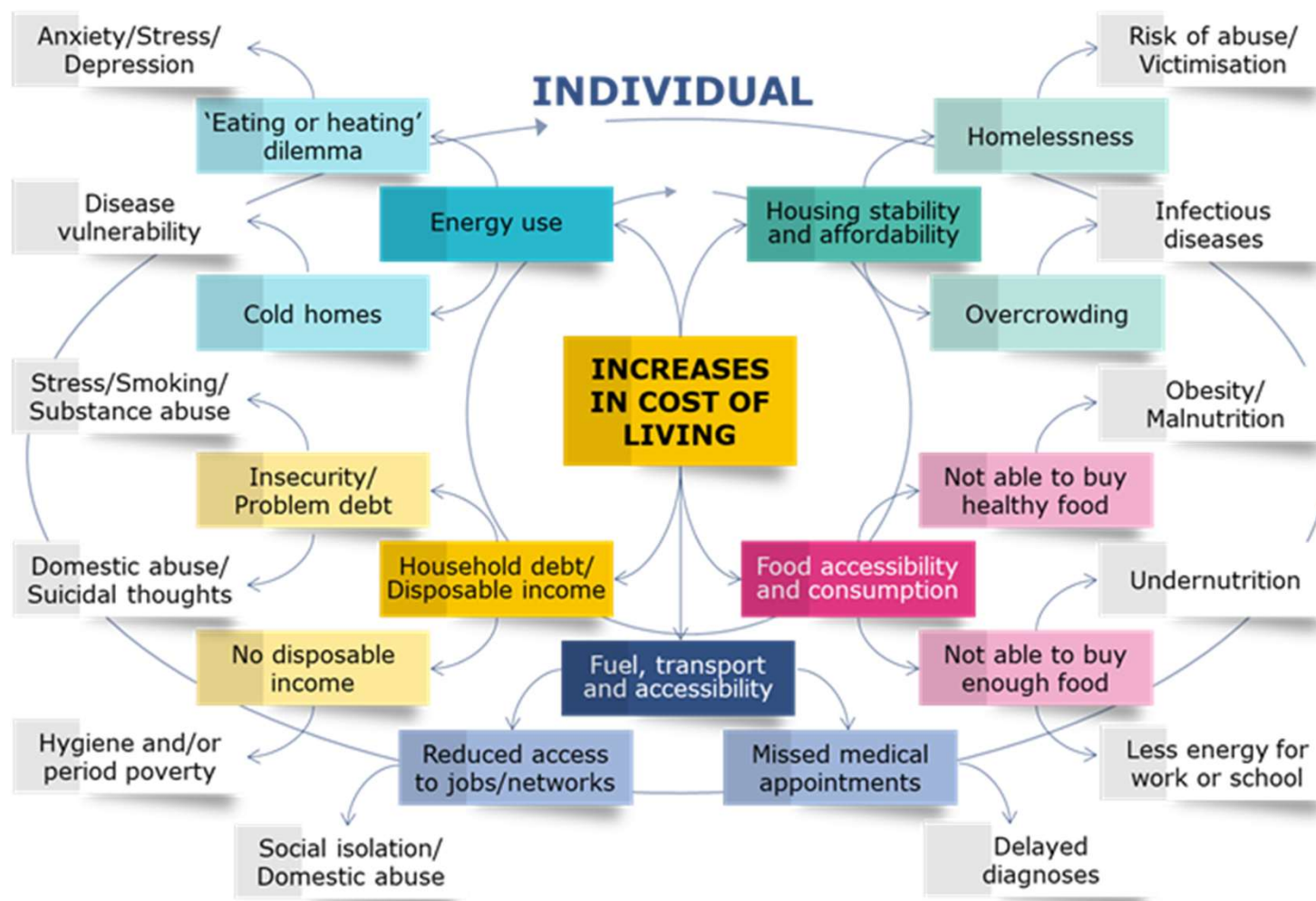


DRIVING *RACE EQUITY*

Beyond Hope and Referral – Fixing the One Small Thing

Professor Abdul Razaq – Director of Public Health



SYSTEMIC

- Increasing health inequity
- Increasing health service demand
- Reduced public service provision
- Reduced business viability
- Reduced stability of communities
- Intergenerational / cyclical impacts
- Increasing educational gaps
- Reduced community assets
- Widening societal inequalities

Lost in the system?

