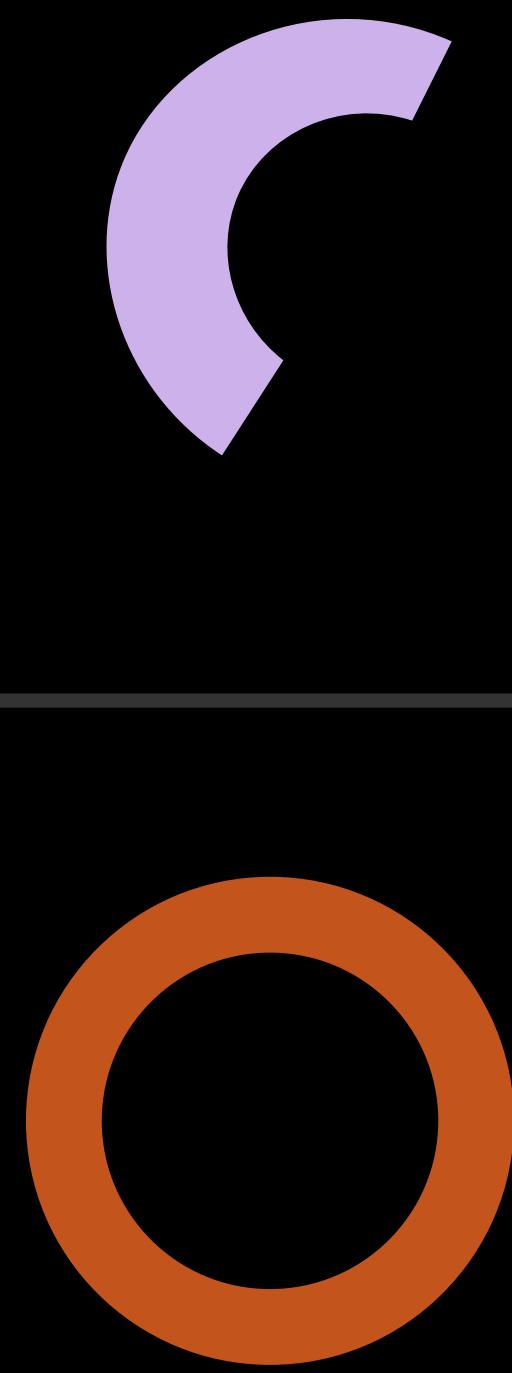
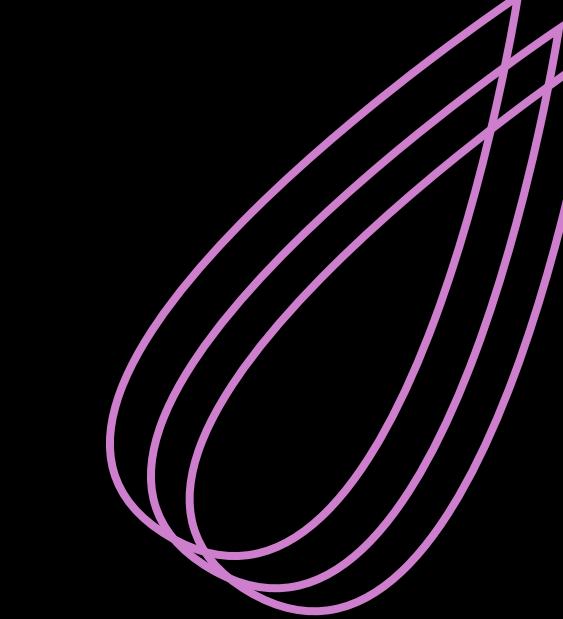
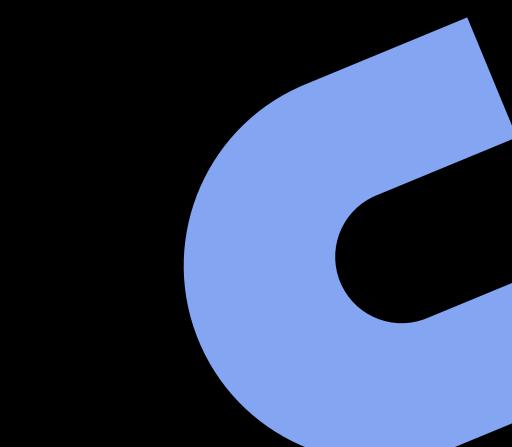
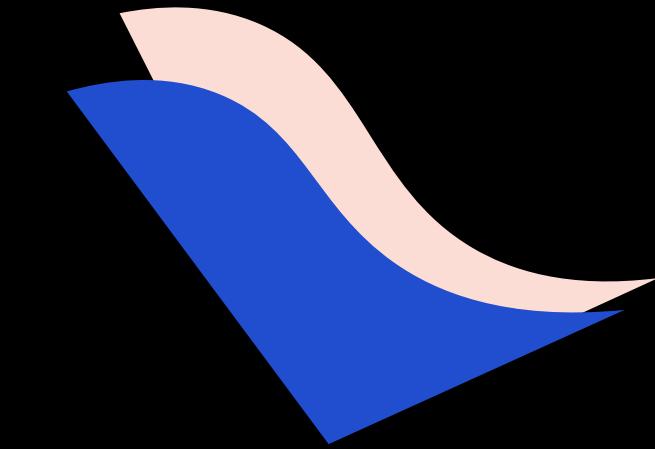


think WORKSHOPS

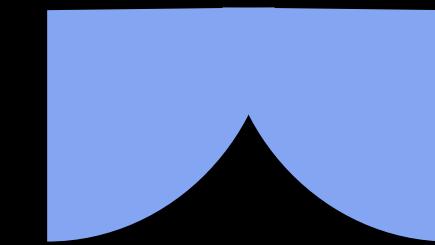
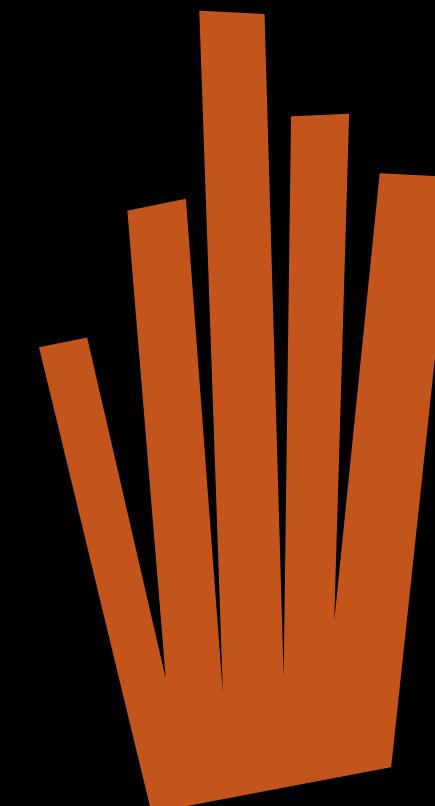
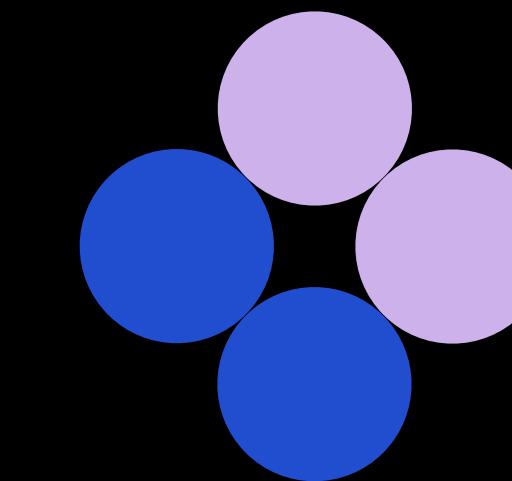
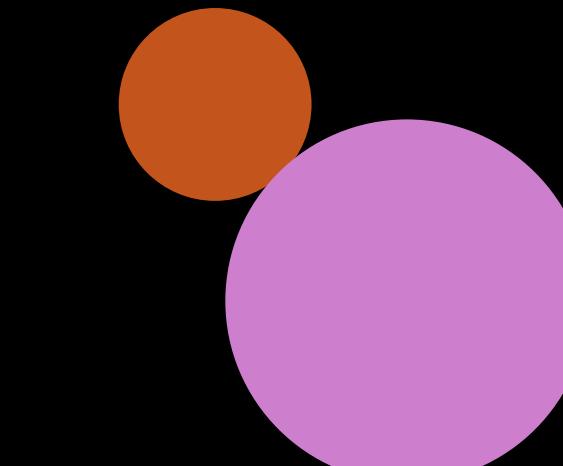


