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THE

NORTHUMBRIA WAY

PEOPLE CARING FOR PEOPLE



Working together and learning together – a partnership approach with Northumberland Syrian Families

By Tracy Bruce – Head of Patient Experience

building a caring future

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Big Lottery

- BAME population within Northumberland - 1.56% - significantly lower than the England average
- Community consultation to provide an evidence base for funding
- Public prejudice highlighted
- Funding secured for role models programme £9,500 (divided by two programmes)



**NATIONAL
LOTTERY FUNDED**



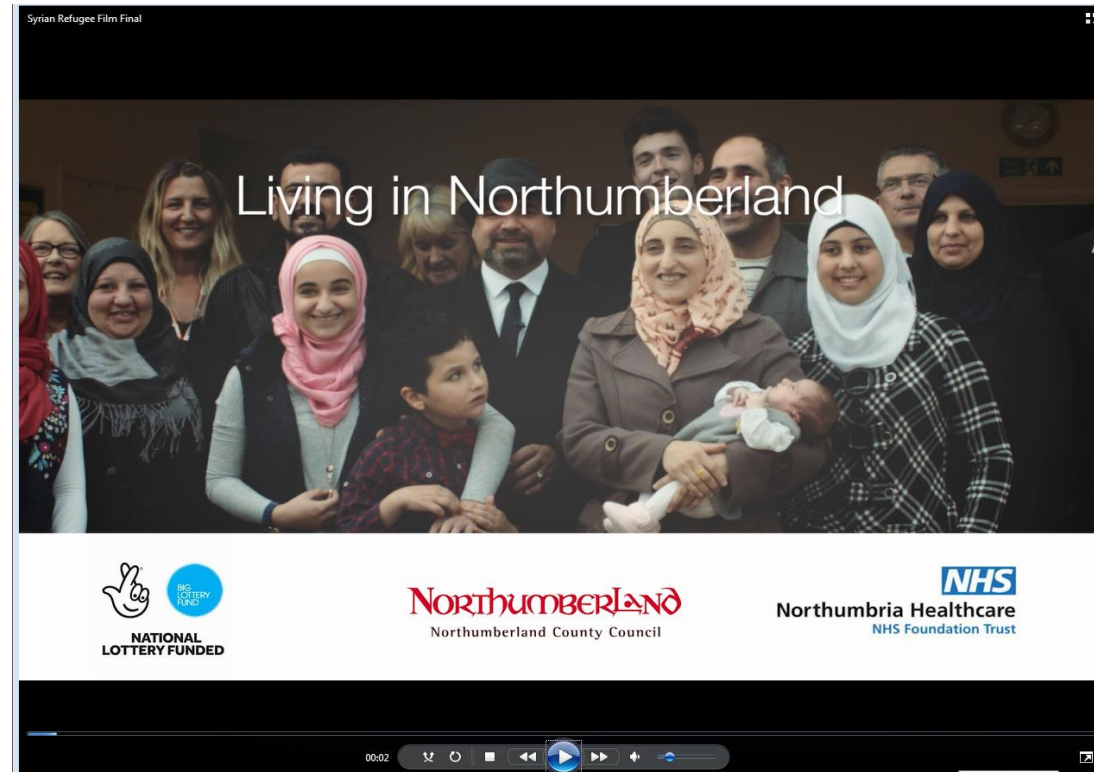
Role Models

Worked with members of the local Black Asian Minority Ethnic Community and local design company to create a logo that they felt represented them.

