

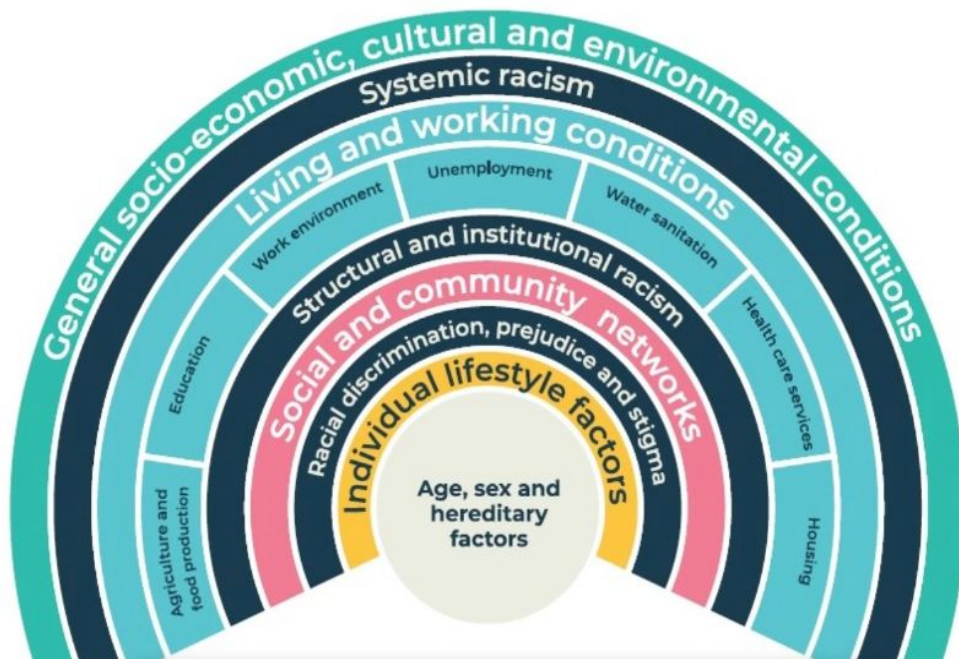


City & Hackney
Population Health Hub

MATCH project on embedding health equity

City of London Health and Wellbeing Board, 11 July 2025

Health equity approach



- ◆ The Dahlgren and Whitehead model of health determinants shows the complex interplay of factors that influence health and wellbeing and the need for a system-wide approach to reducing health inequalities.
- ◆ The eMbedding heAlth equiTy (MATCH) programme has been developed as a tool to engage with system partners about health inequalities and population health, and to support our workforce to embed a health equity approach.

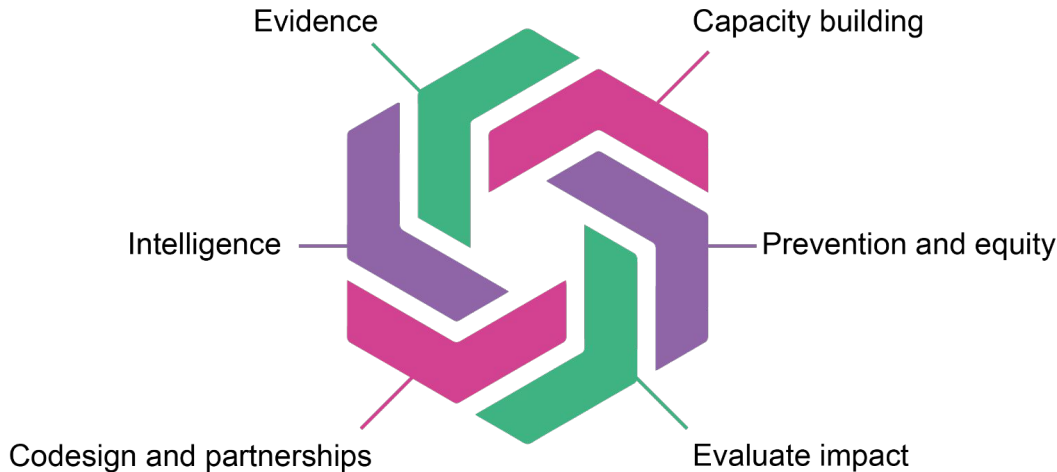


The City and Hackney Population Health Hub

We work to proactively identify what the system needs...