New research shows NHS admin problems are putting people off getting the care they need.



KEY STATS



66% of patients and carers experienced at least one NHS admin problem in the past year



41–42% say poor admin makes them less likely to seek care



33% were not kept updated about waiting times



32% had to chase test or scan results



24% did not know who to contact while waiting for care



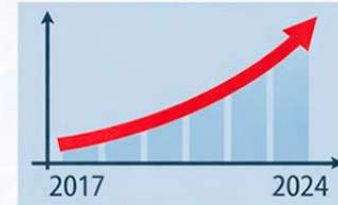
23% received appointment information after the appointment date



The Digital Loneliness Gap



Longitudinal data from 13,704 UK adults aged 65+ across Waves 9–14 (2017–2024) of the UK Household Longitudinal Study



Loneliness steadily increased between 2017 and 2024



Daily internet use is linked to significantly lower loneliness over time

Digital engagement effects persisted even after adjusting for covariates



Wave 14 shows the lasting effects of COVID-19 on loneliness in older adults



Vaportzis, E. (2026). Internet use, social isolation, and loneliness among older adults: A multi-wave analysis. *Computers in Human Behavior*, 109053. 10.1016/j.chb.2026.109053.



Digital engagement has limited impact for those who feel socially isolated

Types of False Information

Intent to harm

Misinformation

Unintentionally distributing false or inaccurate information

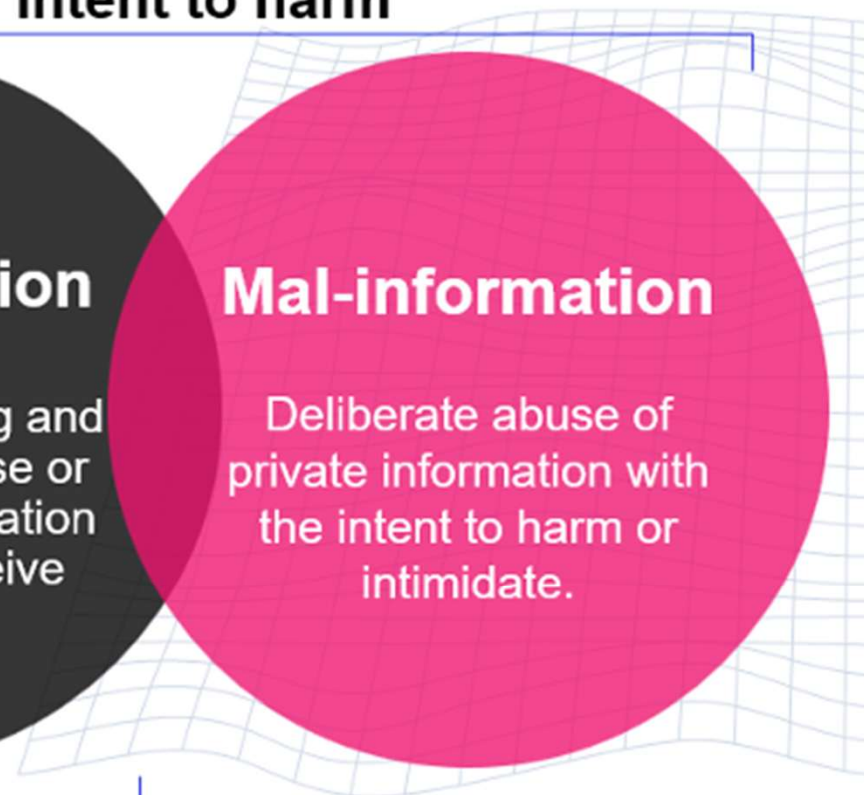
Disinformation

Knowingly creating and disseminating false or misleading information intended to deceive

Mal-information

Deliberate abuse of private information with the intent to harm or intimidate.

Falseness



7 TYPES OF MIS- & DISINFORMATION



Satire or parody

No intention to
cause harm but
has potential
to fool.



Misleading content

Misleading use
of information to
frame an issue
or individual.



Imposter content

When genuine
sources are
impersonated.



Fabricated content

New content that
is 100% false,
made to deceive
and do harm.



False connection

When headlines,
visuals or captions
don't support the
content.