6th Nov

4.30pm at 16
Goulston Street, E1



Brand Building
for Black Health



SIMBA+SLOANE

&MATTER

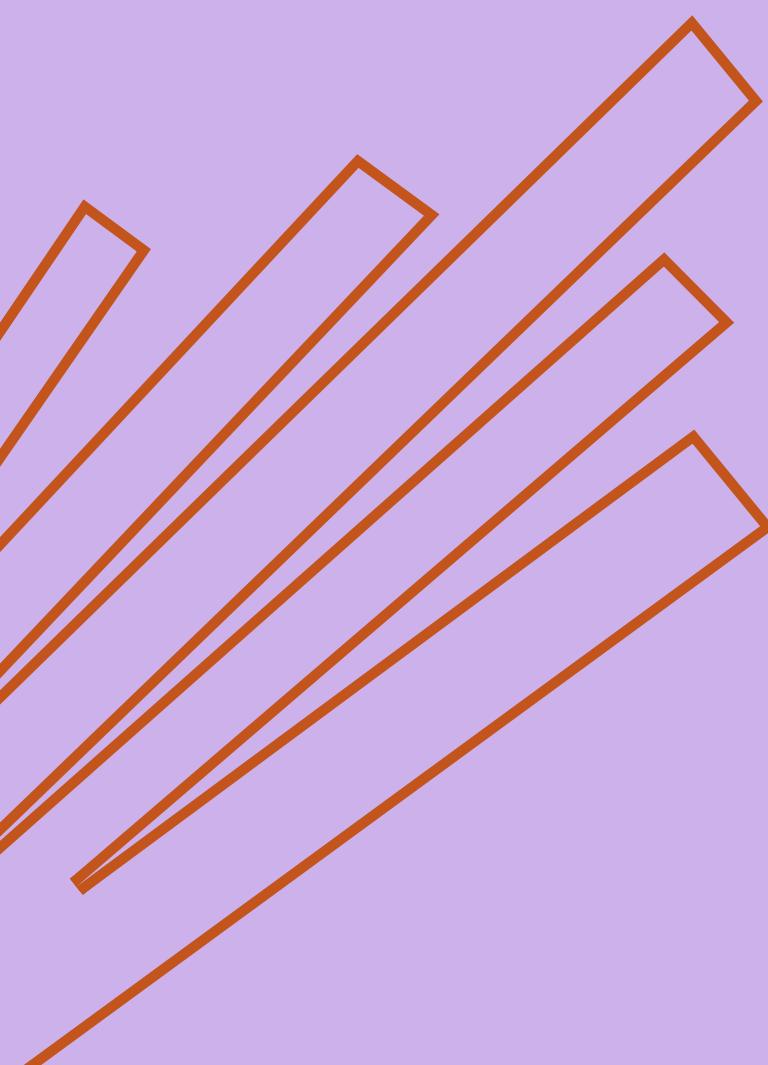
LONDON
METROPOLITAN
UNIVERSITY

taNK WORKSHOPS

Tackling real world
challenges with branding
and design tools for all



Workshop Hosts



Ricardo Eversley
Designer & Founder,
Simba & Sloane



Dr. Rolake Ojo
Designer & Founder,
&MATTER

HOW TO... Humanise healthcare brands



In partnership with the Global
Diversity Network at London
Metropolitan University we
gathered to reimagine healthcare



We break free from
the norm and explore
new possibilities.





Clinicians, designers, students,
academics, and industry experts
joined forces for an evening of
creative problem solving

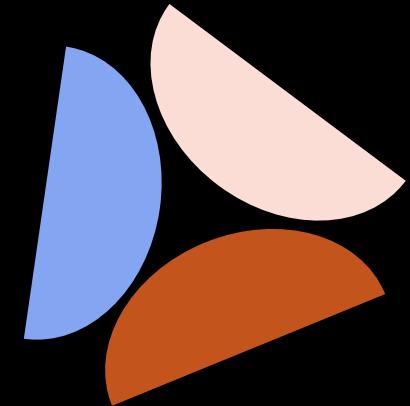
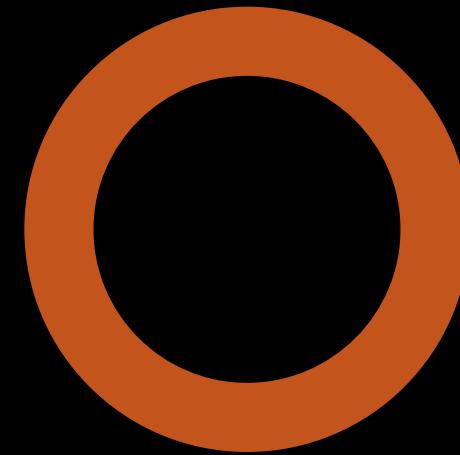


Unconventional collaborations



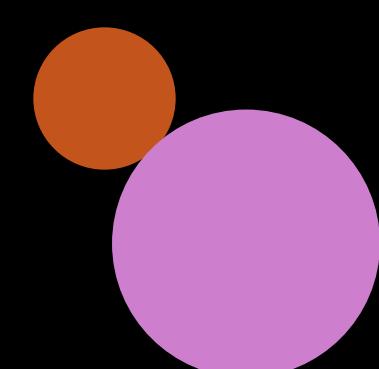
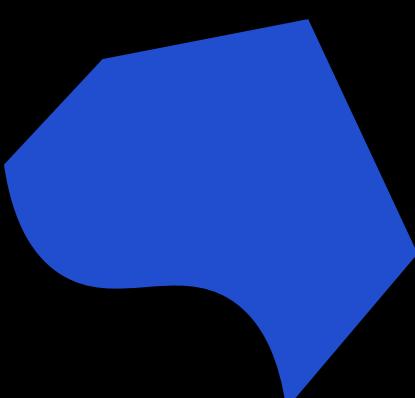
Hands-on,
immersive activities





Setting the scene

Introducing a health brand and
its audiences



Our Goal

Humanise our health brand

What Does Humanisation Mean?

Crafted with empathy to fulfil audience
needs and foster trust.

Why It Matters

Promotes Health Equity and
rebuilds historically broken trust



We aim to explore, not "solve,"
Black health needs



Black experiences are diverse—
we don't claim to represent
every perspective

Approach & Intentions



All voices are welcome—
please share openly and respectfully.



We hope to inspire you to continue
learning beyond today

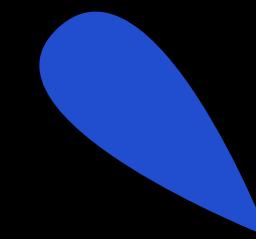
Black health

Physical, mental, & social well-being of Black people

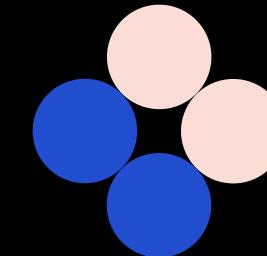
Addressing unique health challenges, cultural contexts, & systemic inequalities

Emphasising equitable & culturally competent care

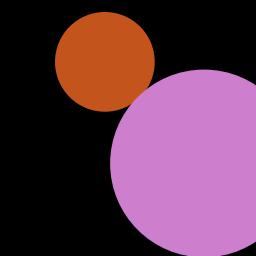
Black Health in the UK



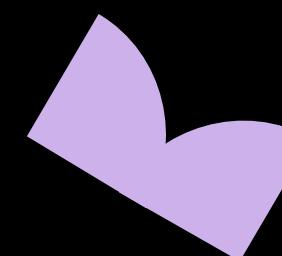
Higher reports of poor health and negative healthcare experiences.



3 times higher risk of diabetes, with onset 10 years earlier.*



Maternal mortality rates are 3.7x higher for Black women in the UK.*



Higher late-stage diagnoses in breast, ovarian, uterine, and colon cancers.*



3 times more likely to be sectioned under the Mental Health Act.*

Why the disparity?

Complex interplay of factors



Systemic factors

- Racial discrimination
- Underrepresented of black staff
- Resource constraints
- Discriminatory metrics e.g BMI

Communication factors

- Untailored advice
- Language barriers
- Low health literacy
- Varied communication styles

Cultural factors

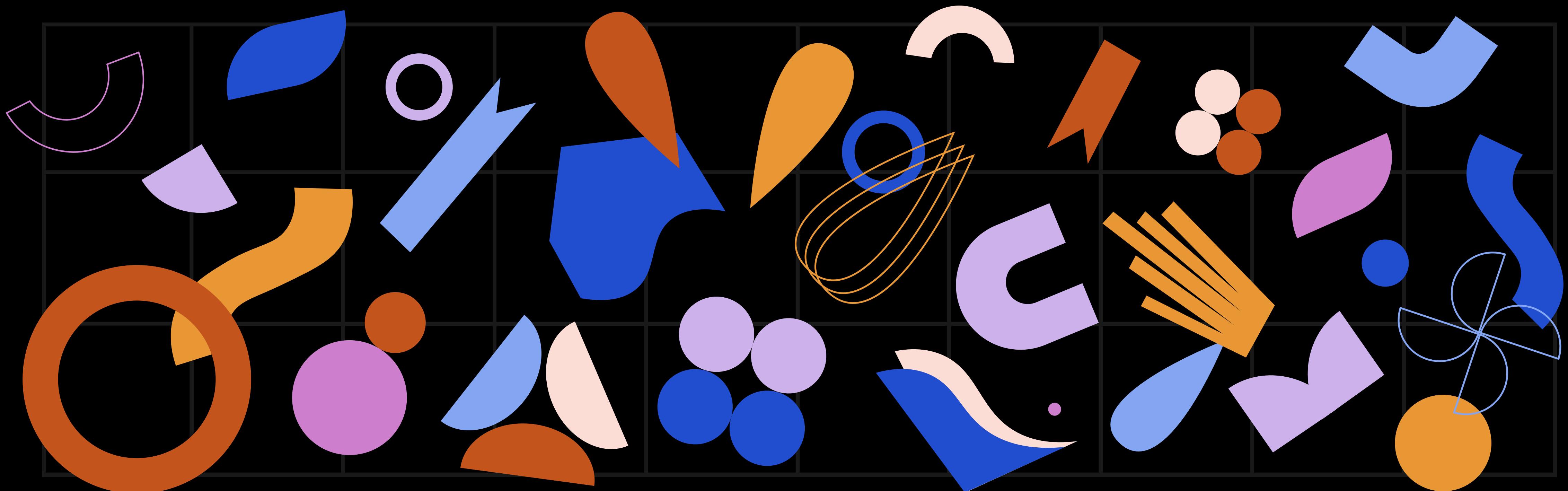
- Religious beliefs
- Historical distrust
- Preferred natural remedies
- Stigma and fear of diagnosis

