



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Community Care and Development

Viva Voce Component 1

BSc (HONS) Health and Social Care Level 6

BMHP6022

Student Name: Alisha Leigh Gocaj

Student Number: 2110659

Lecture: Bianca Sanfilippo

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Community and Community Development



Community: A community is a group of individuals who come together and share common characteristics and similar interests such as beliefs, race, and faith. A community does not always refer to a place, a community can be formed through platforms such as Internet platforms (Buck, et al, 2021).



Community Development: Is a process where individuals work together to improve their social, economic, and environmental conditions. It aims to empower individuals, encourage participation, and build skills and resources to solve issues. This can lead to lasting improvements and a better quality of life (SCDC, 2019).

Introduction

One in five young adults in England experience a mental disorder (NHS England, 2023). Mental health issues in young adults can be caused by socioeconomic, environmental, and cultural factors. Stigma, discrimination, as well as lack of access to quality support services which can further increase the individual's mental health (WHO, 2024).

Aim of campaign The aim of this campaign is to raise awareness and to provide easy accessibility to help young adults, as well as a safe space for young adults to come to without stigma.

Principles that support community development

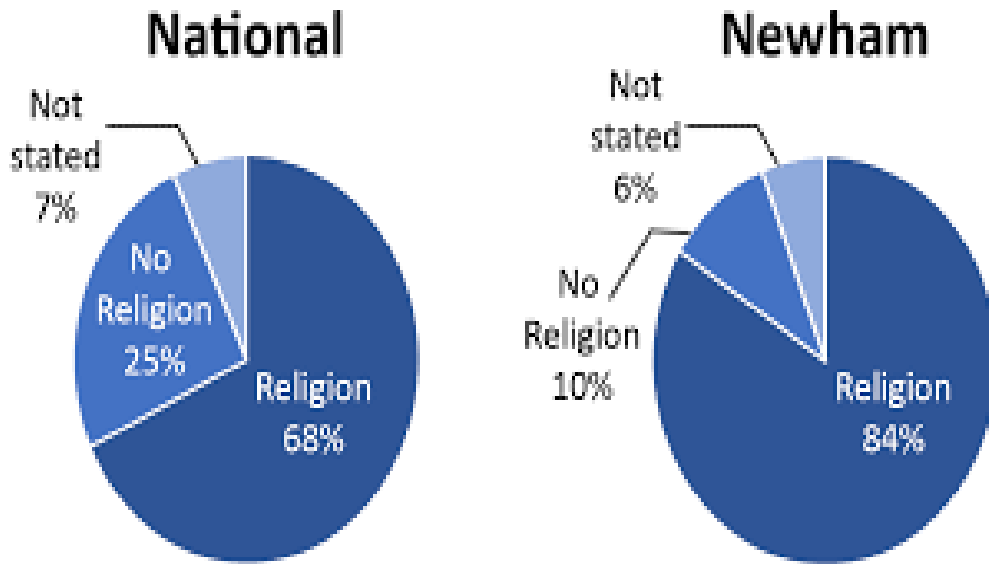
- Early intervention
- Accessibility and Equality
- Partnerships and Collaboration
- Collaborate
- Empowerment
- Working and learning together

Demographics of Newham

- **Population:** The population of Newham is home to 364.000 residents (Total population, 2024) and is expected to rise to over half a million by 2050. Newham is also one of the youngest boroughs in the UK compared to other parts of the UK with one-third of young people under 25 years. Notably, Newham has the highest mental health disorders among young people (Healthwatch Newham, 2019).
- **Ethnicity:** Newham is characterized by a diverse ethnic borough. Notably, 30.6% of Newham residents identify as white compared to 82.9% in England. Additionally, 43.8% of Newham residents are Asian or Black compared to 9.0% nationally (Office for National Statistics, 2023).



