



Policy@Manchester



Community-centred approaches to active travel policy

Prof Sheena Cruickshank, Professor in Biomedical Sciences
Jane Dudley, Neighbourhood Manager, Manchester City Council
Daniell Musaheb, Co-founder of Ardwick Climate Action

Chaired by **Prof Cecilia Wong, Academic Co-Director of Policy@Manchester**

The University of Manchester

1:30 - 3:00pm

Wednesday, 5 June 2024

Collaborative and participatory approaches to research

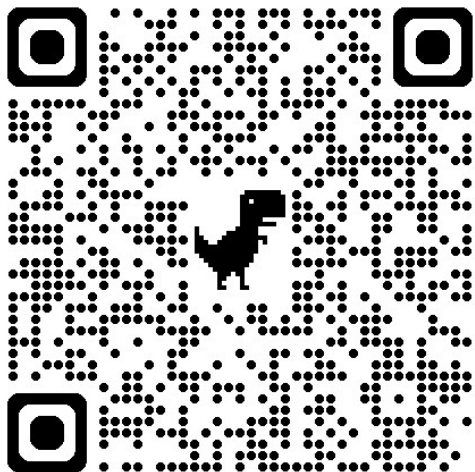
Professor Sheena Cruickshank
University of Manchester



Participatory Research

“Participatory research involves the communities and users of research, better recognising their experience, needs and preferences, and supporting communities to implement findings.”

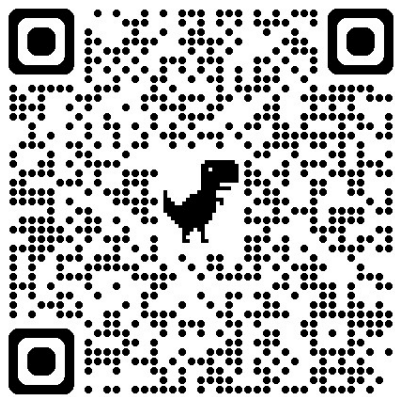
-UKRI



Key guiding principles for participatory research

- Recognise the authority of direct experience.
- Knowledge in action.
- Research as a transformative process
- Collaboration through dialogue and or/action





Be aware: Language is a barrier to accessing e.g. healthcare information

- Non-native English speaking communities in UK/USA have higher mortality and disease risk
- Scientific and medical English was poorly understood (if at all)
- You may need to take a step back and think how best to build a community of trust and a shared language to discuss the research.



