

Improving women's health

Funding impact report

eMbedding heAlth equiTy in City & Hackney (MATCH) Fund 2024/25

City & Hackney
Population Health Hub

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Executive summary

The Population Health Hub (PHH) is a shared, system resource supporting the City and Hackney Place-based Partnership (PbP). The PHH helps system partners reduce health inequalities and improve our population's health.

We set up the eMbedding heAlth equiTy in City and Hackney (MATCH) programme to identify and reduce inequalities by working together with partners across the system. The MATCH Fund supported this programme by providing responsive, outcomes-focused funding to bring change ideas to life. We recognised that addressing local health inequalities requires collaborative, flexible funding models that enable partners across the system to take action where it is needed most.

This MATCH programme has since taken on an 'Academy' style model with the aim of making the programme more sustainable and scalable, with less reliance on funding and short project timeframes. Through this version of the MATCH approach, we work with teams and provide support to embed this health equity approach into everyday ways of working.

In year 1 of the programme, the Fund granted just under **£250,000** to **17** community organisations and one NHS partner. They delivered projects in five programme areas where pervasive health inequalities affect our communities.

This report is a spotlight on one of these programme areas: 'Improving Women's Health'.

The programme addressed the significant inequalities in women's health by awarding nearly **£50,000** to 3 projects: **safe spaces for women in postnatal health, improving access to women's health group consultations, and group coaching for women with heavy/painful periods.**

The projects successfully piloted models to support women to advocate for themselves, to understand health risks and warning signs, to gain support from other women going through similar issues, and to access services.

Other highlights include:



Awareness of what is ‘normal’

Increased awareness of what is normal and when to seek help: postnatal workshops busted myths about health concerns highlighting that ‘common is not normal’.



Group support

Group support allowed women to feel less alone in their struggles, identify strategies from their peers, and understand where further help beyond peer support is needed.



Safety and trust

Safe and trusted spaces gave women a place through movement, mindfulness and peer discussion to explore practical ways of supporting their bodies.



Self-acceptance and belonging

Projects used group work to help participants reconnect with their bodies, reduce feelings of isolation, and rebuild confidence.



Enabling feedback to be incorporated into service design

Community Champions will work to better understand access and engagement with women’s health groups, including gathering feedback to inform the development of this model to ensure that this service reaches those most in need.

Participants in projects supported by this programme frequently reported increased self-acceptance and emotional resilience. Several participants also reported that group sessions helped them realise they were not alone in their experiences and provided an important sense of belonging.

Key learning:

- Women value a mixed method approach to learning
- Women have other responsibilities besides their health, so flexible and responsive services are key
- Women trust women-only spaces and appreciate cultural safety
- Women with chronic issues often feel dismissed or minimised by healthcare.

About the Population Health Hub

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Population Health Hub

The Population Health Hub was established in 2021 to reduce health inequalities and improve the health of our population in City and Hackney. We are a shared, system-wide resource and work to increase awareness of what's needed, support others to take action, and advocate for change. Our vision is for everyone across the system to play a role.

> **"Working together with our residents to improve health and care, address health inequalities and make City and Hackney thrive."**

We support the City and Hackney Place-based Partnership (PbP) vision:

We have developed four strategic objectives to support this vision:



eMbedding heAlth equiTy in City & Hackney (MATCH)

