

Report of support and feedback for the A Way A Day event

Languages

We undertook an audit of service users who have attended this BME event in the three previous years. From this data we chose 6 community languages to focus activity on.

Translations

The poster for the event was translated into the 6 agreed languages.

Arabic	Bengali
 <p>5 طرق لتحقيق الرفاهية: ارتبط، اتبه، واصل التعلم، كن نشطا، أعطي</p> <h2>اتبع إحدى الطرق كل يوم</h2> <p>حدث متعدد الثقافات حول الصحة والرفاه مفتوح للجميع من خلفيات الأقليات العرقية في برايتون وهوف.</p> <p>يوم الأربعاء 18 أبريل 2018 10.30 ص - 2.30 م</p> <p>BMECP, 10A Fleet Street, Brighton, BN1 4ZE</p> <p>حدث مرافق للأسرة مع وجبة غداء مجانية، ومرطبات، ونشاطات إبداعية، وألعاب الطاولة، وموسيقى، ونصائح عملية، ومعلومات، تعالم واكتشف ماذا يحدث في المنطقة المحلية وأين يمكنك الحصول على المساعدة والدعم لتحسين صحتك ورفاهيتك. لا داعي إلى الحجز مسبقا.</p> <p>سَيُتاح المترجمين الشفهيين في اللغات العربية والبنغالية والكانتونية والبرتغالية والروسية والتركية في الحدث. إذا كنت ترغب في الحضور وتحتاج إلى مترجم شفهي، اتصل بخدمات سنسكس للترجمة (Sussex Interpreting Services) على 01273 234825 بعد الساعة 3م، واترك اسمك ورقم هاتفك ورسالة باحتياجك اللغوي.</p> <p>للمعلومات وكيفية الاشتراك: 07445 183 142 ratnanjibibi@trustdevcom.org.uk</p>  <p>قام بالطباعة والنشر اتحاد تنمية المجتمعات المحلية (Hove, BN3 1RN). منظمة خيرية مسجلة برقم 1106623</p>	 <p>স্বস্থ ও সুখী থাকার পাঁচটি উপায়</p> <p>অন্যদের সঙ্গে সংযোগ রাখুন, মনযোগা হউন, শিক্ষা গ্রহণ করতে থাকুন, সক্রিয় থাকুন এবং অন্যদের জন্য কিছু করুন</p> <p>একটি পয়সা একটি দিবস A Way A Day</p> <p>ব্রাইটন এবং হোভেতে বসবাসকারী সংখ্যালঘু সম্প্রদায়ের পটভূমিকা বিশিষ্ট সকলের জন্য উদ্ভূত একটি বহু-সাংস্কৃতিক স্বাস্থ্য ও কল্যাণকর অর্থটান</p> <p>রোজ: বধবার ১৮ই এপ্রিল ২০১৮ইং সকাল ১০.৩০মিঃ থেকে বেলা ২.৩০ মিঃ বি এম ই সি পি, ১০এ ফ্লট স্ট্রিট, ব্রাইটন, বি এন ১ ৪ জেড ই</p> <p>একটি পারিবারিক বন্ধ-স্বস্তি অর্থটান যাতে বিনা মূল্যে মাগ, চা-নাশ্তা, স্বজনশীল তৎপরতাসমূহ, বোর্ড গেমস, মিউজিক, বাবহারিক পরামর্শ এবং তথ্য পরিবেশন করা হবে। আমন এবং দেখুন গুণায়ভাবে কি কি হচ্ছে এবং আপনার স্বাস্থ্য এবং স্ব-শক্তির উন্নতির জন্য সাহায্য-সহায়তা পেতে কোথায় যেতে পারেন। কোন বর্ষিকের প্রয়োজন হবে না।</p> <p>অর্থটানটিতে বাংলা, ক্যান্টোনাজ, পতগিজ, রুশ এবং তঁক ভাষায় কথা বলতে পারেন এমন ইন্টারপ্রিটারের ব্যবস্থা থাকবে। আপনি যদি অর্থটানটিতে যোগদান করতে এবং একজন দোস্তা/পেতে চান তা হলে সায়েন্স ইন্টারপ্রিটিং সার্ভিসের নিকট 01273 234825 নম্বরে বেলা ৩টা পরে ফোন করুন এবং আপনার নাম, ফোন নম্বর এবং কোন ভাষায় আপনার সহায়তার প্রয়োজন তা জানিয়ে একটি ম্যাসেজ রাখুন।</p> <p>তথ্য পেতে এবং জড়িত হতে চাইলে: ratnanjibibi@trustdevcom.org.uk 07445 183 142</p>  <p>Printed and Published by The Trust for Developing Communities, Wavertree House, Somerhill Road, Hove, BN3 1RN. Registered Charity 1106623</p>

Traditional Chinese (Cantonese)



邁向「身心健康」的五個方式: 積極交往、事事留心、不斷學習、保持活躍、樂於付出

每日一式

給 Brighton and Hove 布萊頓和豪富
市內少數民族的一個多元文化身心健康公開活動

星期三
二零一八年四月十八日
上午十時半至下午二時半

地址: BMECP, 10A Fleet Street, Brighton, BN1 4ZE

此乃一項適合一家人細的友好活動, 備有免費午餐、茶點、創意活動、國版遊戲(如下棋)、音樂、日常生活實用建議和資訊。歡迎您來並探討市內事宜, 從中得到幫助和支持, 以改善您的身心健康。此活動無須預訂。

此活動備有阿拉伯語、孟加拉語、廣東話、葡萄牙語、俄語和土耳其語之傳譯員。如您想出席並需要一位傳譯員, 請於下午三時後致電 Sussex Interpreting Services 薩塞克斯翻譯服務 01273 234825 留言, 留下您的姓名、電話號碼和您需要的語言。

更多資料和參與: ratnajanbibi@trustdevcom.org.uk 07445 183 142



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Portuguese



5 Caminhos para o Bem-estar: *ligue-se, preste atenção, continue a aprender, seja ativo(a), dê*

Um Caminho por Dia

Um evento multicultural sobre saúde e bem-estar aberto para todas as pessoas de minoria étnica de Brighton & Hove

Quarta-feira
18 de abril de 2018
De 10h30 às 14h30
BMECP, 10A Fleet Street, Brighton, BN1 4ZE

Um evento familiar com almoço, refrescos, atividades criativas, jogos de tabuleiro, música, informações e aconselhamento – tudo GRATUITO. **Venha e descubra** o que está acontecendo na cidade e onde você pode obter apoio e ajuda para melhorar a sua saúde e o seu bem-estar. Não é necessário fazer reserva.

Intérpretes de árabe, bengali, cantonês, português, russo e turco estarão disponíveis no evento. **Se você gostaria de comparecer e precisa de um intérprete**, ligue para o Sussex Interpreting Services (01273 234825) após as 15h. Deixe uma mensagem com o seu nome, número de telefone e idioma.

Para mais informações: ratnajanbibi@trustdevcom.org.uk | 07445 183 142



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Russian



Пять путей к благополучию - общайтесь, будьте наблюдательны, продолжайте учиться, ведите активный образ жизни, помогайте другим

Как Провести Хороший День

Многокультурное мероприятие по вопросам здоровья и благополучия, открытое для граждан этнического меньшинства, проживающих в Брайтоне и Хоув.

Среда
18 Апреля 2018
10.30 – 14.30
BMECP, 10A Fleet Street, Brighton, BN1 4ZE

Семейное мероприятие с БЕСПЛАТНЫМ обедом, прохладительными напитками, креативными занятиями, настольными играми, музыкальным сопровождением и интересующей Вас информацией. **Приходите и посмотрите**, какие мероприятия проводятся у нас на месте и куда можно обратиться, если требуется помощь и поддержка для улучшения Вашего здоровья и благополучия. Предварительной записи не требуется.

На мероприятии будут работать переводчики с Арабского, Бенгальского, Кантонского, Португальского, Русского и Турецкого языков. **Если Вы желаете посетить мероприятие и нуждаетесь в услугах переводчика**, позвоните в Службу Услуги Переводчиков Суссекса (Sussex Interpreting Services) по телефону 01273 234825 после 15.00 часов. Оставьте Ваше имя, номер телефона и сообщение, какой переводчик необходим.

Для информации или участия в мероприятии напишите или позвоните в контактную службу ratnajanbibi@trustdevcom.org.uk, 07445 183 142



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Turkish



İyi olmanın beş yolu: *bağlantı kur, farkına var, öğrenmeye devam et, aktif ol, verici ol*

Her Bir Gün Bir Yol

Brighton and Hove'da etnik azınlık olan herkese açık, çoklu kültürel sağlık ve iyi olma etkinliği.

Çarşamba
18 Nisan 2018
Sabah 10.30 – Öğleden sonra 2.30 arası
BMECP, 10A Fleet Street, Brighton, BN1 4ZE

ÜCRETSİZ yemek, meşrubatlar, yaratıcı aktiviteler, masa oyunları, müzik, pratik danışmanlık ve bilgiler içeren bir aile etkinliği. Yerel bölgenizde neler olup bittiğini ve sağlığınızdahada iyi yapabileceğiniz konusunda nerelerden yardım ve destek alabileceğinizi **gelin ve öğrenin**. Randevu almanıza gerek yoktur.

