

Bilingual Health Promotion Project (BHPP)

12 month Report

November 2021 – October 2022

This report is a follow on to [BHPP 6 month Report May – 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. It has six interconnected workstreams combining elements of community development, partnership working and volunteer management to deliver health promotion, social prescribing and community engagement.

Sussex Interpreting Services is well-established with nearly 30 years of experience working with and for diverse ethnic communities, particularly migrants and people with language needs. SIS is commissioned by the NHS and Local Authorities to deliver a range of bilingual services; interpreting, translation, social prescribing, advocacy, befriending and community research.

SIS has recently been successful in our tender bid for the **NHS Sussex – mini comp – Joint Commissioned Interpreting Contract**, which, for the first time, will enable SIS to provide community interpreting to all NHS Trusts across Sussex in a comprehensive and joined up way. BHPP has been pioneering pan-Sussex service delivery for the past 18 months helping to establish partnerships and networks to facilitate equity of service for people in all regions. This will be integral in supporting SIS with mobilisation and establishing the expanded interpreting service.

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. This flexibility has enabled SIS to respond proactively and quickly to new initiatives and unexpected situations such as the arrival of Afghan and Ukrainian refugees.

BHPP has provided a platform from which to pilot and build new services, evidence need and apply for additional funding for example the **BHCC Containment Outbreak Management Fund Digital Grant** supported production of translated videos explaining people's rights to interpreting, **BHCC Ukrainian Support Fund** to provide interpreting, translation and social prescribing for Ukrainian Refugees and **SHCP Digital Inclusion Small Grants** to create and deliver training which advises people with language needs about how to translate webpages.

The past 12 months have been very productive; key outputs (against activity workstreams) include

1. Consultancy services to organisations about outreach and accessibility for ethnically diverse people
2. Enrolment, training and support for 36 new and existing Volunteer Linguists in 22 languages
3. Health promotion and prevention work for digital inclusion, mental health and maternity
4. 30% increase in light touch social prescribing through 473 interactions
5. 322 additions to, and promotion of, the translated resources library covering 21 languages
6. Multiple and meaningful opportunities for involvement in public service consultations

BHPP is taking an active and key role in supporting NHS Sussex to tap into the collective strength of people and communities thereby making a significant contribution to NHS Sussex Population Health Strategy with topic areas aligned with Core20PLUS5.

BHPP focus over the next six months will be using our insights, partnership, linguist networks and social prescribing assets to support individuals and communities with the Cost of Living Crisis to empower people to find community based solutions that minimise the negative impact on health and wellbeing.

Partnership

Work with other VCS and/or statutory sector service providers across Sussex via **SHCP CVS Ethnically Diverse Focussed Engagement Group** to deliver a joined up / common approach

The **SHCP CVS Ethnically Diverse Focussed Engagement Group** continues to meet regularly. We delivered a [showcase of our projects work](#) and provide regular updates, alongside other members, to facilitate understanding and map projects/activities so that the group can coordinate and collaborate more effectively, identify a pool of resources and any gaps in services. There has been a particular focus on Social Prescribing and how to build a common approach across Sussex.

SIS invited a number of other organisations to join the group so that the diversity and reach of the group continues to expand and represent. Feedback received from smaller, grassroots groups indicated capacity and resource issues may prevent regular attendance necessitating alternative approaches to collaborative partnership working. BHPP staff have joined and attended other forums, groups and webinars, particularly outside Brighton and Hove, to increase our networking capabilities e.g. Crawley Interfaith Forum , VAAC Networking Event, Eastbourne Cultural Community, Hastings Advice and Representation Centre.

Delivering consultancy services has been a substantial element of our partnership working this year. We have frequently provided data on uptake of interpreting in different geographical regions and/or for specific health conditions e.g. HIV and STI screening for new migrants, language uptake in midwifery/antenatal, and vulnerable groups for flu vaccine. This information is used to support targeted promotional activities, research needs and service gaps and add diversity and value.