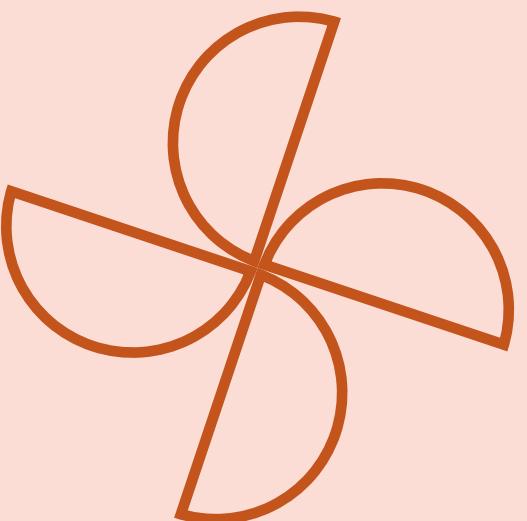
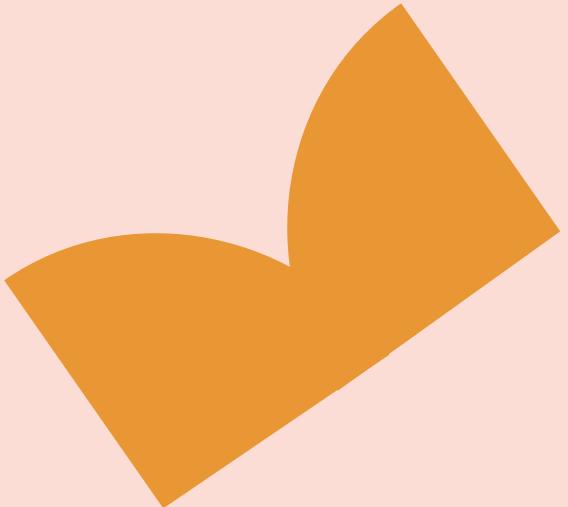
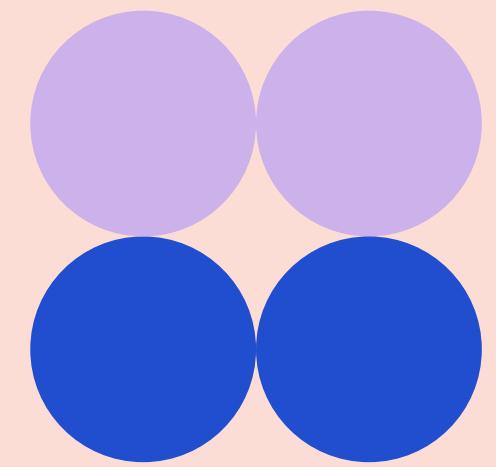
Accessibility factors

- Awareness of services
- Availability
- Digital exclusion
- Income and life stress

Branding Building Workshop

Strategy
Identity
Experience





What can branding do?

- 1 Build trust and Shift Perspectives**
- 2 Enable free experimentation with speculative brands**
- 3 Offer fresh mindsets and tools for real-world impact**



Then introduced
‘Roots of Health’—
our fictional brand offering
culturally competent care



The vision

Roots of Health envisions a future where Black communities thrive in vibrant health, with access to care that respects and reflects their culture and experiences. Roots of Health seeks to eliminate health inequalities, building a foundation for lasting well-being for current and future generations



The offering

- Culturally inclusive health hub empowering Black communities
- Accessible care and health education
- Prevention and management of key conditions
- Services include screenings, nutritional counselling, and workshops

The Audience

Those seeking culturally sensitive health services, resources, and support for managing health conditions, including diabetes and other chronic diseases.



Bringing Value

Black individuals



Access to care they can trust in with improved health outcomes.

Future generations



Better long-term health outcomes and equity for Black communities.

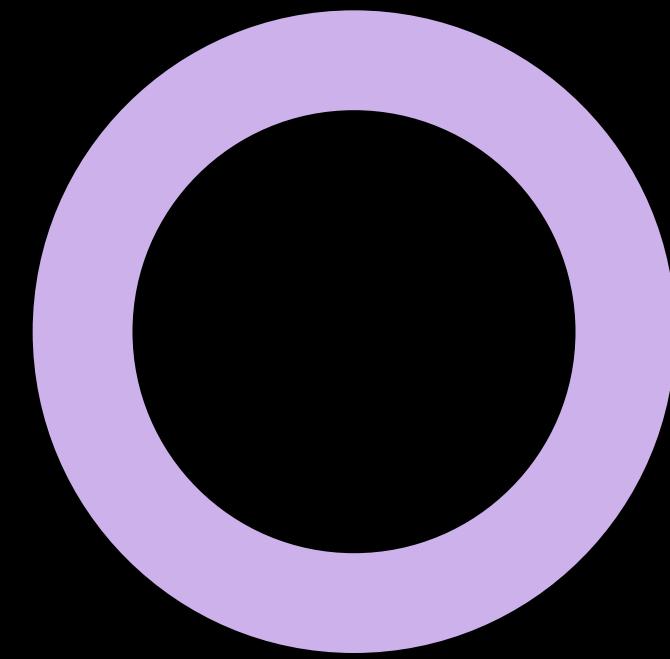
Health providers



A model for understanding and addressing Black patients' unique needs.

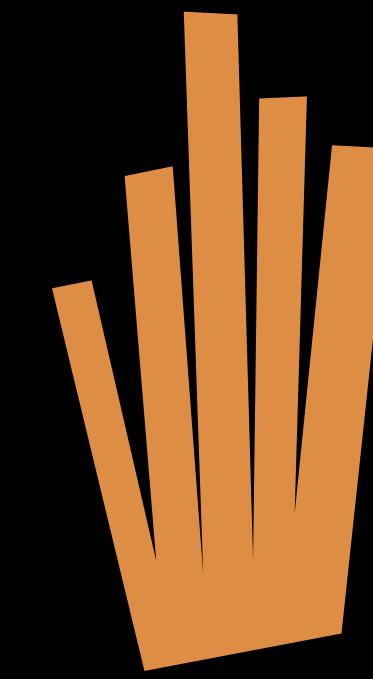
Personas

Representations of an audience groups that reflects the goals, needs, challenges, and behaviours of real users



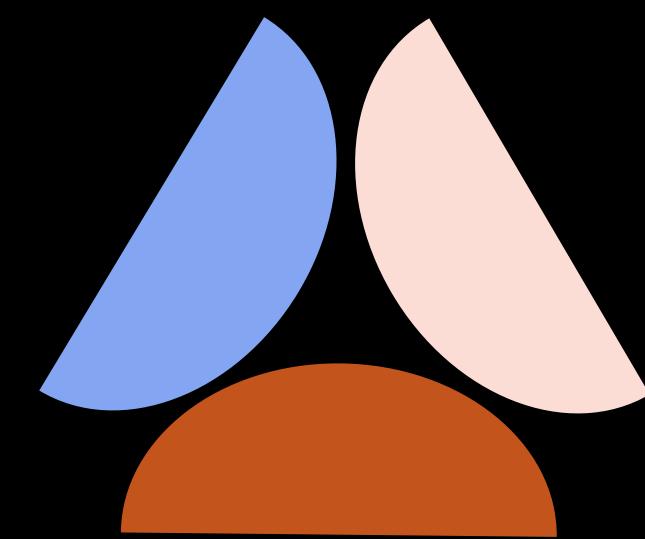
Strategy

Empathise with audience
needs & perspective



Identity

Align Design choices
with Audience Values



Experience

Spark Ideas for
Connection & Trust

Audience Persona

Darnell, 65 (he, him) – Navigating a recent diagnosis of Prostate cancer

Retired transport worker

Married with two daughters

1st generation Barbadian in Brixton

Insight

Black men face a 2–3 times higher risk of prostate cancer compared to white men.* Cultural stigma, often linked to perceptions of screening procedures as emasculating, the diagnosis as a “death sentence,” and treatment side effects like sexual dysfunction can lead to isolation and reluctance to seek support.*



Quote

“It’s hard to talk about my diagnosis, but I don’t want to feel alone in this”

Concerns

- Had to advocate for his own diagnosis and feels invisible in the healthcare system.
- Feelings of anxiety related to his diagnosis.
- Feels isolated and hesitant to share his diagnosis due to cancer stigma in his community.

Goals

- Connect with other Black men facing similar challenges to reduce isolation.
- Access mental health resources tailored to the emotional struggles of prostate cancer.
- Gain guidance on treatment options to advocate effectively for his health.

Audience Persona

Jaden, 27 - Health focussed personal trainer

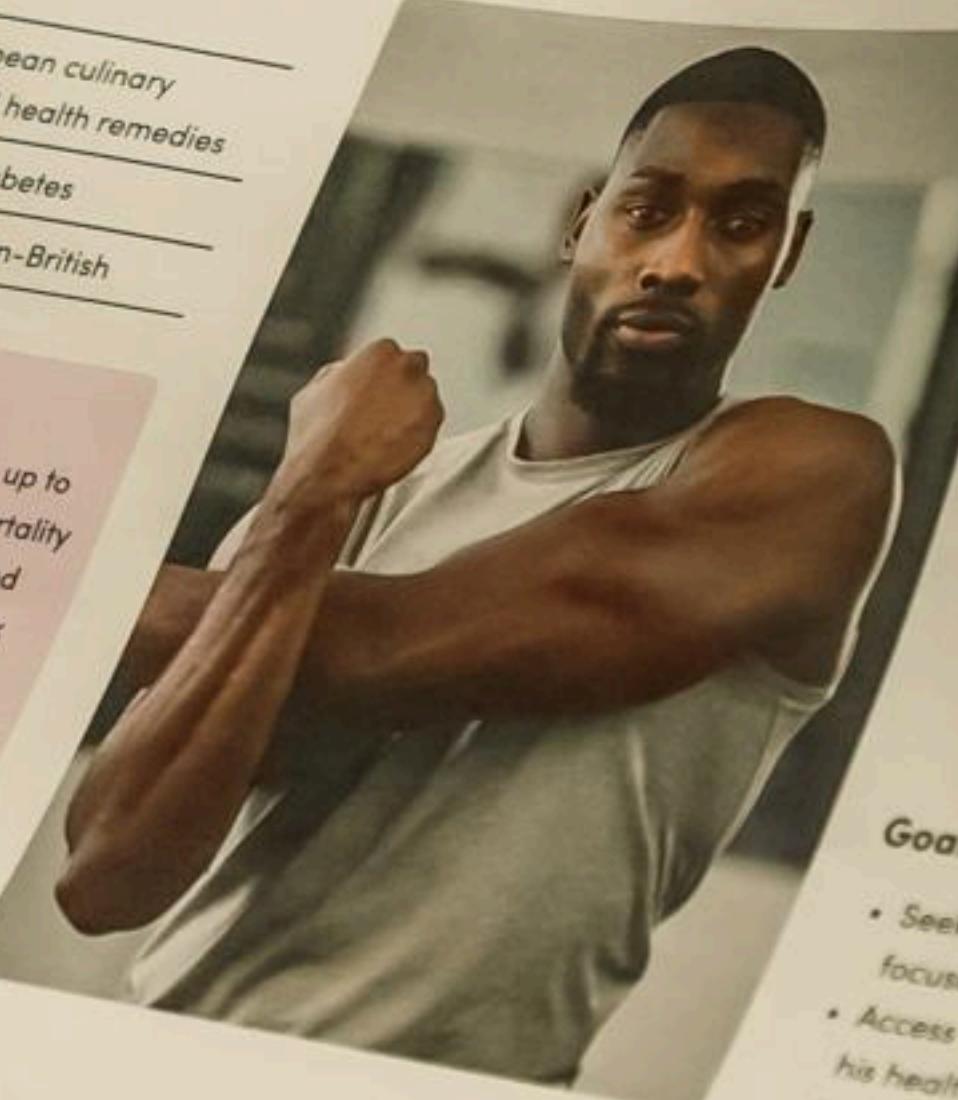
Grew up with Caribbean culinary influences and herbal health remedies

