

Integrated Care Matters Webinar Series 7

Personalised approaches to Population Health: June 14th

93 people from 17 countries registered for this webinar on Personalised approaches to Population Health.

Dr Cliona Ni Cheallaigh, St James's Hospital and Trinity College, Dublin, provided a really informative session about the work of their Inclusion Health team, facilitating access for people who find it difficult to access services. 80% people who are socially excluded have experienced Adverse Childhood Events.

Honesty is key to "avoid getting your heart broken." Need to know that you can't fix everything.



We shared a pre-recording by Gillian Street, Cockburn Integrated Health, Western Australia, providing an overview of a Health Outreach Programme (the HOP).

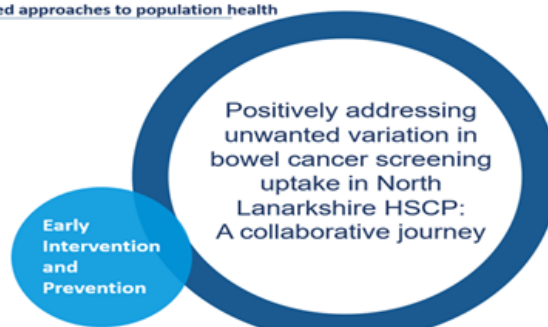


Engagement with these groups takes time and trust. Building relationship may require some significant hurdles but these can be overcome.

Katharine Ross, Senior Health and Social Care Integration Lead, NHS National Services Scotland and Ross McGuffie, Chief Officer, Health and Social Care North Lanarkshire, spoke about their collaborative project to explore bowel screening uptake. This explored different ways of working, optimising local assets, and looking at screening from a different perspective including a social care perspective.

Recognising and using trusted individuals in communities and the community touchpoints.

Personalised approaches to population health



Public Health Scotland NHS National Services Scotland

Take Home Messages

You won't melt if you go outside your comfort zone.

Everybody needs to be flexible in their roles.

- ⇒ Providing services for individuals and making time to allow staff to form relationships with individuals.
- ⇒ 'Tests of change' really encourage people to continue engagement. It is important for people (staff and public) to see the benefits.
- ⇒ Through collaborating with existing public resources, we can better enable people to live healthier lives, in particular, the vulnerable and underserved communities.
- ⇒ If you get the data right and people can understand the evidence base, they are more likely to 'buy in.'
- ⇒ Screening services cannot be a 'one a size fits all' – need to recognise the complexities of reaching underserved communities. A more personalised approach.

Relationships are the foundation to building trust.

For integrated teams to work we need to recognise that there is no difference between a healthcare worker and a social care worker. We can learn from each other.

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

👁️👁️ Watch out for Series 8 coming in the Autumn

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