

**Excellence
in equality**

NHS

*Sandwell and West Birmingham
Clinical Commissioning Group*

Sandwell and West Birmingham Equality Awards



Partners



BRAP



**Birmingham
Voluntary Service
Council**



**Rights & Equality
Sandwell**



**Sandwell Council
of Voluntary
Organisations**



Judges

Asif Afridi

Deputy Chief Executive Officer
BRAP

Olivia Amartey

Deputy Chief Officer (Operations)
NHS Sandwell and West Birmingham Clinical
Commissioning Group (CCG)

Mark Davies

Chief Executive Officer
Sandwell Council of Voluntary Organisations

Prof. Nick Harding OBE

Chair
NHS Sandwell and West Birmingham CCG

Andrew Harkness

Public Health Consultant
NHS Sandwell and West Birmingham CCG

Tracey O'Brien

Director of Policy and Programmes
Birmingham Voluntary Service Council – The Centre for
Voluntary Action

Graham Price

Patient Representative
Sandwell Health (SHA) Local Commissioning Group

Saba Rai

Senior Commissioning Manager (Inclusion)
NHS Sandwell and West Birmingham CCG

Janette Rawlinson

Independent Committee Member
NHS Sandwell and West Birmingham CCG

Ranjit Sondhi

Vice Chair and Chair of the Equality and Diversity committee
NHS Sandwell and West Birmingham CCG

Chris Vaughan

Patient Representative
Intelligent Commission Federation (ICoF) Local
Commissioning Group

Chair's Welcome

Welcome to the 2016 Equality Awards for Sandwell and West Birmingham, our opportunity to celebrate the outstanding work being carried out by local people and organisations.

Our communities are diverse and ever-changing but one thing that shines through is the absolute commitment of so many people to tackling health inequalities wherever they may be found.

The level of innovation and selflessness displayed by all of our finalists is truly inspiring, and these awards offer us an excellent showcase to promote the very best ways of taking forward the equality and diversity agenda for the benefit of everyone.

This year we are particularly excited to be introducing a new category – the People's Choice Award. This commendation gives the public and patients of Sandwell and West Birmingham the forum to champion the organisation or individual that means the most to them, and we are delighted to give our service users this opportunity.

I would like to offer my sincere congratulations to all of the finalists put forward for these awards – wherever you are placed in this competition, you are all winners.



Prof. Nick Harding OBE
Chair of NHS Sandwell and West
Birmingham CCG

Vice Chair's Introduction

I am constantly heartened by the level of commitment shown by local organisations to tackling equality and diversity issues and I firmly believe that together we can turn around endemic health inequalities within a generation.

This year we are particularly focusing upon the challenge of reducing infant mortality by improving access to primary care for migrants treating mental ill health, promoting good health and improving maternity and early years care.

Many stillbirths and infant deaths are preventable and potentially 30 per cent of new mothers suffer from postnatal depression - with 49 per cent of them not seeking professional help.

We need to ensure that, wherever possible, women receive early access to health services to give them the support and treatment they need. Individually, this work is happening in each of our organisations, and I hope that these awards will allow us to come together to reflect on those achievements and identify new opportunities to improve the quality of care we offer.

I hope these awards will inspire you to continue your excellent work.



Ranjit Sondhi CBE
Vice Chair of NHS Sandwell
and West Birmingham CCG
Chair of the Equality and Diversity
Committee



Partnership Award

This award recognises partnerships that:

- Demonstrate practical solutions to address health inequalities and promote wellbeing amongst diverse and vulnerable groups in the community
- Seek to engage and involve 'hard to reach' or 'seldom heard' groups
- Promote health and wellbeing through addressing the wider determinants of health.

The finalists are:



“Live & Work” Project - Sandwell and West Birmingham Hospitals NHS Trust

“Live & Work is an innovative partnership project offering apprenticeships to homeless young people from Sandwell and West Birmingham. Using an empty accommodation block at Sandwell Hospital, which has been refurbished and managed by St Basils, the NHS Trust is offering accommodation and apprenticeships to 27 homeless young people. The scheme gives the young apprentices the very real chance of finding sustained long-term employment and the better life chances that this will bring”



The Community Expert Networks Project - Birmingham and Solihull Mental Health NHS Foundation Trust

“The community expert network is a confidential service set up by the community engagement team at Birmingham and Solihull Mental Health NHS Foundation Trust. The experts are a network of volunteers who have a deep understanding of their different communities’ cultural and faith issues, and can be accessed by frontline staff with non-emergency enquiries relating to those issues. In this way staff can make a confidential enquiry and be able to discuss concerns with someone who will not judge them negatively and who is competent and networked within their community to provide authoritative advice.”



