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Public Health Team, Calderdale

" In April last year, we started to do some engagement with BAME communities, particularly South Asian, in Park ward, our most deprived area of the borough. We used digital means to listen and to talk, to hear about the impact COVID was having on the community. Both the direct impacts of COVID, but also the impacts the restrictions were having as well…That gave us some really rich qualitative information about how the community were feeling that has informed our response since then. It was very much how COVID and the restrictions are influencing the determinants of health in those groups…

Communities tell us how it is now, analysts tell us how it used to be. Data is always backward looking, it takes ages to do analysis, but communities will tell you how it is today. I'm a big fan of data, don't get me wrong, but we need to understand that data tells us what it used to be like, communities tell us right now. That's a really important message to me. That actually, we need to give more space to hearing from communities and co-producing solutions with communities.

What are the key points in this story extract?

How does it resonate (or not) with your own experience of the COVID-19 pandemic?

IDEAS
ALLIANCE