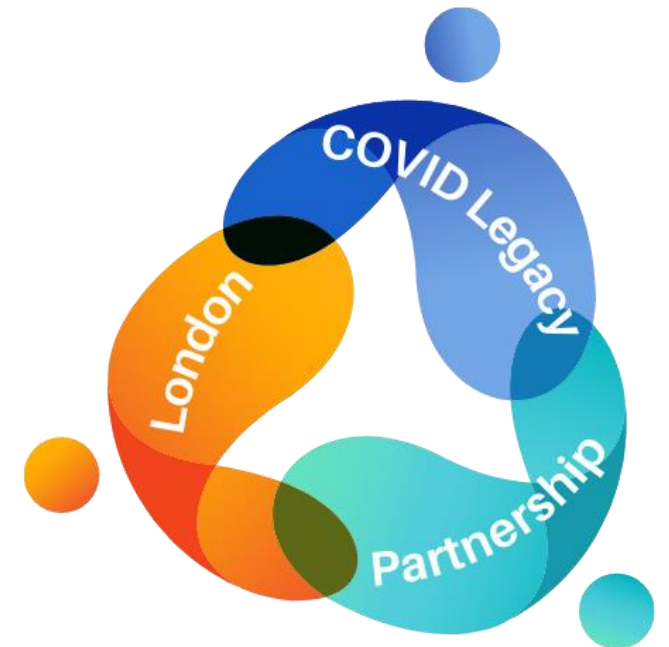


# Evaluation of health and wellbeing stand delivery at Eid in the Square and the Maccabi GB Fun Run

September 2022

*Produced by the COVID Legacy and Equity Partnership  
with the support of partners including the London Muslim  
Health Network and the London Jewish Health Partnership*

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# Introduction

- This evaluation was conducted to summarise the impact of two health stands hosted at large faith community events in London:
  - **Eid in the Square**: hosted by the Mayor of London in Trafalgar Square, Westminster on Saturday 7<sup>th</sup> May
  - **The Maccabi GB Fun Run**: hosted by Maccabi GB at StoneX Stadium, Barnet on Sunday 26<sup>th</sup> June.
- The evaluation provides insights into the successes and challenges associated with delivering health stands, to identify learnings for future delivery. Recommendations for delivery of similar interventions are detailed in a separate toolkit.
- These events were **co-organised by the COVID Legacy and Equity Partnerships and faith health networks** – the **London Muslim Health Network (Eid in the Square)** and the **London Jewish Health Partnership (Maccabi GB Fun Run)**.
- While both health stands varied drastically in content and format, principally both events were intended to opportunistically engage with the community to:
  - a) opportunistically engage with the community to provide tailored health information**
  - b) improve access to healthcare services and professionals** after disrupted access during the COVID-19 pandemic
  - c) develop trust and relationships between the community and the wider health system** through visible presence in the community.

# What is a health stand?

## The case for a “health stand” style of intervention:

- Working with communities during the COVID-19 pandemic and vaccine roll out highlighted:
  - a) a **need to address wider health and wellbeing needs** alongside vaccination
  - b) a substantial proportion of communities **not accessing existing health service provision**
  - c) communities **not feeling supported by health services** or fully represented in decision making.
- Health stands at community events were seen as an **opportunity to opportunistically engage with individuals and communities** to provide health advice and vaccination engagement.
- Through this approach it was hoped the stands would reach an audience that might not be fully engaged with health services, recognising that for many access to health and care was limited by the pandemic.
- **Health stands were hosted at long-standing community events with large audiences of faith communities**, and provided good opportunities to opportunistically engage with individuals and particularly families. This also reduced costs and increased promotion channels for the event.

## Health stand format:

- Health stands necessarily varied in format to match the event, community and partner involvement. However, broadly the events involved hosting a specific health and wellbeing stand at an event with a broader community remit. The stands were open to anyone who attended the event, and offered the following support:
  1. The opportunity to speak to health professionals about their health and wellbeing
  2. Some point-of-care service offer – for example blood pressure checks, full health checks or vaccination
  3. Signposting to additional health services