Relatives with type 2 diabetes

3rd-Generation Grenadian-British

Insight

Diabetes risk for Black people is up to 3 times higher with increased mortality and risks of high blood pressure and stroke*. This is influenced by complex genetic, socioeconomic, and lifestyle factors. Screening Black individuals at lower BMI levels and younger ages may reduce undiagnosed cases and enhance health equity in diabetes care*.



Quote

"I won't accept poor health as my lot. I want to find ways to prevent it while embracing my cultural identity."

Concerns

- Concerned about the potential for high blood pressure and diabetes
- Aware of health misinformation circulating within his community and wants to be a role model for his clients

Goals

- Seeks preventive, diet and fitness-focused health strategies
- Access to resources to better understand his health that respect his cultural background and preferences

*King's Fund. Health of People in Ethnic Minority Groups in England, 2023
*Aggarwal et al. Diabetes Screening by Race and Ethnicity in the United States: Equivalent Body Mass Index and Age Thresholds, 2009



Says (Quotes)

Capture a quote from the persona, or any relevant statements you've heard from individuals in this demographic

Audience Persona

Demi, 19 (they, them) - Seeking Gender-Affirming and Culturally Competent Care

Non-binary university student

Single

Mixed heritage: English and Jamaican

Insight

Non-binary individuals often struggle with inclusive healthcare. In one survey, trans and non-binary adults were less likely to be included in treatment decisions (80% vs. 93%) than binary queer individuals, experiencing social and gender-based discrimination.



Quote

"I need a healthcare provider who sees me as a whole person, respects my identity, and appreciates my cultural experiences."

Concerns

- Experienced race and gender bias in past healthcare experiences.
- Wants a provider who respects their pronouns and unique health needs.

Goals

- Wants healthcare providers who offer safe, gender-affirming care with cultural competency.
- Seeks sensitivity toward the unique healthcare challenges faced by Black queer individuals.

IP plan

Communication Audit of Health Re-Written





Audience Persona

Outline

Don't hold back, just write down what you know

Concerns

Goals

Strategy

Concerns

Goals





Here's the 3 step process
we use in our workshops
to help us do this

Our Challenge

Create a humanised brand

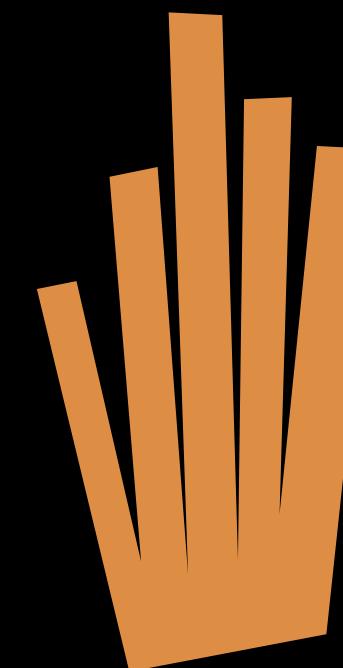
01

Strategy



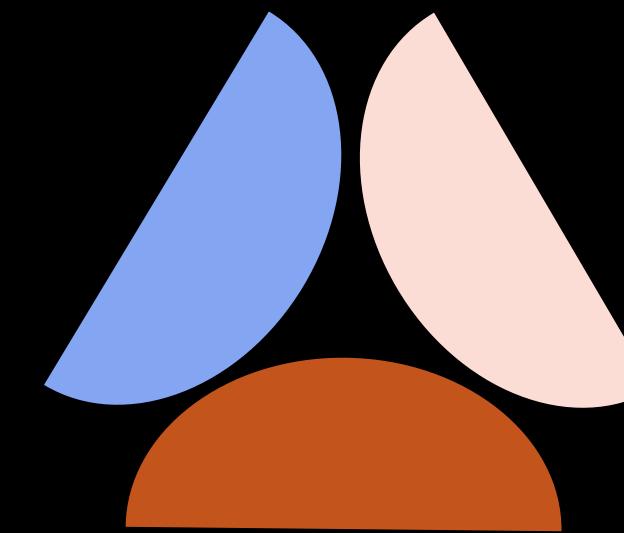
02

Identity



03

Experience



A CLOSER LOOK AT

Brand Strategy



Brand strategy is about defining your purpose, values, and goals—and aligning them with your audience.



We use empathy mapping to
find ways to relate to them
and spot opportunities to
meet their needs

Step 1 - Strategy

Empathy mapping

Why:

Enables you to spot an opportunity for innovation that meets a need.

Task:

Imagine what your persona is saying, hearing, thinking, feeling, and doing when it comes to their health.

Says

e.g. "I've been in and out of clinics for years, but I rarely felt like the advice was made for me or my lifestyle."

Hears (influences)

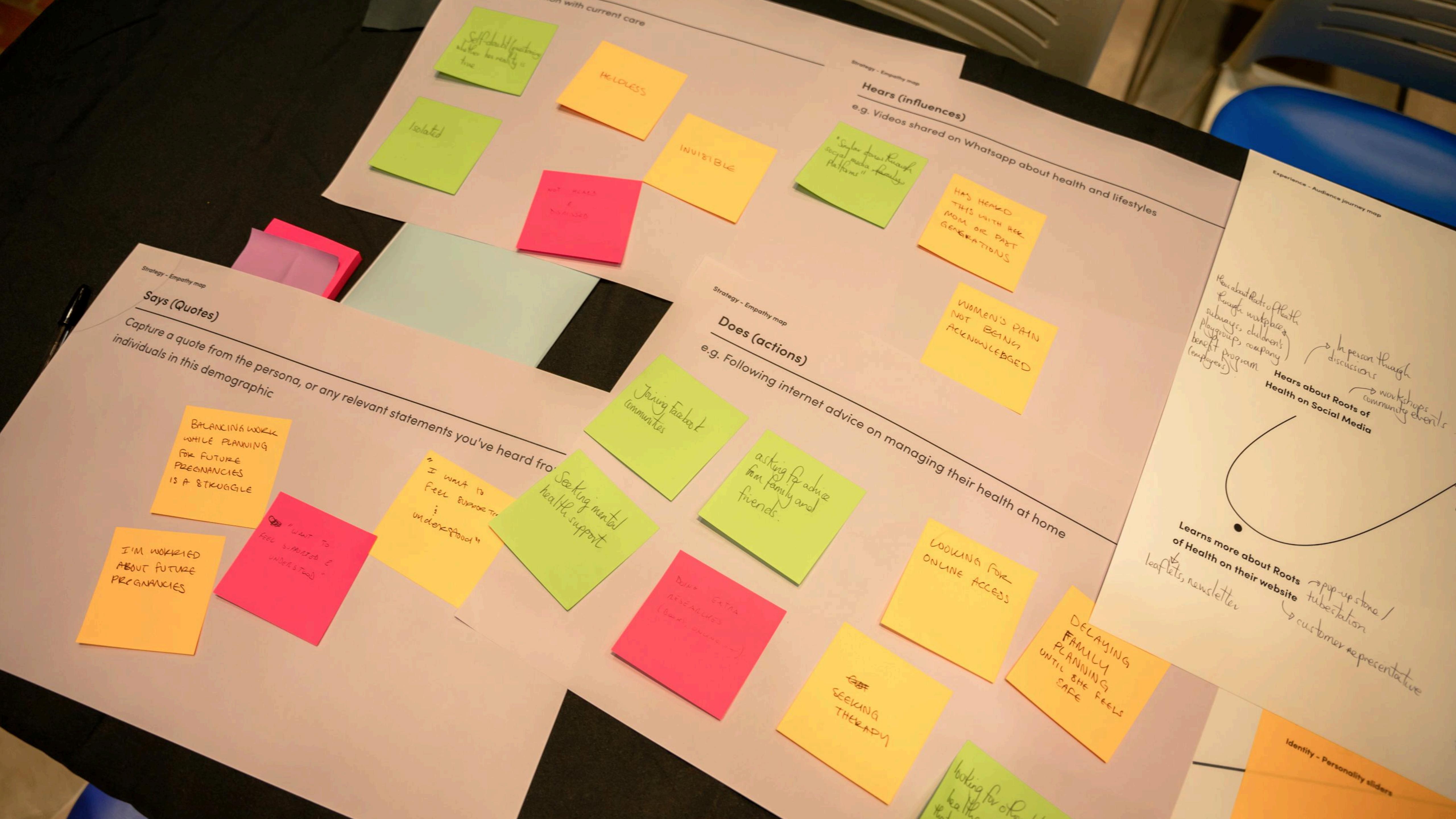
e.g. Videos shared on Whatsapp about health and lifestyles

