



South Tyneside and Sunderland
NHS Foundation Trust

Cultural awareness, engaging with diverse communities

excellence
in all that we do

Partners



Setting the scene...



Its okay
to ask!

- Interactive session
- Ask questions and engage with us
- Respect the lived experiences shared within the session
- Respect everybody's opinions - everyone's experience is different
- Give people time to talk
- Don't be afraid to ask that burning question!
- Make a commitment to change one thing!

Aims



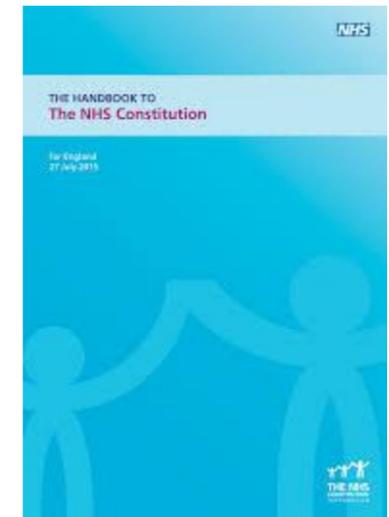
Its okay
to ask!

- Understand the concept of culture
- Raise awareness of the impact of culture
- Increase the confidence and competence to improve patient experience and outcomes
- Increase understanding of the community we serve
Raise awareness of health inequalities
- Increase the confidence and competence of the workforce when engaging with our diverse communities