Etkinlikte Arapça, Bengalce, Kantonca, Portekizce, Rusça ve Türkçe tercümanlar mevcut olacaktır. **Eğer katılmak isterseniz ve bir tercümana ihtiyacınız varsa**, öğleden sonra saat 3'den itibaren 01273 234825 numaralı telefondan Sussex Tercümanlık Servisini arayarak adınızı, telefon numaranızı ve hangi dilde tercüman istediğinizi mesaj olarak bırakınız. Katılım ve Bilgi için: ratnajanbibi@trustdevcom.org.uk | 07445 183 142



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Printing, mailing and distribution

Hard copies of the posters were sent out, along with translated copies “5 Ways to Wellbeing” during the week beginning 19th March 2018.

SIS sessional workers were sent multiple copies and asked to
“...take these along to your sessions over the next few weeks and, when appropriate in a pre or post session setting, offer them to your service users.

It would be really helpful, if you could also encourage service users and community members to attend. This is not only for language clients but for all members of your community including you and your family and friends...

If service users express an interest, please ask them to call or email SIS so that we can make sure we have adequate interpreting support on the day and know who to expect...”

Multiple copies were also sent to language specific Community Groups and Venues and were similarly asked to promote the event to their members.

	Printing	service users	sessional workers	community groups
Arabic	500	106	25	10
Bengali	100	21	13	7
Cantonese	100	29	5	8
Portuguese	70	20	8	8
Russian	40	14	5	2
Turkish	60	15	8	3

SIS undertook additional promotion work on-line via

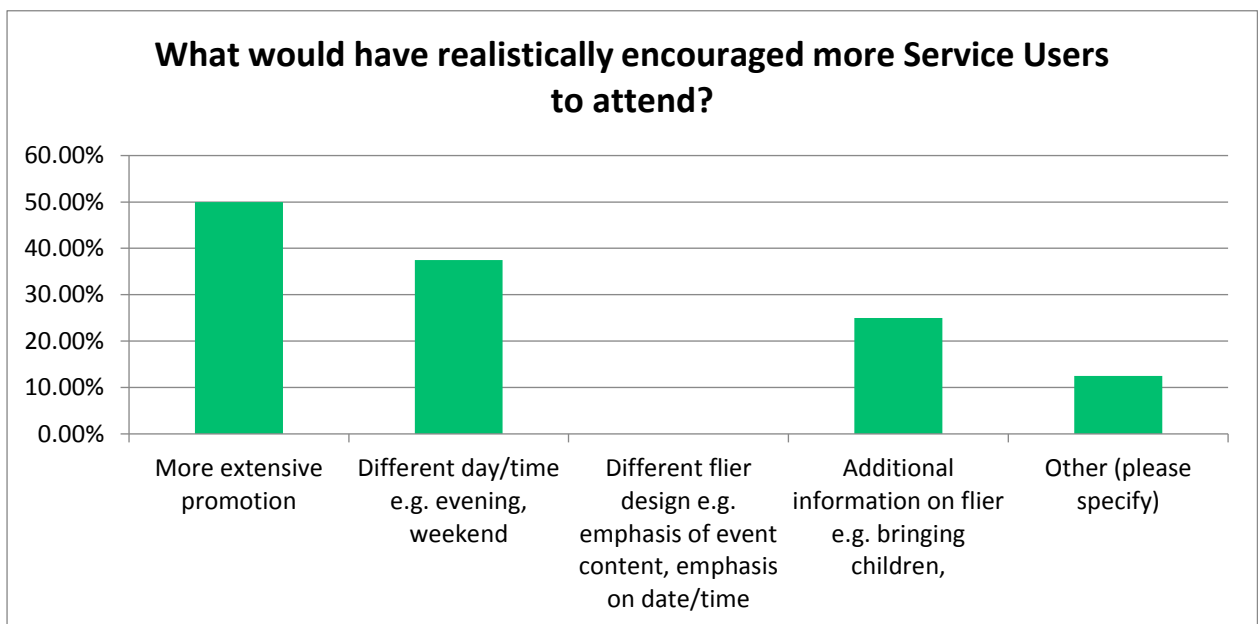
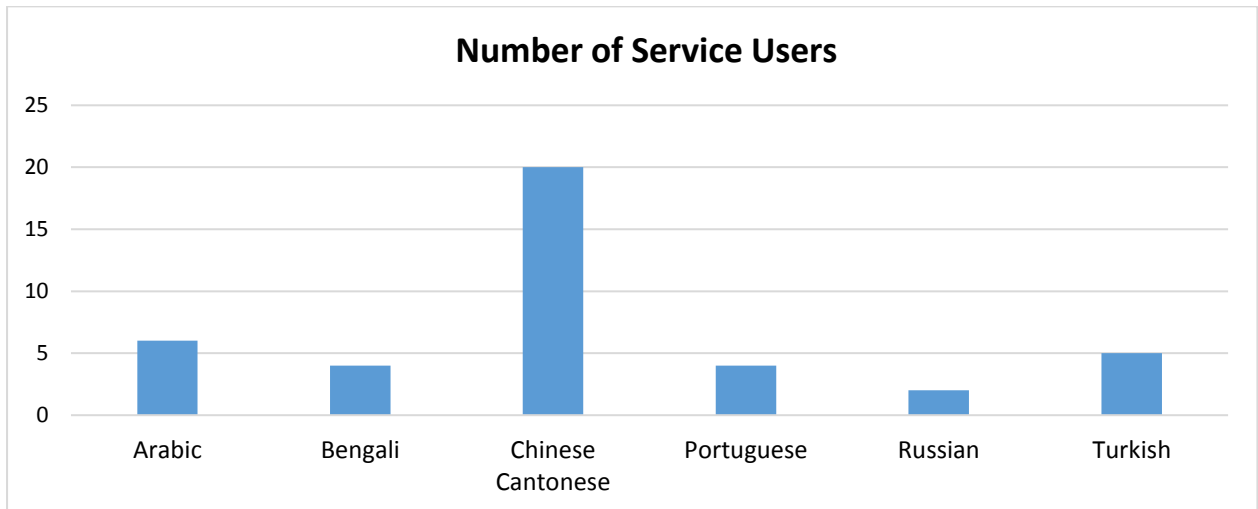
- Website www.sussexinterpreting.org.uk
- Twitter [@sussexinterpret](https://twitter.com/sussexinterpret)
- Facebook [sis.interpreting.services](https://www.facebook.com/interpreting.services)
[sis.language.support.arabic](https://www.facebook.com/interpreting.services/arabic)
[sis.language.support.bengali](https://www.facebook.com/interpreting.services/bengali)
[sis.language.support.cantonese](https://www.facebook.com/interpreting.services/cantonese)
[sis.language.support.portuguese](https://www.facebook.com/interpreting.services/portuguese)
[sis.language.support.russian](https://www.facebook.com/interpreting.services/russian)
[sis.language.support.turkish](https://www.facebook.com/interpreting.services/turkish)

During the days before the event, SIS Volunteer Linguists made phone calls to some of our service users to get final confirmation of attendance at the event.

Feedback

Service Users completed the feedback form at the event with the help of the interpreters.

Interpreters were sent a brief survey to get their feedback



Comments

The leaflets for the event should have been ready at least a month in advance. Also a great number of SUs work so perhaps the event could be held later on the day or on a Saturday.

