

# Quality Improvement Project Application Form

Salford Innovation and Improvement Fund Locality Call 2022/2023

Each question in this application form is very specific about the information required. **Please ensure that you read the Application Guidance document carefully, complete all sections of this form and provide all of the information requested.** Please ensure that any abbreviations/acronyms are explained at the start of the application; they may then be abbreviated throughout the remainder of the application.

## SUBMISSION DETAILS

<b>SUBMITTED BY</b> <i>(name, role, org.)</i>	Tori Dee
<b>CONTACT NUMBER</b>	07754477340
<b>EMAIL ADDRESS</b>	torah@thebha.org.uk
<b>SUBMITTING ORGANISATION</b>	BHA For Equality
<b>SERVICE NAME</b>	Health Equality Community Champions in Salford
<b>DATE SUBMITTED</b>	

*Details of how to complete each section of this form correctly are found in the Application Guidance document. Please confirm that you have followed this guidance*

I have read and followed the Improvement Project Application Guidance document

## SECTION ONE: PROPOSAL OUTLINE

### 1) NAME OF PROPOSED PROJECT

*Please provide a name for the proposed project that you wish to be considered  
Community Champions for Health Equality*

Salford Health Equality Champions

### 2) WHAT IS THE PROJECT RATIONALE?

*What is the problem situation / rationale for this Quality Improvement Project?*

For 31 years, BHA for Equality has sought to challenge inequalities, stigma, economic disparity and health disparities faced by people from BAME (Black, Asian and Minority Ethnic) communities throughout the North.

Our organisation was originally set up to offer emotional support to BAME individuals diagnosed with HIV/Aids; raise awareness within BAME communities about HIV; offer testing and referral to treatment services. We are commissioned by the public sector to deliver HIV support and testing services across West Yorkshire and Greater Manchester and have delivered programmes at a national level. Over the years our work has expanded and we were commissioned to increase the uptake of screening of, and provide health education for, other long-term health conditions including prostate cancer, lung cancer, diabetes, sickle cell and thalassemia, hepatitis C and TB. BHA also offers advocacy, psychological therapies, complimentary therapies and peer-support for its service users. We are also commissioned by CCGs to engage with BAME communities to gather their views on health services and identify areas for improvement to assist with service redesign. In 2018 BHA became a partner in the Greater Manchester Cancer Screening Engagement Programme (known as Answer Cancer) which aims to increase the uptake of bowel, breast and cervical screening. We lead on increasing uptake of screening within BME communities.

In summary, our work primarily assists BAME individuals who are at higher risk of long-term conditions or living with long term conditions. We aim to inform them of their heightened risk, provide accessible information on the health condition, provide individual/group support and encourage take up of screening/tests as well as adherence to medication.

Research by Public Health England in 2017 shows that people from BAME (Black, Asian and Minority Ethnic) communities are far more likely to die under the age of 75 from long-term conditions including prostate cancer, lung cancer, breast cancer and latent tuberculosis than the rest of the population. Economically, BAME communities are far more likely to experience social and economic deprivation and associated issues including crime, anti-social behaviour and barriers associated with mental ill health. Our experience, and that of our service users, has shown that often fear of stigmatisation and being shunned within the community can prevent people from undergoing screening and accessing early treatment for conditions, particularly those associated with HIV and AIDS and with breast and colorectal cancers. This creates greater mortality rates and a deepening spiral of social problems for BAME individuals and their families.

Our desire with this fund is to streamline our work in Salford. We will train community champions to deliver awareness sessions about HIV, colorectal, breast and prostate cancer, latent TB and Long Covid, which disproportionately affect minority ethnic communities. We already have the Answer Cancer programme running in Salford, and we



we would utilize our existing relationships to link this into the Health Inequalities Champions Project.

We already utilize a similar model in our cancer work, where we train Cancer Champions across GM. We identify people interested in the topic, offer training and supervisory support to learn more and work with them to spread the word around screening and treatment of cancer. We would like to repeat this model but in a range of other health areas, including types of cancer with a lesser focus of the Answer Cancer, alongside HIV, Long Covid and other areas of work.