National Context

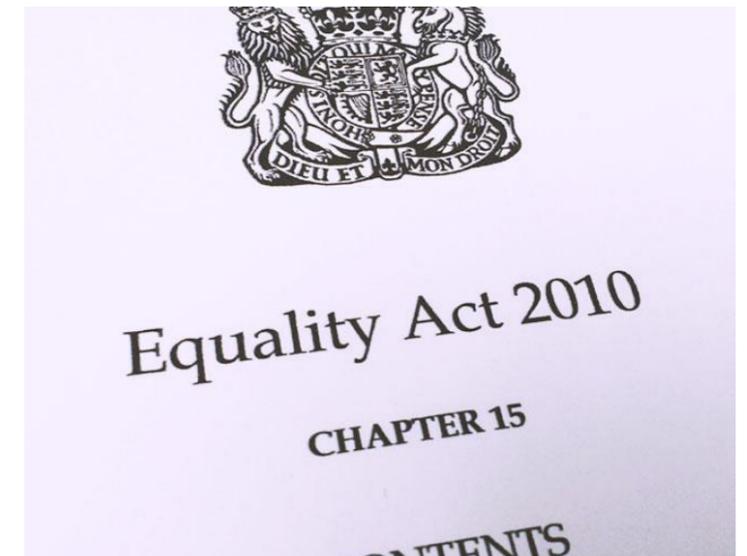


Public Sector Equality Duty NHS



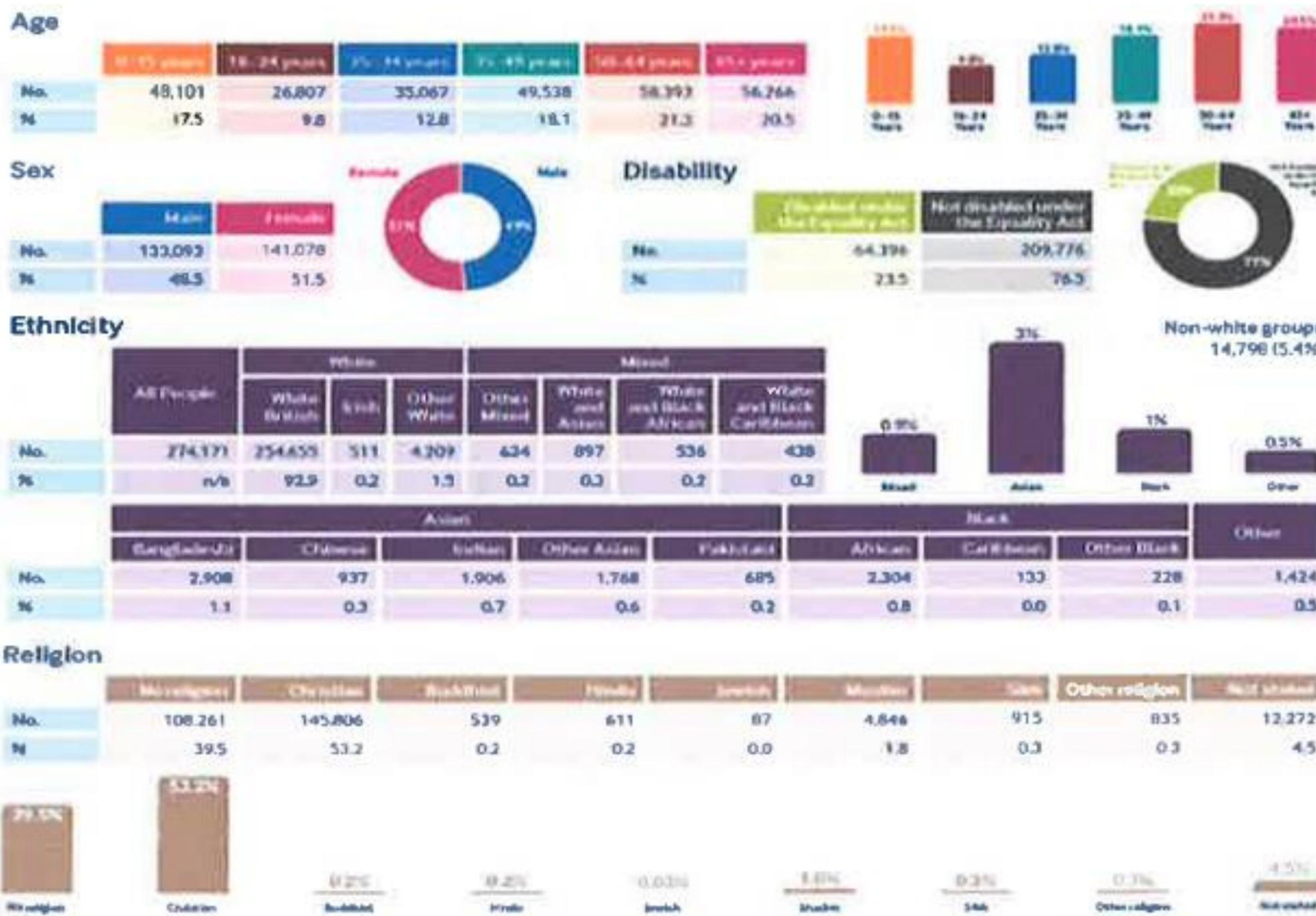
Constitution

Fair Society, Healthy Lives



Equality Act 2010 (Amendment 2023)

Equalities profile



Equalities profile – Sunderland racially minoritised population estimate

Source	Evidence/Methodology	Total
Census 2021	ons.gov.uk	19518
Hesa 22/23	Hesa.ac.uk	7415
Population Growth (21-24)	Based on average % increase (2001 / 2021 – 266%) annual average 13.3% x 3 years (40%)	7807
Student Population Growth	Based on 184% increase over 5 years (average 37%)	2743
Student Dependents (22 – 23)	Minimum (data unavailable from other nations) Based on the average number of dependents per student Nigeria 1.03 (3,888) India 0.28 (201) Pakistan 0.29 (105) /migrationobservatory.ox.ac.uk/resources/briefings/student-migration-to-the-uk/	4194
Total Estimate		41677

Activity

How confident are you in describing what culture is?



How confident would you be in supporting someone from a different culture?



Where does culture come from?



Common word and concept

Widely used, but is it understood?

Group Activity: Produced an agreed definition of “culture”

Where does culture come from?

Concept that encompasses the social behaviour, institutions, and norms found in human societies.

