Social Care TV:

Personalisation – making it happen: Black and Minority Ethnic (BME) Communities

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Transcript:

Black and Minority Ethnic (BME) Communities

Music Playing

Zhara Hussain:	People are still reluctant to take up personalisation.
Mohammed Islam:	It is very scary, and that's why they think, well I can't manage that. And this is the reason why people sometimes back out.
Muswar Hussain:	For me it's about empowering people, and putting the opportunities their way, and letting people making their own decisions. Because communication can come in all formats, whether that's through pictures, whether that's through sign language, or whether that's through different written language.
Narrator:	In Oldham there is a large and diverse black minority ethnic community, and the link team based at the local authority are at the vanguard in the UK of delivering personalisation within these BME communities.
	Today community liaison worker, Mohammed Islam, is sitting in on a committee meeting of a new centre for independence. He is giving advice on how they can communicate most effectively with BME communities.
Female Speaker 1:	*So back to reaching all the groups, and how we are going to communicate, what might that communication need to look like? What do you think Mohammed is the best way to do that?*
Mohammed Islam:	*Translating information. It is very powerful as well if you can have English and other languages. Sometimes people can't read in English but they can read in their own language. So if that can be done it would be an advantage and a bonus.*
Male Speaker 1:	*When I see the process from the local authority there are usually about five languages put into there; Urdu, Bangla …*
Mohammed Islam:	*Bangla and Gujarati. Obviously keeping it to main communities is important, because the main BME communities are Urdu, Punjabi, Bangla and Gujarati, which needs translating to … so things like that, although it is a small thing, it makes a big impact.*

Narrator:	When communicating with BME communities the committee needs to navigate a range of cultural and religious needs.
Male Speaker 1:	*When do you have your open days, Thursday, Friday?*
Mohammed Islam:	*To the BME communities it's not to have it on a Friday.*
Female Speaker 2:	Yeah.
Mohammed Islam:	*Because Friday is prayer day, and it does cause a bit of a problem for people to try and …* If people are not greeted and met properly then that gives them the wrong impression, and people start to see it's a closed access.
Shahana Ramsden:	And some communities like to have a two-way relationship with the people who are supporting them. And sometimes we have this power imbalance where the professional knows a huge amount about this person's life, and they know about all their personal needs, but they never share anything of themselves. And we have found from interviews with BME communities that that can be a barrier, because if at that beginning of the relationship trust isn't built people may not want to share information.
Narrator:	At a weekly community luncheon club Muswar Hussain from the Link team has found the ideal place to build those crucial face to face relationships with is clients, and ensure their needs are being met. It also gives service users an opportunity to air any problems they may be having.
Muswar Hussain:	For me it's about empowering people, going out into community, making sure that there is a network of services out there to build that relationship. The most important thing is that they are getting a high quality service, and the very people who are doing that have a good understanding of their needs.
Male Speaker 2:	*Then I applied to support plan through, ask for money, you know, for somebody to take me out, take me around.*
Muswar Hussain:	But in terms of meeting your care needs, and recognising and attracting the PA, have you got to that stage yet where you have a PA?
Male Speaker 2:	Pass PA yes I have got.
Muswar Hussain:	Just by having a luncheon club, what we have been able to do there is tap in and provide services to people who weren't getting these services. And not only that, that as an impact in itself, because what that means is we are able to provide preventative services to people out in the community. And they are able to confide in you and tell you because they see you regularly every week, and they know that things will get done.

Narrator:	Peer mentoring is also a feature of the luncheon club, and experiences personal budget holders like Wajeed Masood, are providing language support and advice to those who are new to personalisation.
Wajeed Masood:	When the BME community, especially disabled people, have any problem, any issue they come here and we do our best to support the people.
Muswar Hussain:	Wajeed was able to explain to people the nitty-gritty things like what your budget can be used for, what things you can use for social, what you can use for your own personal care.
Shahana Ramsden:	It's really important for local authorities to develop very positive and proactive relationships with small social enterprises. A very small organisation which has that specialist knowledge can give somebody the exact support that they need.
Narrator:	Muswar has also adopted some creative thinking when it comes to matching service users with their personal assistants.
	Masar Khan has recently received a personal budget, and after years of being housebound he now has a personal assistant who takes him to the gym and the mosque.
Muswar Hussain:	Initially Masar Was reluctant, he was very reluctant to open up and let somebody else come into his life to turn around and provide some support. And I thought he needed a character; somebody who was on the ball with things, funny, and so the right person who I knew was a sports coach who I was familiar with out in the community in my voluntary capacity with a sports club that I am involved with.
Osman Tosum:	*I have been with you … what is it about nearly a year now Masar?*
Masar Khan:	*Yeah.*
Osman Tosum:	*Yeah.*
Masar Khan:	*He acknowledges my weaknesses and everything, so that helps a lot.*
Osman Tosum:	And the role of PA, I am not just a carer, it's like we are friends as well.
Shahana Ramsden	It might be, for example, that a service user would prefer somebody who is not a part of their community, because then they will be able to express themselves in a way that they wouldn't normally express themselves.
	The key issue is does that person have the skills? And what kind of relationship can they build with the individual, and how good are they at listening to that person's needs whatever those needs may be.

Osman Tosum: We talk about sport and whatever, life, his parents, my parents, what is going on. So it's a closer bond than just me taking him and going here you are get on the equipment and I will watch you. It's a social outing as well, for him and for me.

Musar Khan: I didn't go anywhere, actually I had no communication within … but this has helped a lot.

Muswar Hussain: He is meeting people out in his community, he is being valued as a member of the community as well. The future for independent living is definitely about the personalisation agenda, recognising that the way forward is to provide opportunities for people, and the community being involved.

Shahana Ramsden: When personalisation works well it should involve the whole family and the whole community, people's spiritual needs, their religious needs, cultural needs. The personalisation agenda is in a unique position to meet the needs of BME communities.

[End of Recording]