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Trinity Saint David

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Student Name: Audrey Asantewaa Boansi

Student ID :2018137

Lecturer: Jolly Nwankwo

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INTRODUCTION

In the United Kingdom, numerous healthcare concerns and issues have been highlighted in recent decades (Bruce, et al., 2023). Various solutions and approaches to overcome those issues have also been discovered together for aiming to address the low health of the Newham neighbourhood. Throughout the study, the research has shown how important it is to properly evaluate Newham's poor health and demography. A few of the bad health issues in Newham are addressed in this study, along with relevant information regarding health promotion initiatives in the borough. The topics of protection and using various digital platforms and media to provide Newham residents with the right kind of health support have also been covered at the same time. Additionally, suggestions for enhancing the health of Newham residents are included in the final section of the report.

The total number of people living in Newham has been calculated approximately 25,000. In the community of Newham, there has been a large variety of people coming from different backgrounds and having proper diversity as well (Renzella & Bhatnagar, 2023). Not only in Newham but also in all that UK region, it has been identified that diversity is available because people have come from different backgrounds and age groups within Newham as well. From the analysis of the demographics within Newham, it has been identified that among 25,000 residents within Newham, 65 have been white, 20% have been Asian, 8% have been black and 7% have been from multiple ethnic groups (Rosenthal, et al., 2023). This diversity available in Newham has been causing a variety of healthcare 5 issues within Newham which is leading to poor health situations for people as well. Also, the mindset, mentality and overall situation within Newham are different because having individuals from different communities and cultural backgrounds is also creating a lot of healthcare problems within the community.

Within Newham, there is significant religious variety. The research study found that 21.5 percent of people are chic, 32% are Muslim, 15% are Hindu, and 45% practise Christianity (Stockton, et al., 2023). Additionally, according on studies conducted in Newham, about 9.5%. There is evidence that 6.4% of people do not disclose their religion and 6.4% of people loan religion. This demonstrates the great diversity of religions in Newham, which is

fostering various viewpoints to address a range of health-related challenges in the community.

ISSUES (The root cause of Poor Health)

This part of the report includes a discussion about the root causes of poor health identified within Newham (Ginja, et al., 2020). Proper analysis and discussion about the root causes related to the poor health condition within Newham have been given in this section.

The expense of living a healthy lifestyle: The overall expense of living a healthy lifestyle in Newham has been very high which has been one of the cool reasons for poor health (Siddique, 2017). According to research, living in Newham has been considered 6.3% more costly compared to living in any of the urban and rural areas within the UK. So, due to the increasing cost of living a healthy lifestyle, people cannot afford healthy food item and that's why health condition has been available among most individuals within Newham.

Poverty-related stress and worry: The overall income level and the living style of people have not been improved in Newham which is causing poverty-related problems and stress (Kotronia, et al., 2021). Due to poverty-related stress and worry of people, it is causing damage to their physical and mental health at the same time. Also, it has been identified that in 65% of cases, the stress and worry come from the financial crisis of the individuals 4 within Newham and that is a major issue of poor health as well. (Margot, et al., 2022) So it can be said that the poverty-related stress within Newham has also been another main reason for poor health among the people in the community.

Inadequate housing and homeless: The housing system available within Newham is inadequate and the number of homeless in the community is also very high compared to other regions (McIvor, et al., 2022). Around 35% of people don't have an adequate housing system that promotes a better and healthier lifestyle as well. At the same time, it also has identified that homeless people don't have the opportunity of getting affordable food and proper health care support at the same time (Nutsugbodo & Adjei Mensah, 2020). So, not having an appropriate housing system and the increasing number of homeless in Newham are also causing damage to their regular health and creating poor health conditions as well.

Cost of reducing stress: The overall cost of reducing stress within the community of Newham is very high as well (ONS, 2021). That increasing cost of stress reduction has also been another core reason for poor health conditions within Newham. At the same time, the

financial crisis and the inadequate housing system have been creating regular stress for people within Newham as well. In this way, the increasing stress situation for individuals is creating the situation of poor health conditions within Newham.

Newham food security strategy

A new health intervention or approach is going to be introduced to ensure food security wouldn't the community in Newham (Thompson, et al., 2022). The research has identified that around 50% of children within Newham are living below the poverty line and that has been a major issue as well. Also, it has been identified that 32% of children living in Newham are not getting secure food for their living. At the same time, over 17,000 children within Newham were given food vouchers in the year 2021 from the government of the UK as well (Udeh-Momoh, et al., 2021). That food voucher has been given in the Easter holiday of 2021 and children have enjoyed the food item as well. With the use of a food security strategy, the food safety of the children and different categories of individuals within Newham has been covered successfully.

