Bright Ideas in Health Awards

Category: Innovative Women's Health Award

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

This award recognises innovative approaches that improve women's health outcomes, experiences or access to care across one or more of the priorities identified within the National Women's Health Strategy.

- Menstrual health and gynaecological conditions
- Fertility, contraction and pregnancy
- Menopause, bone health and frailty
- Mental health and wellbeing
- Disease prevention, screening and earlier diagnosis in the community
- Healthy ageing and long-term conditions

Entries may include new technologies, service redesign, digital solutions, workforce innovations or community-based approaches that support the delivery of Neighbourhood Health, improve health outcomes and reduce inequalities experienced by women.

Judges will be looking for evidence of innovation, measurable impact and meaningful improvements in outcomes, experiences or access to care for women.

Successful entries should demonstrate how they address unmet needs, reduce inequalities and have the potential to be adopted and scaled across health and care settings.

Particular consideration will be given to initiatives that are co-designed with women, informed by lived experience and deliver sustainable benefits for individuals, communities and healthcare systems.

Eligibility:

Open to NHS organisations, primary care providers, local authorities, universities, voluntary and community sector organisations, industry partners and collaborative partnerships delivering innovations that improve women's health and wellbeing.

The entry questions for the **Innovative Women's Health Award** are:

1. Which area of women's health does your initiative address?
2. Which health priority, inequality or service gap does the initiative respond to?
3. How does the initiative improve outcomes, experience or access to care for women?
4. How were women, patients, communities or people with lived experience involved in design and delivery?
5. What evidence is available to demonstrate impact?

6. How does the initiative align with the priorities of the National Women's Health Strategy (revised 2026)?
7. How does it address inequalities experienced by women?
8. What is the potential for wider adoption, spread or sustainability?

Specific judging focus:

- Clear focus on women's health priorities
- Improvement in outcomes, experience or access
- Co-design with women or lived experience
- Reduction of inequalities
- Potential for adoption and spread across NHS community, primary and secondary care settings

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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