


Non-Executive Report of the: Health and Wellbeing Board 17 th Jan2023	
Report of: Dr Somen Banerjee	Classification: Unrestricted
Lessons from Covid - Culturally appropriate communications	

Originating Officer(s)	Dr Cyril Eshareturi
Wards affected	All wards

Executive Summary

Health communication and engagement strategy were reviewed by Tower Hamlet residents towards ensuring guidance and important health messages are ‘culturally appropriate’, ‘available in different languages’ and ‘uses different approaches’ to ensure messages reach different audiences.

Adopting a two phased approach which comprised of a desk top review and semi-structured interviews with 22 Tower Hamlets residents, the project reinforced the importance of community involvement as crucial to the ethos of cultural appropriate health communication and highlights the need for ensuring health messages are co-designed, and accessibility issues considered congruent to the provision of health messaging which is culturally appropriate.

To implant the approach of culturally appropriate health communication and engagement, a tool was developed to embed this ethos across the London borough of Tower Hamlets.

Recommendations:

The Health and Wellbeing Board is recommended to:

1. Adopt the use of the Culturally Appropriate Health Communication and Engagement toolkit to underpin and inform the provision of all health messages.

Health and Wellbeing Strategy:

The Health and Wellbeing Strategy is grounded upon principles that matters most to residents of Tower Hamlets. This report relates to these principles as follows:

Resources to support health and wellbeing should go to those who most need it

The use of the Cultural Appropriate Communication and Engagement toolkit will ensure health messages do not unwittingly disadvantage target communities as the checklist mandates for messages to be co-designed by working with communities and resources focused on addressing those who are most in need. This ensures communities are treated equally, respectfully and without discrimination whilst providing assurance that health and wellbeing information and advice are clear, simple, and produced with those who will benefit from them.

Feeling connected and included is a foundation of wellbeing and the importance of this should be built into services and programme

The use of the Cultural Appropriate Communication and Engagement toolkit will evidence that health and wellbeing information are clear, simple and co-designed towards ensuring that communities feel connected and included in the design, delivery, and engagement with health messages.

People should feel that they have equal power in shaping and designing services and programme that impact on their health and wellbeing

The use of the Culturally Appropriate Communication and Engagement toolkit will ensure power differentials between council officers and communities are redressed. By using the toolkit to inform health messages, power will be situated with communities by ensuring messages are informed by community lived realities.

We should all be working together to make the best use of the assets we already have that support people's health and wellbeing.

The use of the Culturally Appropriate Communication and Engagement toolkit to inform health messages strongly leverages on the use of community assets in the form of leaders and settings to inform message content and delivery. The use of these assets further builds trust and fosters partnership working.

1. REASONS FOR THE DECISIONS

- 1.1 To take forward the issues outlined it is important to get partnership buy in otherwise our response and approach to communication will be culturally inappropriate.

2. ALTERNATIVE OPTIONS

- 2.1 If we do not embed the use of the Culturally Appropriate Health Communication and Engagement tool, our approach to communication will be culturally inappropriate.

3. DETAILS OF THE REPORT

- 3.1 Culturally Appropriate Health Communication and Engagement Report attached.

4. EQUALITIES IMPLICATIONS

- 4.1 The use of the Culturally Appropriate Health Communication and Engagement toolkit is aligned with ensuring systemic inequalities are addressed and our approach to communicating with communities underpinned by equity.
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Linked Reports, Appendices and Background Documents

Linked Report

- None

Appendices

- None

Local Government Act, 1972 Section 100D (As amended)

List of “Background Papers” used in the preparation of this report

List any background documents not already in the public domain including officer contact information.

- None

Officer contact details for documents:

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