

Staying Connected Project: Case Study I

What was the issue to address?

Black Country Health and Well-Being Foundation has been actively working and engaging with vulnerable groups and organizations in parts of the Black Country over the last year. With record poverty levels, loneliness and an increase in mental health and domestic abuse cases, as a direct result of the COVID 19 Pandemic, our organization has been at the forefront of addressing these health inequalities, led by our volunteers and sessional workers.

The gift of a new phone has opened doors for Steven who is now able to use his phone for many purposes:

- Create new opportunities for work, business, and lifestyle changes
- Keep in touch with loved ones and other people in the community
- Plan and attend social events, once lockdown ends
- Help to organize and attend GP appointments to ensure good level of health and where necessary, contact relevant parties in the event of any medical emergencies

What did we do ?

We believe the Staying Connected project made a significant difference in connecting members of the community who felt isolated, vulnerable and in need of help. Through the Staying Connected project, we helped people who were isolated to stay in touch with family and friends, which contributed towards addressing digital inequality



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What were the keys to our success?

- Collaborative working with community organisations and faith groups
- Engaging with community members at the earliest opportunity
- Utilising local knowledge
- Good organisational skills in managing the project

What are we doing next?

We will continue to roll out the project and continue to address health inequalities as an organisation and seek further funding to enable more people to benefit from this transformational intervention