False context

When genuine
content is shared
with false contextual
information.



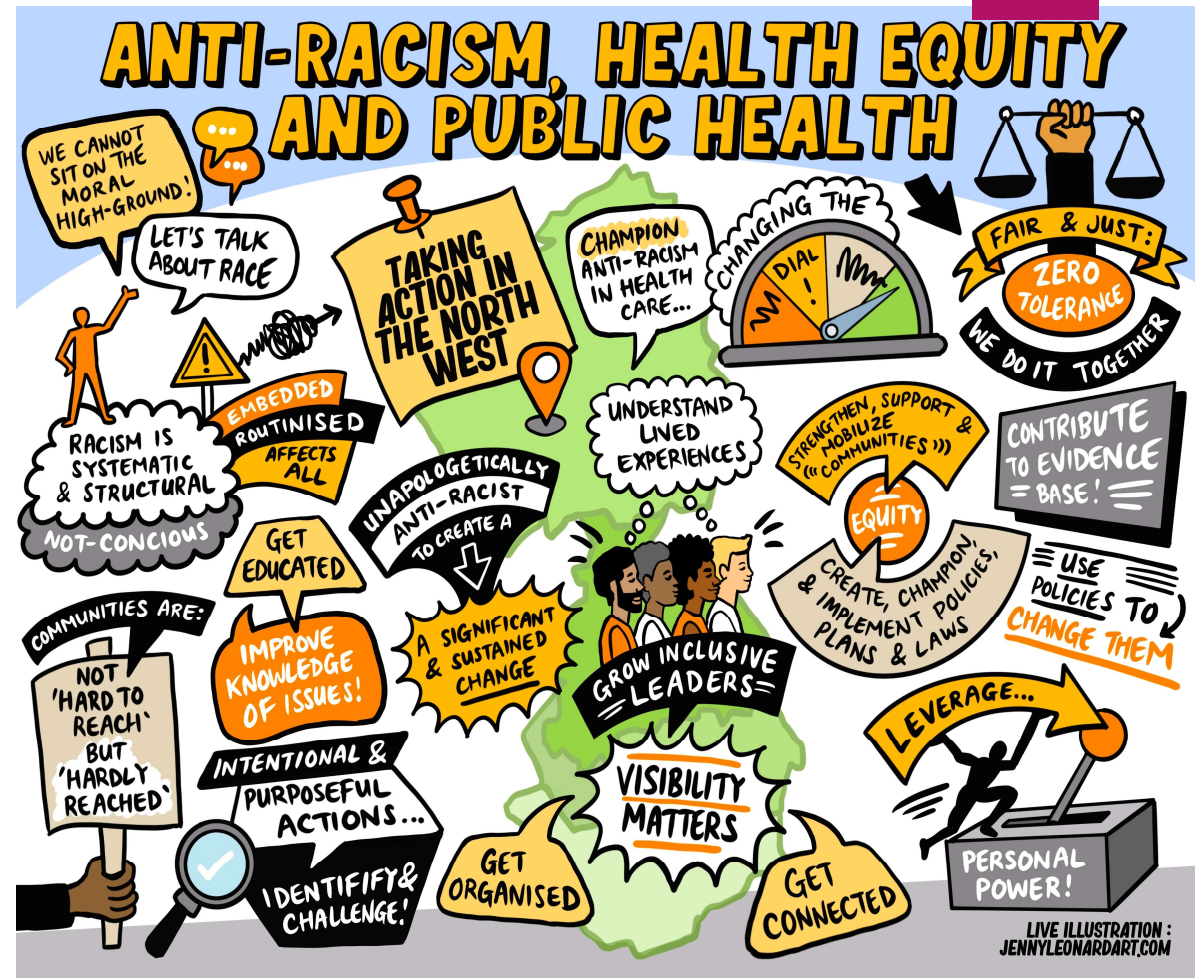
Manipulated content

When genuine
information or imagery
is manipulated to
deceive.

LOW ← —————→ HIGH

North West Public Health Conference on Anti-Racism 2025

The following illustration highlights the responses and “elegant steps” that attendees planned to take away from the North West Public Health Conference held in May 2025.