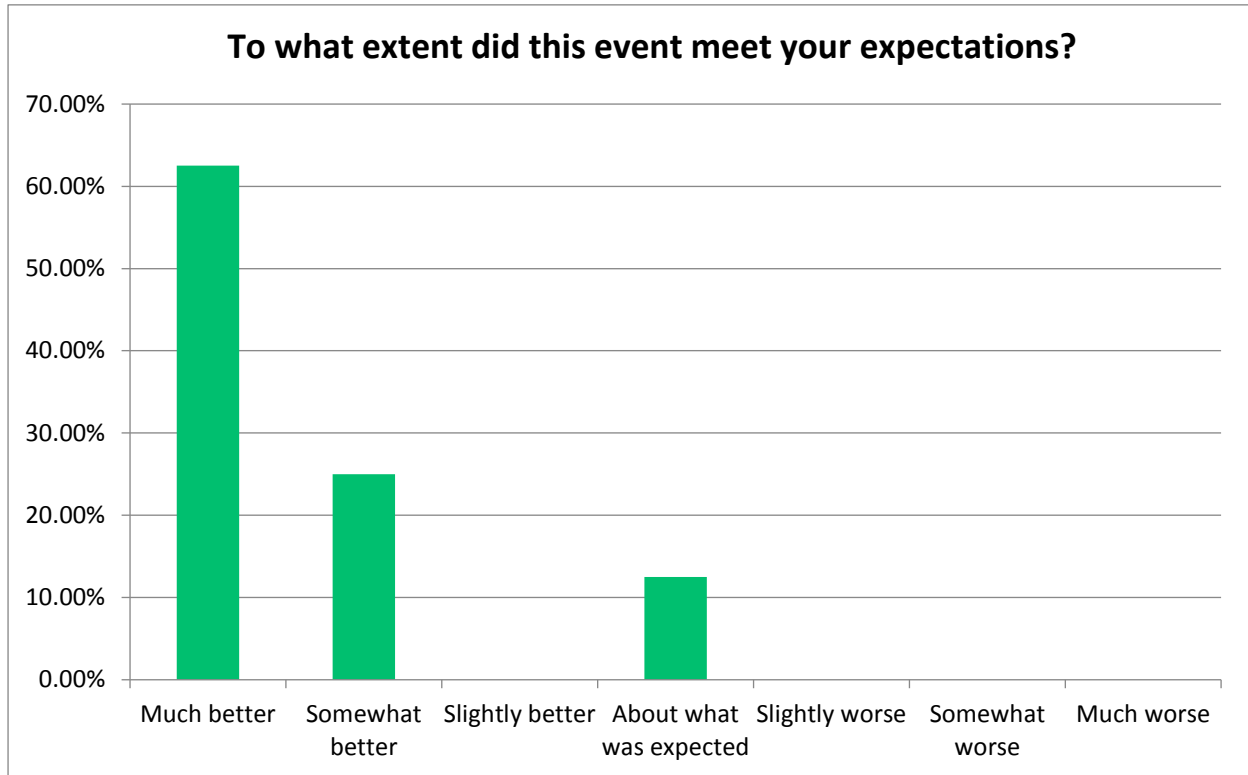
Most SU working found it difficult to attend.

Possibly a weekend for the event would have suited some service users more, particularly those at work during the day on a weekday. However, you could say that families might have more other commitments at weekends. It is difficult to know for sure whether this would increase attendance

Childcare facilities

More actively advise clients to register with SIS and send more promotional flier directly to them

Most of clients on the day are from Brighton Cantonese Elder Group, but there are some younger generations in the city who are isolated. It will be good to see them in this kind of event as well. Therefore more extensive promotion makes a difference to this group of clients. More translated fliers to service providers not only interpreters I.e to health visitors for them to also be able to promote the event effectively



Comments

More culturally appropriate stalls.
 The SUs were able to engage a lot more with the stalls holders and benefit with the information provided to them.
 The venue divided into different zones, allow better interaction and sub groups to visit by turn.
 Lunch arrangement made the big group of SU easier to enjoy.
 It seemed that the amount of people for the size of the venue was about right. - the atmosphere in the downstairs area was really great. The variety of activities and stalls on offer contributed to this. Everyone seemed to be really enjoying themselves.
 It was a much more relaxed atmosphere than the previous year. Not a lot of talks which enabled service users to actually engage and explore the different stalls
 There were great variety of stalls and quality information presented, also it was fun to take part in some set activities. Overall it was enjoyable event to attend

No talk but more activities for clients to get involved. My clients enjoyed hand massage most.

Do you think this was the same or different for your Service Users?

Service users were happy to gather information from some of the stalls
 The SUs I worked with stated that this was by far the best event they had taken part. They were able to speak to all services they were interested in.
 The SUs found it more flexible to explore stalls of their interest.

Again, difficult to say for sure, I spent a large part of the event on the SIS stall in the reception area. However, my general impression was that service users had enjoyed this event more than previous events.

They found it more informative

Definitely the same

They were really impressed and were very keen to attend next similar event

Same

What did you like most about the event?

Quite Informal, easily accessible

I enjoyed talking to most stall holders and feeling relaxed whilst working. I also liked the singing part of the event and seeing two SUs taking part in the sewing group.

Lots of information for SUs.

The buzz of all the rooms downstairs.

Run more smoothly except lunch time!

The different stalls/organisations that were there were quite useful to the service users.

The great organisation and varieties of the stalls

Women area . In general speaking, there was no any time schedule set for any particular activity (except singing after 12:30) , so clients felt free to go to any room their like, very flexible and relaxed.

What did you like least about the event?

I felt really sorry for the two Barnard's SPs, who were at their first event and very shy. They didn't queue for food and when I explained to them what to do the food had finished. I did however, manage to get them a banana each and a tea.

Lacking of spaces for small groups discussions. However, the arrangement is good for individuals to talk to SPs.

Nothing to add here - all positive really

Lunch time was not suitable for people with children and disable people should be served first.

N/a

Not much room to sit down to have your lunch

If there is a bit more stalls and activities in the future, it will be even better.

What did your Service Users most like about the event?

Henna painting, Tennis, Hand messages, Meeting others in the community,

They enjoyed engaging with the stall holders and were keen on some of the services/activities provided. The four SUs I worked with were particularly interested in the leaflets which gave them 40% of the membership for the Freedom Leisure Centres. Another SU enrolled for the befriending service.

Most SUs found something interesting for them.

I think they would probably agree that the range of activities and stalls on offer was great. Also, the free lunch would have been a draw.

Work shops

The interactive stalls

The quality of information and taking part in the activities

Hand massage, Breast care info, planting in pot and food.

What did your Service Users least like about the event?

Nothing

N/A

Long day with limited spaces for rest.

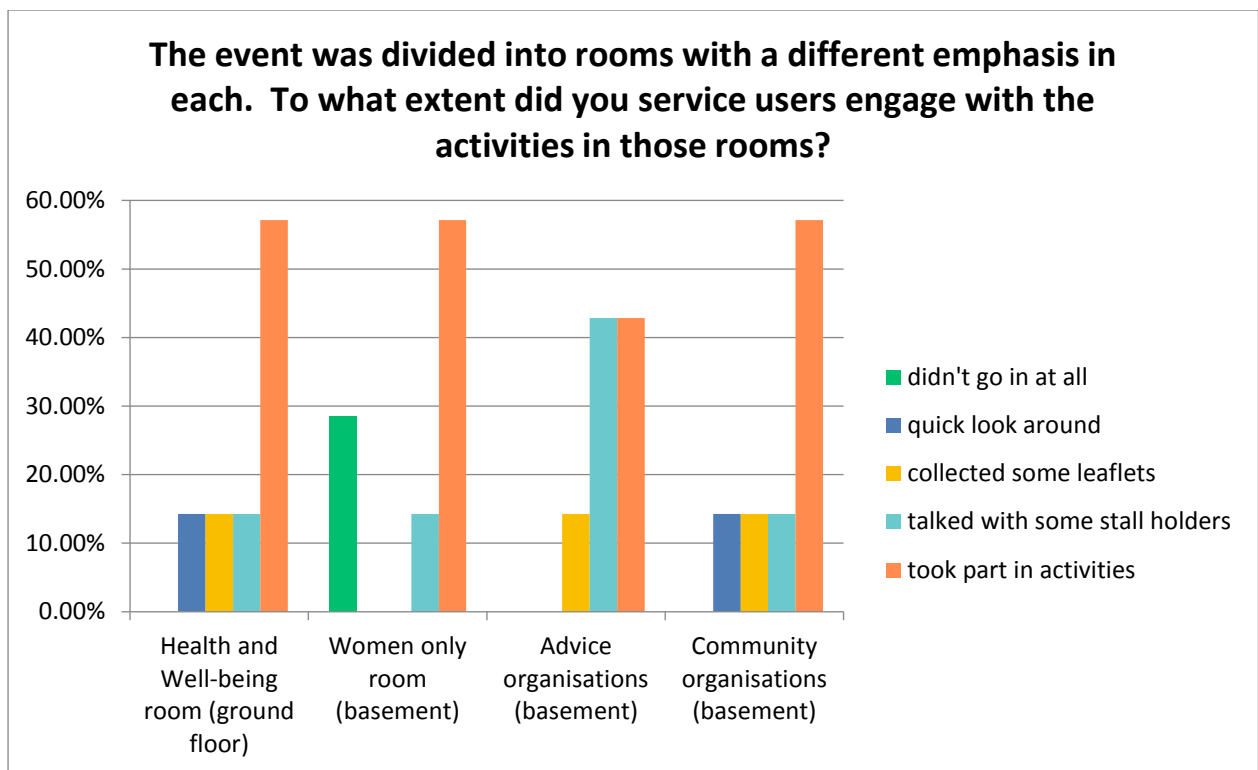
Difficult to say without consulting their feedback forms. I didn't hear any informal bits of dissatisfaction during the event.

Too crowded

N/a

They were pretty much liked everything, maybe lack of space sometime

No Chinese translation leaflets



Hand message, Henna painting, Tennis

Health and well-being. They enjoyed to have the stress dot applied to their wrists and talking to the stake holders on the ground floor which were extremely friendly.

Albion in community with cancer awareness as many SUs interested in this issue.

I can't say, although most service users spent most of the time in the basement rooms

Table tennis because of her child. Henna painting. Planting.

The women's only room

Amaze

Possibility people

Women room only and health and well-being room, my clients were interested to find out and sign for healthy living activities close to their home and it was fun to take part in the health related activities and workshops at the stalls there

Hand massage and Breast Care

Which organisations do you think your service users might make contact with after the event?