Bedlam Festival of Madness - Birmingham and Solihull Mental Health NHS Foundation Trust and The Rep

“BEDLAM Festival 2015 returned after the success of the inaugural festival in 2013, continuing to strengthen the Trust’s partnership with The Birmingham Rep to reduce stigma and discrimination around mental health issues. The festival, which reached an audience of more than 2,400 people, included comedy, theatre, mindfulness workshops and professional development workshops for NHS staff as well as actors/directors on mental health themes and issues. The festival included a tour of Jump! (originally commissioned in 2013 for BEDLAM Festival) to a variety of community and secure mental health settings.”

Statutory Sector Award

This award recognises organisations that:

- Demonstrate a proactive approach to the equality and diversity agenda
- Moved beyond a culture of compliance to actively address barriers that lead to variations in health and wellbeing outcomes for patients, service users and the local community
- Demonstrate their commitment to developing an inclusive, empowered and engaged workforce
- Listen to the concerns, compliments and experiences of staff, patients, service users and stakeholders to shape the provision of appropriate and responsive services.



The finalists are:

Beresford Dawkins, The Community Engagement Team - Birmingham and Solihull Mental Health NHS Foundation Trust (BSMHFT)

“Beresford is the community development lead in the community engagement team at BSMHFT. He has worked tirelessly with a broad range of organisations to ensure greater understanding and engagement with mental health services in the community and to enhance recovery, opportunity and hope for people with mental health issues. The community engagement days at Mary Seacole House are an example of his work, promoting active engagement with the service to challenge the negative and often discriminatory perception of mental health service provision within the locality.”

Mental Health First Aid Trainer Programme, Community Engagement Team - Birmingham and Solihull Mental Health NHS Foundation Trust

“The mental health first aid programme enabled 130 people to learn how to support someone by spotting early signs of a mental health problem, feel confident in supporting them, help prevent them from hurting themselves or others and prevent the problem from getting worse. The participants were also given the skills to help the person recover faster, guide them towards the right support and reduce stigma. The popular sessions were praised by the participants, who included service users, carers, mental health workers, police officers, prison officers, community organisations, homeless charities, faith groups, teachers, students and members of the community.”

The Organ Donation Team - Sandwell and West Birmingham Hospitals NHS Trust

“The organ donation team consists of nurses, clinicians and chaplains who work tirelessly with different groups of patients and their families to raise awareness of the importance of organ donation. An organ from someone of the same ethnic group is more likely to be a better match but fewer people from Asian and minority ethnic groups tend to agree to organ donation, which means that people from these communities often wait longer for a transplant and are more likely to die before a suitable organ can be found. The team has been working tirelessly with the Asian community to raise awareness and promote a more positive view on organ donation.”





Voluntary/Community/Faith Award (Large organisations)

This award recognises:

- The invaluable role of the voluntary / community and faith sector in improving the health and wellbeing of local people
- Local groups and organisations that make a positive contribution to equality, reducing health inequality and promoting wellbeing locally
- The role of the sector in engaging groups sometimes defined as, 'hard to reach' or 'seldom heard' in projects and activities that improve their health and wellbeing.

The finalists are:



Birmingham Peer Educator Blood, Bone Marrow and Organ Donation Project - Kidney Research UK

"The eight-strong team from the Aston, Sparkbrook and Smethwick Pakistani Muslim communities has been trained to empower its communities with kidney and related health information. The scheme included lifesaving education on blood, bone marrow and organ donation and the peer educators have recruited more than 1,070 donors - a significant result which involved overcoming considerable challenges in tackling a sensitive and taboo subject. The programme won the backing of Birmingham's Lord Mayor and the Minister of Public Health and organ donation was endorsed by imams at key local mosques during Friday prayers."

Ideal For All Limited

"Ideal for All (IFA) empowers and enables disabled and disadvantaged people and their families, carers, support workers and communities to be active citizens and to fully participate in society. IFA includes users in decision making around the development of services and brings people facing similar health issues together to help them cope with their disabilities and reduce dependency on the NHS. It creates a safe and relaxed environment where individuals can connect with people who understand what daily life with an illness is like."



Birmingham LGBT (lesbian, gay, bisexual and transgender)

"Birmingham LGBT is an award-winning charity based in Birmingham, delivering services to the lesbian, gay, bisexual and trans community in the city and wider West Midlands. It offers one-to-one support, counselling, 20 community and self-help support groups, wellbeing courses, heritage and arts projects, fitness programmes, a domestic violence service, older people's service, a trans youth group and a sexual health service. The charity's Rainbow Health Campaign has been fundamental in raising awareness of healthy lifestyles and the group's success has been investigated by organisations from Brighton, London, Manchester, Bristol and even San Francisco."