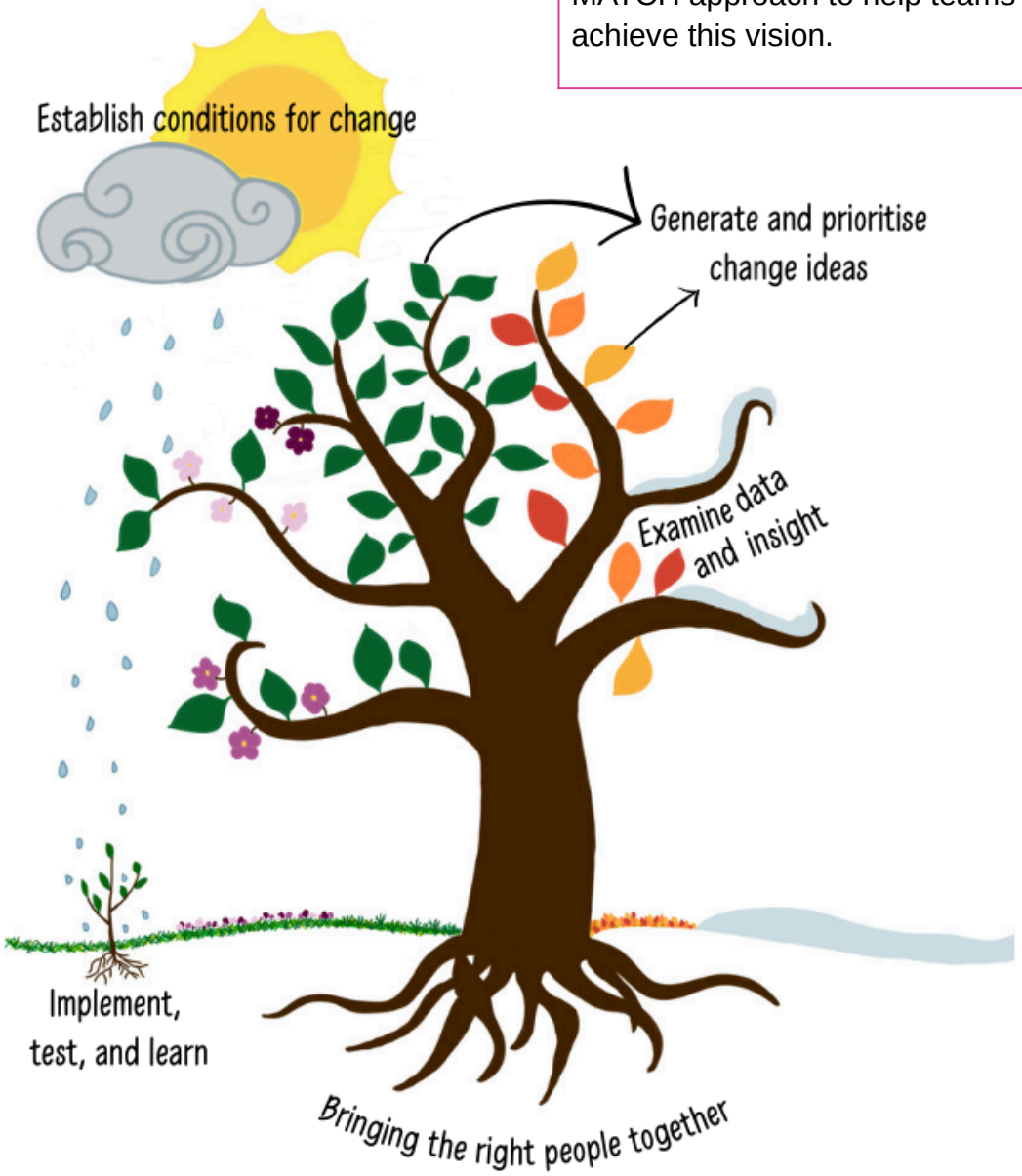
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eMbedding heAlth equiTy in City & Hackney (MATCH)

We established the eMbedding heAlth equiTy in City and Hackney (MATCH) programme to support partners across the system to embed health equity in their day-to-day work.

The vision behind the PHH and MATCH is very bold:

To transition from addressing health inequalities solely through targeted services to embedding health equity as a core function within all partner organisations across the City and Hackney system. We developed the MATCH approach to help teams achieve this vision.



The MATCH participatory approach includes:



Bringing the right people together

Including statutory partners, the voluntary sector, community organisations, and residents



Examining data and insight

To understand health inequalities, combining quantitative data with rich, qualitative insights



Establishing conditions for change

To understand what the barriers are to improving inequalities



Generating and prioritising areas or ideas for change

With communities and residents



Implementing, testing, and learning

From change projects

Each year the programme looks at key areas where deep health inequalities exist within City and Hackney and invites partners across the statutory and voluntary, community, and social enterprise sectors to work together in a participatory process collaborating on areas for change.[1]

[1] Please see Appendix for statement on interpretation of differences shown by characteristics such as ethnicity or deprivation.

In year 1 the programme explored

Improving equity in cardiovascular disease (CVD) outcomes:

How do we improve fairness in heart health outcomes for Black populations in the City of London and Hackney?

