

PROGRAMME IMPACT REPORT

Community Diagnostic Centres (CDC)

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#WeStandTogether



The Foundation received the 'We Stand Together' affiliate award in 2023 and 2024 for outstanding contribution and commitment in bringing communities together in North Manchester.



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**North Manchester
Community Diagnostic Centre (CDC)**



Report Type: End of programme evaluation report

Investment Body: Greater Manchester NHS Foundation Trust

Town/City: North Manchester

Programme Duration: April 2023 – October 2023

Why was the Investment needed?

The investment was crucial to address longstanding health inequalities affecting marginalised members of the South Asian Pakistani diaspora. These communities often face cultural, linguistic, and systemic barriers that limit their ability to access and influence healthcare services. Without targeted support, their voices risk being overlooked in the planning and delivery of care. The Foundation already had an established network of Health Champions from the diaspora in North Manchester. However, to truly mobilise these networks and translate community insights into action, further investment was essential. The funding enabled the Foundation to engage residents more effectively, gather meaningful feedback on healthcare needs, and identify the specific barriers they face in accessing services.

This investment specifically strengthened collaboration with the Manchester University NHS Foundation Trust, ensuring that the service design of their new Community Diagnostic Centre was better informed by community input. Additionally, it supported the production of bilingual educational videos, which played a critical role in raising awareness and improving access to consultation events tools that would not have been possible without financial backing.

In short, the investment was needed not only to amplify the voices of an underrepresented community but also to turn their input into tangible improvements in local health services.

Expected Outcomes

→ Improved Access to Health Services

→ Enhanced Health Service Quality

→ Increased Health Awareness

→ Stronger Community Involvement

→ Increased Engagement with Health Programmes

→ Long-term improvements in health outcomes and service access in the North Manchester Pakistani community, fostering greater equity in healthcare delivery

Output - Data Dashboard



consultation
sessions
delivered **18**



videos
created **8**



survey
completed **482**



volunteering
hours **138**



participants
engaged **244**



participants
target **250**



% of
targets
met **96%**



video
impressions **1622**

Impact

By actively involving service users and dedicated Health Champions, The Foundation has uncovered critical barriers to healthcare access and collaborated with stakeholders to remove them. This grassroots-led approach has not only informed service improvements but has also fostered trust between communities and healthcare providers. A cornerstone of the project's success has been the creation of bi-lingual educational videos tools that have significantly boosted health literacy, challenged harmful myths, and encouraged feedback that directly informs the design of more responsive services at the new community diagnostic centres. Working alongside key partners such as Manchester University NHS Foundation Trust, the project continues to empower communities and shape services that reflect cultural realities. The result: more inclusive, accessible healthcare and, most importantly, better health outcomes for South Asian residents across the region.

Outcomes



75% of service users (via Health Champions) indicate an increase in the quality and responsiveness of CDC services after the feedback was implemented



70% of community members who engaged with the bi-lingual educational videos report a greater understanding of health topics, importance of CDC services



65% of Health Champions and service users of CDC identify reduced barriers in accessing healthcare services, such as improved translation services, more convenient appointment times, better bilingual support



90% of Health Champions feel more empowered to influence local health policies and service offerings through regular consultations and feedback sessions.

These outcomes demonstrate the positive and measurable impact of consultation, co-design in health care system planning. The programme ultimately improved access to healthcare, raised awareness of health issues, all while actively involving the Pakistani community in shaping the services that affect them.

What worked well?

Strong engagement with Health Champions to cascade messages and convene consultation groups.

Bi-lingual educational videos effectively raised health awareness.

The Foundation's established network enabled quick adaptation to needs.

Increased trust within the community boosted participation in health programmes.

What we learnt?

Increase the frequency of feedback sessions for more timely insights.

Enhance accessibility of materials for those with low digital literacy.

How has the investment positively impacted community cohesion

The investment has positively affected community cohesion by empowering local Health Champions and our service users, fostering a sense of ownership and pride in improving health services. It has created spaces for open dialogue between the community and service providers, building trust and collaboration. By raising awareness through culturally relevant content, the project has helped bridge gaps in understanding and engagement, ensuring that health messages resonate with the community. Additionally, it has encouraged collective participation in health initiatives, fostering solidarity and a shared sense of responsibility for one another's well-being. Ultimately, the investment has strengthened connections among diverse community members, addressing their shared health concerns and needs.

Legacy

The legacy of the Foundation's project will be a more empowered and resilient community in North Manchester, particularly within the Pakistani population. By establishing a strong network of Health Champions, the project has created a sustainable framework for ongoing community engagement and advocacy, ensuring that local voices continue to influence healthcare delivery. The culturally tailored educational content produced will remain a valuable resource, improving health literacy for years to come. Additionally, the strengthened partnerships with local health services will continue to benefit the community, creating a lasting impact on access to healthcare and overall health outcomes. The Foundation's work will leave behind a model for community-led health initiatives, fostering long-term collaboration and trust between the Pakistani community and service providers.

Case Study

Amina, a 68-year-old Pakistani woman, lives in the Crumpsall area of North Manchester. She has faced numerous challenges in accessing healthcare services due to language barriers, limited digital literacy and a lack of culturally relevant health information. Amina is a member of Flowhession's a local Health Champion group in North Manchester. She contributed her thoughts on service delivery and design as part of this programme. She has more recently utilised the Community Diagnostic centre in North Manchester for Ophthalmology and Respiratory diagnostics testing

'I was delighted to see how a few of my suggestions have been implemented at the CDC after using the service. I enjoyed taking part in the Flowhession consultations. I felt my voice was heard and my experiences mattered.'

Amena, 68 Community Diagnostic Centres Consultation, Participant