Voluntary/Community/Faith Award (Small organisations)

This award recognises:

- The invaluable role of the voluntary / community and faith sector in improving the health and wellbeing of local people
- Local groups and organisations that make a positive contribution to equality, reducing health inequality and promoting wellbeing locally
- The role of the sector in engaging groups sometimes defined as 'hard to reach' or 'seldom heard' in projects and activities that improve their health and wellbeing.



The finalists are:

Migrant Health Project - Rights and Equality Sandwell

"Rights and Equality Sandwell has been working to raise awareness of entitlement to health services among newly-arrived migrants who often lack knowledge of the healthcare system and struggle to access care because of language barriers. The project helps by building positive relationships with migrants, dispelling their mistrust and suspicion, and by improving awareness and co-operation among health service providers. The scheme involving 70 organisations has trained more than 335 members of the community to offer support in more than 20 languages"



DISC (Dementia Information and Support for Carers)

"DISC supports family carers in West Birmingham who are looking after someone with dementia, offering information, advocacy, advice, peer support and training. The multi-ethnic team has an excellent reputation for engaging with hard to reach communities who often shy away from services. Its carers' support group regularly attracts 40 people each week, providing a melting pot of cultures and experience with a supportive family feel. Many ex-carers go on to volunteer for DISC, appreciative of the support they were given and eager to give something back to other families."



Sandwell Parents for Disabled Children (SPDC)

"SPDC is a voluntary organisation founded in 2003 by a group of parents and carers of disabled children who were frustrated at the lack of play, sport and leisure opportunities in the area for them and their families. They wanted the same access as any other family, promoting enhanced physical and emotional wellbeing, increased self-confidence and self-esteem and reduced levels of social isolation. Now a charity, SPDC remains a community-based parent-led organisation and is the only one of its kind in Sandwell."





Infant Mortality Award

This award recognises projects that:

- Improve the health and wellbeing of high risk or vulnerable pregnant women and their families
- Raise the profile of infant mortality risk factors amongst professionals or the public
- Support women from migrant communities or women with mental health needs to have healthy pregnancies and navigate the maternity pathway
- Seek to improve pregnant women's access to and experience of health and wellbeing services
- Support families following stillbirth or child death.

The finalists are:



Brushstrokes Community Project

“Brushstrokes provides targeted support to hard-to-reach groups, including newcomers, supporting vulnerable mothers pre-and-post pregnancy by providing them with essential resources, befriending support and ensuring they are in contact with appropriate maternity services in a timely manner. The Bump Start Baby Pack project offered new mums essential mother and baby items for use in the maternity hospital and during the first three months of a baby's life to reduce the risk of poor outcomes among groups at risk for baby health and mortality. The packs were a gateway to engagement with at-risk mothers, providing other baby resources and alleviating anxiety and isolation through home visiting and befriending.”



Pregnancy Outreach Worker Service - Gateway Family Services CIC

“The Pregnancy Outreach Worker (POW) service works to support pregnant women of all ages and nationalities, supporting women from any point in their pregnancy up until their baby is eight weeks old. The service provides social support for women and their families assessed as being at a higher risk of infant mortality. Along with ensuring engagement with maternity services, pre-natal health, smoking cessation and encouraging breastfeeding, POWs also tackle substance misuse, domestic abuse, safeguarding, mental ill health, housing and homelessness and issues linked to financial hardship. Set up in 2006, the project was initially funded for two years but has been extended due to its success.”

Stillbirth and Neonatal Death Charity (SANDS)

“For 30 years Birmingham SANDS has helped people affected by the devastating death of a baby before, during and shortly after birth. Volunteers offer emotional support and information for parents, grandparents, siblings, children, families and friends from the early hours after a baby's death, through the weeks, months and years ahead. The group's services include a telephone helpline, online forum, email, local support groups, events and a wide range of literature. Birmingham SANDS works in partnership with health professionals and others to minimise the risks of stillbirth and runs bereavement care training for local hospitals.”



GP / Primary Care Award

This award recognises:

- The range of work undertaken in general practice, above and beyond contractual requirements, to improve patient access, experience and to deliver sensitive and responsive services
- Projects that make a positive impact to addressing inequalities in the health and wellbeing outcomes of diverse and vulnerable patient groups
- GP practices and GP partnerships that demonstrate a proactive approach to improving the health and wellbeing of their local communities
- Improvements in quality, innovation and productivity that have reduced inequalities in the health outcomes and experiences of patients or the local community
- Projects that make a commitment to developing an inclusive, empowered and engaged workforce that treats patients with fairness, dignity and respect.