SIS Volunteer Linguists undertook “mystery shopping” of local services which have translated sections of their websites such as RISE, UOK, and the Carer’s Hub. We wanted to support their efforts to improve accessibility and help maximise their investment by providing feedback on functionality, accessibility and quality, in order to help guide further development.

“Thank you so much for the valuable feedback, from the volunteer mystery shoppers, about our website. We will use this to improve the translations.” Anita Johal, Project Manager, RISE

Having completed [promotional videos in 7 languages](#), highlighting rights to interpreting and how to book, SIS was well placed to provide detailed information about the considerations, planning and delivery of similar projects when approached by these organisations; RISE, The Learning Disabilities Health Facilitation Team in Horsham/Mid Sussex, The Surrey and Sussex Cancer Alliance, and SHCP Digital First Team. Similarly, we advised Sussex Community NHS Foundation Trust on implementing answerphone greeting in 5 languages on their Refugee Telephone Support Line by sharing our experience of building a [language specific virtual switchboard](#).

“Thank you for all your advice, it has been extremely helpful... we have agreed that before getting the translations, we need to confirm the exact content of the videos, there are quite a few elements that still need to be finalised” Daisy-Anne Hack, Learning Disability Health Facilitator



SIS TRANSLATED VIDEOS – HOW WE CAN HELP

We have created short videos for people with language needs in Sussex. There are seven language versions: English Arabic Bengali Farsi Polish Romanian Spanish with more to follow. The videos explain: People’s rights to free interpreting at public service appointments How to contact SIS to book an interpreter for an appointment How to contact SIS to make a GP appointment, register...

[Read more](#) ➤

Linguist network

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

SIS has a team of approximately 35 Volunteer Linguists (VL) who form the bedrock for BHPP service delivery, specialising in social prescribing, health promotion and community engagement. We are extremely lucky to have secured such a dedicated team of individuals and were thrilled to invite them for a [Thank You Tea Party](#) during Volunteers' Week in June.



VOLUNTEER WEEK CELEBRATION

Volunteers' Week is an annual celebration, which takes place in the first week of June, of the contribution millions of people make across the UK through volunteering. SIS works with nearly 60 individuals who volunteer their time for our organisation as trustees, social prescribers and telephone befrienders. Without their support we would not be...

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A scoping exercise, through organisations and community groups working with and for diverse ethnic communities, helped us build a picture of cultural and language profiles in Sussex to target VL recruitment in two enrolment cycles in Winter 2021 and Summer 2022. We delivered induction and training sessions both on-line and in person, VLs really appreciated the practice role plays and small group discussions.

"In the role play we had the chance to be a Service User, a VL or an observer which prompted us to think from other points of view. It was a good reminder of how to handle the conversations and what key points we need to cover. I enjoyed discussing it afterwards in small groups; hearing other people's ideas and understanding different approaches" **Chinese Speaking Volunteer**



11 NEW VOLUNTEER LINGUISTS JOIN THE SIS FAMILY

In December 2021, SIS completed the recruitment and induction of a new cohort of 11 Volunteer Linguist. The group who speak 14 different languages between them, are joining our team to support the delivery of Social Prescribing and Community Outreach. The backgrounds of the volunteers were very varied and interesting, some of the new cohort...

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These recruitments added to the range of VL languages; Tamil, Dari, Pashto, Albanian, Ukrainian and Sorani. We worked with Hangleton & Knoll Multicultural Women's Group to welcome Afghan refugees and provide an induction to the city. We are also part of the BHCC Ukrainian Community and Integration response, initially using BHPP funding to [proactively respond](#) and research evidence of need and then apply for a [Ukrainian Support Fund grant](#) to support translation, interpreting and social prescribing.

SIS asks all volunteers about their motivation to join our team so we can help realise those goals. The key drivers (outside of helping others) are career/skills development and getting involved in the community. We have offered a webinar series on social prescribing topics; Digital & Virtual Support (Oct 22), Cost of Living Pressures (Sept 22), Wellbeing through Food (June 22), Overcoming Barriers to Engagement (Apr 22), Tackling Health Inequalities (Feb 22). We also circulate sector jobs and provide references. We connect B&H based volunteers with their local area network through [coffee and croissant events](#) hosted by TDC.