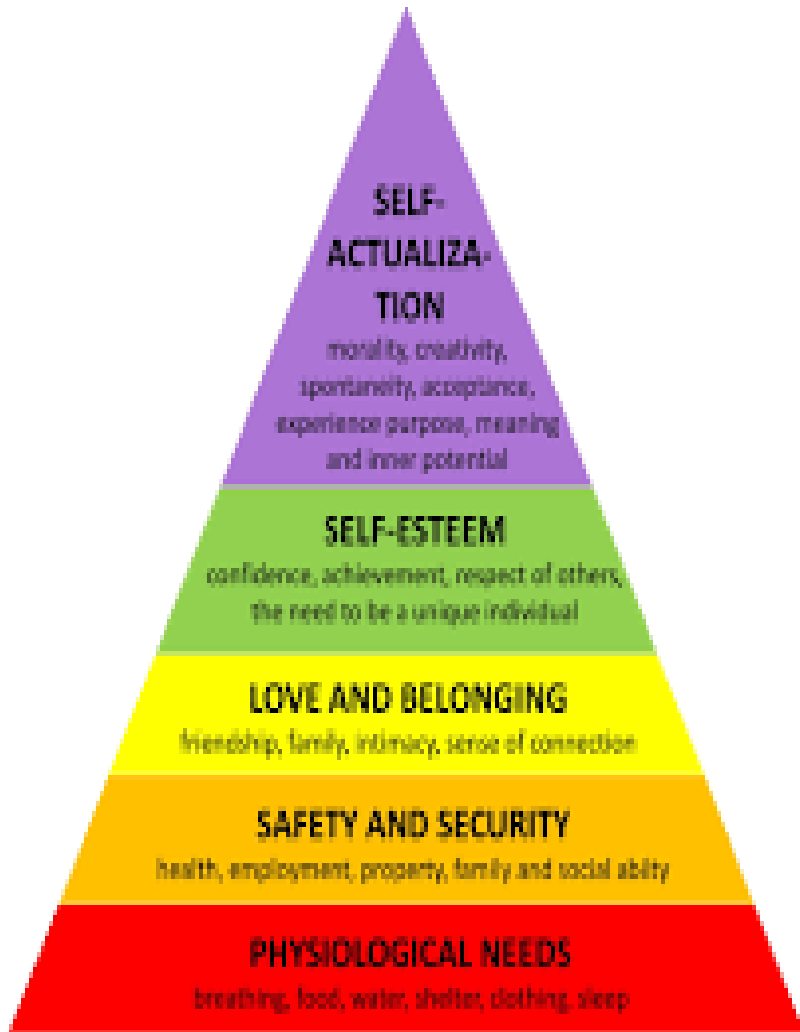
Source
(ON, 2024).



Source (Faith in Newham, 2021).

- **Religion:** The London borough of Newham has various faiths influenced by individuals who have migrated to the UK. It has been noted Newham borough is the most religious borough in the UK (Faith in Newham, 2021). 40% of Newham residents identify as Christian, 32% as Muslims, 8.8% as Hindu, and 2,1% as Sikh. Additionally, 1.2% belong to another religion, and 9.5% claim no religion (Newham, 2021).
- **Language:** Newham is the second most linguistically diverse borough in London with around 103 different languages. Newham has the lowest record among residents with English as their main language (Newham London, 2021).

Maslow's Hierarchy of Needs



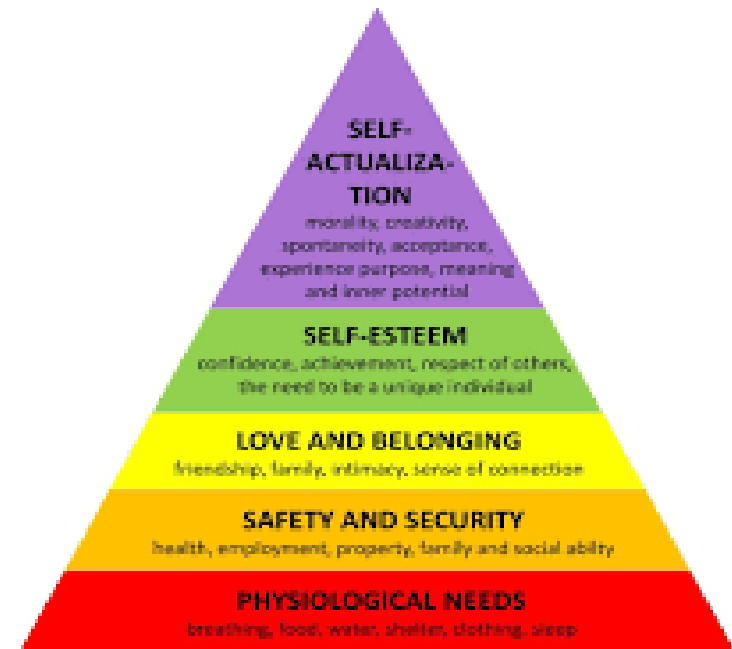
- **Physiological needs** are the basic needs an individual needs for survival and wellbeing such as food, water, and shelter. However, individuals and families living in poverty struggle to meet these basic needs. Leading to poor malnutrition increasing stress and insecurity.
- **Safety and security needs**

