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Achieving Equality in Health and Social Care
A framework for action

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THE AFIYA TRUST
CAN YOU NUDGE BLACK AND MINORITY ETHNIC COMMUNITIES?

The Coalition Government values on public health and behaviour change

- Coalition government
- Progressive
- Big Society
- Parity of Esteem
- Patient focus and choice
- Cutting public sector expenditure
- Local democracy/accountability
- Choice and the market
- Nudging
The key to effective social marketing programmes is understanding your audience

1. The need to adopt a more systematic planned and evaluated approach
2. The need to take a more segmented and insight driven approach
3. The need to develop more long-term and integrated programmes of action rather than one off short term media focused approaches to bringing about health improvement among BME communities.

The Afiya Trust

Our Current Activities

- Strategic partnership with government departments
- Policy Development/Consultation
- Mental Health – Work and Recovery
- Social Marketing
- Mental health Advocacy
- Carers Advocacy/Training
- Stroke/ Cancer Awareness
The Afiya Trust

Our Grass Roots Networks/Customer Insights
- Carers Network
- Mental Health Network
- Mental Health Advocacy Network
- Catch-Afiya Network
- BME New Horizons
- General feedback via social networks

Why is Cultural Diversity Important in 2011?
• Recent data shows that ethnic minorities will rise from 8% to 20% of the UK population by 2051
• Two thirds of the population increase for Census 2011 is likely to be related to migration to the UK
• One in four of all adults 20-29 years old are estimated to be from an ethnic minority background
• Government agenda to tackle health inequalities
• Legal obligation - Equality Act
• Minority Ethnic communities contribute to the economy, business and delivery of public services
• Cultural norms around Britishness have changed over the last 60 years

Minority Ethnic Communities in the UK

Diversity, difference and shared experiences- racialised communities

- History of slavery, colonisation and the Empire
- Rise of multicultural and multi faith Britain
- Colour bar to snow capping/glass ceiling
- Future generations

http://www.gopetition.com/petitions/charmed-life-campaign.html
Health inequalities: Key health risks

- High rates of heart disease among South Asians
- 1 in 7 Asians are carriers of Thalassaemia
- Significantly higher risk of hypertension, diabetes and stroke
- 4 in 10 African women are obese
- Mental health – black men 18 times more likely to be diagnosed with schizophrenia
- At least 1 in 10-40 have sickle cell trait
- Increased risk of prostrate cancer among black men
- High rates of suicide amongst young South Asian women

Health inequalities: Risky behaviour

- High levels of smoking and chewing tobacco
- Low rates of exercise
- Diet high in fat, salt and low in fruit/veg
- Low take-up for cancer screening/immunisation
- High levels of alcohol consumption (Eastern Europeans)
- Teenage pregnancy
CAN YOU NUDGE RACIALISED GROUPS?

**Key Audience Insights**

- Changing attitudes and behaviour with regard to pre-martial sex amongst young South Asians, traditionally been seen as culturally taboo

- There is some uncertainty amongst ethnic minorities whether their faith permits blood and organ donation

- Fatalistic attitude towards health issues – life and death are determined by God

- Extended families play an important role in behaviour change

- Mistrust of the NHS amongst Black Africans and Caribbeans
  - However, GPs are held in high regard by South Asians
• Cancer is a taboo among older South Asian people and mentioning the word is considered tempting fate

• Older Pakistanis, Bangladeshis and Polish migrants don’t see smoking as a physical addiction. This is derived from their countries of origin where smoking still has kudos
  — Therefore don’t understand smoking cessation support services or making a plan to quit

KEY CHALLENGES – WHY SOCIAL MARKETING STILL DO NOT TARGET BME COMMUNITIES EFFECTIVELY

• Afterthought
• Justification
• One Size Fits All Solution
• Pressure for Quick Wins
• Lack of Understanding
• Short Terms Solutions
• Structural Racism (still perceived as the ‘other’ or not valued as equal citizens and co creators/producers)
Insights:

- Big is beautiful
- Family influencers
- Western foods are seen as snacks
- Physical activity – education is more important
- Importance of cultural foods

Last in the Queue

Failure to develop delivery coalitions during the inception and planning stage of campaigns to deliver and sustain interventions.