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

Digital Inclusion is increasingly crucial for people needing to access public services. The results of our [digital inclusion survey](#) informed our contribution, via linguist attendance at workshops, to B&HCC Digital Strategy consultation with reference in the [delivery plan](#) to “Promote digital champion skills support for learners with English as an Additional Language”. Volunteer Linguists attended B&H Citizen’s On-line [Digital Champions training](#). We also applied to the Digital Inclusion Small Grants Programme to “Create and deliver training to help people with language needs to translate webpages to increase accessibility to support services”.



DIGITAL INCLUSION AND LITERACY SURVEY OF SIS SERVICE USERS

In April and May 2022 SIS created a Digital Inclusion and Literacy Survey for SIS Service Users to investigate barriers, technology access and usage, identify priority support needs and encourage use of the SIS website to access fully translated information and make self-referrals to SIS services. 63 surveys in 10 languages were completed with the...

[Read more >](#)

Availability of, and access to, mental health services is a frequently reoccurring theme. SIS has been very active in petitioning for these needs to be met. As a committed member of the *Mental Health Refugee, Asylum Seeker & Migrant Working Group* we’ve partnered with the NHS and CVS organisations to [address service gaps](#). We influenced UOK (Community Roots) to provide a dedicated interpreting budget. We provided consultation services to SCFT, sharing our experience of developing a virtual switchboard, to help them with greetings in 5 languages for the *Refugee Telephone Support Line*. We negotiated with Brighton and Hove MIND for our social prescribing volunteers to access advice and support from their expert staff for improved linkwork. We worked extensively with the Sussex Mindfulness Centre to set up a specially adapted course for use with refugees. We have promoted and referred into a number of local wellbeing services.

“I had several meetings and explored simultaneous interpreting during the mindfulness sessions, translating documents and recording guided practices in the different languages with Sussex Interpreting Services, who were hugely helpful.” **Julia Powell, Mindfulness Teacher, Sussex Mindfulness Centre**

In relation to maternity services, SIS was involved in advocating for the [five steps](#) approach to Black Maternal Health Awareness; sharing research papers and insights with partners and commissioners, furthering collaboration with the [Maternity Voices Group](#) around perinatal equity and supported a new local initiative for [language specific antenatal classes](#) with provision of information and communication channels to services users who could benefit. We have also helped Healthwatch to identify a suitable SIS Service User to participate in their research into Mental Health and Maternity.

“This all sounds very positive – thank you for the work you have put in to secure this interview.” **Michelle Kaye, Healthwatch Brighton and Hove**

SIS has been involved in number of health promotion campaigns, including coping with extreme heat, lung health checks, inclusive jobs fair and [flu vaccinations](#). We have promoted and distributed translated information using a range of tools in bespoke combinations; email to community groups, leaders and linguists, upload to SIS website, promotion on social media, targeted emailing and SMS alerts to applicable SIS Service Users. Through these methods SIS is able to reach up to 4000 Sussex residents who have language needs. If appropriate we offer support to Service Users to make appointments with health professionals.