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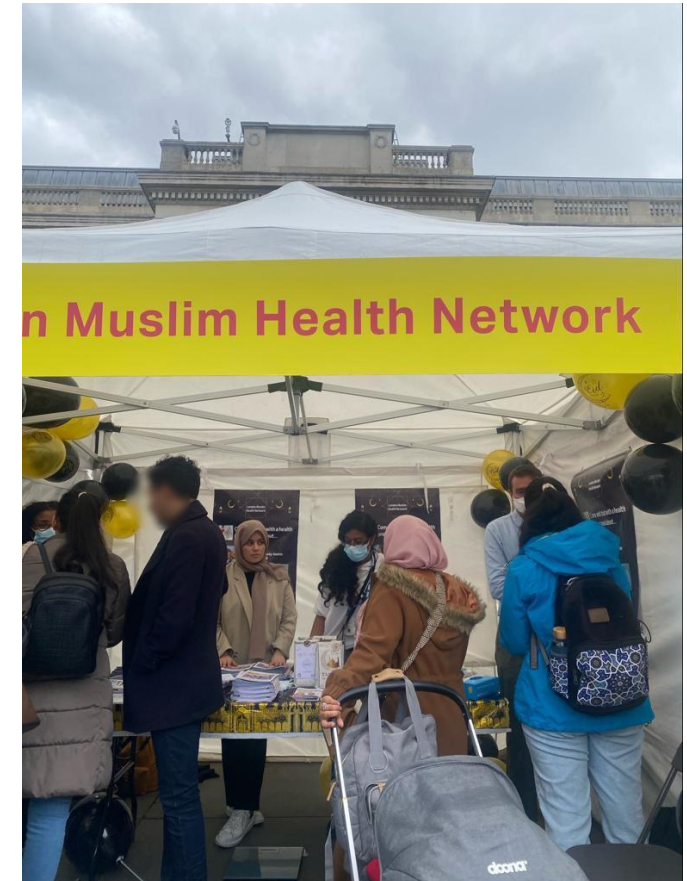
# What are the faith health networks?

## The faith health networks:

- Both health networks – the London Muslim Health Network and the London Jewish Health Partnership – were established as a partnership of interdisciplinary health professionals and key partners working with and from the respective faith communities during the pandemic, at first to support COVID-19 uptake, and then to identify and address the principal health needs of their faith communities to support good health and reduce inequalities more generally.

## How the faith health networks delivered the stands:

- The health and wellbeing stands were steered in content and delivery by the respective faith health networks, using feedback from network members and insights from the wider community.
- They were also aligned with the community's principal health needs through collaboration with wider partners including faith partners and third sector organisations together with CLEP, UKHSA, NHS London, Office for Health Improvement and Disparities, Greater London Authority, Local Authority Public Health Teams and the Association of Directors of Public Health.



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# Proposed benefits of health stands at community events



## Promoting key health messages and local services

- Health stands were an opportunity to discuss health topics relevant to the community in a new setting.
- Able to signpost to additional support/services.



## Opportunistic health conversations

- Engagement in a community event setting may mean outreach is engaging with individuals not engaging with health services or other forms of outreach.



## Trust and relationships with communities

- Working with faith networks in delivery of the event; demonstrates commitment to inclusive health practice.
- Visible presence at events develops community relationships and may encourage further engagement with services.



## Engaging health professionals

- Volunteer health professionals engaging with events provide support on the day and may contribute to further engagement.
- Many professionals are from the community themselves.



## Addressing inequalities

- Using data, local intelligence and community insights to target health interventions where largest disparities exist.



## Cross-system partnerships

- Stands were an opportunity to engage with LA Public Health, NHS systems and VCSE sectors.

# Theory of change

**Mission statement:** There is a need to address health inequalities and barriers to healthcare access through meaningful engagement with communities. Alongside other forms of community engagement, health stands are an effective way of reaching individuals and communities in a community setting, improving access to health professionals and giving the opportunity to have health conversations with those who may not engage with other forms of outreach.

Context	Activity	Proposed outcomes	Impact
<p>There is a need to address community-specific health issues with communities to address health inequalities.</p>	<p>Health stands at community events, co-designed and co-produced with community/faith health networks.</p>	<p>Promotion of key health messages and support</p>	<p>Health stands, alongside other forms of community engagement and support, develop trust in health services and boost overall health service engagement.</p>
<p>Community engagement has been effective during COVID-19, but does not reach everyone in a community group.</p>	<p>Health topics were selected depending on the community and their needs/priorities, but broadly offered some point of care services, opportunities for discussions with health professionals, and signpost to additional services.</p>	<p>Develop trust and relationships with communities</p>	<p>Communities have a greater understanding of their health needs and where to access support.</p>
<p>Some communities do not feel supported by health services, and/or feel their health concerns are ignored.</p>	<p>Stands are delivered in partnership with public health, NHS and community partners.</p>	<p>Address health inequalities in communities using targeted approach</p>	<p>Individuals who weren't otherwise engaging in support engage with health services.</p>
		<p>Reach those who might not routinely access services</p>	
		<p>Engage health professionals in novel form of engagement</p>	
		<p>Develop relationships through cross-system partnership</p>	

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# What did the events look like?