Supporting people in food poverty:

How can we support people to get out of food poverty while also supporting their health and wellbeing needs?

Improving equity in maternity services:

How do we ensure a fairer service for Black and Global Majority families using maternity services?

Improving women's health:

How do we support young women to manage their periods (to tackle inequalities in wellbeing, self-management and adverse outcomes from these)?



Anti-racist commissioning[2]:

Hackney CVS facilitated the co-production of five anti-racist commissioning principles. These principles were then tested through the commissioning of the Young Black People's Mental Wealth Pilot Project run by Hackney CVS.

In year 1 of the programme, we established the MATCH Fund to provide responsive, outcomes-focused funding for areas and ideas for change identified through the programme. We allocated funding to each programme area to run grant schemes co-designed through the MATCH participatory approach, putting system partners at the heart of driving equitable change.

[2] The Anti-Racist Commissioning programme area and grant fund (The Young Black People's Mental Wealth Fund) was delivered by Hackney CVS and is not included in the subsequent sections of this report. Hackney CVS produced their own impact report, which is linked at the end of this report.

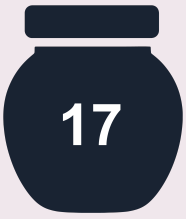
In year 1 MATCH funded:



In each programme area



Average grant size



Community organisations and 1 NHS partner



Average organisational annual income



Awarded in total



Funded community organisations identified as equity-led[3]

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[3] Equity-led organisations are those led by and for marginalised communities, in particular:
led by people from Black and Global Majority communities
led by d/Deaf or disabled communities led by LGBTQI+ communities
led by Women and girls
led by Older people (55+)
led by Younger People (25 and under)
We define 'led by' as at least 51% of an organisation's Trustees/Directors and/or senior staff.

Programme overview: Improving women's health

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Programme overview: Improving women's health

How can we support women to tackle inequalities in wellbeing, self-management and adverse outcomes?

The MATCH Improving Women's Health programme area set out to address this question because there are key inequalities identified for women:

- Women spend a significantly greater proportion of their lives in ill health and disability when compared with men[4]
- A local reproductive health survey (alongside a literature review conducted by the Population Health Hub) identified that:
    - The number of women self-reporting good health declines after the age of 30.
    - Disabled women, Black Caribbean women, gay women, unemployed and religious women report worse health than other groups.
    - There is a high prevalence of heavy and/or painful periods, with 1 in 5 women reporting having missed school or work due to period symptoms. Young women are more likely to have heavy and/or painful periods and report considerable distress from this.
    - 1 in 5 women who sought help for menopause were not satisfied with care.
    - Black and Global Majority women are less likely to seek help for menstrual health issues.
- Insight from local residents revealed a need for a non-medical model for management of several women's health issues, such as menstrual health, and that women would find peer support useful.
- Black, Jewish, South and East Asian, and newly arrived migrant communities face barriers in accessing postnatal and women's health services including digital exclusion, language barriers, stigma around pelvic health, and a lack of culturally safe care environments.

4 https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/healthstatelifeexpectanciesuk/2018to2020

The MATCH Women's Health project explored ways to tackle these challenges through system-wide collaboration and identifying ideas for change within the following areas:

1. Education for women in the post-natal period to improve women's knowledge of what is normal, what postnatal recovery should entail and when to seek help (and how to advocate for themselves in doing that).
2. Supporting women who experience difficult periods (heavy/painful) via peer support.
3. Ensuring that women (especially those who experience barriers to care) are aware of the women's health group consultations that are already in place and feel that the group consultations are accessible, relevant, and trustworthy.



Funded projects

bodyown Women's Health (Stamford Hill) CIC

Safe Spaces for Postnatal Health

Women's only workshops, led by midwives and women's health physiotherapists - sharing language and cultural background with underserved groups. Awarded £27,702.

TRUEYOU.TODAY

Group coaching for women with painful/heavy periods

True You Today delivered a series of free, trauma-informed creative and movement-based workshops designed to support people experiencing heavy or painful periods and the wider impacts this can have on emotional and physical wellbeing. Awarded £10,000.

