

# Co-production Guide: Principles and Guidance for working with the Jewish Community



For NHS Communications and Engagement teams looking to co-produce and co-deliver healthcare communications and initiatives with Jewish community led support services.

CODEVELOPED WITH THE COMMUNITY

# Co-production.

**Co-production is a key concept embedded in the 2014 Care Act's statutory guidance.**

The term is generally used to describe an equal partnership working between professionals and everyday people to plan, create and deliver a system or service that works for all involved. Co-production activities can include planning of services, allocating of resources, providing volunteers to help facilitate the service, and evaluation.

When it comes to health and social care, Jewish communities (similarly to other minority groups) can have unique cultural, religious, and linguistic needs that can impact their health and well-being. Co-production empowers Jewish people to bring in their experience to help generate more tailored and effective support.

**Involving Jewish individuals and organisations in design and delivery processes is a significant step towards fostering culturally competent and trustworthy services.**

Ultimately, when this work is done well it should help reduce inequalities by improving engagement with well-designed services and improve health outcomes for Jewish people from all walks of life.

# Establish

No community of people is ever a monolith.

It's important to establish and understand who best represents the audience or segment of the community that you are trying to reach with your work. The Jewish community is diverse, so this might be several people with different backgrounds.

It might not always be the case that the biggest organisations or the most well-known will be the right ones to involve in your project. Sometimes you will need to seek out grassroots or more marginal groups who aren't necessarily represented by the mainstream ones.

# Listen

Create space which sets the right tone and ensure accountability for the process.

Depending on the kind of work you are doing, the tone may need to shift to open the opportunity for candid conversation.

This means you need to meet people where they are, consider factions and think carefully about how to give weight to different opinions through open and thoughtful facilitation.

# Invest

At the heart of any co-production process are relationships built on mutual trust between yourselves and the community members you are involving.

To facilitate relationship-building focused on trust you need to be clear on your motivations; aware of historical and contextual issues that may affect your community; allow space for the community to shape the approach; and ensure the community knows what they are getting out of this process.

All of this requires investment both from a time and resource perspective. You need to find shared goals, values and approaches. This also means understanding the challenges, barriers and cultural nuances that may come into play as part of your work with the community.

# Value

People should feel respected and valued for who they are and the experience they bring to any work. Give weight and space to exploring what any collaborator brings to the table.

An integral part of this is being open to the fact that diverse discussions often lead to different, or perhaps conflicting, insights. Community input should be considered as part of an ongoing feedback loop where it is sought & implemented at every stage of the project.

# The process

The purpose of this section is to give guidance on the principles and actions to consider when putting co-production into practice at systemic, organisational and/or point of care level.

- 1** **Identify** the right people and/or organisations to be involved in a strategic co-production group from the start.
- 2** **Consider** what existing resource, organisation and/or structures are already in place that you can build on through outreach work.
- 3** **Agree** principles of the project, including ways of working and evaluation, with regular check-ins to review how activity is working.
- 4** **Commit** resource to any co-production project. This work can be time-consuming and will need investment.

# The process

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**Value** and reward people for getting involved in co-production work (even if direct financial rewards are not possible).

6

**Communicate in an accessible and fair way.** Communication between partners is key to ensure each voice is seen and heard as equally valuable.

7

**Provide** any training that frontline staff or involved persons will need to be equipped to deliver the project.

8

**Evaluate and validate** project learnings as a group and consider how to share these with relevant stakeholders (internally and/or externally).

# The process

During service development, there are multiple tiered options for the involvement of the Jewish support organisations.

This scale shows how Jewish support services and NHS can partner to varying extents in running a programme or initiative for the community.

## Fully delivered by Jewish support service

- Services are outsourced to relevant and adequately evaluated Jewish support organisation and funded by NHS.
- Services are collaboratively produced and delivered by Jewish support organisations and the NHS.
- Selected elements of initiatives are run by Jewish support organisations, such as community outreach.
- NHS staff are embedded into existed Jewish services to provide support, or vice versa.
- Employment of patient advocates to attend NHS services, helping with communication from translations, building confidence, supporting understanding.
- NHS materials are co-branded with Jewish support services or relatively Jewish community leaders / stakeholders
- NHS staff seek out and attend community health events and initiatives to share information and build trust.
- Community models adopted by successful Jewish support organisations are incorporated into NHS services.

## Fully delivered by an NHS service provider

# Understanding current support services.

To help commissioners, managers and frontline practitioners develop co-productive approaches with the Jewish community, we have compiled a non-exhaustive list of Jewish community health and social care organisations that can function as partners in co-production activities.

