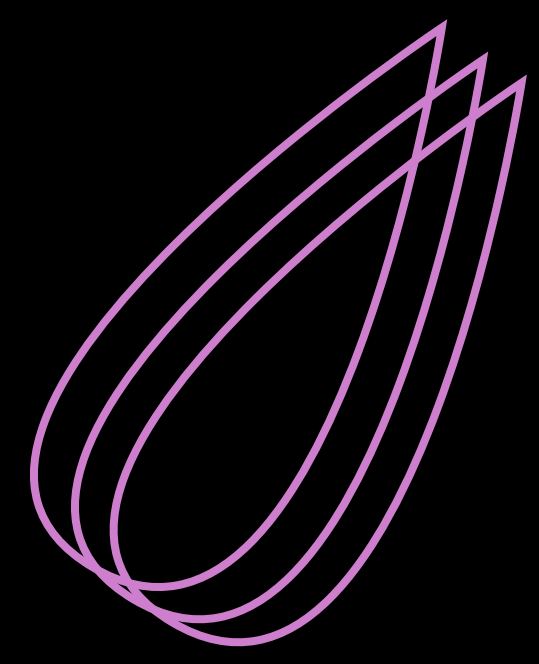
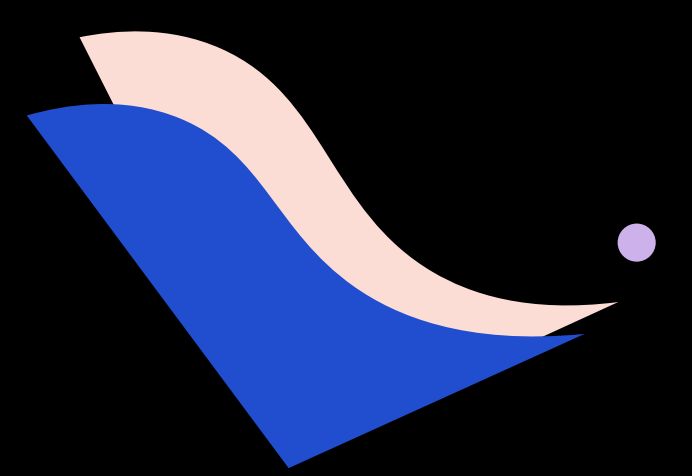
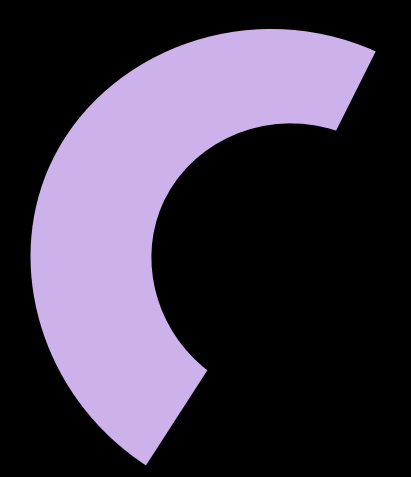
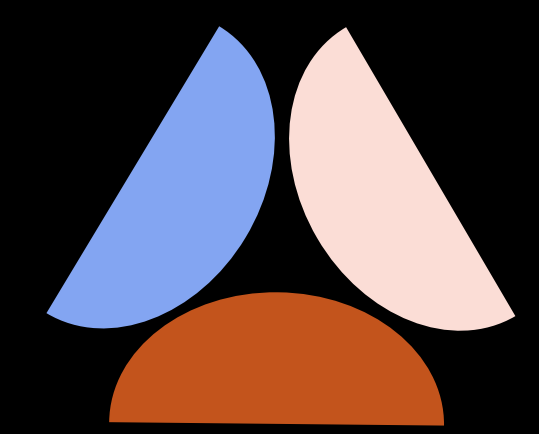


think
WORKSHOPS

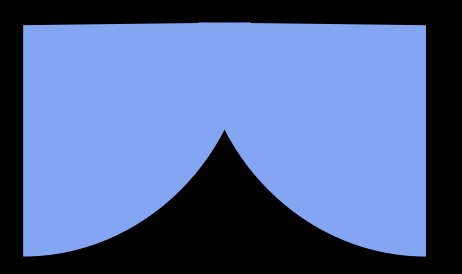


SIMBA+SLOANE

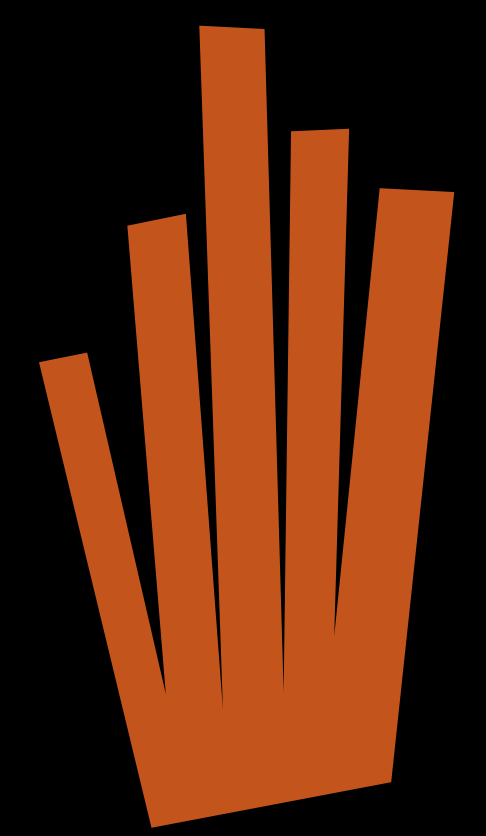
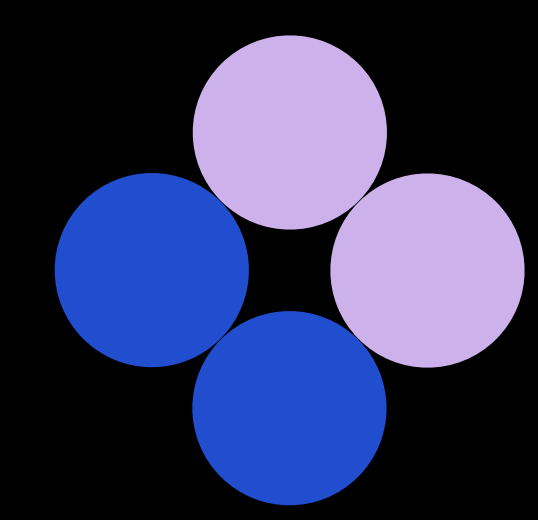
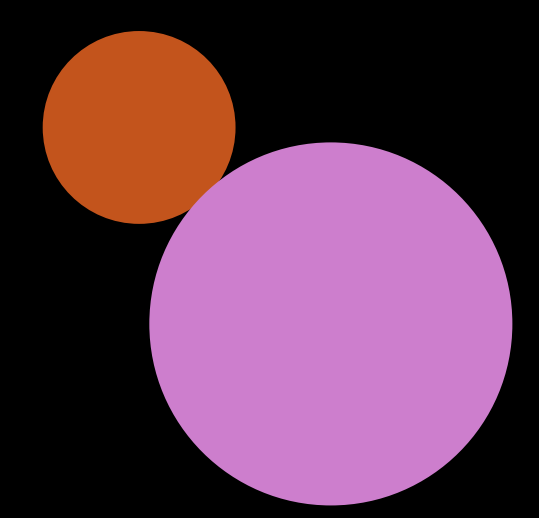
&MATTER



Brand Building
for Black Health



6th Nov
4.30pm at 16
Goulston Street, E1





think 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.



The background of the text area is a solid orange color. In the top right corner, there are several thin, parallel, light-orange lines that fan out from a single point. In the bottom left corner, there is a white, curved, abstract shape. In the bottom center, there is a large, light-blue, semi-circular shape.

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





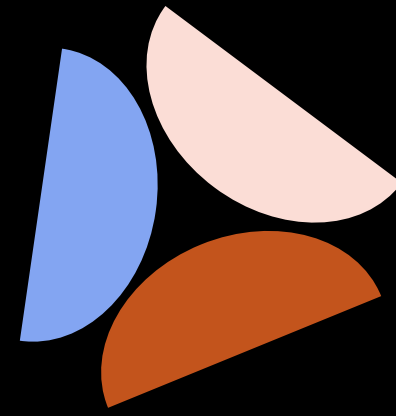
Unconventional collaborations





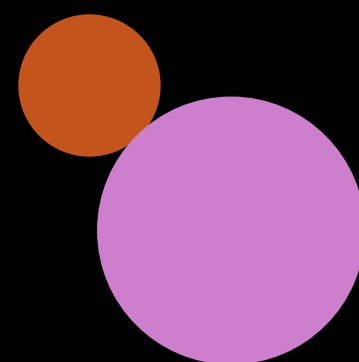
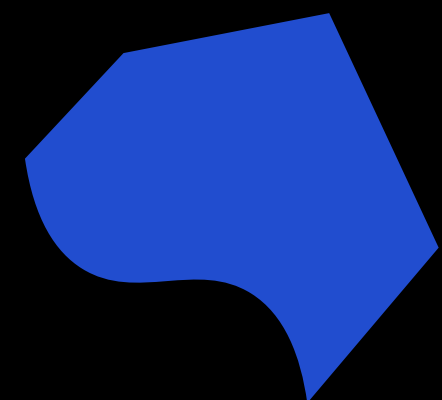
Hands-on,
immersive activities





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



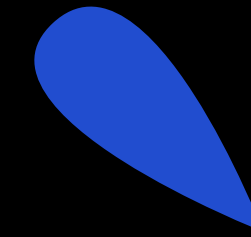
Black health

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

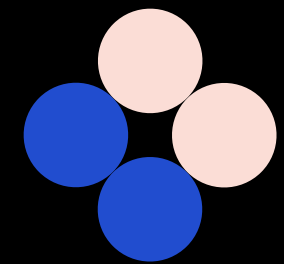
Addressing unique health challenges, cultural
contexts, & systemic inequalities

Emphasising equitable & culturally competent care

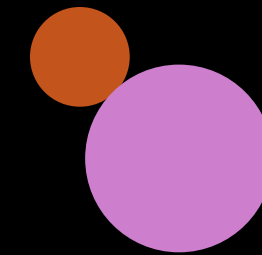
Black Health in the UK



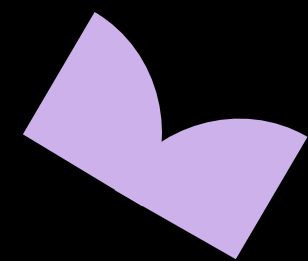
Higher reports of poor health and negative healthcare experiences.