Source (Mcleod, 2024)

Maslow Theory

Love and belonging needs: Is a human need it provides individuals with a sense of belonging and acceptance within a group. For instance, feeling excepted can help to form and maintain relationships with others and motivate individuals to contribute to community as well as take part in social norms (Pardede, et al, 2023).

Self-Esteem: This need reflects the individual's self-worth and confidence that are gained through contributions for example doing or giving something for the community. Additionally, being acknowledged by others can boost the individual's self-esteem and personal development as well as the well-being (Mind, 2022).



Stakeholders involved in the campaign

- Health care services
- GPs
- Family/ Friends
- Schools/ College
- Community groups
- Support workers/ Social workers
- Therapists, psychologists, child and adolescent psychiatrists (Young minds, 2021)



Source: (Sebouhian, 2021).

Use of digital media and technologies for community development

- Digital media and smart devices are platforms where people can connect and network to raise awareness on health issues as well as other issues affecting them (McGinn, et al. 2021).

#mentalhealthmatters
#dontsufferinsilence
#teenmentalhealthawareness



Source: (Campaign180, nd)

Legislation and policy impact the growth of a community

Legislation and Policies aim to detect and address early intervention by supporting young people and families involved to prevent issues at a later stage for example mental health declining (Powell, et al. 2019).

The Children and Families Act (2014)

The Care Act (2014)

The Equality Act (2010)

The Mental Health Act 1983 (Amended in 2007)

Barriers/ Obstacles to Community Development

- Social and Cultural Barriers
- Lack of Resources
- Psychological Barriers
- Language Barriers
- Lack of Community engagement



Source: (Zencity, 2022)

Recommendations

- Promote well-being and mental health in schools/colleges
- Provide accessible support services
- Digital Engagement: Instagram, TikTok, and Snapchat to show tips, stories, and resources to help manage mental health.
- Education awareness

References

Buck, D., Wenzel, L. and Beech, J. (2021). *Communities And Health*. [online] The King's Fund. Available at: <https://www.kingsfund.org.uk/insight-and-analysis/long-reads/communities-and-health> (Accessed 06 March 2025).

Campaign180 (n.d.). *Social Networking Sites - C180 Agency - Social Media Strategy*. [online] www.campaign180.com. Available at: <https://www.campaign180.com/post/social-networking-sites>. (Accessed 06 March 2025).

FAITH in NEWHAM (2019). *Faith in Newham*. [online] FAITH IN NEWHAM. Available at: <https://faithinnewham.co.uk/>. (Accessed 06 March 2025).

Hasan, M. (2022). Principles and Process in Community Development. *ecampusontario.pressbooks.pub*. [online] Available at: <https://ecampusontario.pressbooks.pub/communitydevelopmentpractice/chapter/27/>. (Accessed 26 February 2025).

HealthWatch Newham (2019). *Mental Health in Newham*. [online] Available at: https://www.healthwatchnewham.co.uk/sites/healthwatchnewham.co.uk/files/HWNewham%20Young%20People%20Mental%20Health%20Report%20Dec%202019_0.pdf. (Accessed 25 February 2025).

KingsFund (2021). *Communities And Health*. [online] The King's Fund. Available at: <https://www.kingsfund.org.uk/insight-and-analysis/long-reads/communities-and-health#:~:text=In%20the%20specific%20context%20of>. (Accessed 08 March 2025).