Employment and training

The befriending service

Albion in community.

Would need to consult the feedback forms

Rise, well being service, eroumernet , sis drop in.

Amaze

5 Ways to Wellbeing and Possibility People

Speak up

How could we improve this event in the future?

Maybe more information about the event when promoting (so service users know what to expect)

Clear signs to where each stall is located

The organisation of the event needs some improvement. At the moment I haven't got any suggestions but will think about it.

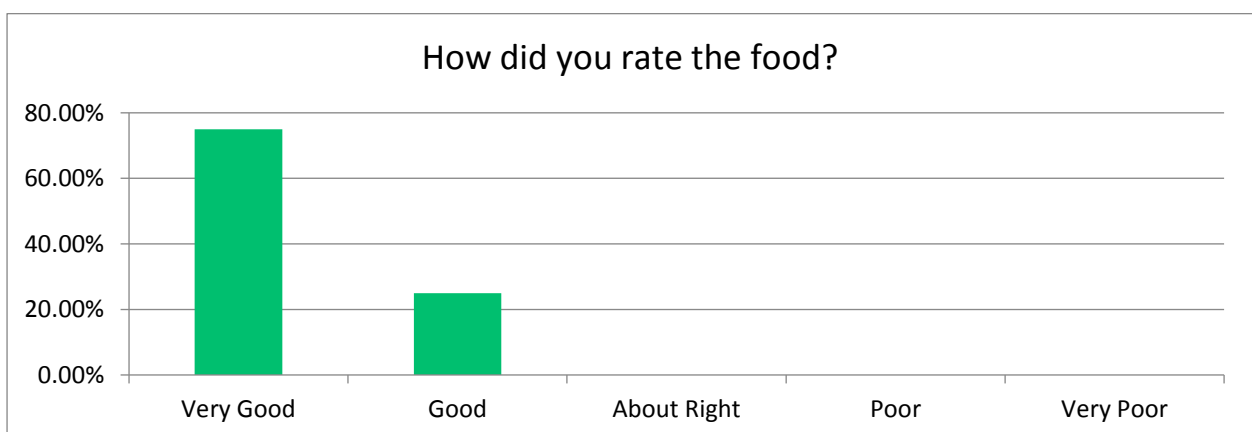
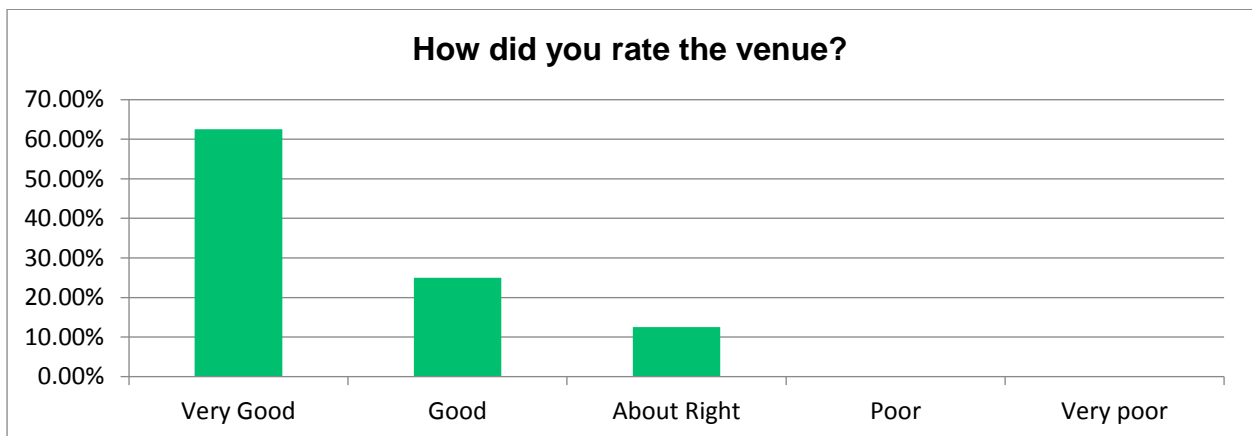
This is a successful event with very good attendance in the community. To target the really hard to reach group, the working class, the format/ time of event can be more flexible.

If funding allowed, it would be good to offer interpreting support in some more languages.

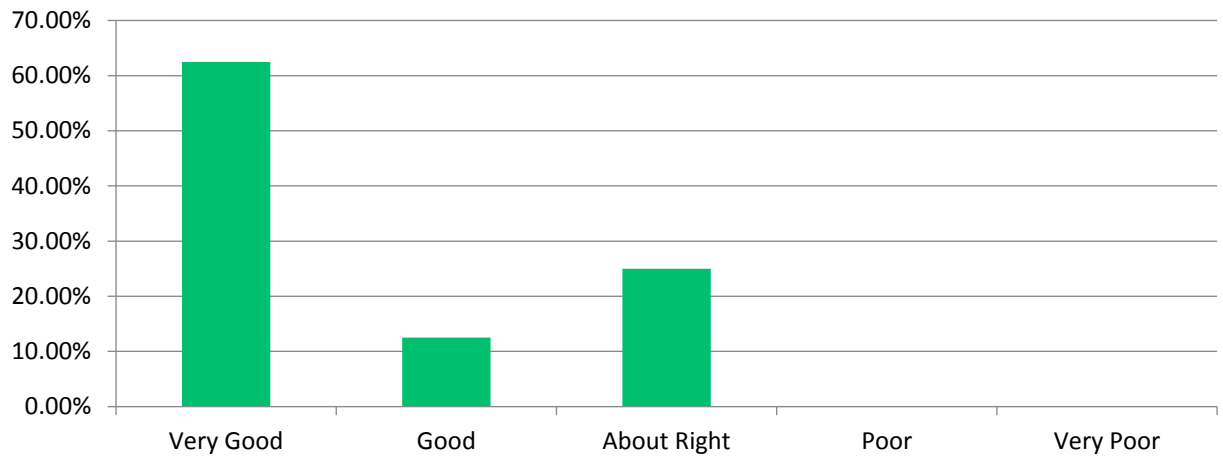
Could provided childcare and children facilities so parent can involve with workshop and go round to stalls. Lunch time need to improve. May be few lines or at least serving disable and parent with children first.

I really enjoy the event this year. However, we could improve this event by adding or better arranging sitting places during lunch time for the participants so they could see each other better and that could encourage them to socialise better

More extensive promotion which may be able to get different aged group people come in. Phoning clients to inform them about this event. SIS can speak to CIs to find out which clients that CIs think may be interested to come and give them a call to invite them.



How did you rate the general organisation?





A Way A Day

Event Report

Author: Ratna Jan Bibi

The Trust for Developing
Communities

April 2018



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Introduction

The Trust for Developing Communities (TDC) in partnership with Hangleton & Knoll Project (HKP) are in the fourth year of delivering Psychosocial Support for Black and Minority Ethnic (BME) communities commissioned by Brighton & Hove Clinical Commissioning Group (B&H CCG).

Psychosocial Support for BME communities is tasked with delivering and facilitating services that ‘improve the mental health management and wellbeing of black and minority ethnic communities who live and work in Brighton & Hove, in particular those who have limited knowledge of, or access to community mental health services’.

A feature of the project is an annual event targeted at BME communities. The purpose of this event is to promote and reinforce the benefits of adopting good mental health and wellbeing practices; further to increase awareness of services available to support people with mental ill-health and wellbeing issues, and to improve links and understanding between BME communities and statutory and voluntary services working in the mental health and wellbeing sector.

All annual events shared the same overall purpose, namely improving mental health outcome for people from BME communities.

This report covers the outcomes from the ‘A Way A Day’ event, the latest in this series of events under this project.



Background

The *A Way A Day* BME wellbeing event took place on Wednesday 18th April at the Black Minority Ethnic Community Partnership (BMECP). The event was run in partnership with Hangleton & Knoll Project (HKP), Rise, and Sussex Interpreting Services (SIS) who provided translation and interpreting services for the event. Each organisation drew upon their existing knowledge of BME communities and sought input from their respective community based partners and constituencies.

A Way A Day took inspiration from ‘five a day’ whilst promoting the ‘five ways to wellbeing’ and the purpose of the event was to:

- Support the delivery of volunteer led health and wellbeing activities.
- Provide opportunities for group members to develop skills and confidence.
- Facilitate partnerships to increase access and information to Mental Health Services.
- Provide opportunities for the group to influence health service delivery.

This was a free and open event, designed to be celebratory, informative and engaging. It was promoted as ‘a multicultural health and wellbeing event open to everyone from minority ethnic backgrounds in Brighton and Hove’.

The event ran from 10.30 in the morning until 2.30pm in the afternoon with activities including singing, poetry, table tennis, rope making, henna, dancing, digital house building, giant games, arts and crafts and a play area for toddlers.

The event encouraged and provided an opportunity for all to come and engage with the wider community. Overall it was a family event and an opportunity for all ethnicities across the city to come together and integrate whilst enjoying and learning about healthy activities and services in the city. It promoted diversity in the form of a community event.

