



CENTRE FOR
**POPULATION
HEALTH**

DEVELOPING LEADERS • IMPROVING LIVES • CREATING EQUITY

#CPHCONF2024

POPULATION HEALTH - **MAKING IT HAPPEN**

27TH NOVEMBER 2024
9.30AM TO 4.30PM
KALA SANGAM, BRADFORD

PROMOTING ACCESS AND OPPORTUNITIES
FOR VCSE AND UNDER-REPRESENTED
STAFF AND COMMUNITY GROUPS.

CONFERENCE BOOKLET

THANKS TO OUR HOST WEST YORKSHIRE ICB AND ALL CONTRIBUTING
ORGANISATIONS, TO MSD FOR FUNDING OUR CONFERENCE, AND ALL
OUR PARTNERS AND SPONSORS INCLUDING:



BASE COMMS

WELCOME MESSAGE

Bringing Together a Community to Enable Conversations, Connections, Sharing Ideas & Inspiration To Drive Positive ACTION for Improving Health & Tackling Inequalities

Dear Conference Delegate

Thank you for joining our first Centre for Population Health Conference on 27th November 2024 in Bradford. It means a lot to us that you have chosen to join us on this important journey. We know this will be the first of many steps in our shared journey to support improvement in population health and equity across England and more widely. We are delighted to be hosting this year's conference in Bradford, the 2025 City of Culture and a place dedicated to communities and tackling health inequalities, in partnership with the West Yorkshire and Harrogate Integrated Care Board and with the support of several organisations and leaders locally.

As you know, the health and social care system in England faces great pressures that impact on its ability to provide safe and equitable care in a sustainable way. In essence, it is facing a crisis and requires an effective humanitarian response. This needs health, social care and community leaders to come together to take stock of the situation and consider what we can do to make a positive difference despite the challenges faced. There is huge potential in working together as partners with communities. There is great promise in the unfolding technology and innovation landscape, but this needs to be correctly harnessed to avoid worsening inequalities. There is much learning from efforts of the last decade to curate an approach to population health and equity that is realistic, practical, locally tailored, nationally supported, and connected across the country. With the recent change in national political landscape, it is an opportune moment to come together to consider what can be done by each of us within the current picture of challenge to take steps forward to improve health and tackle inequality. There is good work and motivation. Now is the time to come together to drive change in a way that is possible and needed.

The Centre for Population Health is a practical action focussed think tank that has been supporting systems around England to build leadership for population health and equity; skills in pathways, data, digital and AI; and approaches for working across sectors to make improvements in practice. We are delighted that at this, our first ever conference, on 27th November 2024 we are bringing together health, social care and community leaders from across UK who are interested in population health and equity to share ideas, examples of good practice, and start to plan practical steps that we can all take to keep driving action for prevention, improving quality, tackling inequalities and most importantly for putting communities and staff at the heart of change efforts.

We are delighted to be working with you today and going forwards.

With best wishes,



Professor Durka Dougall
Chief Executive, Centre for Population Health





Our conference today has four main aims:
Community, Conversations, Collaboration, CHANGE

**CONFERENCE
AIMS**

- Bringing people together, in a community venue, as partners with community organisations
- Sparking sharing and conversations, showing the array of good work, experience and thinking that exists to build a better future from
- Sparking collaboration – doing things the same way we’ve been doing them won’t work, we need to think differently about how we work together and drive change forwards through this time of opportunity and challenge
- And as such focus on driving practical action for positive change

CONFERENCE AGENDA

| | |
|---------------|---|
| 09.00 - 10.00 | REGISTRATIONS, TEA/COFFEE & NETWORKING |
| 10.00 - 10.10 | Welcome and housekeeping and context |
| 10.10 - 10.30 | Keynote presentations |
| 10.30 - 11.10 | Opening Plenary |
| 11.10 - 11.35 | TEA/COFFEE, POSTERS, STALLS & NETWORKING |
| 11.35 - 13.00 | Morning Breakouts – Theme: Gathering Learning <i>(choose set 1 or 2)</i> |
| 13.00 - 13.45 | LUNCH, POSTERS, STALLS & NETWORKING |
| 13.45 - 15.15 | Afternoon Breakouts – Theme: Rethinking Approaches <i>(choose set 3 or 4)</i> |
| 15.15 - 15.30 | TEA/COFFEE, POSTERS, STALLS & NETWORKING |
| 15.30 - 16.15 | Closing Plenary |
| 16.15 - 16.30 | Summary, Poster Competition Results, and close |
| 16.30 - 17.00 | NETWORKING SPACE |

Please note that:

- Refreshments and lunch will be served in the lower hall
- Breakouts will be in the upper or lower hall depending on the breakout set you choose. The dots on your badge show you which you have been allocated.
- We have tried to allocate people to their preferred breakout choice on a first come first served or access basis so where necessary we may have to re-allocate people to fit to capacity limits. We apologise in advance if you are not allocated your first choice – however all our speakers are excellent so we hope that you will have lots to gain from whichever one you go to.
- Where people have highlighted specific needs our team have been working to make all the adjustments we can to ensure everyone has a great experience. If anyone needs any assistance during the conference, please speak to one of our team and we will do our best to support you.
- During the day we will be taking videos and photographs to share on our website and through social media – if you don't want to be part of this please let the videographer know or a member of our team.

CONFERENCE MC DETAILS



Our conference MC is Rasheed Ogunlaru. Rasheed Ogunlaru is a leading life coach, motivational speaker, and leadership coach. He is author of *Soul Trader – Putting the Heart into Your Business* and *The Gift of Inner Success*. His clients include entrepreneurs, entertainers, executives and organisations including the NHS and Civil Service. He often speaks in the media including appearances on ITN and BBC News.

Rasheed also the life & business coach partner to the British Library's Business & IP Centre for whom he runs webinars for aspiring and established entrepreneurs. Prior to becoming a coach Rasheed's first career was in media – including as a press officer, media trainer and communications manager. Rasheed is a trained trainer and qualified as a coach with distinction from The Coaching Academy in 2004 and has served as an associate coach with the academy for well over a decade. Rasheed is also a singer / songwriter and a former Co-Director of Samaritans (Central London Branch). He is known for his unique 'become who you are' approach and helps people of all backgrounds find lasting fulfilment – from within. Rasheed is also founder of the Soul-Leader.biz resource for authentic leadership and co-hosts the new Soul Leader Podcast.

KEYNOTE PRESENTATIONS

We begin the conference starting with a focus on the 'why' or the purpose to which we are all undertaking our work and efforts. This keynote presentation will constitute two or three mini presentations and provides an opportunity for participants to consider the sheer potential that is created by us all gathering today. We will start by listening to some of the lived realities of staff and communities that make this so important.

This is purposely the starting point for the day, ahead of then moving into the opening plenary to begin to consider what is needed and possible. Please do therefore use it as an opportunity to start by thinking about your 'why' – what brings you to the conference today, why do you care about this agenda, how you can use today to maximally help you in your efforts to drive improvements in population health and equity for the people that you serve, wherever you are at and whatever you are hoping to achieve.

Through the day today remember this is the start of a journey rather than a one-off event. We have designed this day to surface some of the key themes and areas at breadth rather than depth in this first conference so that it then provides a sense of the work needed in more depth going forwards in future steps going forward.



Professor Durka Dougall – Durka is the Founder and Chief Executive of the Centre for Population Health. She is an influential BAME leader supporting thinking in population health and tackling health inequalities across UK and internationally also. Durka is a medical consultant, professor in public health and population health supporting UCL and UEL, Deputy Chairman of an acute and community NHS Foundation Trust, and the Chair of The Health Creation Alliance.



Sam Keighley & Professor Sohail Abbas – Sam is VCSE Lead for Bradford District and Craven Health and Care Partnership which means advocating on behalf of the Sector and helping to ensure that the VCSE Sector is playing its optimal role in delivery of the Partnership's ambitions. Sam is also CEO of the Voluntary Sector Alliance which she joined in January 2023, from Sport England. Sohail is the Director of Population Health and Inequalities in Bradford District and Craven Health and Care Partnership, Deputy Medical Director of NHS West Yorkshire Integrated Care Board, Associate at the Centre for Population Health, and Honorary Visiting Professor in the Faculty of Life Sciences, University of Bradford. They are helping to open the conference on behalf of Bradford District and Craven, and West Yorkshire and Harrogate ICB – our conference hosts.



