



Norfolk County Council
Public Health

Community Engagement for Sexual and Reproductive Health Prevention Grant Guidelines and Criteria

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Sexual and Reproductive Health Infrastructure in Norfolk



- ✓ **Free condoms** are available to young people aged 13 to 24 via the **C-Card scheme**. Young people can join the scheme and collect free condoms and lubes at any [C-Card Outlets](#) near them.
- ✓ Anyone aged 16 and over and has a Norfolk postal address can also **order condoms online** using the [Norfolk condoms ordering form](#) for free.



- ✓ **Online STI/HIV testing** is available to anyone aged 16 and over who has a Norfolk address from icash.nhs.uk/expresstest, and to key populations via [Freetesting HIV](#).
- ✓ **NCSP** (National Chlamydia Screening Programme) is available in Norfolk and promotes chlamydia and gonorrhoea screening to young people aged under 25 years. Young people aged 16 to 24 years can collect free postal testing kit at a range of [pickup points](#) or order a test kit online via the [Chlamydia order form](#).



- ✓ **GPs** offer most of the contraceptive care to women in Norfolk including free fitting and removal of long-acting reversible contraception (LARC) such as coils, implants.
- ✓ Many **Pharmacies** provide free morning after pill to **all women aged 13 and over**, Chlamydia testing offered with every morning after pill consultation, and Chlamydia treatment. Chlamydia test kit and C-Card condoms are available for pick up at many pharmacies and GPs.



- ✓ **iCaSH** (Integrated Contraception and Sexual Health) provides specialist SRH services including provision of contraception (coils, implants, oral pills) and condoms, testing and treatment for all STIs including HIV, to anyone present in Norfolk regardless of immigration status, sex, age, ethnicity, religion, and sexual orientation – for free.
- ✓ [iCaSH clinics](#) are located in Norwich, Great Yarmouth, and King's Lynn.



- ✓ Free **sexual health training courses** are available for practitioners and individuals who wants to increase their sexual and reproductive health knowledge and confidence or promoting SRH in Norfolk. Online and face-to-face sessions can be booked via the [iCASH Norfolk Eventbrite](#).
- ✓ [Relationships and Sex Education toolkit](#) to equip pupils with essential knowledge and skills are available for Norfolk schools / learning providers.





Highlight of Sexual and Reproductive Health Inequalities in Norfolk

In Norfolk:

- ✓ Young people aged 16 – 24 are more likely than older adults to be diagnosed with chlamydia and gonorrhoea.
- ✓ Adults aged 30 years and over are more likely than younger adults to be diagnosed with syphilis and HIV. For syphilis, diagnosis is seven times higher in men than women.
- ✓ GBMSM bear the highest burden of newly diagnosed syphilis and gonorrhoea diagnoses in men.
- ✓ More than half of newly diagnosed HIV and syphilis are diagnosed in the late or infectious stage of infection.
- ✓ People from the Black African ethnic group bear the greatest burden of diagnosed HIV.



- ✓ Available data indicate that uptake of HIV testing needs to improve within the rural communities and key populations.
- ✓ Available data indicate that targeted STI testing (testing of people at most risk) may have decreased in Breckland, Norwich, and South Norfolk in the previous year.
- ✓ STI testing is lower than England average across all districts except Norwich. There are links between new STI diagnosis and deprivation.

- ✓ Despite the widespread availability of long-acting reversible contraceptive (LARC), abortion rates are increasing particularly among women aged over 25 years and are much higher in more deprived areas than in less deprived areas.



- ✓ Missed opportunities to empower service users around sexual and reproductive health, offer support, or refer / signpost to available services emphasises the need to improve sexual health competences of practitioners engaging directly with our key population.
- ✓ The knowledge and understanding of HIV needs to improve in our communities and workplaces and could help tackle HIV stigma and dispel myths and out-dated beliefs.

For more details on sexual and reproductive health inequalities in Norfolk, please visit the [Norfolk Sexual and Reproductive Health Needs Assessment](#).





Our 5-year vision for sexual and reproductive health in Norfolk

Vision:

We will ensure all our residents are able to make safe, informed choices regarding their reproductive and sexual lives; to know where to access contraception and STI services, receive timely intervention, and to live well regardless of who they are or where they reside.

We will engage with service users and hear their views to inform how we can improve services.

We will commission high quality, value for money, effective & innovative services.

We will reduce health inequalities.

We will work in partnership at a local, regional and national level.