### 3) WHAT IS THE AIM OF YOUR PROJECT?

*Aim to reduce/increase by how much, by when and by whom/in what service? E.g. reduce falls by 10% by 31 January 2022*

Our aim will be to increase the overall effectiveness of our existing projects by utilizing volunteers to significantly increase our reach. The trained volunteers will allow more natural emergent conversations to take place with their communities in a way that is not possible with structured, activities with members of staff.

We will do this by identifying potential volunteer champions within existing community groups that are well placed to share information about screening, vaccine uptake and general public health information more widely. These groups may be incorporated charities, or they may simply be community groups around a community of interest or a community of place.

### 4) WHAT QUALITY IMPROVEMENT METHODOLOGY WILL YOU BE FOLLOWING?

*Outline the planned approach to delivering the QI project e.g. IHI Model of Change, Lean Thinking, Six Sigma, Total Quality Management, Theory of Constraints, PDSA cycles*

Lean Thinking:

1. Value – The value lies in the awareness sessions and information that we give to BAME individuals that help them make good choices about their health, such as getting screened for certain conditions or spreading the information to others who need it
2. Value stream- We have already implemented community champion schemes in Greater Manchester and therefore, we know how to train individuals and organisations to become champions who can deliver the information that we want to convey.
3. Flow- After employing somebody to oversee the project and to train community champions and after recruiting the champions, the project will be self-sustainable and we will have a fluid flow of work.
4. Pull- We will have eliminated the time spent on recruiting champions and an overseer and the flow will be quicker and manageable without too many wasted resources.
5. Perfection – The champions will be adept in their roles without too much time or monetary resources needed and there will be continuous improvements in outcomes as they become confident. This will result in time saving and reaching a wider audience.





## 5) WHAT ARE YOUR CHANGE IDEAS?

*Please list these, or attach an image of your Driver Diagram if you have completed one#*

Training Community Champions will help us to reach more individuals, streamline the work we already do and will allow us to save some of our resources in the long-term.

- (i) Offering information sessions on TB, cancer, HIV and long Covid to individuals, community groups and local employers in Salford with emphasis on black men and women. The sessions will be delivered at a range of venues including places of worship, community centres, leisure centres, community organisations and local employers.
- (ii) Identify key individuals and organisations to sign up as healthy equality champions to share key messages about problems that can occur with these conditions in the community and the workplace.
- (iii) Engage with local employers to gain sponsorship to sustain the programme; offer information sessions to their employees and identify employees who wish to be in-house champions. Additionally, we wish to involve company employees as volunteers in the project.
- (iv) Provide a rolling programme of training to refresh skills and knowledge, enhance delivery and keep champions informed.

## 6) HOW WILL YOU KNOW WHETHER YOUR CHANGE/S MAKE AN IMPROVEMENT? (I.E. WHAT IS YOUR MEASUREMENT PLAN?)

*Please include the data collection method you plan to use*

The success of our work will be identified through the following:

- Recruitment of a minimum of 35 champions who are available to deliver sessions and share key messages about HIV, prostate, colorectal and breast cancer, Long Covid and TB. 50% of these will be from a BAME group.
- Awareness sessions delivered to a minimum of 200 people across Salford
- We will keep a record of informal conversations about these conditions that our volunteers have with others and we will measure numbers of individuals reached.
- Participants in the training sessions will identify an improved understanding of signs, symptoms and tests to identify symptoms of these conditions.
- Positive feedback from participants who attend awareness sessions.
- Salford is recognised as an exemplar of good practice in relation to these conditions
- Evidence of champions delivering awareness or having informal discussions.
- Evidence of BAME individuals deciding to go to their GP for screening
- Financial support acquired to extend the project.





