City & Hackney
Population Health Hub

Embedding health equity: Tools from the MATCH process

LARIA Autumn Webinar Series - 14 October 2026

City and Hackney Population Health Hub

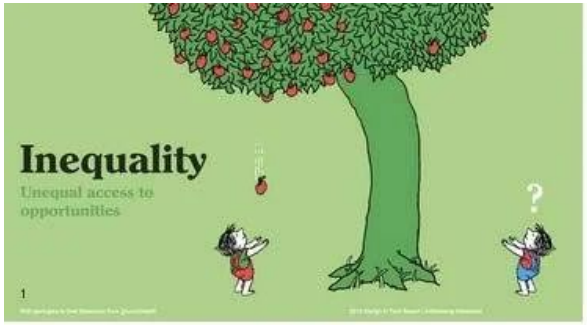
The Population Health Hub (PHH) aims to **reduce health inequalities** and **improve the health of our population**.

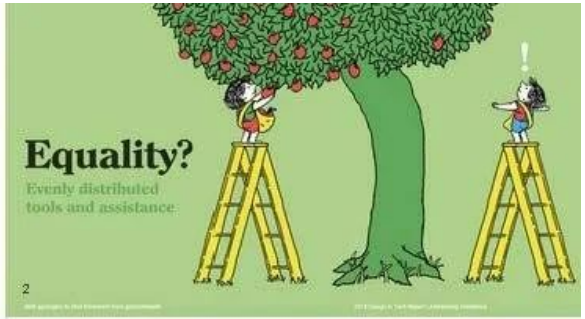
We do this by providing expertise and support in a range of key areas - including **data and insight, community engagement** and **resident participation** and **evaluation and learning**. We provide resources, 1:1 support and programmes for people to participate in.

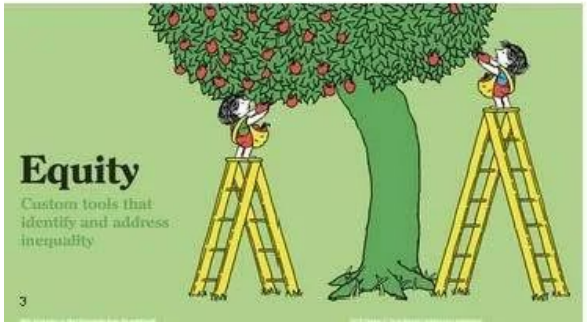
We can't do this alone: **our vision is for everyone across the system to play a role. We work to increase awareness of what's needed, support others to take action, and advocate for change.**

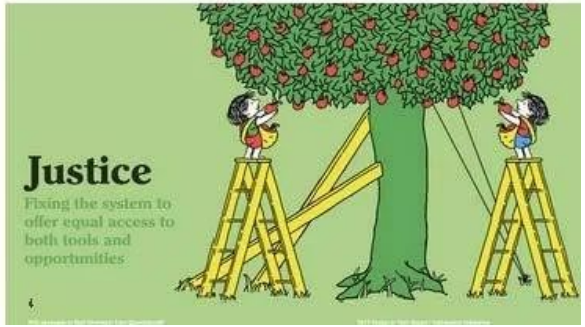
Through our work we aim to leave **skills** in teams and provide people with the **confidence to work differently**, so that together, we can achieve our aim.

Health inequalities are avoidable and unjust differences in health status between groups of people or communities.









Tony Ruth

Inequalities are defined according to a number of different dimensions:

- protected characteristics: age, disability, sex, gender reassignment, ethnicity/race, religion or belief, sexual orientation, marriage and civil partnership, pregnancy and maternity
- social inequalities: poverty, housing, education, unemployment, etc.
- geographical inequalities: urban vs rural, local area deprivation, etc.
- vulnerability: carers, rough sleepers, care leavers, people with no recourse to public funds

Taking action to reduce health inequalities is a matter of social justice.

How do you feel about tackling health inequalities in your day-to-day work?

25 responses



What is MATCH?