Fund wide achievements

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Fund wide achievements

There are 3 underpinning impact areas to the MATCH fund:

AWARENESS



ACTION



ADVOCACY



Awareness

Understanding that ‘Common is not normal’

Stamford Hill Community Interest Company and BodyOwn worked with women’s health physiotherapists at Homerton to plan a set of women’s workshops. The workshops covered pelvic health education, myth busting, sharing stories, strategies, questions, and community resources:

- Over **40 women attended**, with more than **90%** of attendees from a Global Majority background.
- The workshops challenged the belief that “postnatal symptoms such as urinary leakage, pelvic heaviness or pain are normal after childbirth.”
- **91% of participants felt more confident** managing pelvic health after the workshops.

> **“The materials and resources were helpful, but they were most helpful because they were explained by the midwife and the physiotherapist. I don’t know if I would be able to understand everything on my own.”**
>
> Workshop participant

Impact of stress on wellbeing

Participants in the group coaching workshops for those with menstrual difficulties often reflected that they had developed a deeper understanding of how stress, trauma and physical health interact with menstrual wellbeing. Through movement, mindfulness and peer discussion, they were able to explore practical ways of supporting their bodies.



Action

Supporting self-management and help seeking

After attending the postnatal workshops, participants pledged to:

- begin or continue pelvic floor exercises
- practice breathing and posture techniques
- see a GP or women's health physiotherapist
- make lifestyle and nutrition changes
- share learning with friends or family

Many participants described the sessions as transformational in helping them reconnect with their bodies, reduce feelings of isolation, and rebuild confidence. Participants frequently reported increased self-acceptance and emotional resilience. One participant shared that the workshops helped them feel "much more grounded and connected" to themselves. Several participants commented that the group sessions helped them realise they were not alone in their experiences and provided an important sense of belonging.

Advocacy

Self-acceptance and sense of belonging

True You Today delivered a series of free, trauma-informed creative and movement-based workshops. They were designed to support people experiencing heavy or painful periods and with the wider impacts this can have on emotional and physical wellbeing. These sessions provided non-clinical tools to support participants in reconnecting with their bodies, managing pain and fatigue, and building confidence and self-worth. The sessions had **109** participants, many of whom have lived experience of gendered violence, chronic pain, menstrual health challenges or social isolation.

- Life satisfaction increased **30%** among workshop participants
- Sense of worthwhileness increased **30%**
- **97%** improved pain management and relaxation skills
- **95%** felt less isolated

> **After so many years of neglect, it has been wonderful to reconnect with my body.**
>
> Workshop participant

> **The group sessions are a really special place and I realised that here I don't feel alone.**
>
> Workshop participant

Enabling feedback to be incorporated into service design

The Community Health Champions supported the new programme of women's health group consultations. The group consultations focused initially on menopause, but additional group consultations on menstrual difficulties were also planned. Several community champions worked on this project (Bangla Housing Association, Made in Hackney, African Community School, Derman and individual resident champions who engaged through Mosques and Imams). The Community Health Champions raised awareness of the group consultations and encouraged attendance from their communities. They also help gather insight about whether the consultations felt accessible, relevant and trustworthy by the women. Feedback about how to improve the group consultations was also collected to improve the service.



Learning

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Learning

- **Women value a mixed method approach to learning.** Group classes, printed information, and digital resources are useful, but individual support is also valued - as exemplified by the Safe Spaces in Postnatal Health workshops. The combination of different approaches is more effective than one channel of communication. Women need both community/group support and individual support to feel equipped to care for their health. Women valued the opportunity to learn in group settings, reflect privately and read printed materials, and access one-on-one advice from trusted professionals. Each delivery method served a different purpose, helping reinforce learning, personalise support, and build confidence to take action.
- **Women have other responsibilities besides taking care of their own health, so flexible and responsive services are key.** The True You Today workshops were offered in person and online, and participants could join group sessions or request one-to-one support depending on their comfort level, energy levels, and access needs.
- **Women trust women-only spaces and appreciate cultural safety.** Effort needs to be taken to ensure care and services are non-judgemental, inclusive, and respectful. Staff who make an effort to understand - especially those who have shared lived experience - created trust, reduced stigma, and enabled open discussion of sensitive topics.
- **Women with chronic issues often feel dismissed or minimised by healthcare**. Participants frequently stated they valued the opportunities within this programme to explore their wellbeing in a way that was empowering, creative, and community-focused rather than purely medical.