Amer Sarai – Amer is responsible for developing and overseeing Kala Sangam's learning, participation and outreach programme. This includes developing partnerships, networks, fundraising and representing the company on a number of strategic Boards and Steering Groups. Her career began in the Arts after gaining an Arts Degree at Bradford Art College and she worked in arts participation for 18 years for Bradford Local Authority. Her role had a specific focus on engaging people from Asian, African, Caribbean and other diverse communities, to take part in cultural expression in relation to their heritage. She has worked locally, regionally, nationally and internationally on a wide range of projects, many of which have had a lasting impact for those who participated.

OPENING PLENARY DETAILS

This opening plenary explores the theme: Population Health & Equity – Where Are We At? It focuses on giving this cross-sector panel a chance to review the current time of great challenge and opportunity and consider what discussions are needed today to find ways forward to support the current needs. For example the invitation to contribute to the 10 year plan. We will utilise insights gathered during this session and through the day to share input into the consultation and in other ways also. Similarly many people present have roles connected to transformation at a local, regional and national level so conversations today can help them to shape their work and thinking also.

Samira Ben Omar (panel chair) – Samira has over 20 years' experience of working in the NHS, Local Authority and Community & Voluntary Sectors. She is an experienced consultant with a specialist expertise in Equality, Health Equity, Community Led Collaborations, and System Change. She has facilitated large scale national programmes and local grassroots community networks. She is the co-founder Community Voices – a social movement for change focusing on social infrastructures during and post COVID. Samira is a Centre for Population Health Associate. Some of Samira's clients include NHS England, The King's Fund, and Grenfell United. Samira is a regular contributor to the WRES London and Regional England Seniors Programme. She was named as one of the 50 most influential Black, Asian and Minority Ethnic People in Health by the HSJ in 2022, 2023 and 2024.

Professor Sohail Abbas - Sohail is the Director of Population Health and Inequalities in Bradford District and Craven Health and Care Partnership, Deputy Medical Director of NHS West Yorkshire Integrated Care Board, Associate at the Centre for Population Health, and Honorary Visiting Professor in the Faculty of Life Sciences, University of Bradford. Sohail has been working in the NHS since 2003 and has previously worked as the Director of Reducing Inequalities Alliance in Bradford District and Craven, Clinical Chair of Bradford City CCG, and Clinical Director of community services in Salford Royal Foundation Trust. He is also a GP partner in Bradford city and a GP with special interest in diabetes. Sohail holds the Fellowship of the Royal College of General Practitioners, Membership of the Royal College of Physicians, Honorary Membership of the Faculty of Public Health, MSc in diabetes and Executive MBA. Sohail is enthusiastic about system working and harnessing the power of communities. In Bradford district and Craven, he created the Reducing Inequalities Alliance with system partners to embed tackling inequalities in everything we do and address the wider determinants of health. As the Chair of the West Yorkshire Health Inequalities Network, he is working across places to raise awareness and build the capacity and capability in the system to tackle health inequalities. Sohail is particularly proud of the Bradford Reducing Inequalities in Communities (RIC) programme, the West Yorkshire Health Inequalities Academy, and the Improving Population Health Fellowships. Sohail passionately believes that by working together and acting as one, we can improve population health and reduce inequalities for the people living in West Yorkshire.





Ellie McNeill – Ellie is Chief Executive of YMCA Together which is a medium sized charity delivering psychologically informed support in accommodation settings to people who are experiencing homelessness, domestic abuse, poor mental health or problematic drug or alcohol use across Merseyside. Ellie is also an Associate at the Centre for Population Health. Ellie has 20 years experience working with excluded groups, 18 of which have been spent within charities. She has been with the YMCA for 10 years and in that time has worked improve the impact the organisation has through additional services, engaging health partners strategically and operationally, leading a Consortia of other housing providers through a large tender exercise and implementing a psychologically informed framework that all YMCA Together services work within. Ellie has an in-depth knowledge of both the strategic and operational challenges affecting the delivery of services in today's current climate. She is committed to working towards systems change that leads to integrated working and ultimately provides benefit to the people in need of service. Ellie recognises the role of the third sector as an equal partner within this.



Sam Keighley - Sam is VCSE Lead for Bradford District and Craven Health and Care Partnership which means advocating on behalf of the Sector and helping to ensure that the VCSE Sector is playing its optimal role in delivery of the Partnership's ambitions. Sam is also CEO of the Voluntary Sector Alliance which she joined in January 2023, from Sport England. Sam has a wealth of experience of working in and a passion for the VCSE sector and working alongside communities, largely in Bradford District and also throughout the North of England. She also has significant experience of working in local government, largely in change making roles, and has a passion for redressing inequalities and for social justice. Sam is also chair of Key Fund, a social enterprise supporting VCSE organisations throughout the North of England and the Midlands through affordable loans and grant making.



Anita Day - Anita is an experienced NHS Chair & NED, who has served on the Boards of Worcestershire Acute Hospitals NHS Trust, Nottingham University Hospitals Trust and is currently Chair of East & North Hertfordshire NHS Trust, and a Non-Executive Member of the Lincolnshire ICB. She is a biomedical scientist by training, a chartered accountant by profession, an experienced executive coach & mentor, and has an international background in culture transformation & talent strategy. Her UK Board experience spans the private, public & VCSFE sectors, and she has a particular interest in tackling inequity in the NHS, for both patients and staff.



Professor Kiran Patel - Kiran is Group Chief Medical Officer and Consultant Cardiologist at University Hospitals Birmingham NHS Foundation trust. He comes to that role in 2024 after 5years as Chief Medical Officer and Deputy CEO at University Hospitals Coventry and Warwickshire and prior to that 6 years as Medical Director for NHS England (West Midlands). He graduated from Kings College, Cambridge University in 1993 and continues to practise as a Consultant Cardiologist despite busy managerial roles. He was appointed an Honorary Professor at Warwick and Coventry Universities in 2018. He was recognised in the HSJ Top 100 leaders in 2014 and in the HSJ Top 50 BAME leaders in the same year. In 2022 he led UHCW to win the inaugural HSJ Health Inequalities and Innovation award for work on reducing inequalities in restoration of NHS services following the pandemic. An impressive fact is that he prescribed the world's first COVID-19 vaccine outside of a clinical trial on December 8th 2020. In the voluntary sector, he has been Chair of trustees to the South Asian Health Foundation charity (which is 25yrs old in 2024) since inception. He is a mentor for the Social Mobility Foundation which supports students from deprived communities into the healthcare sector and further education.

BREAKOUT

1A AND 1B DETAILS

Morning breakout sessions will happen in pairs (one followed by the other with a 5-minute change-over period in between) and be focussed on the theme of gathering learning from existing work happening across the country. Set 1a and 1b explores in some depth the examples of work in the host area Bradford particularly considering the example of mental health (session 1a), followed by four more examples across different geographical and topic areas in England (session 1b). These breakouts are purposely designed as a series of short presentations giving participants a flavour of the breadth of work happening across the country that they may wish to look further into following the conference.

Breakout 1a - Rethinking Service Delivery Using Mental Health in Bradford as the Example



Duncan Cooper (panel chair) - Duncan is a registered Consultant in Public Health (CPH) and Associate Director of the Reducing Inequalities Alliance in Bradford District and Craven. The alliance aims to support and coordinate action to reduce health inequalities in Bradford District and Craven. Previously Duncan worked as a CPH for Bradford Council (leading programmes covering children & young people, mental health and COVID-19 response) and Wakefield Council (heading up the public health commissioning function, strategy, business intelligence and health protection). Before this Duncan had a variety of roles for Public Health England, the Born in Bradford research project and NHS, Police and Crime Commissioner and as an epidemiologist for regional and national disease surveillance systems. He is most passionate about reducing health inequalities as a way of improving life chances for young people and enabling all sectors of society to reach their full potential.



