

**Tackling Health Inequalities across Midlands and East of England**

The programme is being delivered in the context of the COVID-19 pandemic and the ambitions of the Long-Term Plan and NHS People Plan. Throughout the pandemic, leaders have had to operate beyond their comfort zone. Leaders at all levels have risen to the challenge in what has been an unprecedented year for the NHS. We need to recognise this talent; unleash their potential and we can do this through the power of mentoring. For this to be effective, individuals need to be upskilled in the delivery of mentor-led interventions. For example: developing their leadership capabilities as mentors who are compassionate, inclusive and distributive; to support innovation, new ways of working and sustainability; and support them in developing behaviours that enable them to deal with issues of equality, diversity and inclusion, particularly in the current context.

Two webinars designed to provide a practical approach to Population Health Management and a unique insight into the behaviour science of leading and managing change to address inequalities.

In partnership with the National Association of Primary Care (NAPC) and business psychologists, Carter Corson

**At the end of these two webinars, participants will have:**

1. A solid understanding of Population Health Management and how important it is as a concept to address inequalities.
2. An insight into the some of the behaviour science techniques that can help to make change project more successful
3. Fresh idea and renewed confidence to tackle inequalities in their own communities in collaboration with others.

**Dates and times:**

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|  | *Region* | *Session 1: Adopting a Population Health Management approach to tackle inequalities* | | *Session 2. Affect real change in your community to tackle inequalities – a behavioural science approach* | |
| 1 | EOE | Thurs 15/07/21 | 14:00 to 16:30 | Tues 20/07/21 | 17:00 to 19:30 |
| 2 | Midlands | Tues 21/09/21 | 14:00 to 16:30 | Wed 06/10/21 | 14:00 to 16:30 |
| 3 | EOE | Tues 5/10/21 | 12:30 to 15:00 | Tues 12/10/21 | 10:00 to 12:30 |
| 4 | Midlands | Thurs 21/10/21 | 10:00 to 12:30 | Thurs 28/10/21 | 10:00 to 12:30 |
| 5 | EOE | Tues 2/11/21 | 14:00 to 16:30 | Mon 8/11/21 | 17:00 to19:30 |
| 6 | Midlands | Thurs 18/11/21 | 17:00 to 19:30 | Fri 03/12/21 | 14:00 to 16:30 |
| 7 | EOE | Wed 1/12/21 | 17:00 to 19:30 | Wed 8/12/21 | 17:00 to 19:30 |
| 8 | Midlands | Wed 15/12/21 | 14:00 to 16:30 | Thurs 16/12/21 | 14:00 to 16:30 |
| 9 | EOE | N/A | N/A | Mon 31/01/22 | 10:00 to 12:30 |
| 10 | Midlands | Tues 25/01/22 | 10:00 to 12:30 | Tues 08/02/22 | 17:00 to 19:30 |

**Programme structure:**

***Session 1. Tackling health inequalities through a practical approach to Population Health Management***

The first session will be facilitated by the National Association of Primary Care who have been one of the leading players in developing and promoting Population Health Management as the most effective way to address health inequalities.

This session starts with a very accessible take on ideas behind the theory of Population Health Management. It cuts through the complexity of the different definitions, theory and guidance. From there, it brings the concept alive with practical examples and case studies from around the country, before moving on to help you think about how to get start in your own community.

The team from NAPC include primary and secondary care doctors, public health professionals, change facilitators and data analysts who share their own perspectives and lessons learned from their own experiences.

***Session 2. Equally healthy – leading with compassion to reduce health inequalities in your community***

Having whet your appetite for Population Health Management, this webinar builds on the first session to delve into the question of how we can affect real and lasting change in our communities.

We will be taking a different route into the perennial challenges of health inequalities and population health by exploring lived experiences from your population in advance of the session to reflect on the realities of ‘health inequalities’ in human terms and how you could usefully help, sharing thoughts with other participants. Where possible, we’d love it if you would bring a real change you’d like to see in your community – then you can leave the session with an actionable action plan. Don’t worry if you have yet to settle on one, you can still enjoy learning how to have better conversations with communities using psychology.