City & Hackney
Population Health Hub

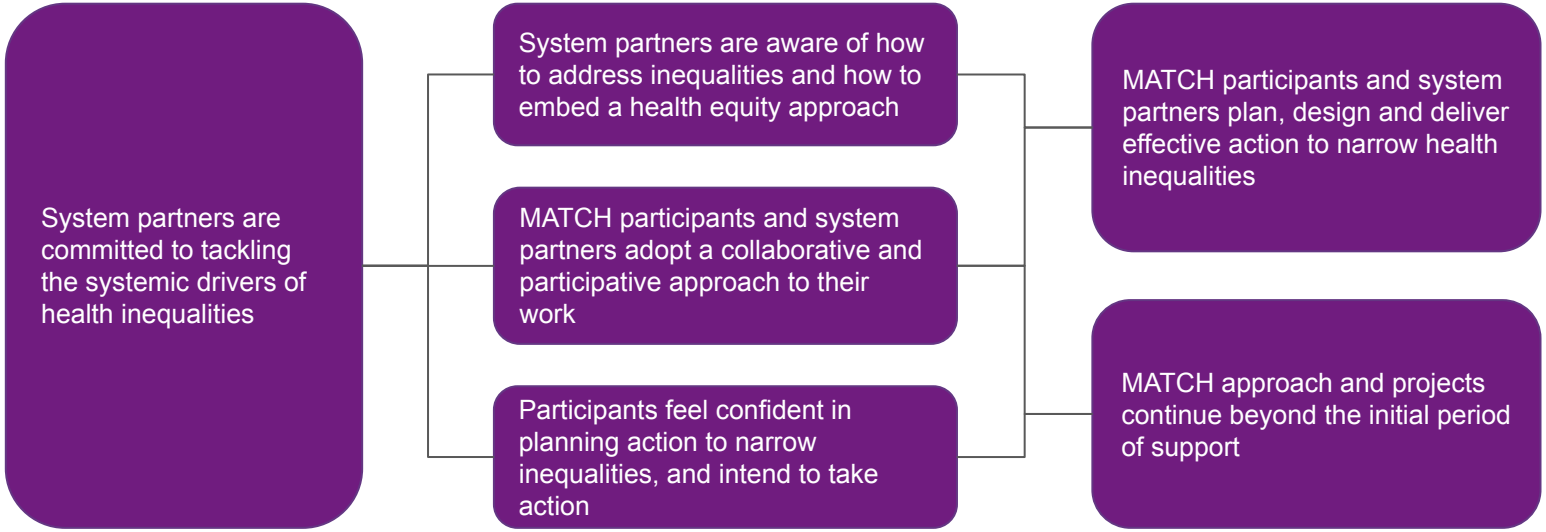
The development of MATCH

The MATCH programme aims to address this by **supporting teams and services across City & Hackney to embed health equity in their day-to-day work.**

We have developed an approach and a **package of training and support** to help partners to do this.

Programme participants **identify specific health inequalities to focus on** which are relevant to their work and, as part of the MATCH approach, identify areas for change.

Programme Outcomes



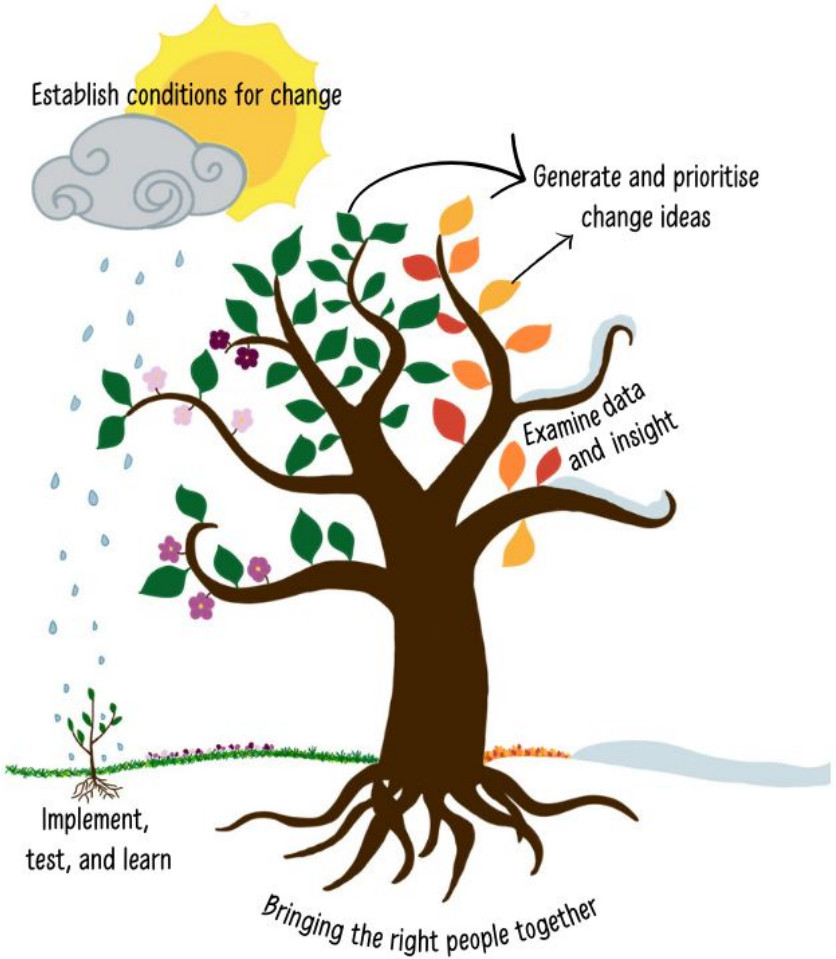
What we have worked on

Maternity	How do we identify and tackle inequalities in maternity outcomes in an inclusive way?

Food Poverty	Women's Health
Health weight pathway	Children and young people's mental health
Mental health support for people seeking asylum	Anti-racist commissioning
Inequalities in overprescribing	Liveable neighbourhoods

The MATCH approach

- Bringing the right people together
- Examine data & insight, review through different lenses
- Establish conditions for change
- Generate & prioritise change ideas
- Implement, test and learn