## 7) WORK ALREADY UNDERTAKEN

*In this area, or in development of these ideas*

We have done work along similar lines in other areas or at a smaller scale on a number of occasions. We piloted similar work in a pilot project alongside Prostate Cancer UK, who were funded to identify champions as part of a national programme. BHA's role was to identify champions in the GM region. We also have experience delivering a similar community champions activity programme as part of the Answer Cancer programme in GM and we would link this into this project in Salford. As a result, we have experience with both the concept and the delivery methods involved. However, we have not done groundwork across all health areas and we would like to improve our existing work by incorporating the other conditions into our work in Salford.

## 8) FURTHER INFORMATION

*Provide any further information which you would like to be considered*

From our on-going work amongst BAME individuals in the Greater Manchester area, we know that they are far more likely to develop certain health conditions than other ethnic groups. We also know that many do not seek early treatment or screening due to embarrassment, fear or language barriers. The combination of these factors leads to a crisis for BAME individuals, often causing unnecessary deaths as treatment is not sought until the condition is too far developed to treat effectively. As within BAME communities, men are often the primary income earners for their families, prostate cancer treatment and related deaths have a particular impact on further economic deprivation within an often already struggling community. The Health Equality Champions Project will directly address the reasons that different genders avoid treatment.

Through a combination of peer -support, lived experience and community-based education we will challenge fear and embarrassment, encouraging more individuals to attend early screening and treatment for HIV, prostate, breast and colorectal cancer, TB and Long Covid and so avoid unnecessary discomfort or death.

## 9) FINDINGS AND DISSEMINATION

As part of the project, our final month will be an internal evaluation and production of a report that outlines the benefits and lessons learned from the project. The exact form for this will be agreed at the time of its creation, but indicative headings will include

- Reach of the project (champions trained, members of the public reached)
- The relative ease or difficulty of the different health conditions
- The cost effectiveness of the work completed
- How to replicate the model, and how to do so more quickly in the future



- Issues that are specific to Salford and those that are likely to be more general for other localities

The report will be distributed to charity partners across the region as a learning tool. Staff will also look to share the learning by attending local charity network events.

### 1) IMPLEMENTATION

Do you have your organisation's support to enable recommendations from this work to be taken forward?

Yes

If **YES**, provide details below:

The project has been designed by the CEO and the Board of Trustees are aware.

If **NO**, how do you intend to progress learning arising from this project?

### 2) WHICH CITIZENS / PATIENTS / COMMUNITIES / VULNERABLE GROUPS WITHIN SALFORD WILL SEE A BENEFIT OF THIS PROPOSAL?

Group/s	What benefit/s will be realised for this particular group?
<b>BAME</b>	Given information on how there is more risk of prostate, breast and colorectal cancers as well as HIV, latent TB and Long Covid
<b>White</b>	Given information on these conditions and encouraged to attend screenings
<b>Men</b>	Targeted concerning prostate cancer and reluctance to undergo screening, informed of risks and wider economic impact
<b>Women</b>	Targeted concerning breast cancer, cultural factors that contribute to low uptake of screening, informed and encouraged to take tests.
<b>Families</b>	Informed about HIV, Long Covid, Latent TB, symptoms, screening information and encouraged to seek medical support when appropriate.

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## SECTION TWO: ALIGNMENT WITH SALFORD LOCALITY PRIORITIES

### 12) WHICH PRIORITY AREA DOES YOUR PROPOSAL ALIGN TO?

(The 2022/23 Innovation and Improvement priorities are summarised below. (Please tick the **ONE** relevant box for the priority area your proposal aligns with.)

2022-23 Innovation and Improvement Themes	
<input type="checkbox"/>	Neighbourhood based care
<input type="checkbox"/>	Safer Salford Care Homes and Domiciliary Care
<input type="checkbox"/>	Workforce Transformation
<input type="checkbox"/>	Sexual Health
<input type="checkbox"/>	Frailty and ageing
<input checked="" type="checkbox"/>	Screening
<input type="checkbox"/>	Tackling vaccine / immunisation hesitancy

**A full breakdown of these themes is available in the Application Guidance document.**

<b>NONE / OTHER</b>	<input type="checkbox"/>	<i>Please select this option if your proposal does not clearly align to any of the above topics, but you believe it addresses a current un-met need</i>
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### 13) WHICH OF OUR CORE INNOVATION PRINCIPLE/S DO YOU BELIEVE YOUR PROPOSAL EVIDENCES?

