

# Workshop: Cultural Competence

Health Inequalities: Improving understanding and awareness of cultural issues in everyday practice

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St Luke's Chapel 16<sup>th</sup> Aug 2022

# Example of ethnicity as main factor of health inequalities NOT deprivation 1996

## Primary Care

### Prescribing of lipid lowering drugs to South Asian patients: ecological study

BMJ 2002 ; 325 doi: <https://doi.org/10.1136/bmj.325.7354.25> (Published 06 July 2002)

Cite this as: BMJ 2002;325:25

Article

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Responses

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## Primary care

### General practice characteristics and results of regression analysis

Rank order	Factor	Consenting (n=62)	Non-consenting (n=35)	P value	R <sup>2</sup> (n=60)	Regressing log (DDD/1000) against all five factors (forward selection)*	
						Coefficient (95% CI)	Standardised
1	% South Asian patients (median (interquartile range))	4.14 (0.99 to 35.70)	5.39 (0.88 to 55.31)	0.738†	0.496	-0.00490 (-0.00686 to -0.00294)	-0.567
2	Townsend score (median (interquartile range))	1.14 (-0.97 to 4.51)	1.31 (-2.89 to 4.92)	0.910†	0.537	-0.0183 (-0.03398 to -0.00262)	-0.246
3	Fundholding practices (No (%))	28 (45)	12 (34)	0.406‡	0.556	No further factor identified as significant	
4	Single handed general practitioners (No (%))	16 (26)	15 (43)	0.133‡	0.559	—	—
5	% South Asian general practitioners (mean (SD))	31.41 (43.71)	—	—	0.560	—	—

DDD=defined daily dose.

\*Constant=-3.778 (95% CI 3.717 to 3.839).

†Mann-Whitney U test.

‡χ<sup>2</sup> analysis (adjusted using Yates's correction).

# ...17 years later



Public Health  
England

## Making the case: targeting BME groups

*There is a strong association between ethnicity and health*

### General health outcomes

Black British people are 30% more likely to rate their health as fair, poor or very poor.

Pakistani and Bangladeshi people have the worst health of all the ethnic groups and are 50% more likely than white people to report fair, poor or very poor health.

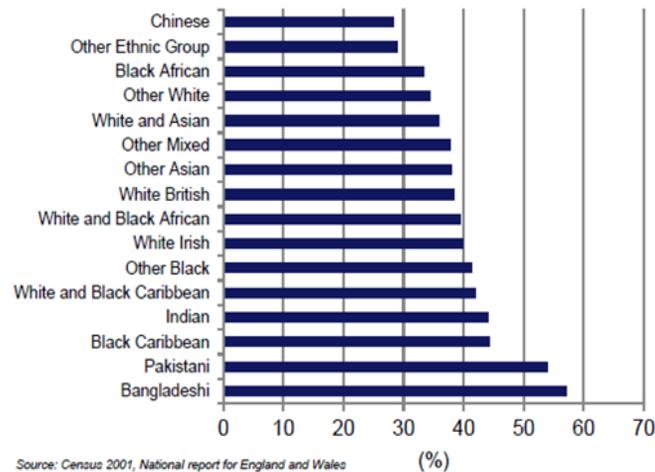
[Ref 15]

### Diabetes

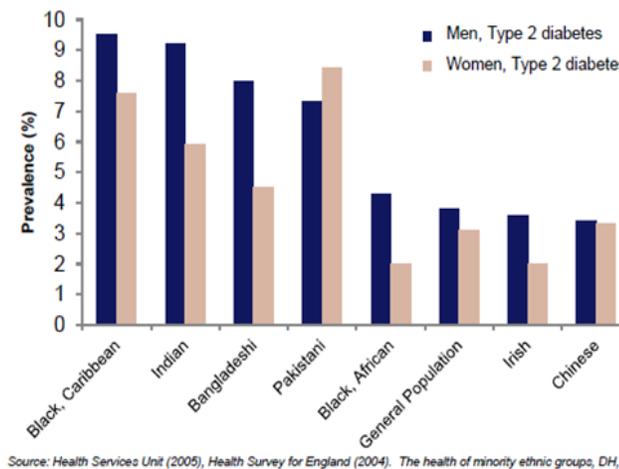
South Asian people who live in the UK are up to six times more likely to have diabetes than the white population. With the prevalence predicted to increase by 47% by 2025 (in England), the condition will continue to have a considerable impact on South Asian communities across the UK.