## Eid in the Square, Trafalgar Square, Saturday 7<sup>th</sup> May 2022

### Hosted by the London Muslim Health Network

- Eid in the Square was hosted by the Mayor of London, as part of the city's Eid-al-Fitr celebrations. The event brings together Muslim communities across London and wider to celebrate the end of the holy month of Ramadan. LMHN worked with GLA colleagues to secure a stand for the network.
- The stand was set up in part to increase COVID-19 vaccine uptake in the community. A vaccine bus was also present along with the stand and health professionals encouraged anyone who needed their vaccine to visit the bus. Resources were also available.
- As well as information on COVID-19 and vaccination, the stand also offered:
  - Conversations with health professionals
  - Blood pressure and weight checks
  - Community-specific health and wellbeing resources



## Maccabi GB Fun Run, StoneX Stadium, Hendon, Sunday 26<sup>th</sup> June 2022

### Hosted by the London Jewish Health Partnership

- The Maccabi GB Fun Run is one of the largest community events for the Jewish community. It is held on an annual basis and hosted by the charity Maccabi GB. It has an attendance of around 5,000 people and is popular among families in particular.
- The stand focused on a broad range of health topics relevant to London's Jewish communities. Barnet PH team also provided a screening team, who set up a separate stand to perform health checks for over 40's on the day.
- Additional information and services offered included:
  - Conversations with health professionals – including GPs and specialists in mental health and childhood immunisations.
  - Resources and signposting on health topics including: childhood immunisations, healthy weight and healthy eating, mental health, screening were also available.

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# Key outputs from the Eid in the Square Health Stand

200+

## Health conversations with attendees

Based on feedback from health professionals

~100

## Blood pressure checks performed

Estimate from health professional feedback

15

## COVID-19 vaccines delivered

9 children and young people, 6 adults

### From health professional feedback:

#### 1. Key health topics raised during conversations with attendees:

- Access to primary care
- COVID-19 vaccinations
- Blood pressure
- Diabetes
- Mental health and stress
- Healthy lifestyles and weight management

#### 2. Signposting to additional services:

- GP (registration advice where appropriate)
- COVID-19 vaccination (on site and off site)
- Social prescribing programmes
- NHS website
- Pharmacies
- Dental services (particularly around access)
- Mental health services

#### 3. Key themes from conversations on COVID-19 vaccinations:

- Concern around vaccination for children (side effects)
- Scepticism on boosters – how many were needed, were they necessary, or just forgotten to get boosted
- Many attendees were already fully vaccinated
- Safety, side effects and efficacy
- More concern among young people as a demographic



# Evaluation: Successes and challenges from the Eid in the Square event

## Successes

- 1. Attendance and public engagement:** The stand was busy throughout the day; health professionals recorded speaking to over 200 people about their health. A large number of people were interested in blood pressure checks, having opportunistic conversations with GPs, and a large number of people were interested in the London Muslim Health Network itself.
- 2. Services delivered were popular among attendees:** attendees were interested in having conversations with GPs and blood pressure checks. Resources on wider health and childhood immunisations were popular, although COVID-19 resources were less popular.
- 3. Support of community leaders and health professionals:** The London Muslim Health Network were able to find a large number of health professionals, including GPs, medical students, pharmacists and nutritionists, to support on the day. Community leaders also visited the stand to support, and posted on social media.
- 4. London Muslim Health Network:** The network were the “brand” for the stand; this was well received by attendees. LMHN social media pages were set up, and there was some media coverage on the day.
- 5. COVID-19 vaccine offer:** Although relatively few vaccines were administered on the day, having a vaccine bus at the event allowed promotion of the offer and encouraged vaccine conversations.

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## Challenges

- 1. Signposting to additional health services:** As this was a London-wide event with attendees from within and outside London, signposting to local services was more challenging. It may also have been helpful to have a clearer list for health professionals of additional services to refer to, and to track number of referrals through this. Supporting GP registration would also have been useful given primary care access was raised by a number of attendees.
- 2. Focus on COVID-19 vaccination:** Many attendees were not interested in discussing the vaccine, either because they were already vaccinated or they had already decided not to get vaccinated. The vaccination bus on site wasn't situated next to the health stand, which made promotion difficult and meant the bus was more hidden to the public.
- 3. Patient referral pathway:** Patient referral pathways were a concern for health professionals, particularly when doing blood pressure checks. Some health professionals also raised concerns around indemnity.
- 4. Space and health professional capacity:** The stand was busy throughout the day and at some points was slightly overcrowded, particularly when blood pressure checks were taking place. Although not a major issue, during busier periods attendees were waiting to speak to a health professional.