- Listening to the concerns of the refugee community
- 15 role models recruited
- Production of DVD clip for new families arriving
- External evaluation completed
- Community Culture Northumberland Conference – Syrian Workshop
- Film clip



Helping people to feel safe



Hate Crime



- National Hate Campaign
- Fear within the Northumberland refugee community
- Coordinated response to reduce fear and increase support



Sharing our experiences



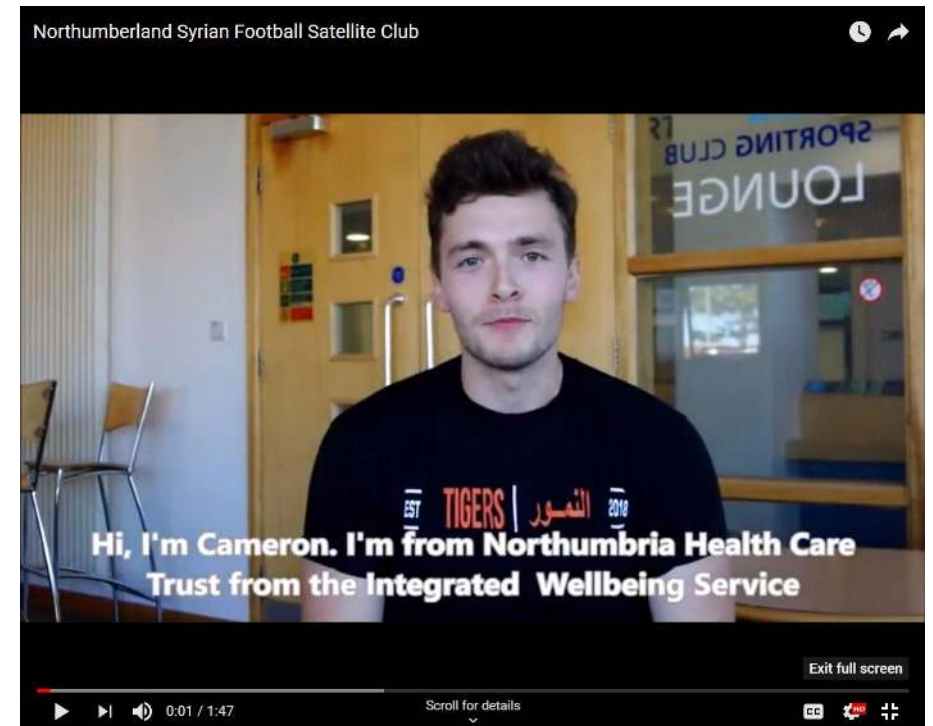
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Getting Active

Satellite Funding – Northumberland Sport

- Families were inactive and unaware of local facilities.
- Interest from males in football
- Language created a barrier
- Cultural considerations
- Importance of physical activity



Northumberland Integrated Wellbeing Service



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Health Trainer Service



- Help facilitate healthy lifestyle change
- 1-1, Group or Programme
- Weight Management
- Healthy Eating (Nutrition)
- Smoking Cessation
- Alcohol Awareness



Progress

- 15 well established community role models
- Local football club that is thriving
- Families looking to start their own businesses and go back into employment
- Communities more integrated and children excelling at school.



“Teach us what life has been like for you”



1. Everyone's time is precious, including the public. What's the offer? Incentives are a great way to show appreciation for peoples time.
2. The right venue is crucial. Pick a space that is accessible, familiar & where people feel safe.
3. Language is so important. Go back to basics and have a conversation that everyone can understand. Tailor your approach to meet the groups' needs.
4. Don't underestimate the power of lived experience.
5. Its okay to rip it up and start again. We don't have to be right all the time.



6. Find a shared ally or community leader who can help to establish trust and rapport, particularly with groups that don't often engage.
7. Be aware of our own assumptions or limited cultural understanding. Its okay not to know, but we must be humble and transparent in our lack of understanding
8. Keep building reciprocity, and know that this takes time
9. Make it clear how this will influence your work and what will change as part of that.
10. Establish the best way to feed back changes to those who have been part of the process.



Shine a spotlight on interactions.



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“At times in medicine you feel you are inside a colossal and impossibly complex machine whose gears will turn according to their own arbitrary rhythm. The notion that human caring, the effort to do better for people, might make a difference can seem hopelessly naive.

But it isn't...”





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Thank You



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