Case studies

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Safe Spaces in Postnatal Health

Project Overview

"Safe Space for Women" was a seven-month pilot project designed to enhance women's health literacy in the postnatal period and increase timely access to care in Hackney's Springfield Park and Stamford Hill areas. This initiative was led by the Women's Health CIC (Stamford Hill) and BodyOwn.

Six culturally-tailored, postnatal workshops were delivered between February and July 2025. The workshops provided information and a safe space to discuss pelvic health throughout the lifecycle, as well as how to navigate local services. The workshops were designed to be inclusive, culturally responsive, and embedded in the community, specifically reaching local Jewish, Black, South East Asian, and other Global Majority communities.

Impact achieved

Impact area: Awareness

Outcome: *Provision of clinical support in community settings*

The workshops were led by local midwives and women's health physiotherapists in Glass House, Springfield Park. Setting them in a community setting encouraged attendance and trust.

> **"This project is more than education. It is a call for integrated, inclusive, and continuous women's health support. We now need systems to meet women with the same care and clarity they met us."**
>
> Midwife trainer

Outcome: *Educating on what to expect post-natally and when to seek help*

The workshops covered pelvic health education, myth busting, sharing stories, strategies, questions, and community resources:

- Over **40** women attended, with more than **90%** of attendees from a Global Majority background.
- The workshops challenged the belief that "postnatal symptoms such as urinary leakage, pelvic heaviness or pain are normal after childbirth".
- **91%** of participants felt more confident managing their pelvic health.

Impact area: Action

Outcome: *Supporting self-management and help seeking*

Participants in the postnatal workshops pledged to begin or continue pelvic floor exercises, practice breathing and posture techniques, see a GP or women's health physio, make lifestyle and nutrition changes, or share learning with friends or family.

Impact area: Advocacy

Outcome: *Group support and normalisation of discussing women's health issues*

Quotes from workshop participants:

> *"I found it interesting that we as women don't speak about it more."*
>
> *Workshop participants*

> *"The part that helped the most [for me was] talking as a group and hearing others' experiences."*
>
> *Workshop participants*



Group coaching for women with heavy/painful periods

Project Overview

True You Today delivered a series of free, trauma-informed creative and movement-based workshops designed to support people experiencing heavy or painful periods (and the wider impacts on wellbeing).

Sessions included movement practices alongside mindfulness, photography, music, coaching and other creative workshops. These sessions provided non-clinical tools to support participants in reconnecting with their bodies, managing pain and fatigue, and building confidence and self-worth.

Impact achieved

Impact area: Advocacy

Outcome: *Provision of non-medical, peer support to women*

This project created safe, welcoming spaces where participants could explore their wellbeing without judgment or financial barriers. Many participants described the sessions as transformational in helping them reconnect with their bodies, reduce feelings of isolation, and rebuild confidence.

> *"The group sessions are a really special place and I realised that here I don't feel alone."*
>
> Workshop participant

Participants have shared that the sessions helped them reconnect with themselves after trauma or long periods of neglect.

- **109** people attended, many of whom have lived experience of gendered violence, chronic pain, menstrual health challenges or social isolation.
- Life satisfaction increased **30%.**
- Sense of worthwhileness increased **30%.**
- **97%** improved pain management and relaxation skills.
- **95%** felt less isolated.

> *"After so many years of neglect, it has been wonderful to reconnect with my body."*
>
> Workshop participant

Participants frequently reported increased self-acceptance and emotional resilience.

> *[I feel] more grounded and connected to myself".*
>
> Workshop participant

Several participants commented that the group sessions helped them realise they were not alone in their experiences and provided an important sense of belonging.

Outcome: *Sustainability of models like this*

88% of participants know of no other affordable programmes like this.

This project has been able to evidence the need, and outcomes and benefit for projects which care for people around menstruation. True You Today have managed to secure project funding from Hackney Council and are awaiting news from the Lottery if they will support an expansion of the project.

Further reading

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Overall MATCH Year 1 impact report

Read the full impact report here.