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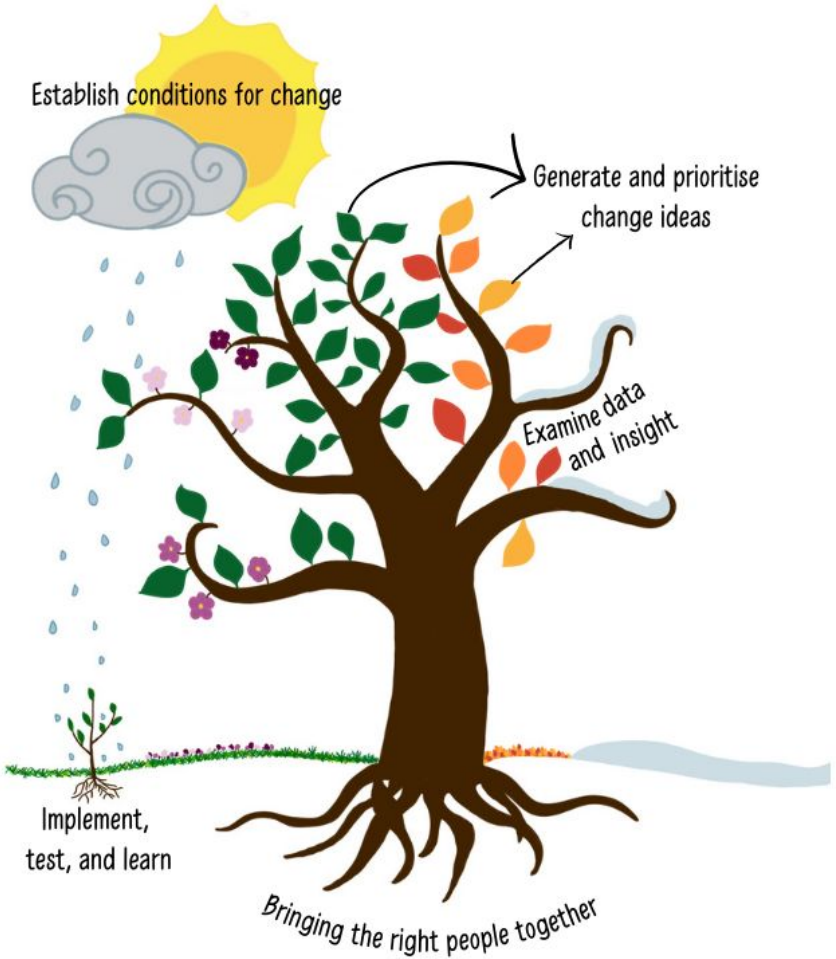

MATCH approach: Bringing the right people together



Think about a project you are working on or are developing.

What do you think **bringing the right people together would involve for the project**? Who would you **want to include**?

Think about all the people and stakeholders you want to bring together and what their particular interests are in this work.

Drop your answers in the chat!

MATCH approach: Bringing the right people together

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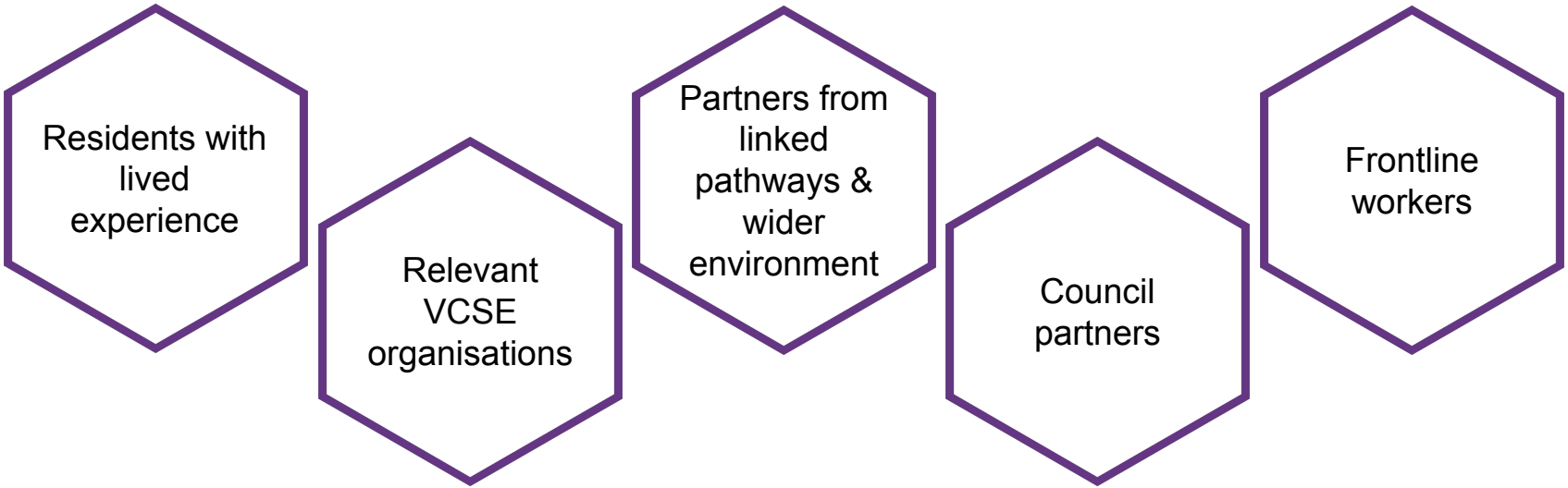


VCSE: voluntary, community or social enterprise organisation

MATCH approach: Bringing the right people together

What can different stakeholders contribute to addressing this problem?

You should think about:

- Which stakeholders are relevant?
- How can they make a meaningful contribution?
- What is needed to ensure that they will be listened to respectfully?
- Practically of bringing people together (i.e., through a steering group, setting up a terms of reference, governance).

A rapid **stakeholder mapping** exercise can help with this stage!

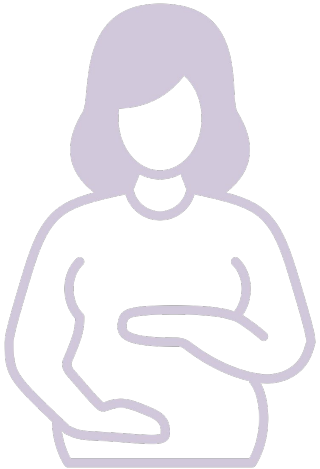
MATCH Accessible Language Guide

MATCH approach: Bringing the right people together

Case study

How do we identify and tackle inequalities in maternity outcomes in an inclusive way?