# Photos from the Eid in the Square Health Stand



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# Key outputs from the Maccabi GB Fun Run Health Stand



~50

## Health conversations with attendees

Estimated based on organiser and health professional feedback

20

## Screening appointment attendances

Through screening provider (individuals aged 40+ only)

### 1. Key health topics promoted (through conversations + resources):

- Screening/health checks
- Childhood immunisations
- Mental health
- Healthy eating
- Physical activity
- Bereavement

### 2. Feedback on screening offer:

- 20/34 available screening appointments were taken up on the day.
- Screening provider reported good interest from attendees and interest from younger people (offer was for those aged 40+ only).
- All those who participated in the screening were given a form with local referral pathways on health and wellbeing, diabetes prevention, smoking cessation etc. Where areas of concern were highlighted relevant advice was given.

### 3. Resources on the day

- Childhood immunisation resources and information on health checks/screening were particularly popular.
- Mental health resources and information was less popular; perhaps due to the format of the event.

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# Evaluation: Successes and challenges from the Maccabi GB Fun Run Health Stand



## Successes

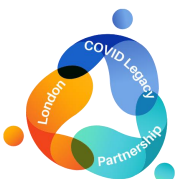
- 1. Promotion of local services:** the stand promoted local services and online support; those who attended screening sessions were given a form with local referral pathways at the end of the session with further information on health and wellbeing; diabetes prevention, smoking cessation etc.
- 2. Interaction with attendees:** the stand was an opportunity to connect with the public and other community organisations.
- 3. Screening offer:** the screening offer was a success and very positively received. Some health concerns were highlighted among those who took up the offer and they received relevant advice.
- 4. Support from community organisations, health partners and health professionals:** the organisation of the health stand was possible due to a successful collaboration of local organisations (London Borough of Barnet Public Health team, Andy's Men Club), community organisations (JAMI) and health professionals.
- 5. London Jewish Health Partnership:** was the public facing organisation for the stand and created a lot of interest among the public. Local and community leaders came to interact with the health professionals at the stand. There was some media coverage after the event.

## Challenges

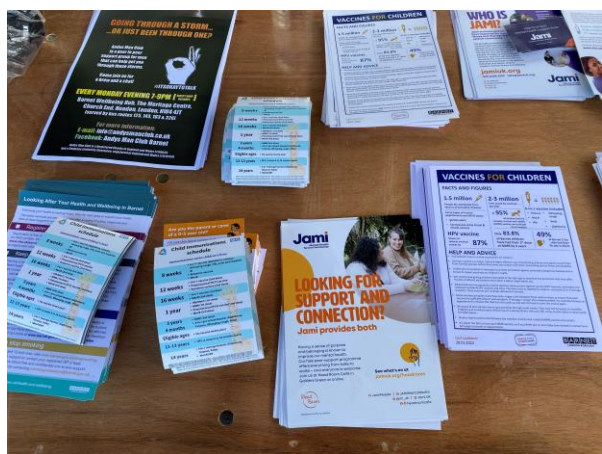
- 1. Stand location:** the location of the stand was not very visible and was not ideal to interact with attendees.
- 2. Promotion of the stand and services available on the day:** there was very little promotion of the stand before the event. Maccabi GB did some advertising prior to the event, however there was very little promotion beyond this. There was also the option of pre-booking for the health check but it was only promoted the week before the event, and again only through Maccabi GB channels.
- 3. Privacy:** the stand was located in an open space that did not allow private conversations about health and wellbeing. This was a particular issue given one of the key health topics being discussed was mental health; many attendees did not feel comfortable with speaking about this publicly.
- 4. Childhood immunisations:** one of the health offers was resources and information about routine childhood immunisations. The initial idea was to have a pop-up at the event to offer childhood immunisations, but due to the complicated logistics behind it, this was not offered on the day.

