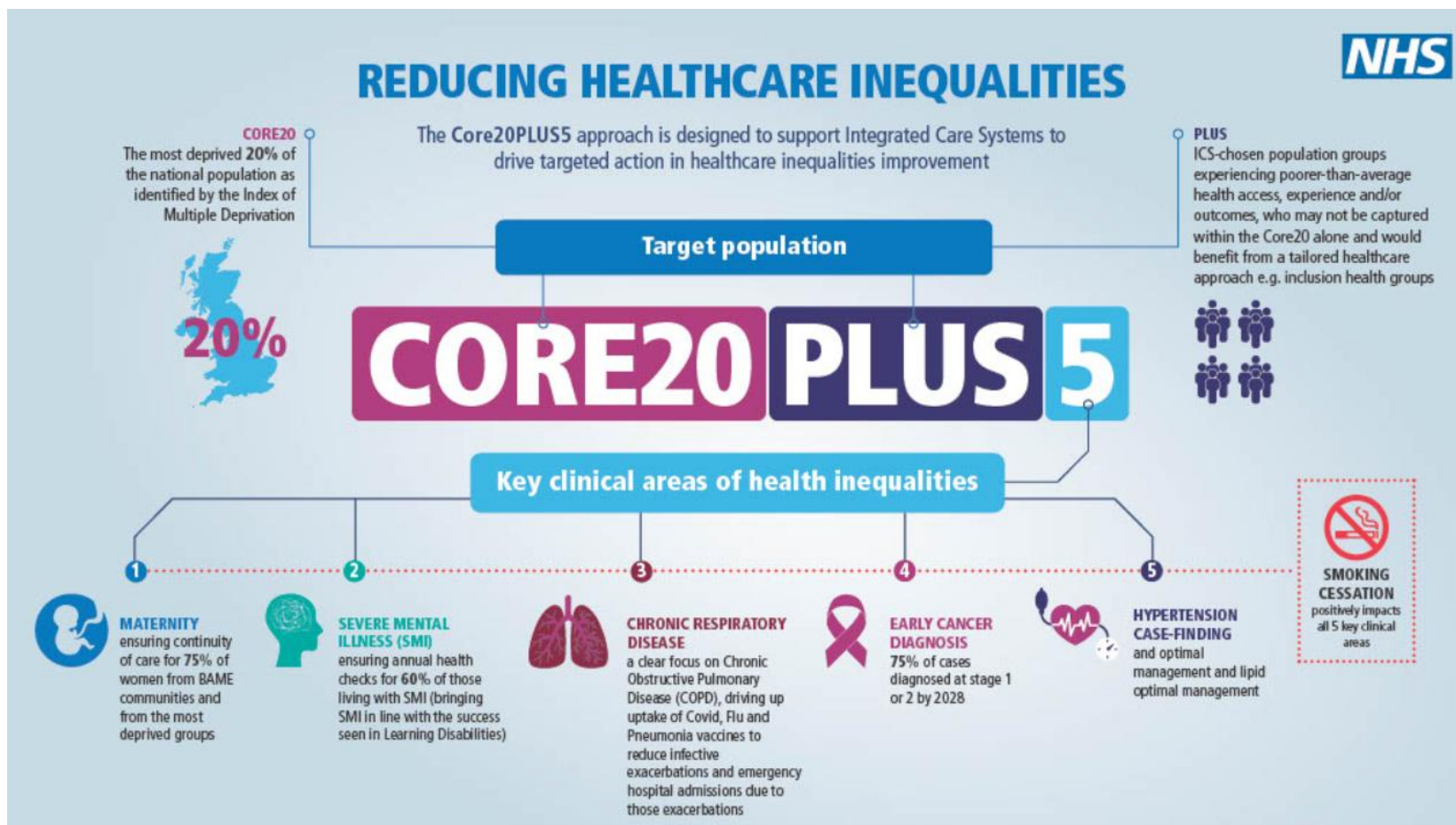




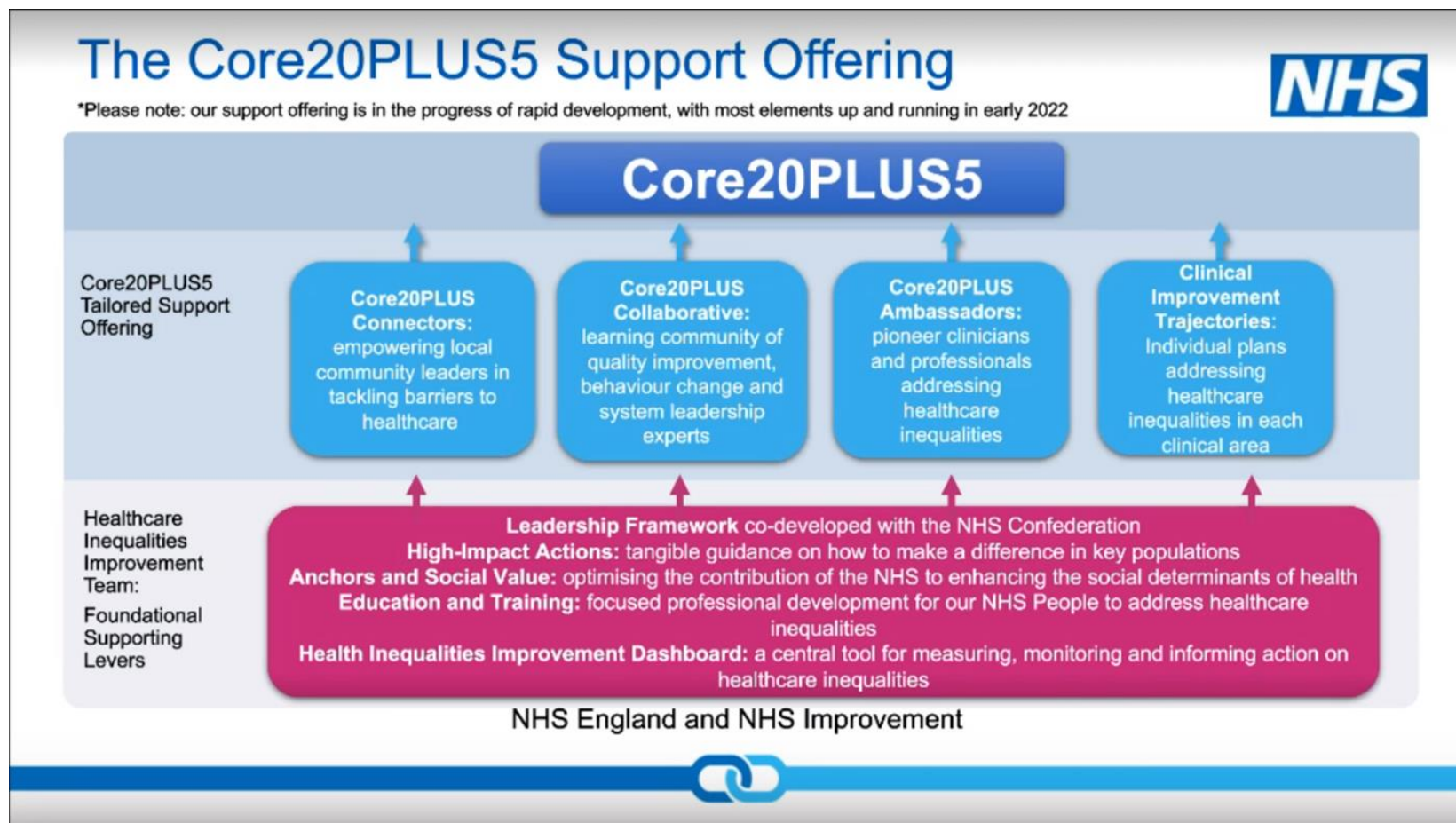
# Core20Plus5 Community Connectors



# What is the Core20PLUS5 programme?



# Part of Core20PLUS5 approach



# The approach

## Co-design your local connector programme

- Work with existing organisations with trust
- Learn from what already exists / assets (and invest in it)
- Speak to communities and ask them what will work.
- Define success in community terms not KPIs/targets



## Recruit connectors

- Community  
Connectors must be local people (peer power)
- Have recent lived experience of inequality
- Have good current connections within their communities
- Engage people with the right attributes/traits
- Train and support them (prevent harm and progress)

