

## North East London Health Equity Webinar Series: Reducing health inequalities in primary care: Thinking together in challenging times

Inequality in health access, experience and outcomes is a direct consequence of how we organise. Sadly, despite our frequently expressed desire and intention to deliver health equity, the data shows we continue to fall short. Addressing health inequalities requires seeing and doing differently. This webinar series offers participants some time to think together.

Our speakers will share a set of ideas and examples that have been shown to be effective, presenting evidence and real-life stories that illuminate the ideas and the approach needed to be effective. We hope that they will give you the energy to go back to your practices and PCNs and invite colleagues to join you in building on these principles and approaches to work together towards health equity.

Addressing health inequalities is a 'wicked problem' and wicked problems cannot be addressed through simple mechanistic protocols. Instead, they require diverse

perspectives and all parties to work together to design and deliver effective interventions.

There is no single simple answer, ever, for any wicked problem which means that nothing transfers without adapting to fit local circumstances. So, if you are hoping to tackle health equity issues in your organisation, we would invite you to ask colleagues to join you in this webinar series so that you can build shared understanding and act together.

Comprehensive handouts and useful information and tools and resources will be available after each session.

### About the webinars

This series is supported by **North East London Health Equity Academy**. Each of these **free webinars** will take place online (Teams) on **Fridays from 12.30-1.15pm**. Focusing on five different topics, we'll be joined by guest speakers at each session along with a Q&A.

Open to everyone working in primary care across North East London, participants are welcome to join one or more sessions; we recommend joining as many as possible to gain the maximum benefit.



FREE  
online  
webinars

### Dates & times

<b>Friday 27th September</b> 12.30 - 1.15pm	<b>A GP's Story: doing things differently to address health inequalities</b> with Dr Andy Knox
<b>Friday 11th October</b> 12.30 - 1.15pm	<b>Data-led optimisation: Addressing equity in diabetes care</b> with Dr Daghni Rajasingam
<b>Friday 1st November</b> 12.30 - 1.15pm	<b>A life's work: Growing an approach to addressing health inequalities</b> with Professor Mitch Blair
<b>Friday 22nd November</b> 12.30 - 1.15pm	<b>People as Partners</b> with Alyson McGregor and Sheinaz Stansfield
<b>Friday 13th December</b> 12.30 - 1.15pm	<b>How do you know that you are making a difference?</b> with Ailsa Cook
<b>Date &amp; Time</b> To be confirmed	<b>Putting it all together: How to make change happen</b>

## Interested?

Read more overleaf or click [here](#) to book.

## Webinar Content: all sessions take place on Fridays, 12.30 – 1.15pm

### Session 1: Friday 27th Sept

#### A GP's Story with Dr Andy Knox

Everyone is in favour of the idea of reducing inequalities. This is one GP's story of how he put aside feelings of world weariness and powerlessness to do something about it.

Drawing on the stories of people he has met in his consulting room over the last 18 years, Dr Andy Knox, a GP and population health leader explores why things are going so wrong for communities across the UK and what we might do to bring about change. Andy will make the case that unless we reorient ourselves in primary care, we will continue to perpetuate the staggering inequalities at work in our communities.

### Session 2: Friday 11th Oct

#### Data-led optimisation in diabetes care with Dr Daghni Rajasingam

Evidence shows that simply designing services that work for the whole population will address inequalities and raise the quality for everyone. Dr Daghni Rajasingam, Deputy CMO GSTT and Medical Director for Secondary Care Transformation, will share learning which is applicable across both primary and secondary care. Daghni partnered with a small analytics company to analyse clinical metrics for all 4,500 diabetics on their waiting list. Simple stratification led to prioritisation of more global majority patients and people with higher deprivation scores. Seeing people earlier allowed modifiable risk factors to be addressed, reducing variation in how clinicians saw risk, redistributing workloads and releasing capacity in the system.

### Session 3: Friday 1st Nov

#### A life's work: Growing an approach to addressing health inequalities with Professor Mitch Blair

Join us for an engaging session with Professor Mitch Blair, who will share his extensive research and practical experiences at neighbourhood level, focusing specifically on addressing inequalities in outcomes for children and young people in Harrow. He will bring to life some of the insights from previous sessions, highlighting his passion for finding an effective intervention and harnessing it to serve the wider community.

Discover how effective collaboration both with GPs in shared clinics and within MDTs improves outcomes. When you engage communities, you can start to transform health outcomes. Mitch will share how he has translated his passion into a comprehensive approach for addressing health inequalities at scale; a story not just of challenges, but a celebration of success.

### Session 4: Friday 22nd Nov

#### People as Partners with Alyson McGregor and Sheinaz Stansfield

With fewer resources coming into primary care to tackle inequalities we need to recognise that one of our greatest assets is working with citizens as partners. Alyson McGregor, is Director of Altogether Better, an NHS organisation that has worked more than 25,000 citizens who have stepped forward to make a difference to their practice and community.

Alyson will share evidence-based examples of how teaming up with communities makes a difference and Sheinaz Stansfield, former managing partner and powerhouse in adopting innovation in primary care, will describe how tapping into the strengths of the people on her list led to better outcomes for everyone through less conventional methods.

Sheinaz's enthusiasm is infectious and we hope you will catch the bug!

### Session 5: Friday 13th Dec

#### How do you know that you are making a difference? With Ailsa Cook

The NHS is awash with well intentioned initiatives that don't deliver what they promise. This is largely because not enough attention is placed on impact. Ailsa Cook, Director of Matter of Focus, has experience in helping people understand, track and report on the outcomes that matter to you, so that you can make the case for your work and have the biggest impact.

The impact of the journey is just as important as the outcome when we are working to fix wicked problems. This session will explore what to pay attention to and how to track the impact on the people involved, developing understanding about why things work and the difference it makes to everyone involved.

### Session 6: Date & time tbc

#### Putting it all together: How to make change happen

Further details will be shared at earlier sessions.

## How to join

Click on the button below to book the sessions you'd like to join:

[Click here to register](#)

Once your booking is received a Teams Webinar link will be issued for each of the events you have registered for.