Sasha Bhat – Priority Director for Healthy Minds and Deputy Director of integration and transformation at Bradford District Care NHS Foundation Trust and the Bradford District and Craven Health and Care Partnership. Sasha has codesigned, implemented and developed mental health services across the district. She is also a member of the Bradford 2025 Programme and Engagement Sub Committee.



Kerry Page - Kerry is programme manager of Rethinking Pain, an innovative community sector led and based chronic pain service (operating across Bradford and Craven) commissioned by Bradford District & Craven Health and Care Partnership. Rethinking Pain actively connects a person's clinical care with place-based, person centred pain management support, via a collaborative pain pathway.

Kerry has ten years experience in health focused project management. Her experience includes design, oversight of delivery and evaluation of community-centred, clinically connected health interventions and development of models of care that address health inequalities and improve quality of life.



Dr Shahzad Jamil - Shahzad is a Bradford based GP with special interests in Musculoskeletal Medicine, Chronic Pain, Medical Education and Clinical Leadership. Dr Jamil is educational lead for Rethinking Pain, bringing his postgraduate educational design and delivery experience to help optimise the experience of patients living with long term pain in Bradford and Craven. His work with Rethinking Pain includes co-design and testing of culturally adapted adult education workshops to increase accessibility for Bradford's diverse population and reduce health inequalities.

Dr Jamil is a keynote conference speaker for pain management nationally, recently speaking at the RCGP One Essential Pain Management the RCGP Clinical Health Inequalities Conferences. He is committed to supporting GP Training for the Rethinking Pain Service and locally, having completed the GP trainer pathway and frequent contribution to the GPVTS programme.

Breakout 1b - Exploring Approaches being taken for Prevention & Tackling Health Inequalities across Cheshire, Hertfordshire, London and Lincolnshire.



Dr Nayab Nasir (panel chair) - Nayab brings over a decade of expertise in the healthcare sector, with experience spanning the UK and South Asia. A medical doctor, public health expert and associate at the Centre for Population Health, she combines her skills across a range of impactful roles—from clinical practice to research—within the NHS, Civil Service, local government, and the voluntary sector. Driven by a commitment to social equity, Nayab seeks to foster a fairer society through compassionate leadership, cross-sector collaboration, and the transformative use of data to improve health outcomes. She believes deeply in community-centered initiatives that empower people, championing a philosophy of “power with, not power over.” Nayab co-authored England's national Cardiovascular Disease Ambitions, embedding them in rigorous evidence and spearheading secondary prevention efforts across 42 regional partnerships. During the COVID-19 pandemic, she played a pivotal role in founding a pan-London System Leadership Group, addressing health disparities through innovative work in Long COVID modelling, Quality Improvement activities, and guidance development. Additionally, she established a sexual health service for young people in one of England's most underserved areas, significantly contributing to a decline in teenage pregnancies. Beyond these roles, Nayab has held honorary roles at the National Institute of Health and Care Excellence (NICE), where she contributed to the creation of public health guidelines and quality standards. Her research has been featured in peer-reviewed journals, and her insights have been showcased at numerous Public Health England and NHS England conferences. Nayab's career reflects a dedication to building a healthier, more equitable society through evidence-based, community-driven public health strategies



Alan Higgins – Alan has extensive experience working as a Director of Public Health in both the NHS and local government. He was Director of Public Health in Oldham from 2002 to 2018, leading the transition of public health from the NHS into local government and in the development of the Greater Manchester devolved public health programme. He is now working as an independent expert on public health with a focus on working across whole systems, wellbeing economics, applying understanding of complexity and systems leadership and strategic analysis and planning. After two years working in Liverpool City Region to develop the Wealth and Wellbeing Programme Alan worked during the pandemic as a Programme Director for NW PHE/UKHSA. Since April 2022 Alan has been working in the Cheshire and Mersey Public Health Network as strategic lead on implementation of the All Together Fairer social determinants of health programme and as leader of the Health Equity Network with the Institute of Health Equity.



Dr Justin Daniels – Justin is the Medical Director at East and North Hertfordshire NHS Trust. He also works clinically as a consultant paediatrician with a subspecialty interest in HIV. He is a member of NICE's technology appraisal committee and was previously a trustee of the Lullaby Trust. He is a Governor of the University of Hertfordshire and an Honorary Senior Lecturer at University College London.



Laura Moore – Laura is the Associate Director for Planning and Information for East and North Hertfordshire NHS Trust. Laura has been heavily involved in the work being undertaken by East and North Hertfordshire NHS Trust over the years to build efforts for improving population health and equity through her leadership of various internal and external facing initiatives of this work.



Dr Aalaa Jawad – Dr. Aalaa Jawad is a Consultant in Population Health at the Royal Free London NHS Foundation Trust. She leads on the Faculty of Population Health, a co-developed and co-designed, culture change programme aiming to embed prevention across the acute trust and upskill staff in healthy conversations. She has a strong background in strategic partnership working in national, regional, and local organisations. Dr Jawad has been involved in research and policy work, particularly focusing on the preventable harm from alcohol, tobacco, unhealthy food, and reduced physical activity, and Commercial Determinants of Health



Matt Gaunt - Matt is the Director of Finance and Deputy Chief Executive of NHS Lincolnshire Integrated Care Board (ICB). Matt is executive lead for finance, population health, intelligence, governance and procurement. Matt has almost 40 years' experience of management and leadership in the private sector and NHS in England, including eight years in Director of Finance roles in the ICB and other NHS organisations. Prior to taking on his current role, Matt was Director of Finance of NHS Lincolnshire CCG.

BREAKOUT

2A AND 2B DETAILS

Breakout sessions will happen in pairs (one followed by the other with a 5-minute change-over period in between) and be focussed on the theme of gathering learning from existing work happening across the country. Set 2a and 2b explores in some depth the examples of work done to build transformation with and for communities, shifting the power to them, unlocking their potential as powerful agents for meaningful change, and learning from this about what needs to happen consistently across all our work in reality to drive this shift in the way that is possible and needed. Session 2a considers different examples of approaches that can be taken for this, and then session 2b explores in more depth the area of children, young people and their families and how best to drive improvements in their health and care.

Breakout session 2a - Exploring approaches to working with and for the community.

This session will encourage everyone to enhance your work with your communities, wherever you are, and at whatever stage of this you are at already. There are as many approaches as contexts. The work and inputs from the three speakers in this breakout will inspire you through short presentations of their work, outlining the different approaches they have been using in their work, their learning and their plans for going forwards. There will be time to ask questions, and for anyone who wants to do some reading in advance, please do come prepared with some thoughts about your own work in this space and questions or insights to contribute to the discussion.

For anyone who wishes to do some pre-reading in preparation for this interactive session you may wish to look at the following references provided by the panel chair for your review:

For information about Kaneez Shaid and her work see these links -
<https://www.rethink.org/>
<https://www.commongoodfoundation.org.uk/our-work/grimsby-town>

For information about Megan Ohri and her work in Sheffield see this link -
<https://www.soarcommunity.org.uk/>

For information about Suad Duale and her work in Birmingham see these links -
<https://www.youtube.com/watch?v=MARYRua5E4A>
<https://www.kingsfund.org.uk/insight-and-analysis/blogs/experiences-somali-community-birmingham>



Patricia Boyle (panel chair) - Tricia is an Associate at the Centre for Population Health. She enjoys work that makes a difference to people, organisations and communities and working with this team has demonstrated the value of working this way, getting deeper and wider and creating the conditions for significant progress. Tricia has particular expertise in Leadership and Organisational development. She is an experienced consultant, coach and facilitator. Change happens one conversation at a time and she is able to design interventions to enable these conversations to happen. She can bring together people with different interests and perspectives and help them get beyond competing, to something much more collaborative. She has worked across all sectors over a 30 year period and within that time has worked in NHS Scotland for 10 years leading an OD team working across Health and Social Care, Primary and Secondary care and Social Services, as well as another 5 years in England working as a senior consultant in The Kings Fund. She has an interest and competence in complex issues which require collaboration across organisational boundaries. Tricia holds a Master's degree in organisational consulting, is an accredited coach and is BPS accredited in levels 1 and 2 psychometric test use. She is also a Kantor Institute accredited dialogic interventionist.