A weak system of both vertical and horizontal programme development and delivery
Our Vision

We believe the government can support the wellbeing of individuals and communities by:

- Eradicating the continuing existence of structural racial inequalities and their impact on people’s health and wellbeing
- Making health a matter of social justice not just ‘fairness’
- Empowering and resourcing local communities to define and effect change

Achieving Health Equality

Our framework for action is based on a 7-pronged approach:

1) Address the diversity of identities and experiences within communities while delivering services
2) Develop systems to enable racialised communities to influence policy making at the top level
3) Support community-led social marketing campaigns to challenge inequalities and raise awareness
4) Set mandatory duty for accountability on health equality outcomes
5) Monitor the commissioning process for effectiveness in meeting community needs
6) Ensure service user and carer leadership in evaluation of service
7) Recognise and respect cultural heritage, identity and belief systems of communities
Social marketing is the systematic application of marketing alongside other concepts and techniques to achieve specific behavioural goals, for a social good

In this context we mean racial equality and social justice

Ethnic Minority Cancer Awareness Week (EMCAW)

http://www.emcaw.co.uk/

The idea of a cancer awareness week aimed at raising awareness of cancer within BME communities was launched by Cancer Equality in 2008. At a National Conference 'Delivering Equality in Cancer Care - A challenge for all'.
EMCAW Alliance

The alliance is comprised of BME and mainstream charities:

- Afiya Trust
- Cancer Equality
- ACLT
- The Chinese Healthy Living Centre
- Macmillan
- Breast Cancer Care,
- Prostate Cancer Charity
- Bowel Cancer charities.

Why EMCAW is important

1 in 3 people will be diagnosed with cancer at some point in their lives; therefore it is an important issue for everyone. However awareness of cancer and uptake of some cancer services is lower among ethnic minorities, added to this some ethnic minorities tend to be diagnosed when the disease is more advanced, all of which can lead to poorer survival. Additionally research indicates that some cancers are more common among particular communities and groups. For example:

- African-Caribbean men are three times more likely to develop prostate cancer compared to white men.
- Mouth cancer is more common among South Asian communities
- Liver cancer is higher among Bangladeshi and Chinese communities.
EMCAW - what happens

The awareness week is an annual event that takes place in early July.

The aim is to encourage community organisations and health and social care professionals to organise events which raise cancer awareness within BME communities.

The focus over the past few years has been on early detection, highlighting signs and symptoms of cancer and raising awareness of and encouraging the take up of screening and other cancer services.

The events can be large or small ranging from conferences, information sessions or part of other events such as Melas or health fairs.

The Alliance supports events by providing resources including leaflets, posters, speakers and publicity. A resource pack has been produced which gives ideas for organising events, how to get politicians/ key cancer health professionals involved etc.

Launched in June 1996 by Beverley De-Gale & Orin Lewis in search of a potential donor for Daniel De-Gale

Profile of other Black sufferers are publicised

Struggle to raise awareness against cultural myths

Black community is galvanised by Daniel’s struggle

Small group of committed Volunteers who have been directly and indirectly touched by Cancer assist Beverley and Orin to raise the number of Black and Mixed Race people onto the UK Donor Register
• June 1999, Daniel is 1st Black person in the UK to receive Bone Marrow from an unrelated Black person, parents face £100k bill
• Beverley and Orin win prestigious Pride of Britain 2006 Award
• ACLT is the official charity for the Notting Hill Carnival in 2007 and 2008

ACLT Raised numbers from 580 to approx. 35,000 in under 15 years & found over 30 life saving from bone marrow donors from within the African, African Caribbean & Mixed Race communities
CURRENT AND FUTURE PLANS

• Developing social marketing positioning/briefing paper to influence Department of Health, COI and other key stakeholders
• Organised a series of workshops and conferences to engage with BME health professional and community organisations on the importance of social marketing
• Plans to establish develop a network of practitioners/organisations in developing best practice around BME social marketing
• Established a database and web resource on best practice
• Lobby and influence at local and national level stakeholders on the importance of social marketing
• Developed dedicated social marketing campaigns