

Bilingual Health Promotion Project

6 month Progress Report

May 2021 – October 2021

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Executive Summary

The Bilingual Health Promotion Project (BHPP) is a Sussex wide project working to improve the health and wellbeing of people with language needs from diverse ethnic communities.

BHPP is a dynamic and evolving project which, whilst designing and delivering activities against a Service Specification, has been given a clear remit to act responsively to community needs, and to use innovative and pioneering methodologies to forward the objectives of the project.

Sussex Interpreting Services is well-established in Brighton and Hove with nearly 30 years of experience working with and for diverse ethnic communities particularly migrants and people with language needs. We are using this foundation to bring together a staffing team with extensive experience to embrace and maximise on the potential of BHPP. In recent years, SIS has been increasing our range and presence across Sussex and BHPP offers a fantastic opportunity to establish equity of service for people in all regions.

BHPP is a multifaceted project, with seven interconnected workstreams. BHPP combines elements of community development, partnership working and volunteer management in delivery of health promotion, social prescribing and community engagement.

The first six months of the project has been very productive. Key output (against activity workstreams) include

1. Practical responses to issues raised in the CVS BAME Focussed Engagement Forum
2. Expanding the network of community contacts in East and West Sussex
3. Recruitment of 8 new SHCP Ethnically Diverse Community Ambassadors
4. Extensive health promotion of cancer screening information for people with language needs
5. Delivery of light touch social prescribing through 183 interactions
6. Comprehensive review and development of the SIS service user webpages in 19 languages
7. Support for people with language needs to be meaningfully represented in SHCP consultations

BHPP is taking an active and key role in supporting the Sussex Health and Care Partnership ICS to meet the expectations laid out in the government guidance documents for how it should work with people and communities in partnership with the VCSE. The ICS guidance recognise that working effectively with people and communities, who know the issues best, is one of the essential enablers of success by tapping into collective strength.

Our primary goals for November 2021 – April 2022 (against activity workstreams)

1. Support SHCP to maximise on the potential of the CVS Diverse Ethnic Engagement Forum
2. Undertake outreach visits to community groups and organisations
3. Collaborate with the Ethnically Diverse Community Ambassadors
4. Focus health promotion / prevention activities on digital inclusion
5. Recruitment of a new cohort of volunteer linguists to meet community needs
6. Promotion of the new SIS service user language pages and resource library
7. Deliver a survey of SIS service users to gauge their opinions and views

Partnership

Work with other VCS and/or statutory sector service providers across Sussex via **SHCP CVS B.A.M.E. Focussed Engagement Group** to deliver a joined up / common approach

SIS has been attending the regular meetings of this engagement group. Our approach is driven by a desire to understand what might be working well, identify barriers and issues and then develop practical approaches and progress actions.

There have been a number of themed meetings; access to primary care, culturally appropriate delivery of mental health services, cancer screening, social prescribing, barriers to gathering feedback in maternity. For each theme, SIS has researched the specific topic and then presented our findings at the meetings as well as listened to the views, knowledge and experience brought by partners.

SIS then considered how our existing services can help breakdown identified barriers and created information sheets for distribution to the engagement group and beyond.



Cultural Appropriateness of Mental Health Services

The role of Community Interpreters and Bilingual Advocates

Community interpreters are well placed to help mental health practitioners to understand cultural differences and deliver culturally appropriate services.

The Community Interpreting model, in contrast to the linguistic and conference model, enables the interpreter to bridge culture, information and power barriers alongside linguistic barriers. This helps professional and patient, with different backgrounds, understanding, and perceptions to communicate more effectively. [Read more](#)



Primary Care Access for Service Users with Language Needs

SIS can support Service Users with language needs to access primary care across Sussex.