...and also work in partnership on requests for support from stakeholders across the system

Supporting partners, teams and individuals to find joy and sense of purpose in their work



Ask for HWB

- 1) Bringing this as an update on the work programme
- 2) Keen to hear feedback from HWB on
 - which parts of the system we could usefully engage with
 - input on the MATCH approach and anything missing
- 3) **Decision** on the proposed model for year 3

What is MATCH?



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How do you feel about tackling health inequalities in your day-to-day work?

25 responses



The development of MATCH

As shown on the previous slide, we noticed that although there was a strong commitment to health inequalities in principle across the system, in practice many people felt they didn't know where to start.

The MATCH programme aims to address this by **supporting teams and services across City & Hackney to embed health equity in their day-to-day work.**

Using non-recurrent NEL Health Inequalities funding, we have developed an approach and a package of training and support to help partners to do this. The programme reports into a steering group formed of stakeholders from across the partnership.

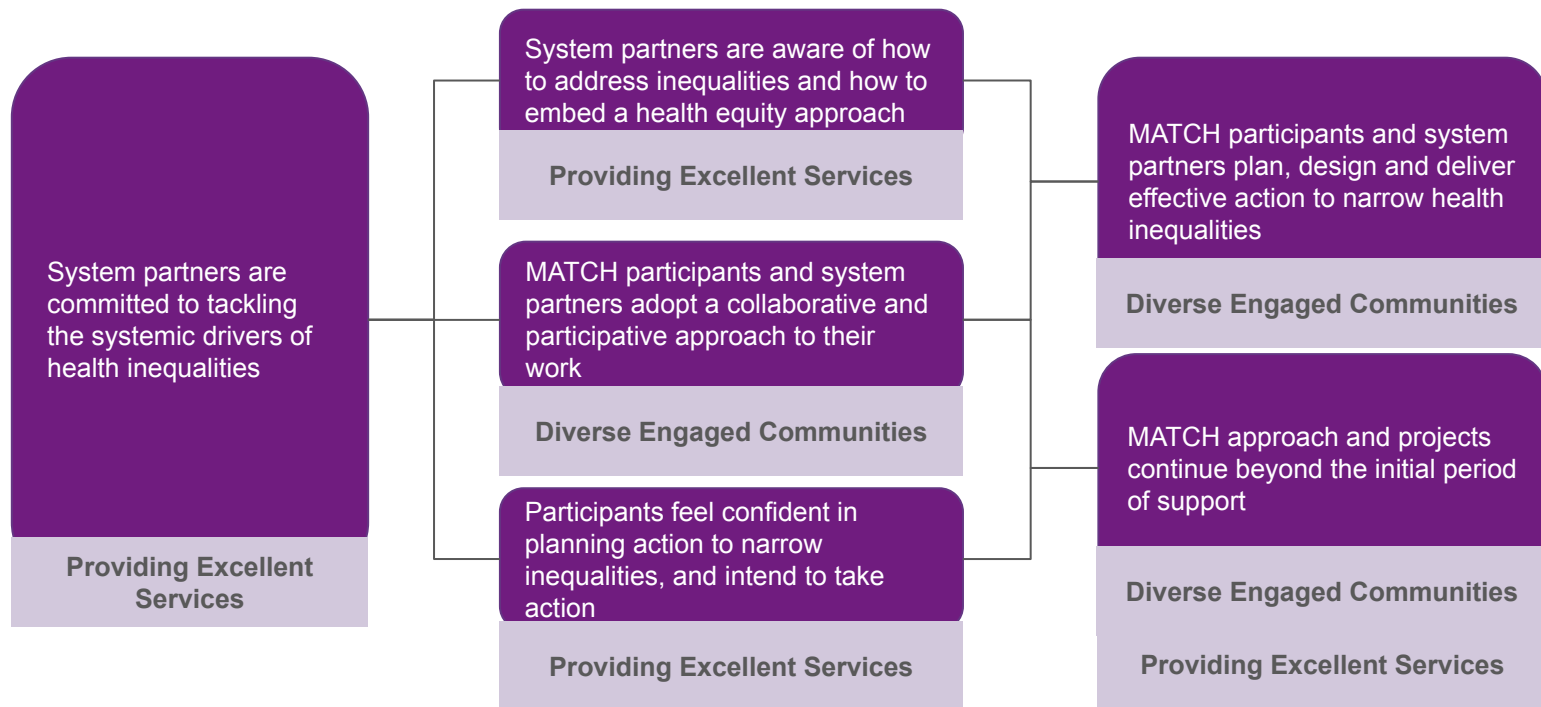
Programme participants identify specific health inequalities to focus on which are relevant to their work and, as part of the MATCH approach, identify areas for change.

