



**SPOTLIGHT ON:**

## Communication with Black, Asian & Minority Ethnic (BAME) Communities March 2017

### What Is A “Spotlight On” Report?

This is the first Healthwatch Worcestershire “Spotlight On” Report, where we use information that we have gathered to highlight an issue or topic.

### How Do We Know About This Issue?

This Report uses information gathered from:

- Work carried out for HWW by Age UK Herefordshire & Worcestershire to assist us in our engagement with people from Black, Asian & Minority Ethnic (BAME) communities. **258 individuals** reported their experiences to HWW using a “Your View” form in 2015/16. We spoke to a further **51 people** at engagement events. Full details on our website.

- Results of our “snapshot” Survey on awareness of the Care Act 2014, completed by **159 people** from BAME communities.

### Language and Communication

Language and communication problems were the concerns most often raised by individuals from BAME communities reporting their experiences to HWW<sup>1</sup>

### Interpreting Services

The availability of interpreting services, **particularly at GP surgeries**, was raised as an issue both through individual feedback and at engagement events.



Concerns were raised about:

- **Lack of information** about the availability of interpreting services
- **Timeliness and availability** of the service

- **Level of medical knowledge** of interpreters (e.g. of medical terms in order to explain to patients what is being said)

Some women, particularly from Asian communities, raised the issue of having a male interpreter. They reported that they were embarrassed to explain their symptoms to a man.

### Use of the Internet

Our Survey showed that **internet use was lower amongst Black, Asian & Minority Ethnic respondents** (48%) compared with White British respondents (64%). Internet use was lowest amongst Pakistani/British Pakistani respondents, 79% said they did not use the internet.

We asked people what would help them to use the Internet. 18% of BAME respondents said training; 6% someone to help them; 3% being able to use it in their own home or a computer club (1%).

73% however responded “Nothing, I don’t want

<sup>1</sup> Individuals reporting experiences on Your View forms in some cases

raised more than one concern or compliment.

to” Where a reason was given **language barriers and age** were the most frequent explanations

Attendees at engagement events raised concerns about **information “going digital”** particularly for the older generation. Concerns raised included language barriers; computer literacy and lack of access to a computer.

*Best ways for people from BAME communities to find out about services*

We asked people where would they look for information and how would they prefer to receive it.

Respondents at the engagement events and our survey results show that **face to face methods** of communication are generally preferred, particularly by Asian communities. However online information was preferred by Survey respondents who identified as “White Other”

Friends and relatives; community leaders; voluntary organisations and local Council Hub were identified as important sources of information. Suggestions at engagement events included **flyers and posters** displayed at venues used by the general public e.g.

Community Centres, Places of Worship, & Libraries. In respect of GP surgeries suggestions included:

- The front desk at the Surgeries should display information and the receptionist should talk to the patient about any changes and delivery of new services

- Replace music in call queues at surgeries and hospitals with important patient information.

These sources of information should be **additional to online information**, including social media.

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*“The best ways to find out about a service is through word of mouth from within the community. The individual/family/carer may be receiving a care package and from past experience the news soon travels and the tendency is for others to follow suit.”*

*BAME Engagement Event*

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*Awareness of the Care Act 2014*

We asked people if they had heard of the Care Act 2014. **94% of respondents from BAME communities had not heard of the Act.** This is perhaps not surprising, however feedback from Age UK HW suggests that more information needs to be available to people on **social care services** in general.

Based on our engagement HWW would suggest:

- ✓ Consideration is given as to how the requirements of some people from BAME communities for interpreting services can be best promoted and provided
- ✓ Services need to consider a variety of approaches to ensure that information reaches different groups and communities across the County
- ✓ Social care information and advice services review the extent to which these meet the requirements of BAME communities and report publicly on their findings
- ✓ A wide range of communication channels, including face to face methods, should continue to be made available for both health and social care
- ✓ Opportunities to increase digital take up should specifically consider the requirements of BAME communities
- ✓ Opportunities to promote wellbeing and people’s rights under the Care Act are maximized

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