

# Community Insight Profile Development framework

Use this toolkit to support the development of health and wellbeing  
Community Insight Profiles for communities in Oxfordshire

# What is a Community Insight Profile (CIP)?



**A Community Insight Profile (CIP) provides a comprehensive snapshot of the health and wellbeing of a target community, including its demographics, social issues, and economic conditions, to help us understand the community's unique needs and challenges.**

If you're interested in developing one for your local area, you will need to think about a large number of things including collaborating with local partners, utilising data and capturing community insight based on an asset-based community development model (ABCD) approach.

What they provide is:

- An understanding of the experiences of those living in the area in relation to health and wellbeing
- An outline of the health outcomes and the factors which can influence these health outcomes and bring this to life through the voices of the community
- Information and recommendations for local organisations, stakeholders and residents who are working to improve health and wellbeing in the area

The purpose of creating a Community Insight Profile is to ensure we understand as fully as possible the health outcomes and influencing factors in areas of Oxfordshire with high risk of poor health or health inequalities.

# Existing Community Insight Profiles



Oxfordshire County Council's Public Health team worked with communities to create profiles for areas identified in the 2019 **Director of Public Health Annual Report**

Those that have been completed so far focus on areas with the most **Lower Super Output Areas** (LSOAs) in the 20 per cent most deprived and some areas in the 30-40 per cent most deprived nationally according to the English Indices of Multiple Deprivation (November 2019).

Each profile includes the following:

- A map of assets in each area
- Community insights on health and wellbeing enablers and challenges
- A data set of indicators for each area to inform high-level recommendations.

The methodology of the community insight and asset mapping are explained in each of the individual community insight profile reports.

The published Community Insight Profiles can be accessed here **Community Insight Profiles | Oxfordshire Insight**

# How to use this framework



**The Community Insight Profile Framework is designed to help local agencies, VCSE organisations, and community leaders.**

It is a step by step guide to explain the processes used to set up a collaborative project and how to collect and analyse health and wellbeing data in a specific geographical area.

When using this framework, we recommend that you:


- Work collaboratively with local partners and stakeholders across Oxfordshire
- Engage the local community and residents to ensure understanding and involvement in the process

**This framework is a guide.**

Not all resources and processes will work for every area and you can change the methods used to fit your needs locally.



# Getting started



**To make sure you are fully prepared, it's worth spending some time checking that you have thought through the following. Not all of this will be relevant to your project.**

## Time

- What time can be allocated?
- When will the profile be carried out and over what period?

## Funding

- Is appropriate funding in place to appoint an organisation to carry out the qualitative community engagement?
- Will there be a grant funding programme and are there adequate resources for this?
- Is there funding to appoint an on the ground officer to take forward the recommendations from the profile?

## Impact

- How important is the project and what support is required for it to be a success?
- What is the proposed impact?
- Are there existing links with strategic principles and overarching organisational policies and visions?
- How will findings and recommendations be shared across the group to ensure further action?

## Staff resources

- Who will lead the project management?
- What level of existing knowledge is available?
- Are there enough staffing resources?
- What resource do you need for the data collection elements of the profile?

# Getting started



A usual process for producing a Community Insight Profile is outlined below.



# 1

## Identifying the local area and the work required

**To identify the area to be covered by your Community Insight Profile, you will need to explore existing data and identify local need.**

Analyse current data on health needs for the area

- Explore if there is existing health and wellbeing related insight or any consultations that are live for the area to be studied
- Who else is working on health improvement or addressing community needs in the area?
- Who do you need to involve in initial conversations about the work?