Challenge Ourselves:

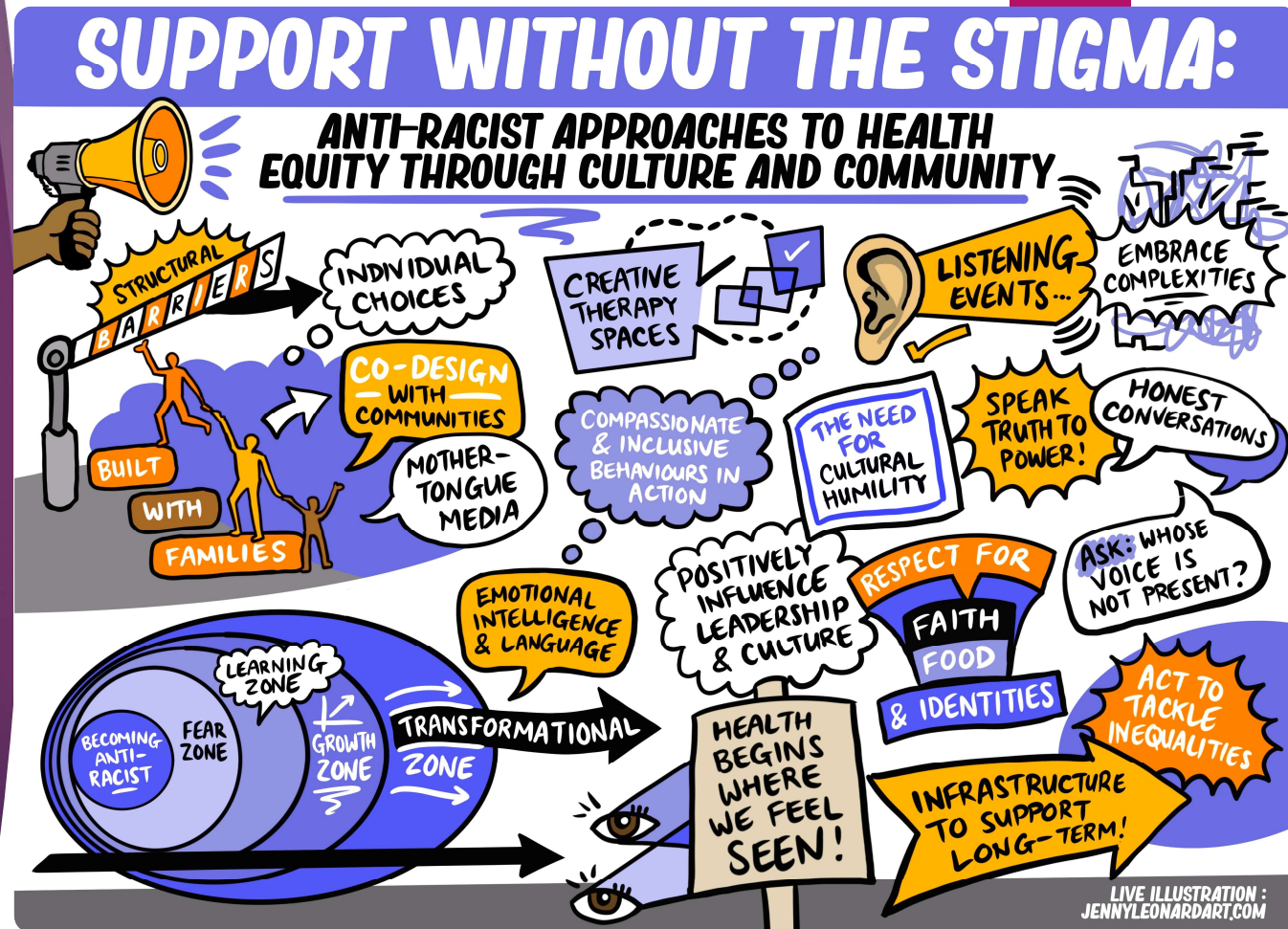
In order to be anti-racist leaders, we need to:

Ask the “why”