Social Prescribing

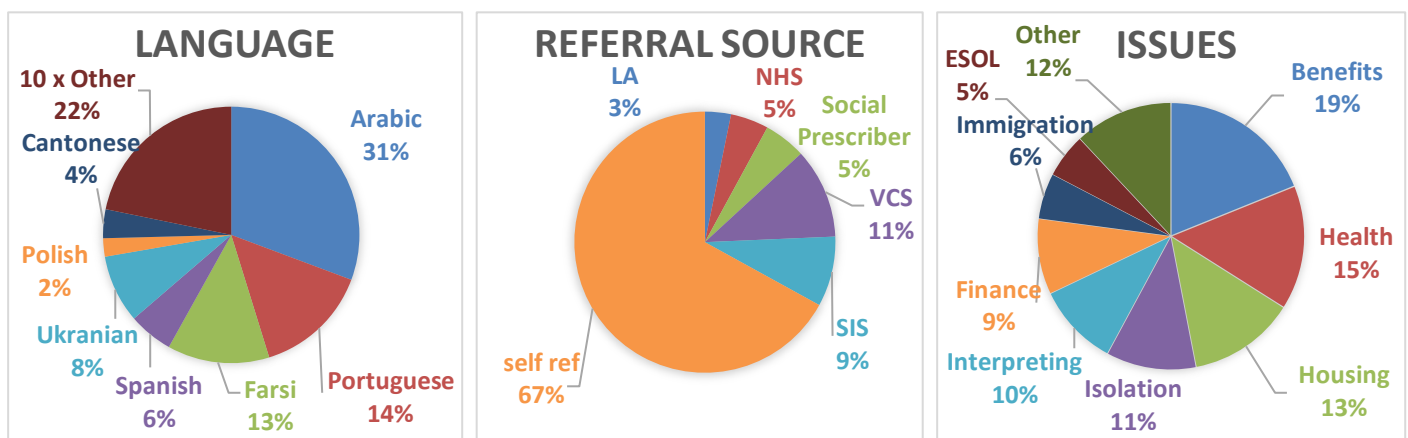
Deliver light touch social prescribing, supporting facilitated referrals and communication. Work with VCSE partners to explore existing methods outside of B&H and scope delivery across Sussex

The BHPP social prescribing (SP) activity forms the foundation for our support delivery model enabling people with language needs in Sussex to understand and access this essential Personalised Care service. Light touch SP is delivered by a team of Volunteer Linguists who make onward referrals for complex cases either to PCN Linkworkers or SIS Bilingual Caseworkers from our [award winning SP+ Partnership](#).

We ran an extensive promotional campaign to increase understanding of our SP offer by mailing [service information](#) to PCN Linkworkers, GP practices, VCS organisations, Health Visitors and social care practitioners. We delivered presentations on [Setting up SP for Excluded Groups](#) at a PCN Personalised Care Webinar, [The Importance of Specialist SP](#) to the ARRs Community of Practice group as well as meeting with social prescribing commissioners and teams across Sussex to discuss parity and equality in access to our services. We also sent SMS alerts to over 2000 SIS Service Users.

These efforts led to a 30% increase in activity; SIS Volunteer Linguists delivered 478 light touch SP interactions for 287 individuals. 24% of activity was for Service Users outside of Brighton & Hove with a particular increase of uptake in coastal West Sussex.

Further validation of our promotional efforts was a 36% increase in referrals from professionals; 74 individuals from a range of public services and VCS organisations referred into SIS for SP triage support.



Service Users spoke 24 different languages including many for which we'd previously not had requests; Sorani, Tamil, Turkish, Ukrainian, Romanian, Lithuanian, Dari, Czech, Albanian, Slovak, Pashto. We recruited more Volunteer Linguists in this expanded range of languages.

The top three issues remain; health, benefits and housing, but we saw a 4% increase in support needs for finance (including utilities and food poverty), education (ESOL) and social isolation issues.

"It was such a relief to have a social prescriber. My health was complicated, and I was lost with all the appointments I was having for my health, with the council, about settlement status, utility bills, food banks and isolation. The social prescriber helped me navigate the otherwise impossible system and SIS has become a family to me. When I call I know they will listen. I totally trust them." **Spanish Speaker**

"The volunteer was so helpful and really went above and beyond trying to get hold of the client, without their perseverance we would not have been able to track down information in time for the appointment."

Grace Smyth, Service Delivery Manager, St Luke's Advice Service

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 20 community languages, 3 of these languages have been added in the past year based on emerging community needs; Kurdish Sorani, Albanian and Ukrainian. The pages have undergone a comprehensive redesign to improve the format, content, navigation and usability of the pages to improve the customer experience regardless of the type of device being used. On entering a language page, Service Users have a choice of functions; self-refer for interpreting, ask for support from the BHPP team, find out how SIS can help them and access the translated resource library.