However, it is important to note it is always best practice to seek the most up-to-date services either online, or using community-led directory services.

For the **Greater Manchester region**, the local Jewish Representative Council has put together a comprehensive list of organisations:

<https://jewishmanchester.org/publications/#flipbook-7612/25/>





For the **Leeds** area, the Leeds Jewish Representative Council has put together a comprehensive list of organisations:

<https://www.leedsjewishcommunity.com/community-services/>

For a further list of charities **across the Jewish community**, you can refer to the Jewish Charities Guide: <https://www.jewishcharityguide.co.uk/alphabetical-charity-list/>






# Nationwide Services

Organisation	Description	Focus area
	<p>Jnetics is a registered charity dedicated to improving the prevention and diagnosis of Jewish genetic disorders in the UK.</p>	<p>Genetic conditions</p>
	<p>Provides free, professional and expert support to any member of the Jewish community affected by cancer, as well as their family and friends. Specialised support services include counselling, complementary and physical therapies, advocacy and advice, group and social activities.</p>	<p>Cancer</p>
	<p>Guides people through navigating mental health services, providing emotional support and expert advice</p>	<p>Mental Health</p>
	<p>The Jewish Medical Association (UK) is an umbrella organisation which supports Jewish medical professionals in the UK, and promotes links between Israeli and British medicine.</p>	<p>Multiple</p>






*This is topline – other organisations exist and may be better placed to support you.*

# Nationwide Services




Organisation	Description	Focus area
	<p>Norwood provides services supporting vulnerable children, families and people with learning disabilities, within the Jewish and wider communities in London and the South East.</p>	<p>Children</p>
	<p>A service to facilitate the visiting in hospital of Jewish patients by a Jewish Chaplain or a Jewish Visitor; this spans across all denominations. The service also aims to assist staff responsible for caring for Jewish patients by providing information on Jewish religious and cultural practices.</p>	<p>Jewish patients in hospital</p>
	<p>Chana supports Jewish couples with the emotional, practical, halachic and financial challenges of infertility, baby loss, miscarriage and any reproductive health issue.</p>	<p>Family planning</p>
	<p>Hatzola is a non-profit, volunteer organisation established in 1979 to provide pre-hospital emergency medical response and transportation at no cost. There are seven chapters in the UK serving Manchester, Gateshead, London, Hertfordshire and Canvey Island</p>	<p>Ambulance service</p>

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# London and South East Services


Organisation	Description	Focus area
	<p>JAMI provides professional, person-centred treatment and support for young people and adults with mental health needs, as well as for their families and carers. It will complete its merger with Jewish care in H1 2024.</p>	<p>Mental health</p>
	<p>Jewish Care provides health and social care support services for the Jewish community, working mainly in London and South East England.</p> <p>The charity runs over 70 centres and services which include care homes, community centres, independent living and other services such as support groups, a family carers team and telephone helpline</p>	<p>Health and social care support</p>
 <p>The Jewish Learning Disability &amp; Autism Community</p>	<p>Formed from the merger of two entities, the charity provides care, education and assisted living services for Jewish people with a learning disability.</p>	<p>Education and assisted living</p>
	<p>Provide specially adapted mobility apartments in 7 developments in London, Hertfordshire and Essex. We offer occupational therapist assessments and support to help people stay independent and safe in their own home.</p>	<p>Disabilities</p>
	<p>The London Jewish Health Partnership/ London Jewish Forum aims to bring together healthcare organisations and bodies with Jewish organisations and representatives to support strategic thinking and solutions around the main health issues that matter to the Jewish community in London by facilitating coproduction.</p>	<p>Multiple</p>

# Greater Manchester Services


Organisation	Description	Focus area
	<p>JAMMH provides quality care for mental health by offering therapy, signposting, wellbeing events and mental health training for the Greater Manchester Jewish community.</p>	<p>Mental Health</p>
	<p>The Fed is a Jewish social care provider in the north of England, providing person-centred care at Heathlands Village care home. Also acts a safety net for the entire Greater Manchester Jewish community. Provide professional care, support and advice which is sensitive to the cultural and religious needs of Jewish people, and appropriate for people of all levels of observance.</p>	<p>Health and social care support</p>
	<p>Neshomo is a culturally sensitive Jewish mental health charity for adults aiming to improve emotional wellbeing and reduce mental health stigma within the Greater Manchester Jewish Community. The service matches people with mental health problems to bespoke befriending or mentoring support to help them achieve sustained wellbeing.</p>	<p>Mental health</p>