(Please tick all that apply)

<input type="checkbox"/>	Exploiting the use of <b>Technology and Digital</b> Innovation
<input checked="" type="checkbox"/>	<b>Partnership Working</b> - Developing links between Health & Social Care and external organisations that are looking to test and evaluate innovative solutions in this field
<input checked="" type="checkbox"/>	<b>Neighbourhood Working</b> - Developing, delivering and structuring Health & Social Care within the 5 Salford Neighbourhoods / GP Networks
<input checked="" type="checkbox"/>	Addressing <b>Health Inequalities and Wider Determinants of Health</b>
<input type="checkbox"/>	Improving the <b>Environmental Sustainability</b> of care







## SECTION THREE: PROJECT DELIVERY

### 14) PROJECT TIMESCALES

*(What is the proposed length of your project? Please tick the ONE relevant box below)*

<input type="checkbox"/>	3 Month (e.g. 90 day improvement cycles)
<input type="checkbox"/>	6 Months
<input checked="" type="checkbox"/>	12 Months

### 15) HOW IS THE PROJECT GOING TO BE MANAGED?

Our Health Equality Champions project will draw volunteers from within the local community who have lived direct and indirect experience with cancer, HIV, TB and Long Covid who can act as champions. These will be trained and supported to develop resources and to share key messages about problems that can arise with these health conditions. These messages will be delivered both in public speaking events including at GP surgeries, community centres etc. and one-to-one directly with people in the local community.

We will recruit a project worker who will oversee all aspects of this project including the recruitment and retention of volunteers; liaise with agencies of support in order to signpost clients; and to deliver awareness sessions to residents of Salford, with emphasis on the black community, at a range of venues including places of worship, community centres, leisure centres, community organisations and local employers' premises. BHA are partners within the Greater Manchester Screening Engagement Programme which focuses on increasing the uptake of cervical, breast and bowel screening. This funding will enhance and bring added value to our existing work on screening and awareness building in Salford. We aim to reach 350 people each year to tackle stigma and discrimination and to seek early or preventative treatment for cancer, TB, Long Covid and HIV.

This project will be under the guidance of the Healthy Communities Directorate, which will cover the budget, HR, Governance and risk assessment elements of the project.

### 16) WILL THE PROJECT REQUIRE A CHANGE TO AN ESTABLISHED CARE PATHWAY?

*If you are currently unable to assess if the activity will require a change to an established pathway, please indicate so using the Don't Know option. Applications selected to progress will be able to work with their sponsor to establish this.*

- Yes
- No
- Don't Know







*If Yes, please provide details of the existing care pathway and explain how your project will require a change to this.*

**17) WILL YOUR PROPOSED PROJECT ACTIVITY REQUIRE ACCESS TO, CHANGES TO, OR INTEGRATION WITH, EXISTING IT INFRASTRUCTURE OR SYSTEMS TO ENABLE DELIVERY?**

- Yes
- No
- Don't Know

*Please only select the 'Don't Know' option if you are currently unable to assess whether the activity will require access or changes to IT systems or infrastructure. If selected for progression, you will need to engage the relevant IT departments of pilot sites to establish these requirements prior to achieving final sign-off for funding.*

*If Yes, please answer the below questions:*

- A) Which system/s or infrastructure will you require access to, changes to, or integration with?**
  
- B) What changes / integrations are required, and the timescales needed for this?**
  
- C) Who owns or manages this system / infrastructure?**
  
- D) How have you engaged with the relevant system owners / managers / IT departments so far to determine the feasibility of making these necessary changes?**

**18) WHAT RISKS HAVE YOU IDENTIFIED, AND HOW WILL YOU MITIGATE THEM?**

- It may take time to recruit for the paid management position, which is why we have opted for the 12 months option to allow extra time
- To recruit volunteer champions – we have links in Salford which will help with this
- Incorrect information shared in courses – regular reviews of course content
- Difficulty finding attendees – We have relationships and will obtain attendant information at point of initial contact
- Lack of reach to BAME communities – we will still deliver courses if the attendees are not from BAME communities but we will use our existing contacts and chosen community groups to target these individuals
- Covid Lockdown – We will establish alternative methods of course delivery in case of this eventuality.