The healthy lunch was provided by local BME caterers and consisted of three varieties of food; Chinese, Indian and Caribbean. We also had fresh fruit and a popcorn machine, which were very popular.



Publicity and Promotion

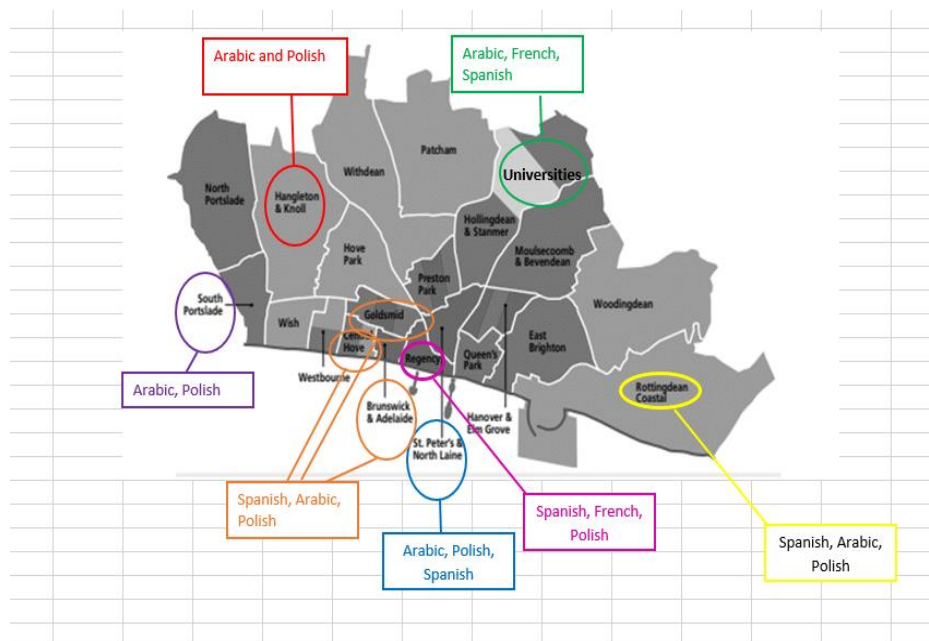
Publicity and promotion was jointly carried out by TDC, HKP, Rise, SIS and stallholders. Event posters, both in English and translated into the main languages spoken in the city, were printed to market the event. These were distributed through contacts, associates and organisations including by TDC colleagues across Brighton and Hove in different neighbourhoods, and via individuals from BME communities known to have good links and knowledge of specific BME communities.

The event was also promoted using online media platforms, which included: TDC Facebook, newsletter and website, Community Works mailing list, partner organisations and stallholders' contacts and social media platforms. Both TDC and Albion in the Community also promoted the event through press releases.

Sussex Interpreting Services, translated the poster into the six most requested languages in Brighton and Hove, these being; Arabic, Bengali, Cantonese, Portuguese, Russian and Turkish, which were distributed via post and emails by SIS. Volunteer interpreters from SIS took event poster to meetings and phoned around on the Monday before the event to remind people with language barrier of the event. *Please see SIS report included in the appendix.

Marketing and Promotion by BME Psychosocial Support project volunteer:

- Using the 2011 Census data, the volunteer identified where the major BME communities are located in Brighton and Hove.



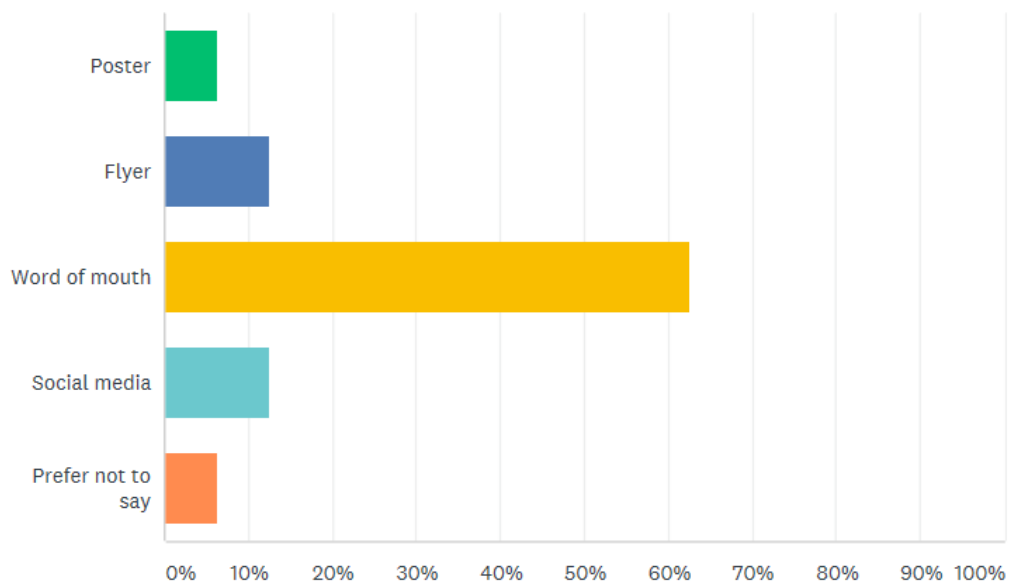
- Identified BME places of interest to put up posters and flyers – supermarkets, grocery stores, non-English restaurants, nails and beauty parlors.
- Google map was used to identify locations, listing them according to the districts, making it easier to plan a route to put up posters.

Putting up posters and flyers:

- Over 80% of the places visited were supermarkets/grocery stores/eateries/beauty parlours
- People in general preferred flyers, because they are smaller and they could leave them on the counter, so customers could see/take them

Lastly, promotion of the event also included visits to, and meetings with, many and diverse local BME community groups by representatives of the event partners.

The table below demonstrates how BME people found out about the A Way A Day event:



Interestingly, despite the proliferation of new media and online communication and marketing platforms, it is worth noting that it was the traditional marketing methods that have been most effective in creating awareness of this event. The printed materials and ‘word of mouth’ were the most commonly quoted sources in reaching these audiences.

Reaching the BME communities, especially those whom are not active in the community is the challenge faced by many statutory and voluntary services working in the mental health

and wellbeing sector. Through events like A Way A Day, we are able to reach a much greater number of isolated BME people across Brighton and Hove. Connecting BME people with service providers and community groups, we help individuals and groups to improve the wellbeing of their community, in particular those who have limited knowledge of, or access to community mental health services.



It was fantastic to have CCG staff at the event to witness first-hand the benefits and outcome of the work commissioned and take up opportunities to talk directly with BME people to inform and influence health service delivery.



Event Summary

Previous BME wellbeing event feedback was to encourage greater interaction and engagement between attendees and stallholders. Therefore during the planning stage, stallholders were asked to deliver an activity or points of engagement to entice people to their table. The aim of the activities were to create a relaxed atmosphere, encouraging interaction between attendees and stallholders. At the event there were 36 stallholders:

Service providers/groups (28): Brighton and Hove Wellbeing Service, Mind, Healthwatch, Brighton and Sussex University Hospitals NHS Trust, BHCC Healthy Lifestyles Team, Rise, Sussex Interpreting Services, Albion in the Community, Dementia Action Alliance, Possibility People, Impetus, Barnardo's, Amaze, BHCC Welfare Reform, Revenues and Benefits, East Sussex Credit Union, Network of International Women, Community Land Trust, The Grow Project, Brighton Table Tennis Club, BHCC Library Services, Sew Fabulous, Bilingual Family Group, The Bridge, No Hold Barred, Help 2 Work/Kennedy Scott Ltd, BHCC Apprenticeships, Community Works (volunteering) and Volunteering Matters.

BME groups (8): SEAS - Socially Engaged Art Salon, Brighton and Hove Black History, Diversity Lewes, EuroMerNet, Gujrati Cultural Society, Hindu Women's Group, Maha's Multicultural Coffee Morning and HKP Multicultural Women's Group.

The event was divided into five different spaces/rooms: BME exhibition, health & wellbeing, women only space, advice and information, activities and engagement.

Space one/ BME exhibition: In the reception area we had exhibitions reflecting the history of BME people in Sussex. The exhibition established a sense of belonging, demonstrate shared values across cultural, faith and ethnic groups and celebrated the contribution the BME communities make in improving the wellbeing of our community.

'Exhibit our HLF project Celebrating African Caribbean in Sussex past and present. The exhibition was well received' Diversity Lewes



Space two/ health & wellbeing: Increased access and information to mental health services and provided opportunities for groups to influence health service delivery by talking in person with representative from Brighton and Hove Wellbeing Services, Mind, Healthwatch and Brighton and Brighton and Sussex University Hospitals.

'We planted over 25 pots with people and had 40+ conversations around mental health and wellbeing and experience of using mental health services which was great.' Mind Brighton and Hove



Space three/women only space: Gave women the privacy and freedom to talk to Rise about healthy relationships and domestic violence abuse. Albion in the Community raised awareness of Breast Cancer where BME women were shown how to check for signs of Breast Cancer. The women only space allowed BME women to learn and discuss with their peers these taboo topics.