SIS Volunteer Linguist Social Prescribers can support individuals with:

- GP registration issues
- Making GP appointments
- Requesting interpreting support
- Asserting the right to a F2F appointment

If you would like more information about how SIS social prescribers can support your Service Users, please email Projects Co-ordinator Ben Williams: ben@sussexinterpreting.org.uk [Read more](#)

In addition to the Engagement Forum, BHPP staff represent SIS on many other Sussex based forums, networks and groups for example, B&H Refugee & Migrant Forum, SouthEast Social Prescribing Network, Sussex Volunteering Partnership, BSUT Faith based and Cultural Practice and Awareness Group. These groups, made up of public sector and CVS organisations are an opportunity to share information, experience and knowledge and to exert some influence on behalf of ethnically diverse communities and people with language needs.

We are particularly excited to have been invited to join two new groups which are forming at the moment; the Cross-sector Loneliness Coalition and B&H Community of Practice Group for Additional Roles Reimbursement Scheme.

I have had feedback that other health based services would be really useful for communities to access but there is currently no language provision so it is good to learn about the breadth of your work and about peoples current experiences in accessing a GP..... I value your input and will definitely pass on your details and information. **Stephanie Mooney Partnership Officer – Health and Wellbeing, Voluntary Action Arun & Chichester (member of the Engagement Group)**

Thank you very much for the information you provided... I like what you said "As a charity it is important for us to place people at the heart of what we do.". This phrase summarise Together South. Our organisations share a holistic approach to integrate refugees/ migrants into local community. We strive to restore their lives and their dignity and make them feel welcomed in their new home. **Pierre Matate, Senior Outreach Officer for Together, Groundwork South**

Linguist network

Develop a network of volunteer linguists embedded in local communities across Sussex, working collaboratively with partner VCSE organisations as appropriate



VOLUNTEERS WEEK 1ST – 7TH JUNE

A very big thank you to our amazing team of volunteers who have given so much during difficult circumstances this year. We wouldn't be able to deliver our services without you. Over the past year, our team of 36 Social Prescribing volunteers has provided support for service users in over 250 sessions. In addition to...

[Read more](#) ➤

SIS has undertaken a thorough scoping exercise of organisations across Sussex that are working with and for diverse ethnic communities. We've made many new connections and share a better understanding of each others work. We are starting to make outreach visits to organisations that are meeting face to face.



Diverse Ethnic Community Organisations

	<i>faith</i>	<i>language/culture</i>	<i>general</i>
B'ton & Hove	17	29	26
East Sussex	7	18	12
West Sussex	4	12	12

These new contacts have helped us build a picture of cultural and language profiles in Sussex to ensure Volunteer Linguist recruitment covers the right languages in the right places. We are keen to ensure that SIS is able to support newly arriving cohorts such as those from Hong Kong on historical British National from Overseas visas and refugees fleeing Afghanistan. We are making important connections with individuals and groups we can work with to this common aim. We have discussed sharing volunteer resources with key partners such as Voices in Exile and hope that we can develop a synergy with the new SHCP Community Ambassadors.

The recruitment cycle started in October and a new cohort will be operational by the end of the year and join our dedicated team of 36 volunteer linguists.

After 25 years in diplomacy, I moved to East Sussex 5 years ago. I started volunteering with SIS in May 2020. I have worked with many people from different social background with different needs but all have the language barrier in common. I feel so content to see them grow in confidence and understanding. I am so proud that I could help reduce their isolation and achieve some special and unique relationships. Sincerely thank to SIS for giving me this opportunity. Farsi and Arabic Speaking Volunteer

SIS has provided training opportunities for our volunteer linguists with on-line courses covering the following topics suicide prevention, carer's rights, cancer awareness, substance abuse

The 2h bespoke course for SIS will cover; why BAME people might use substances, ways to people who're going under the radar, identifying and addressing barriers, broaching awkward/intrusive conversations, what services are available. Agnes Munday, Health Promotion and Training Lead, Change Grow Live

Community Ambassadors

Recruit 10-12 ethnically diverse SHCP Community Ambassadors and contribute to the training and development programme, as appropriate



SIS ARE SUPPORTING THE SUSSEX NHS RECRUITMENT FOR COMMUNITY AMBASSADORS FOR DIVERSE ETHNIC COMMUNITIES

SIS has used our knowledge and experience to provide consultation support services to help Sussex Health and Care Partnership tailor their promotion, recruitment and training to suit the needs of diverse ethnic communities. Community Ambassadors are part of an exciting new way of helping the Sussex Health and Care Partnership to understand what is important...