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

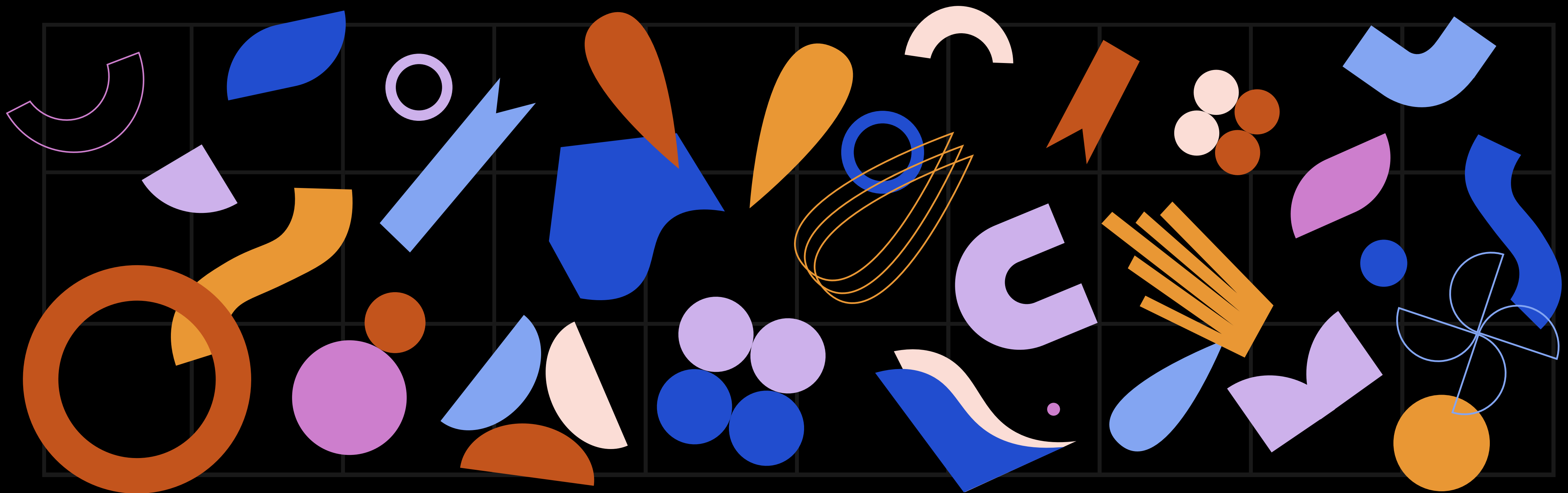
Availability

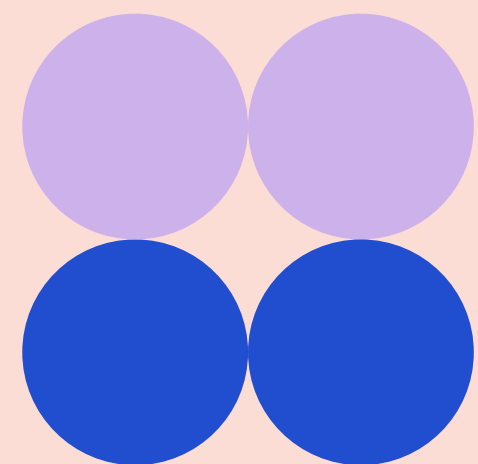
Digital exclusion

Income and life stress

Branding Building Workshop

Strategy
Identity
Experience





What can branding do?

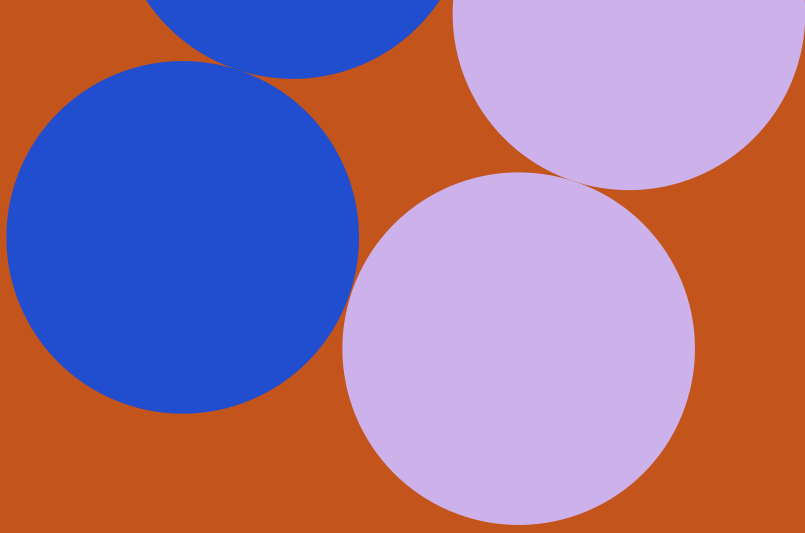


1 Build trust and Shift Perspectives



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.

