** within the borough.

Due to the focus on equity for this service, the ART framework was used for the qualitative portion of the service review to get a close look at how effective the service had been.



Our tools - The ART Framework

The ART Framework



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

WE ARE NEWHAM.

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 ART framework was used to rank how well the service had been doing on each of the **three key criteria** on a **red, amber, and green scale**, for each of their aims.

Access

Aim	ART rating
Providing timings and locations to make the Hubs accessible to the widest possible group of residents.	
Supporting a sample of Newham residents that was representative of the borough.	
Coordinating and centralising the Council's health improvement offers for residents to make use of.	
Undertaking outreach and engagement to promote public health initiatives.	
Supporting and providing for residents who are unable to make use of websites or phones.	
Ensuring multiple languages were represented at Hubs.	
Providing accessible timings and locations to make the Hubs accessible to the widest possible group of residents.	

Relevance

Aim	ART rating
Developing the councils understanding help to understand needs and unmet needs of residents.	
Helping residents to achieve a healthier life and improved wellbeing.	
Reducing the attrition on healthy lives programmes to improve health outcomes.	
Helping residents to achieve a healthier life by offering strength-based shared decision-making process, motivational support, and structured personalised action plans.*	

* The number of personalised action plans developed for residents was low at only 15 residents, which reflects the fact that many of the residents' key needs related to social determinants rather than health.

Aim	ART rating
Providing high quality, accurate information to residents.	
Following up to check residents were getting the support they needed.	
Offering a service that residents felt satisfied with.*	

* **122 residents** (22%) completed the Well Newham service survey, using a 5-point Likert Scale, and rated the Hub highly. Initial consultations were **rated on average 96.6%** and follow-up consultations showed an increase in satisfaction to **97.9%**.

Recommendations for similar projects

Using ART to build the evaluation criteria helps ensure that the recommendations **hit all three key criteria**.

Recommendations for Promotion	A	R	T
Train frontline staff to promote your service to residents.	X	X	
Utilise relevant communication channels, such as community neighbourhood channels.	X		
Undertake outreach in locations that will reach your audiences e.g. places of worship.		X	
Work with VCFS to promote your service – offer them something in return e.g. support one of their events.			X
Obtain quotes and photos/videos from people who you have supported and promote widely.		X	
Recommendations for Coproduction			
Involve residents in the design of the service to make sure it works for them e.g. opening times.		X	X
Work with related services to design the service e.g. GPs, pharmacies, council teams.		X	
Mobilise volunteers to support the service and expand opening hours or locations.	X		

Learning

There were lots of successes from the project that ART helped to pull out:

- Built relationships with voluntary and faith groups.
- Reactive to access data to expand the service to people it was missing.
- Listened to the needs of residents and provided a relevant service.

Benefits of ART

'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'

Reflections

'On reflection, I think it would have been useful that also providers, residents and other key stakeholders complete the ART evaluation for a '360' analysis of the service with feedback from different angles.'

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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