Dr Kaneez Shaïd MBE – Kaneez is Head of Engagement at Rethink Mental Illness, former Chair of Citizens UK, and is an Associate at the Centre for Population Health. She is working closely on the ground with various organisations in Grimsby to drive change led by residents and organisations in Grimsby to support them to help transform local lives and create equity in one of the most deprived parts of England.



Megan Ohri - Megan is the CEO of SOAR Community, a charity and social enterprise delivering a range of community development and wellbeing programmes in the north of Sheffield. She has over 20 years experience working within the Voluntary, Community and Social Enterprise sector, spanning a wide cross-section of organisations including youth groups, volunteering agencies, mental health organisations and community anchors in both Manchester and Sheffield. All with an emphasis on addressing inequalities. A common thread throughout her career has been enabling organisations and their people (staff, volunteers and communities) to develop, grow and reach their potential. She has a keen interest in how the voluntary sector can create opportunities to become less dependent on statutory funding and how to strike a balance between trading/enterprise and more traditional voluntary sector funding routes.



Suad Duale – Suad is a Psychotherapist and a Community Collaboration Consultant. She is a Visiting Lecturer, Researcher and Trainee doctorate. During the COVID pandemic, Suad and various Somali single mothers stepped up to support their community at that time. Her work has been featured in longer-term ethnographic research conducted over the past 24 months across the United Kingdom by London School of Economics' Covid and Care Research Group.

Breakout 2b - Rethinking approaches to supporting some of poorest, most vulnerable children & families in England to start to turn tide & improve outcomes

This second breakout session gives opportunity to use insights from the first half and explore its application in more depth to the area of children, families and young people living in some of the most deprived parts of England or at greatest risk of poor health outcomes.



Dr Jo Beckmann (panel chair) - Jo is a Consultant Community Paediatrician and Clinical Director for Community Paediatrics in London. She is also an associate at the Centre for Population Health. Jo is dedicated to advancing the health and wellbeing of babies, children, young people, families and communities in the UK and globally. Jo is passionate about improving population health. Within a unique career journey, she has trained in Child Public Health, Tropical Medicine and International Health, Medical Leadership and Management, and has an eclectic research publication portfolio. She serves as a Trustee of a charity working with children and young people and has more than 20 years' experience as a volunteer/leader with community groups focused on the radical renewal and transformation of society, social justice, and inclusion. Jo is thoroughly committed to developing people, improving lives, and creating equity. She has expertise in global/glocal child health, leadership development and partnership with grassroots movements, and wholeheartedly champions the ambition of our team to create meaningful and positive impact for people leading and working within systems in society, as well as for those whom the system serves, particularly people who face exclusion, social vulnerability and health inequalities. Jo is joyfully curious, creative and compassionate.



Leigh Elliott - Leigh Elliott is currently the Chief Executive of the North East's largest regional children's charity and an associate at the Centre for Population Health. She undertook the charity CEO role in 2019 whilst the charity was in financial crisis, and then carried it through a pandemic. The charity has now doubled in staffing size and substantially increased its turnover with a clear 5 year strategy. Having witnessed from childhood how injustice impacts on the most vulnerable in our society, Leigh advocates children's views being heard at a strategic level. She has worked in the Public, Private, Education, Health and the Third sector. Amongst these sectors she has worked for St Marys Hospital in Stannington, Northumbria Police Headquarters, John Lewis and Rolls Royce. She sits on many strategic boards with various different hats, has two masters degrees one in Strategic HR Management and one in Strategic Leadership. Leigh is passionate about children and fighting injustice. Leigh likes to cook and enjoys meals around the table with her family, she has two children in their 20's who she is extremely proud of. She has recently joined a North Sea wild swimming group and enjoys being out in nature on walks with her Border Terrier Alfie.



Professor Katherine Brown – Katherine Brown is Professor of Behaviour Change in Health in the Department of Psychology, Sport and Geography, School of Life and Medical Sciences at the University of Hertfordshire. Katherine is Chief Investigator of the NIHR funded and UH led [Public Health Interventions Responsive Studies Team \(PHIRST Connect\)](#). She established the Public Health and Applied Behaviour change research unit (PHAB lab) within the Centre for Research in Psychology and Sport (CRePS) at UH. Katherine has a strong track record of leading research in the development and evaluation of behaviour change interventions targeted at preventive health behaviours and addressing major public health challenges. She spent over eight years working in an embedded role at Public Health Warwickshire leading public health research and evaluation. Applications of digital health are a strong feature of her work as is working with communities and end-users on co-production and co-design of interventions. Katherine has attracted grant income in excess of £10 million from a range of funders including the NIHR the MRC and the European Commission. She has produced more than 80 peer reviewed publications and academic reports and has delivered over 40 keynotes and invited speaker presentations.



CENTRE FOR
**POPULATION
HEALTH**

www.centreforpopulationhealth.co.uk

Values-Centred Leadership – instilling love, kindness, respect, care, meaning in all we do

Population Health Leadership – supporting holistic focus on systems, approaches, people

Leadership for Equity and Inclusion – giving back power + voice to those who least have it

Community & Workforce Leadership – unlocking power of staff and communities to lead

Transformational Leadership – supporting people to see and deliver what is possible

BREAKOUT

3A AND 3B DETAILS

Breakout sessions will also happen in pairs (one followed by the other with a 5-minute change-over period in between) and be focussed on the theme of gathering learning from existing work happening across the country. Sessions 3a and 3b start to consider what is needed to re-think approaches to unlock the transformation that is needed and possible for population health and equity in practice. Breakout session 3a considers re-thinking needed in the areas of data, digital and technology, and 3b considers the approach needed to unlock the true potential of the health, social care, community and wider workforce for this.

Breakout 3a - Harnessing the power of Digital & AI to unlock the future, improve lives AND drive equity

Matthew Pickett (panel chair) – Matthew is an associate of the Centre for Population Health, and has a 20 year background in digital healthcare, with extensive experience of technology in acute hospitals, national systems, health information exchanges and the use of population health management systems. Much of his experience has been with Cerner where he was the Commercial Director for the UK, and later the general manager for Cerner's operations in Ireland where he led the company through the implementation of the first four sites of the national maternal and newborn clinical management system (MN-CMS). In his latest role with the company he was responsible for international corporate affairs and marketing, which built global connections, and a deeper insight into the way that technology is embraced by health systems around the world. Cerner was among the front runners in the provision of Population Health Management systems in the UK market. Through projects across the country and in the US, Canada and the Middle East, he gained extensive and fascinating insight into the use of data to identify and address some of the challenges faced by the underrepresented in delivering equitable healthcare. Now an independent consultant to the NHS in commercial roles, Matthew remains close to the developments in the use of data in healthcare. He is motivated by the positive opportunities opened by cloud computing and data sharing, while remaining acutely conscious of the sensitivities surrounding the use of our data in research and health system improvement.

Colin Edmondson – Colin Edmondson is Director Commercial Excellence Strategy UK & Ireland for BD (Becton Dickinson), a leading global medical technology company committed to Advancing the World of Health. With over 29 years' experience in medical technology companies, Colin has held senior leadership roles in the UK and international markets. Prior to joining BD, Colin has worked as regional Director for Canada and NW Europe in Urology, UK Country General manager in sterilisation & decontamination, and Sales Director in Medication delivery Businesses covering Anaesthesia, Infusion, Clinical Nutrition, Aseptic compounding & Pharmacy automation. His key areas of expertise are in public policy, Marketing, and commercial strategy. Colin holds a Master of Science degree in Marketing.





Tara Tharmytaga – Tara Tharmytaga is Head of AI Policy at the NHS AI Lab focusing on how to deploy AI safely and ethically at scale. As part of this role she is leading work on women and AI including using AI in women's health, and minimising sex bias in AI. She has previously worked in women's health and on the Mental Health Bill.



Dr Abraham George – Abraham is a public health consultant who has been working in Kent since 2010, undertaking a wide ranging portfolio of health care public health programme areas such as urgent care, end of life care, falls and fracture prevention including multiple morbidities. He is an associate of the Centre for Population Health and a well established leader for collaborative working for health of the Kent & Medway Integrated Care System. He is a subject matter expert and advises on both national and local population health management programmes including the award winning Kent Integrated Dataset programme and has been promoting the importance of local data partnership and use of locally linked health administrative datasets for advanced analytics such as complex care evaluation, predictive and simulation modelling using systems dynamics.

