

# South West Population and Public Health Academy



## Health Inequalities Webinar Series

## Introduction

The South West Population and Public Health Academy in partnership with NHS England and NHS Improvement; and Public Health England would like to introduce and invite you to a series of webinars that we will be delivering over the coming year.

These webinars have been designed to assist and support you and your response to the next phase of recovery planning requirements, system wide recovery following the COVID-19 pandemic and ongoing delivery of the NHS Long Term Plan.

The main focus of these webinars will be health inequalities. This webinar series will cover a wide variety of topics aimed to increase and consolidate existing knowledge and understanding; and provide you with examples of best practice; practical tips; and resources.

We are also in the process of planning a further 4 webinars that will be delivered from September 2021 onwards covering the following topics; Obesity, Public Mental Health, Cancer and CVD

The details of our first 4 webinars are listed along with registration and booking links.

# Webinar 1: Health Inequalities



**Date:** 12<sup>th</sup> May 2021  
**Time:** 14:00 – 15:15

## Initial welcome and introduction to the webinar series:

- 
- Mark Cooke; SRO for Health Inequalities, Director of Strategy and Transformation; NHS England and NHS Improvement
  - Maggie Rae; Head of School and Public Health Transformation; Health Education England
  - Jan Bond; Health and Wellbeing Programme Manager; Public Health England South West

## Topic area covered:



Definitions of health inequalities, key data sources, reports and national policy

## Learning outcomes:

- To understand what is meant by health inequalities and the distinction from health equity
- Knowledge of the key messages from recent reports published in 2020 e.g., Marmot Report for the Health Foundation- Build Back Fairer
- Know where to find key data evidencing health inequalities
- To understand some of the insights from lived experience e.g., Fenton Report- Beyond the Data
- Knowledge of the legislation and policy that empowers our action to reduce inequalities

## Target Audience:

- 
- Colleagues working in the health and care or wider public services that have little or no formal knowledge of health inequalities
  - Colleagues who would like a rapid refresh on health inequalities

To register [click here](#)

## Webinar 2: Health Inclusion



**Date:** 24<sup>th</sup> May 2021  
**Time:** 16:00 – 17:00

### Speaker:

- 
- Rachael Marsh; Acting Consultant in Public Health; Public Health England

### Topic area covered:



Definitions of health inclusion, key data sources, national policy, and regional practice examples

### Learning outcomes:

- To understand what inclusion health is and how it fits within wider work to reduce inequalities and commonly included groups
- To understand why Inclusion Health matters including key data on morbidity, mortality, service use and costs to the system
- Knowledge of the legal/ policy context
- To be familiar with the relevant guidance and frameworks
- To be aware of the approaches taken regionally by means of practical examples

### Target Audience:

- 
- Colleagues working in the health and care sector or wider public services that have little or no formal knowledge of inclusion health
  - Colleagues who would like a rapid refresh of inclusion health

To register [click here](#)

## Webinar 3: Anchor Institutions



**Date:** 14<sup>th</sup> June 2021

**Time:** 15:00 – 16:00

### Speaker:

- Sara Bordoley; Health Inequalities Lead, NHS England and NHS Improvement



### Topic area covered:

Understanding of what an anchor institution is and how they can strengthen local economies and help to reduce health inequalities

### Learning outcomes:

- To understand the role of 'Anchor Institutions' and how this fits with national policy in Health and Care and can support Covid 19 recovery
- To be aware of the key opportunities, activities and strategies for NHS, Local Government and other large organisations to support local economies
- Learn from some examples of how Anchor Institutions have developed their role nationally and in the SW
- Test out some of the opportunities and challenges associated with this role
- Know where to go for further guidance and support



### Target Audience:

- Colleagues working in the health and care or wider public services that have little or no formal knowledge of Anchor Institutions
- Colleagues who would like a rapid refresh on Anchor Institutions

To register [click here](#)

## Webinar 4: Behavioural Change



**Date:** 6<sup>th</sup> July 2021  
**Time:** 15:00 – 16:00

### Speakers:

- 
- Russ Moody; Health & Wellbeing Programme Lead; Public Health England South West
  - Deborah Lear; Head of Public Health Workforce Development Programmers; Health Education England

### Topic area covered:



Behaviour change and the Behaviour Change Development Framework

### Learning outcomes:

- To gain a clearer understanding behaviour change
- To understand and apply the 'COM-B Model' of behaviour change in practice
- To have a clearer understanding of the elements required for a behaviour change intervention to be effective
- To know how to use the Behaviour Change Development Framework' and Toolkit and how to identify the level of behaviour change training required by an individual/team/department

### Target Audience:

- 
- Colleagues working in health and care or wider public services that have little or no formal knowledge of behaviour change
  - Colleagues who wish to access resources and/or further develop their knowledge and application of behaviour change methodologies

To register [click here](#)