Bright Ideas in Health Awards

Category: Innovation for Preventative Healthcare Award

This category is open to organisations in the North East and North Cumbria

Preventative healthcare is essential to improving population health, reducing pressure on services, and supporting long-term economic and social wellbeing.

Too often, health systems focus on treating illness rather than preventing it, leading to avoidable conditions, poorer outcomes, and rising demand.

Addressing risk factors early, whether physical, mental, or social, can significantly improve quality of life and reduce inequalities.

This award recognises innovative approaches that shift the focus from treatment to prevention.

From early intervention programmes and community-based initiatives to digital tools and data-driven insights, we celebrate solutions that empower individuals to take control of their health and enable services to act sooner.

By prioritising prevention, these innovations help people live healthier lives for longer, reduce avoidable illness, and create more sustainable health systems.

They demonstrate how forward-thinking approaches can transform care, improve outcomes, and build a future where prevention is at the heart of healthcare.

Successful entries will demonstrate measurable improvements in population health, patient outcomes or service sustainability, with clear evidence of innovation, impact and potential for wider adoption.

Eligibility:

Open to NHS organisations, primary care providers, local authorities, voluntary and community sector organisations, and cross-sector partnerships focused on prevention, early intervention and population health improvement.

The entry questions for the **Innovation for Preventative Healthcare Award** are:

1. What preventative health challenge does your initiative address?
2. Which population, community or patient group is targeted?
3. How does the initiative support prevention, early intervention or risk reduction?
4. How does it empower individuals, communities or services to act earlier?

5. What impact has been achieved in terms of health outcomes, access, behaviour change or service demand?
6. How have inequalities or wider determinants of health been considered?
7. What partners were involved in developing and delivering the initiative?
8. How could the approach be sustained or adopted elsewhere?

Specific judging focus:

- Clear preventative focus
- Impact on population health or early intervention
- Reduction in avoidable illness or service demand
- Community or patient involvement
- Potential for wider adoption

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 27 November 2026

For further information and to enter please visit: https://brightideasinhealth.org.uk/

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