[Read more >](#)

SIS worked with SHCP (Public Involvement CA lead and 2 x existing Community Ambassadors) to provide extensive consultation for a thorough review of all materials (adverts, role descriptions, website, application forms, interview questions, induction and training offer) used in the first round of recruitment for Community Ambassadors. The aim was to make the materials more attractive and relevant to diverse ethnic communities so that the target audience could recognise themselves and their communities and could understand the role and the benefits of engagement both on a personal and community level.

The feedback you've given has been really thorough and so interesting. I particularly like the way you've focussed on using positive language to engage people so that they can see the benefits of the programme. You really know your stuff, this has been such a valuable process. Jason Grant, SHCP Community Ambassador

SIS then widely promoted the Community Ambassador role to our networks and contacts in the communities. We assisted SHCP to review the applications and support the selection process.

SIS took a slot in the induction training so that new Community Ambassadors understood our role in communities, and the role of volunteers within SIS. We stressed the specific needs and barriers faced by our service users and their rights to language support when accessing public services.



COMMUNITY AMBASSADOR INDUCTION 8th September 2021

Sussex Interpreting Services (SIS)
Vikki Gimson
Quality Assurance Manager



8 new Community Ambassadors

CCG Area	Ethnic Community
West Sussex	Chinese
West Sussex	Indian
East Sussex	Black African and White
Brighton & Hove	Latin American
Brighton & Hove	Bangladeshi
Brighton & Hove	Chinese
Brighton & Hove	Turkish
Brighton & Hove	Coptic Sudanese

Recruiting 10-12 Ethnically Diverse Community Ambassadors was an ambitious target especially given the disproportionately severe effect of COVID on individuals, families and communities. Of 10 applications received, 8 were offered a position post interview and attended the induction training.

Health promotion and prevention

Advise on appropriate formats and content relating to 3-4 SHCP health campaigns, and support distribution and promotion of information and messaging

We have covered two major topic areas; cancer screening awareness and rights/access to interpreting support. We have also supported 4 minor campaign topics; Move for Change – B&H scheme incentivising active travel, Stoptober – smoking cessation, Wellbeing Activities through Aging Well and Hangelton and Knoll Project, Maternity Information – though a Padlet of translated resources.

The Padlet looks great and lots of really useful information sources on there. **Marion McPolin, Diabetes Nurse Specialist, BSUT**

The Stoptober information is on our website now and shall go out in this week's newsletter. Please check - <https://www.crawleycommunityaction.org/news/stoptober-help-to-quit-smoking-campaign/> **Crawley Community Action**

All campaign topics have required translated information to be promoted and distributed using a range of tools in bespoke combinations; email to community groups, leaders and linguists, upload to SIS website, promotion on social media, targeted SMS alerts to SIS service users, direct mailing. Through these methods SIS is able to reach up to 4000 Sussex residents with language needs.

Work on cancer screening awareness has taken a multi-pronged approach working with local expert partners. We use a cascade model of delivery whereby people are empowered to pass on new knowledge and information to community members, friends and family. SIS linguists have a key role as the source of a cascade, they were armed with information delivered at a focus group of linguists for Sussex Cancer Alliance, Macmillan training for Social Prescribers, and presentation given by Albion in the Community. We worked hard to make an AitC breast cancer webinar for black women, accessible to our Service Users by translating the invitation and arranging for interpreting support using a specialist zoom function. 5 Bilingual Community Researchers are currently exploring attitudes to screening in their communities and will be reporting their findings in the new year.