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# Leeds Services





Organisation	Description	Focus area
	A social care charity for the Jewish community of Leeds and West Yorkshire. Assistance is provided through a local community centre, registered care or over the phone.	Health and social care support

# Gateshead Services

Organisation	Description	Focus area
	A community organisation with a wide range of community assistance functions. The council worked with Public Health England to encourage regular vaccine drives during COVID-19.	Health and social care support



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# Strictly Orthodox and Charedi Services

Organisation	Description	Focus area
 <p>BIKUR CHOLIM D'SATMAR LONDON</p>	<p>A health and social care charity for the Orthodox communities in North London. Services include childcare, cleaning, mental health support and hospital transportation.</p>	<p>Health and social care support</p>
 <p>NHS City and Hackney Clinical Commissioning Group</p>	<p>GP practice based in Stamford Hill that serves the local Orthodox and Charedi communities of North East London.</p>	<p>GP</p>
 <p>עזרה ומרפא EZRA UMARPEH</p>	<p>Provides patient support services for people challenged by illness and disability both in the home and in hospital. Offers transitional care and crisis support.</p>	<p>Disabilities</p>
 <p>Interlink</p>	<p>An umbrella organisation representing up to 200 Jewish Orthodox groups. It provides consulting services and resources to public sector organisations wanting to work with Orthodox Jewish communities, whilst also representing its member charities in applying for tenders, upskilling and trainings.</p>	<p>Health and social care support</p>




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# Mental Health

Organisation	Description	Focus area
 The logo for Raphael, featuring a golden harp icon to the left of the word "Raphael" in a golden serif font.	Offers counselling services to individuals and couples whose relationships and feelings cause them distress at home, at work or socially and who have difficulty dealing with problems such as bereavement, depression and trauma.	Relationship counselling
 The logo for Ezer Layeled Children's Therapy Centre, featuring the text "EZER LAYELED" in green, "Children's Therapy Centre" in smaller green text above it, and a stylized green figure of a person.	Provides assessments, advice, therapy, and advocacy for children who are struggling due to illness and/or weakness in their abilities to achieve.	Children's mental health

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# Fertility and Family Planning

Organisation	Description	Focus area
	<p>Provides couples facing infertility the means or resources necessary to pursue medical fertility treatment.</p>	<p>Fertility support</p>
	<p>Premarital genetic screening, genetic research and the development of reliable testing methods.</p>	<p>Genetic counselling</p>
	<p>Provides couples facing infertility with counselling, a helpline, education and other support through their journey to become pregnant.</p>	<p>Fertility counselling</p>

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# Maternity

Organisation	Description	Focus area
Beis Brucha Mother and Baby Home 	Offers convalescence to mothers and support in caring for their new infants.	Support for new mothers
	Provides support to postnatal mothers. This is dependent on the specific needs of each family, but may include volunteer support, and meals. Practical support is also available for women with complex pregnancies or those who have experienced miscarriage.	Support for new mothers
JuMP (Jewish Maternity Programme)	Pre & post-natal education, support, and helpline. Breastfeeding support and education. Face to face sessions socially distanced, with masks and sanitizers, also virtual sessions when possible. Most one-to-one sessions by phone or virtual.	Support for new mothers
Yad Miriam	Provides post-natal support in hospitals, often taking over from labour supporters, for any newly delivered mothers who call upon their services.	In-hospital support for new mothers



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# SEND and Disability

Organisation	Description	Focus area
	Supports parents and carers of children and young people with special educational needs and disabilities.	Learning disabilities in children and young people
	Provides an exciting and flexible programme of study for students with learning difficulties, disabilities, social anxiety or autistic spectrum disorders.	Programmes for those with neuro-diversities or learning difficulties
	Provides enrichment for children and adults with disabilities through a range of fully integrated social and recreational programmes.	Recreational programmes for people with disabilities
	Supports families with disabled children by providing 1:1 care/meals, alongside Sunday and after school programmes and residential breaks for SEND children.	Carer support

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# Social Care and Housing

Organisation	Description	Focus area
	Supports individuals, families and communities by improving the quality of life of older, disabled and vulnerable people, helping maintain independence and reducing the need for residential care.	Support for vulnerable people
	Aims to ease the effects of illness and disability by providing a range of targeted support services for patients and their families.	Support for those with illness
	Largest provider of sheltered housing to the Jewish community in the UK, servicing tenants across different age groups, disabilities and support needs.	Sheltered housing support
	Jewish-led housing association, providing a variety of housing including general needs, family housing and sheltered housing.	General housing support

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