

Integrated Care Matters Webinar Series 6

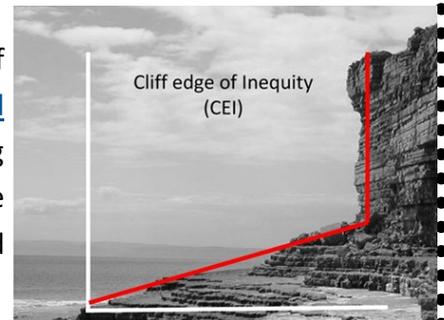
Inclusion Health

June 15th 2022



73 people from 22 countries registered for IFIC Scotland's webinar on Inclusion Health. Prof Anne Hendry, Director of IFIC Scotland, welcomed five Panellists to share their insights and experience from Ireland, Scotland, US and Brazil.

Dr Patrick O'Donnell, Clinical Fellow in Social Inclusion, School of Medicine, University of Limerick and Coordinator, [Deep End Ireland](#) reminded us of the Inverse Care Law and spoke of the shocking outcomes experienced by people who 'fall off the cliff edge' and the negative impact of healthcare professionals' attitudes and assumptions on the care experience of marginalised communities.



Roseann Logan & Sharon Webb, from the Health and Social Care Alliance Scotland highlighted the [Community Links Worker Programme](#) - a flexible, strength based, person centred and life changing approach that also creates headspace for others in the primary care team.

Dr Kris Ma, Fellow in Primary Care Behavioural Health Dept. of Family Medicine, University of Washington, Seattle, outlined promising results from her [research](#) on a co-designed behavioural health intervention for a diverse Asian – immigrant community in the US.

Dr Larissa Verissimo, Professor of Public Health, FMABC University in Sao Paulo, described the role of Community Health Agents within Family Health Teams in Brazil and outlined the [Transforming Together](#) pilot project with 4 coastal and island municipalities in the Litoral Norte region of Sao Paulo state.

Take Home Messages

A population health approach should leave no one behind

Inclusion health communities are hardly reached - not hard to reach!

- ⇒ Take a **4Cs** integrated approach = first **contact**, **continuity**, **comprehensive** and **coordinated** primary care for physical, psychological and behavioural health
- ⇒ Engage with people **on their own terms** and on **what matters** in their life at this time. Work with individuals, families and social networks to identify **strengths**, **goals** and **solutions**, taking action **across life stages** and **with all generations**
- ⇒ Improve outcomes for people, reduce costs and increase equity - towards the **Quintuple Aim**
<https://jamanetwork.com/journals/jama/fullarticle/2788483>
- ⇒ Co-design **inclusive**, **culturally appropriate**, **technology enabled** Social prescribing support – follow the discussion at the recent [mpower festival](#)

It's all about relationships and what suits the individual

Social exclusion is deprivation upon stilts!

You will find the webinar recording [here](#) and Presentation slides [here](#)



Watch out for Series 7 coming in the Autumn



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