The MATCH Maternity programme area brought together teams from the Homerton maternity services, statutory partners within social care and public health, voluntary sector services working in maternity settings, and residents & patients from the Maternity Neonatal Voice Partnership (MNVP), and parent groups to explore how to ensure a fairer service for black and global majority families using maternity services.



In partnership with Homerton maternity services, facilitated two mixed stakeholder workshops including residents (lots of resident engagement happened outside of workshops to engage women in community settings too).

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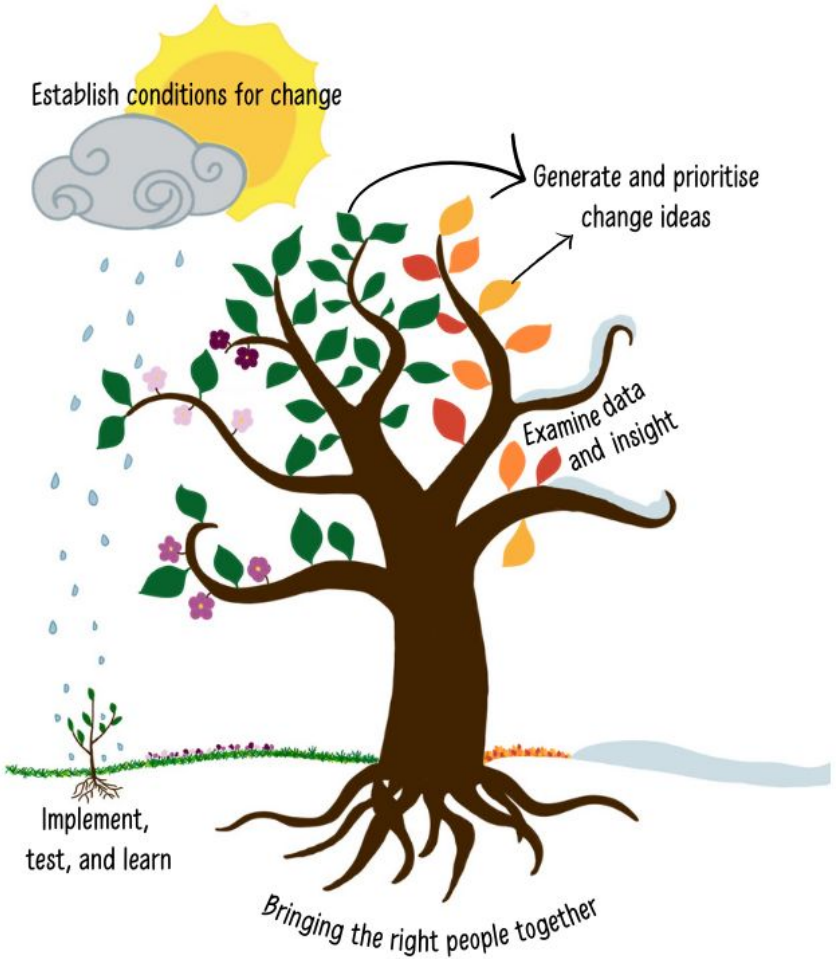


MATCH approach: Examine data & insights, review through different lenses



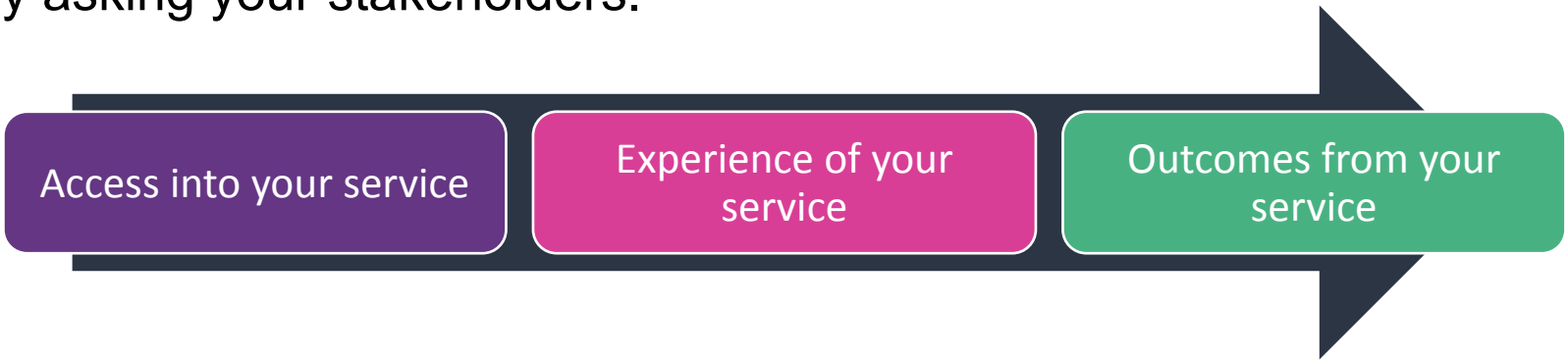
Think about a project you are working on or are developing.

What do you think **examining data and insights for your project would involve?** What type of **data/insights would you need**?

Drop your answers in the chat!