Abraham is the public health educational and training lead for the department having led the expansion of training placements offering to GPs, junior doctors, medical students, senior researchers. Since 2010, he is the consultant lead and advisor to the NHS on Individual Funding Requests, Clinical Effectiveness and Kent County strategic lead on the JSNA and Public Health Intelligence. More recently he has also taken on the consultant lead role for building the Research Innovation & Improvement function in Local Authority Public Health for the department, overseeing a growing number of research activities to support public health practice. Abraham is a Fellow of the Faculty of Public Health, more recently, the Faculty of Clinical Informatics for his valuable contributions and national advocacy role in promoting the importance of linked datasets.



CENTRE FOR
**POPULATION
HEALTH**

DEVELOPING LEADERS • IMPROVING LIVES • CREATING EQUITY

Breakout 3b - Harnessing the Power of our Collective Workforce for Population Health and Equity



Dr Cheryl Leung (Panel Chair) - Cheryl is a GP in South London and clinical leader various clinical areas. Cheryl is proud of her family's humble beginnings in Hong Kong where she was born. Her father is from a large farming family in a remote village in Hong Kong, where his mother cannot write or read but still managed to bring up her 8 kids due to sheer hard work and endurance. He worked extremely hard and eventually became the first professional of his large family: he is a GP specialising in sports medicine. Cheryl's mother scarified her budding nursing and midwifery career to bring up her two kids. Access to quality and timely medical care was never an issue for Cheryl and her sister; this played a huge part in Cheryl choosing to follow her father's footsteps to becoming a doctor, as she feels it is obligation to 'give back' to the society as well as she could. Cheryl qualified from the University of Bristol (MChB) in 2010. During this time, she developed a profound interest in population health which was further consolidated by her 2-month stint as an intern at the World Health Organization's Western Pacific Region in her final year elective. Cheryl subsequently took a year out of clinical training to complete an MSc in Public Health at the London School of Hygiene and Medicine. Her special interest is health systems. She returned to clinical training and completed GP training (MRCGP) in 2017. As well as being our Centre for Population Health Associate, Cheryl is a speaker on the King's Fund's Emerging Clinical Leaders Programme.



George Anibaba - George is a Senior Innovation Manager at Health Innovation Kent Surrey Sussex. He leads initiatives in Workforce, Digital Data, and AI, and co-designed the Sussex Population Health Academy, including the groundbreaking Health Equity Fellowship programme. George also hosts webinars on Population Health as part of the Academy. With over 18 years of experience in health and care as a change leader, he is dedicated to helping communities thrive.



Jo-anne Ainer - Jo-anne is the Director of Population Health and Inequalities at NHS Sussex Integrated Care Board. She qualified as a registered Mental Health Nurse in 1994 and in 2009, Jo-anne qualified as a Consultant in Public Health. Prior to her Sussex role, Jo-anne has held Public Health Consultant and Executive Director level positions in NHS commissioning organisations across West Sussex, Surrey, Berkshire and the West Midlands.



Sarah Smith – Sarah is a Consultant in Public Health and Programme Director, Improving Population Health, West Yorkshire and Harrogate Health and Care Partnership



Professor Sohail Abbas - Sohail is the Director of Population Health and Inequalities in Bradford District and Craven Health and Care Partnership, Deputy Medical Director of NHS West Yorkshire Integrated Care Board, Associate at the Centre for Population Health, and Honorary Visiting Professor in the Faculty of Life Sciences, University of Bradford. Sohail has been working in the NHS since 2003 and has previously worked as the Director of Reducing Inequalities Alliance in Bradford District and Craven, Clinical Chair of Bradford City CCG, and Clinical Director of community services in Salford Royal Foundation Trust. He is also a GP partner in Bradford city and a GP with special interest in diabetes. Sohail holds the Fellowship of the Royal College of General Practitioners, Membership of the Royal College of Physicians, Honorary Membership of the Faculty of Public Health, MSc in diabetes and Executive MBA. Sohail is enthusiastic about system working and harnessing the power of communities. In Bradford district and Craven, he created the Reducing Inequalities Alliance with system partners to embed tackling inequalities in everything we do and address the wider determinants of health. As the Chair of the West Yorkshire Health Inequalities Network, he is working across places to raise awareness and build the capacity and capability in the system to tackle health inequalities. Sohail is particularly proud of the Bradford Reducing Inequalities in Communities (RIC) programme, the West Yorkshire Health Inequalities Academy, and the Improving Population Health Fellowships. Sohail passionately believes that by working together and acting as one, we can improve population health and reduce inequalities for the people living in West Yorkshire.



Dr Andy Knox MBE - Andy Knox is a husband, a dad, a son, a brother and a friend. He is also a GP Partner at Ash Trees Surgery in Carnforth, Associate Medical Director of the Lancashire and South Cumbria ICB – focused on Population Health and Health Inequity; associate at the Centre for Population Health and at The King's Fund; Honorary Senior Lecturer at Lancaster University and UCLAN Medical Schools in Sociology and Health; Author (Sick Society), Blogger, Member of the NHS Assembly; part of the Poverty Truth Commission and general enthusiast. He is an executive coach, a facilitator and art of hosting practitioner. Andy is usually heard before he is seen due to his ridiculously loud laugh and can often be found singing, whilst walking with his Springer Spaniel Lola, around the glory that is Morecambe Bay. He relaxes by playing the piano, reading books, cooking good food and being in and around water. He was recently awarded an MBE in the King's first Birthday Honours List for services to Primary Care and tackling Health Inequalities. His claim to fame is that his Grandpa invented Fairy Liquid and his cousin won the Great British Bake Off.

BREAKOUT

4A AND 4B DETAILS

Breakout sessions will happen in pairs (one followed by the other with a 5-minute change-over period in between). Sessions 4a and 4b start to consider what is needed to re-think approaches to unlock the transformation that is needed and possible for population health and equity in practice. Breakout session 4a considers ways in which individuals and organisations can re-think their approach to navigate power and politics to drive real change, and 4b considers how partnerships can work better in practice for population health and equity

Breakout 4a - Driving the future: Navigating power and politics to drive real change – People and Political Leadership



Cllr Camilla Gauge (Panel Chair) – Camilla is a Labour Party Councillor in a Unitary Authority on the South Coast and a Magistrate as well as former Deputy Chair of a mid-sized charity serving adults with learning disabilities and a Co-opted primary school Governor and Education Committee Chair. She is one of our Centre for Population Health associates. Camilla is particularly interested in drawing together insights from across our public sector and local populations to leverage an integrated population health approach's leadership potential across the board. As an experienced Associate Director of Programmes for NHS England, and former Head of Policy for DHSC, she also brings substantial health system insight and a track record of delivery at a national and regional level. Camilla is a graduate of the Fabian Women in Political and Public Life Leadership programme and Labour Women's Network South East Leaders programme.



Christiana Melam MBE: Christiana Melam MBE is the award-winning founder of the National Association of Link Workers (NALW). A published author and public health academic. Her accomplishments include being recognised in the Health Service Journal's 50 Most Influential Black, Asian, and Minority Ethnic People in Health Power list for four consecutive years and on The Telegraph's 100 Female Founders watch list. She was honoured with an MBE for her services to social prescribing in the King's New Year Honours List 2024.



Jessie Cunnett – Inspired by her own experiences of maternity care and women's health issues Jessie has pursued a 25-year commitment to enabling people and communities to have a strong and powerful voice in their own health and care. She now provides independent advice, support and practice in human-centred leadership, strategy, engagement and change. Jessie is also a lecturer in Leadership, Commissioning and Change Management at Brighton and Sussex Medical School, a Trustee for National Voices and a Mentor for the Fabians Women's Network promoting the participation of women in politics and public life. Jessie has worked nationally, regionally and locally, in the NHS and with the NHS as well as in professional regulation, qualitative and social research, post graduate education and as part of the VCSE sector.



