

Evaluation findings

In the following section we provide a brief overview of NHS staff responses to the 3 questions they were asked.

What does the NHS involvement in the PRIDE parade mean to you?

'It means a lot to me to know that my employers recognise that a part of the workforce is lesbian/gay'

'It demonstrates the NHS commitment to equality, and shows engagement with Manchester's diversity.'

- Shows support for the LGBT community
- Support and solidarity for LGBT colleagues
- Contributes to the reduction of stigma
- Promotes the NHS as a LGBT-friendly organisation
- Commitment to community involvement
- Celebrates diversity within the NHS
- That the NHS does not tolerate homophobia and heterosexism

Do you think the NHS should continue to have a presence in the PRIDE parade, if so in what way?

'It is crucial that the NHS is involved if we are not, what does that say to the public? Our float this year was one of the best and had such a great response from the crowds'

'Absolutely! Continue with the float, its gorgeous darling!'

- All respondents stated that the NHS should have a continued presence in the Pride parade
- The majority wanted the NHS involvement to use the same format as the last two years i.e. a float with music with the distribution of health promotion materials
- A smaller proportion of respondents preferred to have a walking entry, claiming it was visually more powerful

Do you think the NHS should have a wider involvement within the main PRIDE festival, if so in what way?

'Definitely! What an opportunity to put across positive healthy messages when everyone is drinking, drugging, smoking, shagging and eating chips all weekend.'

'Yes. We should take this opportunity to put across wider public health messages throughout the whole festival'

- The majority of respondents wanted wider NHS involvement within the whole Pride festival
- Artists to undertake health and arts events in social settings in the gay village
- A range of stalls at the Pride Life Style Expo, particularly as there are many other major statutory agencies present. There was a noticeable NHS absence
- To give out broader Public Health and Health Promotion messages
- Organise a fun public event such as a game or health competition
- Undertake large scale LGBT focused research
- A health question and answer stall
- Encourage different sectors of the NHS to get involved particularly those areas that have not been involved in the past

Other emerging themes

Funding

How the NHS presence is funded was a key issue for many respondents. It was acknowledged that it is unreasonable for the Sexual Health and Harm reduction team to continue solely funding this project as a range of other NHS departments are involved.

Opportunities to engage

It was commented that the NHS involvement in Pride was a great opportunity, not only to engage with hard to reach communities, but also to identify their health needs

Recommendations

- The NHS should still continue to have a presence within the Manchester Pride Parade
- Explore the possibility of wider involvement within the whole Pride festival
- Explore the possibility of promoting wider public health messages in Pride
- Link the NHS presence at Pride into the NHS Equality Agenda
- The Sexual Health and the Harm reduction Team within MPHDS should no longer solely financially support this initiative
- Manchester Primary Care Trust should develop (like many other Primary Care Trusts nationally) an LGBT staff support group



...and the parade marched on!



A report on the NHS involvement in **Manchester PRIDE**
2004 - 2007

Context

The NHS has participated in the Manchester Pride parade since 2004, solely because of the continued involvement of the Sexual Health and Harm Reduction team who initiated this work and drove it forward in terms of the teams own agenda and the wider equality and diversity agenda within the PCT and NHS nationally. It now seems appropriate and timely to evaluate and assess this piece of work.

In September 2007 all NHS staff were invited to respond to the following questions regarding the NHS involvement in Pride.

- 1 What does the NHS involvement in the PRIDE parade mean to you?
- 2 Do you think the NHS should continue to have a presence in the PRIDE parade, if so in what way?
- 3 Do you think the NHS should have a wider involvement within the main PRIDE festival, if so in what way?

This report gives a brief overview of the NHS involvement in the Pride parade, a snap shot of the audit findings and subsequent recommendations.

What is Manchester Pride?

Manchester Pride is Manchester's annual festival celebrating lesbian, gay, bisexual and transgender (LGBT) life. It originally started as a very small scale event in the early 1990s, taking place on an August Bank Holiday weekend and aiming to raise money for those affected by HIV. In 2003, Euro-Pride established the festival as a ten-day event involving a range of activities including sport, film, debating & campaigning, arts & entertainment, the parade and the traditional Bank Holiday activity.

Since the early 1990's Manchester Pride has dramatically grown, and is now known as one of the largest LGBT festivals in Europe attracting visitors from all over the world.