'Knowing who to talk to/who is willing to talk to me in BME communities. Approaching the subject of domestic abuse is difficult in any community but particularly in BME communities where relationships of trust need time to build.' Rise



Space four/ advice and information: Provided advice and information from a wider variety of services including disability services, healthy lifestyle, finance and money advice, universal credit, apprentices, ESOL classes, employment and volunteering support.

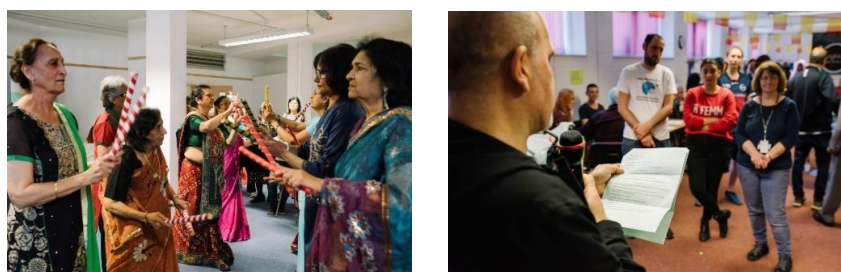
The main challenge with promoting apprenticeships to the BME communities is that English can be a big language barrier, and many find it hard to be able to fill out applications forms and do interviews without having a translator.’ Brighton and Hove City Council Apprenticeship Programme

‘I found out about Apprentices for my son. It feels good to know how I can help my son.’ Event attendee



Space five activities and engagement: Is where attendees took part in a variety of activities including singing, poetry, sewing, table tennis, rope making, henna, dancing, digital house building and much more.

‘Through the activity, we were able to have a greater, more relaxed conversation about what we can offer as a service to people. Without it, people wouldn't have felt as comfortable with talking in depth with us.’ Possibility People



Room based activities such as poetry, dancing and singing aimed to get the whole room involved whilst the table based activities created a synergy between the stallholders and

event attendees, as well as between attendees and the stallholders. Each table was a hub of curiosity and activity, enticing people to take part and talk to stallholders about the services they provided.



Event like A Way A Day builds partnership and better relationships between BME groups/ individuals and service providers, offering opportunities to discuss issues and inform, signpost and improve services planning, delivery and access.



Working in partnership and addressing wider issues affecting BME communities' mental health and wellbeing, we actively work to reduce stigma, bring people together to share experiences and raise awareness of different issues and conditions, and how to access available services that will help improve those issues and conditions, leading to better health and wellbeing.

Attendees and Demographics

The event was attended by 305 people from BME communities across Brighton and Hove.

To assist in establishing the number of attendees, everyone was asked to sign in upon arrival. This request was adhered to by the majority of attendees however despite best efforts some did not sign-in including children (we estimated least 25 children at the event). A visual assessment estimated there were at least 400 attendees at the event.

The table below is the demographic of the BME wellbeing event attendee:

<p>Age 55.77% = 18 to 60 30.77% = 60+ 13.46% = Prefer not to say</p>	<p>Gender 73.08% = Female 21.15% = Male 3.85% = Prefer not to say 1.92% = Transgender</p>	<p>Means of transport to the event. 44.23% = Bus 32.69% = Walk 21.15% = Car 1.92% = Cycle</p>
<p>Ethnicity 46.15% = Other 23.08% = Asian 11.54% = Mixed race 7.69% = Black 7.69% = White 3.85% = Prefer not to say</p>	<p>Disability or long-term illness? 61.54% = No 32.69% = Yes 5.77% = Prefer not to say</p>	<p>Disability or long-term illness? 66.67% = Prefer not to say 19.61% = Illness 11.76% = Physical 5.88% = Mental Health 1.96% = Learning disability 1.96% = Sensory</p>
<p>Religion 36.54% = Muslim 21.15% = No Religion 19.23% = Christian 9.62% = Other 3.85% = Hindu 3.85% = Sikh 3.85% = Prefer not to say 1.92% = Buddhist</p>	<p>Sexuality 63.46% = Heterosexual 25.00% = Prefer not to say 5.77% = Lesbian 3.85% = Gay 1.92% = Bi-Sexual</p>	<p>Occupation 26.92% = Retired 23.08% = Unemployed 21.15% = Full time Mum/House Keeper 21.15% = Receiving benefit 9.62% = Working 9.62% = Self Employed/Business Owner 7.69% = Carer 3.85% = Student 1.92% = Prefer not to say</p>

Feedback

Event feedback was carried out by TDC staff and volunteers as well as colleagues from partner organisations and SIS interpreters, who gathered feedback in various languages, hence removing the language barriers and enabling everyone to be heard and to take part.

We decided to carry out paper feedback to enable one-to-one conversation, dialogue and additional feedback. One of the event attendees highlighted the fact that her ethnicity (Baha'i) is never on the equal opportunities monitoring form (we use the BHCC / CCG template) making her feel that her ethnicity is not important nor relevant. We promised to highlight this and raise awareness of the challenge we face in collating data particularly when the diversity of the BME people are not included in the equality monitoring form. Lack of presence means many of the BME community members feel 'if we're not in the form why should we complete it? Clearly we don't count.' This is highlighted by the fact that 46.15% ticked 'Other' as their ethnicity.



Fifty day saver bus tickets generously donated by Albion in the Community were given out during the event to those on benefits/unemployed who had travelled to the event on the bus and others were given to BME community groups prior to the event. This naturally enabled those whom would not have been able to afford the bus ticket to attend the event and improve their wellbeing.

I didn't know I can volunteer in so many places.

Finding people who can help me to find job has made me feel relieved and happy.



Uniting Brighton's diverse communities through events like A Way A Day, contributed to improved mental wellbeing, reduced isolation and improved social connections and integration into the community, providing opportunities to participate in health and wellbeing activities and events, discuss wellbeing in an informal setting, reduce stigma and inform and signpost to services.

Would like to attend more event like this, thanks for arranging interpreter!

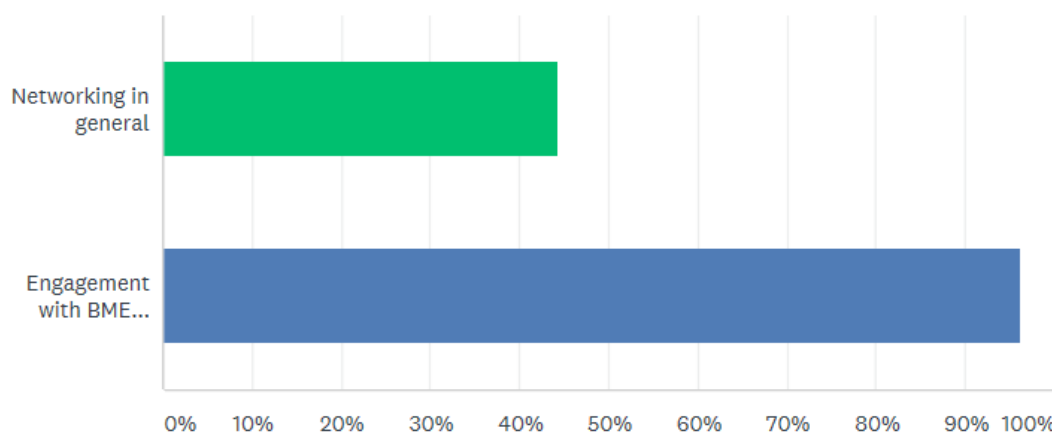
Thank you, great event bringing us all together, is amazing!



Stallholder Feedback

'It can be difficult to promote library services to people who may not read in English, as they may not think we have anything to offer them. It is useful to be able to showcase the range of activities we can offer and support.' Brighton and Hove Libraries.

There is strong desire amongst services providers to ensure they meet the needs of people from BME communities. 96% of the stallholders said that 'engagement with BME communities' was their main reason for attending the event.



Events like A Way A Day offers organisations and groups a great opportunity to engage directly with these constituents and for potential service users to learn more about what the services offer. This event proved that in developing strategies for improving access to mental health services, provided an excellent tool in laying solid groundwork towards achieving the objectives of better mutual understanding.

'It was a good opportunity to network with other groups as well finding and getting new information could support my group from other organisation.' Maha's Multicultural Coffee Morning

'Promoting the work of the Dementia Action Alliance and raising awareness about help and support for those living with dementia. For a number of BME communities they say the stigma surrounding dementia means they are unlikely to ask for external support, there is a lot of shame and misunderstanding around dementia' Dementia Action Alliance

An interesting and common acknowledgement from many of the stallholders is the need for language support both translation and interpretation, including ensuring their materials reflect the diversity of communities.

'We do face challenges when engaging with the BME community in the city. One barrier we find is language interpretation costs being an issue, particularly when budgets are being reduced year on year. We would really welcome health/disability-specific diversity training to better understand the specific barriers BME communities and different cultures face when identifying as being disabled / living with mental health conditions, in order to better understand how to best support BME disabled people and increase inclusivity of our services.' Possibility People

Not surprisingly 'engagement with BME communities' was the main reason for most organisations attending the event and their feedback suggested this was largely achieved. Meeting new contacts and networking with other service providers also featured high on the list of benefits participants felt applied to the event.