Thinks & Feels

e.g. Frustration with current care

Does

e.g. Following internet advice on managing their health at home

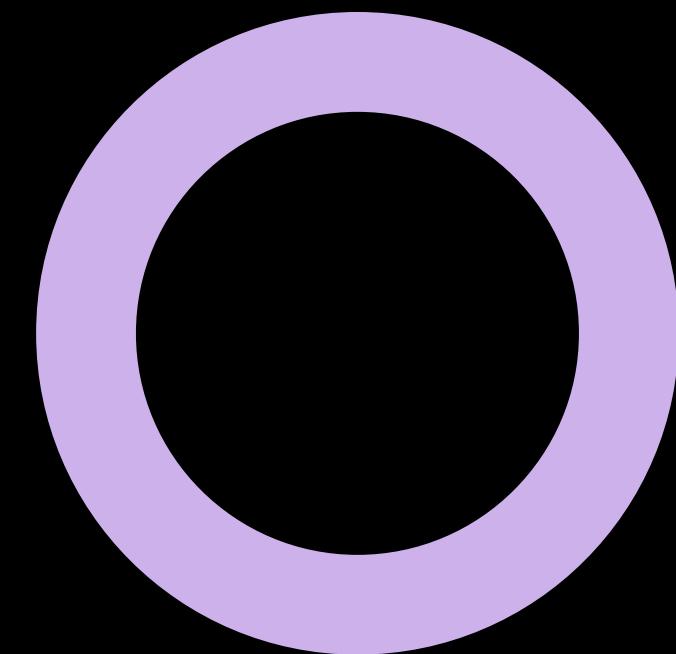




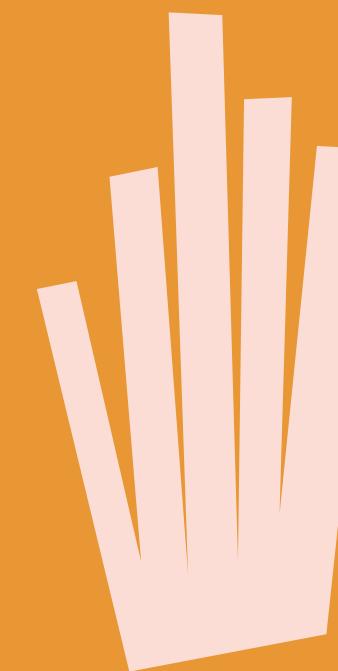
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Create a humanised brand

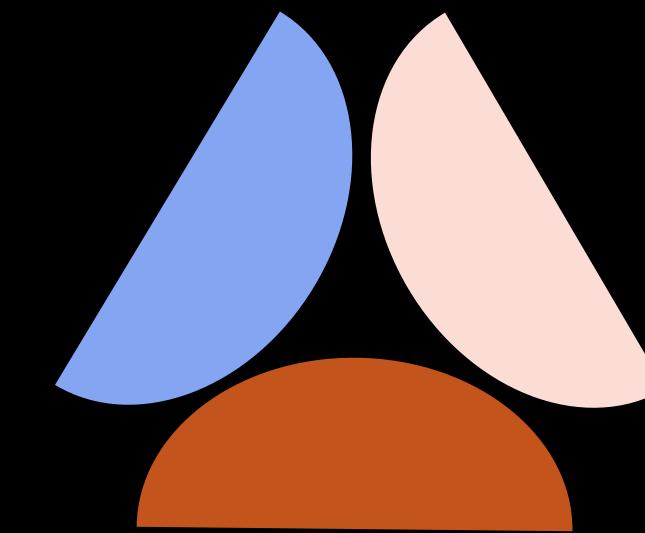
01
Strategy



02
Identity

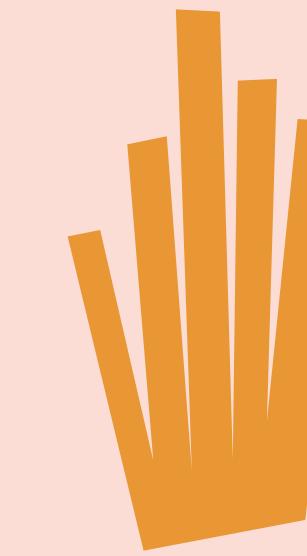


03
Experience



A CLOSER LOOK AT

Brand Identity



Brand identity is about creating a presence that resonates with your audience, communicating who you are and what you stand for

02

Brand Identity



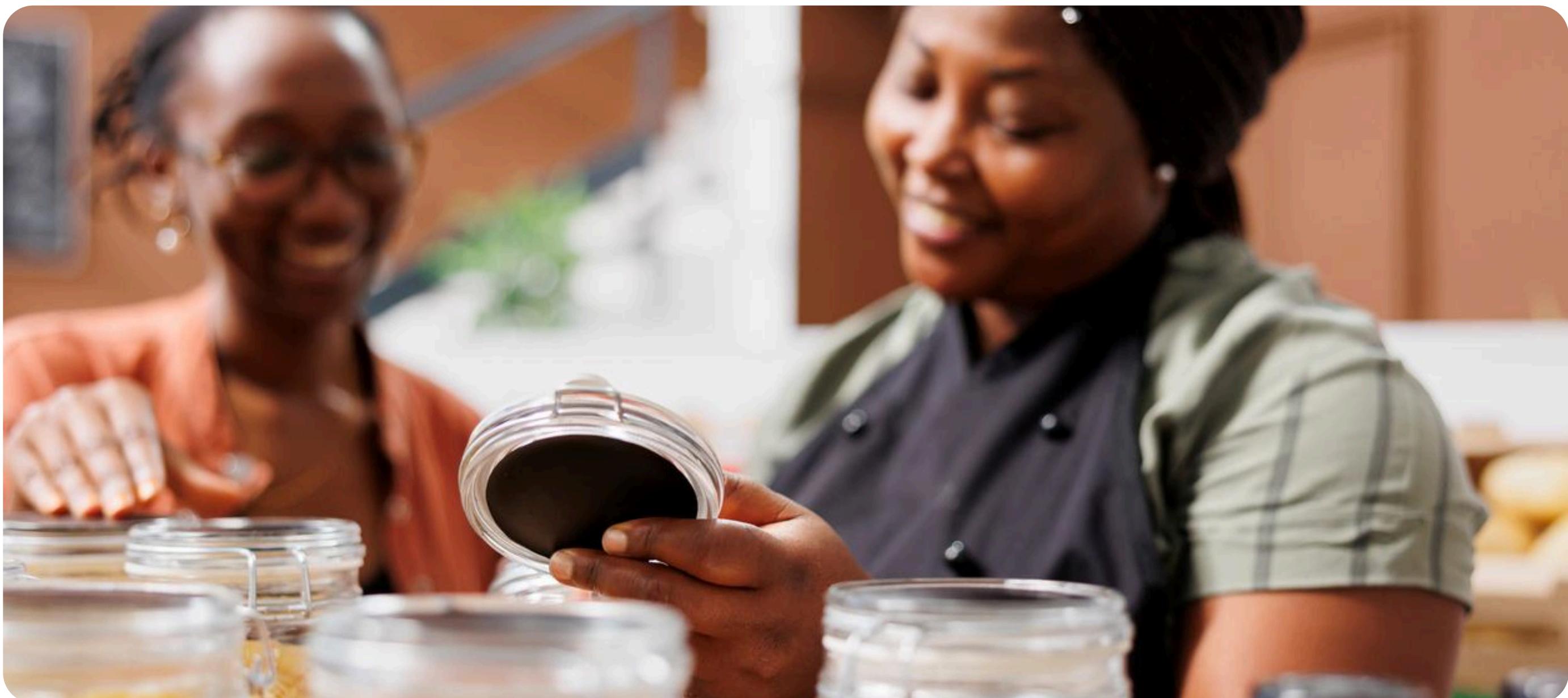
02 Brand Identity

Next we imagine our brand as a person to shape a brand personality that will resonate with our audience

Step 2 - Identity

If Roots of Health was a person, what would they be like?

What kind of person does our audience need them to be?



Believe in (values)

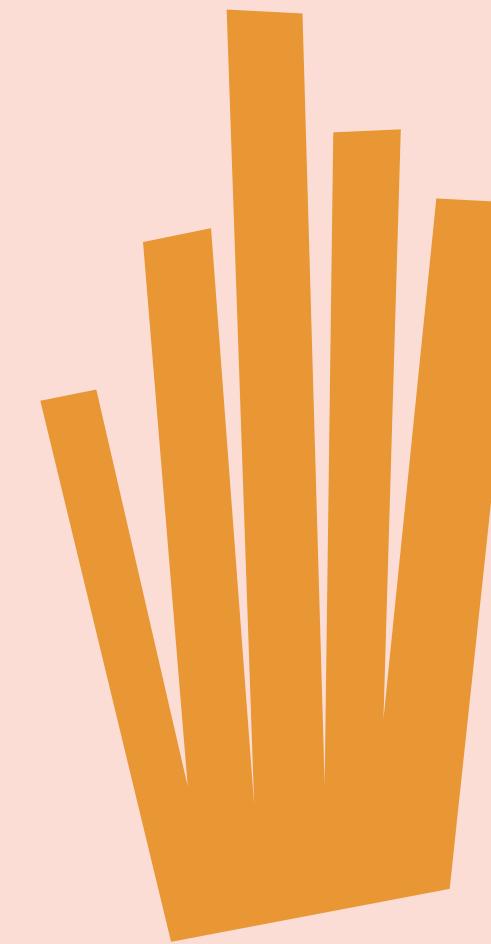
Empowerment
Community
Present-mindedness
Patience