Rachael Cashmann - Rachel is the founder and creator of The Fearless Facilitator Method™, an approach that is uniquely grounded in her experience as an executive and leadership coach with over 20 years' experience (including at the highest levels of senior policy making) and in the recognition that the quality of human interaction and relationships in the workplace has a powerful effect on job satisfaction, performance and business success - especially in organisations facing complex operational and policy challenges. Rachel is often called on by businesses that lean on her skills and expertise to embed sustainable high performance in VUCA environments - these are workplaces characterised by 'volatility, uncertainty, complexity and ambiguity' that often create uncertainty for individuals, teams and managers and outcomes that are unpredictable.



Samira Ben Omar - Samira has over 20 years' experience of working in the NHS, Local Authority and Community & Voluntary Sectors. She is an experienced consultant with a specialist expertise in Equality, Health Equity, Community Led Collaborations, and System Change. She has facilitated large scale national programmes and local grassroots community networks. She is the co-founder Community Voices - a social movement for change focusing on social infrastructures during and post COVID. Samira is a Centre for Population Health Associate. Some of Samira's clients include NHS England, The King's Fund, and Grenfell United. Samira is a regular contributor to the WRES London and Regional England Seniors Programme. She was named as one of the 50 most influential Black, Asian and Minority Ethnic People in Health by the HSJ in 2022, 2023 and 2024.

Breakout 4b - Driving the future: Harnessing our collective and partnership power to unlock a better future for all



Emily Wighton (panel chair) - Emily is a seasoned pharmacy professional and Associate at Centre for Population Health with over 20 years of experience in various healthcare settings. She has held many clinical and NHS senior management roles and is dedicated to mentoring and professional development, having completed an MSc in Health Policy and a Darzi Fellowship in healthcare leadership. Emily is known for her proactive, approachable nature and strong social responsibility, consistently building and leading high-performing teams. Emily demonstrates excellent leadership and program management skills, coupled with proficiency in budget management and problem-solving. Emily is also an active contributor to healthcare through publications and presentations and is a dedicated member of professional organizations. Her vast experience and skills underscore her commitment to reducing health inequalities, improving patient outcomes, and advancing healthcare services.



Charlotte Augst - Charlotte came to London in 1997 to pursue postgraduate studies, after her law degree in Germany. She completed a social science Masters, and a PhD (in law and medical ethics) at the University of London. Since then, she has engaged in health, care and research policy making - in Parliament (for the Chair of the Science and Technology Select Committee), for national regulators (HFEA and GPHC), and in the voluntary and community sector. For the last 10 years, she has led work in collaborations and coalitions (Richmond Group of Charities, National Voices), building networks and connecting decision makers with experts by profession or experience. Charlotte lost her husband David to cancer five years ago, and lives with her two teenage children in South London. She now advises public sector organisations, charities and industry partners on strategy, influence, and their work with people and communities.



Professor Hatim Abdulhussein – Hatim is the Chief Executive Officer for Health Innovation Kent Surrey Sussex, part of the NHS Health Innovation Network and a GP in North West London. Currently an Honorary Professor of Innovation and AI in the School of Medicine at the University of Surrey, Hatim sits on the National Institute for Health and Care Excellence Technology Appraisals Committee, the Responsible AI UK Health and Care Group and the Responsible AI Institute Sustainable AI Consortium. Hatim holds Membership of the Royal College of General Practitioners, and Fellowship of Advance Higher Education and the British Computer Society. As an international speaker, he has contributed to the publication of academic papers and white papers spanning workforce, education reform, innovation, primary care, digital health, and AI. Hatim is an advocate for safe, ethical, and responsible digital and AI transformation and ensuring workforce preparedness for new innovations and technologies in health and care.



Chris Dabbs – Chris is Chief Executive of Unlimited Potential, a community benefit society that specialises in social and economic innovation. Unlimited Potential has run innovative projects and services for over 15 years to address some of the most challenging social and economic issues, drawing on the strengths of local people and communities. Chris has worked together with local communities for over 30 years, and has set up, and supported local people to set up, many social enterprises. He is a Fellow of the School for Social Entrepreneurs and a Fellow of the Royal Society of Arts. Chris is involved in developing GoodLives GM, is a member of the Greater Manchester VCFSE Leadership Group and of the Salford Health and Wellbeing Board, and is an Assembly Member at the Greater Manchester Chamber of Commerce.



Professor Chris Bentley - A London trained doctor (FRCP), Chris worked through 1980s in Somalia with SCF and then UNICEF in refugee and village-based health care, and as primary care adviser to the Somali Government. Retrained in Public Health (FFPH) in London, he then worked as DPH in health authorities for 15 years. From 2006 he headed up the Health Inequalities National Support Team (HINST), which worked with the 70 most deprived areas of England with the poorest health (Spearhead areas), feeding in the lessons for policy to DH within the national inequalities strategy. Since 2011 he has worked independently on health inequalities and population health issues, at local, regional and national level (including with PHE and NHS England) and through WHO in Europe. He worked as an adviser to NHS EHIT during Covid. Currently engaged in how inequalities issues can be central to System, Place and Neighbourhood integration, and how adapted experiential learning from the HINST and their subsequent developments including through PHE and NHSE can help drive this. He was a visiting Professor with Sheffield Hallam University, and he has been Non-Executive with Community Health and Care Trusts for 12 years, currently in the Wirral.

CLOSING PLENARY

This closing plenary explores the theme: Population Health & Equity – What now is needed to keep moving this forward? It asks ‘Where do we go from here and how do we keep this going – what is needed of us individually and collectively to keep driving this forward?’ and focuses on exploring key headlines from what was discussed during the conference and gathers key recommendations for people in attendance, plus others including local & national leaders and particularly the government as it creates 10 year plan.



Dr Kelly Ameneshoa (panel chair) – Kelly is a specialist registrar in Emergency Medicine nearing the later stages of her training. She is also a new Mum and a charity worker for the Da'aro Youth Project which is a small community-led charity based in south London, working with unaccompanied asylum-seeking young people from the Horn of Africa to prevent the unacceptably high suicide rates amongst young people from these backgrounds in UK.



Dr Andy Knox MBE - Andy Knox is a husband, a dad, a son, a brother and a friend. He is also a GP Partner at Ash Trees Surgery in Carnforth, Associate Medical Director of the Lancashire and South Cumbria ICB – focused on Population Health and Health Inequity; associate at the Centre for Population Health and at The King's Fund; Honorary Senior Lecturer at Lancaster University and UCLAN Medical Schools in Sociology and Health; Author (Sick Society), Blogger, Member of the NHS Assembly; part of the Poverty Truth Commission and general enthusiast. He is an executive coach, a facilitator and art of hosting practitioner. Andy is usually heard before he is seen due to his ridiculously loud laugh and can often be found singing, whilst walking with his Springer Spaniel Lola, around the glory that is Morecambe Bay. He relaxes by playing the piano, reading books, cooking good food and being in and around water. He was recently awarded an MBE in the King's first Birthday Honours List for services to Primary Care and tackling Health Inequalities. His claim to fame is that his Grandpa invented Fairy Liquid and his cousin won the Great British Bake Off.



Simone Gordon - Simone started her academic journey at the University of East London in 2017, where she studied public health at undergraduate level, with a research focus on assisted death and end of life care. Her passion then developed whilst afforded the opportunity to work on the Well London Programme alongside the Institute of Connected Communities, (ICC) formerly known as the Institute of Health and Human Development (IHHD). The programme provided a framework for people and organisations to work together to improve health and well-being, building stronger communities and reducing inequalities working at a local level. Here she worked on the phase two evaluation.

Simone's research then extended to a PhD, where her qualitative focus is on informing UK policy in the context of end-of-life care. As part of a widening participation fellowship at Cambridge University, she was able to further develop her knowledge in qualitative research and evaluation. Simone is currently a lecturer at the university of East London, where she manages a cohort of around 300 MSc students, leading on the Public Health Ethics and Law module. Her interests are piloted by the intersects of public health, population health, ethics and law, and where the overlap to influence wider health determinants.



