

Durham Learn Transcript

Sarra Scougall

[Text: Sarra Scougall, External Funding Projects Manager, Durham Learn]

Images [Graphic skyline image across bottom of page. Logo with County Durham Together Partnership logo and Better for everyone strapline]

[Video: Sarra Scougall sat against a neutral background]

[Sarra Scougall: Yeah, so Communicate came about from a discussion at a meeting with Kirsty Wilkinson who is part of the public health team, and she was interested in the work that we are doing on Multiply to engage people in the community and opened my eyes basically, to statistics around the impact of low literacy skills on health. So, at the time we were able to write a bid for some funding through UK SPF and the inspiration behind the bid was that conversation and the data that she shared with me. So, I basically designed a provision that would support every element of people in the community from children, all the way through to older age groups to support them with their communication skills because we found that fundamentally, if people can't communicate effectively verbally, or use imagery and things like that they might not be able to understand when they go to the doctors or access further information to support their wellbeing.

My strategy is to engage with as many organisations as possible to not re-write the wheel but almost look at what's going already on in the community and enhancing what's going on in the community. So, we worked with a range of organisations who were able to give us access to people who they were already supporting and they had a real understanding of what the needs were of their participants as well. For me, there is no point in writing programmes to an audience that we don't know. So, it was done in consultation as well with public health, the public health team. So there was sort of an outline of things that we thought might work and then the process worked from there in terms of consultation and adapting those programmes to meet the needs of the people in the community that they knew what their needs were.

[Images: County Durham Together Partnership logo]