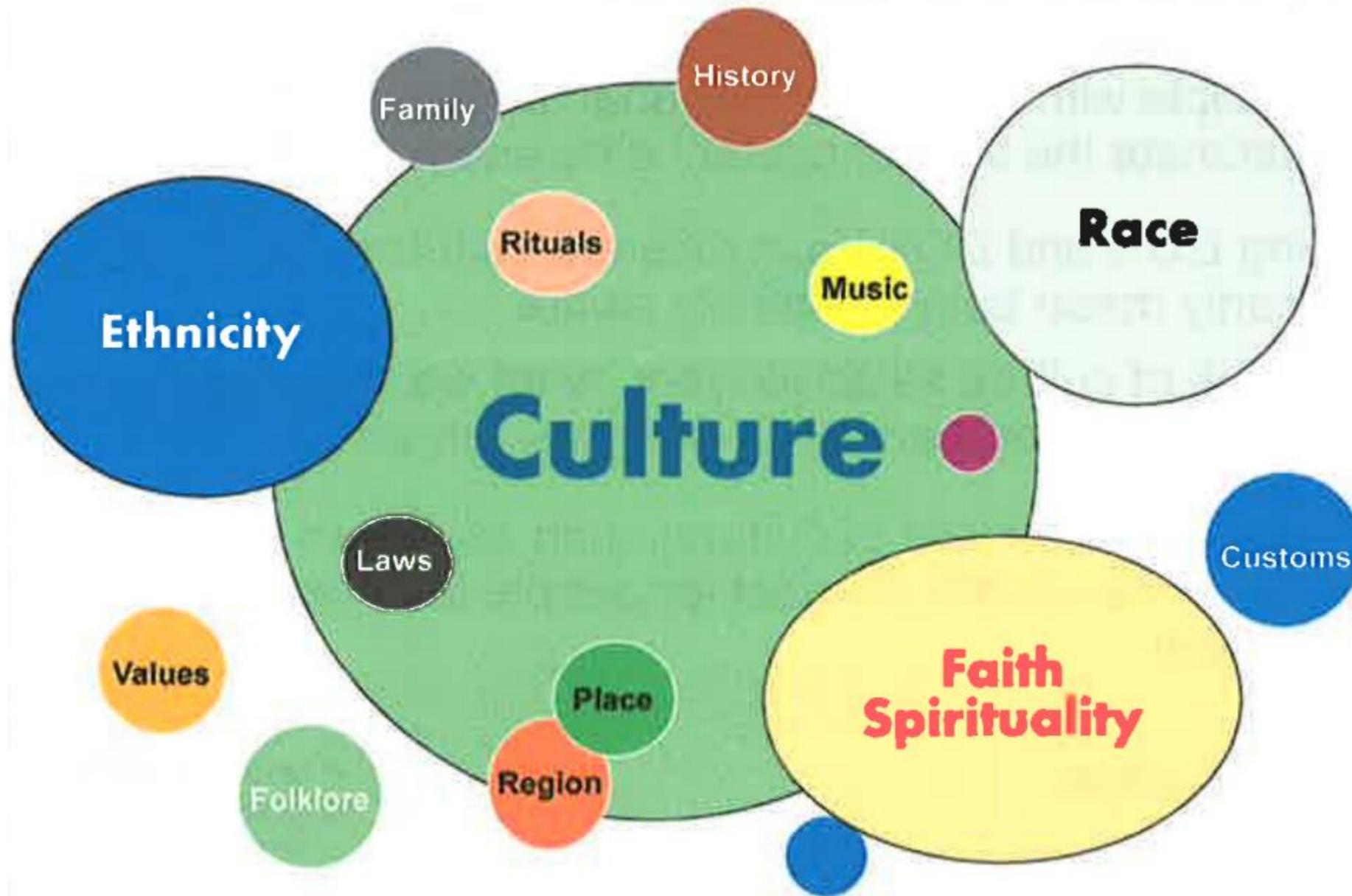
Also, the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups.

Culture is often originated from or attributed to a specific region or locations.

Activity: **Where does your individual culture come from?**



Culture encompasses...



Why focus on culture?

Its okay
to ask!

Many people within their professional and personal life underestimate the impact cultural differences can have.

Learning DO's and DON'T's in different cultures does not necessarily mean being culturally aware.