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## SECTION FOUR: BUDGET & FINANCE

### 19) WHAT IS THE TOTAL AMOUNT OF FUNDING YOU ARE REQUESTING?

*This must be a set figure – requests for variable amounts will not be accepted. Please ensure the amount stated is fully inclusive of all VAT*

**£53,995.40**

*Payment schedules for successfully funded projects will be finalised prior to sign-off. The typical arrangement is to pay 50% of awarded funds up front, with the remaining 50% released upon receipt of a successful 6-month project update report. If you would require any different payment schedule or arrangement, please give details below*

### 20) PLEASE PROVIDE A FULL BREAKDOWN OF HOW THE REQUESTED FUNDS WILL BE UTILISED

Salaries:	
Project Manager FTE	31,895
	2,558.40
Recruitment costs (HR, premises, utilities etc)	2,000
Travel expenses	600
Venue hire/ donation	2,000
Training	3,000
Interpretation costs	500
Marketing/ publicity	300
Management of project	11142
<b>Total:</b>	<b>53,995.40</b>

### 21) HOW WILL THE PROJECT ACHIEVE A RETURN ON INVESTMENT / COST BENEFIT?

The management post will be required for one year, after which the volunteer champions will be able to deliver these sessions for a length of time, which will help us to cut our costs in Salford, whilst reaching the desired numbers and tackling health inequalities in the region.

### 22) WHAT COMES NEXT AFTER THIS QUALITY IMPROVEMENT PROJECT? HOW WILL YOU ENSURE THAT THE LEARNING FROM THE PROJECT OR ITS RESULTS ARE SUSTAINABLE AFTER THE FUNDING PERIOD HAS ENDED?

Our recruited volunteers will sustain the project for up to 18 months and if the model has proven successful we will continue to apply for funding for ongoing costs.





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**SECTION FIVE: DATA PRIVACY IMPACT ASSESSMENT**

**23) WILL THE PROJECT COLLECT / USE / PROCESS PERSONAL CONFIDENTIAL DATA?**

- Yes  
 No

*If 'yes', please tick below which of the personal and sensitive data items the asset / system / project will process.*

Personal Data Items

- Forename(s)  
 Surname  
 Address  
 Postcode  
 Date of Birth  
 Home Telephone Number  
 Mobile Telephone Number  
 Other Contact Number  
 GP Name and Address  
 Legal Representative Name (Next of Kin)  
 NHS Number  
 National Insurance Number  
 Photographs / Pictures of persons  
 Other – please state below:

Sensitive Data Items

- Gender  
 Religion  
 Ethnic Origin  
 Medical Information  
 Occupation / Employment  
 Other – please state below:

*A Data Privacy Impact Assessment (DPIA) form will need to be completed if your proposal is shortlisted to Interview.*

- *If Yes is selected, a full DPIA will need to be completed*
- *If No is selected, the DPIA only needs to be completed up to Screen 5*

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**SECTION SIX: EQUALITY, DIVERSITY AND INCLUSION**

**24) EQUALITY & DIVERSITY POLICY AND COMPLIANCE**

**A) Do you have an up-to-date Equal Opportunities (or equivalent) Policy in place?**

- Yes
- No

**B) Have you been involved in any Equality Act 2010 litigation breaches in the last 3 years?**

- |  |   |
|--|---|
| <input type="checkbox"/> Yes           | <i>If Yes, please give details here</i> |
| <input checked="" type="checkbox"/> No |   |

**25) PLEASE DESCRIBE HOW THIS PROJECT WILL ENSURE THE RIGHTS OF PROTECTED CHARACTERISTICS IN PARTICIPANTS, AND CONTRIBUTE TOWARDS TACKLING HEALTH INEQUALITIES IN SALFORD?**

All of our work, whether it's for HIV, cancer, TB or Covid is designed to be inclusive regardless of sexual orientation, gender orientation, age, disability, religion or belief. We promote women's reproductive health and our core ethos is to tackle health inequalities, particularly in BAME communities.