The eMbedding heAlth equiTy in City and Hackney (MATCH) programme aims to identify and reduce inequalities by working together with community, statutory and resident partners across the system. In year 1, we brought to life ideas for change across five programme areas where inequalities were identified among our communities:

- Supporting people in food poverty
- Improving equity in maternity services
- Improving equity in cardiovascular disease outcomes
- Women's health
- Anti-racist commissioning

Using a participatory approach, the programme empowered residents and statutory partners to co-design and decide on funding for projects across these key areas. To test the change ideas that were generated, nearly **£250,000** was awarded to **17** community organisations and one NHS partner to address deep-seated inequalities.

The approach resulted in targeted, fit-for-purpose schemes that delivered high-quality, community-led and culturally tailored provision aligned with our impact areas: awareness, action and advocacy. Significant impacts were recorded, such as transitioning **154** households to sustainable food models - which reduced foodbank dependency by **55%** - and training **30** community doulas who provided support to **30** families, empowering them to make informed care choices. The MATCH programme has demonstrated the value of community-led provision in reaching people experiencing the worst systematic health inequalities. It has also highlighted the vital importance of social connection and building a culture of collaboration between community and clinical settings, yet the report still identifies challenges and room to grow.

The model was expanded into a second year to tackle inequalities in healthy weight outcomes, and mental health in people seeking asylum as well as children and young people. Learnings from this funding programme have since led it to take on an 'Academy' style model with the aim of making the programme more sustainable and scalable, with less reliance on funding and short project timeframes.

Overall, the report shows how we can achieve much more when we work in partnership, rather than in isolation, to achieve our vision of a more equitable City and Hackney.

Improving equity in cardiovascular disease outcomes

Read the full impact report here.

The MATCH Year 1 programme - 'Our Fingers on the Pulse' - set out to understand how fairness in heart health outcomes could be improved for Black populations in Hackney and the City of London.

Through the MATCH process, three areas were prioritised for change:

- Projects that utilise existing community infrastructure[5] to deliver activities that improve heart health and build capacity and knowledge within the community to take action
- Projects that take tailored, whole of person approaches to increase communication, awareness and understanding of the barriers and enablers to good heart health and key local support services.
- Projects that provide information and training for people on lower incomes in their workplaces.

Four equity-led community organisations serving Black populations in Hackney and the City of London - STUK CIC, African Community School, Carib Eats and Shepherd Fold Ministry - were selected to deliver tailored, preventative approaches to address the drivers of poor heart health. Their projects offered accessible, trustworthy and culturally tailored services supporting our ambitions to reduce health inequalities in Hackney and the City of London.

Achievements from this work include the delivery of **116** workout sessions and **77** wellbeing workshops, **11** speaker sessions on heart health and **81** people receiving a blood pressure awareness raising check. A significant **707** residents were reached across all projects. A key success was the collaboration with a Specialist Clinical Pharmacist, which bridged the gap between medical expertise and community trust. Ultimately, the programme demonstrated that trust is the primary enabler of engagement; by centering interventions in safe, culturally relatable spaces, this work empowered residents to manage their heart health outside of traditional, often intimidating clinical environments.

[5] Community infrastructure means things like community groups / organisations, relationships, networks, physical and digital spaces.

Improving equity in maternity services

Read the full impact report here.

The MATCH Year 1 maternity programme wanted to understand how to bring about a fairer service for Black and Global Majority families using maternity services by targeting systemic health inequalities.

Engagement with partners throughout the MATCH process led to the generation and prioritisation of the following key change ideas:

- Drop-in information hubs for women in the antenatal and postnatal periods to provide information, support, and connection
- More information provided at initial referrals
- Community doulas
- Compulsory cultural awareness training co-produced with community and staff
- More translation available within maternity units

Funding was awarded to the Homerton Healthcare NHS Foundation Trust to pilot two key initiatives: BridgeBirth, which trained **30** community doulas to provide culturally tailored support to women from Global Majority communities, and Multilingual Maternity, which translated vital health information into six priority languages. BridgeBirth received **102** referrals for families requiring support, with **92%** of participants reporting significant improvements in their maternity experience.

The programme highlighted that embedding non-clinical approaches into clinical settings increases the capacity for person-centred care. While the project successfully bridged cultural gaps and empowered women to advocate for themselves, it also identified critical learning points regarding the administrative challenges of onboarding community volunteers into NHS systems and the need for more sustainable resource formats, such as audio and video, for those with lower literacy.

