



Community Engagement & Community Readiness Workstream

In this workstream we will focus on two key areas; one, the 'readiness' of the various communities in the Better Start Bradford (BSB) wards to embrace the planned interventions; and two, the impact of community engagement approaches on the programme.

Community engagement can broadly be defined as 'involving communities in decision-making and in the planning, design, governance and delivery of services'. There is extensive evidence on the relationship between well engaged communities and uptake of health and wellbeing initiatives. With this in mind, we will explore the impact of a range of engagement methods deployed and assess how, and in what ways, the approaches contribute towards the primary outcomes of the programme.

Equally, communities have a vital contribution to make to research and evaluation processes and so we will develop systems to ensure community members can support research and evaluation efforts by sharing feedback with us about the appropriateness and acceptability of tools and methods. This will foster and build a trusting relationship which will be harnessed by further developing participatory approaches whereby community members will take an active part in research in a co-productive way.

Initially we will focus on "community readiness" by applying a qualitative research method to assess how ready and willing communities living in the three wards are to tackle the issues identified as the primary outcomes of the programme. We are all too aware that knowing the prevalence and causes of an issue does not always tell us the most effective way to address it as communities experience varying levels of readiness which is influenced by a range of factors. Attitudes vary across communities; in one area a certain behaviour maybe recognised as a problem but in another area could be considered 'just the way things have always been'. Resources and leadership vary from area to area and so leadership in one community to tackle an issue with sufficient resources maybe available whereas in another community limited resources or limited recognition by leaders about the problem may be an obstacle. These are powerful factors which we will explore through the community readiness research to help us maximise possibilities for the successful delivery of the programme.

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