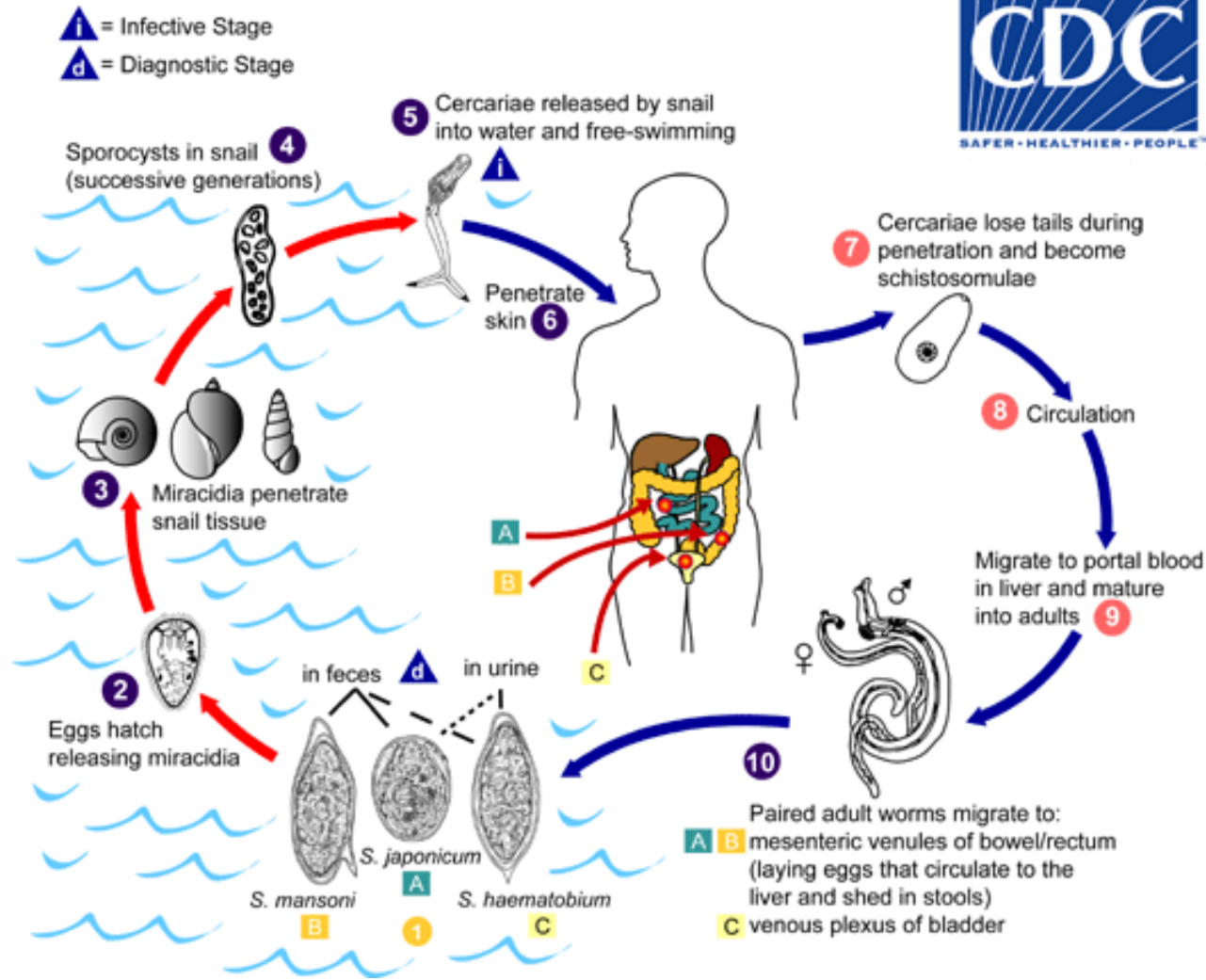
Community-based public engagement with health: English for speakers of other languages (ESOL) classes



"I think this all information we learn is useful in our life. We learn a lot of new words, we know a lot of new things about our health. Its really help to us when we have a problem, when we go to see doctor."



Too complex?



...From Festivals in inner London



Hygiene?
Many more children miss out on education.
Top countries in poverty.

As Common?
16.8 million are infected and more are at risk of infection.

How do you catch it?
It is transmitted from hand to mouth via parasite eggs in human or contaminated soil, food or water.