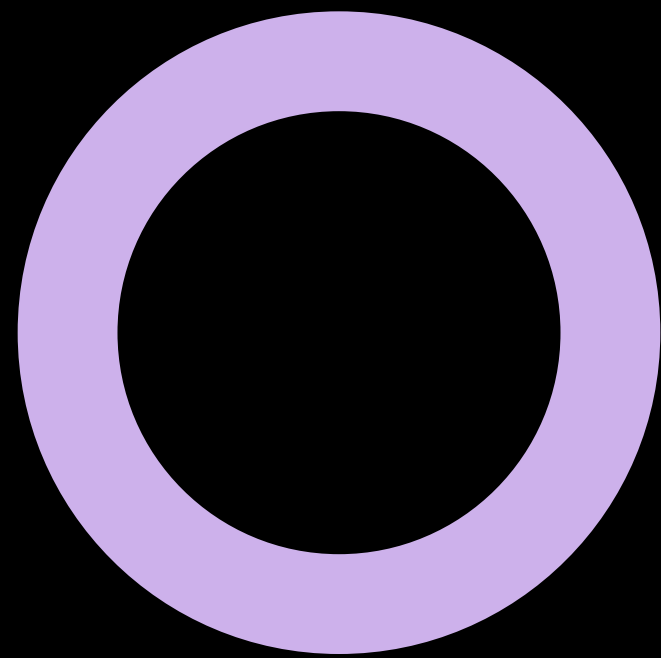
Health providers



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

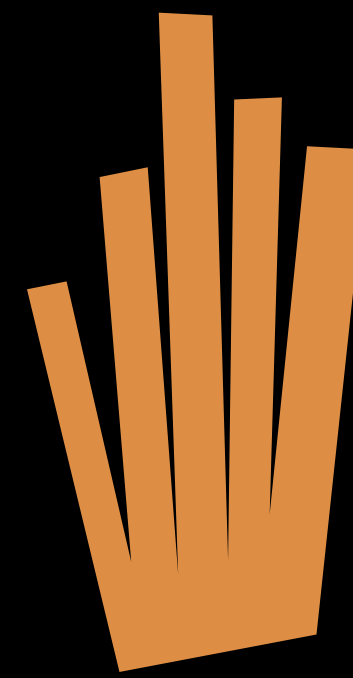
Personas

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



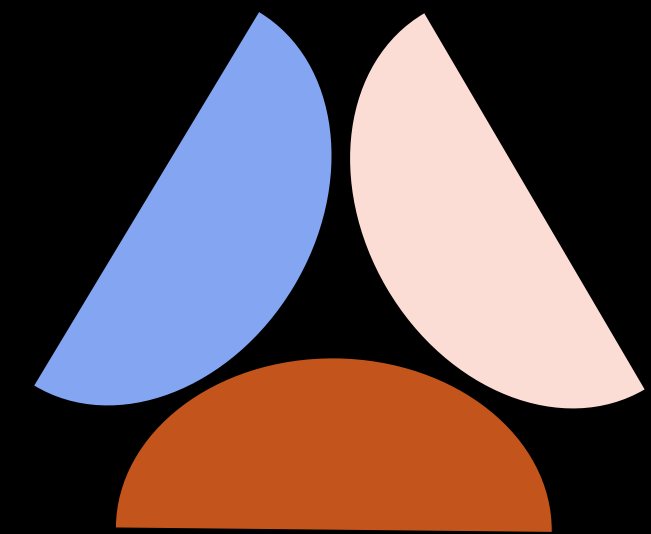
Strategy

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

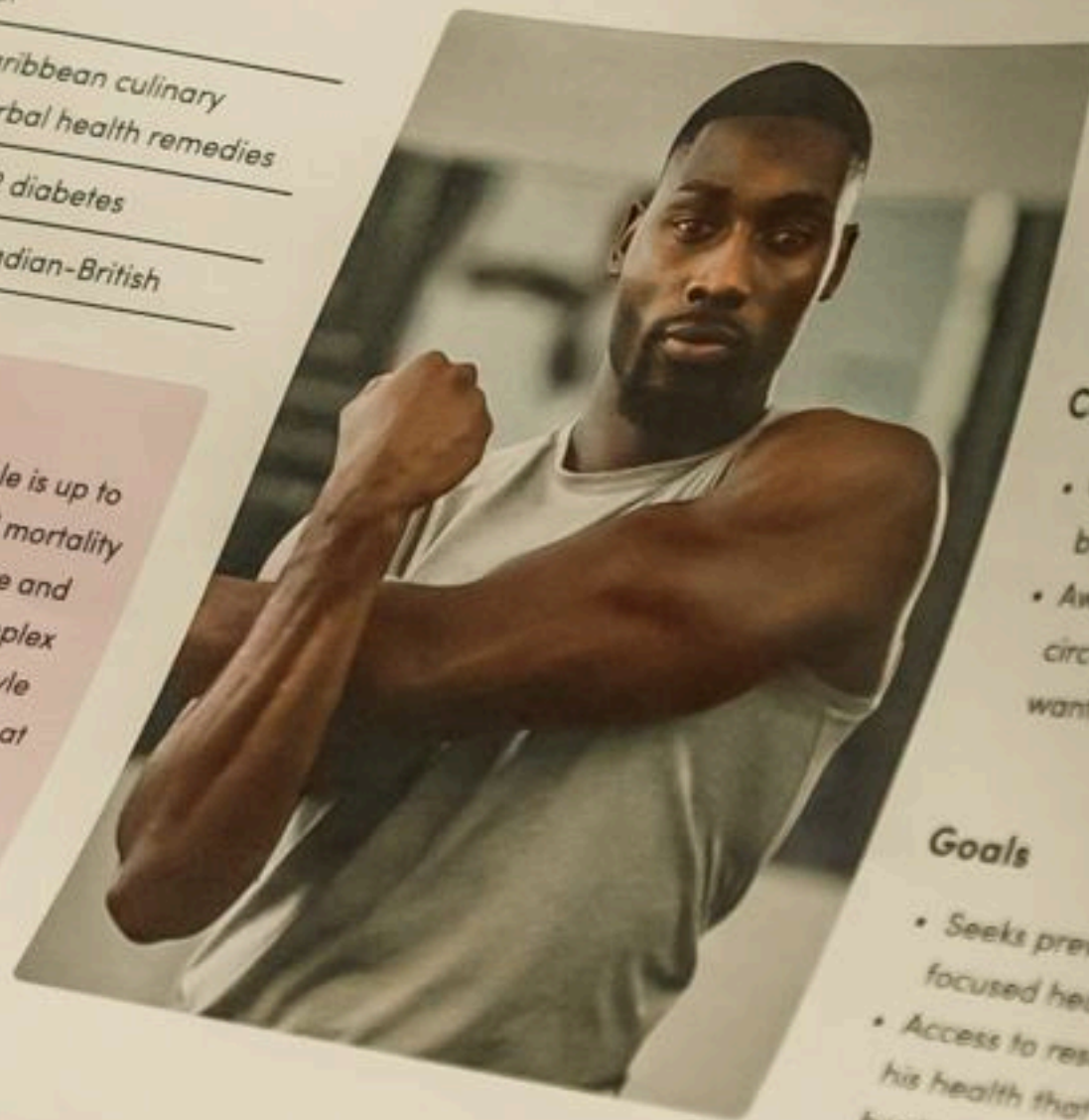
Grew up with Caribbean culinary
influences and herbal health remedies

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 fate. I want to find ways to prevent it while embracing my cultural identity."

Concerns

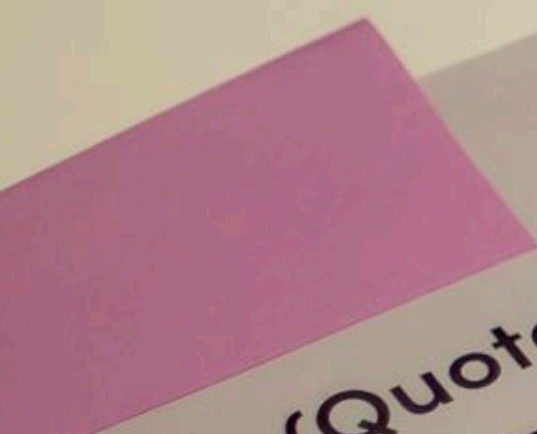
- Concerned about the potential for high blood pressure and diabetes
- Aware of health misinformation circulating within his community and wants to be a role model for his clients

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, 2022

ey map



Says (Quotes)

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

Recommendations from a friend

up plan



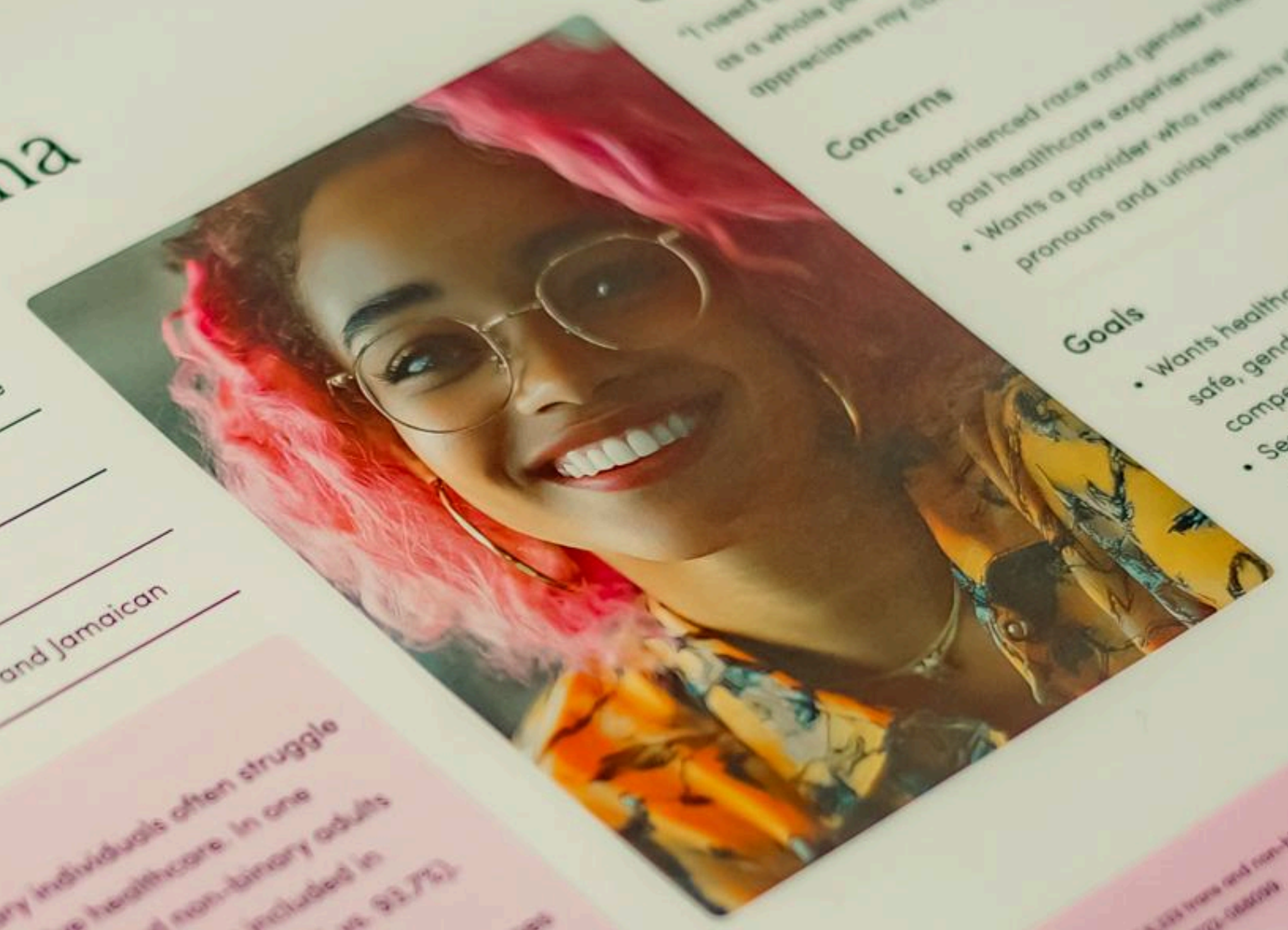
Audience Persona

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

Non-binary university student

Single

Mixed heritage: English and Jamaican



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

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 93.7%). For Black queer individuals, intersecting race and gender biases increase these challenges"

Source: [illegible text]