'It can be very challenging to carry out BME engagement, and so this event gave us great opportunities to engage with people that we may not have been able to before.' Possibility People

The successes of this event clearly indicate that activity of this nature represents a valuable tool in increasing awareness and access to mental health services amongst people from diverse cultural backgrounds. The event was a day of interesting activities, opportunities to socially engage, to relax, and to experience the company of people from other cultures. It is within this environment the subject of health, wellbeing and more specifically mental health disorders can be discussed and efforts to tackle inequalities addressed.

'At the BME wellbeing event, A Way A Day, I was able to have conversations with event attendees around the engagement and experience of using mental health services and the suggestions were:

- *Advice around long term medication management*
- *Understanding of medication*
- *Accessing translated appointments*
- *A wider variety of accessible translated information and materials*
- *And from conversations with SIS interpreters and other practitioners, training around cultural awareness of mental health and funding required for translated appointments.*

Main topics of information and advice being sort from attendees were around predominantly sleep, anxiety and coping as a Carer. We had a lot of interest around general five ways to wellbeing and Eco- therapy, which we were able to demonstrate through the seed planting activity at the event.’ Mind in Brighton and Hove

Did you deliver an activity/engagement opportunity at the BME wellbeing event? Was it useful/beneficial and why?

‘Yes- we met some new clients who we will be working with. The fat blocks and explanation discussion leading to referral’’ Brighton and Hove City Council, Healthy Lifestyle

‘I provided a small play area for young children. It was well received by those who used it. I had a good opportunity then to speak with the families about the BFG and our toy library services. We met families we haven't seen before.’ Bilingual Family Group

‘Yes - we used an activity that used smell to evoke memories and start conversations about memories - we used the SIS interpreters to help us with the activity as well as having leaflets on dementia in a wide variety of languages - Feedback was very positive, people had fun guessing the smells and put them at ease to talk about dementia’ Dementia Action Alliance

‘The activity we provided was adult wellbeing colouring-in and badge-making, which brought a lot of people over to our information table. Through the activity, we able to have a greater, more relaxed conversation about what we can offer as a service to people. Without it, people wouldn't have felt as comfortable with talking in depth with us. We also carried out a mini-engagement survey on the barriers BME disabled people face when accessing services and what would help. It was a very useful event to attend. There were not only new organisations and groups that we were able to network with for future, but also so many people from BME communities that we could engage with too. It can be very challenging to carry out BME engagement, and so this event gave us great opportunities to engage with people that we may not have been able to before. The interpreters provided also greatly enabled us to speak to people that we may not have been able to before, as we can't always provide language interpretation due to the cost.’ Possibility People

‘Limited funding for interpretation services means misinformation about benefits within communities and receiving support from informal advisors who do not always have the correct information, instead of coming to the source for help and advice. Perhaps because of the language barrier. My team support people into work to help them out of the Benefit Cap. Language can therefore be a significant barrier to work and keep some BME families

struggling on reduced benefits longer, as a result.' Brighton and Hove City Council Welfare Reform, Revenues and Benefits

As a result of attending the BME Wellbeing event, what action will you take to stay connected with and/or engage with the BME communities?

'I took contact details from a number of people and my volunteer, Pushpa, and I are meeting up to follow these contacts. I have also spoken with TDC staff to explore how we can work together to raise dementia awareness among the range of BME communities.' Dementia Action Alliance

'We will be using the data collated from our engagement with BME communities to look at how we can improve inclusivity of our services and front-facing promotional materials. We have gained many new contacts of groups that we will engage with too.' Possibility People

'We will carry on trying to help our service users to engage with Wellbeing related organisations/groups in the city; to benefit from what is on offer.' Sussex Interpreting Services

'Keep in contact with organisations and follow up with people who expressed an interest in volunteering.' Brighton and Hove Impetus

'We provided a sign-up list at the event for people to put their contact details on - either for participating in our courses or for networking purposes. We have already been in contact with all those who signed up and hope to stay in contact with them We are also discussing getting some of our literature printed in other languages to make our project more accessible - would be really grateful for any advice or guidance you could offer on this. We really hope to be included in further events of this nature in the future.' Grow

'We are going to be discussing translating some of our literature. We will continue to engage with groups through CW services and more outreach' Community Works Volunteering Services

'Develop and expand our translated resources.' Mind Brighton and Hove

Many of the service providers expressed the wish to translated information into a variety of languages, very useful and informative for those residents who wouldn't normally find out about those services, and will allow them to take information away to share with their networks. Translated information and interpreters present is a must for future events, to make the event as open and accessible as possible.

Stallholders' other comments, feedback, observation and/or benefits, development, action.

'Wonderful, engaging event. Lovely, welcoming upbeat atmosphere, lots of activity and engagement. Well run and so great to see such a diverse mix of people together. Thank you to all involved.' Brighton and Hove City Council, Healthy Lifestyle

'The event was very well organised, and the venue was very inviting and well decorated. It was an important event and we recognised how much it can help people in the BME community. We were really pleased to attend and would like to be invited to future events.'

- Brighton and Hove City Council Apprenticeship Programme

'Great day. Good amount of people. People looked like they were enjoying the day, Lovely atmosphere.' Community Works

'Lovely interactive day, variety of stalls to meet many needs, excellent use of interpreters, good food, great attendance. Thank you for the invite!'

- Brighton and Sussex University Hospital NHS Trust

'We really enjoyed the experience and opportunity to connect with a diverse group of people. We had many interesting conversations. It was a lively atmosphere, full of colour, music and languages. We loved it.' Volunteering Matters



'I think the sheer amount of people who attended came as a surprise to all of us so perhaps more time before lunch and close to allow more to engage with all the various presenters. This was a very successful event and we were very happy to be a part of it. Please let us know when you reach the planning stage for next year and keep us in mind for any engagement opportunities in the meantime. Thank you!' Albion in the Community

'The more events like this the better!' Possibility People

'The event was obviously well marketed and there were a good number of people attending. I met several people/organisations I had not previously come into contact with, which was useful for me.'

- Brighton and Hove Libraries

'It was a busy, focussed, well organised event. There were 'stalls' there I haven't seen at BME events previously.' Bilingual Family Group

'It was a great event and I'm sure it will be even stronger next year. I was grateful to be a part of it. There is much to celebrate and the event was fun, educational and inspiring!' Barnardo's



Attendee Feedback

The event was attended by 305 people from BME communities across Brighton and Hove. 92% of the event attendees said that the 'event improved their sense of wellbeing' because:

- Finding people who can help me to find job has made me feel relieved and happy.
- Please can we have more events like this, so important for us to come together in our community
- Very pleased I came! So many people, such a happy event. And very pleased I talked with Matthew from Dementia Action Alliance



Talking to BME communities, lack of knowledge and awareness of available services and how to access help and support often is the root cause of stress, anxiety and helplessness, which can lead to long-term mental health conditions.

The event was attended by
305 people from BME communities
across Brighton and Hove

92% of attendees said that the event
improved their sense of wellbeing

58% of the BME wellbeing event attendees said that they will contact/get involved with groups/organisation at the event:

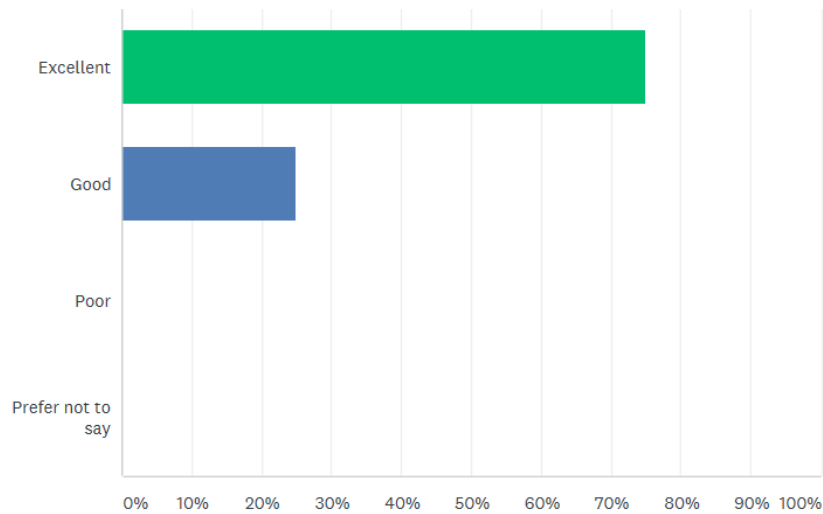
- Apprenticeship for my daughter
- The Network of International Women for Brighton and Hove for sewing and social interaction
- Sew Fabulous - I want to learn to sew
- Amaze to help fill in forms for my child

There is an ever-increasing demand for support with the wider issues which were impacting on people's mental wellbeing. Rather than be referred to mental health services, individuals require support with socialising, integration, housing, transportation, employment, domestic and family issues, as these lay at the root of their lack of mental wellbeing.