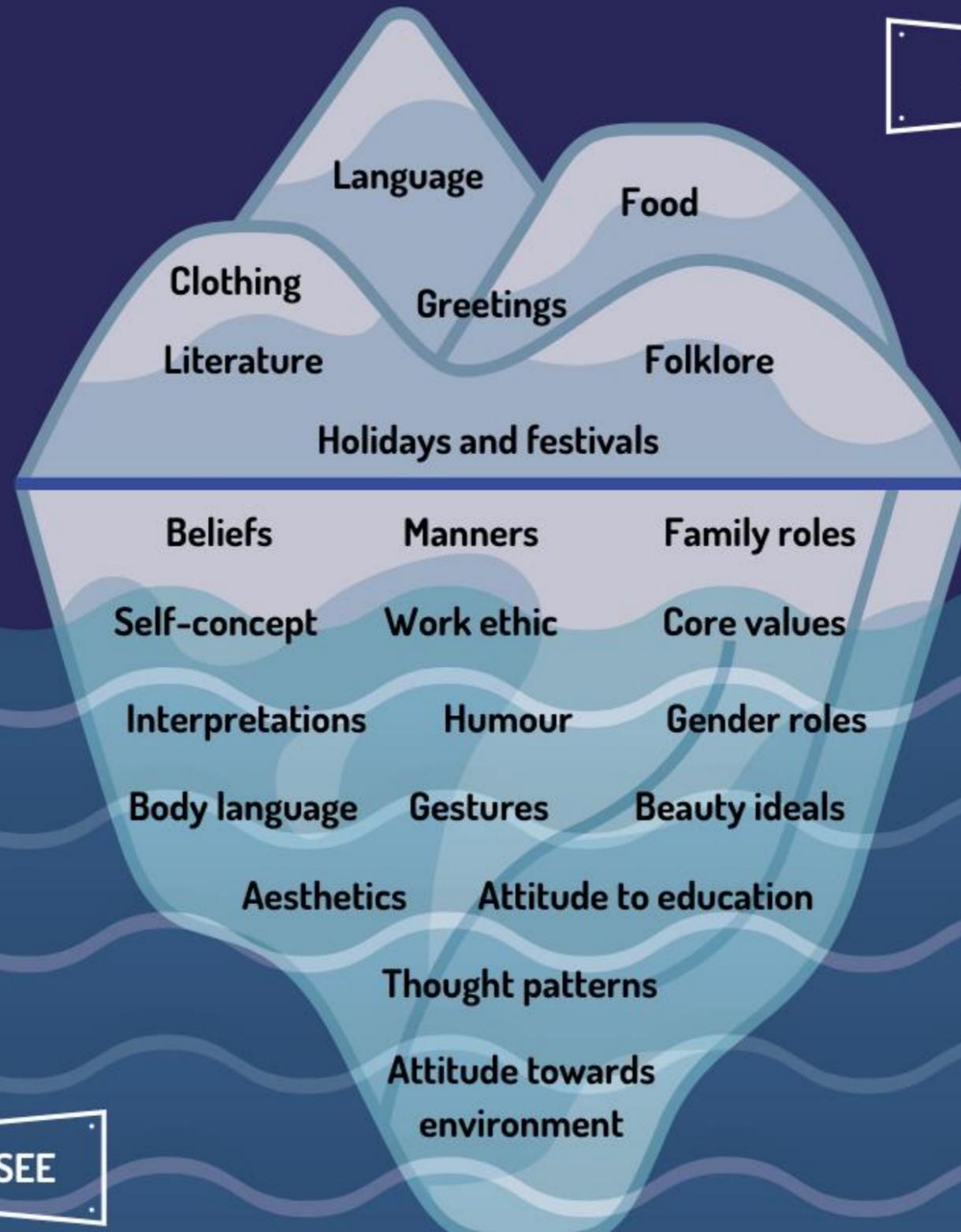
If you think of culture as an iceberg, what we see about culture is tiny in comparison to what we cannot.

It's the unseen element of culture, such as values and beliefs that are usually hardest for people to understand and deal with.

(Ifeoluwa Ajibayo)

THE CULTURAL ICEBERG

EASY TO SEE



NOT EASY TO SEE

Intersectionality



Picture the following...

Patient

Nurse



Politician

Footballer

Who did you picture?



Same gender?

Same age?

Same ethnicity for certain professions?

Someone who looks like us for patients?

When forced to make quick judgements or assessments our brain will work quickly on stereotypes.

This process is known as...

Bias



Inclination or prejudices for, or against one person or a group, especially in a way considered to be unfair.

There are different types of bias, most are unconscious. E.g:

- Unconscious bias
- Confirmation bias
- Halo effect

Where does our bias come from?



EXPERIENCE



Challenging our bias



1986 Advert: [Watch closely...](#)

Challenging our own bias



Think critically about the information you are exposed to, its not enough to just ignore it.

Take the time to learn about other cultures.

Never make assumptions.

Just
ask!

There is nothing wrong with asking genuine questions.