Personal history

Personal history



Keywords



Personal history

Personal history

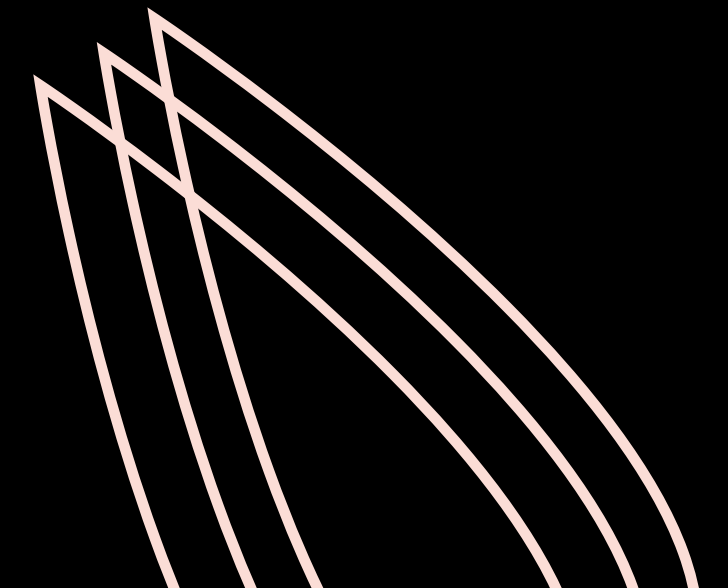
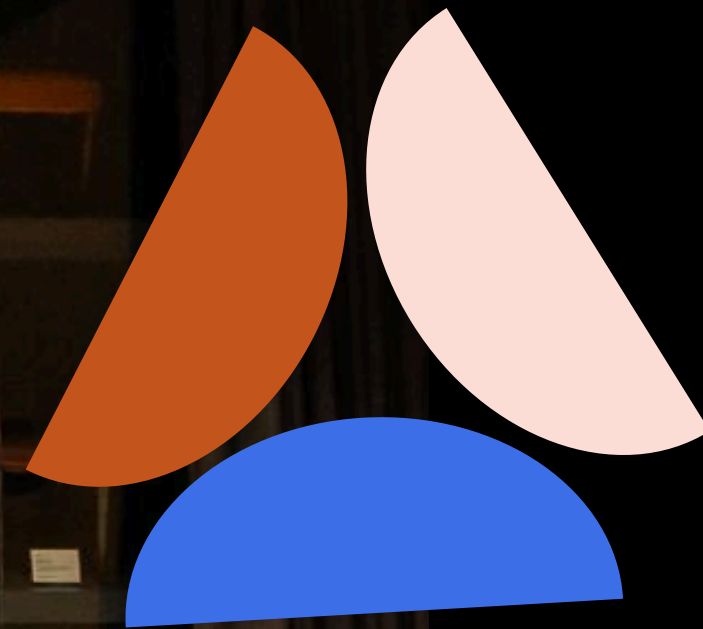
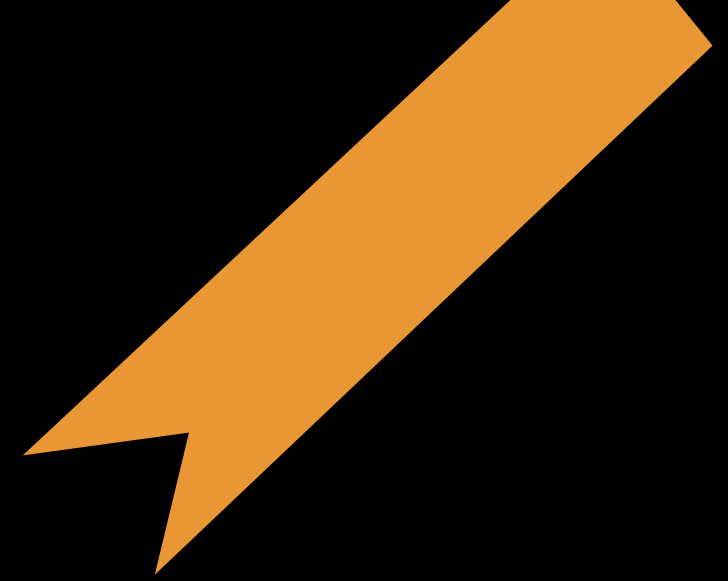
Personal history

Personal history



Image

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



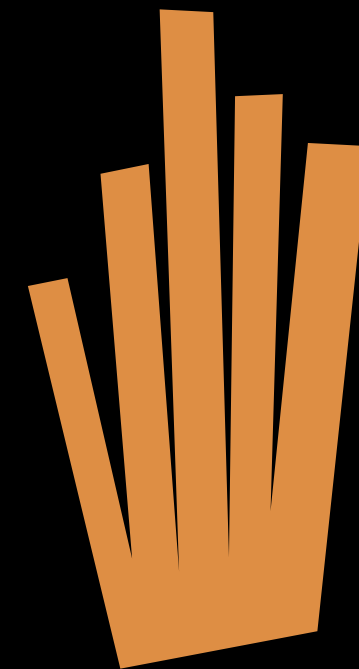
Our Challenge

Create a humanised brand

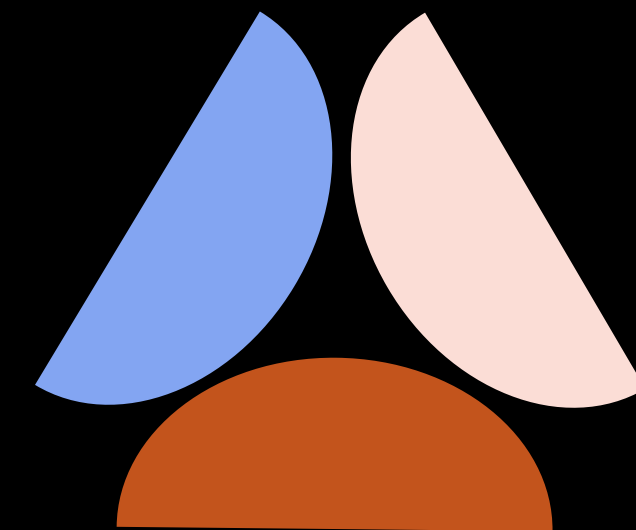
01
Strategy



02
Identity

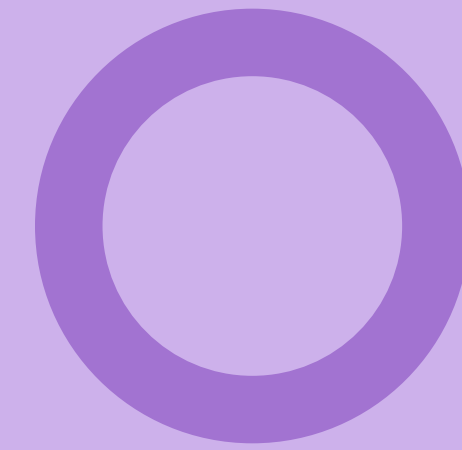


03
Experience



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

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

on with current care

Strategy - Empathy map

Hears (influences)
e.g. Videos shared on Whatsapp about health and lifestyles

Self-doubt / feeling
whether her reality is
true

HELPLESS

Isolated

INVISIBLE

NOT HEARD
&
UNDERSTOOD

"Singer from through
social media - family
platforms"

HAS HEARD
THIS WITH HER
MOM OR PAST
GENERATIONS

WOMEN'S PAIN
NOT BEING
ACKNOWLEDGED

Strategy - Empathy map

Says (Quotes)

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

BALANCING WORK
WHILE PLANNING
FOR FUTURE
PREGNANCIES
IS A STRUGGLE

I'M WORRIED
ABOUT FUTURE
PREGNANCIES

"I WANT TO
FEEL SUPPORTED &
UNDERSTOOD"

"I WANT TO
FEEL SUPPORTED
&
UNDERSTOOD"

Seeking mental
health support

Joining Facebook
communities

asking for advice
from family and
friends.

Doing extra
research
(book, online...)

LOOKING FOR
ONLINE ACCESS

SEEKING
THERAPY

DELAYING
FAMILY
PLANNING
UNTIL SHE FEELS
SAFE

looking for other
health

Experience - Audience journey map

Hears about Roots of Health
through workplaces
subgroups, children's
playgroups, company
benefit program
(employers)

In person through
discussions
workshops
community events

Hears about Roots of
Health on Social Media

Learns more about Roots
of Health on their website
leaflets, newsletter

pop-up stone /
tubestation
customer representative

Identity - Personality sliders

...ing their health at home



Health

hinks & Feels

Links & Feels

- Access family care and resources to support her child's healthy development
- Gain knowledge to advocate for herself, for better supported future pregnancies

Friends + Family

A green sticky note is placed on the page, with the words "work days" written in cursive.

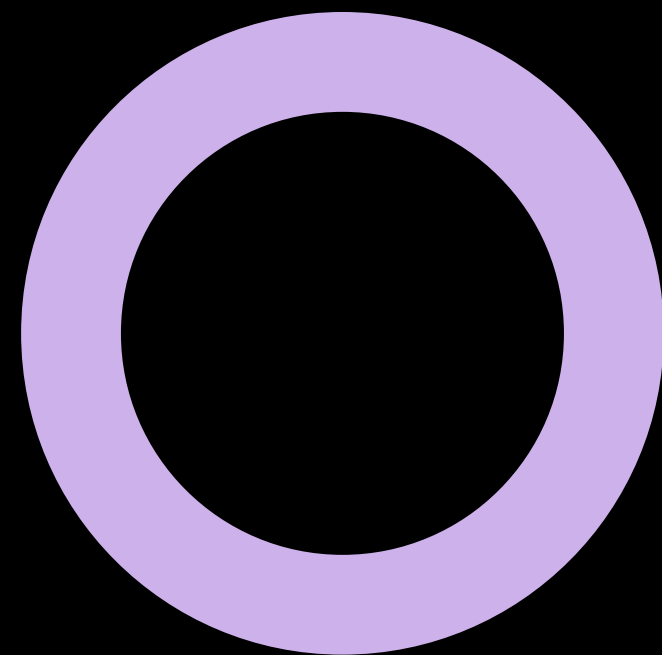
A teal sticky note is placed on a light-colored surface. It has the words "feels unloved" written on it in a dark, cursive script. The note is slightly tilted and has a small piece missing from its top right corner. In the background, other papers with faint handwriting are visible.



