

# PEER RESEARCH SPOTLIGHT



## PROJECT SUMMARY

***How can the media sector help ensure accountability from health service providers in tackling health disparities experienced by Black African and Caribbean communities in Ealing?***

The project aimed to explore how media can support the public in addressing health issues and identify ways it could improve. Methods included questionnaires to gather community feedback and talk shows with health professionals. Participants from the local community shared their views on media performance, health concerns, and how information could be made more accessible.

The project focused on engaging the community, raising awareness, and providing practical tools to help people access health information and hold professionals accountable.

## INSIGHTS

“ ***Better representation is needed, as we often do not feel safe or understood when we have to constantly explain our culture. We want to see more members of our community featured on trusted local media platforms*** ”

“ ***How can the media hold health authorities accountable and ensure that they follow through on promises made to support the community?*** ”

“ ***The media can expose gaps and failures in health services, giving the community the information they need to demand accountability*** ”

## PROJECT LEARNINGS

- 1 Resources and Capacity**  
More time and funding are needed to develop community hubs, build partnerships, and run sustained engagement campaigns.
- 2 Targeted Impact**  
Collecting and sharing statistics on the impact of health issues within specific community groups helps hold professionals accountable and provides content for media campaigns.
- 3 Media Engagement**  
Running campaigns on trusted local radio stations and platforms improves engagement, but the media could be more embedded through partnerships with councils, the NHS, and local health bodies to provide talks, workshops, and information sessions.
- 4 Accountability and Support**  
There is a need to better inform the public about grievance mechanisms, such as the health ombudsman, and ensure local issues are addressed and communicated transparently.

