



North Central London
Integrated Care Board

Health Campaign Brief: Community Connecting and Advocacy and Support for Primary Care

Invitation to bid document

Key components to include in your proposal

Components	Weighting
<p>1 Please describe your previous experience of designing, delivering, and evaluating similar connector programmes and/or community engagement activities in partnership.</p> <p><i>Word count: Maximum 1,000 words</i></p>	20%
<p>2 Describe how you will work with the other borough's participating VCSE partnerships, to share learning, insights and where appropriate resources (including financial resources to cover delivery and this may also include training and support to take part). Please reference any previous experience of cross-borough partnership-working.</p> <p><i>Word count: Maximum 1,000 words</i></p>	20%
<p>3 Please describe how you would:</p> <ol style="list-style-type: none"> a. use gathered insights to develop and enhance the work programme that you are delivering; and b. work with us to influence service design and delivery <p>Describe how this would help build trust in NHS services, address health inequalities, and tackle barriers to access for our under-served communities.</p> <p><i>Word count: Maximum 1,000 words</i></p>	20%
<p>4 Describe what you will deliver over the life of the project. This might include:</p> <ul style="list-style-type: none"> • mapping of current local community connecting initiatives ensuring this is work is complementary, building strong VCSE partnerships and including grass roots organisations to equitably share funding and unique skills. • increasing understanding in target communities around 'Your Local Health Team' messaging. • supporting communities in accessing healthcare services (through multiple means such as using the NHS App, and using the wider primary care offer etc) • identifying communities who are not registered with GP practices and supporting them to register. • making the most of existing engagement opportunities and filling in gaps by co-designing your own community conversations and workshops <p><i>Word count: Maximum 1,000 words if needed (can be presented as a chart/table if preferred)</i></p>	20%

5	<p>Describe how you will present:</p> <ul style="list-style-type: none"> • insights, including mechanisms for system listening based on the preferred way for communities to engage • evaluation of the programme including: <ul style="list-style-type: none"> ▪ demographic breakdown ▪ numbers reached ▪ any mindset changes ▪ behavioural change from breaking down barriers and building enablers ▪ insights around the wider determinants of health ▪ learning from partners and any potential project legacy <p><i>Word count: Maximum 1,000 words</i></p>	20%
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Contact details

For more information please contact:

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