Helping people to access services in the community allows them to integrate in the community, participate in activities, discuss and improve their health and wellbeing without the pressure of communicating in English, enabling them to take responsibility for their health and wellbeing.



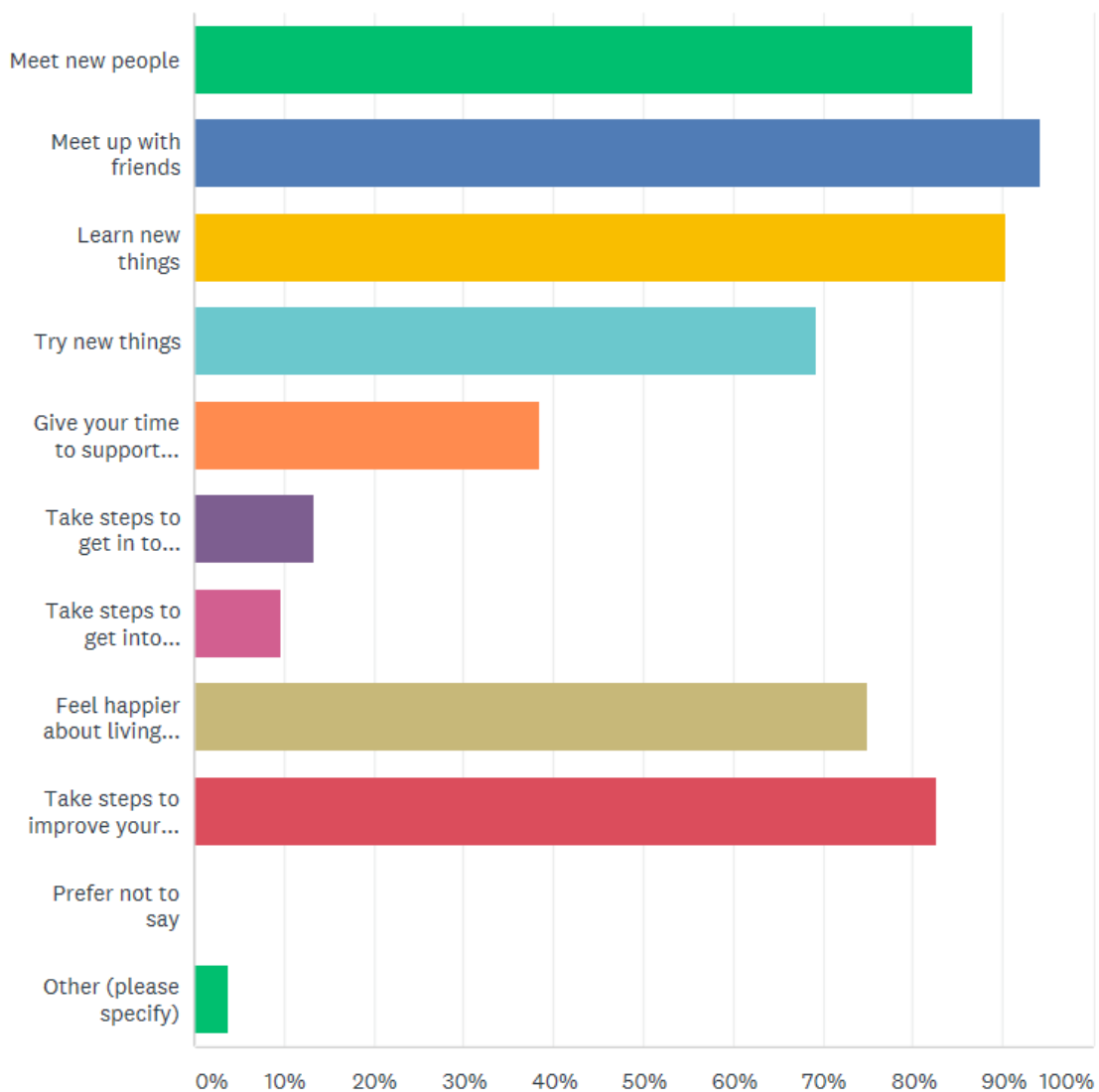
Attendees rated the event as:



Events like A Way A Day bring BME communities together, enhances the bond between people and gives them places to go to and things to do together. Supporting each other like this has huge consequences on people’s health and wellbeing. Events like this give people of BME backgrounds knowledge, confidence and the ability to integrate in the community with the support of others they are familiar with and trust. This naturally improves their health and wellbeing through socialising, taking part in various activities and knowing where to access help and support.



At the event attendees:



Other thoughts, comments and feedback included:

- Brilliant event. Relaxed and nicely paced. I loved the individual lunchboxes. It makes easy to hand out, mess free, and everyone got equal amount. Good variety of food too.
- We need more events like this that unites diverse communities and celebrates our culture.
- Coming together is great fun, so many activities and information.
- Really helpful and useful event, thank you.
- Thank you, great event bringing us all together, is amazing!
- Would like to attend more event like this, thanks for arranging interpreter!
- Great event! Thanks much needed and appreciated
- I didn't know I can volunteer in so many places.
- Fantastic event! I've never seen the BMECP so busy before. You brought everybody together.

Concluding Summary

As a family-friendly event, there were least 25 children and young people who were not counted in the final number of attendees, mainly because they did not sign in. Majority of the activities on offer were child-friendly and provisions were made to provide child-friendly activities such as giant games, badge making, colouring, books and toys and the play area provided by the Bilingual Family Group.

'I provided a small play area for young children. It was well received by those who used it. I had a good opportunity then to speak with the families about the BFG and our toy library services. We met families we haven't seen before.' Bilingual Family Group.



Informal feedback at the end of the day from Community Land Trust (who used a computer programme to discussing housing issues in Brighton) was that majority of the adults preferred talking about housing crisis whereas the children were far more interested in finding solutions by building their own house using the computer programme. Perhaps we need to think about psychosocial support for BME young people as well as families to promote the health and wellbeing of the future BME generation.



The success of this event clearly indicates that activity of this nature represents a valuable tool in increasing awareness and access to psychological support amongst people from diverse cultural backgrounds. The event was a day of interesting activities, opportunities to socially engage, to relax, and to experience the company of people from other cultures. It is

within this environment that the subject of health, wellbeing and more specifically mental health disorders can be discussed and efforts to tackle inequalities addressed.

The organisers, groups and attendees at this event have expressed their satisfaction and happiness about being part of such an event. The feedback given has been open and honest and gives us a real sense that the event was worthwhile. Bringing so many services together in one place has been very useful to those attending to find out about and accessing health and wellbeing services in the city. We would recommend that events of this nature continue to be part of the strategy of engaging diverse cultural communities in the pursuit of increasing access to therapeutic services.

It's great to know that the service providers, groups and organisations, including BME groups are keen to get involved next year and help continue bringing services together to meet local Black and Minority Ethnic Communities.

At the event TDC also presented certificates to students who completed the TDC [C-ODE \(Working in Community – Organisation, Development and Engagement\) course](#), many of whom undertook placements and volunteering in the community as part of their course. Through gaining knowledge and experiences of challenges faced by the community, students were able to validate their learning through working in the community.

The community development approach is a key factor in developing trust, relationships and supporting residents to take ownership of the issues that affect their lives. Once trust is built, over time it enables us to facilitate discussion around sensitive subjects such as mental health and ensures residents feel informed about services available to them and how to access them. This process is empowering and encourages residents to take ownership of their health and wellbeing which then cascades to their families, friends and the wider community.



Appendix 1: A Way A Day Poster



A multicultural health and wellbeing event open to everyone from minority ethnic backgrounds in Brighton and Hove.

Wednesday

18 April 2018

10.30am – 2.30pm

BMECP, 10A Fleet Street, Brighton, BN1 4ZE

A family friendly event with FREE lunch, refreshments, creative activities, board games, music, practical advice and information. **Come and discover** what's happening locally and where you can go for help and support to improve your health and wellbeing. No booking required.

Arabic, Bengali, Cantonese, Portuguese, Russian and Turkish interpreters will be available at the event. If you would like to attend and need an interpreter, call Sussex Interpreting Services on **01273 234825** after 3pm. Leave your name, phone number and a message with your language need.

For info & to get involved: ratnajanbibi@trustdevcom.org.uk | **07445 183 142**



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Appendix 2: Flier created by Rise for their women’s space at the event

Do you think domestic violence or abuse is happening in your community?

If so, are there any doors to safety to open in your community?

Would you know what to do if someone needed help?

It is every woman’s right to be safe in her home and in her community.

Rise want to help you find the answers to these questions and help to create safe spaces in your communities in ways that you decide work best.

“When we speak we are afraid our words will not be heard or welcomed. But when we are silent, we are still afraid. So it is better to speak”. AUDRE LORDE

 
LOTTERY FUNDED

For more information please contact Anita Johal:
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0747 381 2030



Appendix 3: Feedback report from SIS – available as a separate document

Ratna Jan Bibi

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