Sound like (tone of voice)

Encouraging
Warm
Upbeat
Knowledgeable

Look like (visual identity)

Joyful
Illustrative
Soothing
Inviting



Tone of Voice

How we speak to our audience in our own unique way, informed by

- 1 How you want people to feel
- 2 Values you want to convey
- 3 Ways to add a human touch

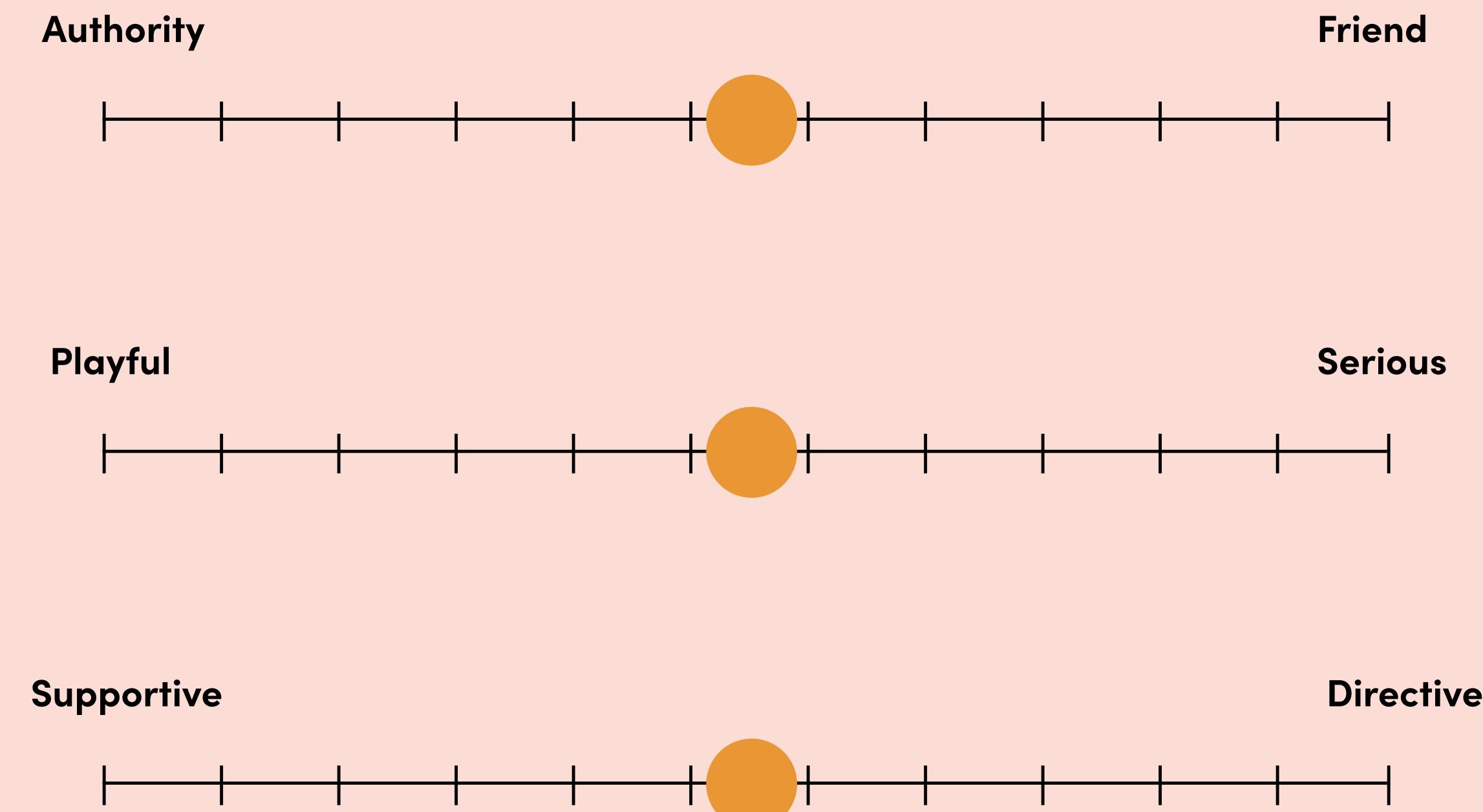


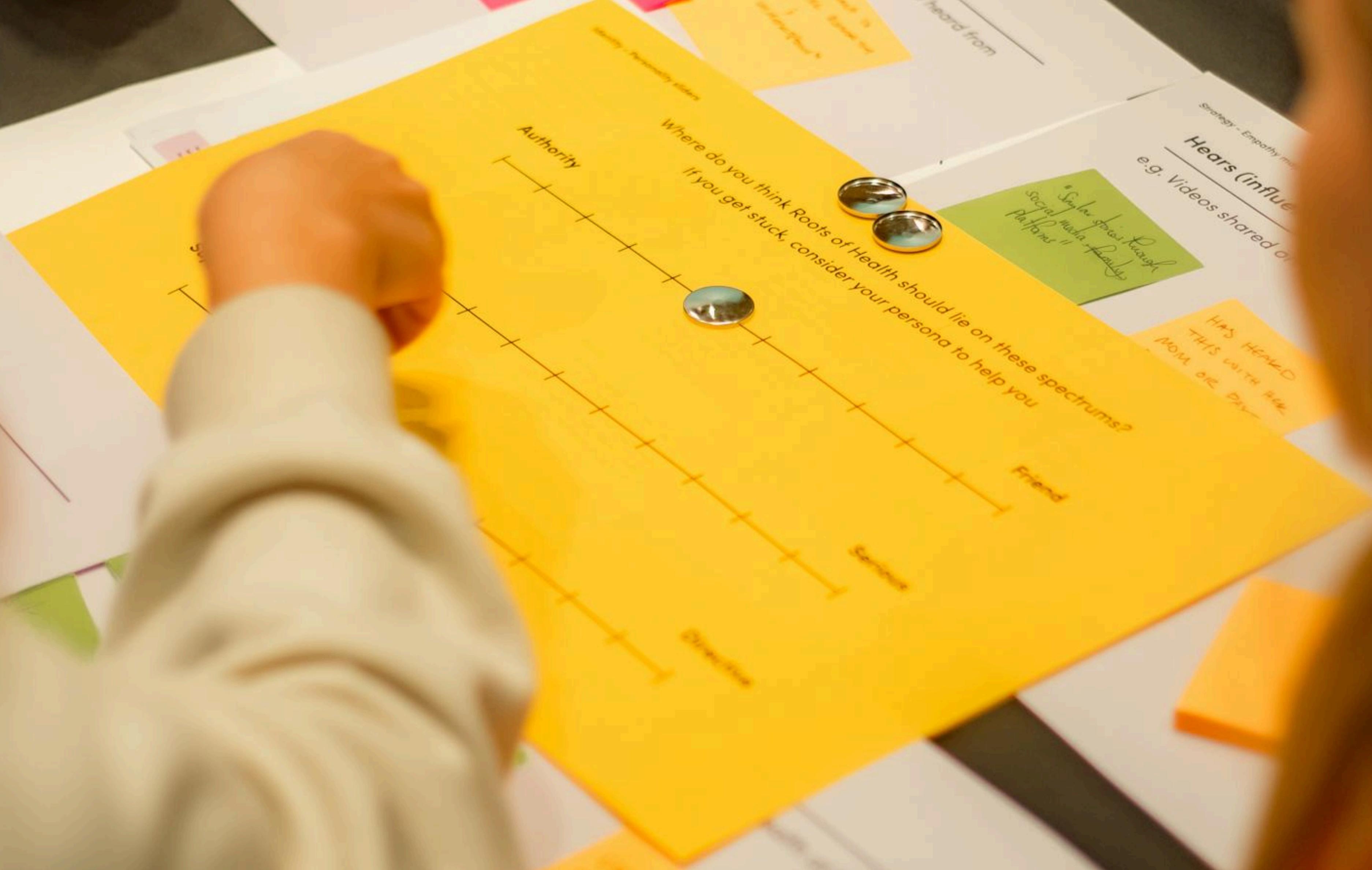
We ask the question ‘who does our audience need our brand to be?’ to give us an idea of how we should relate to the audience



You can decide where your brand falls on different spectrums.

Here are a few examples:



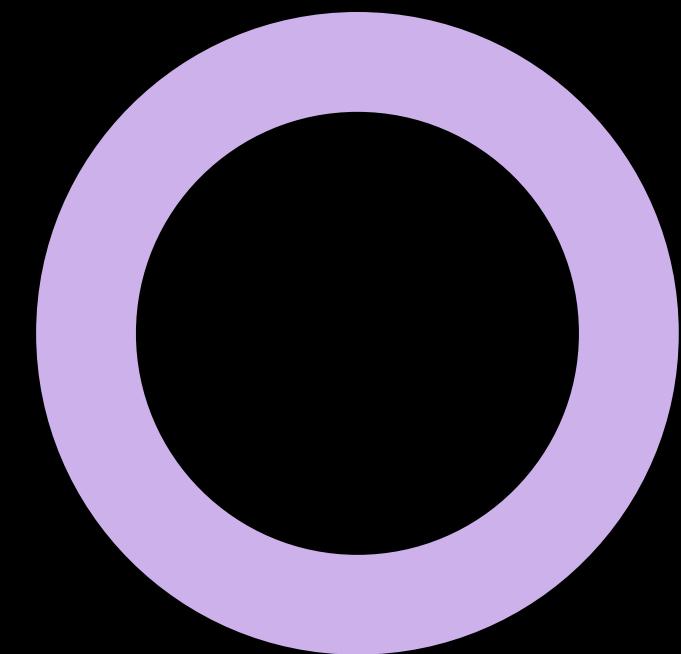




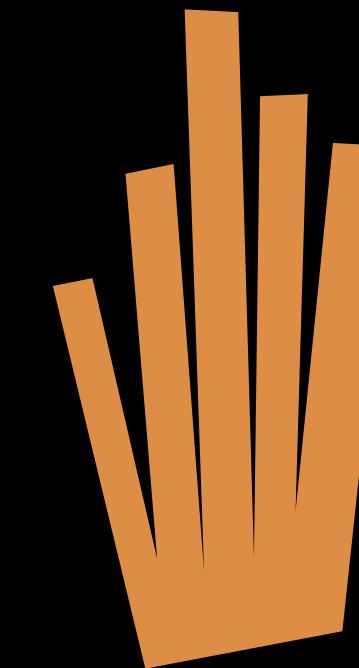
Our Challenge

Create a humanised brand

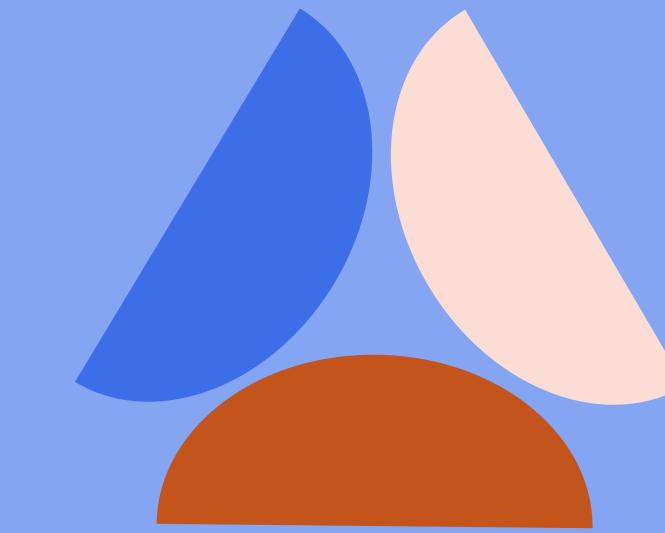
01
Strategy



02
Identity

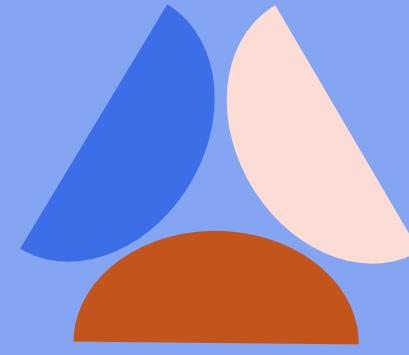


03
Experience



A CLOSER LOOK AT

Brand Experience



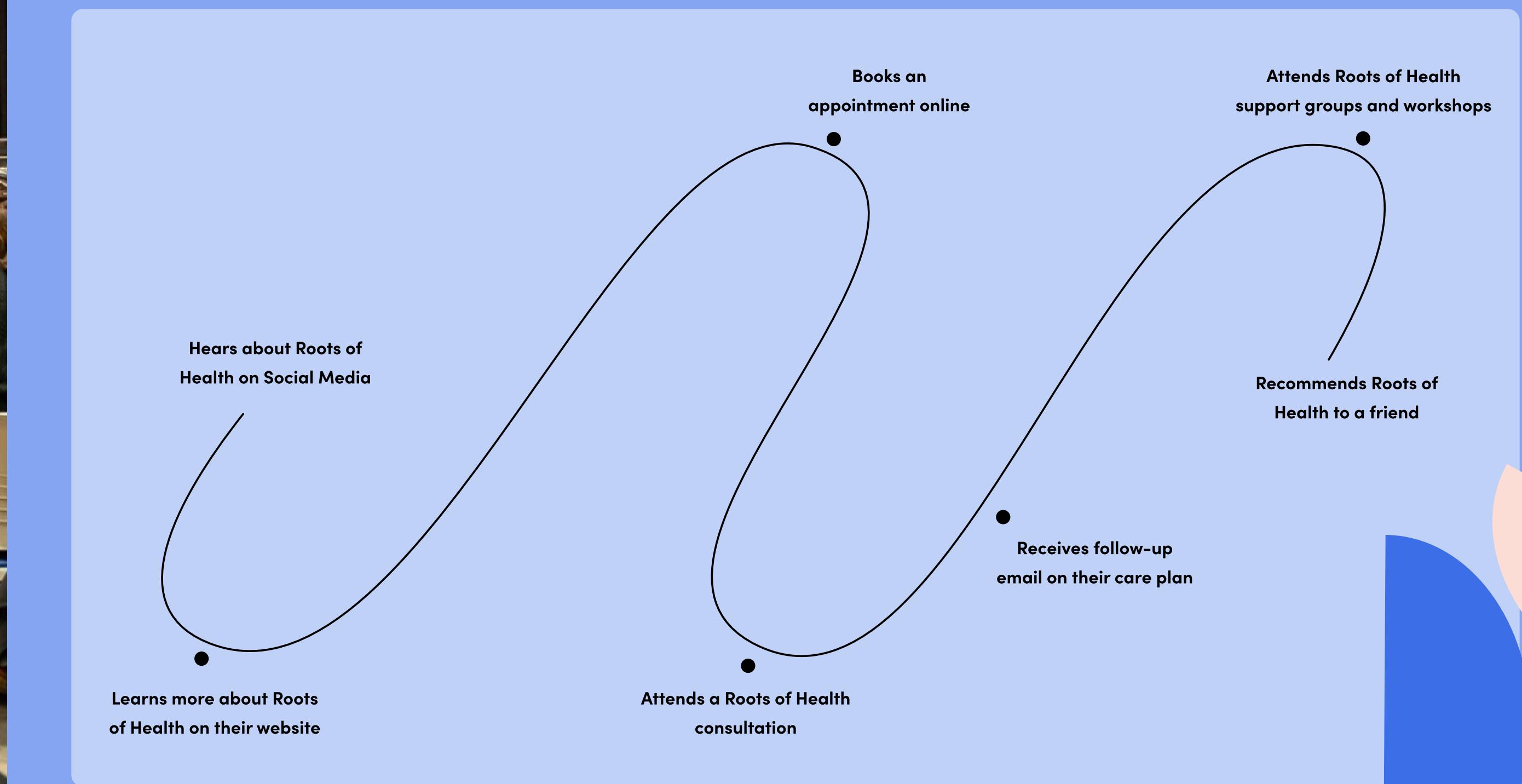
Brand experience is how your audience interacts with your brand —from first impression to a lasting relationship

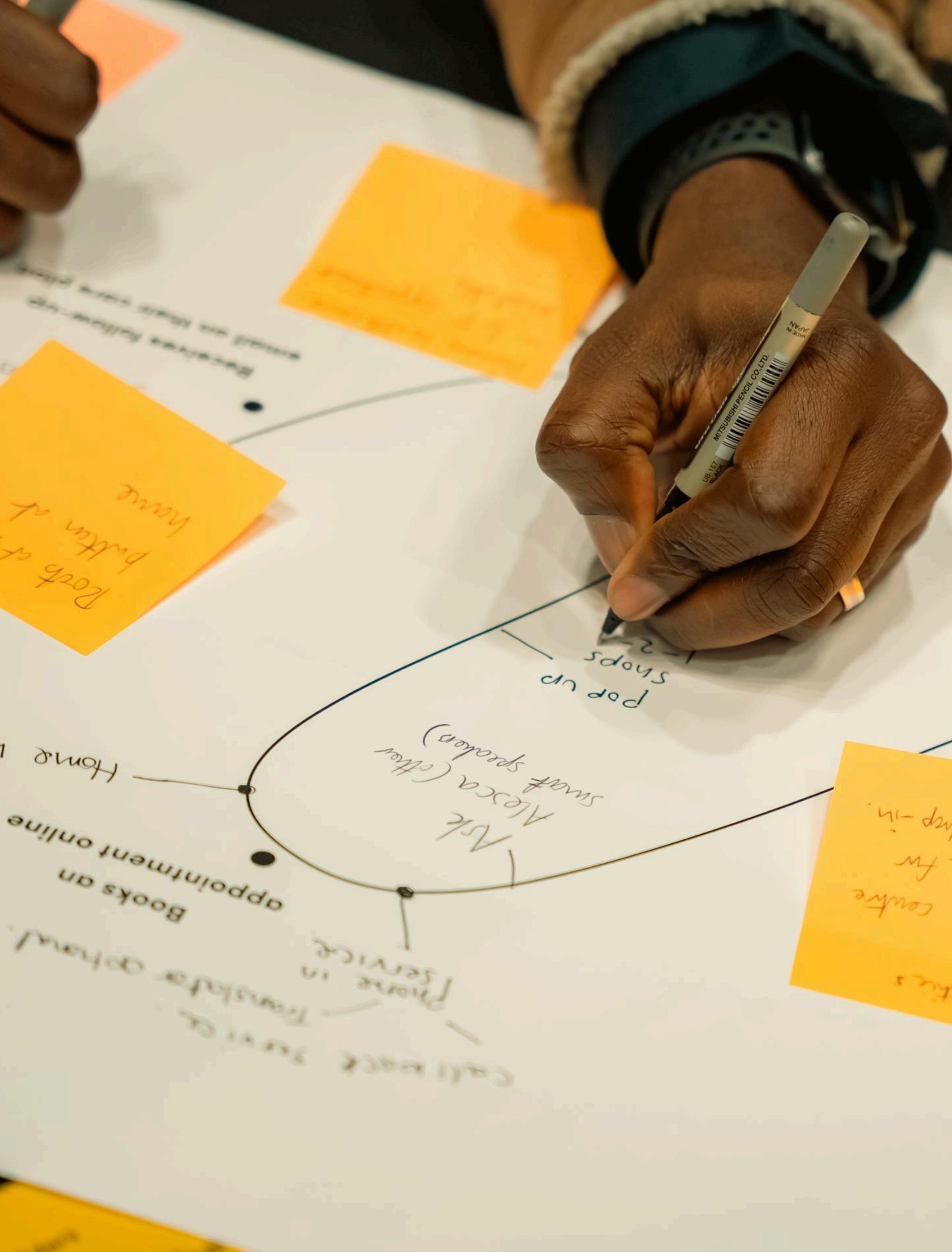


By visualising the audience's journey with the brand, you can identify gaps and opportunities



Start by mapping the current customer journey (here's an example from our first event)





Then ask

1. How can we improve each touchpoint for the audience?
2. What touchpoints can we add to meet their needs and build trust?