Stakeholders Involve in the program

With the program of food security strategy in Newham, different categories of stakeholders are going to be involved in the program as well (Bruce, et al., 2023). First, the residents have been involved by sharing knowledge and, they have been involved in fundraising activities. The research assumes that around 40% of the total fund required for this program has been received from residents (Ginja, et al., 2020). Then, different healthcare providers are also going to be involved in the program to offer medical support whenever required as well. The educational institutions are going to be involved to provide voluntary support from the student's perspective (Kotronia, et al., 2021). Local businesses and employers are also going to be involved in the program to support the funding and supply different food items as well. Government agencies and nonprofit organizations are also going to be involved in regulating the rules and guidelines maintained in the execution of the program (Margot, et al., 2022). At last, the religious and community leaders and the digital communication experts are going to be involved to share appropriate information and knowledge regarding the program with different categories of individuals. In this way, a variety of stakeholders are going to be involved in the program to make sure that the program to secure food items and recover from appropriate health is supported properly.

Use of digital media and technologies for community development

A variety of digital media and communication strategies are going to be executed to offer appropriate support to the selected program for Newham. First, the centralized community website is going to be used for promoting appropriate knowledge about the program among

children, adults and all the individuals involved in offering better support (McIvor, et al., 2022). Then, social media engagement is going to be ensured with the use of Facebook, Instagram, Twitter and YouTube platforms. With the use of social media platforms, engagement is going to be high because the usage of social media is very common within the community of Newham. Then, some webinars and virtual workshops are going to be designed to provide appropriate types of support for the program enhancement and enlargement (Nutsugbodo & Adjei Mensah, 2020). At the same time digital literacy workshop and online survey will be executed to collect community feedback regarding the success of the program as well. After that, the collaboration is going to be done with local influencers and offer them the opportunities to influence others in the community to get involved with the program as well.

Legislation and Policy impact to support community growth

To execute that program, a variety of legislation and policies is going to impact the execution of the program as well (Renzella & Bhatnagar, 2023). The first and the most important policy maker in the healthcare sector has been the NHS within the UK. According to the guidelines and policies of NHS, all the functionalities related to offering appropriate support for executing the program are going to be followed. Then, some appropriate support related to the social care policies within Newham is going to be identified as well (Rosenthal, et al., 2023). The healthcare foundation policies such as medicines support, online-based healthcare care support and consultation support required to be followed appropriately in offering guidelines to make the program successful. Then, the legislation related to reducing discrimination and promoting equality such as The Equality Act 2010 is also going to be followed to ensure the growth of the community as well (Stockton, et al., 2023). In this way, a variety of legal policies and regulations are going to be impacting the overall growth of the community of Newham.

Barriers or obstacles to community development

To ensure community development and remove the poor health conditions in Newham, there would be some barriers or obstacles. First, the associated economic disparities in different individuals and families in Newham can create problems in getting access to healthcare issues and ensure affordable food items (Thompson, et al., 2022). Then, cultural and linguistic diversity can also create barriers to ensuring proper communication with healthcare providers that are going to be offering support through the program as well. After that, insufficient funding for the program may create barriers to offering proper food items in all the segments within the community of Newham. The resistance to change can also become a vital obstacle to executing the health-related program within Newham (Udeh-Momoh, et

al., 2021). Lastly, lack of community engagement can also become a barrier if the community people are not involved in maintaining appropriate engagement with the program and supporting the program as well.

Recommendation

Some recommendations have been given to ensure an address of relevant health situations within Newham as well. In the below section, some recommendations have been given.

- The health care providers should establish different programs addressing relevant health issues.
- Appropriate collaboration with local influencers is required to ensure diverse digital outreach.
- Appropriate collaboration is also required with healthcare providers to offer better services. • Proper maintenance of policies and other legislations are going to be ensured in the program.
- Proper implementation of regular forums and gathering feedback is also required as well.

CONCLUSION

In conclusion, it is evident that the engagement of many stakeholder categories helps mitigate the healthcare challenges in Newham. Concurrently, addressing the causes of health care concerns and coming up with suitable remedies might be a fantastic way to handle many challenges in Newham. At the same time, figuring out which rules and diversity may have an impact on the program's success can also be a crucial step. Furthermore, inclusivity and the general education of adequate health promotion within Newham should also be prioritised appropriately. In addition, healthcare providers and other interested parties should make sure that the research-identified healthcare concerns are developed with the necessary support.

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