Learn AND unlearn

Get comfortable with asking uncomfortable questions

Allow ourselves to feel, but don't get stuck in the feelings



DPH Consensus Statement: Our 10 Point Action Plan

► **Anti-Racism in Public Health Practice:**

- Our culture will enable safe learning spaces for all to discuss racism where respectful questions and answers will be the order of the day, we work to ensure that our staff and managers have the required support via training, policies and resources to manage and report racism and racist incidents including provision of support for those who have experienced or observed it.
- We commit to enhancing our inclusive leadership as a core part of our health equity Public Health practice.
- We commit to starting the review of all our policies, procedures and services to ensure they are inclusive, equitable and anti-racist, we acknowledge the breadth of this task hence why we commit to starting rather than concluding this.
- We will also be clear with our partners about our expectations of them to both understand and align with our ethos.
- We commit to tackling and addressing misinformation and disinformation that creates greater barriers and poses risk to population health and social cohesion.
- We commit to using our existing Health and Wellbeing Boards, Inequalities Board(s), groups and forums with partners to have focus and intentional action taking on the intersectional look at inequalities to create equity within and outside our organisation with our communities.
- We will focus on improving ethnicity data collection and research.
- We will aim to diversify our Public Health workforce and encouraging systems leadership.
- We will utilise our Public Health capacity and skills to enable co-production with communities.
- We will work to embed anti-racism public health work in social and economic policies and plans e.g. Health & Wellbeing Strategy, Local Plan, Growth Plans, Neighbourhood programmes, NHS 10 Year Plan, Get Britain Working.

North West Public Health Anti-Racism Framework:

What Good Looks Like

This framework defines what excellence in anti-racism looks like for public health professionals in the North West. It moves beyond awareness and cultural competence toward transformative action that dismantles structural racism within health and local government systems, communities, and institutions.

Excellence requires sustained commitment to equity, accountability through measurable outcomes, and centering the voices and leadership of communities most harmed by racism.

Neighbourhood Health Centres: A shared NHS & Local Government priority

Working together to bring care closer to home and strengthen communities



MHCLG LETTER TO COUNCILS – KEY MESSAGE

- ✓ Neighbourhood Health Centres are a shared NHS and local government priority.
- ✓ Councils play a critical role in making them a reality.
- ✓ A call to work in partnership with ICBs to identify opportunities, remove barriers and create thriving neighbourhoods.



THE AMBITION



250
Neighbourhood
Health Centres
by 2035

Using both existing buildings and new developments, with early investment focused on areas of greatest need.



WHAT MHCLG ASKS COUNCILS TO DO



Identify vacant or underused council buildings that could become health hubs



Consider co-locating NHS services within council-owned facilities



Support regeneration by locating centres in town centres and neighbourhood high streets



Help remove planning and estate barriers



Work jointly with the NHS on community engagement and local design



Align neighbourhood health centres with wider regeneration, housing, public health and economic development plans

THE VISION: WHAT NEIGHBOURHOOD HEALTH CENTRES DELIVER



Bring together GPs, community services, mental health, social care, pharmacy, diagnostics, voluntary organisations and other local services.



Make care easier to access, closer to home.



Focus on prevention and early support, helping people stay well for longer.



Enable integrated neighbourhood teams serving populations of around 50,000 people (typically the scale of a Primary Care Network).



WHAT THIS MEANS STRATEGICALLY



Shift care from hospitals into communities.



Join up health, care and wider public services.



Use estates investment to improve health outcomes and regenerate communities simultaneously.



Tackle health inequalities by focusing on communities with greatest need.



Create a trusted, accessible neighbourhood 'front door' for all residents.

PARTNERSHIP IS THE DIFFERENCE



Strong ICB–Council partnerships and shared leadership



Using our collective estates and assets more effectively



Engaging local people and communities early and meaningfully



Aligning with wider place strategies and regeneration priorities



Measuring impact and adapting to improve outcomes



Stronger communities. Better health. A sustainable NHS.



Working together today for healthier neighbourhoods tomorrow.