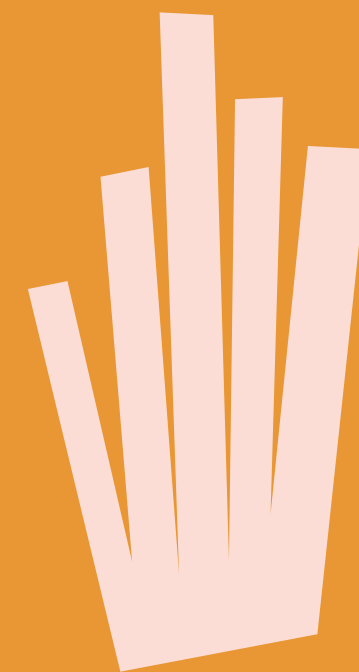
Our Challenge

Create a humanised brand

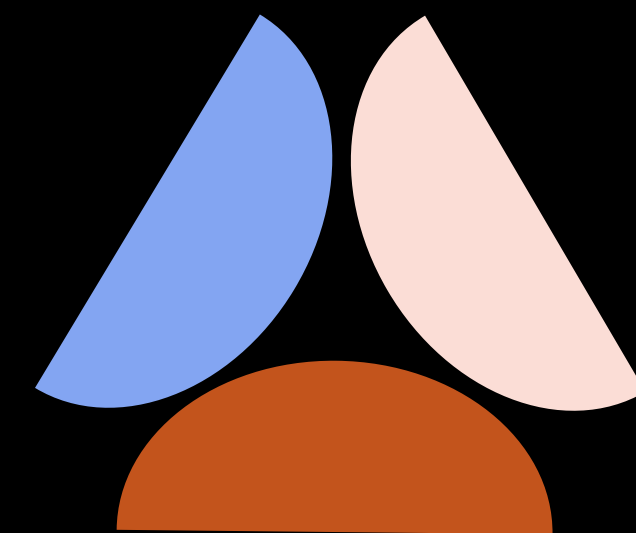
01
Strategy



02
Identity

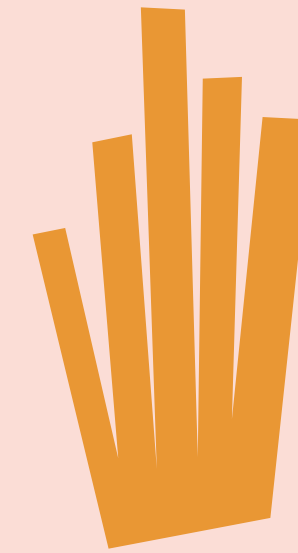


03
Experience



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

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)

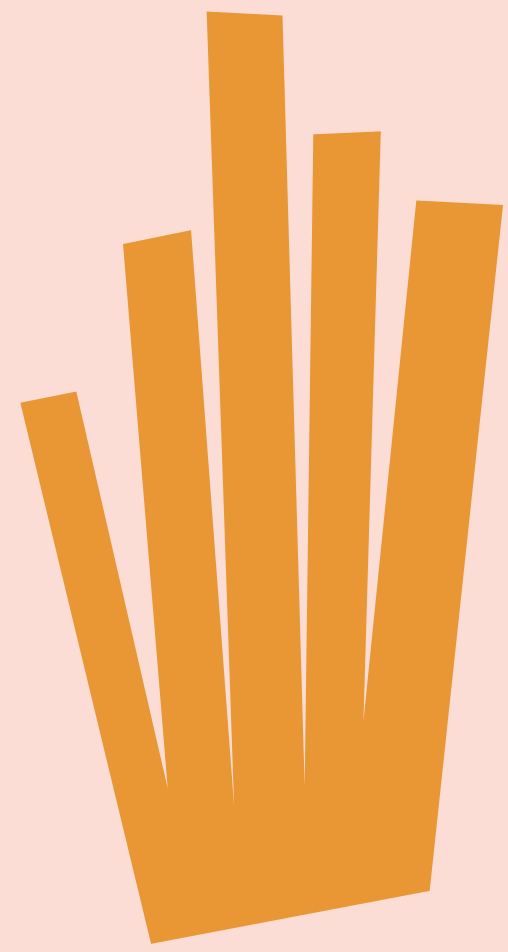
Empowerment
Community
Present-mindedness
Patience

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

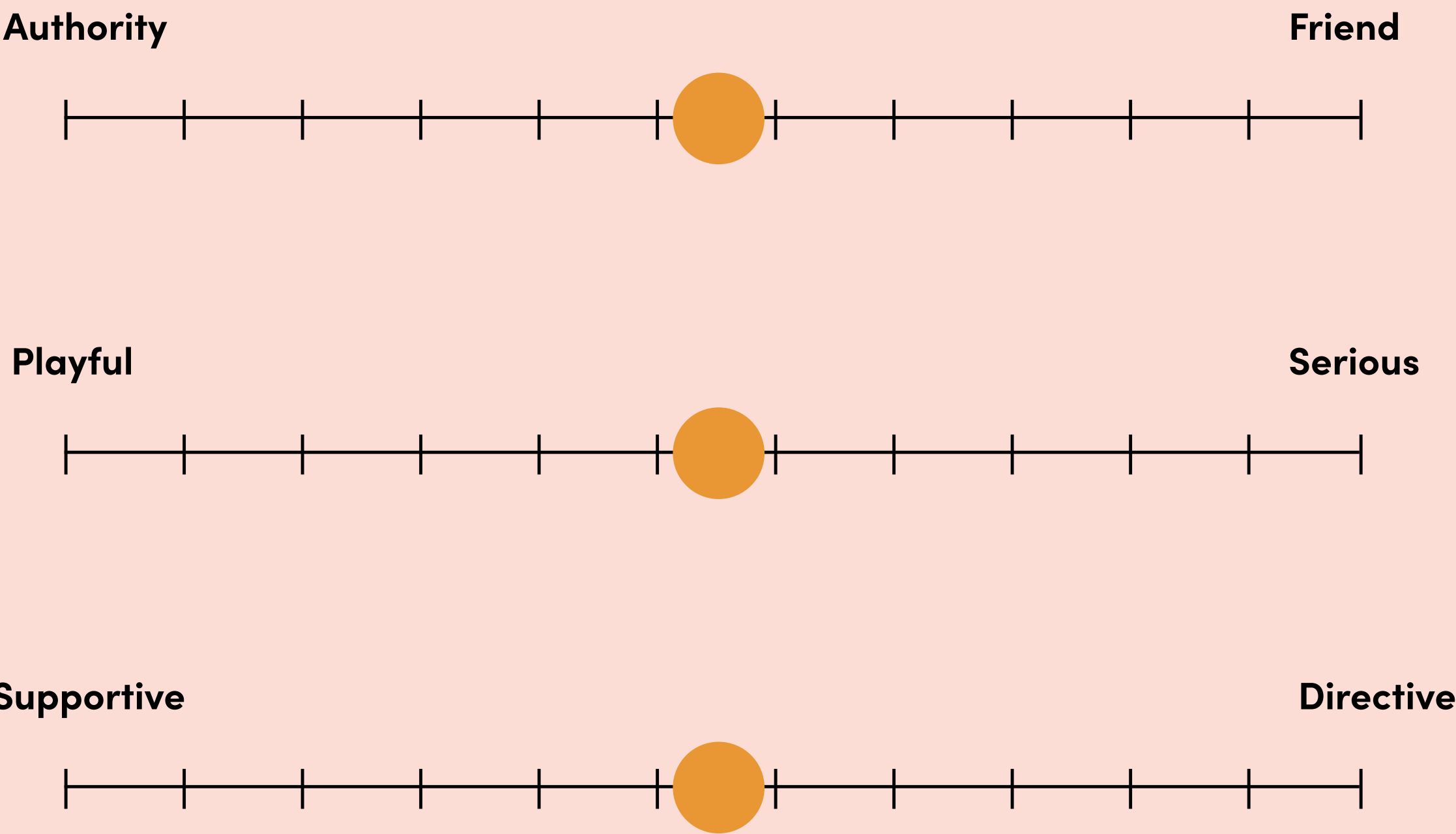
- 1 How you want people to feel
- 2 Values you want to convey
- 3 Ways to add a human touch



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:





Authority

Where do you think Roots of Health should lie on these spectrums?
If you get stuck, consider your persona to help you

Friend

Serious

Disruptive

Strategy - Empathy map
Hears (influence)
e.g. Videos shared on...

"Similar stories through social media - friends"

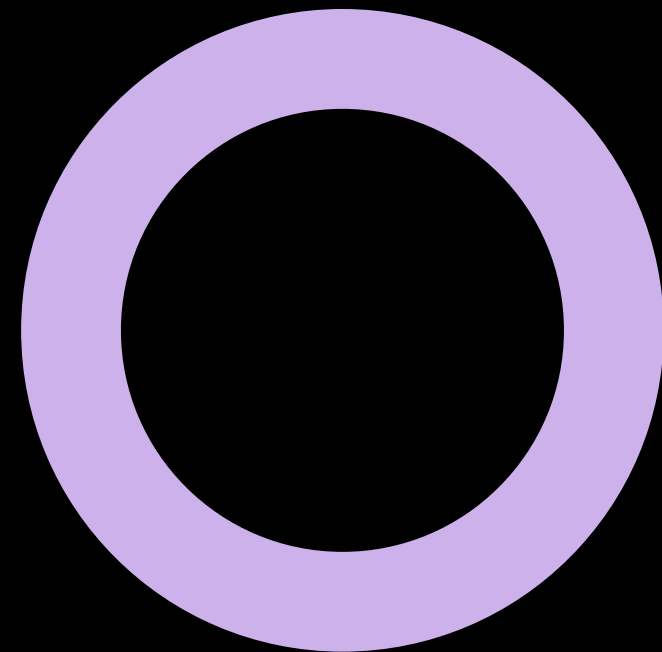
HAS HEARD THIS WITH MOM OR DAD



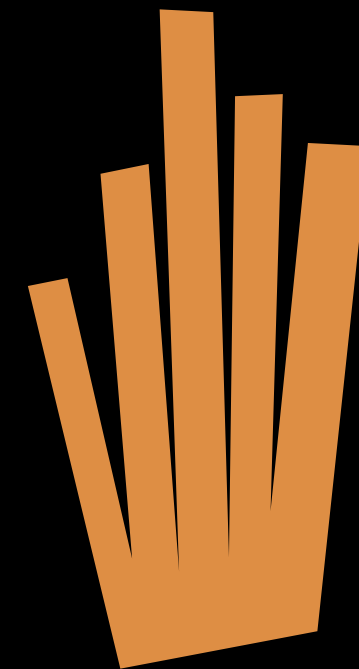
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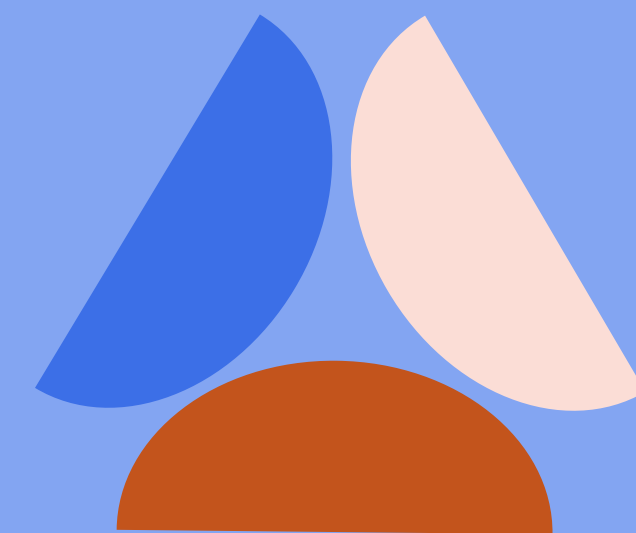
01
Strategy