[Ref 16]

All people over 50 years with limiting long-term illness, by ethnic group, 2004, England and Wales



Prevalence of doctor diagnosed diabetes (type 2) by sex and ethnic group, 2004, England



... June 2020

## COVID-19 death rate highest among BAME groups, delayed PHE review confirms

By Nick Bostock and Luke Haynes on the 2 June 2020

Death rates from COVID-19 are highest among patients from BAME groups, according to a delayed Public Health England (PHE) investigation that reveals the pandemic has replicated and increased existing health inequalities.

Unacceptable  
variations in health  
continue...



BAME groups face increased COVID-19 risk (Photo: Robin Gentry/Getty Images)

... Over 25 years on, deprivation AND ethnicity STILL the drivers of health inequalities today!



home news blog comment interviews health service focus

## integrated care & social care



23.01.20

### Nuffield Trust research: Worse quality of NHS for deprived areas

It might have seemed self-explanatory, but for those living in the most deprived areas of England there is now analytical evidence of a worse quality of NHS care and poorer health outcomes than those in the least deprived areas.

sky news

### COVID-19: People from ethnically diverse backgrounds now make up highest proportion of ICU patients since pandemic began

People living in the most deprived areas of the UK have also seen a larger increase in ICU admissions for COVID in recent months.

By Alix Culbertson, news reporter and Amy Borrett, data journalist

© Wednesday 9 June 2021 09:12, UK

COVID-19 Coronavirus



# Opportunity: to change landscape of health inequalities?



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The NHS Race and Health Observatory works to identify and tackle ethnic inequalities in health and care by facilitating research, making health policy recommendations and enabling long-term transformational change.

We involve experts from both the UK and internationally to offer analysis and policy recommendations to improve health outcomes for NHS patients, communities and staff.



Black women are

**4 times**

more likely than white women to die in pregnancy or childbirth in the UK. [Reference](#)

Black African and Black Caribbean people are over

**8 times**

more likely to be subjected to Community Treatment Orders than White people. [Reference](#)

In Britain, South Asians have a

**40% higher**

death rate from CHD than the general population. [Reference](#)

# Evidence and recommendations of health inequalities over the years

- NHS Ethnic Health Unit (1994)
- Tackling inequalities in Health - A Programme for Action (2002)
- Race Equality Action Plan (2004)
- Spearhead PCTs (2004)
- Race for Health (2007)
- Personal, Fair and Diverse (2010)
- Marmot Review – Fair Society, Healthy Lives (2010) [www.marmotreview.org/](http://www.marmotreview.org/)
- Equality Delivery System (2011)
- NHS Equality & Diversity Council (2014)
- NHS Workforce Race Equality Standard (2015)
- Prime Minister’s Race Disparity Audit (2016)
- Health Equity in England: The Marmot Review 10 Years On (2020)  
[www.health.org.uk/publications/reports/the-marmot-review-10-years-on](http://www.health.org.uk/publications/reports/the-marmot-review-10-years-on)
- Beyond the data: Understanding the impact of COVID-19 on BAME groups - Public Health England (2020)

Recruitment to clinical trials – ethnic minority communities **LOW**

*the*  
**PHARMACEUTICAL JOURNAL**  
*A Royal Pharmaceutical Society publication*

