



Case study: Slough - Engagement with ethnic minority communities

What is it?

Slough has a diverse local population, of which 54% are from ethnic minorities communities. To improve the low access rates from these communities, the IAPT service increased outreach with local communities and faith groups to increase referrals from ethnic minority service users.

How does it work?

Slough IAPT team developed a new outreach model to reach communities and start conversations around mental health through building good relationships and investing time into understanding their needs. They developed the following strategies:

- Improved relationships with GP surgeries through co-located IAPT sessions, developing (language specific) targeted communications.
- Developed a diverse IAPT team able to deliver sessions in other languages and with a focus on providing outreach in all job descriptions.
- Created opportunities for outreach with local organisations and businesses, such as Age Concern and at baby weigh-in groups.

Any challenges?

- Covid has proved to be a challenge for the service, however they have moved to delivery via phone or online. There is a larger issue around those who don't have access to IT equipment or private spaces to conduct sessions.

What's been the impact?

- Actively recruit staff from diverse backgrounds with a range of language skills to match needs of population.
- Outreach has become an integral part of the remit of the service.
- Targeted communications to GP surgeries has resulted in increased referrals.
- Have a data team as part of their wider IAPT service to monitor access rates.

Additional resources:

Slough IAPT – [Improving access for the BAME population](#)

Slough IAPT – [Improving access poster](#)