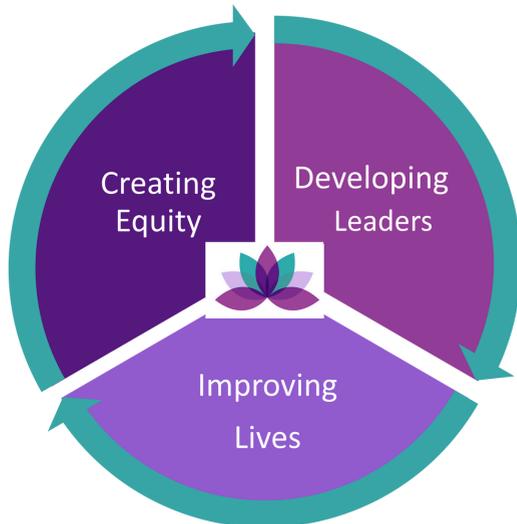
John Herring -John is the programme to Director of Organisational Development and Culture. John has over 20 years of experience working as a leader across Public Services. Initially trained as a psychological therapist John went on to set up a drop-in and therapy centre for homeless people in Liverpool before moving on to leading community mental health services across Lancashire for the NHS. John has worked as part of the devolution of Health and Care across Greater Manchester since its inception in 2016 working on a number of areas addressing the reform of public services and the leadership and cultural challenges of implementing the GM Mayor's vision for a One Workforce approach and integration. John led on the commitment across Greater Manchester to address Race Equality across the entire public service workforce and commissioned the work to create change in experience and outcome for racially diverse groups in public services – this was the first project of its kind in the UK. John sits on both the Greater Manchester Good Employment Charter Board and the Real Living Wage Board supporting health and care organisations to improve their employment practices ensuring good work and proper pay for staff. Outside of his public service roles John is the Chair of Abandon Normal Devices – an arts charity based in the North of England who champion experimental art, disrupting received notions of what an arts organisation and festival should be. John is also a singer songwriter with two albums to his name and has worked in partnership with Unconvention raising awareness of the unique mental health challenges artists experience. Finally, John was overwhelmed to receive the Greater Manchester Leader of the Year at this year's GM Good Employment Awards – and award he dedicated to the fantastic team he is blessed to work with.



Miss Stella Vig - Stella has more than 30 years' experience in the NHS and has been working as consultant in vascular and general surgery at Croydon University Hospital since 2006. She has recently been appointed the National Medical Director for Secondary Care, is the national clinical director for elective care for NHS England and works closely with the 'Getting It Right First Time' best practice programmes. As the Clinical Director of Elective Recovery at Croydon Health Services NHS Trust, she led the work to open a 'hospital within a hospital' to safely continue planned care and surgery during the pandemic. With a focus on patient care, developing trainees and supporting colleagues, Stella has taken leading roles in clinical education, as well as service transformation. This includes chairing the JSCT core surgery advisory committee to the four Royal Colleges, and the London Diabetic Foot Network.



Kim Shutler - Kim has been CEO of The Cellar Trust: a multi-award-winning mental health charity based in Bradford, since 2014. She is the Voluntary, Community and Social Enterprise Lead on West Yorkshire Integrated Care Board and the Senior Responsible Officer (SRO) for the Power of Communities Programme. Before moving to the VCSE, Kim worked in organisational development, employee wellbeing and communications roles within the public sector. Kim was awarded an MBE for Services to Mental Health in 2022.



POSTERS

During the conference today do take time to visit the fourteen poster presentations that are displayed across the venue. These are examples of good work that are being showcased to provide learning, insights, inspiration and conversations to help spark ideas for things that you may wish to consider in your work or to build connections to grow existing work and thinking further. Please ensure that by 3pm on the day of the conference you have voted for your favourite poster (use the QR code by the poster) as we will be giving prizes to the top three posters at the end of the day.

POSTER 1 - An approach to improve equity to access to general dental services in the Black Country

POSTER 2 - MDC and Anthony Nolan Collaboration aiming to increase stem cell register diversity.

POSTER 3 – Use of AI Health Coaching to optimise Diabetes Care through Primary Care Networks

POSTER 4 - Culture Intelligent Workflow Structure and Steps

POSTER 5 - Social value as a key element to delivering population health goals and supporting equity.

POSTER 6 – Diversifying medical trainee recruitment to build capacity in the workforce of the future

POSTER 7 – Population Health Fellowship Learning about managing cardiovascular multi-morbidity in Bristol, North Somerset and South Gloucestershire.

POSTER 8 – Evaluation of remote models of service delivery by drug and alcohol services in Leeds during the COVID-19 pandemic, and an evaluation of workplace health and wellbeing support in Walsall small and medium sized enterprises (SMEs).

POSTER 9 – Improving the care for Gypsy, Roma Travellers, refugees and other under-served population groups through targeted interventions in the Surrey Immunisation Outreach Programme.

POSTER 10 - Royal Free London and North Middlesex University Hospital learning from creating a Faculty of Population Health across our partnership over three years.

POSTER 11 – Efforts to optimise acute paediatric hospital services across County Durham and Darlington.

POSTER 12 – VCSE Nutri Case Study: Addressing weight stigma and its intersection with multiple disadvantages through a holistic approach that reduces individual blame, and focuses on cohesive action, within the community, and shifts societal biases

POSTER 13 - Work to explore awareness, beliefs and understanding of health research among traditionally underserved communities, to address health inequalities from these communities' exclusion from research.

POSTER 14 - Findings from the Campaign to Help Improve Respiratory Prescribing (CHIRP) is an audit and feedback programme starting in 2023 to improve quality of care for asthma.

CHARITIES

SHOWCASING SOME OF THE CHARITIES PRESENT AT THE CONFERENCE



Abandon Normal Devices: This is a radical arts organisation situated in the North of England, working globally. They curate experiences, commission and incubate new art, cinema and sound, often through collaborations with emerging technology and science. Nomadic yet rooted in community, they create space to imagine, challenge normative perspectives and disrupt traditional artforms.



Saving lives through stem cells

Anthony Nolan : Anthony Nolan is the charity that makes lifesaving connections between people with blood cancer and blood disorders, and incredible strangers ready to donate their stem cells. We're saving lives right now. Three lives a day, in fact. By growing the stem cell register, carrying out groundbreaking research and providing the best post-transplant care, we're giving families a future. We're particularly keen to recruit more people from minority ethnic backgrounds to sign up to help give everyone an equal chance of finding a matching donor. But we can't do it without you. Without you, there is no cure.

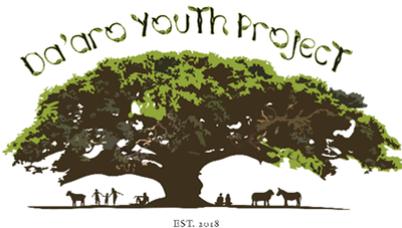


CELLAR TRUST – Cellar Trust is a registered mental health charity (No. 701982) that supports people with their mental health, across the Bradford district, Craven, and surrounding areas. Working with partners to give people struggling with their mental health the support they need, so that they can live positively and independently, and build their own brighter future. We all have mental health and our state of health can change at any time. Mental health affects everyone in different ways and sometimes the negative effects can be devastating. Our purpose is to support people when they face these challenges, and to empower them to move forward.



Because growing
up can be hard

Children North East: Since 1891, Children North East have helped to transform the lives of babies, children, young people and families across the North East. In challenging circumstances, our teams are there to provide compassionate, expert support, often when there is nowhere else to turn for help. We deliver services, support and initiatives that provide a platform for babies, children, young people and families to work through issues, take action and which gives them the tools to reach their full potential.



DA'ARO YOUTH PROJECT: The Da'aro Youth Project is a community-led organization based in London, dedicated to supporting young asylum-seekers and refugees from the Horn of Africa. Established in 2018 by members of the Eritrean community, the project was created in response to the tragic suicides of several teenage Eritreans. Their mission is to remove obstacles and maximize the life chances of these young individuals by providing various forms of support, including: Youth Clubs, Mentoring, Policy and Campaigning: Advocacy for systemic change to improve conditions for refugees and asylum-seekers, and Bereavement Support. The project also organizes trips and activities to help young people integrate into the community and create positive memories³.



