Bright Ideas in Health Awards

Category: Reducing Healthcare Inequalities Award

This category is open to organisations 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, which 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 and hypertension case finding.

This award recognises innovative and creative initiatives that aim to reduce healthcare inequalities at a national or local level, particularly those aligned with the NHS Core20PLUS5 approach.

Entries should focus on improving outcomes for the most deprived communities, inclusion health groups and other populations who experience poorer health outcomes, barriers to accessing care, or inequitable experiences of health and care services.

Judges are looking for entries that drive tangible improvements in access, experience and outcomes for patients, carers and communities.

Successful initiatives will be co-designed and co-produced with the people they serve, built on strong local partnerships, and use data and insight effectively to target interventions and demonstrate measurable impact.

Particular consideration will be given to projects that show clear evidence of reducing inequalities and creating lasting change for underserved populations.

Eligibility:

Open to all NHS organisations (including providers, partnerships and systems), General Practice, primary care organisations, local authorities, voluntary and community sector organisations, and collaborative partnerships working to reduce healthcare inequalities.

The entry questions for the **Reducing Healthcare Inequalities Award** are:

1. Which inequality, population group or community does your initiative focus on?
2. How does the initiative align with Core20PLUS5 or wider health inequalities priorities?
3. How were data, insight or community intelligence used to identify the need?
4. How were patients, carers, communities or inclusion health groups involved in design and delivery?
5. What barriers to access, experience or outcomes does the initiative address?
6. What measurable improvements have been achieved?
7. How has the initiative supported more equitable care?
8. How will the impact be sustained or scaled?

Specific judging focus:

- Clear focus on reducing inequalities
- Use of data and insight
- Co-design with communities
- Tangible improvements in access, experience or outcomes
- Sustainable impact for underserved populations

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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