



Bright Ideas in Health Awards 2024

Category: Innovation and Improvement in Reducing Healthcare Inequalities Award

This category is open to those based in the North East and North Cumbria

Health inequalities are the preventable, unfair, and unjust differences in health status that arise from the unequal distribution of social, environmental, and economic conditions within societies. These factors determine the risk of people getting ill, their ability to prevent sickness, or opportunities to take action and access treatment when ill health occurs.

NHS England and NHS Improvement's Core20PLUS5 approach aims to support the reduction of healthcare inequalities experienced by communities most at risk at both national and system level. The approach defines a target population cohort; i) the 20% most deprived and ii) 'PLUS' groups experiencing poorer than average care. It also identifies '5' focus clinical areas requiring accelerated improvement – maternity, severe mental illness, chronic respiratory disease, early cancer diagnosis, hypertension case finding and lipid optimisation.

This award recognises innovative and creative initiatives which aim to reduce healthcare inequalities at a national or local level – especially those which align with the Core20PLUS5 approach. Therefore, award entries should have a focus on the most deprived communities, inclusion health groups (any population group that is socially excluded).

Judges are looking for entries that drive tangible improvements in access, experiences and outcomes for patients, carers and/or communities. Winners will be projects co-designed and co-produced with patients, built on strong local partnerships, that use data and insights effectively and intelligently to target interventions and demonstrate measurable impacts outlining what has made a difference to communities.

Eligibility: All NHS organisations (including providers, partnerships, and systems), General Practice and primary care organisations.

The entry criteria for the **Innovation and Improvement in Reducing Healthcare Inequalities Award** are:

1. Outline the health inequality area of concern and the specific community this initiative aims to improve access, experience and/or outcomes for
2. Explain what you set out to achieve i.e. describe the initiative including resources, capacity, data/insights that shaped the intervention, such as the Health Inequalities dashboard
3. Include your measures of success and include detail on the benchmarks used. There should be a clear positive impact on patient access, experience and/or outcomes
4. Describe how the healthcare inequalities improvement initiative has improved patient access, experience and/or outcomes in the target population

5. Provide evidence of any other positive impacts on patients, staff or the organisation which could contribute to the reduction of health inequalities
6. Describe the involvement and engagement of relevant internal and external stakeholders in the development and implementation of the initiative i.e. Voluntary and community sector / social enterprises in development and implementation of the initiative
7. Explain how patients, carers, people, and communities were engaged in the co-designing, planning and implementation of health inequalities improvements.
8. Describe how the learnings from the initiative have been shared across your organisation and/or beyond.

Entries will be assessed on the following:

Innovation: originality of the idea

Value: impact of the initiative on patient care and/or service effectiveness

Patient focus: evidence that patient/service user need was central to the work

Collaboration: evidence of the involvement of other professionals, services and/or patients in the project

Clinical effectiveness: data demonstrating how this initiative drives clinical enhancements

Leadership: evidence of entrants championing their innovation in their organisation or more widely

Adaptability: ideas that could be adapted for use elsewhere in entrants' organisations or other organisations

Sustainability: initiatives that can be embedded within organisations to operate without the input of the people who developed them

The deadline for entries is 31st July 2024

**For further information and to enter please visit: <https://brightideasinhealth.org.uk/>
If you have any queries, please contact sarah.black@healthinnovationnc.org.uk**