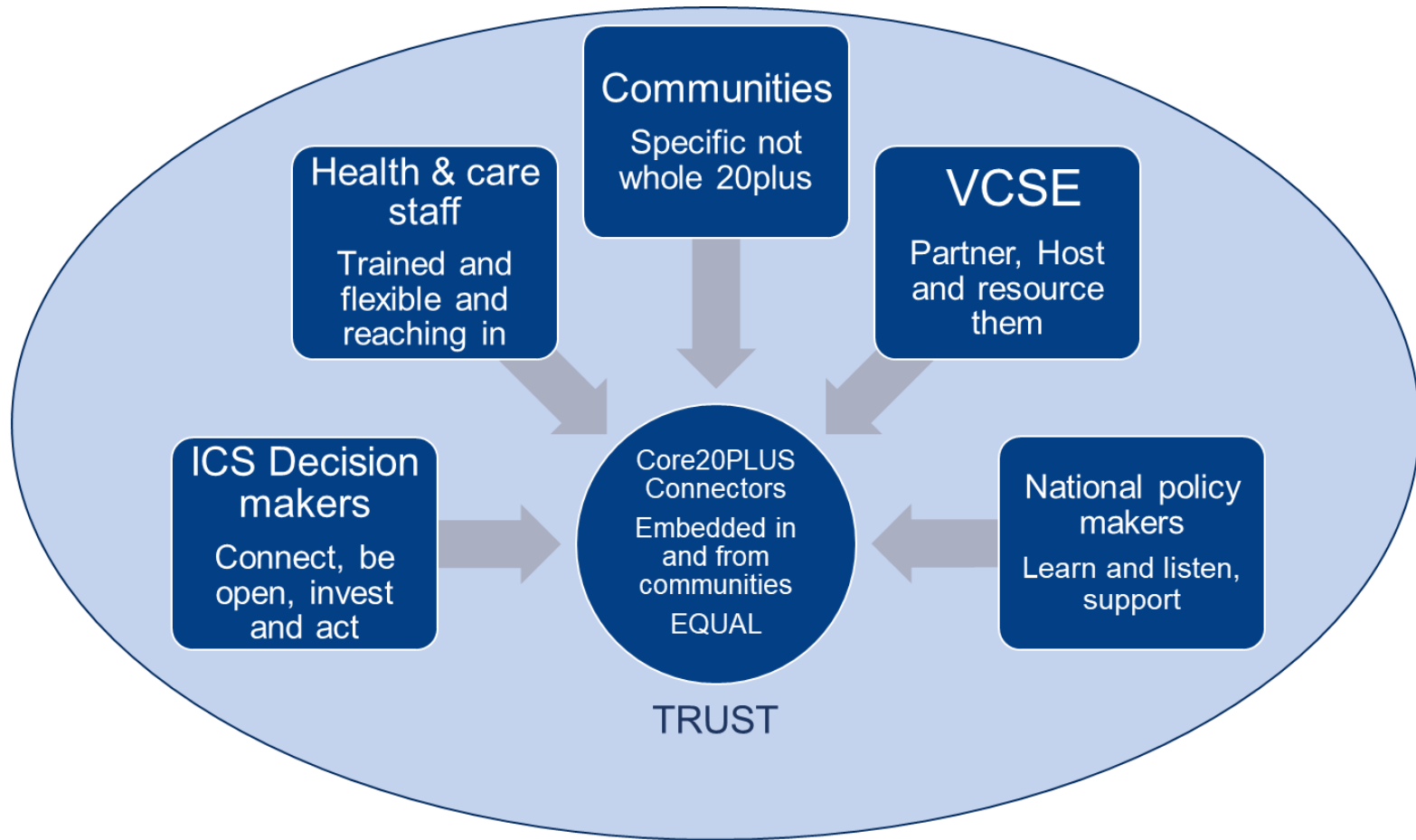


## Share power with communities

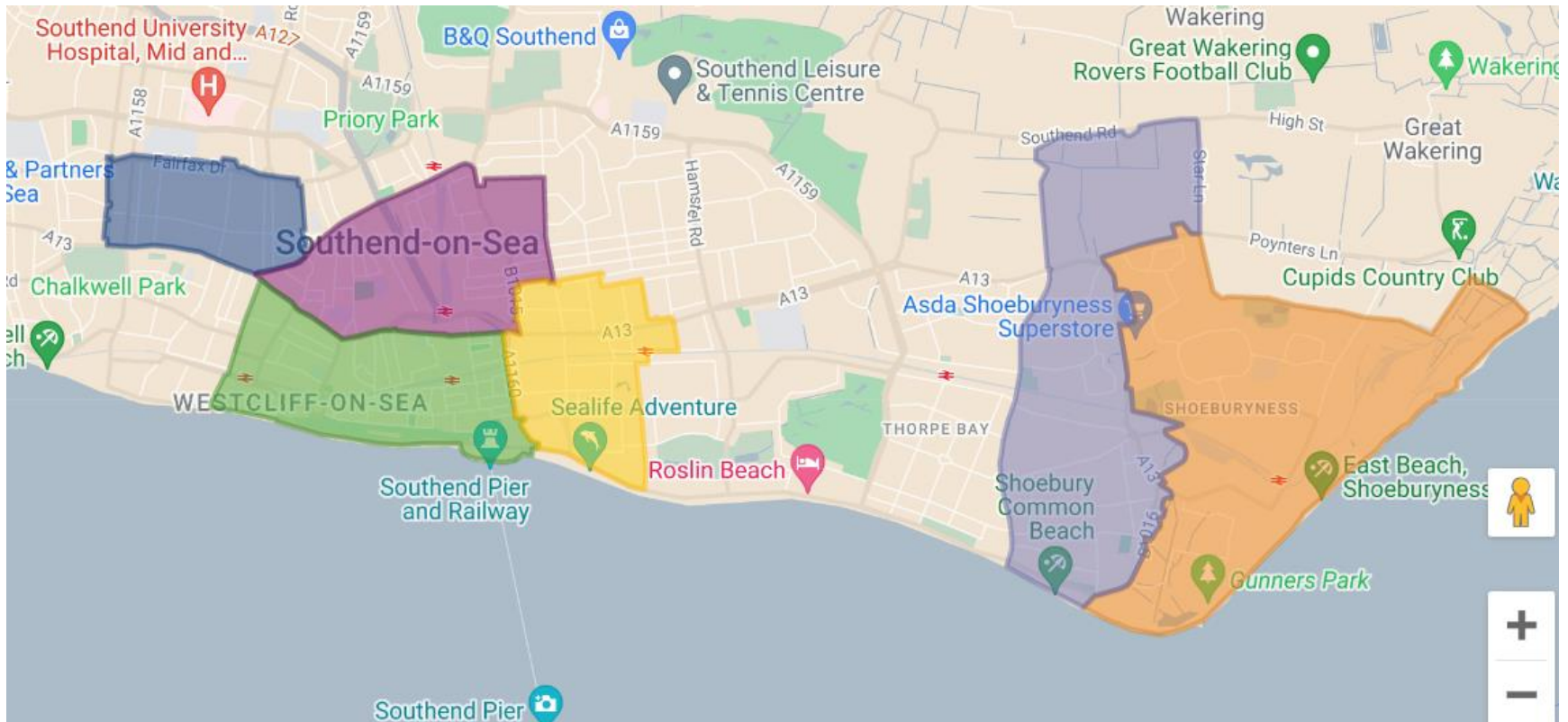
- Equal seats
- Long term relationship
- Accept responsibility
- Listen, get behind and fund what they think the solutions are
- Share anonymised data with them
- Work with them to address the issues – in partnership



# Building bridges



# Where?



# Why here?

- The six wards selected are the most deprived in Southend; three are in the top 10% most deprived areas in England
- There were an additional 471 deaths from respiratory disease in these wards as a consequence of socioeconomic inequality
- Within Southend the mortality rate from COPD is 61.8% (national average 52.85%)
- 835 respiratory admissions across the ICS were for patients who lived in areas of poor-quality housing; just under half of these admissions were in Southend
- The people of Southend lost 1022 years of life between them in 2010 due to air pollution.
- Those living in Milton/Victoria/Kursaal wards suffer 20–30% higher background pollution than the rest of Southend
- an average of 17.7% of patients smoke (national average 15.9%)

# Our approach

## Phase I

- Intelligence from *A Better Start Southend*, plus possible connectors
- Aim to capture local residents' views about health and wellbeing
- Curated intelligence will inform.....

- Phase II

- More targeted work on COPD with patients/carers
- Developing confidence to co-design – both connectors and decision-makers
- Workshops etc
- Evaluation and spread of learning



# Connecting to the decision-makers

- Stewardship Group
- SE Essex Alliance
- Mid & South Essex ICB
- Health Inequalities Groups – system and place
- Southend City Council

# Questions

- How do we work with the people around this table?
- Who else should we include as decision-makers?
- As decision-makers, what support would be helpful before you meet with our community connectors?

# For more information

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**healthwatch**