MATCH approach: Examine data & insights, review through different lenses

Collate a list of data and insights you can access and add more to the list by asking your stakeholders.



Think about if there is any need for **primary** data collection.

MATCH approach: Examine data & insights, review through different lenses

- Analysis of current data & insight, focusing on inequalities
- Ensure that relevant data can be collected going forward
- Identify groups that may be underserved and start to identify the levels of need
- Review the programme area with stakeholders using tools eg: Kings Fund population health pillars, PHH health inequalities toolkit, strengths based toolkit, prevention focus, anti-racist lens, audit of staff training/competencies, resident health and wellbeing priorities, Marmot principles
- Identify any relevant quality standards to the area

A **data scoping exercise** can help with this stage!

MATCH approach: Examine data & insights, review through different lenses

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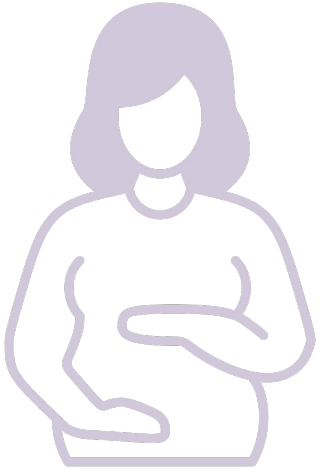

Analysed data from births within the Homerton maternity unit and collated information from across North East London.

Engagement with women and families to collect local insight.

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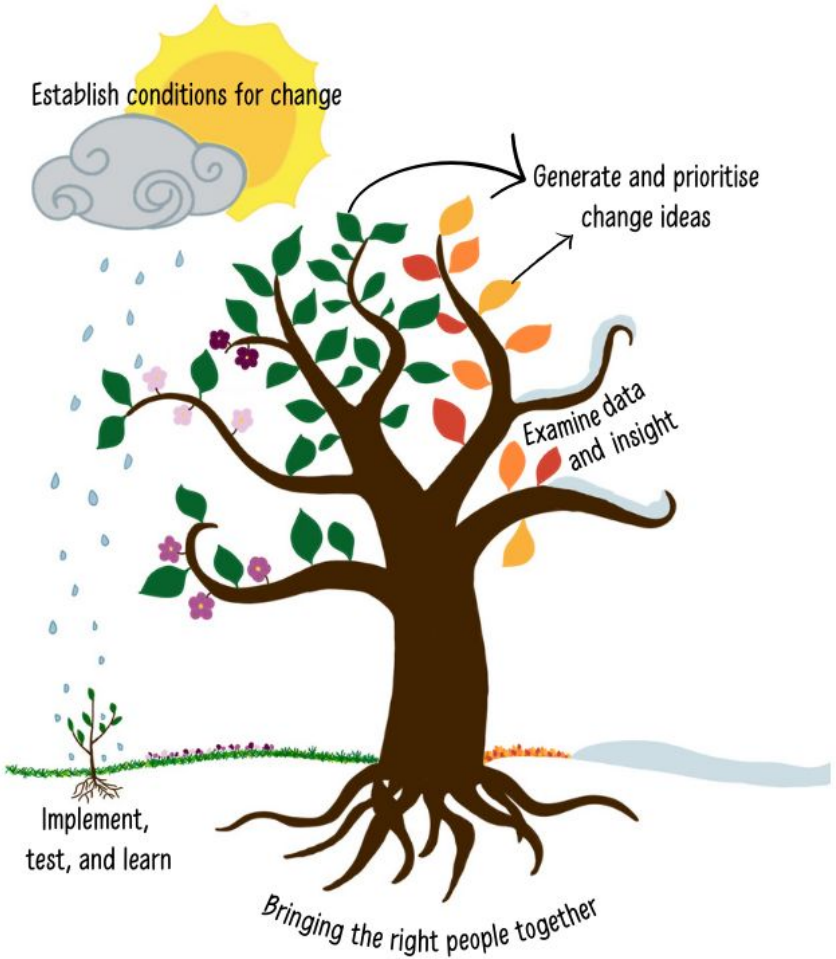

MATCH approach: Establish conditions for change



Think about a project you are working on or are developing.

What do you think **establishing conditions for change would involve for the project**? What might you need to consider for the project to be successful?

Drop your answers in the chat!

MATCH approach: Establish conditions for change

- Work with teams to look at barriers to embedding health equity and what is needed to sustainably take an equitable approach
- Create an understanding of what has been done in the past, what worked, what did not work
- Look ahead to any potential risks or enablers for the project area

MATCH approach: Establish conditions for change

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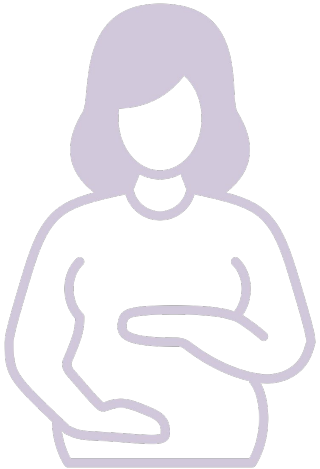

Worked with stakeholders to explore:

- What is working well in maternity services at Homerton
- What is not working well
- What are potential ideas for changing the elements that are not working well.