Homeless Primary Care Team - Birmingham and Solihull Mental Health NHS Foundation Trust

“Knowing that there was a medication out there that could save lives, the Homeless Primary Care Team launched a ‘Take Home Naloxone’ programme in a bid to fight the two-thirds increase in the number of drug-related deaths from heroin and morphine across England in the past two years. It teaches and empowers individuals to manage an opioid overdose, to administer naloxone and issue them with the medication to keep the overdose casualty alive until an ambulance arrives. The swift treatment helps to reduce the incidence of victims suffering life-changing permanent disabilities after surviving an opioid overdose, and so far 26 successful uses of naloxone have been reported.”

SWIFT Winter Flu Project at ICOF Locality Commissioning Group

“The SWIFT project was part of a winter scheme to reduce vaccine-preventable illness among often neglected and hard-to-reach patients by launching a mobile flu clinic at SIFA Fireside, a Birmingham-based charity dedicated to boosting health and inclusion for homeless people. Some 81 patients - of no fixed abode and asylum seekers - attended the clinic to be offered a flu jab and health advice. The well-received programme helped to reduce the potential of homeless people spreading illness among the wider community and encouraged them to access further health services.”

Identification and Referral to Improve Safety, The Lyng Centre for Health (IRIS)

“Strategic Lead for Domestic Abuse Marie Kelly launched the pilot scheme of the IRIS programme in April 2015. Between April and July, Marie - a qualified nurse, health visitor and practice teacher who previously worked for Sandwell and West Birmingham NHS Trust before joining the CCG in July 2014 - delivered 45 training sessions and 15 member practices are now fully IRIS trained. Since the launch of IRIS she has received 21 referrals from the pilot sites requesting advice and support on domestic violence and abuse issues for patients.”



The finalists are:



Chair's Award

This year the judges were really taken aback by the level of commitment and contribution towards tackling health inequalities across Sandwell and West Birmingham. Our Chair, Prof. Nick Harding chose to give the prestigious Chairs Award to two finalists who went above and beyond to make a real difference to community wellbeing.



Midland Langer Seva Society Boathouse Runners

“Midland Langer Seva Society (MLSS) is a volunteer-based charity which works to help the homeless and poor and provide food to those who need it, treating all humanity as one. Inspired by the free kitchen started by the first Sikh Guru, Guru Nanak Dev Ji, in around 1481, the charity does not accept any money, just food and other items for the needy across Sandwell and West Birmingham, other UK locations and Delhi in India. MLSS has been providing meals on the streets for the past two years, along with moral support and advice on finding a home.”

“Anthony Hayes set up this beginners’ running group after his son died of a heart defect - to raise awareness of the importance of heart health, help people get fit, raise money for the British Heart Foundation and encourage people to use Handsworth Park. The group now has 144 members aged between nine and 78 years and has held two 10k races, raising more than £14,000 for the British Heart Foundation. Members are encouraged to talk as they run to regulate breathing, creating a very sociable group featuring members with a wide range of ages, backgrounds and ethnicities.”

People's Choice Award

This new addition to the 2016 ‘Excellence in Equality’ line up saw over 1,500 local people of Sandwell and West Birmingham vote for their Equality Champion.

Thanks to everyone who got involved with the vote and most importantly congratulations to the 2016 People's Choice Award Winner.... **Birmingham Peer Educator Blood, Bone Marrow and Organ Donation Project**



Birmingham Peer Educator Blood, Bone Marrow and Organ Donation Project, Kidney Research UK

“The eight-strong team from the Aston, Sparkbrook and Smethwick Pakistani Muslim communities has been trained to empower its communities with kidney and related health information. The scheme included lifesaving education on blood, bone marrow and organ donation and the peer educators have recruited more than 1,070 donors - a significant result which involved overcoming considerable challenges in tackling a sensitive and taboo subject. The programme won the backing of Birmingham’s Lord Mayor and the Minister of Public Health and organ donation was endorsed by imams at key local mosques during Friday prayers.”

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Thank you

Thank you to everyone who has helped with the award ceremony this evening.

Special thank you to:

Sameena Ali-Khan, Master of Ceremony

The People's Orchestra String Ensemble

Our patient representatives and staff from Sandwell and West Birmingham Clinical Commissioning Group.