Thank you for sending me all resources and the links [about SIS services and cancer awareness translated resources] - this is really helpful. I have shared them with my colleagues and asked them to share further, as appropriate. **Boba Rangelov, Patient and Public Engagement, Sussex Cancer Alliance**

I found the social prescribing cancer training really interesting and informative - it expanded my knowledge of cancer treatments and the signs and symptoms of cancer but it also really led me to think carefully about the types of support which a person may need when going through the different stages of cancer. **Ben Williams, SIS Projects Coordinator (Social Prescribing and Advocacy)**

Understanding people's right to interpreting support and how to access it, is essential for people with language needs to receive the services they need. Advice Sussex's Mid-Sussex BAME Champions asked SIS to give a presentation on this topic to their members. The presentation was recorded as a [video](#) which we are going to produce in community languages. Additional match funding has been sought from BHCC Contain Outbreak Management Digital Fund to support a larger diversity of languages.

This is amazing, thank you so much! Thank you again for your time and support, we really appreciate it. **Parmila Mannan, Community Engagement Officer, Mid-Sussex BAME Champions**

We have also produced a leaflet for service providers, in response to the CVS BAME Engagement Focus Group, to help them advocate for and inform service users of their rights.

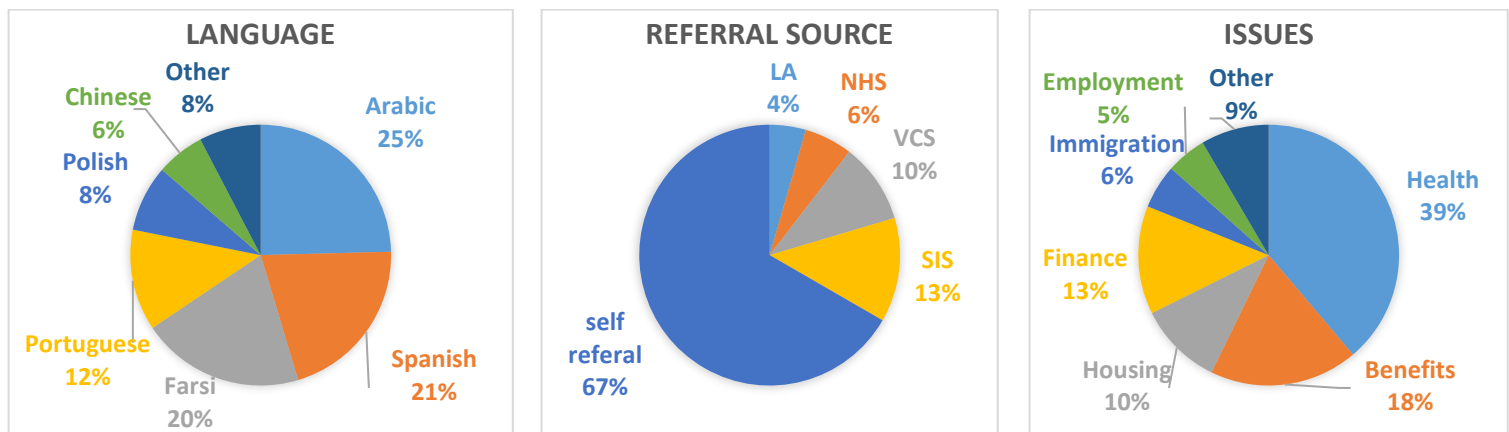
Social Prescribing

Deliver light touch social prescribing, supporting facilitated referrals and communication. Work with VCSE partners to explore existing methods outside of Brighton and Hove and scope delivery across Sussex

SIS has been delivering light touch social prescribing through Volunteer Linguist, in Brighton and Hove for 6 years. SHCP renewed funding is important for sustainability of this essential service. We have made significant steps forward in promoting the extension of this service into East and West Sussex. There has been gradual and steady uptake of services and referrals are increasing.

183 light touch social prescribing interactions across all regions

23 (13%) in East and West Sussex (Arun 4, Crawley 3, Eastbourne 5, Lewes 8, Mid-Sussex 3)



Promotional work in regional areas has involved a degree of education. Service Users were unaware of what social prescribing can offer and their rights to access this service. Service Providers were unaware of the specific needs of diverse ethnic communities for specialist provision and/or interpreting support.