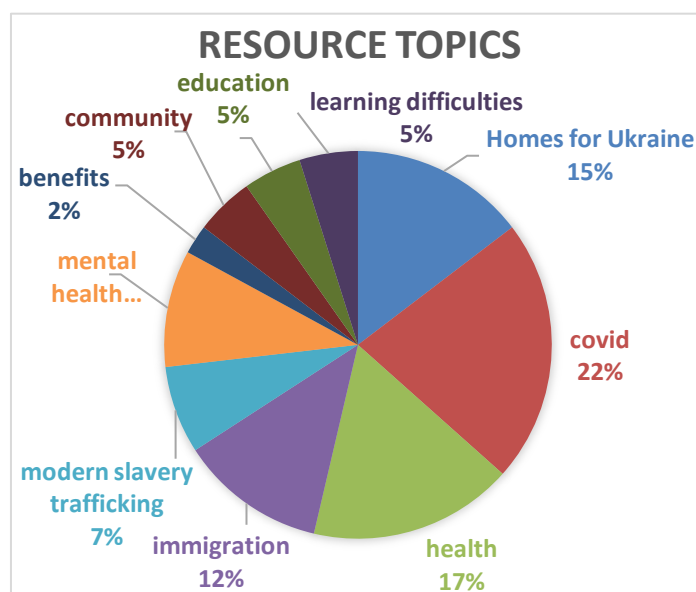
BOOK AN INTERPRETER	ABOUT	COVID-19	SERVICES	RESOURCES	SERVICE USERS	NEWS	GET INVOLVED	CONTACT	SEARCH
SHQIP (ALBANIAN)	العربية (ARABIC)	বাংলা (BENGALI)	中文 – 廣東話 (CHINESE – CANTONESE)						
中文 – 普通話 (CHINESE – MANDARIN)	ČEŠTINA (CZECH)	ENGLISH	فارسی (FARSI)						
FRANÇAIS (FRENCH)	MAGYAR (HUNGARIAN)	ITALIANO (ITALIAN)	LIETUVIŠKAI (LITHUANIAN)						
POLSKI (POLISH)	PORTUGUÊS (PORTUGUESE)	ROMÂNĂ (ROMANIAN)	РУССКИЙ (RUSSIAN)						
SLOVENSKÝ (SLOVAK)	سۆزانی (SORANI)	ESPAÑOL (SPANISH)	TÜRKÇE (TURKISH)						
УКРАЇНСЬКА (UKRAINIAN)	OTHER LANGUAGES								

The resource library of national and locally produced translated information is organised by category such as physical or mental health, carers, immigration, housing, etc. SIS is constantly scoping for new, relevant documents to add to the library. 332 individual resources have been uploaded in the past 12 months, these take a variety of formats; leaflets, posters, booklets, videos and may be available in between 1 and 25 languages depending on the source. At regular intervals, Service Users are alerted to new resources via a translated SMS message with a link to the page or document.

BHPP funding, to build the website platform and test the translate-host-promote service, has enabled SIS to generate an additional resource stream by providing this service for non NHS and CVS organisations that wish to reach people with language needs. This helps support sustainability for the website and will allow BHPP funds to be invested in continuous improvement and expansion into new languages – Pashto to meet the needs of the growing Afghan community and Tamil to serve the established community in Crawley.

We monitor the use of the resource library and the effectiveness of particular campaigns by using google analytics; results indicate a good reach, multiple return visits and a significant amount of time spent exploring the resources.

