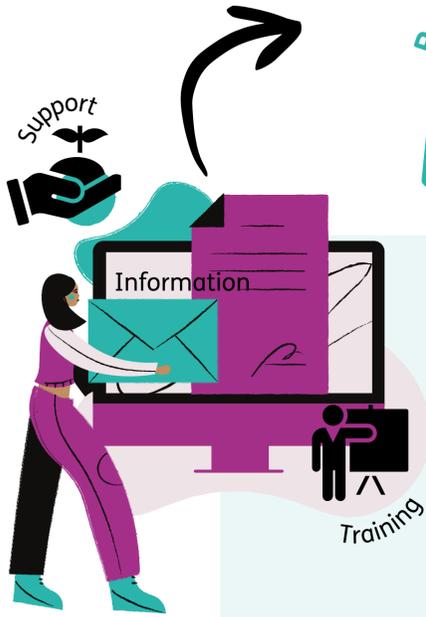




# Action Hampshire



## Our method: 'The Action Hampshire Way'

### A bridge to communities

We give local voluntary, community and social enterprise organisations the tools, support and connections they need to take action their way. By working with the people who know their communities best, we help strengthen local organisations, tackle inequality, and create healthier, fairer, more inclusive communities.

About 75% of Hampshire is rural, with pockets of deprivation and underserved communities.

As Hampshire's Rural Community Council, we support community-led initiatives, tackle local development challenges, and help reduce inequality across the county.

## Introduction & objectives

### Community-led projects tackling health inequalities

Using the Action Hampshire way...

#### Communities Against Cancer

Improving early cancer diagnosis in underserved communities, who are often most affected. By partnering with local VCSEs the project raises awareness, encourages screenings, and supports conversations about cancer.

It aims to overcome isolation and language barriers, cultural differences or stigmas which prevent some people from seeking medical advice.

#### Let's Be Smokefree

Working with Hampshire communities to quit smoking by enabling VCSE organisations to deliver tailored, community-led activities.

It aims to strengthen community networks, raise awareness of tobacco risks and help individuals access specific support for their needs.

#### Raising Voices in Research

Supporting VCSE organisations representing underserved communities to connect and collaborate with researchers and improve how research is done.

It aims to enable communities to lead discussions, boost participation and make health research more inclusive.

## Results & discussion

### Main findings

The Action Hampshire Way shows that equipping and connecting local organisations enables faster action, stronger participation, and more sustainable outcomes.

- Rapid mobilisation of local VCSE organisations in response to community needs.
- Deeper community involvement, with participants shaping priorities and solutions.
- Greater efficiency through trusted local networks, reducing duplication.
- Community-led delivery, increasing ownership and sustainability

## Impact

### Empowering communities to drive lasting change

This approach can be applied across all areas of inequality, empowering communities to lead action in partnership with other sectors. Policy can be informed by lived experience and practical evidence, supporting positive health outcomes and early intervention. Community-led initiatives reach underserved populations more effectively through trusted local VCSE organisations, driving lasting, meaningful change and reducing health inequalities.