ICON: The ICON programme was conceived by Dr Suzanne Smith PhD following a Winston Churchill Memorial Trust Travel Fellowship to USA and Canada in 2016 which included the study of effective interventions and research into the prevention of Abusive Head Trauma (AHT). Research suggests that some lose control when a baby's crying becomes too much. Some go on to shake a baby with devastating consequences. Suzanne found that the most effective evidence-based programmes studied provide a simple message that supports parents/caregivers to cope with infant crying. Apart from preventing AHT, most people who have ever cared for a baby appreciate some advice about how to comfort a crying baby and how to cope when it goes on for a long time.



C.I.C.

First Person Project CIC is a not-for-profit social enterprise providing specialist mental health education and support across the Liverpool City Region (LCR) free and without waiting lists, barriers, or excessive eligibility criteria. They support the empowerment of people to understand and manage their own health and wellbeing by focussing on determinants of mental health by equipping people with tools and confidence to make positive changes for themselves and their communities. Their approach is designed around building communities, identifying community assets and developing plans for utilising community assets. This is done through working with communities on asset mapping exercises and through the development of community project plans. To achieve the desired outcomes of any community building project a variety of training, coaching and critical thinking techniques are used to support the empowerment of people to become active citizens and to develop and support their own community initiatives.

kalasangam

Kala Sangam: Kala Sangam is an intercultural arts hub which aims to reflect the diversity of contemporary Britain through the work they present, the artists they support and the communities they engage. Specialising in South Asian arts and culture, most of their work takes place in our Arts Centre in the heart of Bradford (which is currently undergoing a major refurbishment and will reopen in 2025 during City of Culture), with their outreach activities extending regionally and nationally. In Sanskrit, 'Kala' means arts and 'Sangam' means a meeting point. Kala Sangam aims to bring people and communities together to create and experience high-quality diverse art, to increase understanding and awareness of different cultures, and to provide talent development pathways for young people and emerging artists into a career in the arts.



KHL: KHL are a charity organisation based in the heart of Keighley. We aim to improve the physical and mental health and wellbeing of our local community, build their skills and confidence, and encourage social connections. We also work in collaboration to address health inequalities whilst advocating for and supporting an integrated health system.

From April 2023 – March 2024, we worked directly with 3012 service users, and provided more than 5000 hours of social interactions and physical activity. 96% of our visitors said they have made a positive lifestyle change as a result of attending KHL.

Leeds Community Foundation

GiveBradford

Leeds Community Foundation and GiveBradford: Leeds Community Foundation and GiveBradford is an independent grant maker. We bring together leaders, community organisations and donors to address inequalities and strengthen the future of our communities. Together, we're building a fairer Leeds and Bradford for everyone.



LOHA (LOHA Health Ltd) is a digital technology company that support parents and carers to help young people with their emotional wellbeing and mental health. They use digitised activities to facilitate the development of high-quality relationships between parents and teenagers. They currently work with several national charities to deliver our programmes to the families they work with. All of their profits are used to benefit young people and their families.



Make It Happen - Make It Happen was founded in 2019 as a community anchor organisation that puts into practice the Asset Based Community Development principles in all that we do. We have two premises one which is a community shop using a unique model that looks at the interaction with someone rather than the transaction of a sale. The second building is our Place of Contribution community Livingroom over the road, this environment is community led and has become increasingly a go to safe space that enhances the community well-being and addresses social inclusion in the heart of Birkenhead, Wirral. Three highlight for us are celebrating our 5th Birthday this year, remained open 6 days a week throughout Covid and have an amazing community family who help make Birkenhead a healthier and happier place to live, work and play.



Rethink Mental Illness: Rethink Mental Illness is a leading charity provider of mental health services in England, people living with mental illness, and those who care for them, are at the heart of everything they do. They shape the expert advice, information, and around 90 services that Rethink Mental Illness provides – everything from housing to community-based services. And they drive their campaigning to change the law and tackle discrimination. Together, they run over 130 local groups which provide vital peer support in the community.



Muslim Doctors Cymru (MDC) : Muslim Doctors Cymru (MDC) are a group of Welsh Healthcare professionals who volunteer in their free time to tackle Health Inequalities in Wales. Our guiding principles are to 'Educate, Collaborate and Advocate' to bring 'Health to the Community'. Muslim Doctors Cymru (MDC) partnered with Anthony Nolan Charity in 2022 to raise awareness of stem cell donation among ethnic minority communities across the UK. We achieved this by producing and releasing videos, posters, infographics and hosting a webinar to provide education on blood cancer, treatments, why you should donate stem cells and how to join the register. Through this collaboration, MDC made significant efforts to increase uptake within local communities by organising mosque clinics for swab testing and to dispel misconceptions surrounding organ donation within Islamic teachings. 'Equity is our ambition, Diversity is our underused strength and inclusion through education is the way forward' We aim to continue the conversation and welcome interested parties to join us on our journey to increase diversity on the stem cell register.



SOAR COMMUNITY: Soar Community enables and supports local people through partnership working, to improve the quality of life for North Sheffield residents. Their objective is to use community development approaches to improve the health and economic wellbeing of people in North Sheffield. They are also a highly regarded, sustainable, innovative organisation, committed to developing employees, developing client centered services, and acting as an advocate for North Sheffield



UNLIMITED POTENTIAL: Unlimited Potential is a community benefit society, although they were originally incorporated in 2002 as Community Health Action Partnership (CHAP), a company limited by guarantee. In 2009, they changed their status to an industrial and provident society (a community benefit society). At the same time, they changed their name to Unlimited Potential and became the first social enterprise in the North of England to receive the Social Enterprise Mark. As a social enterprise, they are a business that operates for a social and environmental purpose and reinvests their surpluses towards their mission.



YMCA Together: For almost two centuries, the YMCA has been a sanctuary of safety and a beacon of hope to everyone who needs them. They are dedicated to supporting people who are vulnerable, in need, lonely, isolated and overlooked. The people they support are at the heart of all they do. Their work is dedicated to the bravery, courage and tenacity of the people they support as they build brighter futures for themselves and their families.

ACKNOWLEDGEMENTS

Thanks are extended to every person who has taken the time and shown the commitment to join us today – it means a lot that you have chosen to join us. We greatly look forward to continuing our work together and continuing to drive this important work for the aim of overall improving lives, creating equity and delivering a healthier and more equitable future.

To every speaker, contributor, supporter and of course our fantastic Centre for Population Health associates (present today and contributed from afar also), please know how deeply valued and important you are. Incredible people who deeply care about others with a talent that is unrivalled in the amazing community you have become.

Thank you to our friends, work and personal family across all our various roles, and to the many others who have supported in all the various ways you have for all of us on this important mission that we have begun. This includes the Bradford Public Health, University of East London, and Kala Sangam teams. This conference could not have been done without you.

Finally, our thanks to MSD, BD, Base Comms and others for your trust and kindness in providing sponsorship for this conference and for their belief in the power and potential of our work in benefitting the lives of countless others across UK and further afield. As a not-for-profit organisation early in our journey, your support makes a difference to our ability to host conferences like this, convening leaders from a diverse range of backgrounds to have the conversations that are needed to help foster improvements for population health and equity, and enabling greater access to voluntary and community sector organisations and under-represented groups.



FOR STAYING IN TOUCH / GETTING INVOLVED / MORE INFORMATION

- We hope you had an enjoyable and informative day at the conference and are taking away lots of ideas, inspiration and contacts to keep progressing your work for population health and equity.
- We will aim to upload photos, videos, and various shares on our website and through social media in the coming weeks and thereafter.
- After the event, we will also email everyone offering to sign you up to Centre for Population Health membership free of charge to remain sighted on developments and to have the opportunity to contribute to future work or collaborate on the things we discussed today and more. If you don't want to be included in this, please let us know or opt out from the email, but otherwise we'll look forward to staying in touch and continuing this important work together.
- If you have any ideas for collaboration or anything you'd like to do with us or for us to do to support your work, please email our team on info@centreforpopulationhealth.co.uk. You can also get in touch with Durka (card is in your gift bag with contact details for her if this is useful).
- Please keep doing what you are doing for driving improvements in population health and equity and know that your efforts are important, valued, and will be supported by so many others like the network you met today going forwards. Thank you for all that you do – and do stay in touch. See you again soon!

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