Health Inequalities

- Avoidable, unfair and systemic differences in health between different groups of people.
 - Many kinds of health inequality and many ways in which the term is used.
 - In England, there are health inequalities between ethnic minority and white communities and between different ethnic minority groups.
 - Autistic or disabled people have inherent additional health inequalities that also need to be considered.
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Health Inequalities – Sunderland and South Tyneside

Indicator	Period	Sunderland		North East	England	Worst	England		Best
		Count	Value	Value	Value		Range		
Life expectancy at birth (Male, 3 year range)	2021 - 23	-	76.5	77.4	79.1	73.1		82.5	
Life expectancy at birth (Male, 1 year range)	2023	-	76.8	77.4	79.3	73.4		82.7	
Life expectancy at birth (Female, 3 year range)	2021 - 23	-	80.9	81.4	83.1	78.9		86.5	
Life expectancy at birth (Female, 1 year range)	2023	-	81.2	81.5	83.2	78.2		86.8	
Under 75 mortality rate from all causes	2023	1,155	435.2	415.9	341.6	622.1		220.9	
Under 75 mortality rate from cardiovascular disease	2023	239	90.8	88.2	77.4	136.2		45.9	
Under 75 mortality rate from cancer	2023	376	139.7	136.9	120.8	182.1		81.9	
Suicide rate	2021 - 23	97	13.0	13.8	10.7	19.6		4.2	

Indicator	Period	S Tyneside		North East	England	Worst	England		Best
		Count	Value	Value	Value		Range		
Life expectancy at birth (Male, 3 year range)	2021 - 23	-	76.7	77.4	79.1	73.1		82.5	
Life expectancy at birth (Male, 1 year range)	2023	-	76.2	77.4	79.3	73.4		82.7	
Life expectancy at birth (Female, 3 year range)	2021 - 23	-	80.8	81.4	83.1	78.9		86.5	
Life expectancy at birth (Female, 1 year range)	2023	-	80.2	81.5	83.2	78.2		86.8	
Under 75 mortality rate from all causes	2023	670	466.6	415.9	341.6	622.1		220.9	
Under 75 mortality rate from cardiovascular disease	2023	143	98.5	88.2	77.4	136.2		45.9	
Under 75 mortality rate from cancer	2023	217	149.0	136.9	120.8	182.1		81.9	
Suicide rate	2021 - 23	35	8.7	13.8	10.7	19.6		4.2	

Health Inequalities

These health inequalities are more likely to affect those who live in areas of deprivations – we know in the UK due to intersectional, structural issues that people from a racially minoritised groups are more likely to live in deprivation and face health inequalities.

Nationally:

