

# TOP TIPS FOR DIVERSITY IN INVOLVEMENT

**From the Engaging Communities Officers Network**

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# TOP TIPS FOR DIVERSITY IN INVOLVEMENT



**1 MAKE YOUR GOALS CLEAR**



**2 USE EXISTING EVIDENCE**



**3 BE SPECIFIC**



**4 IMAGINE SUCCESS**



**5 BE CONFIDENT**



**6 BUILD IN TIME & BUDGET FOR INVOLVEMENT**

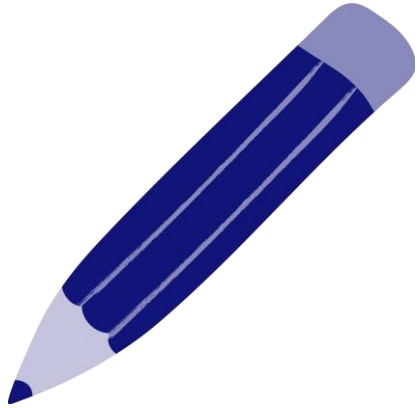


**7 WHERE WILL YOU ENGAGE**



**8 ALWAYS PROVIDE FEEDBACK**

# MAKE YOUR GOALS CLEAR



Make it clear why you want to involve people from diverse backgrounds.

Be explicit about why you are focusing on a particular group

- Has a particular audience not been included in previous work?
- Is there insufficient existing knowledge about certain population groups?

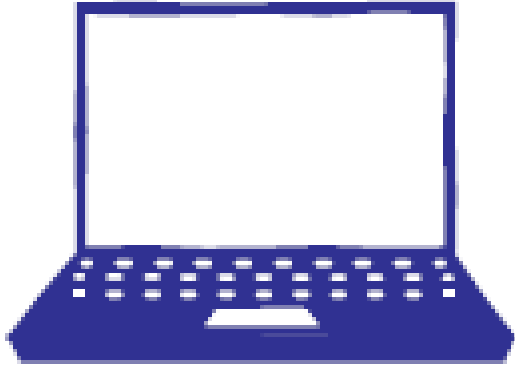
Consider the language you use in your messaging. Make it clear that there is no fault from any population group.

- Feedback on the COVID-19 vaccine with targeted messaging for Black communities, revealed the community felt they being blamed for declining it with no recognition of the many reasons that they had to be concerned.

Be accurate but sensitive. People want to understand why their communities are affected by diabetes disproportionately.



# USE EXISTING EVIDENCE



Uncover and use existing evidence that relates to the communities you are trying to involve

- Is there evidence to suggest people from different ethnic groups are particularly affected by the issue you are looking at or face different outcomes?

Use this knowledge in your communications so that people know why it is so important for them in particular to be involved.

When looking for evidence use specific words or terms to help your search (e.g. ethnicity, Pakistani, diversity). See *Be specific* for details.

Use existing resources like the insight hub (via sharepoint)



# BE SPECIFIC



Be bold and say which groups or communities you want to reach by clearly stating the ethnicities.

You can catch people's attention if you are able to be specific:

- Indian, Pakistani or Bangladeshi instead of South Asian
- For African and African Caribbean communities think about whether you want to refer to the Somali, Eritean, or Egyptian community.

It is still fine to say South Asian or African and African Caribbean, but if it is one or two communities you are targeting then specify them.

If you are targeting communities in deprived areas try asking if participants are in receipt of any means tested benefits.

Sometimes we need to be exclusive to be inclusive. Use the Marcomms guide [Help with talking about race and ethnicity](#).



# IMAGINE SUCCESS



Imagine you have been successful in involving a specific or broad range of people from different walks of life and backgrounds. What would this mean and enable you to do or influence?

Summarise this and say it upfront. This can help engage people and build understanding and trust.

Think about the wider impact that their involvement can have.



# BE CONFIDENT



Be confident and don't think that by being specific you are causing offence as long as you have a clear reason for doing so.

If you are unsure, do some research or ask a community contact or organisation that you have good links with, or maybe a lead person at an event, as to how people prefer to be called or referred to. It's okay to ask.

Engaging Communities Officers have been working on the Learning Zone Local Project (creating more content on Learning Zone for South Asian and Black communities). This has shown that people from different backgrounds, given the space and time are very willing to talk about diabetes.

People from within diverse communities are looking for the platform on which to engage about diabetes because sadly it's so common, *“every other house has diabetes”*.

If in doubt just ask!



# BUILD IN TIME AND BUDGET FOR INVOLVEMENT



Build in time and budget to involve people from the beginning. Do not let it be an add on as it is unlikely to work.

You will gain much more by being involved in the process yourself, do not expect that someone else can do it for you.

Allow time to work with community organisations and use their insight to shape your involvement idea. Expecting quick turnaround shows lastminute thinking and gives the wrong impression.

Think about costs: marketing, community organisations' staff time, promotional materials, incentives, travel cost, childcare costs. You need their help - it shouldn't cost them.

Utilise social media and community radio. Do this alongside community organisations not instead of. Nothing beats in-person engagement to build the trust you need to involve people further.

Involvement requires your time and investment for the best results.





# WHERE WILL YOU ENGAGE



Think about what you are asking and where the physical space is to hear the answer. Do you really need people for a whole day, or to travel to London?

Go somewhere a community gathers to reach people who would not normally put themselves forward in a place they feel relaxed e.g. a Mosque or a playgroup.

Find out and take into consideration important religious festivals and occasions and work around these to get the best levels of engagement.

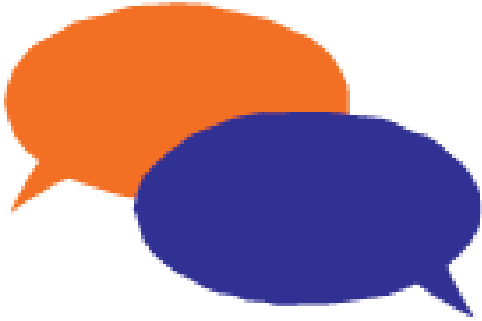
Do both online and in-person engagement to ensure you involve digitally excluded people.

Liaise with regional and national teams for advice on local areas, where to start and where they may have local connections. Remember you will get far more out of the feedback if you can hear it directly and can have a proper dialogue, rather than through someone else.

It is everyone's job to reach more people as part of our Tackling Inequalities outcome driver.



# ALWAYS PROVIDE FEEDBACK



Involvement is about long-term relationships and trust. Always feedback what you have done with what they told you and be honest.

Go past “you said ... we did” and also include “you asked us to, but we couldn’t do that because, so instead we did...”

This creates the space for an ongoing conversation and makes it more likely that communities will want to come and discuss other issues with the organisation and feel their voice is valued.

Don’t give up if it doesn’t work - come back to the Involvement community of practice and share what you’ve learnt.

Build diversity in involvement  
into your long term plans.