Our Agreed Neighbourhood Footprints – Blackburn with Darwen

All age encompassing delivery through family hubs, wellbeing services, social prescribing & integrated adult teams



People at the centre



Closer to home



Joined-up care



Better use of resources

West Blackburn

- ✓ Approx. 48,190 patients
- ✓ 6 GP practices
- ✓ Livesey Family Hub
- ✓ Highercroft Community Centre

Potential site for Neighbourhood Health Hub:
Griffin Lodge (West Blackburn)

Barbara Castle Way Neighbourhood Health Hub

Our overarching neighbourhood hub providing:

- More specialist services including X-Ray and scanning for diagnostics
- Mental health services

North Blackburn

- ✓ Approx. 48,200 patients
- ✓ 6 GP practices
- ✓ Little Harwood Family Hub
- ✓ Hancock Street Community Centre

Potential site for Neighbourhood Health Hub:
Site developed as part of North Blackburn Local Plan

Darwen

- ✓ Approx. 33,800 patients
- ✓ 3 GP practices
- ✓ Darwen Family Hub
- ✓ Darwen Health Centre

Potential site for Neighbourhood Health Hub:
Darwen Health Centre (Darwen)

East Blackburn

- ✓ Approx. 58,300 patients
- ✓ 7 GP practices
- ✓ Shadsworth Family Hub
- ✓ Audley Community Centre

Potential site for Neighbourhood Health Hub:
To be determined as future development



Working together for healthier communities

Family hubs & CDCs

Wellbeing services

Social prescribing

Integrated adult teams

Seamless care across the life course

The world needs people who can solve problems

Fixperts is a simple method that unlocks creative problem-solving skills to get the world fixing problems, small and big.



Excite creative people with making skills to fix things for others ...

Fixperts embark on a process which engages all their creativity and resourcefulness.



... make a film about it ...

The process includes making a film that documents the process from start to fixed.



... and inspire others to do the same.

People might become Fixperts themselves, or maybe they'll be inspired to solve the next problem they find.

Housing and Health – Safe and Warm Homes

During 2025, the Healthy Homes service received **875 public contacts**.

- **400** of these were customers who **received advice and support about energy efficiency, damp and mould**.
- **475 customers** received advice and support with home safety (slips, trips and fall), Child Safety and Falls/fear of falling.

95% of customers who responded to our customer survey were **satisfied with the service they had received**.

The total **social value** for our generic healthy homes service, boiler and repair focused service and Cadent projects is **£3,048,794** which equates to **£14.80 return for every £1 invested**.



Lead to Healthier Lives



World Suicide Prevention Day: walk and vigil

As in previous years, we marked World Suicide Prevention Day, on Wednesday the 10th of September, to demonstrate our commitment to raising awareness and reducing the stigma surrounding suicide, helping to prevent suicide and encourage people to seek support.

The walk and vigil created a visible, compassionate presence in the heart of Blackburn, enabling:

- Community-led conversations about suicide prevention
- Increased awareness of local support services
- Opportunities for people with lived experience and higher-risk groups to share messages of hope
- Strong partnership working across voluntary, community and statutory organisations.



Suicide Prevention

Working in partnership with Lancashire Police, we launched the '**Cocaethylene - Know the Risks**' campaign to raise awareness of the dangers of mixing alcohol and cocaine. This combination creates cocaethylene in the bloodstream, which significantly increases the risk of harm, including an increased risk of suicide. The campaign also highlights where people can access support and help.



BeWellBwD

Save
Lives

Improve
Lives

Protect
Lives

We Are Undefeatable in Blackburn with Darwen

- The We Are Undefeatable campaign was evaluated this year with an impressive digital reach, brand recognition and recall.
- 15 community providers have been funded to deliver targeted physical activity opportunities for people living with long term health conditions to help remove barriers to access.
- There has been an increase of people living with health conditions being referred to the Wellbeing Service.
- A local launch was held at Blackburn Youth Zone in March 2026 with multiple partners in attendance. The national team were also present to interview key people and storytellers, the campaign has received national recognition with many other areas hoping to replicate its success.



- The 'This Girl Can' Sport England campaign is now working with BwD following the success of the local WAU campaign.

Trauma Informed Practice

- 16 one-day basic awareness training days have been delivered to 500+ people this year
- 55% of attendees of the basic awareness training days are internal council staff; 45% are external staff, e.g. VCFSE, Health, Police.
- 99% of attendees report that their understanding of trauma informed practice has improved as a result of the training.
- 5 x managed networks have each met over the past year; building capacity and a sustained approach to working collaboratively across the system.
- 5 organisations/teams have submitted their applications for the One Small Thing Trauma Informed Quality Mark, including the Public Health Team.
- 5 organisations/teams are currently working towards submitting their applications and a further 12 organisations/teams have expressed an interest in applying for the award in 2026-27.



