



Ethnicity Training Network



Good Practice Showcase

Wednesday 14th November, Host Media Centre, Leeds 8

Workshop

Asthma UK extends its reach to BME communities

Presenter(s):

Claire Randolph, Asthma UK

Background - why did you develop the work?

As part of our Five year strategic plan Asthma UK was committed to extending its reach to Black and minority ethnic communities. Also Asthma UK research highlighted that although no one community has a higher prevalence of asthma, South Asians are three times more likely and Black people twice as likely to end up in hospital with an asthma attack compared with a white person. This is a cause for concern particularly in light of the prevalence data.

What did you aim to achieve?

We aimed:

- to ensure that more people from BME communities were aware of Asthma UK
- that more people from BME communities were aware of how to manage their or their child's asthma
- over time to reduce the increased hospital admissions within these communities

What did you actually do?

We:

- successfully attended community events
- produced asthma frequently asked questions bi-lingually in 25 languages available as downloads from our website
- launched an interpreting service on our adviceline
- advertised in various ethnic press
- increased the number of volunteers from BME communities
- prepared other translated asthma information

How did you measure the impact of your work?

We have:

- measured the number of FAQ downloads
- monitored response to our adviceline
- counted the pieces of information given out to BME people attending events

What results or feedback have you had?

- Very positive feedback from healthcare professionals who use the FAQs and have requested further languages
- Average of 1800 FAQ downloads per month

Conclusions and recommendations – what have you learnt from doing this work? What lessons would you pass on to others?

- Bi-lingual information works best if you want healthcare professionals support
- Specifically targeted adverts work better than adapting existing work
- Having a striking stat that you can use on promotional materials at community events works better for catching peoples attention
- Never underestimate the value of face to face contact