

Black and Minority Ethnicity (BME)

Focused engagement report October – December 2018

Introduction

NHS Bolton Clinical Commissioning Group (Bolton CCG) recognises the diversity of the population of Bolton and is committed to ensuring we pay due regard to the inclusion needs of all patients, their carer’s and our staff.

We are committed to engaging with our BME communities to help improve knowledge around health and well-being in Bolton; we are especially keen to explore and to establish new and sustainable engagement networks to better understand the mutual understanding of key issues for all, based on the development of trust.

This report sets out the work that has been undertaken between October and December 2018 within our BME community.

Bolton CCG has always strived to engage with Bolton’s BME communities, but new opportunities developed in 2018, that have meant that exciting new networks have, and continue to be, developed.

Browsealoud

In October 2018 an online translation tool called Browsealoud was procured to help Bolton’s non-English speaking communities, better engage with Bolton’s CCG website. This tool adds speech, reading, and translation to the website facilitating access and participation for people with Dyslexia, Low Literacy, English as a Second Language, and those with mild visual impairments.



Online content can be read aloud in multiple languages using the most natural and engaging voice to transform the user’s reading experience. Between October-December 2018, Browsealoud was accessed 716 times. The most popular language translations were French, Gujarati and Farsi Persian. Below illustrates the type of activity used on the CCG website.

	Type of Activity	Number of activities ▾
1.	Speech	343
2.	Toolbar	281
3.	Translate	67
4.	Text Magnifier	13
5.	Simplify	9
6.	Help	2
7.	MP3	1

Madrassa Seminar

On the evening of World Mental Health Day (10/10/18) Bolton CCG was invited to have a display stand at a Madrassa Seminar hosted by Bolton Council of Mosques (BCOM). The seminar was held for the Madrassa teachers in Bolton with a focus on recognising mental health issues within the Muslim community. Over 500 teachers attended to listen and watch presentations by a range of speakers and local service providers. It was at this event that we have been able to make many new connections within this community. When speaking to women, at this event, many said that, as a community, mental health issues needed to be addressed and this subject matter was very welcomed as mental health problems are a taboo subject.

What is a Madrassa?

A Madrassa is the Arabic word for any type of educational institution/lesson and usually takes place in a mosque.

Zakariyya Jaam'e Masjid Mosque

From this, contacts were made with volunteers from the Zakariyya Jaam'e Masjid Mosque, which is Bolton's oldest and largest mosque. The engagement specialist was invited to a tour of the mosque and the facilities to enable an greater understanding of how it operates and why. From: understanding the burial process, prayers frequency, the five pillars of Islam and the pilgrimage to Mecca.



We were also invited to a Tajweed class where 40 women attended and listened to information about:

- the importance of the flu vaccine
- where to get the flu vaccine
- the groups of people eligible for the free flu vaccine

What is Tajweed?

Tajweed is the correct way of reciting the Qur'an in Arabic.

As some women's first language wasn't English, the Tajweed group leader verbally translated everything presented. A common theme was how cultural issues impacted upon the uptake of the adult flu vaccine. This has allowed us to have a greater understanding of the sensitivities around the issue.



Information leaflets on flu were left however upon being asked, the group of women stated that "information in Urdu and Gujarati would be more beneficial and would have a greater impact".

They also felt that an explanation of the severity of the symptoms of flu would be of benefit as they felt many people (including themselves) thought the flu was just a very bad cold.

“ A student of mine had attended the group meeting re: flu, unfortunately she was poorly when you came over to present about A&E.

When she returned after being off for a couple of weeks, I asked her why she had been off. She replied '**I had a very bad cold, then quickly followed it by 'Had I not attended the presentation on flu, I would have told you that I had flu.'**

It's clear to see that your efforts are making a difference and that people just needed someone to explain it to them **”**

Habiba Kotwal
 Teacher at Zakariyya Jaam'e Masjid Mosque

Other engagement within the community

BCOM also facilitated access to three support groups held at their centre for: men, women and women with mental health problems to further promote the uptake of the flu vaccine. These groups also asked for information leaflets in Urdu and Gujarati.

Additionally, we visited four local social groups. Comprising of an AgeUK Lunch and Leisure session and a session facilitated by the Asian Elders Resource Centre. The other two groups were at Halliwell UCAN - one called Caribbean Elders and one ran by Precious Gems. The Precious Gems group had some English speaking women however the other languages were Urdu, Lithuanian, Farsi Persian and Albanian. Using the translation tool we were able to translate the information about the flu vaccine in these languages. The women were grateful for this translation.



Through visiting community groups, where BME groups socialise and meet in Bolton, we was able to engage with 80* members of the BME community. The feedback was extremely positive and the next steps are to build on these new networks and to return with any answers to questions raised. Progress has begun on the translation and production of information leaflets in Urdu and Gujarati, ready for dissemination throughout 2019

*this number does not include people from the BME community that visited Roadshows and other public engagement events