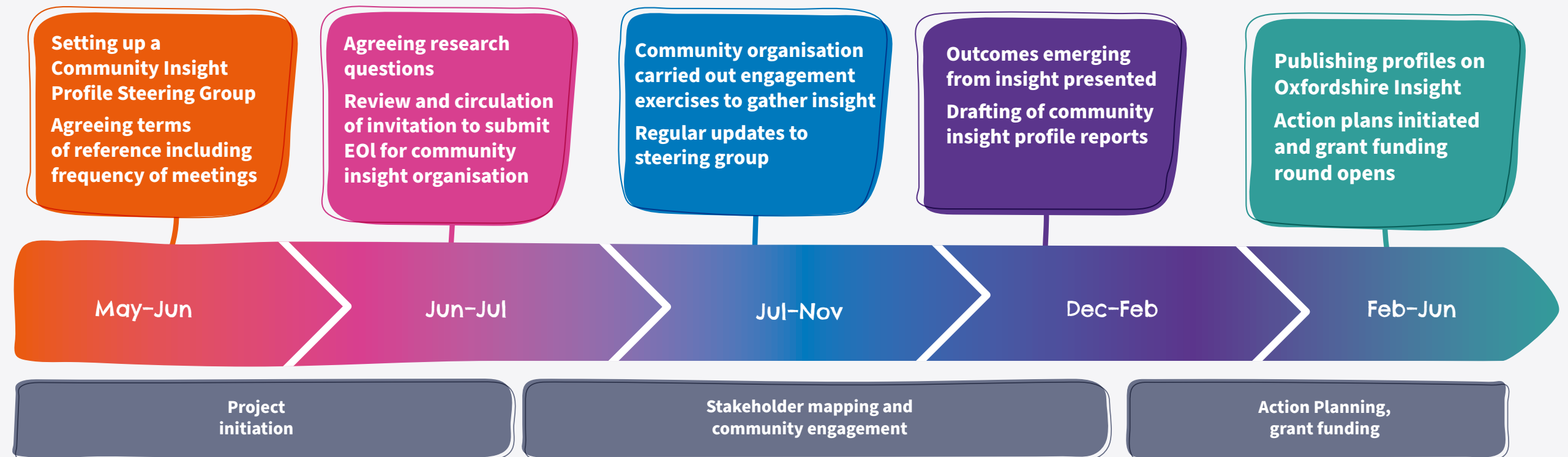
# 1

# Identifying the local area and the work required

## Timing is important

Decide on a timeline for the Community Insight Profile and agree dates for key milestones.

Ensure any dates you agree align with other initiatives or projects in the area being covered.





# 2

## Establishing a steering group

A steering group forms an integral part of the process, with local residents, groups and organisations in the area coming together and inputting into the development of the profile.

Each step in establishing a steering group is outlined in the diagram below:





# Engaging your communities



## Preparing for community engagement

You may wish to appoint an external organisation to carry out the community engagement phase of the project.

There may be a number of reasons for this:

- **Expertise:** External organisations have specialised skills in community engagement
- **Objectivity:** They provide an unbiased perspective
- **Efficiency:** Allows internal teams to focus on core tasks
- **Reach:** They can access a wider audience
- **Innovation:** They may bring new methods and tools

To do this, you could follow the below steps:

- Draft of an expression of interest (EOI) with the steering group, including agreeing deadlines within which the engagement should be carried out and criteria to be fulfilled by the appointed organisation.
- Circulate the EOI widely across networks.
- Invite the steering group to form a sub-panel to score EOI's and appoint the successful applicant.

Previous Community Insight Profiles have appointed and funded an independent organisation to carry out the qualitative community engagement, if carrying out this element yourself, this stage would not be applicable.



# Engaging your communities



## Carrying out community engagement

The community engagement exercise aims to:

- Map out physical (built and natural) and soft assets (groups/organisations) in the area that support resident's health and wellbeing
- Explore challenges to residents' health and wellbeing and what residents identify as priority actions to address them
- To maximise reach and gain meaningful insight, consider using a mixed-methods approach including:
  - Surveys – both paper and electronic versions
  - One-to-one interviews with both residents and local organisations
  - Focus groups
  - Personal stories and case studies (from interviews)
- The topic areas and questions asked as part of the insight should be aimed at getting a better understanding of the factors affecting resident's overall health and wellbeing including the building blocks of health.