McGinn, J. and Hegarty, L. (2021). *The use of digital media in community development projects in the West of Ireland*. [online] Available at: <https://research.thea.ie/bitstream/handle/20.500.12065/4353/Flanagan%2C%20G.%20%282022%29%20The%20use%20of%20digital%20media%20in%20community.%20MSc%20thesis..pdf?sequence=1&isAllowed=y#:~:text=The%20use%20of%20digital%20and> (Accessed 09 March 2025).

McLeod, S. (2024). *Maslow's hierarchy of needs*. [online] SimplyPsychology. Available at: <https://www.simplypsychology.org/maslow.html>. (Accessed 09 March 2025).

Mind (2022). *About self-esteem*. [online] Mind.org.uk. Available at: <https://www.mind.org.uk/information-support/types-of-mental-health-problems/self-esteem/about-self-esteem/>. (Accessed 28 February 2025).

Newham (2021). *Newham Info – Newham Facts and Figures*. [online] www.newham.info. Available at: <https://www.newham.info/newham-facts-and-figures/#:~:text=Newham%20population%20characteristics&text=40%25%20of%20residents%20are%20Christian>. (Accessed 28 February 2025).

Newham London (2021). *Newham Info – Census – 2021 UK Census*. [online] www.newham.info. Available at: <https://www.newham.info/census/census-2021/> (Accessed 25 February 2025).

NHS England (2023). *One in five children and young people had a probable mental disorder in 2023*. [online] www.england.nhs.uk. Available at: <https://www.england.nhs.uk/2023/11/one-in-five-children-and-young-people-had-a-probable-mental-disorder-in-2023/>. (Accessed 11 March 2025).

Nurture Development (2016). *Asset Based Community Development (ABCD)*. [online] Nurture Development. Available at: <https://www.nurturedevelopment.org/asset-based-community-development/>. (Accessed 10 March 2025).

Office for National Statistics (2023). *Population and migration statistics transformation, Newham case study - Office for National Statistics*. [online] www.ons.gov.uk. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/populationandmigrationstatisticstransformationnewhamcasestudy/2023>. (Accessed 28 February 2025).

On, M. (2024). *London Borough of Newham - Districts Type Map*. [online] Me On The Map. Available at: <https://www.meonthemap.co.uk/product/borough-of-newham-districts-type-map> (Accessed 26 February 2025).

Pardede, S. and Kovač, V.B. (2023). Distinguishing the Need to Belong and Sense of Belongingness: The Relation between Need to Belong and Personal Appraisals under Two Different Belongingness–Conditions. *European Journal of Investigation in Health, Psychology and Education*, [online] 13(2), pp.331–344. doi:<https://doi.org/10.3390/ejihpe13020025>.

Powell, T., Gheera, M., Foster, D., Long, R. and Kennedy, S. (2019). *Early intervention: Policy and Provision*. [online] Parliament.uk. Available at: <https://researchbriefings.files.parliament.uk/documents/CBP-7647/CBP-7647.pdf>. (Accessed 09 March 2025).

References

SCDC (2019). *SCDC - We believe communities matter*. [online] SCDC - We believe communities matter. Available at: <https://www.scdc.org.uk/who/what-is-community-development>. (Accessed 05 March 2025).

Sebouhian, B. (2021). *TikTok and young people's mental health*. [online] MHT. Available at: <https://www.mentalhealthtoday.co.uk/innovations/how-is-tiktok-changing-the-way-young-people-relate-to-their-mental-health> (Accessed 09 March 2025).

World Health Organization (2024). *Mental Health of Adolescents*. [online] World Health Organization. Available at: <https://www.who.int/news-room/fact-sheets/detail/adolescent-mental-health>. (Accessed 04 March 2025).

Youngminds (2021). *Guide to CAMHS | Mental Health Services*. [online] YoungMinds. Available at: <https://www.youngminds.org.uk/young-person/your-guide-to-support/guide-to-camhs/#:~:text=CAMHS%20stands%20for%20Child%20and>. (Accessed 08 March 2025).

Zencity (2022). *Our Report on Public Engagement Barriers*. [online] Zencity.io. Available at: <https://blog.zencity.io/resources/public-engagement-barriers-and-methods-for-inclusive-engagemen> (Accessed 03 March 2025).