



Engaging with minority ethnic communities

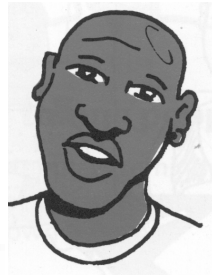
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Government Policy



‘The needs of people from minority ethnic communities are too often overlooked’

- higher rates of illness and disability
- problems with late diagnosis
- poor access to services – health and social care, education, employment, housing etc
- high levels of stress in carers
- insensitivity to cultural and religious needs

Key Messages

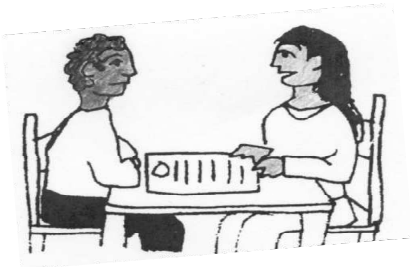


- 1 Information about services should be available in different languages and formats
- 2 Employing staff from minority ethnic communities at all levels of an organisation improves cultural competence
- 3 Families may need to be involved in the communication process
- 4 Effective communication requires action at the institutional as well as individual level

Making information accessible



- Awareness of services
- Having a communication strategy
- Providing the right information at the right time
- Easy language/pictures
- Translated materials
- Access to verbal advice



Staff from minority ethnic communities



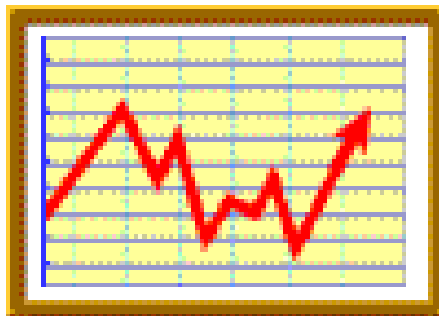
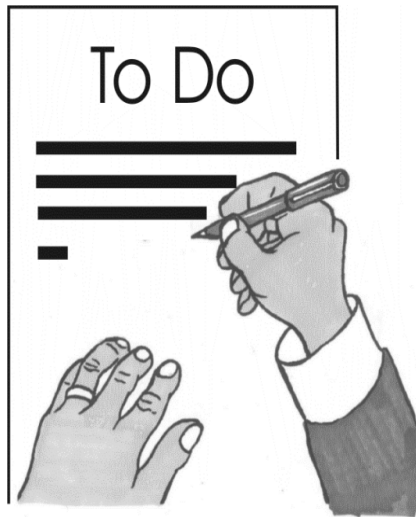
- Interpreters and bilingual advocates
- Direct communication
- Addressing employment/social inclusion – determinants of health
- Skilled recruitment panels
- Contribution to training – formal and informal
- Changing the service culture

Involving Families



- Understanding the values and beliefs on which decisions are based
- Collective structures and interdependence
- Avoiding conflict where possible and negotiating solutions
- Family attitudes towards services
- Drawing on support from within communities

Action by organisations



- Impact assessments: legal responsibility to check policies/practice for bias
- Monitoring – ethnicity, language and religion
- Using information to plan and commission services
- Raising expectations of all staff
- Supporting development through training and partnerships
- Two-way communication on a long-term basis
- Involvement in decision-making
- Measuring satisfaction, outcomes and complaints

Small group exercise



- In groups ask one person to read the case study aloud
- Discuss the questions that follow
- Make a note of key points from your discussion
- Use the action points sheet in your packs to think about what you can do in your own work/organisation