



*Reaching out to the Minority
Ethnic Community in Swansea*

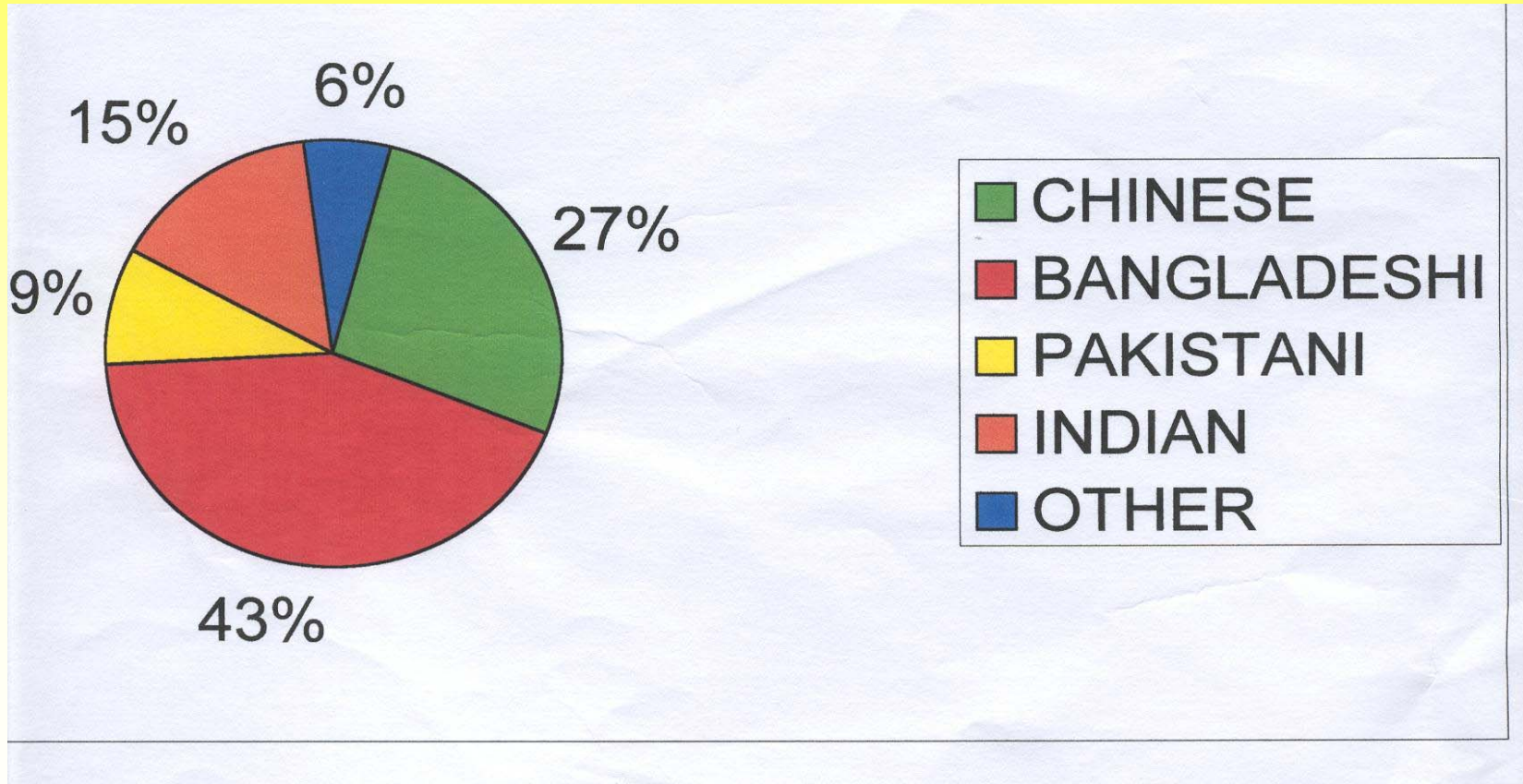
SURE START PROVISIONS

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Swansea a Multi Cultural and Multi Racial City

- Swansea has a total population of 223,300 people
 - 2.5% of the total population are from the Black & Minority Ethnic community (Census2001)
 - 46 Different Ethnic Origins Living in Swansea
 - 40-50 Different languages spoken (2006)
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Distribution Graph of Black & Ethnic Minority Groups in Swansea



Swansea - a Multi Cultural and Multi Racial City.

Bangladeshi – 3500

Chinese – 1200

Arabic – 1000

African Caribbean – 300

Pakistani – 200

Philippine – 300

Indian – 200

Sikhs – 200

Asylum seekers – 770

Other – 1800

(2001 census, numbers may change yearly)

Ways of Communicating with Clients from the BME Community

- We provide a link worker service for the Bengali families who reside in Swansea
 - Use Language Line and/or interpreters
 - Translated material-documents and leaflets in several different languages
 - We have a collection of CD's, videos, DVD's and pictures
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Teaching Methods

- Thanks to this project our approach to teaching has become creative, innovative and fun. We have become novices in
- Filming
- Acting-Role-Play
- Scenarios
- Quiz
- Questionnaires
- Critical analysis



Reaching out to the BME Community through blended learning

We provide:-

- Health sessions, exploring methods of preventing coronary heart disease, diabetes, cancer, asthma, arthritis.
 - Antenatal classes, post natal classes and child health information
 - Fitness classes to include- weekly walking sessions and twice weekly aerobic fitness classes
 - Weekly cooking sessions and food tasting sessions
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Reaching out to Swansea NHS Trust Employees



Reaching out to Swansea NHS Trust employees through blended learning



Training on:-

- Culture and Diversity
- Equality and Diversity
- Discrimination
- Communication
- Aspects of Culture

Training Sessions for Staff working within Swansea NHS Trust

Approximately 9,000 staff will undergo the training.

It will be presented in various ways:-

- On an individual basis (for those who can access a computer)
 - Group work in a classroom environment
 - Presentations – Induction programmes up to 50 employees
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Evaluation of programme to date

Clients from the Black and Minority Ethnic Community

Evaluation of Antenatal classes and Food and Fitness sessions :

Number of women attended group - 41

- 12 rated the session as very good.
 - 3 rated the session as very good but had problems with the timing of the sessions
 - 26 of the women thought it was excellent.
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Evaluation From Swansea NHS Trust Training programme

Evaluation grid 1 poor, 2 average, 3 good, 4 very good, 5 excellent

530 staff completed the Equality and Diversity- Average rating was 4- very good

21 completed the discrimination training average rating 4

35 completed Aspects of culture average rating 5

10 completed the whole program average rating 5

Communication unit not yet evaluated.