SIS has produced a report based on a series of conversations with PCN linkworkers across Sussex asking key questions about service delivery, referrals, networks and support for diverse ethnic communities.

There has been little regional service delivery for diverse ethnic communities and scant consideration given to their needs; some linkworkers believed there was no cultural/linguistic diversity in their PCN (except Crawley and Hastings) but they were open to feedback and willing to engage in helping reach patients. SIS has provided interpreting uptake data to highlight need and identify patients.

Interpreting funding for PCN linkworkers to deliver casework is unconfirmed. There is a complex network of service provider organisations but most are NHS commissioned so it is expected, but untested, that interpreting can be booked under the SUSTI framework.

SIS has approached the SHCP Social Prescribing Commissioner, so that our scoping information can be shared and fed into similar work being undertaken by SHCP.

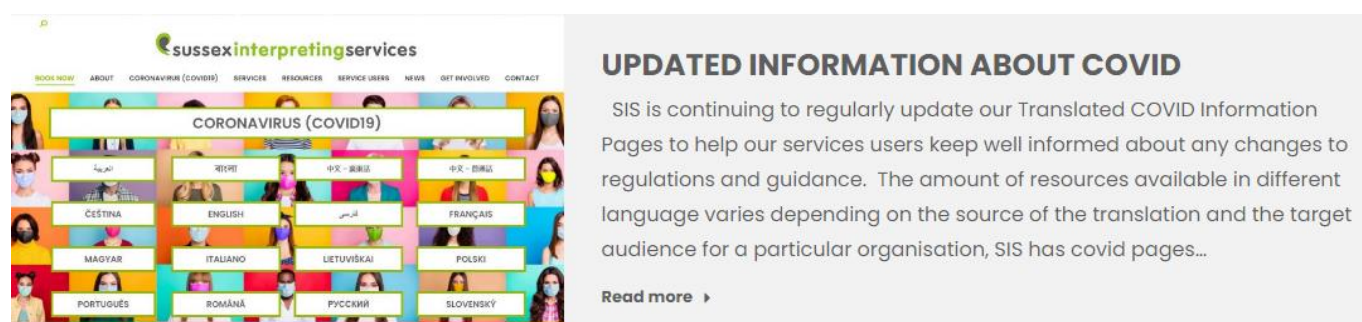
I was so happy to find this service. I recently came to the UK to live with my grandchildren but I don't speak any English and I don't know how to get help. I only had £100 per week and didn't know I could get a pension, a free bus pass and other help. The service has helped me to understand my rights and to communicate with the right people to make applications. **Arabic Speaking Service User**

Resource library

Maintain a library of translated information about relevant health promotion/prevention topics, drawing on both national and local sources

SIS hosts language specific website pages in 17 community languages containing information about SIS services alongside a resource library. We have carried out a comprehensive review of the format, content and usability of the existing pages with the results informing developments to the site; pages are undergoing a redesign to improve navigation, translations have been commissioned to address gaps in information and to add two additional languages (Albanian and Kurdish Sorani). We are also planning the addition of Pashto and Dari pages to support newly arriving Afghan refugees.

In January 2021, [BHCC provided seed funding](#) to produce covid specific language pages in the 6 key languages in the city. BHPP funding has supported the expansion and maintenance of this project.



SIS uses our interpreting database to target specific interest groups to promote translated information e.g. a maternity information Padlet of translated materials (created by Suffolk and Essex NHS) was distributed to 165 maternity service professionals in Sussex.

Inspired by the maternity Padlet and, in conjunction with the cancer screening health topic, SIS collated relevant translated materials and built Padlets in key languages which bring together disparate sources of information for easy access. These have been distributed to Service Users, linguists and professionals.

We have provided consultation services to local organisations (e.g. AMAZE, BHCC Parenting Team, Vaccine Community Testing) regards production of translated materials to ensure meaningful accessibility. Our key offer is the inclusion of SIS social prescribing contact details so we can support referral triage and information provision.