Supporting people in food poverty

Read the full impact report here.

The MATCH Year 1 food poverty programme asked *'How can we support people to get out of food poverty while also supporting their health and wellbeing needs?'*

The MATCH Year 1 food poverty programme asked *'How can we support people to get out of food poverty while also supporting their health and wellbeing needs?'*

Working with partners, the MATCH process led to the prioritisation of four change ideas:

- Projects that link residents and community food providers with guidance, training and support on nutrition, health and wellbeing.
- Projects delivering cooking classes to youth clubs.
- Projects that gather evidence and research that supports increased insight into food poverty and/or food pantry models in Hackney.
- Projects that build business models for sustainable food redistribution.

The projects were delivered by three equity-led organisations: **H.O.P.E at Morningside**, **Bloom Market**, and **Chatsworth Youth Club**. They successfully piloted models that transitioned away from traditional, potentially unsustainable models such as foodbanks toward income-generating food provision underpinned by an environment of choice, dignity, and respect. Other highlights include:

- **Access and Sustainability:** 154 households accessed high-quality food at costs that were at least 45% cheaper than supermarkets. H.O.P.E's pantry model generated nearly £5,000 in income and reduced foodbank dependency by 55%.
- **Waste Reduction:** Collaborative efforts saved 126,891kg of food waste in 2024/25. Bloom Market alone redistributed approximately 63,500kg of produce through its network.
- **Health and Wellbeing:** While 10% of participants noted physical health improvements, 100% of pantry users reported better mental health due to the stress relief of consistent food access.

- **Social Connection:** The projects acted as vital community hubs; 90% of parents at Chatsworth's cooking club felt less isolated, and 100% of H.O.P.E pantry users felt more connected to their community.

Moving forward, the report recommends funding capital and infrastructure to support organisations to transition to sustainable models and ensuring that future work balances participatory design with frontline capacity to ensure an equitable and impactful approach.

Anti-Racist Commissioning

Read about this work here.

The Anti-Racist Commissioning (ARC) workstream, led by Hackney CVS and funded by the MATCH programme, developed in response to the belief that global majority-led organisations are best placed to serve their communities but are structurally disadvantaged in accessing public funding. Insights from previous work highlighted that systemic racism in commissioning was often brought up as a barrier to equity.

The work aimed to address systemic racism in public sector funding by testing five co-produced anti-racist commissioning principles. These principles:

- Building trusting relationships
- Trusting community groups to identify needs
- Design simple, flexible and transparent application and decision-making processes
- Support small organisations with core funding and resources
- Use trauma informed approaches.

These principles were tested through the co-developed Young Black People's Mental Wealth Pilot Project. This pilot successfully engaged **155** young people through initiatives delivered by six different Global Majority-led organisations. The initiatives included barbershop-based mentoring and creative expression, peer support, mental health through basketball and music, and developing new community-led mental health interventions - all fostering improved confidence, emotional intelligence, and community belonging.

Despite high participant satisfaction, the project identified critical areas for improvement, including the need for longer delivery timeframes to deepen relationships and increased staff capacity to manage administrative and supporting tasks. To support future systemic change, the report introduces practical tools for commissioners, such as an anti-racist process checklist and proportionality guidelines for monitoring

Appendix

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Core anti-racist and structural inequalities statement

Differences shown by characteristics such as ethnicity or deprivation reflect unequal living conditions shaped by structural factors, including poverty, racism, access to housing, education and employment, access to and experience of healthcare, and greater exposure to harm such as crime, environmental risks, unsafe housing, or financial insecurity. As such they should not be interpreted as natural, unavoidable or expected.

When data are broken down by a single characteristic, they show only part of a much more complex picture. For example, patterns by deprivation often reflect a social gradient, meaning that people living in more disadvantaged circumstances tend to experience worse health and shorter lives than those who are more advantaged. Differences by ethnicity frequently reflect the impact of systemic racism and wider structural inequalities, rather than ethnicity itself.

These findings should always be interpreted in context and alongside other evidence, including qualitative insight and lived experience. They are intended not only to support understanding of structural inequality, but to inform action: shaping local public health policy, strategy, service design and decision-making in ways that reduce inequality and target the underlying causes affecting groups most impacted.