...to Madagascar with MADEX

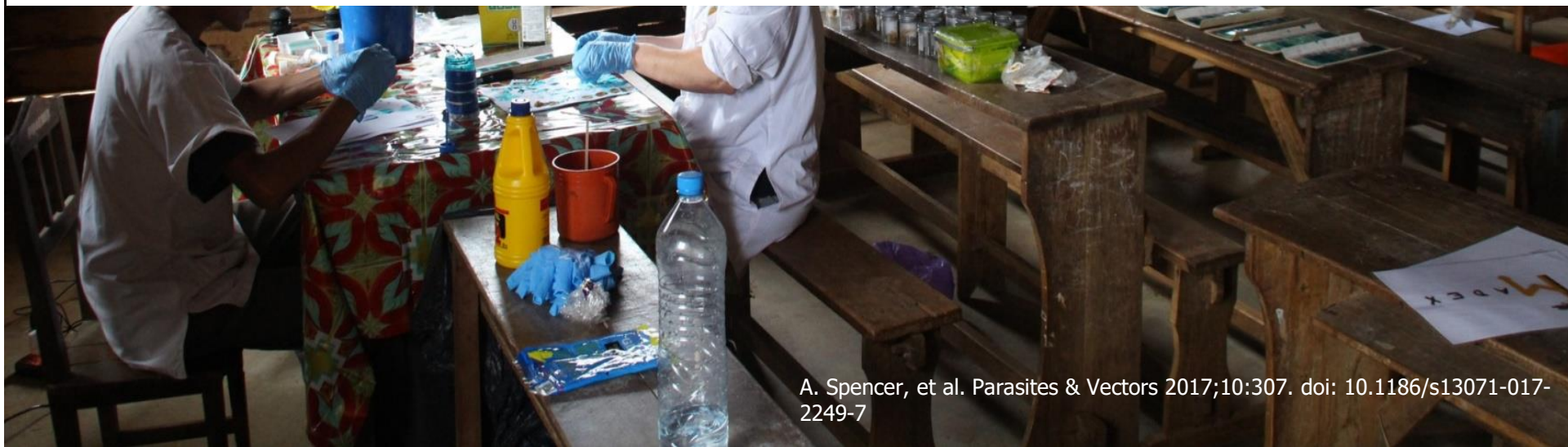


Research, policy and engagement:

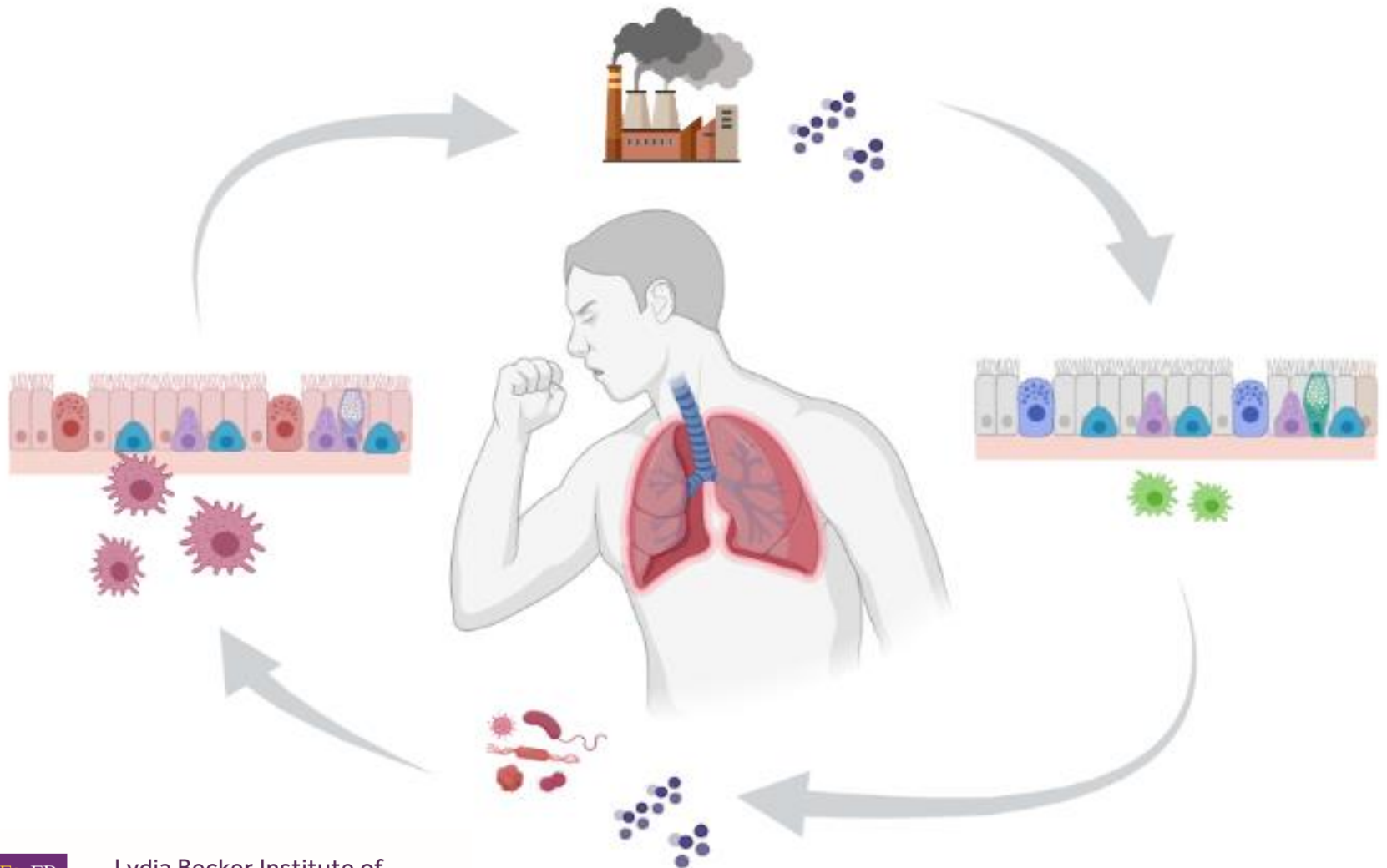
94% prevalence of *S. mansoni* in school age children in rural Marolambo District