The first two years have focused on a more intensive project-based approach to build momentum, and we are proposing a pivot to an 'academy' style model in year 3 to enable more participants to get involved, and to be supported by those who have already been through the process.

The MATCH programme
supports the **City of London's
Corporate Plan** outcomes of
Diverse Engaged Communities
Providing Excellent Services

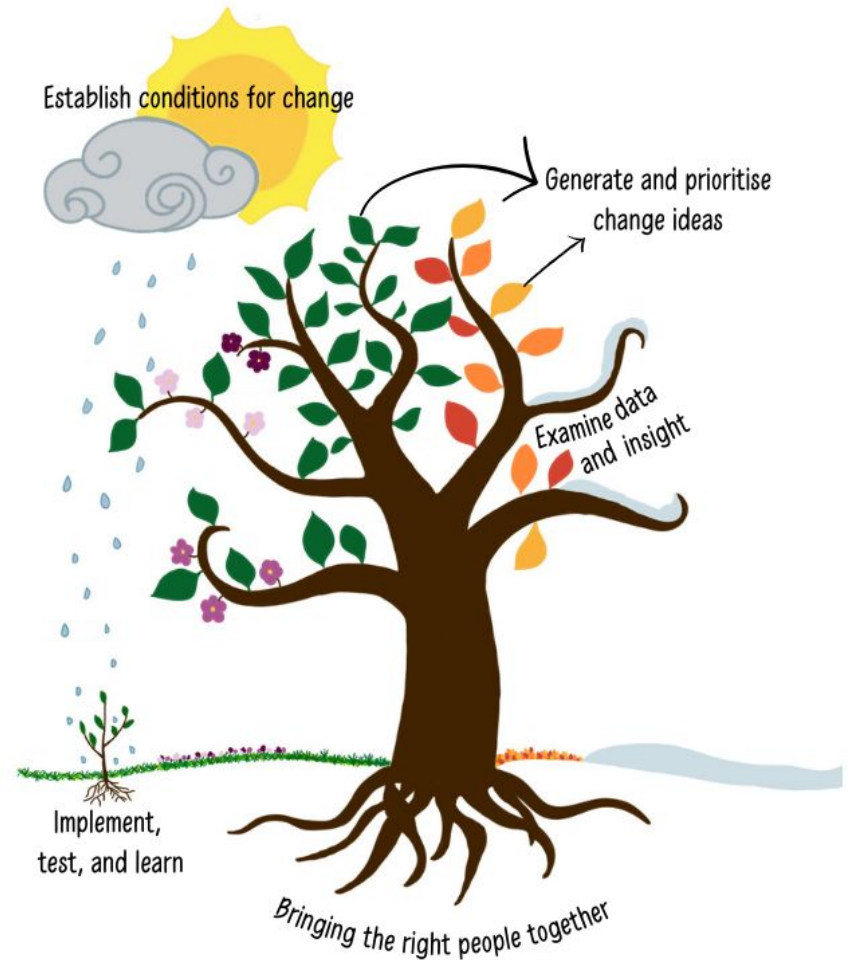
Programme Outcomes

City of London Corporate Plan
Outcomes



The MATCH approach

- Bringing the right people together to work collaboratively to design programmes and services
- Examine data & insight, review through different lenses
- Establish conditions for change
- Generate & prioritise change ideas
- Implement, test and learn



