

# FINAL KEY MESSAGES CHECKLIST FROM BAME TOOLKIT

As far as COVID-19 Coronavirus is concerned, there is growing evidence that **Black, Asian and Minority Ethnic (BAME) communities are over-represented** both in the numbers of those catching the virus and also in death figures. And yet, we know that there is an **underrepresentation** from these communities in health and social care research and in clinical trials. Accordingly, the BAME Toolkit is a useful resource to help you address issues of **inclusion** and **equality** with respect to BAME communities.

As a checklist from that Toolkit, please note the following:

- i** Being more equality-focused in your research ensures that you are meeting the stipulations of the Equality Act 2010. In particular, your research should focus on engaging with people from the nine **protected characteristic** backgrounds, one of which is Race.
- i** Being equality-minded means you are less likely to discriminate, however unintentionally. It also means treating people differently and flexibly in order to ensure equality of opportunity. In other words, **'one size doesn't fit all'**.
- i** Recognise that there is a **need** to engage. And then focus on **why** that is the case.

## Consideration of Communities

- Think about **who** you want to include in your study and why it is important for BAME communities to be represented in your team and in your focus.
- Recognise the **diversity** within BAME communities. What works with one community or context, may not necessarily work with another.
- Find out **where** communities reside and **which** organisations and facilities they use. But think also about **how** to reach people who do not use such facilities etc.
- Be aware of **key** community contacts and **local experts** (people who have worked within communities) when developing a community engagement programme.
- Link up with local partners e.g. CCG's and local authorities.
- Recognise that people may be wary of authority, mistrustful of research and conscious of the historical and continuing experiences of racism and other forms of discrimination.
- Don't expect communities to come to you.
- Think of the need for continuity. In other words, don't treat community engagement as a 'one-off' exercise. People are wary of **'parachuting'**.
- People need to be involved properly **from the beginning**.
- Be in it for the **'long term'** and develop ongoing long-term relationships/partnerships.
- Monitor and review ethnic specific recruitment data to help guide your strategies.



## Effective Patient and Public Involvement (PPI)

- Recognise that effective and pro-active PPI is fundamental to quality research.
- Research needs to be conducted **with** and **by** members of the public. Not **to** or **about** them.
- Use a **variety** of methods to recruit potential PPI members from BAME communities.
- Recognise that literacy and language are potential barriers.
- Any successful PPI involves **'putting yourself in the shoes of others'**.



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## Effective Recruitment in BAME Communities

- ✓ The process of recruitment needs to be straightforward and accessible, using different vehicles and methods.
- ✓ Use **inclusive** language and inclusive images.
- ✓ Consider the need for **translators**.
- ✓ Never underestimate the power of local newspapers and radio stations. Also, **'word of mouth'** (also known as 'snowballing').
- ✓ Think about **when** to engage, taking account of cultural factors (eg religious festivals)
- ✓ Recognise the need to gain, maintain and develop **trust and confidence**.



## Being Culturally Competent

- ✓ Recognise the importance of a culturally competent approach. It's not just about knowing different cultures! It's effectively a way of **making sense of the world**.
- ✓ Cultural competence essentially has four components: 1) Self-Awareness; 2) Cultural Knowledge; 3) Cross-Cultural Skills; and 4) Putting things into Practice.
- ✓ Cultural competence works at both individual and organisational levels and is a **continuous** process, enabling you to develop appropriate, relevant and sensitive strategies. Don't take cultural competence as given, for any individual.
- ✓ Recognise the significance of **unconscious bias** and subconscious stereotypes.
- ✓ Consider reflective diaries to assess self-awareness and potential bias.
- ✓ Be aware of how intersectionality may work in your proposed research.
- ✓ Cultural competence also responds to and reflects **demographic change**.
- ✓ Develop a peer review group to interpret data and be transparent about findings.
- ✓ Being culturally competent enables you to really assess whether people are **'hard to reach'**. It is much more likely that they are **'easy to ignore'** and are **'seldom heard'**.
- ✓ Being culturally competent also gives you a detailed insight into issues of **'stigma'** and **'discrimination'**, important factors within the health domain, as in others. Avoid stigma where you can, especially in taboo subject areas.
- ✓ Develop enhanced communication skills in your team.

## Effective Feedback

- ✓ Feeding back relevant, accessible information to participants and communities is as important as doing so to other audiences at conferences or through academic papers.
- ✓ Assessment needs to be made of the most appropriate and relevant **form(s) and method(s)** of feedback.
- ✓ Feedback needs to be **honest, simple and understandable**.
- ✓ Ensure feedback is, if possible, ongoing and not just at the end of a project.
- ✓ It also needs to recognise the diversity of language.



## Preparing Grant Applications

- ✓ Indicate the breadth and depth of your recruitment from BAME communities.
- ✓ Include the voices of community people. And any data relevant to diverse communities.
- ✓ Note that effective involvement and engagement with BAME communities may involve different or extra **costs**.
- ✓ Think about how to be **cost-effective**.

### Remember: SEEK ADVICE IF YOU NEED TO.

The BAME Toolkit and associated webinar is available on the Centre for BME Health website ([centreforbmehealth.org.uk](http://centreforbmehealth.org.uk)). The Centre also offers quality training opportunities in Engaging with BAME Communities and in Cultural Competence.