তথ্য পরামর্শ সহায়তা

AMAZE পরিষেবা

সাসেজে বিশেষ শিক্ষাগত চাহিদা এবং প্রতিবন্ধকতা থাকা শিশু ও তরুণদের পরিবারের জন্য

তথ্য ও পরামর্শ

আমাদের ওয়েবসাইটে তথ্য পত্র সহ, SEND বিষয়ক বিস্তারিত তথ্য ও সংস্থানগুলি পান। অথবা আরো স্বতন্ত্র নির্দেশনার জন্য আমাদের বিনামূল্যে SENDIASS পরামর্শ লাইনে যোগাযোগ করুন। পরামর্শ লাইনটি ব্রাইটন অ্যান্ড হোভ ও ইস্ট সাসেক্সে পিডামাজা পরিচালক এবং 25 বছর পর্যন্ত বয়সী তরুণদের জন্য। আপনি যদি আমাদের সাথে ইংরেজিতে কথা বলতে না পারেন, তাহলে যোগাযোগ করতে সাহায্যের জন্য [সাসেজ অনুবাদ পরিষেবা](#) (Sussex Interpreting Services) সাথে যোগাযোগ করুন। ben@sussexinterpreting.org.uk এ ইমেল করুন অথবা আপনার ভাষায় একটি বার্তা সহ 01273 234016 এ কল করুন।

Thanks for revising our communication documents [to improve accessibility]. The additional text about contacting SIS for support and how to navigate the website are brilliant. It will be good to get the info out there and share with our faith and cultural groups. Annie Sparks, Community Testing Team, Brighton and Hove City Council

Involvement and Voice

Facilitate and support the involvement of ethnically diverse communities in SHCP and place based work as appropriate. Facilitate involvement; including support for linguists to participate, running events and focus groups with language support, and cascade of opportunities for involvement via networks.

Provide a source of information about the experiences of, and issues faced by, ethnically diverse communities, with insight from the above projects.

Improving mental health services in East Sussex

SIS SUPPORTING NHS CONSULTATION ON MENTAL HEALTH INPATIENT BEDS

Sussex Health and Care Partnership are currently running a public consultation about the location of Inpatient Mental Health Services and have produced a survey, translated into 10 languages, that SIS has been helping to promote and distribute. Sussex NHS is looking to redesign Inpatient Mental Health Services in East Sussex for adults, older people and...

[Read more](#) ▶

SIS has been working with SHCP public engagement team to facilitate the involvement of people with language needs in consultations both through surveys (3 translated, 6 English only) and focus groups.

SHCP piloted the use of translated surveys for 3 key consultations. SIS collected feedback from stakeholders and produced a report evaluating the processes, identifying barriers and suggesting solutions. The key recommendations are that SHCP should consult with communities about the topics chosen and ensure the completion and submission mechanisms are clear and accessible.

SIS has supported the recruitment of linguists to form focus groups to present and discuss their professional knowledge and experience of the needs of people with language needs in relation to specific topics including Planned Care, Remote GP Consultations and Service Delivery Challenges.

We have also been linking SIS volunteers, linguists and service users into the B&H Community Voices Group which gives residents direct access to public service commissioners to influence decision making.



COMMUNITY VOICES GROUP GETS OFF TO A GREAT START

In February and March this year a group of 18 individuals from ethnically and culturally diverse communities came together to form the Community Voices Group. They discussed issues that are important to their communities, brought together common themes and then presented their findings to members of Brighton and Hove City Council and the local NHS...

[Read more](#) ▶

The linguist focus group discussing GP Remote Consultation was really profitable and constructive and knowledge and feedback shared both insightful and valuable; detailed information, real life examples and balanced feedback of the advantages and disadvantages. Commissioners reiterated their commitment to incorporate linguists' views and knowledge into service developments.