02
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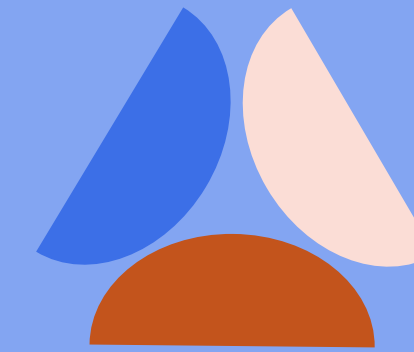


03
Experience



A CLOSER LOOK AT

Brand Experience



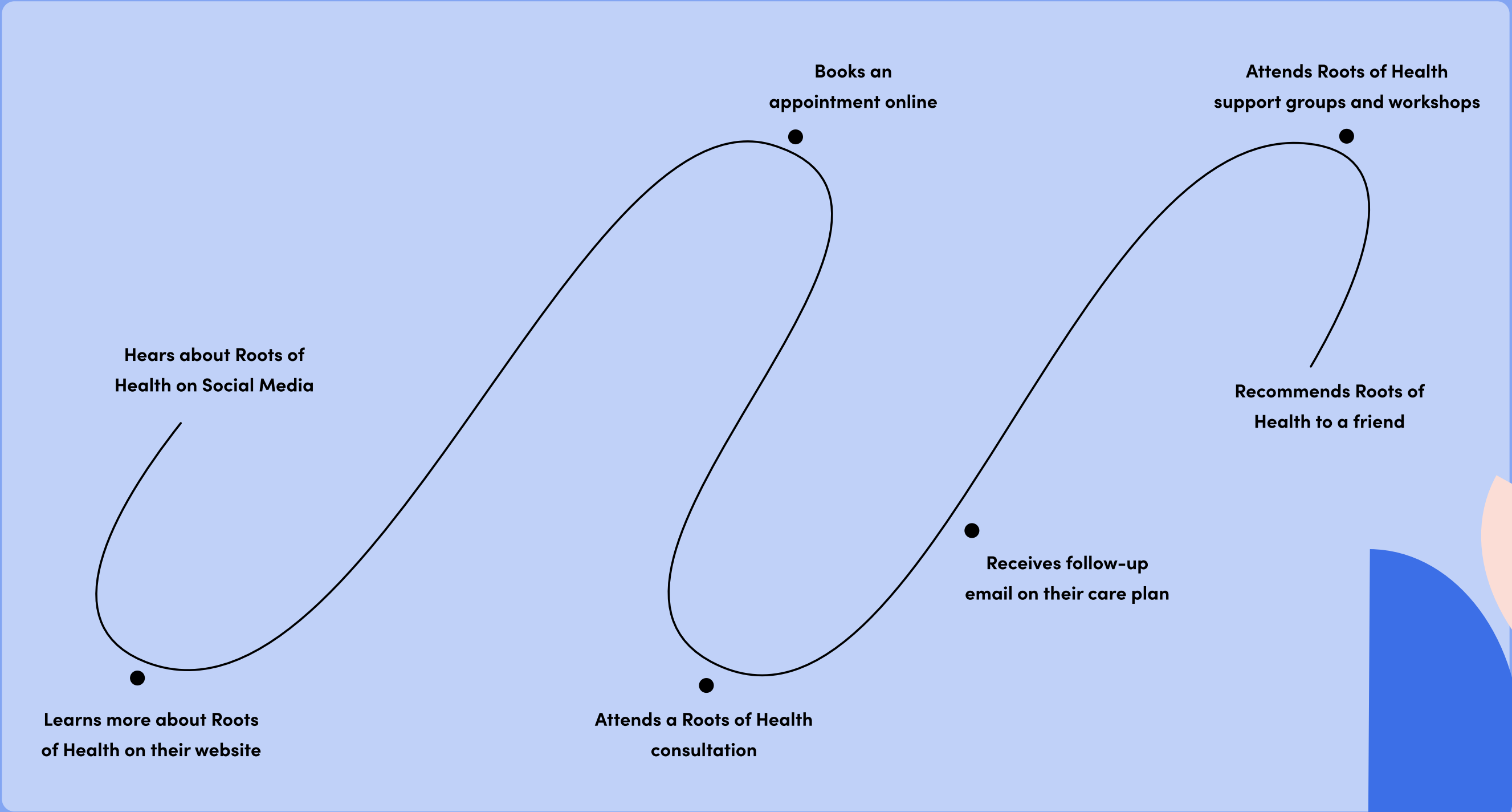
Brand experience is how your audience interacts with your brand —from first impression to a lasting relationship

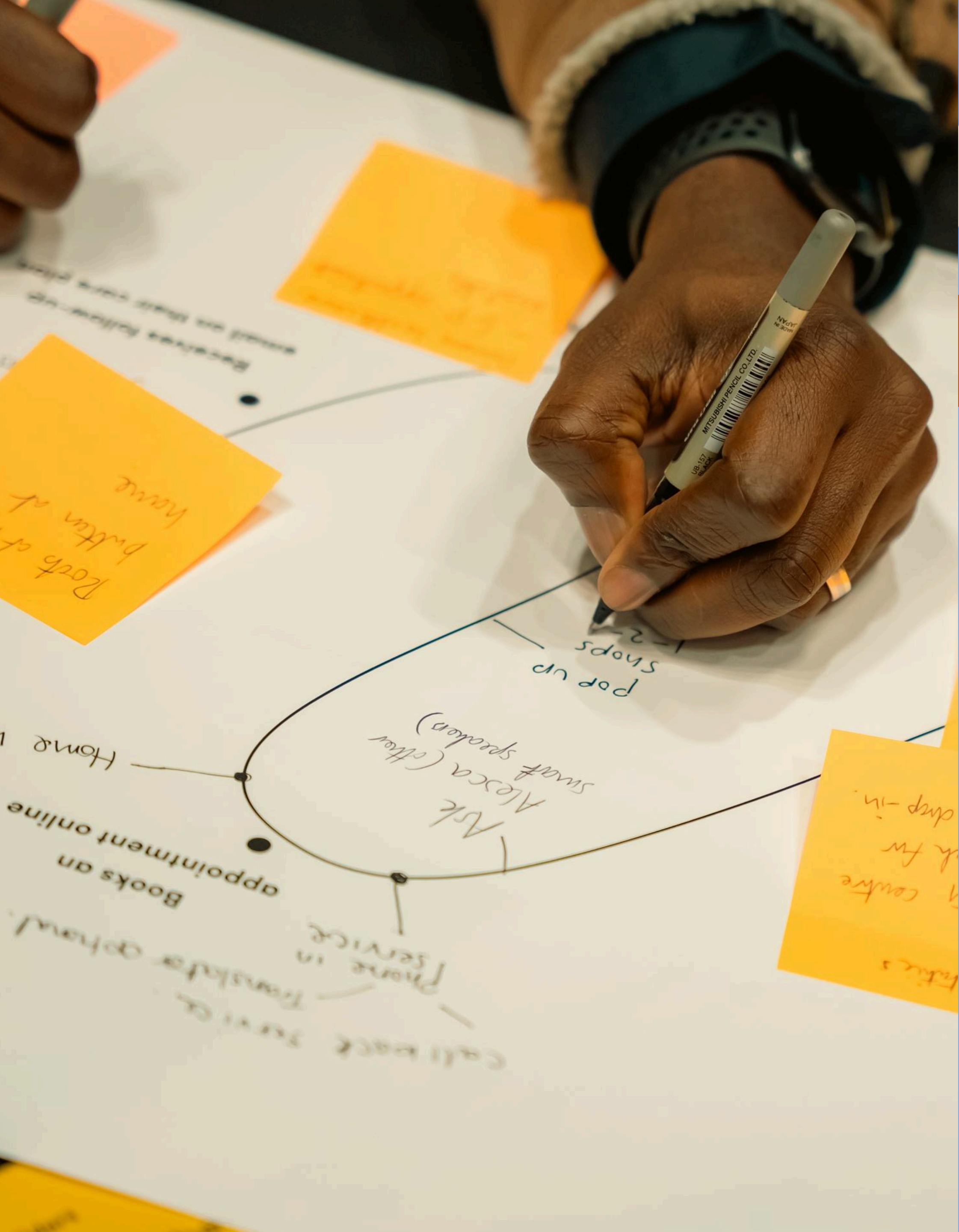


By visualising the audience's journey with the brand, you can identify gaps and opportunities



