

Community Innovation Teams

Community Innovation Teams (CITs) tackle avoidable and unfair differences in health in underserved areas of Liverpool, Knowsley and Sefton. By combining community insights with routine health data, they gain a fuller picture of local and population need. This guides the co-creation of hyper-local innovations that improve engagement with life-saving health promotion and life-enhancing mental health and wellbeing.

ReCITE is working with 12 CITs addressing health equity challenges including immunisation, cancer screening, and mental and social wellbeing.

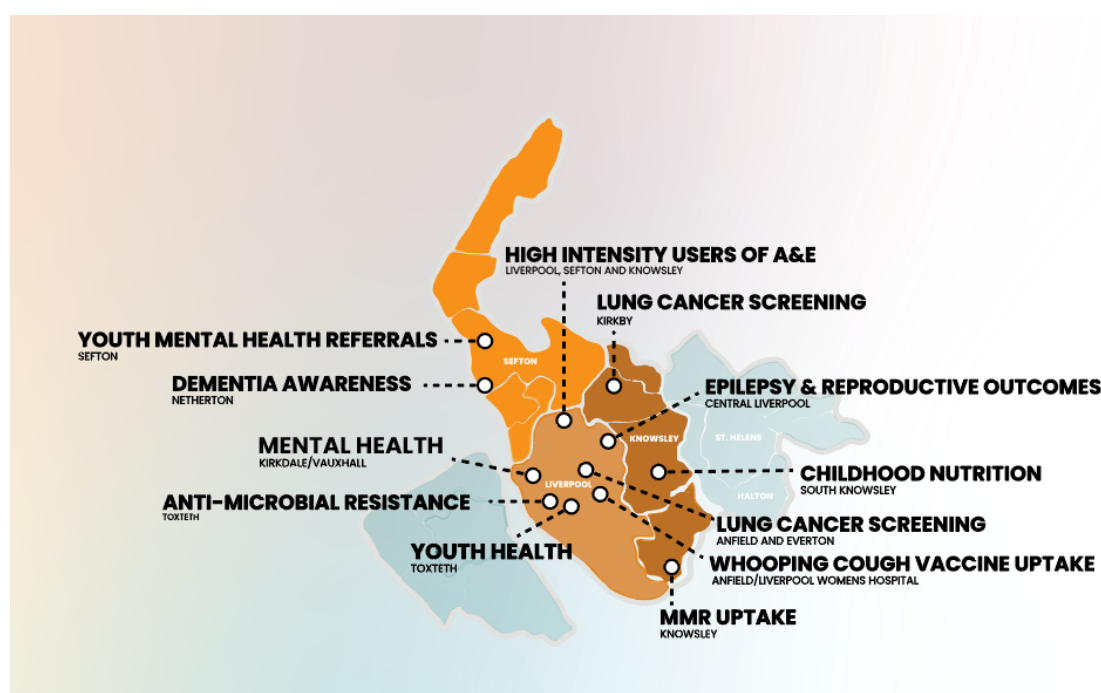


Figure 1: CIT location & health equity themes

CITs represent community, health providers, and creatives working at the interface of community and health services. CITs use creative methods to gather community insights (Figure 2), reflecting diverse lived experiences. Rather than relying on assumptions, these often result in the reframing of problems and solutions. CITs interpret community insights alongside routine data to identify root causes, then co-develop and deliver tailored, hyper-local interventions which use creative health approaches.



Figure 2: Visual minutes capturing men's conversations around mental health

The first five CITs are already showing impact:

Lung cancer rates in Merseyside are nearly 60% above the national average. Two CITs worked to update smoking status in GP records. Their efforts have contributed to 1,610 more people invited for screening, potentially resulting in early detection of 15 additional cancers.

When You Know, a film by Liverpool Lighthouse, explores the experiences of pregnant asylum seekers, highlighting systemic inequalities and health provider bias that affect outcomes. Though not produced by ReCITE, it is central to the CITs' innovation plan and evaluation, including its impact on current and future health workers through use in LJMU midwifery training and Liverpool Women's Hospital staff training.



Figure 3: Anfield and Everton Lungevity roadshow

An additional £42K from Knowsley PCNs, Sefton Public Health, and the Cheshire & Merseyside Cancer Alliance is supporting CITs focused on immunisation, lung cancer screening, and dementia awareness. ReCITE is also facilitating new CITs with £146K in UKRI and NIHR funding to improve understanding of antibiotic use in asylum seekers and epilepsy in pregnancy.

Greater health and other impacts are anticipated as all CITs roll out their innovation plans. Discussions are underway to integrate the CIT model with Liverpool City Council's neighbourhood approach. CITs support health and wellbeing by tackling social and regional inequalities, strengthening public engagement, and informing local policy. They align with MCA benefits 1, 2, 6, and 7 by leveraging community assets to co-produce local health solutions, reduce inequalities, and improve outcomes.