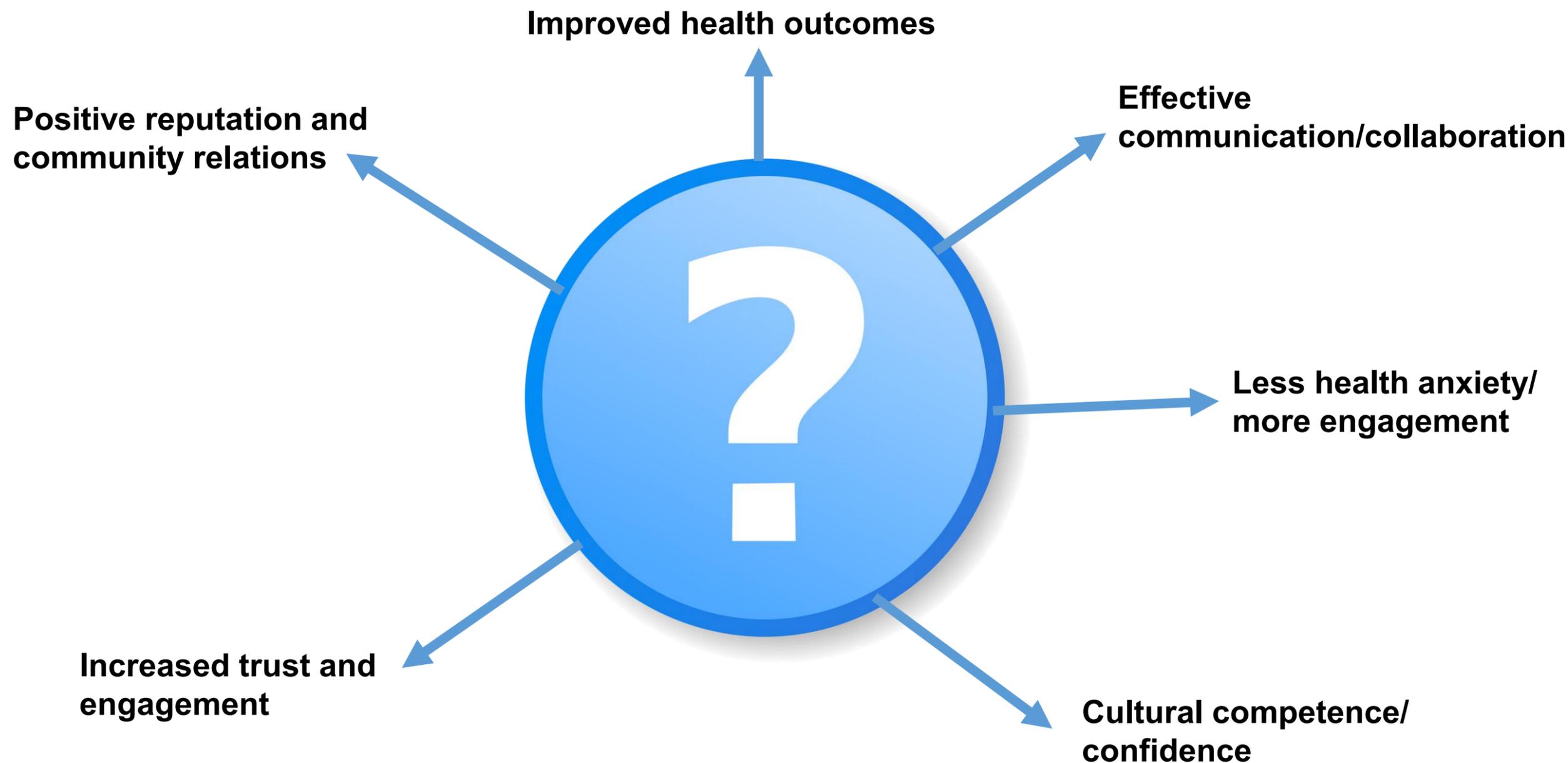
- White Gypsy or Irish Travellers, Bangladeshi and Pakistani communities have the poorest health outcomes across a range of indicators.
 - Rates of infant and maternal mortality, cardiovascular disease (CVD) and diabetes are higher among Black and South Asian groups than white groups.
 - Mortality from cancer, and dementia and Alzheimer's disease is highest among white groups.
 - People with a learning disability experience high levels of health inequality.
 - People with a learning disability are 3-4 times as likely to die from an avoidable medical cause of death. (2022)
- 

2 stories of care...

**Nahida's
Story**

**Nahida &
Saddiya's Story**

When we get it right?



A positive experience...

Timely burial

1. Communication of religious and cultural preferences
2. Efficient co-ordination with hospital staff
3. Collaboration with Muslim Funeral Director
4. Proactive engagement with Registry Office
5. Flexibility and support from healthcare providers
6. Adherence to Islamic customs and traditions

Things to consider...



- **Language barriers**
- **Religion**
- **Food and snacks**
- **Gender**
- **Older people**
- **Taboo topics**

Remember –
not everyone is
the same and
this is general
guidance - just
ask!

Any questions?



**MAKE
A PLEDGE**



Activity

How confident are you in describing what culture is?



How confident would you be in supporting someone from a different culture?



Arab community

- 1) No shaking hands with women.
- 2) Men sit with men and women sit with women preferably in different rooms.
- 3) It is disrespectful to shake hands with the left hand.
- 4) It is disrespectful to take a drink with the left hand.
- 5) It is disrespectful to reject a drink.
- 6) Respectful behaviour, such as dressing conservatively.
- 7) Taking off your shoes before entering the home, is appreciated.
- 8) Be careful when admiring and praising things you'll find in a household. Your host may feel obliged to give it to you as a present.
- 9) If you are a man, you should wait outside the house or rooms until the women of the house have put on their veils or scarfs.
- 10) If you find a portrait of the current ruler in the household, you should avoid saying anything about him or even his policy.

Kurdish community

Religion plays a significant part in the day-to-day life of the community as majority of the community are Muslims.

