



# C3's community engagement in Medway

## ASPIRE

C3 Collaborating for Health is working with 16 partner organisations in England and France to deliver ASPIRE (Adding to Social capital and Individual Potential In disadvantaged REgions) – an EU funded project addressing obesity and unemployment in France and England through a holistic approach to diet, physical activity, and employment support.

## REACH

C3 has reached approximately **350** community members in Gillingham South, Medway.

*"Around 18-20 ladies attend a weekly yoga class; around 70% consider themselves overweight – and only 20% of them are in full-time work. I consider this a great success!"*

Lisa Malone,  
Community  
engagement facilitator



A B

*"The word-hunt, got us out when we would have stayed in!"*

? C

Word-hunt participant

*"I hadn't realised growing your own was so easy!"*

Edible-window-box participant



## C3

As part of ASPIRE, C3 has engaged with **7** communities in England and France using its innovative community engagement strategy CHES<sup>®</sup> (Community Health Engagement Survey Solutions), which has delivered **7** community co-designed action plans for change.

## GILLINGHAM SOUTH, MEDWAY

In Medway, C3's Community Engagement Facilitator Lisa Malone has been implementing the CHES<sup>®</sup> action plan since January 2022. Activities have been creative! And included: cooking healthy pizzas, creating healthy snacks for a jubilee picnic, zumba classes for plus-sized ladies, yoga classes, creating edible window boxes, bee-bombing, word-hunts and weekly community health walks.

Creating opportunities to come together as a community emerged as a strong theme from C3's community engagement. In the hot summer of 2022 Lisa organised a community fun day and picnic, which included 'gentle' competitive games to get people moving – together! BBC Radio Kent featured Lisa's brilliant work in Medway promoting her Christmas word-hunt.

## CHES<sup>®</sup> ACTION PLAN



Create  
opportunities for  
physical activity



Create more  
growing  
opportunities



Provide cookery  
classes



Organise  
community  
events

## IMPACT

**83%** of participants surveyed reported that they had learned more about healthy eating and the importance of physical activity through participating in CHES<sup>®</sup> action plan activities.

**88%** of participants surveyed reported that they do more physical activity since participating in CHES<sup>®</sup> action plan activities.

**67%** of participants surveyed reported that CHES<sup>®</sup> action plan activities enabled them to develop new skills to help them create change in their community.

**75%** of participants surveyed reported that CHES<sup>®</sup> action plan activities increased their knowledge of the health challenges in their community.