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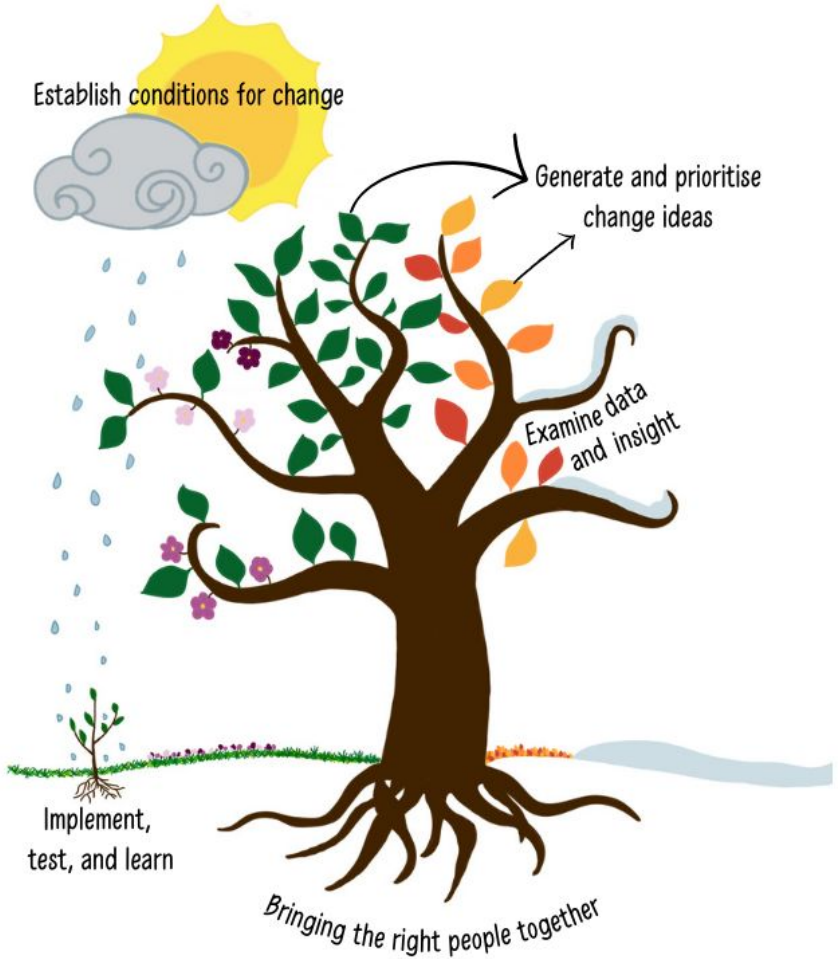


MATCH approach: Generate & prioritise change ideas



Think about a project you are working on or are developing.

What do you think **generating and prioritising change ideas would involve for the project**?

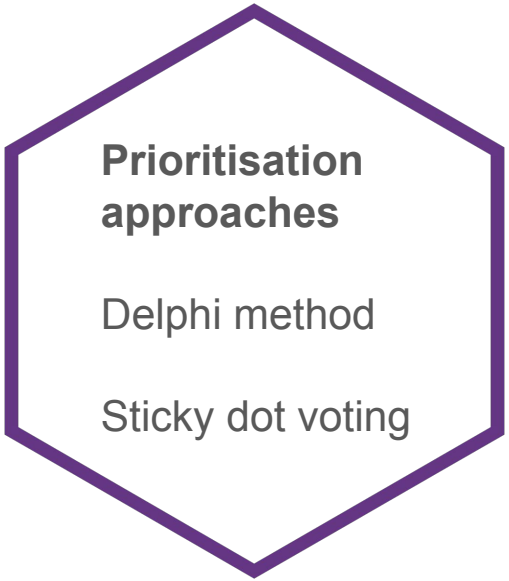
Drop your answers in the chat!

Agree on your approach to prioritisation

- Generate potential change ideas
- Shortlist ideas using chosen criteria, for example:
  - Have potential to shift the dial (e.g. the recommendations will lead to change/impact)
  - Are feasible (against timeline, data and resources available)
  - Do not overlap with other projects / initiatives
- Ensure all stakeholders are involved in decision making (including those who understand the programme area well AND have oversights of other teams' projects / initiatives)



MATCH approach: Generate & prioritise change ideas



Prioritisation criteria

- Impact on inequalities?
- Population health need or benefit?
- Community priority?
- Feasibility of delivery?
- Sustainability? Overlap with other projects?
- Prevention focus?
- Alignment with wider system priorities?
- Improving awareness/knowledge/understanding?
- Partnership opportunities?

MATCH approach: Generate & prioritise change ideas

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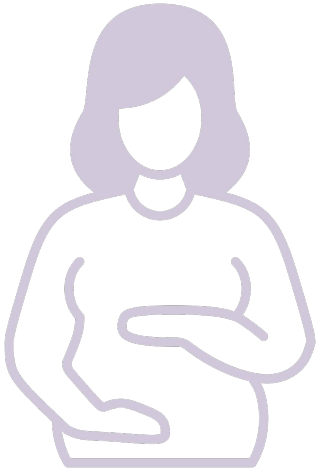

Prioritised the key change ideas that stakeholders felt would have the most impact:

- Drop in information hubs for women antenatal and postnatal
- Community doulas
- Compulsory cultural awareness training co-produced with community and staff.
- More translation available within maternity units.
- More information at initial referral.