The following principles will underpin our vision



Purpose of a Norfolk Public Health Innovation Grant for SRH Prevention

Norfolk County Council (NCC) Public Health is inviting active Voluntary, Community, and Social Enterprise (VCSE) organisations, community groups, and forums in Norfolk to develop and design an innovative project idea to achieve one or more of the following aims:

- Improve knowledge and understanding of sexual and reproductive health (SRH), STI/HIV, and contraception amongst those affected most by health inequalities
- Promote good sexual and reproductive health and identify/tackle unmet needs
- Build capacity to provide peer support and positive sexual health messages
- Facilitate access or generate useful insights that would help improve access to available prevention and treatment services

We are seeking to provide grants for projects that serve one or more of these groups at risk of poor SRH outcomes within Norfolk:

- Asylum seekers, migrants, and refugees
- Adults facing homelessness
- Asian communities
- Black African communities
- Gypsy Roma Traveller communities
- Gay, bisexual and other men who have sex with men (GBMSM) who are from BAME groups
- Middle-aged men aged 30-65 years
- Sex workers (online-, brothel-, and street-based)
- Women aged 25 and over including exploited and vulnerable women
- Young people aged under 25 not in education, employment, or training (NEET), or facing complex challenges





Grant value:

Total funding available: £100,000. Applicants can apply for a maximum of £10,000.

The grant can be used to pay for any small equipment or materials, training, resources, or expert assistance you need.



Application process:

This grant programme will be managed by Norfolk Community Foundation, and funding applications will be reviewed by a panel of representatives (details TBC), and funding decisions made by NCC Public Health.



Timeline:

The project would last for a period of 12 months and an evaluation report submitted to NCC Public Health within 15 months of commencement.

At six and twelve months or at agreed milestones in delivery, funded projects will provide feedback, learning and impact regarding their project to Norfolk Community Foundation and Norfolk Public Health.

Depending on the type of project, the Evaluation Report will evaluate the activities undertaken including participant feedback and views of any partners or third-party organisations you have worked with, detail the results/impacts and legacy of the project(s) delivered, timeline of the project, the challenges you and the project team have faced, and any key lessons learnt.





Eligibility Criteria

In order to be eligible to apply, your organisation, groups, or forum must be active, located in Norfolk and serving Norfolk residents, and operating in the VCSE sector.

Applicants must demonstrate that their project is i²SMART:

- ✓ **Innovative** – The project is an original and exciting idea with a ‘WOW’ factor and has the potential to create significant impact or value.
- ✓ **Impactful** – Applicants will outline the potential impact of their project to the target community.
- ✓ **Specific** – The project has a clear plan of action and detailed process of delivery. Tell us how you will use the money to make the biggest impact.
- ✓ **Measurable** – The applicant will show how they will demonstrate that the project objective(s) were accomplished.
- ✓ **Achievable** – Applicants will provide evidence of the feasibility of their project including time, manpower, resources, system, and budget.
- ✓ **Relevant** – The project is designed to meet one or more purposes of the grant and aligned with one or more target population.
- ✓ **Time bound** – Applicants will show clear timeline for delivery, milestones/benchmarks, and completion.



A few tips!

Have a community-centred approach

Consider the broader community impact of your project. Does it have the target population at the centre of its design? Does it support asset-based community development? Explore what's happening in your local area – can you collaborate with another group to make the impact even bigger and wider?



Demonstrate a realistic project plan

Ensure your project is achievable within the proposed timeframe by carefully planning and considering potential challenges. Consider holidays that might impact project delivery and plan accordingly. Having a well-thought-out timeline would indicate you can successfully manage your project. You can take advantage of the online and social media platforms to maximise the reach of your project.



Make your project sustainable

We want to see how your idea will impact the community, seeking ways to create a positive and lasting impact that extends beyond the project itself. Are there long-term benefits of the project for the target population, participants, or public health? Are there educational benefits for the participants or recipients?



Demonstrate good use of the money

Break down your plan for the funding. Whether it's investing in top-notch material, or subscribing to a training, explain to us how you will turn the small grant into a real impact. We want you to make use of the whole sum that you apply for, so if your project is not a big spender, feel free to think outside the box!



Make your project eco-friendly

Showcase your commitment to the environment by incorporating eco-friendly practices into your project where necessary. Collaborate with local suppliers and partners, and work with recycled materials.



Frequently Asked Questions

Can an organisation or group apply for more than one bid?

Yes, but the bids must be for different projects.

Can an organisation or group be a member of more than one consortium?

Yes, but the bids must be for different projects.

Can the project be an existing one?

The project must be one which has not commenced or is not already provided by other services to Norfolk residents. We can fund an expansion of existing services, or the start-up of a brand-new service which tackles one or more identified SRH needs of our key populations.

Can I come up with any project of my choice?

Yes, but successful projects will be a strong match to one or more of our aims and are likely to produce learning which can be shared with/have implications for the wider sector.

Who can apply and where will the project be delivered?

An organisation or a consortium of organisations in the voluntary, community, and social enterprise sector who serve communities within Norfolk. The project must be delivered within Norfolk borders.

What are some of the things we will not fund?

Existing/currently-funded services. Projects with no direct benefit in Norfolk or not SRH related. General information, appeals or circulars. Grants to individuals. Capital costs including building work, renovations. Healthcare which has a clinical basis. Retrospective funding. Loan repayment. Activities that make profits for private gain. Topping up organisation reserve. VAT you can reclaim.

What will we fund?

Project costs incurred in delivery. Costs associated with providing measurable improved outcomes. Costs associated with developing systems/pathways whilst working collaboratively with other stakeholders. Interventions to meet unmet SRH needs in Norfolk and those that address inequalities in access and/or outcomes.