

**Support
Compassion
Hope**



Improving Access to the BAME population in Slough

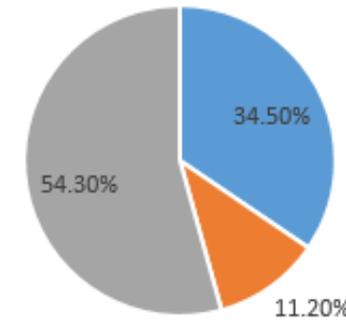
Jo Rollings

Clinical Service Manager Quality & Governance

Talking Therapies Berkshire

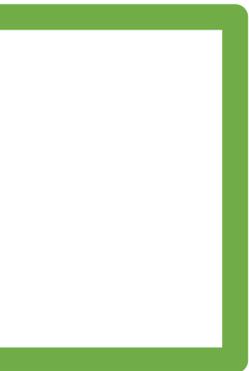
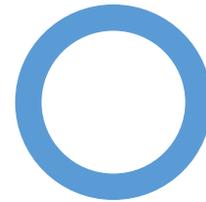
Slough

2011 Census: Ethnic group, Slough
local authority



■ White British ■ White Other ■ BAME

- One of the highest business start-up rates in the UK
- BAME 54.3% at last census
- Pockets of deprivation and inequality; In terms of deprivation, Slough is ranked 78th out of 152 local authorities in England
- High levels of refugees and asylum seekers
- 15.5% households without English as their main language



Recent headlines

“Slough MP calls for action as report reveals BAME community 'disproportionately impacted' by COVID-19”

“BAME campaigners urge UK government to tackle race inequalities after high Covid toll”

“People from a BAME background face a “triple whammy” of blows to their mental health due to suffering disproportionately from Covid-19, the despair and hurt many people feel following the killing of George Floyd, and the ongoing institutional racism in the NHS”



Slough Access Project: Challenges

- In 2014 referrals into a well established IAPT service did not reflect the diverse population of Slough
- Complex presentations
- High incidence of trauma and PTSD
- Higher than average incidence of deprivation
- Recovery rates



Goals & anticipated benefits

Slough Access Project: Goals

1. To increase referrals from BAME service users, commissioners, GPs & other stakeholders
2. To develop excellent relationships with the above, along with faith and community groups

Some anticipated benefits

1. To increase the profile of the service and ease of access
2. Increased involvement of the IAPT staff in the local community and a better understanding of service users' needs

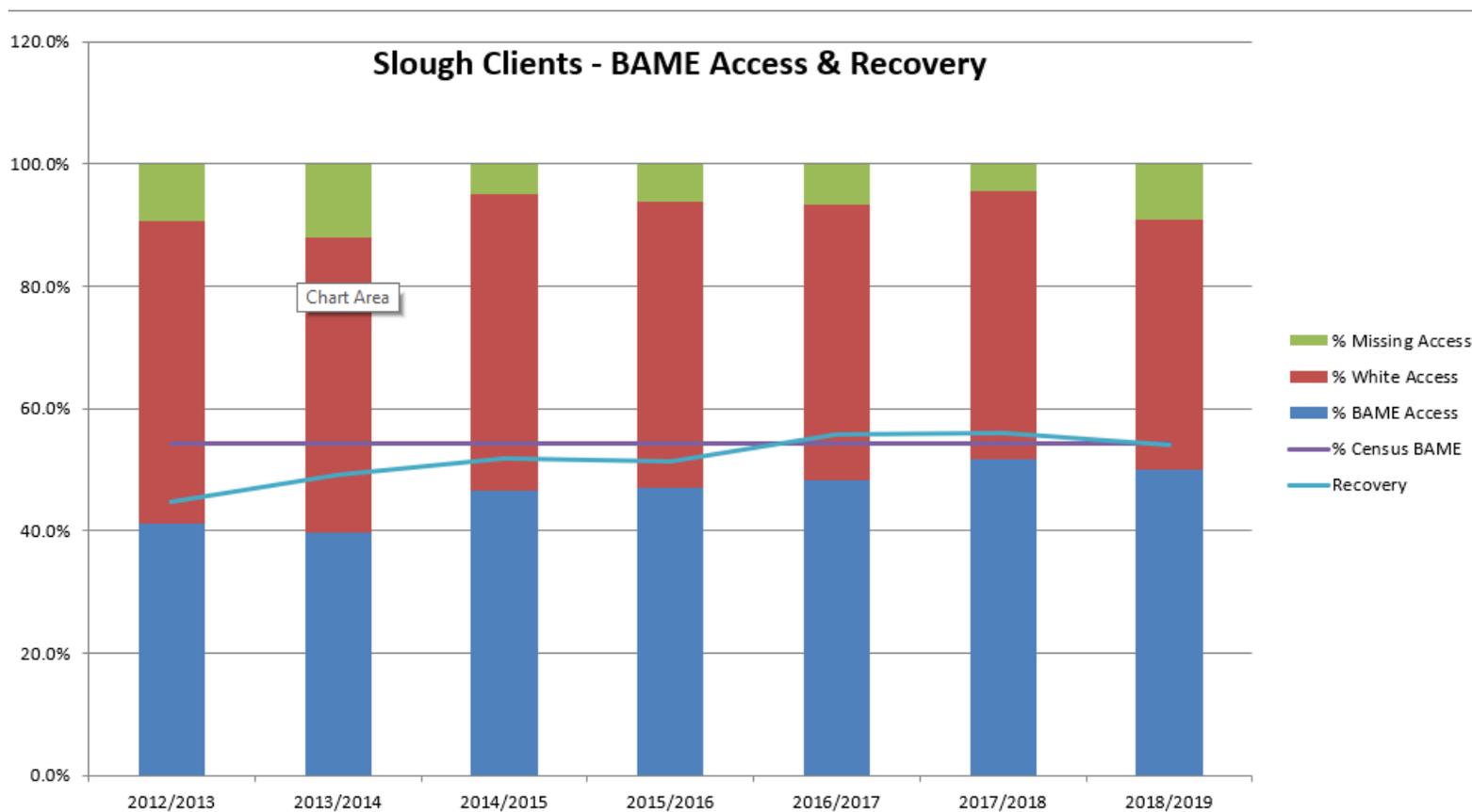
What we did

Five key areas

1. Researched local communities and identified barriers to referrals and self-referrals
2. Gathered feedback and increased engagement through patient forums
3. Increased awareness & referrals by developing strong relationships with key stakeholders including health & social care professionals, third sector and faith & community groups
4. Recruited staff who reflected the diversity of the Slough population; provided cross cultural supervision
5. Communicated with residents during outreach activities in libraries, shops, colleges and provided drop-in clinics in GP surgeries and community hospital

The project team met monthly to review and plan activity against key performance indicators.

BAME access to Slough IAPT 2012/13 - 2018/19 & recovery rates



What made a difference?

1. Investing in time and personnel is required to understand needs and increase access.
2. Employing staff who reflect multicultural population with ability to speak diverse languages
3. Data and good data analysis
4. Going out into the community and interacting with the local population; having a vision and inspiring the team to do likewise
5. A very supportive and responsive comms team who produce high quality leaflets/posters, update our website and organise promotional events



Any questions?