# 4

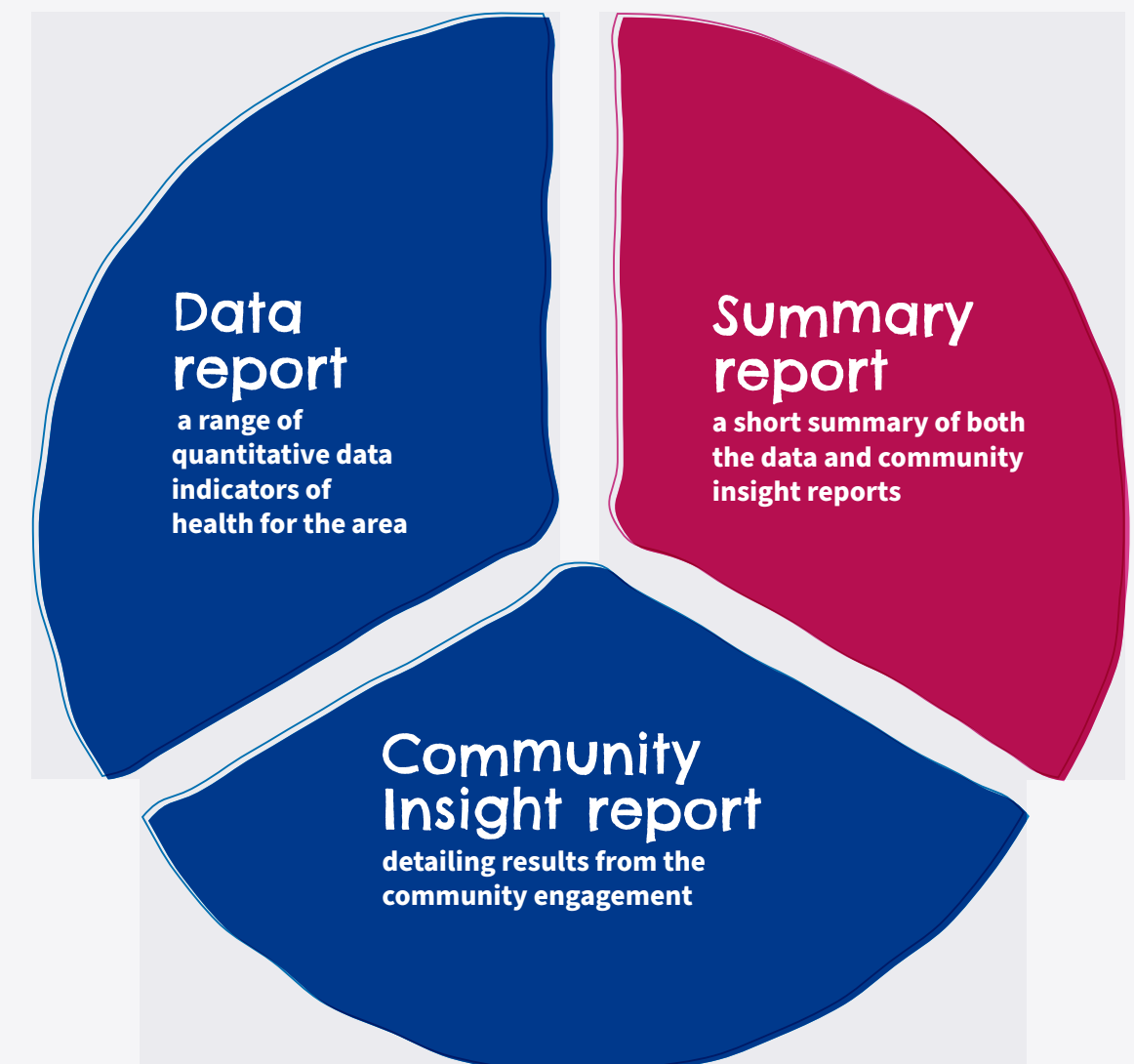
## Draft the report and publish

**This is the final stage and is very important.**

**You should consider:**

- who will take responsibility for pulling together each report
- allowing two to three months prior to publication for drafting and feedback edits
- ensuring collaboration with the steering group throughout the drafting processes

The Community Insight report is typically made up of three separate reports, compiled and published to create a comprehensive picture of the health and wellbeing of the local area as shown in the diagram.



# 4

## Draft the report and publish

**Make sure you have planned what happens next.**

- **Incorporate feedback:** Ensure feedback is incorporated in edits to the reports prior to publication.
- **Proofing processes:** Identify processes and responsibility for proofing.
- **Accessibility check:** Use appropriate accessibility checks for all three reports..
- **Publication location:** Identify where the profile will be published for others to access it.
- **Community communication:** Communicate the results of the community profile back to residents detailing next steps and how they can get involved e.g. using posters and targeted social media channels.
- **Publicise:** Communicate publication of the reports to partners using a variety of channels including strategic meetings and mailing lists.



# Plan actions



## Development of an action plan

An action plan is a working document aimed at supporting the taking forward of actions outlined as recommendations in the insight report.

Its primary purpose is to outline specific tasks and strategies that address the health and wellbeing needs identified in the community insight profile.

Action planning is a collaborative effort involving various stakeholders, including local organisations, residents, and health professionals, to ensure a comprehensive approach to improving community health outcomes.

## Taking forward recommendations

Make sure your action plan has a purpose. It should be a working document aimed at supporting the taking forward of actions outlined as recommendations in the report.



# Plan actions



## Things to consider

- **How will things change?** Is there the possibility of appointing an officer on the ground to take forward the actions? Explore if there is the opportunity to provide grant funding to support local groups to run healthy activities that action the recommendations.
- **What is its scope:** Agree what can and can't be actioned directly by the partners within the Community Insight Profile steering group.
- **Draft a template** and discuss this with the steering group.
- **How often will it be updated?** Agree how often the action plan should be updated.
- **Who is responsible?** Consider who will take overall responsibility for updating and sharing progress on the action plan.
- **What will be reported?** Where will the updates on actions be reported to?
- Consider **embedding elements of the work into partner organisations** 'business as usual' to ensure sustainability.