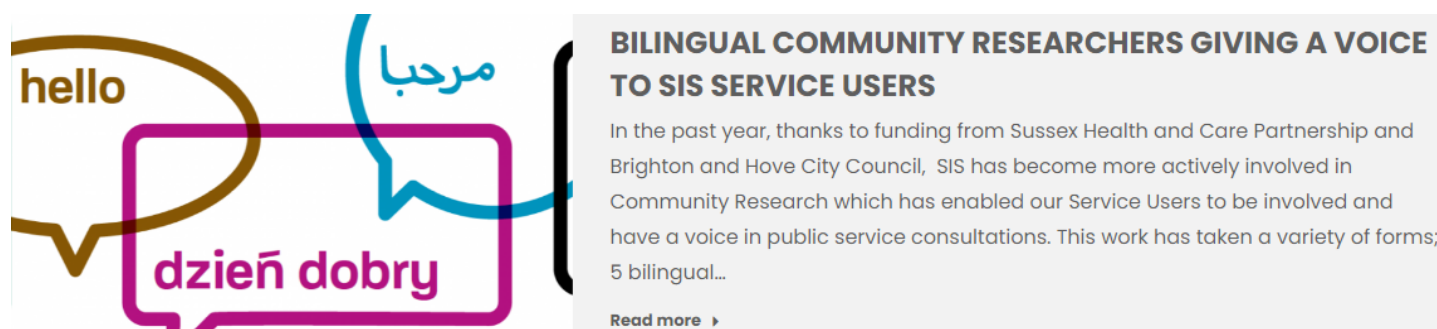
Page	Page views	Unique views	Avg. Time
	553	393	00:02:56
/useful-documents-in-arabic/	102(18%)	56	00:03:16
/useful-documents-in-english/	62(11%)	51	00:01:18
/useful-documents-in-albanian/	42(8%)	33	00:02:45
/ukrainian-useful-documents/	33(6%)	27	00:02:26
/polish-useful-documents/	32(6%)	17	00:03:34
/bengali-useful-documents/	28(5%)	14	00:01:21



Involvement and Voice

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

BHPP provides a fantastic opportunity to pilot innovative approaches for people with language needs, who are traditionally thought of as hard to reach, to be involved and have a voice in public service consultations. We built on the previous 6 months experience to adapt processes, repeat successful methodologies and influence commissioners' approaches to consultation with our demographic.



Following the experience of promoting [translated surveys](#), which had resulted in very few returns, we asked SIS Bilingual Community Researchers to interview Service Users and help them complete surveys of particular interest. We were able to facilitate meaningful contributions to surveys covering, [remote access to GP services](#), [information and access to public services](#) and how mental health and housing intersect.

Focus groups of SIS Linguists met to discuss some specific issues; knowledge of and accessibility of the NHS Post Covid Assessment and Support Service, ESOL provision in the city, whilst the [SHCP Temperature Check](#) looked at the impact of the pandemic on our communities' health and what we think the NHS priorities should be moving forward.

"At the meeting we gained some useful insights about how well, or not, the service is known.... There were a lot of useful ideas about how the service could be promoted in places where groups gather, whether physically or online, and how other healthcare professionals, council and voluntary workers could help to promote the service. These ideas will form part of the thinking around our communications plan."

Clare Potts, Assistant Manager Community Services, NHS Sussex

Other, individual linguists have been invited by SIS to attend Stakeholder Reference Groups, which meet regularly, to discuss Planned Care, Perinatal Equity, Virtual Health Care Services and REBL Lived Experience.

"The linguist who came to the Virtual Health Care group made some excellent contributions to the discussion on patient information and assessment" **Matthew Moors, Public Involvement Lead Digital/Long Term Conditions, NHS Sussex**

Bilingual Community Researchers completed a research project with 7 language communities by interviewing 82 individuals about their [Attitudes to Cancer Screening](#). The Researchers went on to present their findings at an on-line conference attended by 100s of health care professionals.

We were able to reach out and provide consultancy services to other organisations to share our understanding and insights, cooperating with ESCC, Collaborate CIC, REBLE, Crawley Community Action and BHCC in support of their initiatives.

"I wanted to write to you to thank you for your support ... with my study... The project would not have been possible without your help." **Louisa Morrison, Doctoral student in Clinical Psychology**

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, key role in supporting Sussex Health & Care Partnership ICS to meet 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 SHCP's clear commitment to use community assets, 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.

At the local level, BHPP is making a significant contribution to [NHS Sussex Population Health Strategy](#). Providing **intelligence** through data, analytics and community insight and supporting development and delivery of targeted, responsive health and care **interventions** including prevention and personalised care approaches which focus on the wider determinants of health – not just health and care.

In the 18 months of BHPP operations, the key health promotion topic areas of cancer, mental health, maternity and digital inclusion are aligned with both PHM and [Core20PLUS5](#). We are looking at further opportunities to take forward new initiatives for collaboration and co-production with partners and service users.