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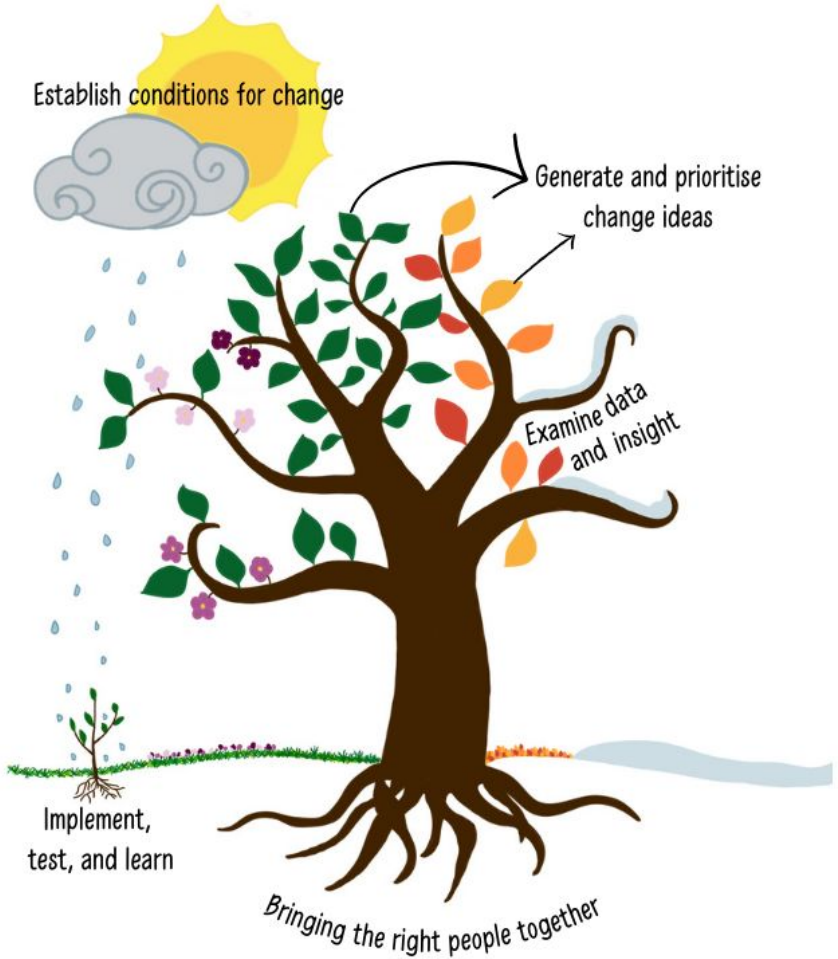


MATCH approach: Implement, test, and learn



Think about a project you are working on or are developing.

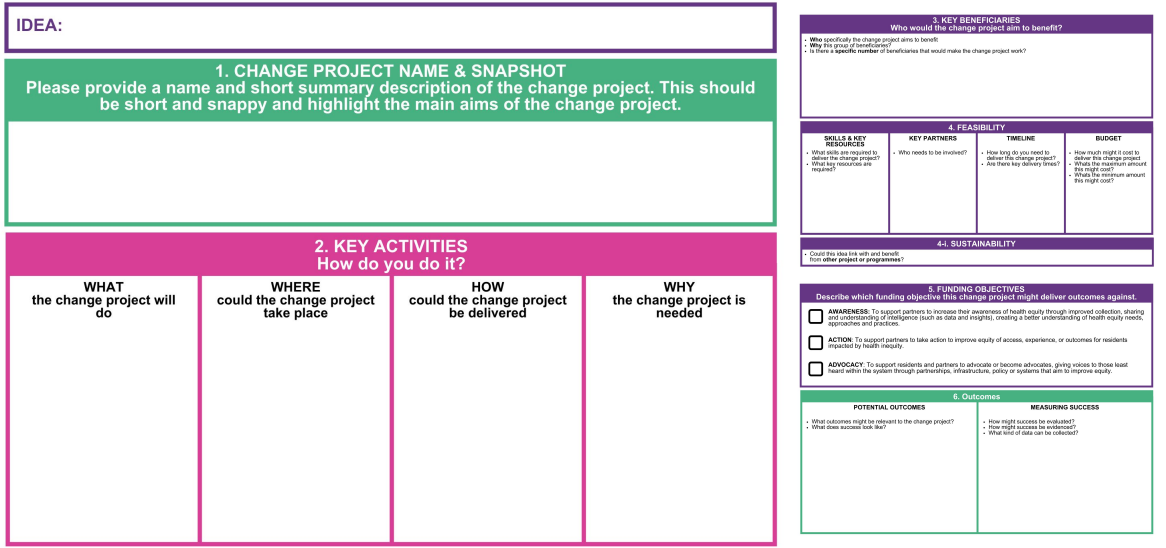
What do you think **implementing, testing, and learning would involve for the project**?

Drop your answers in the chat!

MATCH approach: Implement, test, and learn

- MATCH proforma developed to plan implementation

MATCH
Proforma



IDEA:

1. CHANGE PROJECT NAME & SNAPSHOT
Please provide a name and short summary description of the change project. This should be short and snappy and highlight the main aims of the change project.

2. KEY ACTIVITIES
How do you do it?

WHAT the change project will do	WHERE could the change project take place	HOW could the change project be delivered	WHY the change project is needed

3. KEY BENEFICIARIES
Who would the change project aim to benefit?

- **Who** specifically the change project aims to benefit
- **Why** this group of beneficiaries?
- Is there a **specific number** of beneficiaries that would make the change project work?

4. FEASIBILITY

SKILLS & KEY RESOURCES	KEY PARTNERS	TIMELINE	BUDGET
• What skills are required to deliver the change project? • What key resources are required?	• Who needs to be involved?	• How long do you need to deliver this change project? • Are there key delivery times?	• How much might it cost to deliver this change project • What is the maximum amount this might cost? • Whats the minimum amount this might cost?