Audience Personas



Hears about Roots of Health through workplace, subways, children's playgroup, company benefit program (employers).

Hears about Roots of Health on Social Media
↳ In person through discussions
↳ workshops
↳ community events

Learns more about Roots of Health on their website
↳ leaflets, newsletter
↳ pop-up store / tubestation
↳ customer representative

Attends a Roots of Health consultation

Receives follow-up email on their care plan

Books an
appointment online

Wiles Phone
Appointment
Mobile
Management

Refers for
Consultation

May the
Gesu
Student
(Gesu)

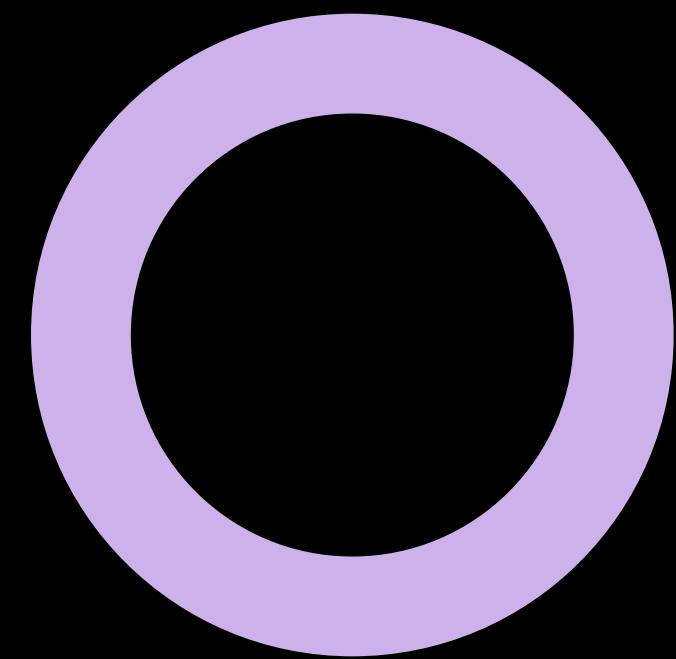
Referrals
from
other
clinics

As a new
Consultation
will make
much the day
to return

as a Roots of Health
consultation



Take Home Questions



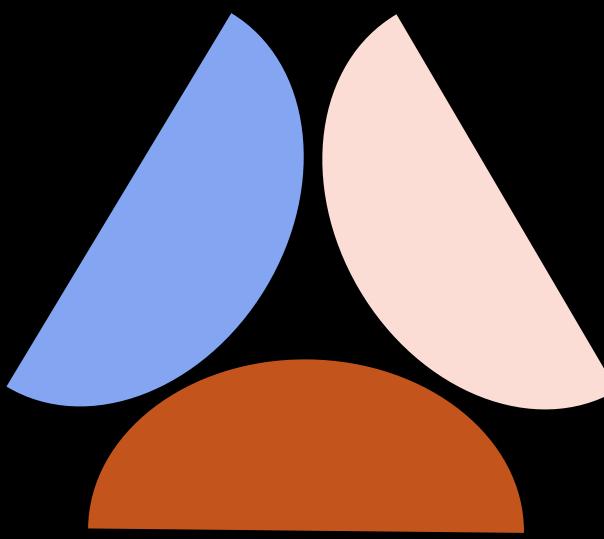
Strategy

What specific needs or challenges does our audience face, and how can we address them?



Identity

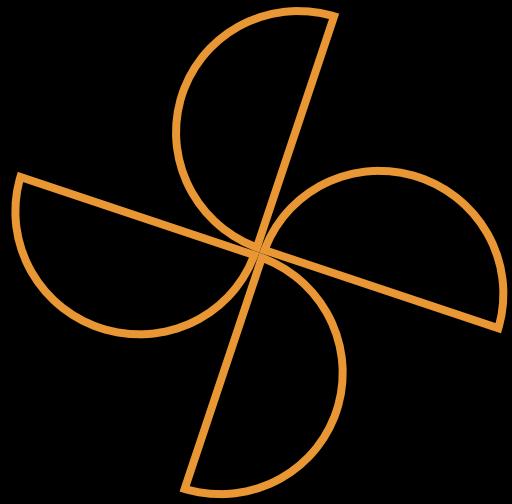
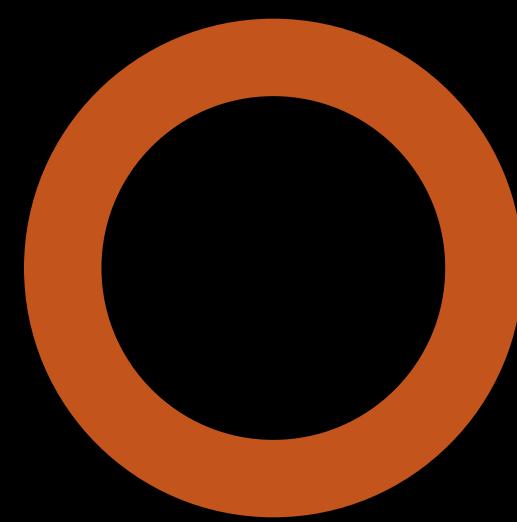
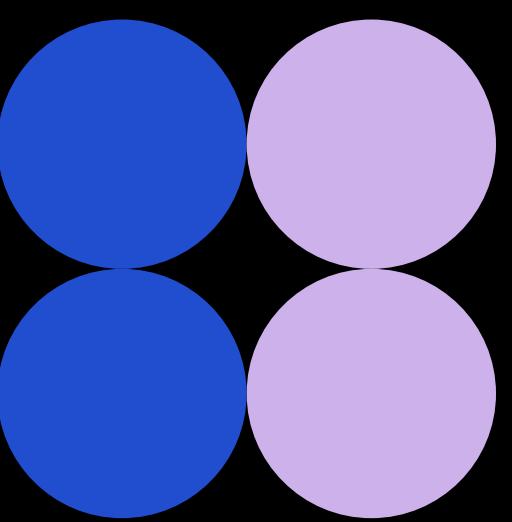
How can we authentically reflect our audience's cultural identity and values through our brand?



Experience

How can your brand not only address current challenges but also inspire a cultural shift?

References



Providing culturally sensitive diabetes self-management education and support for black African and Caribbean communities: a qualitative exploration of the challenges experienced by healthcare practitioners in inner London
[Louise M. Goff, Amanda Moore, Seeromanie Harding, Carol Rivas](#)

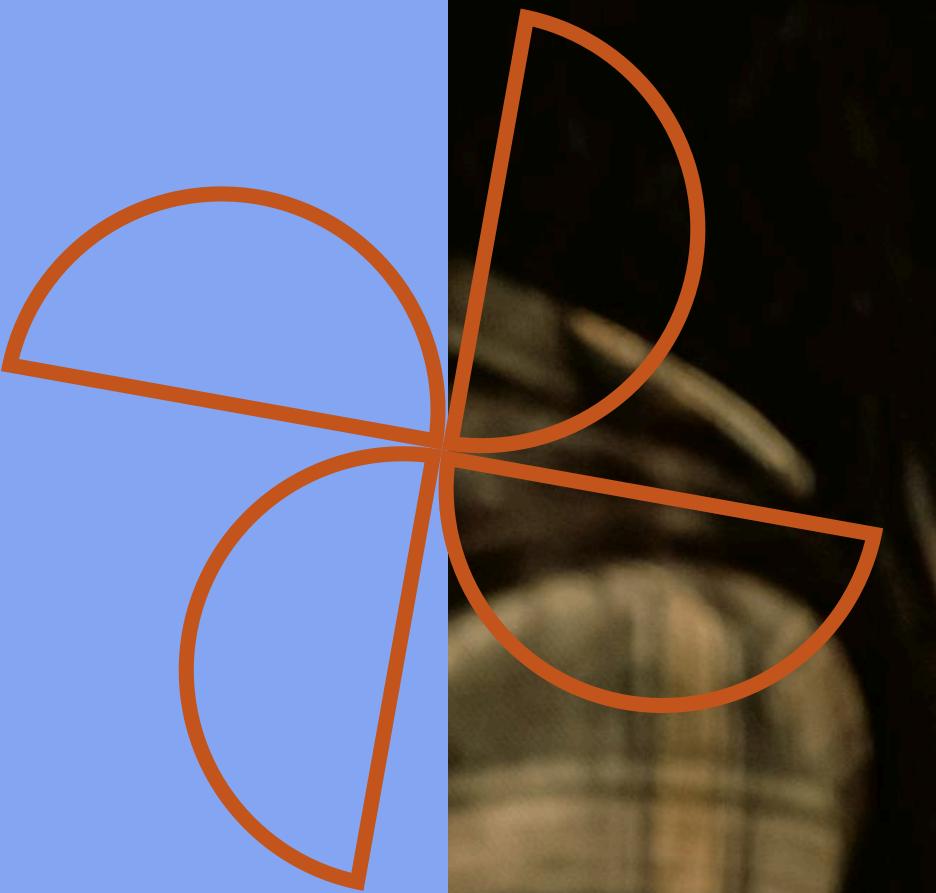
Mental Health in Black, Asian, and Minority Ethnic Communities
[Mental Health Foundation](#)

A standards framework for delivering effective health and social care advocacy for black and minority ethnic Londoners

[The King's Fund](#)

Health of People in Ethnic Minority Groups in England
[The King's Fund](#)

Unexpected solutions



Conversations that matter