On the workshop, we share behavioral insights tools from social psychology and use a systemic lens to consider the impact of exclusion, from digital skills to those excluded from equal health due to their socio-economic or ethnic background, culture or education; resulting in communities who live shorter lives, with more pain and higher incidence of chronic conditions.

We will explore how to have different conversations with your community, and how you might use psychology to influence a mindset shift around health inequalities.

You will learn about the neuroscience of compassion – when and how it can shut down; and how to ensure that compassion and inclusion are woven into your leadership and any decisions about citizens when designing primary care pathways.

Figuring out how to create inclusive, equally healthy communities might not be a comfortable process, but if you are joining this session, we suspect you know the uncomfortable truth already. Health inequalities are unfair – and it is time to act; time to *really* collaborate across the system – and to have conversations with our citizens about their part to play in leading healthier lives.

This session will be facilitated by Carter Corson, a firm of specialist busines psychologists, who have been working with health systems for over 20 years to better understand how people and organisations behave.

**Is there a cost to participates in the Programme?**

No, the Programme is fully funded by the Midlands and East of England Leadership and Lifelong Learning teams.

**Do we need to attend the 2 days of the Programme?**

Yes, but there are occasions where we accept apologies, for example for not attending due to unforeseen/unexpected important events

**Who can attend the webinar?**

Any- one who works in Midlands or East of England Primary Care

**Will the webinars be recorded and available for me to view later?**

Yes, we will be recording one of each of the webinars and will include the link on this page so that you may view at a time convenient for you. But we encourage you to join in the live discussion at one of the sessions to get the most out of this opportunity

**Please note:**

Places are limited to 40 and we expect to be oversubscribed.

Applications will be considered on a first-come first-served basis.

Places will be allocated equally across the Midlands and East of England

**The facilitator for the webinars**

National Association of Primary Care and Carter Corson

**Who are the National Association of Primary Care?**

## The National Association of Primary Care (NAPC) is a not-for-profit, social purpose development and support organisation. Their mission is to improve the health and wellbeing of defined populations locally and nationally. The organisation is led by serving health care professionals, which grounds them with practical experience and gives them real credibility as they work with primary health and care teams.

NAPC were responsible for developing the original Primary Care Home (PCH) model, that brings together a range of health and care professionals, to provide enhanced personalised and preventative care for their local community, based on their specific health and wellbeing needs. The PCH Programme, led by NAPC and supported by NHSE, has gathered huge momentum since its inception in autumn 2015. From 15 original rapid test sites – there are now more than 240 sites across England, covering 11 million patients 17% of the population.

Primary Care Homes are well established and mature versions of Primary Care Networks (PCNs) – the cornerstone of the new service model featured in the NHS Long Term Plan which was published in January 2019. Since 2015, NAPC has facilitated the development of primary health care across 5 ICSs and 14 STPs covering over 350 PCNs.

**Who are Carter Corson?**

Carter Corson Business Psychologists enable high performing organisations and systems through an applied understanding of human behaviour. Curating the best research for practical results. We work with people and organisations who can make a difference – and have done that for over 20 years.

Founded in 1999 by Hazel Carter and John Corson to innovatively blend psychology and management consultancy. Twenty years later Hazel still leads the business, and she is delighted that business psychology is now a respected advisory profession.

Carter Corson focuses on achieving measurable improvement through coaching, development, assessment, and consultancy by applying the best research from neuroscience, social and clinical psychology and leadership, and considering the systemic context and the impact of technology. Hazel’s curiosity about people and passion for making a difference remain visible in Carter Corson’s mission and values. In changing times, we are proud that somethings stay the same. Hazel is currently a NHS System coach for London and Lincolnshire, supporting PCN Alliance development and Provider Collaboratives as part of the ICS strategy.

**Questions about this event?**

Organiser: Phillip Masuwa and Innocent Muza

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