

## Offer for Y&H ADPH Community Champions Network webinar

- Dr Neil Howlett and other PHIRST Connect team members (TBC)- University of Hertfordshire  
[PHIRST Connect - NIHR Public Health Interventions Research Studies Teams \(PHIRST\)](#)
- Dr Bronia Arnott and other PHIRST Fusion team members (TBC)- Newcastle University  
[PHIRST Fusion - NIHR Public Health Interventions Research Studies Teams \(PHIRST\)](#)

Suggested offer: Short case study presentations on the two evaluations described below, focused on the two different but complementary evaluation approaches, and sharing learning. Followed by discussion and Q&A session related to challenges of, and opportunities for, undertaking evaluations/demonstrating impact within this context.

### [Southampton Covid Participatory Action Research and Champions initiative Evaluation \(CoPACT\)](#)

Evaluation approach: Realist evaluation and costing analysis of community champion and participatory action programmes.

Key messages: The findings suggested that representation and involvement of community members, establishing and building on trust, adequate training and resources, and clear communication from trusted community members and organisations are catalysts for meaningful engagement with communities. These results show how community programmes might be optimised for future public health emergencies.

### [An evaluation of three West Midlands local authority COVID-19 Community Champions programmes delivered in support of the national vaccination effort](#)

Evaluation approach: Mixed-methods analysis of COVID-19 community champion programmes.

Key messages: The findings demonstrated that Community Champions activities increased trust among under-served communities. It is recommended that local areas could build a cohort of trusted champions to support public health messaging across a range of priorities, including healthy eating and physical activity. For a Community Champions model to be sustainable it is important to ensure collaborative working and a package of funding, training, and reward/recognition to ensure Champions are properly supported. This study highlighted the value of investing in local data collection at a granular level pre- and post- delivery of Community Champions initiatives to collect real-world insights to inform evaluation.