Impact:

- **Targeted MDA to treat the disease**
- **Improved awareness of disease and transmission**
- **Prevalence decreased to 88%**
- **Heavy infection decreased from 32 to 17%**
- **Increased uptake of MDA from 61%-89%**



Pollutants cause and worsen respiratory conditions



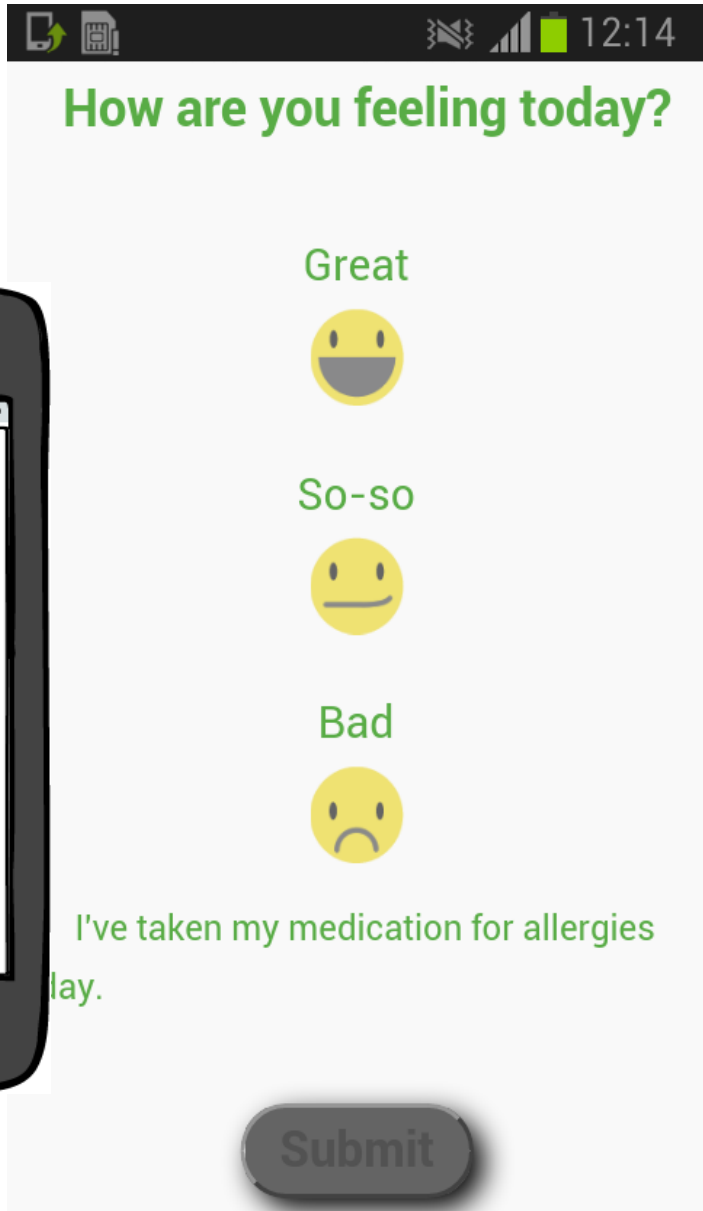
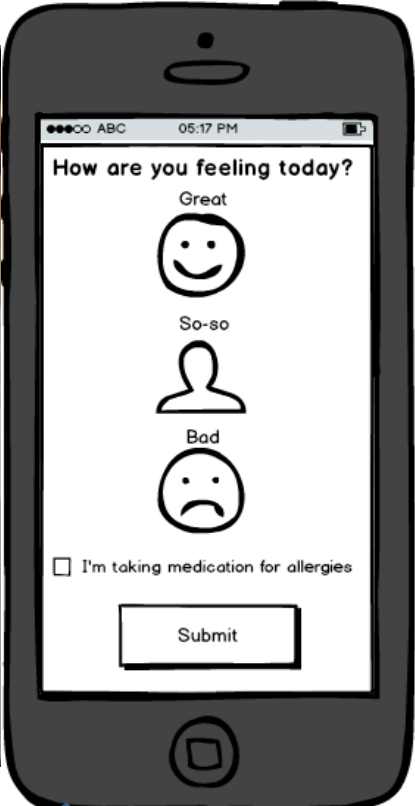