More information on the approach

Bring the right people together



- Identify the key stakeholders who need to be part of the process
- Link with partners such as VCH/HCVS to ensure appropriate resident and community engagement & establish process for inclusive engagement and participation

Examine data & insight and review pathways



- Analysis of current data & insight, focusing on inequalities
- Ensure that relevant data can be collected going forward
- Identify groups that may be underserved and start to identify the levels of need
- Review the programme area with stakeholders using tools eg: Kings Fund population health pillars, PHH health inequalities toolkit, strengths based toolkit, prevention focus, anti-racist lens, audit of staff training/competencies, resident health and wellbeing priorities, Marmot principles
- Identify any relevant quality standards to the area

Establish conditions for change



- Work with teams to look at barriers to embedding health equity and what needed to sustainably take an equitable approach

Generate & prioritise change ideas



- Generate potential change ideas
- Work with stakeholders using a prioritisation framework to identify several key actions to take forward
- Embed a tiered approach to support

Implement, test, and learn



- Implement and monitor
- Gather learning and build case studies
- Aim to demonstrate progress in 6-12 months
- Refine the approach for future programme areas based on learning
- In years 1&2 we have been able to use non-recurrent funding to support change ideas

What have we done?



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What we have worked on - Year 1

Women's health	How do we support young women to manage their periods (to tackle inequalities in wellbeing, self-management and adverse outcomes from these)?
Maternity	How do we identify and tackle inequalities in maternity outcomes in an inclusive way?
Prevention of poor outcomes from cardiovascular disease	How do we improve prevention of poor outcomes from cardiovascular disease using an anti-racist and health equity approach in C&H neighbourhoods?
Food poverty	How can we support people out of food poverty as well as supporting their health and wellbeing needs?
Anti-racist commissioning	How do we test anti-racist commissioning principles to tackle health inequalities?

The Population Health Hub has worked with each of the funded organisations from Year 1 to agree on a set of outcomes and how these will be measured. The majority of Year 1 projects are due to report on these outcomes in September/October 2025.

What are we working on - Year 2

Mental Health support for Asylum Seekers

How can we better support adult asylum seekers in Hackney with their mental health, both in terms of prevention and resilience, and when they experience illness or crisis?

Children and Young People's Mental Health

How can we refine and then harness the work already done towards developing an Children and Young People's Mental Health needs assessment to identify and implement opportunities for improving Children and Young People's mental health in City and Hackney?

Healthy Weight Pathway

How can we improve access to and better integrate our local weight management pathways to address stubborn inequalities and improve outcomes for high risk populations (those with special educational needs and disabilities (SEND), learning disabilities (LD), mental health conditions, certain age groups and certain global majority communities)?

More detail in narrative report

How can we support people to get out of food poverty while also supporting their health and wellbeing needs?

The MATCH Food Poverty programme area brought together partners working to support City & Hackney's most vulnerable residents experiencing food crisis and food poverty.

Bring the right people together

Involvement of stakeholders via the Food Network.

Held steering group meetings and larger in-person and online events with stakeholders.

Examine data & insight and review pathways

Information and insight gathered from the Food Network and steering group.

Literature review on what has been shown to be effective.

Decided not to involve residents directly but to represent their stories.

Establish conditions for change

During in-person and online events, we asked participants what is going well, less well and what is one thing you would change.

We then collated all these ideas and updated the steering group on the outcome.

Generate & prioritise change ideas

We had around 30 ideas which we shortlisted down to six ideas.

Then held another workshop to bring this down to four themes (in report appendix).