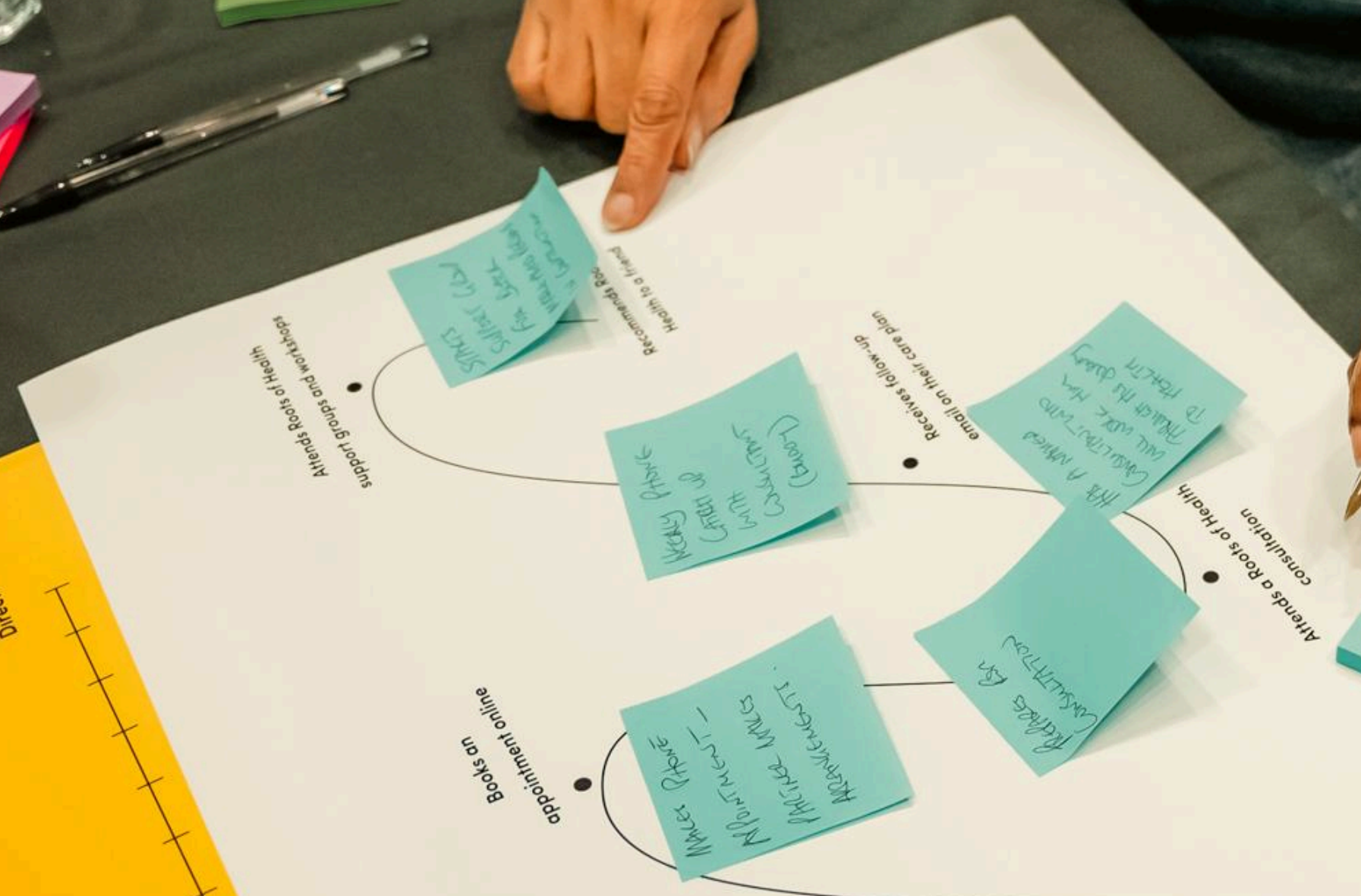
Start by mapping the current customer journey (here's an example from our first event)





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 Persona



Advisable due

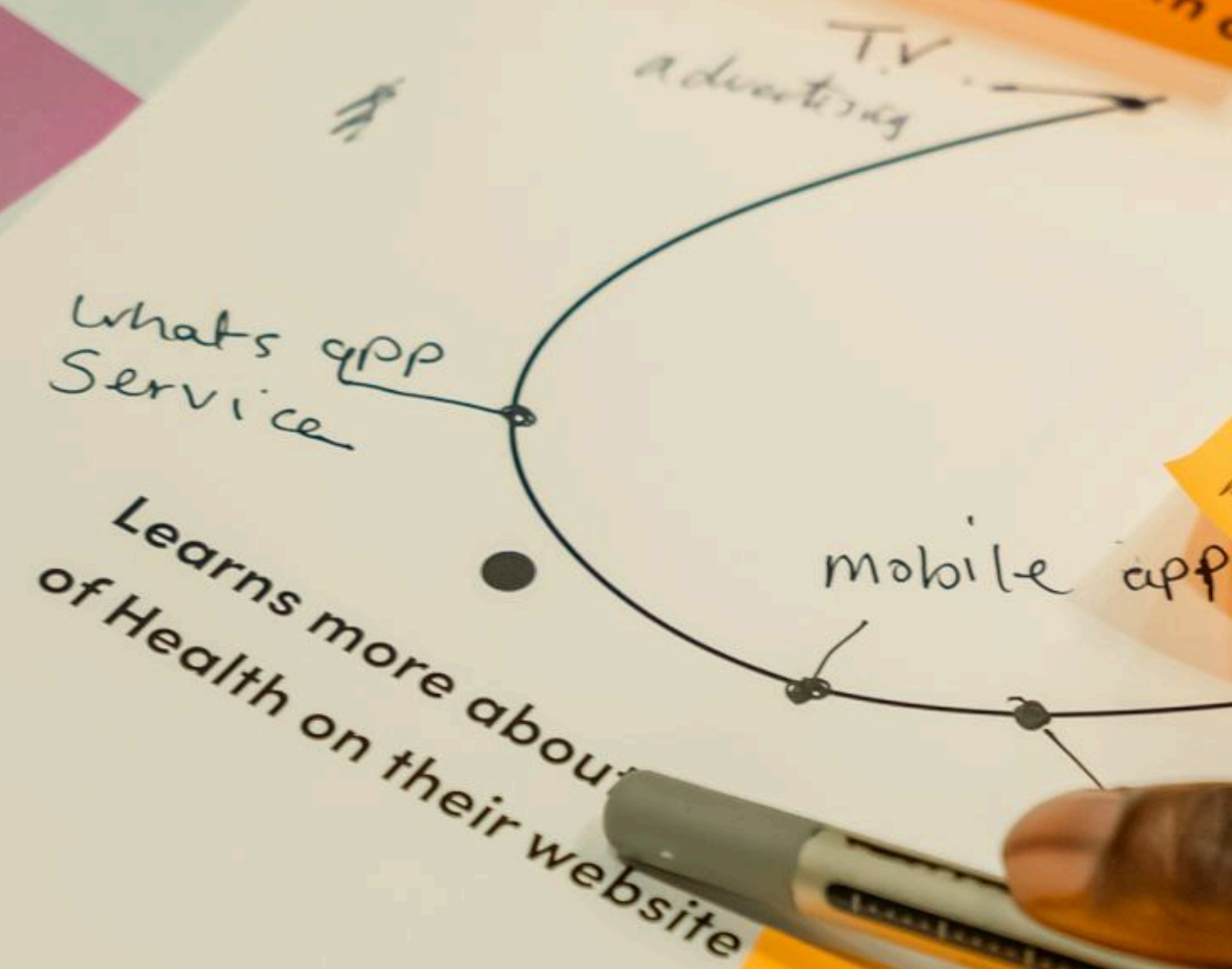
social prescribing
time 10/18

Representatives
with the
community centre
during week for
a health drop-in.

about Roots of
Health on Social Media

NHS
Website -
Section about
Roots for Health

High Street
shops -



Primary healthcare
- G.P. appointments
available

Hear about Roots of Health
through workplaces,
subways, children's
playgroup, company
benefit program
(employers)

Hears about Roots of
Health on Social Media

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

Recommends Roots of
Health to a friend

Receives an
appointment notice

Recommends Roots of Health
to a friend

Books an
appointment online

MAKES PHONE
APPOINTMENT -
PARTNER MAKES
ARRANGEMENTS.

RELATES LSN
CONSULTATION

ds a Roots of Health
consultation

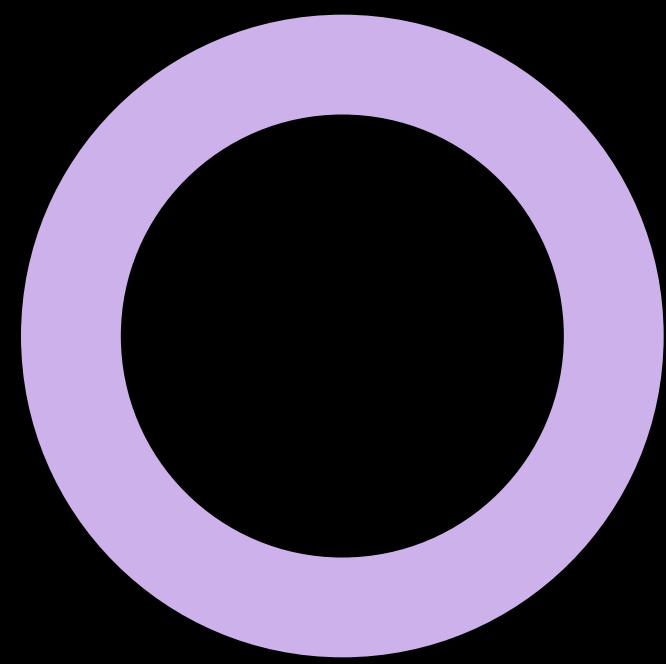
Patients follow-up
email on their own time

HAS A REVIEW
CONSULTATION
WILL WITH HIM
THROUGH THE JURY
TO REVIEW

MAKES PHONE
APPOINTMENT -
PARTNER MAKES
ARRANGEMENTS.



