

# ART Case Study - Oviva

# Context

Oviva provides the 12 month Type 2 Diabetes path to remission (**T2DR**) programme for people who have had type-2 diabetes for less than 6 years, and can feed into other local services, such as the Newham Diabetes Support Club.

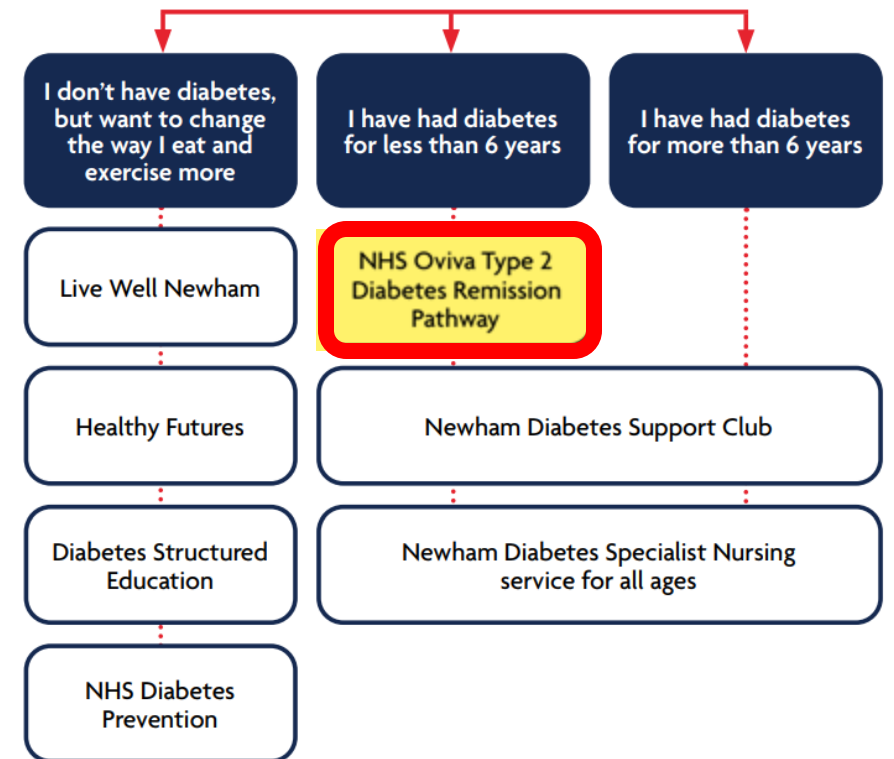
T2DR aims to support residents to lose weight by:

- Using a low-calorie diet
- Improving their blood glucose levels
- Reducing their medications
- Aiming to put type 2 diabetes into remission.

## Method of Change

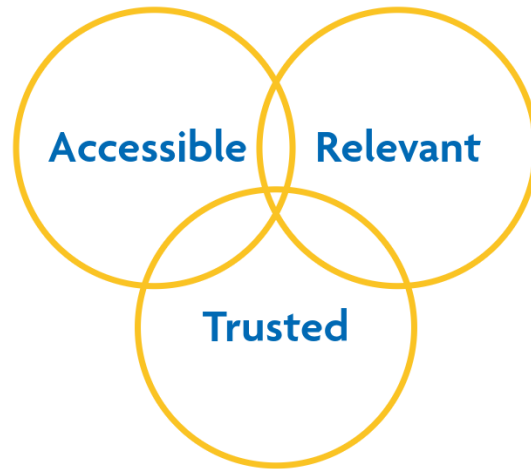
The Oviva team decided to undertake a **review** to determine how much equity was embedded in their service

## Well Newham Healthy Weight Programmes



# Our tools - The ART Framework

## The ART Framework



What are the barriers to uptake within our control as service providers?

The commissioning team for Oviva decided to use ART to review T2DR services by how **accessible, relevant, and trustworthy** they were.

The aim of the ART framework is to **shift agency** for accessing and using health promoting services from current/potential service users to providers.

ART recognises that **accessibility, relevance and trust** are three key elements that encourage people to use our services, and that the absence of these elements can create a barrier to uptake.

This review evaluated the entire service under the three criteria, asking a mix of internal staff.

These conversations would be used to **generate new equity focused recommendations for the service.**

# The How

Access	Relevance	Trust
<p><u>Some people struggling with access would be turned away due to contractual obligations</u></p> <ul style="list-style-type: none"><li>-Patients are marked as 'unable to contact' after a certain timeframe that not all people could meet.</li><li>-Patients that did not attend a certain number of sessions would be discharged.</li><li>-There were requirements of gathering DNA information from service users that may have decreased access.</li></ul>	<p><u>The voices and faces used in the promotional material could be more relevant to the diversity and makeup of Newham.</u></p> <p>There was not a unified internal understanding of how to make the programme relevant.</p> <ul style="list-style-type: none"><li>-Tension between wanting to make the program relevant, without scaremongering around potential health implications.</li><li>-Beyond this review, the level of relevance will be explored in more depth.</li></ul>	<p><u>Trust was interesting for Oviva given their own reputation and branding, as well as who is able to refer (GP referrals only).</u></p> <p>Oviva's considerations were around community trust in the National Health Service and their local GP.</p>

# Using ART: Actions from the Review

	Immediate		Long Term
<b>R</b>	Ramadan messaging built into standard pathway	<b>R</b>	Adapting the learning content. Added focus on affordability and on speaking to family and friends about diet and diabetes.
<b>T</b>	Trusted NHS spaces prioritised in face-to-face venue search	<b>AT</b>	Hosting more promotional in-person community events that involve faith leaders and diverse team members.
<b>T</b>	All emails to use NHS logo	<b>ART</b>	More work to further embed coproduction in the service.
<b>T</b>	Phone Number changed to 020 number	<b>A</b>	Translate material into key languages.
<b>A</b>	Central signposting pool added in addition to personalised highlights	<b>R</b>	Promotion material (leaflets/content for screens in GP offices) to have more inclusive representation.
<b>A</b>	Introduced onboarding webinars to address any concerns at the outset	<b>AT</b>	Frontline staff trained to help people identify and overcome boundaries.
<b>R</b>	Added more details to face to face appointment directions.	<b>ART</b>	Continue to embed the ART framework and the equity perspective.
<b>T</b>	Trained coaches on how to 'pause' programs in emergent circumstances.	<b>RT</b>	Oviva champion program to make use of diverse voices in promoting the programme.

# What next

## Benefits of the ART Framework

- Flexibility:** The approach of generating **new** outcomes, made more sense for Oviva
- Implicit:** ART was seen as **easier to remember and use than previous frameworks.**
- Natural:** ART embodied values that were mostly already understood and shared between internal staff.
- Future oriented:** As a long term goal, ART could be **embedded** deeper into the process

### Learning for next time

Embedding ART into the design process, rather than the review process ensures a shared understanding of what all the terms mean.

“Overall the tool was an easy framework to apply to different aspects of the T2DR pathway and is also easier than other frameworks to remember and keep in mind when designing/innovating our programmes. Although measurement of the impact of individual initiatives is impossible in a continuous improvement environment. Our general performance and the impact of these measures will be monitored by the NHSE accessibility and diversity KPIs.”

# Using the ART Framework

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If you have any questions and want some support – please get in touch with the Newham Health Equity Programme team:  
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