Implement, test, and learn

The MATCH grants process opened after the final workshop.

Grants panel included resident representation.

Funded projects:
-Weekly cooking club for young people
-Veg box subscription model with tiered pricing structure
-Conduct research into local food pantry models

How do we identify and tackle inequalities in maternity outcomes in an inclusive way?

The MATCH Maternity programme area brought together teams from the Homerton maternity services, statutory partners within social care and public health, voluntary sector services working in maternity settings, and residents & patients from the Maternity Neonatal Voice Partnership (MNVP), and parent groups to explore how to ensure a fairer service for black and global majority families using maternity services.

Bring the right people together

Examine data & insight and review pathways

Establish conditions for change

Generate & prioritise change ideas

Implement, test, and learn

In partnership with Homerton maternity services, facilitated two mixed stakeholder workshops including residents (lots of resident engagement happened outside of workshops to engage women in community settings too)

Analysed data from births within the Homerton maternity unit and collated information from across North East London.

Engagement with of women and families to collect gather local insight.

Worked with stakeholders to explore:

- What is working well in maternity services at Homerton
- What is not working well
- What are potential ideas for changing the elements that are not working well.

Prioritised the key change ideas that stakeholders felt would have the most impact:
-Drop in information hubs for women antenatal and postnatal
-Community doulas
-Compulsory cultural awareness training co-produced with community and staff.
-More translation available within maternity units.
More information at initial referral.

The Birth Bridge Project have establish a Community Doula service by providing training for 32 local people to become qualified Doulas to work alongside Midwives at the Homerton Hospital.

Homerton have translated their maternity information leaflets into six community languages and have also implemented compulsory cultural awareness training.

Is it working?



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The Value of MATCH

**Provides time
and space to
reflect on
ways of
working**

**Builds
relationships
and networks
with wider
partners**

**Change ideas
have been
developed with
residents**

**MATCH
process is
written down -
understanding
of where you
are**

**Time to
complete
service pathway
mapping**

Challenges for MATCH

**MATCH works
in a complex
system**

**MATCH is not
that easy to
explain - it is
not just about
funding**

**More work is
required to turn
MATCH into a
learning system**

**Meaningful
resident
participation
that is equitable
takes time and
care**

Proposed model for MATCH Year 3



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MATCH Year 3

MATCH Programme

In year 3, we will continue to test the [MATCH approach](#) but with **reduced project coordination from the City and Hackney Population Health Hub** and **minimal funding for change ideas**, in order to embed the programme in more teams, in a more sustainable way. A **flexible support package** including **training, opportunities for peer learning** across different MATCH project areas and **1:1 support** is being developed.

MATCH Playbook

A '**MATCH Playbook**' will be developed to support partners who wish to test the MATCH approach with minimal input from the Population Health Hub.

System Level Approach

In addition to the MATCH Programme and Playbook, the Population Health Hub will continue to lead on one MATCH project, taking a system level approach to a particular inequality, identified based on where there is opportunity for the biggest impact.

Engagement with system partners to promote MATCH

How will the MATCH be delivered in Year 3?

Training

Core training delivered on specific topics

Additional tailored training/support provided based on individual needs

Peer support

In-person group supervision / Action Learning Sets

Dedicated mentor

Resources

Directory of resources / external training and webinars / toolkits

'Matchmaker' directory

Continuous learning

Reflection and action cycles

Showcase to celebrate success and share learning

Feedback on programme to inform next cohort

Programme Structure

- ◆ **Monthly in-person sessions** incorporating theory and opportunities to put this into practice with project specific work
- ◆ **Monthly group supervision**
- ◆ **1:1 support from mentor every 2-4 weeks**

City of London specific MATCH project

Scoping is underway to explore ideas for a City of London specific MATCH project. Initial ideas which have been put forward include:

- ◆ Project led by Healthwatch City of London focussing on Portsoken ward
- ◆ Project led by the City Action Group focussing on one of the three priorities from the Joint Local Health and Wellbeing Strategy

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