4-I. SUSTAINABILITY

- Could this idea link with and benefit from **other project or programmes**?

5. FUNDING OBJECTIVES
Describe which funding objective this change project might deliver outcomes against.

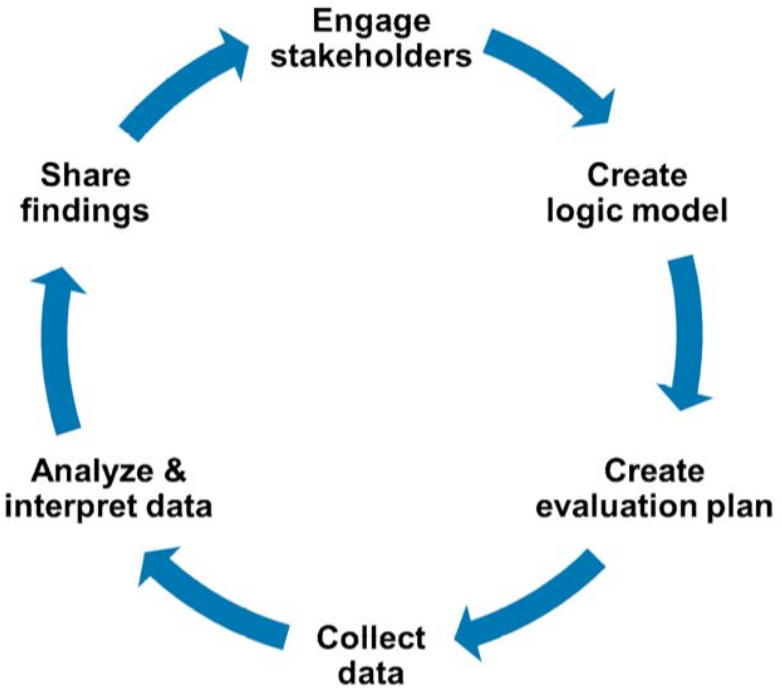
- ☐ **AWARENESS**: To support partners to increase their awareness of health equity through improved collection, sharing and understanding of intelligence (such as data and insights), creating a better understanding of health equity needs, approaches and practices.
- ☐ **ACTION**: To support partners to take action to improve equity of access, experience, or outcomes for residents impacted by health inequity.
- ☐ **ADVOCACY**: To support residents and partners to advocate or become advocates, giving voices to those least heard within the system through partnerships, infrastructure, policy or systems that aim to improve equity.

6. Outcomes

POTENTIAL OUTCOMES	MEASURING SUCCESS
• What outcomes might be relevant to the change project? • What does success look like?	• How might success be evaluated? • How might success be evidenced? • What kind of data can be collected?

MATCH approach: Implement, test, and learn

- Identify how you will evaluate your project
- Develop a logic model to use in your evaluation
- Consider Ripple Effect Mapping to capture the wider impacts of the programme
- Gather learning and build case studies to define the approach for future programme areas based on learning



Measuring what matters - Evaluation toolkit

MATCH approach: Implement, test, and learn

Case study

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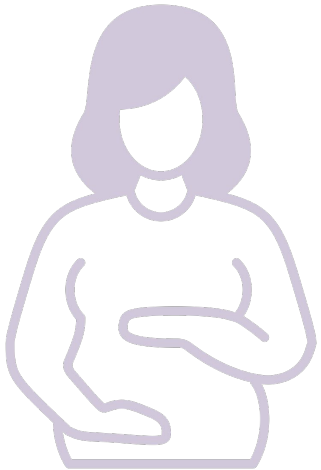

The Birth Bridge Project have establish a Community Doula service by providing training for 32 local people to become qualified Doulas to work alongside Midwives at the Homerton Hospital.

Homerton have translated their maternity information leaflets into six community languages and have also implemented compulsory cultural awareness training.

More information on the approach

Bring the right people together	Examine data & insight and review pathways	Establish conditions for change	Generate & prioritise change ideas	Implement, test, and learn
				
• Identify the key stakeholders who need to be part of the process • Link with partners such as VCH/HCVS to ensure appropriate resident and community engagement & establish process for inclusive engagement and participation	• Analysis of current data & insight, focusing on inequalities • Ensure that relevant data can be collected going forward • Identify groups that may be underserved and start to identify the levels of need • Review the programme area with stakeholders using tools eg: Kings Fund population health pillars, PHH health inequalities toolkit, strengths based toolkit, prevention focus, anti-racist lens, audit of staff training/competencies, resident health and wellbeing priorities, Marmot principles • Identify any relevant quality standards to the area	• Work with teams to look at barriers to embedding health equity and what is needed to sustainably take an equitable approach	• Generate potential change ideas • Work with stakeholders using a prioritisation framework to identify several key actions to take forward • Embed a tiered approach to support	• Implement and monitor • Gather learning and build case studies • Aim to demonstrate progress in 6-12 months • Refine the approach for future programme areas based on learning

Is it working?

City & Hackney
Population Health Hub

Learning and reflections

MATCH provides a process to follow - understanding of where you are

MATCH works in a complex system - you won't be able to change/control everything and knowing what you can/can't influence is useful

Change ideas have been developed with residents but meaningful resident participation that is equitable takes time and care

Taking partners through the MATCH process is capacity intensive; alternatives include more flexible and hands off approaches

Accountability and strategic positioning is key