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# Photos from the Maccabi GB Fun Run Health Stand



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# Process evaluation: organising and delivering health stands

- Professionals involved in the delivery of both health stands highlighted successes and challenges in the planning and delivery of health stands that should be considered in future delivery:

## Successes

1. **Partnership working:** delivery of both health stands brought together a broad range of health and community partners together successfully in organisation and delivery.
2. **Defining appropriate offering:** in planning, the working group were able to use community insights and data to scope and provide a health and wellbeing offer that was relevant to the community.
3. **Resources + branding:** despite relatively short lead-in times, both stands had community-specific resources and branding that was well received by attendees.
4. **Working with health professionals:** at both stands health professionals were able to support with conversations with attendees. The majority came through either the faith health networks or through other health partners.
5. **Foundation for future work:** the planning and delivery of the events has acted as a starting point for further work with communities, supporting the networks and rolling out similar health stand events more widely across London.
6. **Anchor organisation:** CLEP took the role of bringing together the different parts of the system and to facilitate through whole process.

## Challenges

1. **Short timeframe:** both health stands were organised with minimal time, which led to some challenges in delivering all the proposed services
2. **Logistics required to deliver desired interventions:** at Maccabi GB Fun Run, there was an ambition from organisers to deliver childhood immunisations on-site, but logistical challenges with delivery (including data flows, health professional support, medicines regulation) meant this wasn't able to be delivered. Similarly, although a COVID-19 vaccination bus was present and Eid in the Square, there were challenges in ensuring its presence, and it was situated outside of the main venue.
3. **Co-design:** while events were co-produced with faith health networks, a greater degree of community involvement in the design process would have been beneficial in ensuring offerings were responding to and reflective of community needs.

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# Conclusions and next steps

## Conclusions:

- Insights collected through the evaluation suggest that effective delivery of health stands at community events can be an effective method of engaging with communities, particularly in this period of pandemic recovery.
- Point of care services and access to GPs/primary care support were particularly popular. While insights also highlighted the need to adapt the offering to the health and wellbeing needs of each community group, these core themes may provide a useful foundation to build an offering from.
- Working with the community, in this case through faith health networks, was central to the success of the events, though it is important to ensure communities are engaged in both the design and production/delivery of future interventions. It may also have been beneficial to work with a more broad range of community representatives to ensure the offer was holistic and appropriate for all members of the community.
- Health stands should be seen as one important tool for outreach and engagement with communities, though insights suggest a broader need for systems to address barriers to routine healthcare provision for populations and a continued need to focus on diverse and far-reaching community engagement to improve health outcomes.

## Next steps:

- The accompanying toolkit provides recommendations to Local Authorities/ICB's for future delivery of health stands, as well as some of the support available from regional teams for this work.

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# Acknowledgements



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With support from:

**Leonora Weil**, COVID Legacy and Equity Partnership

**Janine La Rosa**, COVID Legacy and Equity Partnership

**Ana Zuriago Alvaro**, COVID Legacy and Equity Partnership

**Andrea Gordon**, NHS England

**Jiblu Rahman**, NHS England

**Hadjer Nacer**, NHS England, Chair of the London Muslim Health Network

**Daniel Kosky**, London Jewish Forum. Co-chair of the London Jewish Health Partnership

**Andrew Gilbert**, London Jewish Forum, Co-chair of the London Jewish Health Partnership

**With thanks to partners involved in delivery of the Eid in the Square and Maccabi GB Fun Run health stands:**

**Candice Mendes da Costa**, Maccabi GB

**Dr Charlotte Benjamin**, NHS North Central London CCG

**Dan Levene**, NHS North Central London CCG

**Donna Guzina**, GPDQ

**Ellen Schwartz**, ADPH London

**Emma Dorman**, Jami UK

**Dr Fiona Sim**, Public Health Consultant

**Frances Adlam**, NHS England

**James Aukett**, Andy's Man Club

**Jayne Abbot**, London Borough of Barnet Public Health Team

**Jen Ross**, London Borough of Barnet Public Health Team

**Joanna Inskip**, UK Health Security Agency

**Lilian Okoye**, NHS England

**Dr Oge Ilozue**, GP, Clinical Adviser to the NHS London Covid-19 Vaccination Programme

**Priyanka Tamang**, NHS England

**Rabinder Bhachi**, NHS England

**Safa Moghul**, NHS North East London CCG

**Dr Sharon Raymond**, Crisis Rescue Foundation

**Sofia Sartori**, NHS England

**Sofian Khan**, NHS England

**Sunita Chauhan**, NHS North West London CCG

**Dr Tamara Djuretic**, London Borough of Barnet Public Health Team

**Tom Hillier**, NHS North West London CCG

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