#BritainBreathing

- “...to *gather data* from the general population on *seasonal allergy symptoms* (asthma, hay fever), and where and when they occur, using ‘*citizens as sensors*’”

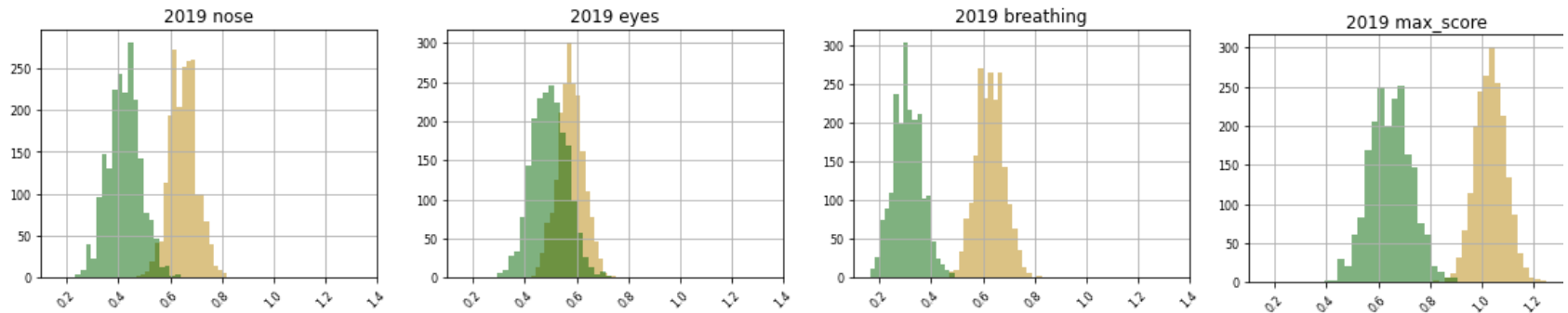


Citizen science -doodles to digital



To scientific data...

Urban areas experience significantly worse allergy symptoms



- Symptom reports were labelled as urban or rural
- Urban (gold) vs rural (green) symptom severity
- Symptoms were more severe and lasted longer in urban areas

Report back: sharing consultations

CLEAN AIR IS FAIR

... and he started to suffer from really bad asthma in the 90's they didn't have that.