The PRIDE Parade

The Pride parade takes place on the Saturday afternoon of the August Bank Holiday weekend and has always been an integral part of the festival and is one of the most popular events within PRIDE. Over 250,000 spectators each year watch the diverse array of entrants that make up the parade from the statutory, voluntary, community and business sectors of Manchester and the North West. Each year the parade gets bigger with more entrants, a longer parade route and a larger volume of spectators.

The History of the NHS involvement within Manchester Pride

In 2004, after the Sexual Health team raised the issue of an NHS presence at Pride with the Manchester Sexual Health Forum then chaired by the Director of Public Health for North Manchester Primary Care Trust, it was agreed that the team within (the then) Manchester Health Promotion Service would co-ordinate the NHS entry into the Manchester Pride parade. Pete Smith Senior Public Health Development Advisor within the Sexual Health team took the lead on this project as part of his ongoing work, and regularly fed back progress reports to the Manchester Sexual Health Forum.

Key milestones

2004

- A small steering group was established to identify what the NHS presence in the parade should involve.
- The parade entry was a walk in entry in which all entrants wore the same 'costume', a simple white t-shirt with the NHS logo on the front and the slogan 'proud to support Pride' on the back. There were also two large banners one at the front of the group and one at the back with the same slogan.
- There were over 80 NHS staff participating in the NHS entry. The majority were from North, Central and South Manchester Primary Care Trusts, with representatives from Greater Manchester Strategic Health Authority, NHS Direct, the Health Protection Unit Stockport and Trafford Primary Care Trusts.

2005

- The parade entry was again a walk in entry.
- There were over 100 NHS staff participating within the NHS entry, the majority from North, Central and South Manchester PCT with additional representation from Greater Manchester Strategic Health Authority, NHS Direct, the Health Protection Unit, Warrington, Liverpool, Tameside Primary Care Trusts, The Greater Manchester Ambulance service and a range of staff from acute services.

2006

- The parade entry was a float.
- There were over 110 NHS staff participating within the NHS entry, the majority from North, Central and South Manchester PCT, Manchester Primary Care Trusts, with additional representatives from Greater Manchester Strategic Health Authority, NHS Direct, the Health Protection Unit, Warrington, Liverpool, Tameside and Oldham Primary Care Trusts and a range of staff from acute services.

2007

- The parade entry was a float with the theme of 'What does health mean to you?'
- There was over 145 NHS staff participating within the NHS entry, the majority from Manchester Primary Care Trust, with additional representatives from Greater Manchester Strategic Health Authority, NHS Direct, the Health Protection Unit, Warrington, Liverpool, Tameside, Blackburn, Darwin and Oldham Primary Care Trusts, Sure Start, Get Manchester Moving and a range of staff from acute services.

Funding

The Sexual Health Team committed resources from within their budget to fund the NHS entry at Manchester Pride. The team did not have dedicated resources for this project but recognising the importance of this issue shifted resources within its allocation. This falls in line with the National and local strategies, particularly in reducing stigma, addressing health inequalities and specific needs. For the past 4 years the Sexual Health Team has continued to solely fund this work ensuring a continued benefit to the wider PCT. Participants have purchased their NHS Pride t-shirts at the price of £3.50; all monies raised from these sales have been donated to local LGBT and HIV charities.

Why should the NHS enter the Pride Parade?

The following validates why this project should continue to exist and outlines the benefits that it provides to the PCT and the NHS as a whole.

- The NHS has a commitment to promote equality and diversity. The pride entry is a perfect vehicle to address equality and diversity, to challenge stigma, discrimination, homophobia, to promote the needs of LGBT staff and to provide access to services for LGBT members of the community. The effect of the NHS participating within and having a presence at Pride is two fold with regard to equality issues. Firstly it allows LGBT and heterosexual members of staff to celebrate LGBT related issues in a public forum, secondly it demonstrates not only to NHS staff but also to the general public that the NHS has a commitment to equal opportunities for lesbian, gay, bisexual and transgender employees and customers alike.
- The Manchester Pride Parade draws over 250,000 spectators and as such is an excellent vehicle to publicise the PCT and its range of health related activities and initiatives.
- Manchester Pride attracts a high percentage of LGBT people and young people, a proportion of whom over the four-day weekend, drink alcohol to excess and use recreational drugs. The NHS presence is an opportunity to deliver harm reduction messages to a pertinent target audience.