Shahreen Shebli, SIS Director

Synergy with Integrated Care Systems

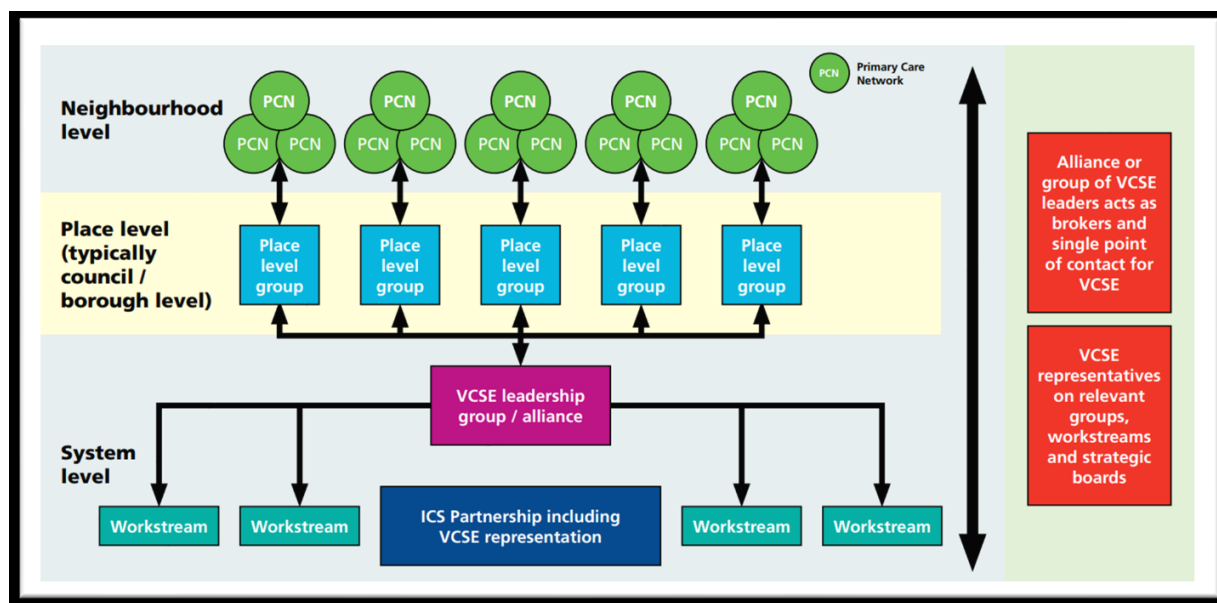
The ICS should agree how to listen consistently to, and collectively act on, the experience and aspirations of local people and communities. This includes supporting people to sustain and improve their health and wellbeing, as well as involving people and communities in developing plans and priorities, and continually improving services.

BHPP is taking an active and key role in supporting the Sussex Health and Care Partnership ICS to meet the expectations laid out in the government guidance documents for how it should work with people and communities in partnership with the VCSE. The ICS guidance recognises that working effectively with people and communities, who know the issues best, is one of the essential enablers of success by tapping into collective strength.

Commissioning of BHPP demonstrates a clear commitment from SHCP to use community development approaches, which empower representation for people and communities, and underpin the key points of the ICS; to develop a deep understanding of the people and communities it serves and enable their insights and diverse thinking to help tackle health inequalities and other challenges faced by health and care systems.

The BHPP service specification has synergy with the ten principles for how ICSs should work with people and communities, especially those excluded groups most affected by inequalities who often cannot access care and support, and have poor experience and outcomes. In particular, BHPP work is prioritising relationship building and the mobilisation of community strengths, skills and experience to strengthen health prevention and treatment and facilitate co-production and inclusiveness.

BHPP also enables SHCP to answer “yes” to many of the questions posed in the check-list for embedding the VCSE sector; involving the sector in networks to take joint action on the social determinants of health, mapping VCSE stakeholders and their contribution and resources, developing and sustaining effective social prescribing, data sharing agreements between health, care and VCSE partners, supporting and increasing volunteer opportunities and social action that support health and wellbeing.



<https://www.england.nhs.uk/wp-content/uploads/2021/06/B0661-ics-working-with-people-and-communities.pdf>

<https://www.england.nhs.uk/wp-content/uploads/2021/06/B0905-vcse-and-ics-partnerships.pdf>