

COMMUNITY CARE AND DEVELOPMENT

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INTRODUCTION

- Community development refers to a comprehensive method which is based on the concepts of inclusivity, empowerment, social justice, and self-determination.
- It involves the eradication of any kind of social issues, like discrimination, health inequalities, prejudice, and others.



(Stellefson et al., 2020)

Demographic Characteristics of the location

- **Name:** North West London
- **Area:** 14,100 square kilometers.
- **Population:** 8.6K residents per square kilometer.
- **Males:** 1,300,000
- **Females:** 1,100,000
- **Ethnic groups:** Asian, Non-white minorities, mixed.
- **Religion:** Predominantly Christian apart from Hindu, Buddhist, Muslims, Jewish and Sikhs.
- **People facing health inequalities:** In North West London, particularly, there are higher levels of alcohol problems and chronic pain (gov.uk, 2022). In NWL, tackling health inequalities have become the key for institutions like the NHS.



(gov.uk, 2022)

Definition of community

- Community reference to bonds, relationships, interests and identities that can join all the people together.
- NWL includes different communities based on religious background, children, adults, elderly people, ethnic minorities (bbc, 2022).



(bbc, 2022).

Relevant legislation and policy in community development

- Equality Act 2010.
- Human Rights Act 1998.
- The Safeguarding Vulnerable Groups Act 2006.
- Care Act 2014.



(london.gov.uk, 2023)

The problem

- People living in ill-health for decades.
- Most of them are deprived of basic needs.
- Several women have spent around 37% of their lives living in poor health.
- Around 50% of adults are overweight in the region.
- 1 in 4 children are obese.
- 17.1% of people in North West London smoke.



(nhs.uk, 2023b)

Causes of the problem

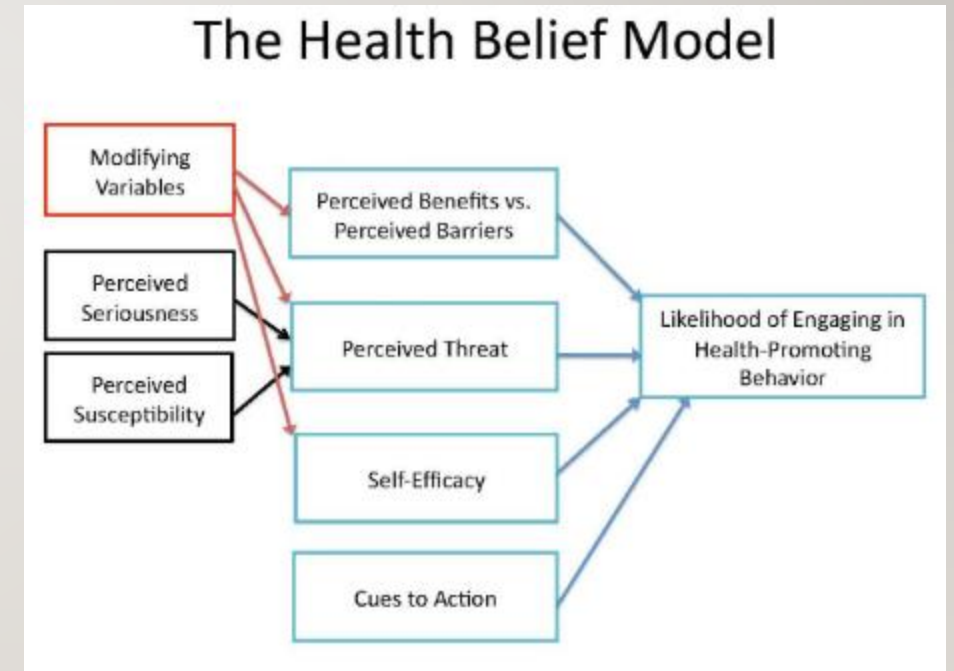
- Caused mostly due to differences in education, homes and childhood experiences.
- The inequalities need to be tackled with an integrated care system.
- There are inequalities due to unequal distribution of income and power (ons.gov.uk, 2023).
- Income and poverty is another main cause of health inequality in North West London.



(ons.gov.uk, 2023)

The Health Belief Model

- Theoretical model to guide disease prevention programs.
- It guides health promotions.
- Predict personal changes regarding health behaviours.



(theguardian, 2022)

Abraham Maslow's Hierarchy of Needs

- The theory suggests that motivation can change the behaviour of the human.
- It helps in focusing on basic needs.
- It helps to address emotional needs as well such as love and belonging.



(theguardian, 2022)

USE OF SOCIAL AND DIGITAL MEDIA IN GENERATING AWARENESS FOR ADDRESSING HEALTH INEQUALITIES

- Digital and social media have been becoming a modern phenomenon in recent times to increase awareness regarding any kind of community issues among people.
- Social media platforms, such as Twitter, Instagram, Facebook, and others will be very helpful to raise awareness regarding health issues and inequalities in the community.
- The practice of developing social media campaign will be very effective to improve the public health aspects in North West London.
- In this case, approaches like, publishing content and videos on social media platforms regarding health inequality will be effective to make people more aware of the issue.



(Stellefson et al., 2020)

Interventions to address the problem using the social media

- Create awareness through Facebook and Instagram.
- Develop social media campaigns to address different health inequalities.
- Communicate the main causes of the inequalities.
- Ask for suggestions and feedback.



(bbc, 2022)

CONCLUSION

- Community development activities have been developed aimed at improving the overall condition and well-being of the community.
- Each community has some specific issues and needs which require monitoring closely to improve the living standard of the community.



(Stellefson et al., 2020)

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ANY QUESTIONS?