- 1) Elders should always be respected, for example if in a room elders should be seated before anyone else always, they come first.
- 2) If you offer food or drink to someone from the Kurdish community offer full glass and full plate not half full as this is seen as a sign of disrespect.
- 3) If you are offered food, you should at least have a small bit not accepting or eating is seen as a sign of disrespect.

- 2) When visiting at home, don't sit down until you are offered a seat.
- 3) Don't make eye contact with any elderly person in the home or shake their hands as this is viewed as disrespectful.
- 4) It is disrespectful to shake hands with your left hand.
- 5) It is disrespectful to reject a drink.
- 6) Receiving anything with your left hand is disrespectful.
- 7) You are expected to take your shoes off at the door.
- 8) If invited for dinner you are expected to bring along gifts in form of fruits or wine.
- 9) Avoid having conversations with the women, focus more on the men, try not to over compliment the women's cooking or attire.
- 10) Speaking so much of your achievements and accomplishments can be seen as pride.

Indian Community

Religion is taken very seriously in India it's important always to show due respect to religious buildings, shrines, images, and people at prayer.

- 1) When entering a temple, church, or mosque, remove your shoes and leave them at the door.
- 2) Women are expected to dress modestly, with legs and shoulders covered.
- 3) Eat with your right hand only.
- 4) Remove your shoes before entering someone's home.
- 5) A traditional way of greeting and bidding farewell is the warm salutation namaste (Nah -mah-stay) or the more formal namaskar (Nah -mah-scar).
- 6) Elders should be treated with marked respect.
- 7) Show patience and refrain from displays of anger..
- 8) Feet and shoes are considered dirty, do not step over a person sitting or lying on the floor, as it is considered disrespectful.
- 9) Never point with your index finger.
- 10) Wash your hands before and after eating.

The following list of tips and useful information for supporting different communities has been compiled by individuals within those communities.

The key theme throughout the training is "just ask" so when using this top ten tips resource, it is essential that you engage with the person you are supporting, using these tips as a conversation starter.

It may be that you clarify with the person that the tips are still relevant, this may then be an opportunity to ask if there is anything else that you need to know, to support the person to the best of your ability.

Bangladeshi Community

- 1) 95% of Bangladeshi's living in the UK are from the region of Sylhet, they are predominantly Muslim and follow Islam.
- 2) Bangladesh used to be part of British India and people from that region started coming to Britain in the early 19th century. The numbers went up drastically in the 1970's one major reason being The Bangladesh Liberation war in 1971.
- 3) Majority of Sunderland Bangladeshi started to arrive in Sunderland during the mid- 1980's.
- 4) Sunderland Bangladeshi community 99% speak the Sylheti dialect and from a village in Sylhet region called Syedpur.
- 5) It is still the largest ethnic group in the city who are into their 3rd and 4th generations now.
- 6) Language barrier / consider involving an interpreter or better still include a family member to help *with* interpreting for the person.
- 7) When supporting a person be mindful of their food and diet as well as specific meal times that the person keeps to.
- 8) When supporting a person, also be mindful of their prayer times - does the person need to pray at certain times of the day/ do they need access to a prayer room of private room.
- 9) Modesty is important for females of the community, so when supporting females, it is important to consider the following:
 - a. Does the person need to cover their head, do they need access to head scarf.
 - b. If in hospital does the hospital gown make the person comfortable, is it too revealing, can they wear their own nightgown?
 - c. Can they wear their own clothes when in hospital.
 - d. Phone the family, involve them in care planning.
 - e. Inform the family of the carer's passport.
- 10) Don't be afraid to ask.

Nigerian Community

- 1) Shake hands with only the males not the females.

Resources for Cultural awareness training

This resource list is supportive of the cultural awareness training.

National Context (Links) Slide 5 NHS Constitution

<https://www.gov.uk/government/publications/the-nhs-constitution-for-england/the-nhs-constitution-for-england>

Public Sector Equality Duty

<https://www.gov.uk/government/publications/public-sector-equality-duty-guidance-for-public-authorities/public-sector-equality-duty-guidance-for-public-authorities>

Fair Society, Healthy Lives: The Marmot Review

<https://www.gov.uk/research-for-development-outputs/fair-society-healthy-lives-the-marmot-review-strategic-review-of-health-inequalities-in-england-post-2010>

Equality Act

<https://www.gov.uk/government/publications/the-equality-act-2010-amendment-regulations-2023/explanatory-memorandum-html-version>