MEH, MORE TREES AND MORE GREEN SPACES

... checking a slogan...

THEIR HEALTH HAS BEEN AFFECTED

"SAVE THE TREES"

I've done my SLOGAN... It's quite therapeutic

IT'S NOT BRUNSWICK
It's actually **ARDWICK**

IT'S STILL M1

MORE GREEN

MORE AIR

LESS CARS

PEOPLE WOULD RATHER DRIVE.

WHY DON'T WE CYCLE

THE BUSES ARE NOT CLEAN

WALKING

P.T.A

ANOTHER 50 STEPS

ARE THERE SCHOOL BUSES?

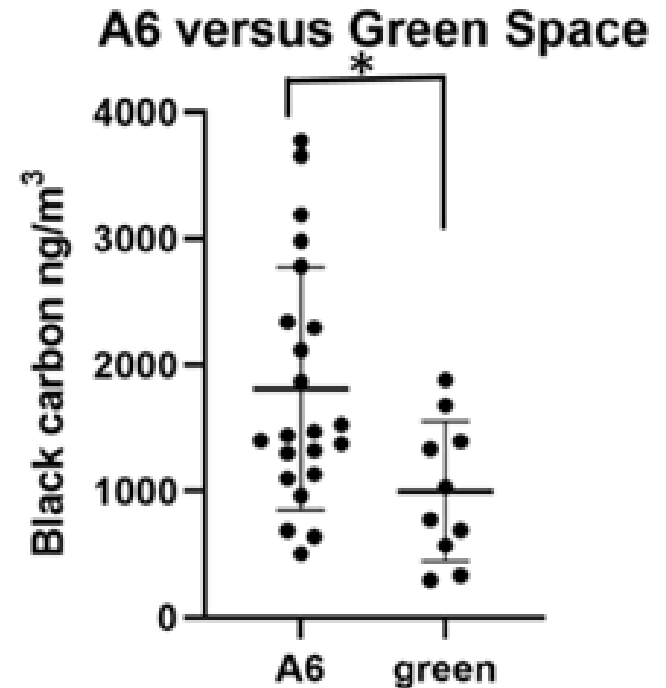
IF COSTS MORE TO GET IN A TAXI

THEY GOT UP IN THE CHAIRS? PEOPLE

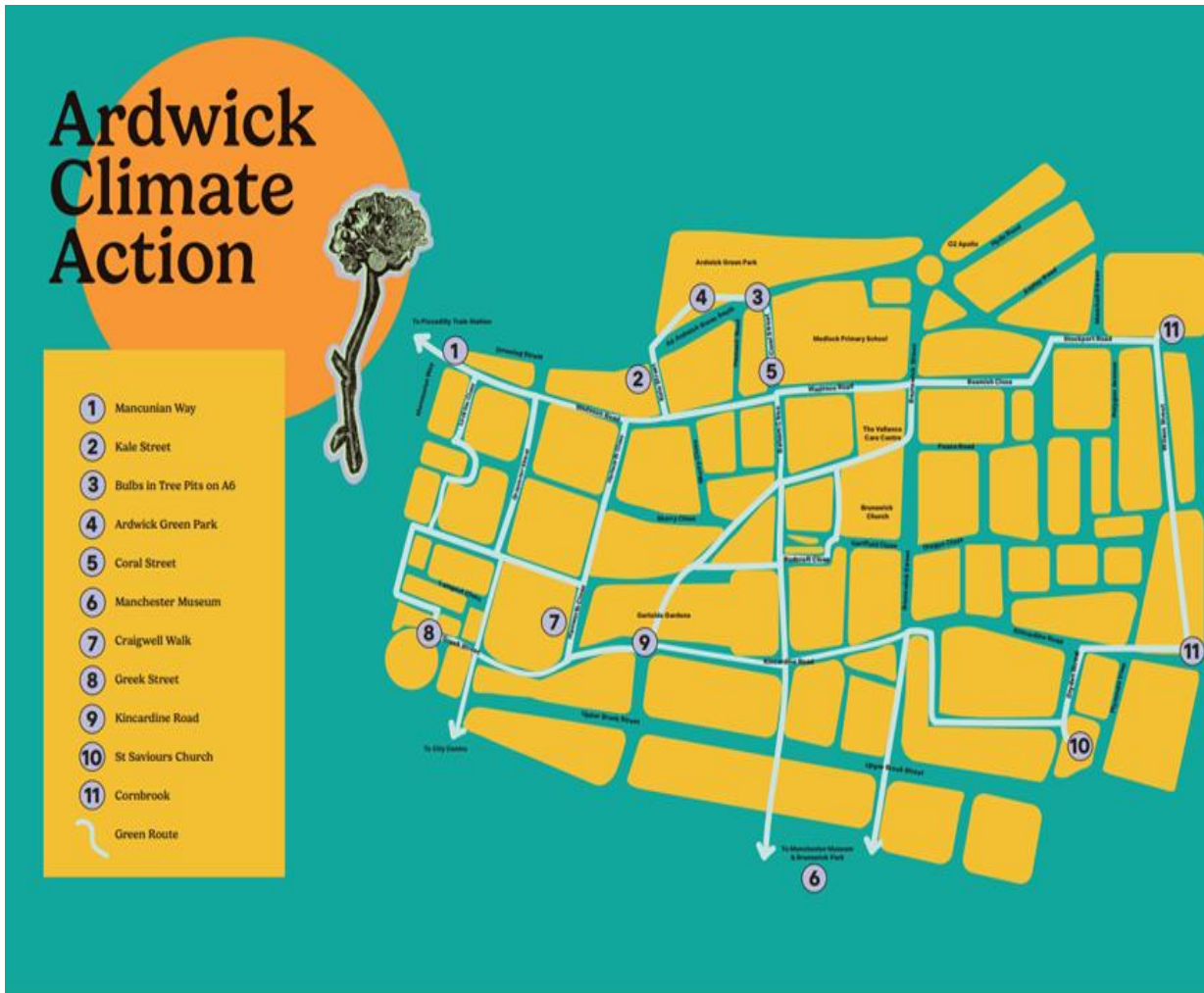
WEAR ON HEAR MORE CHILDREN & ADULTS DEVELOPING ASTHMA & ALLERGIES.

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Participatory mapping followed by pollution monitoring



And create change...



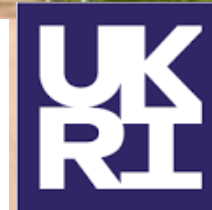
Lessons learned from working with diverse communities

- Involve community in **ALL** aspects of the project in order to ensure they have a voice, are a genuine part of the project
- Utilise existing networks and key actors to amplify project
- **LISTEN!!**
- Communicate clearly the goals, limitations etc.
- **SHARE** findings
- Consider legacies for the community- e.g. training, payment....
- Creative methods e.g. art can bridge issues like language constraints
- Go to them!



Thankyou for listening!

George Adams
Lamiece Hassan
Andrew Brass
Markel Vigo
Caroline Jay
David Topping
James Evans
Ann Gledson
Ceri Harrop
Jana Wendler
Joanne Barrow
Sally Gilford
Nick, George, Joe and Liv from UoM
Sharon Thomas and Ross Hemmings
Mo, Martin, Gordon, Zoe, Choel, Dan, Jas
and the residents of Ardwick
Carl Emery
Carlos Tait
Jane Dudley.



Questions to consider for your project.

- What and who is it for?
- Who might you involve in your participatory research?
- What do you need to get started? (Do consider accessibility)
- What do you all get out of it- mutual benefit!
- How do you ensure the legacy?
- How will you share the progress/findings?
- How will you measure success?