

# Engagement Case Study

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## Case Study Title: Islamic Centre Project Focus Group

Partner organisation(s): Public Health Wales, Islamic and Cultural Centre

## Key words:

Screening information, Public Health Wales, Muslim Community

### 1. Brief Introduction

Cancer affects many people during their lifetime, it is therefore very important that correct information about available screening programmes on offer is provided to allow informed choice. In the light of available wider evidence both at national and international level and considering Public Health Wales aim for a healthier, happier and fairer Wales, we decided to undertake a project work with Muslim Community in Wrexham to establish a sustainable network aiming to share health and screening related information with the community, which could be replicated to other BME community groups across Wales. The project plan included number of stages such as initial phase of finding and contacting community mediators. The outcome of this stage led to a focus group in which women representing 7 different nationalities participated. Outcome of the focus group led to planning and delivery of community champion training the following month. The training was held in the mosque the outcome of which led to community champions' commitment to plan 4 events during the coming year to raise awareness of screening programmes within their community.

### 2. Details of the issue addressed

Total of 7 women participated with the aim of developing a plan on to share screening related information within the community. A full session plan was designed along with resources to support the delivery of focus group. The outcome

of this focus group led to training of all 7 members as community champions for screening who will share the information within the community. The training was conducted in the mosque and as a result the trained champions committed themselves to organise events such as coffee morning, dinner in mosque and health event in the following year to raise awareness of all screening programmes.

3. Actions/approach taken

Actions following the focus group included, training of community champions who would organise event within the mosque during the designated campaign months.

4. Benefits such as: improvement to service, improved dialogue about service planning etc.

Involving seldom heard community and being able to engage with in dialogue as well as involving them to take active part in raising awareness of their own community was the benefits of the focus group. Establishing a well-structured women's group within the mosque was an unexpected outcome of the focus group.

5. Sustaining and or building on the benefits realised

The establishment of the group within the mosque proved to add extra benefit to the sustainability of the project. This group is acting as a link between the organisation and community to build on the existing relations.

6. How do you feel the approach met the National Principles for Public Engagement in Wales?

Engagement is effectively designed to make a difference

The focus group was held right at the start of the project therefore the outcome of the engagement led to the training of the members of the community as champions who are now committed to share the screening related information with their community.

Encourage and enable everyone affected to be involved, if they so choose.

The invitations were given personally by one of the department's members to the women after Friday prayer well in advance and their views were asked about the suitability of time and venue. This led to 100 percent attendance of those who wanted to take part without any drop outs. Due to the cultural barriers men couldn't be involved at this point in time. It would have been better to involve male service users as well next time providing that appropriate resources are available to have two focus groups at the same time.

Engagement is planned in delivered in a timely and appropriate way

The focus group was pre planned on the theme of how to share screening related information with Muslim community. It was planned right in the beginning of the project which led to training and planning of events by the community members themselves therefore it was very timely.

Work with relevant partner organisations,

This was not applicable at this point in time, however we could consider involving other departments within the organisation during the upcoming planned events.

The information provided will be jargon free, appropriate and understandable

The information provided during focus group was clear and simple with no medical jargons. The participants were asked about the choice of translation in advance which they did not need it.

Make it easier for people to take part

The participants' views on the time, date and venue was asked in advance which led to full attendance.

Enable people to take part effectively

The attendees were divided into two groups and facilitators were making sure to keep everyone involved and informed by repeating the information and posting it on chart.

Engagement is given the right resources and support to be effective

The focus group was planned in advance, the facilitators were given plenty of time and information to be ready for the type of event and refreshments provided and the venue was accessible and well organised.

People are told the impact of their contribution

The result of the focus group was shared via email formally and social media (Whatsup) informally to all participants.

Learn and share lessons to improve

The attendees were given an evaluation form in the end to fill. The questioner was about the organisation of the venue, delivery of the event, ability of facilitators, meeting environment and refreshments and suitability of the venue and also length of time. Vast majority rated all these points as very good with very few fairly good with refreshment and the length of time which has been taken into consideration for future events.

7. How would you rate your approach to the project against the National Principles for Public Engagement?

Principle	Evaluation				
	1= very poor: 2 = poor: 3 = average: 4 = good: 5 = excellent				
Engagement is effectively designed to make a difference	1	2	3	4	5
Encourage and enable everyone affected to be involved, if they so choose	1	2	3	4	5
Engagement is planned and delivered in a timely and appropriate way	1	2	3	4	5
Work with relevant partner organisations	1	2	3	4	5
The information provided will be jargon free, appropriate and understandable	1	2	3	4	5
Make it easier for people to take part	1	2	3	4	5
Enable people to take part effectively	1	2	3	4	5
Engagement is given the right resources and support to be effective	1	2	3	4	5
People are told the impact of their	1	2	3	4	5

contribution					
Learn and share lessons to improve the process of engagement	1	2	3	4	5