Take Home Questions



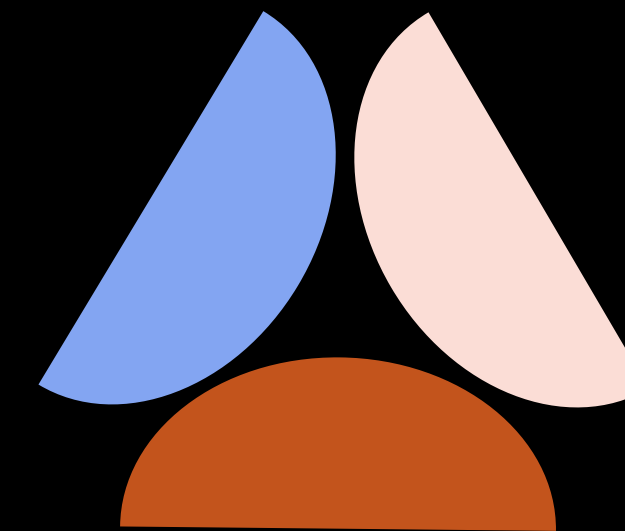
Strategy

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



Identity

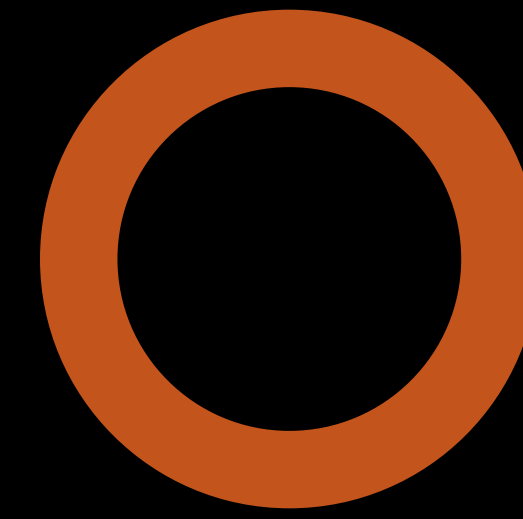
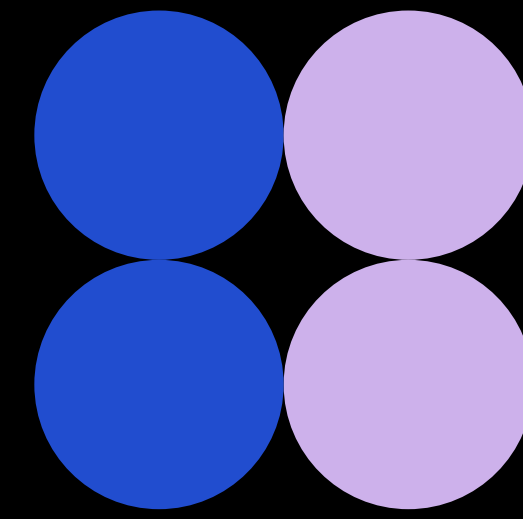
How can we authentically reflect our audience's cultural identity and values through our brand?



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


Health of People in Ethnic Minority Groups in England
The King's Fund

Mental Health in Black, Asian, and Minority Ethnic Communities

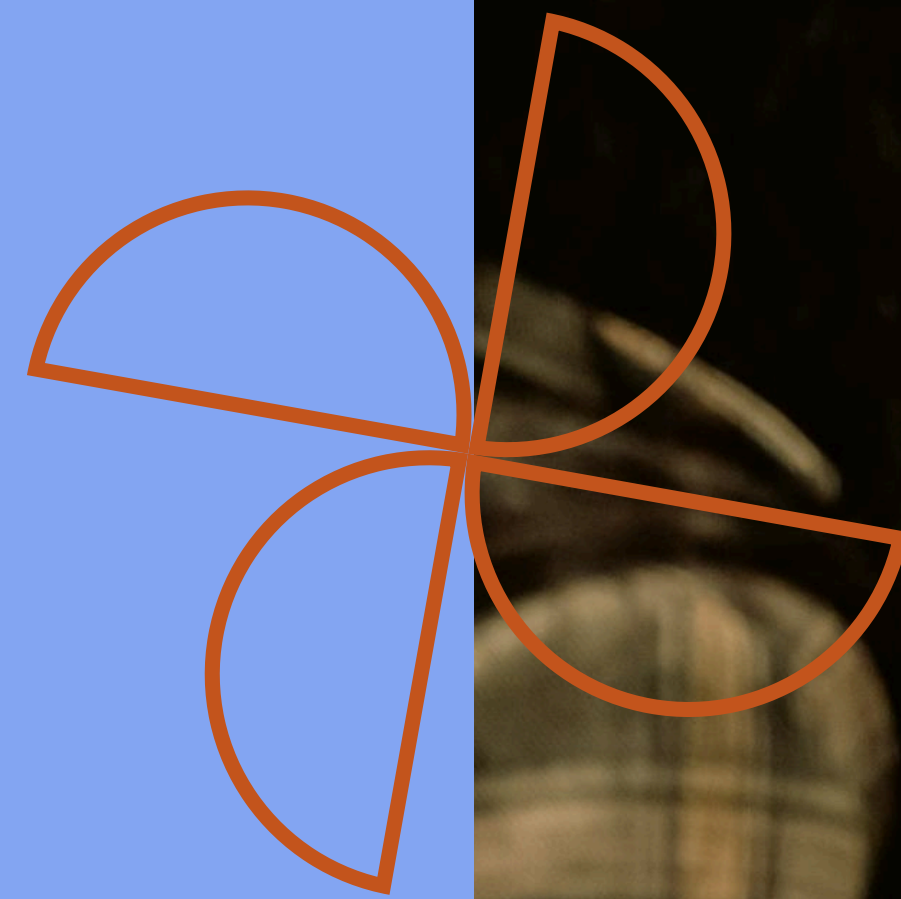
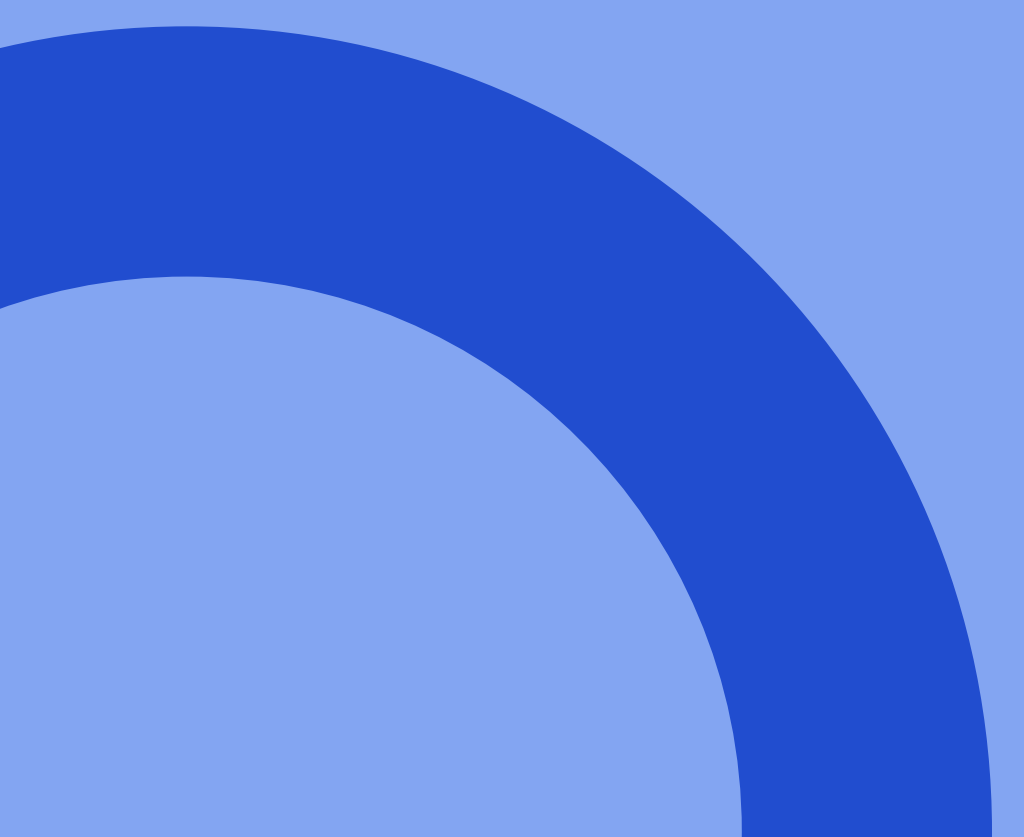
Mental Health Foundation


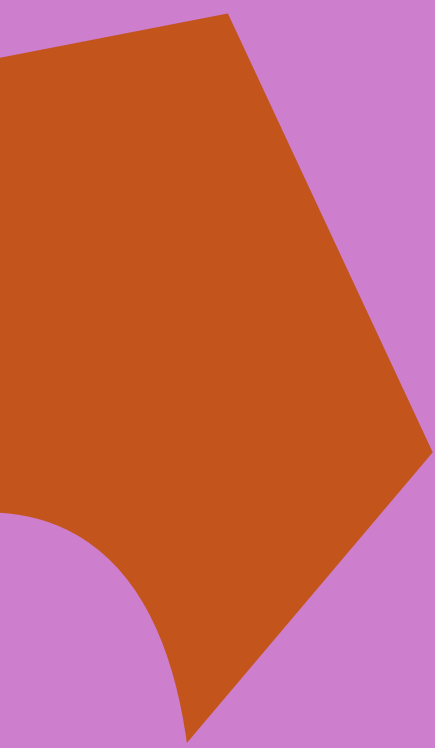
A standards framework for delivering effective health and social care advocacy for black and minority ethnic Londoners

The King's Fund



Unexpected solutions





Conversations that matter