**26) ADDED SOCIAL VALUE: WHAT OTHER SOCIAL, ENVIRONMENTAL OR ECONOMIC BENEFIT/s WILL SALFORD RECEIVE THROUGH THIS PROJECT?**

- We are a Salford Employment Charter Member
- By addressing the health needs of Salford residents we are helping to make a healthier and more sustainable economy
- We are raising the living standards of local residents
  - Our project promotes participation and citizen engagement in volunteering and also in attending our awareness sessions
  - Our project aims to build capacity and sustainability of the voluntary and community sector
  - The project promotes equity and fairness

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## SECTION SEVEN: OPERATIONAL DETAILS

### 27) REGISTERED DETAILS OF BIDDING ORGANISATION/S

Name of Organisation	Registered Address	Organisation Type
BHA For Equality	C/O Slade & Cooper Ltd. Beehive Mill, Jersey Street, Ancoats, Manchester, England, M4 6JG	Registered Charity

### 28) WHICH ORGANISATION WOULD THE GRANT FUNDS BE PAID TO?

*Please note that funding will only be paid to registered organisations, and not to individuals*

BHA For Equality in Health and Social Care

### 29) WHO WILL BE THE INDIVIDUAL/S RESPONSIBLE FOR THIS PROJECT?

*(Please complete all sections)*

#### **SENIOR LEAD** *(overall accountability and oversight of project)*

Name	<i>Aydin Djemal</i>
Job Title	<i>Chief Executive Officer</i>
Organisation	<i>BHA For Equality in Health and Social Care</i>
Email Address	<i>aydin@thebha.org.uk</i>
Telephone Number	<i>07957 515158</i>

#### **OPERATIONAL LEAD** *(day-to-day delivery of project)*

Name	<i>Donna Miller</i>
Job Title	<i>Director of Policy and Engagement</i>
Organisation	<i>BHA For Equality in Health and Social Care</i>
Email Address	<i>donna@thebha.org.uk</i>
Telephone Number	<i>07964 663132</i>

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## SECTION EIGHT: APPLICANT AGREEMENT

### 30) PLEASE CONFIRM THAT IF YOUR PROPOSAL IS ACCEPTED YOU ARE AWARE OF, AND AGREE TO, THE FOLLOWING CONDITION:

*Applicants must tick the box below to indicate that they agree to the condition*

<input type="checkbox"/>	Bidding organisation must be able to confirm a commencement date for the project within 2 months of receiving funding approval or approval may be withdrawn
<input type="checkbox"/>	Completion of a mid-point project update report, presented to the Innovation and Research Oversight Group (IROG) and relevant Sponsoring Strategy Group
<input type="checkbox"/>	Completion of a final evaluation report, presented to IROG and the relevant Sponsoring Strategy Group following the end of the project

### 31) PLEASE CONFIRM THAT YOU HAVE READ AND ACCEPT THE TERMS AND CONDITIONS

- I have read and accept the Salford Innovation and Improvement Fund Terms & Conditions

#### End of Application

Your completed application form, along with any requested additional information, should now be submitted via email to [innovation.salfordccg@nhs.net](mailto:innovation.salfordccg@nhs.net)

You will receive confirmation of receipt within three working days, along with a unique Bid Reference for managing your application and for on-going communication regarding your proposal.

Applications can be withdrawn at any time, for any reason, by contacting [innovation.salfordccg@nhs.net](mailto:innovation.salfordccg@nhs.net) with your Bid Reference

## MAILING LIST

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