- Trauma Informed BwD branding has been designed
- "Introducing Our Trauma Informed Borough" video has been produced
- A new animation has been developed to demonstrate our 'family around the child' approach

Local Authority Research Practitioners (LARPs)



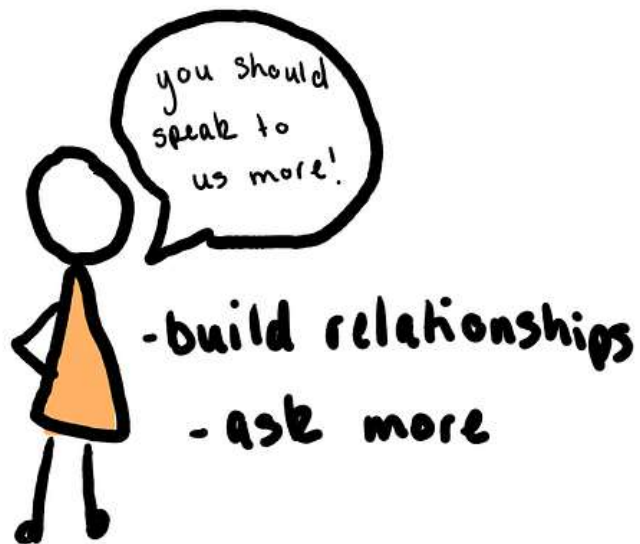
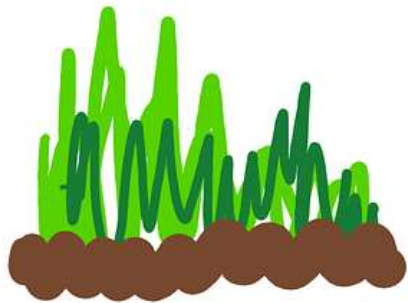
LARPs work within their local authority to harness the power of research.

LARPs contribute in various ways to increasing research capacity and capability in local authorities.

A LARP will do different things in different local authorities, tailored to local needs, and depending on the extent to which a local authority is currently involved in research activity.



grassroots





**"My solution to your problem
will always be wrong—until I
stop, ask, and listen."**

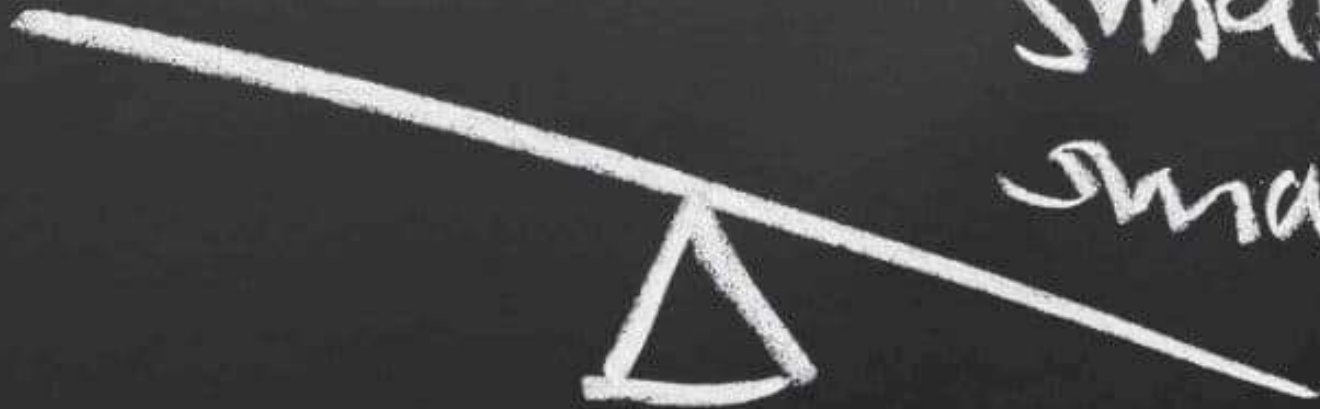
**Who in your life do you need
to pause and really listen to
today?**

SHARON EUBANK

Small Things Make A Big Difference!

BIG

Small
Small
Small
Small



CLOSING SESSION

**Please return to the main
auditorium for the closing
remarks. Thank you**



**Please don't forget to
complete the event
evaluation at the end
of the day.**