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Equality and discrimination

# We must tear down the barriers to equality for BAME communities highlighted by COVID-19

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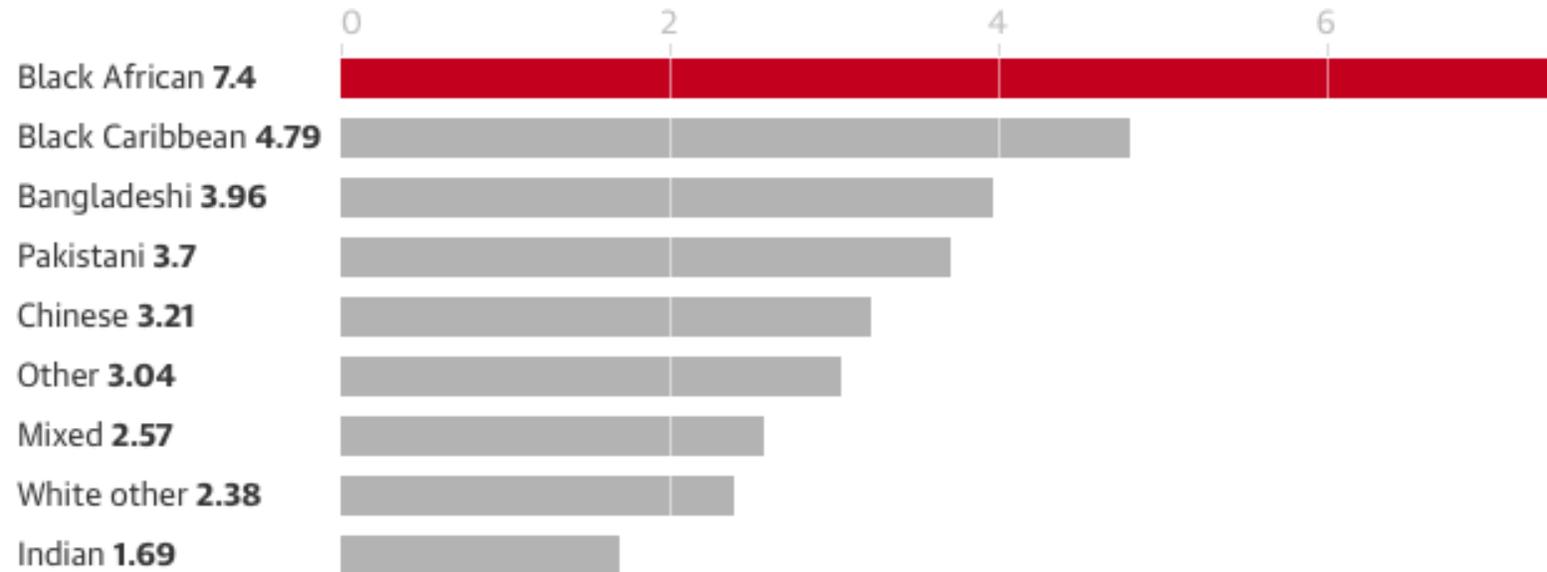
*The Pharmaceutical Journal* | 12 JUN 2020 | By Mahendra Patel

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<https://www.pharmaceutical-journal.com/news-and-analysis/opinion/we-must-tear-down-the-barriers-to-equality-for-bame-communities-highlighted-by-covid-19/20208060.article>

# Heterogeneity: variations in vaccine hesitancy

**A person of black African heritage over 70 in England is 7.4 times more likely not to have had a Covid vaccine than a British white counterpart**



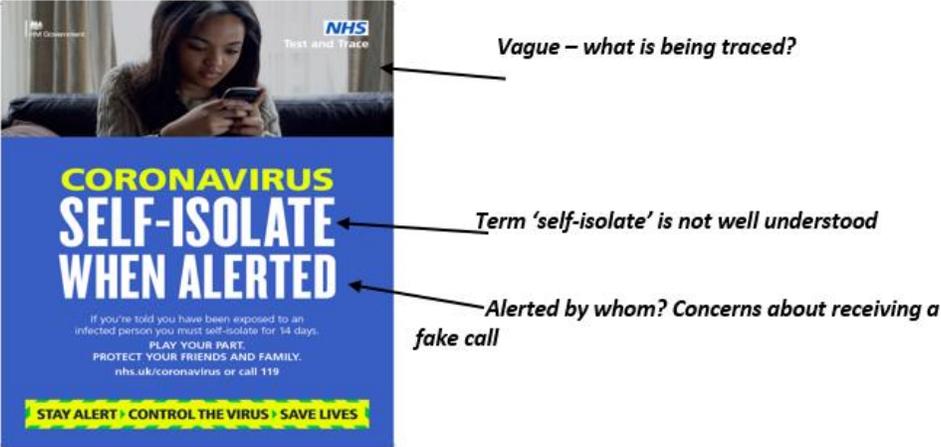
Guardian graphic. Source: ONS. Note: Figures based on first dose given 8 December 2020 - 11 March 2021. Not adjusted for age, sex, socio-demographic characteristics and underlying health conditions. Self-reported ethnic group derived from 2011 census

# Understanding the obvious and what is effective?

- Heterogeneity – Black; South Asians
- Translations – effectiveness?
- Places of worship, community centres, religious leaders
- Resources – range of languages
- Modes of delivery – didactic, interactive, social media
- Recognising and showcasing exemplar practice

# Clarity around messaging

Example 1: NHS Test and Trace resource highlights lack of information due to use of vague language



Example 4: NHS Test and Trace health message translated into a different language



World Health Organization. Regional Office for Europe. (2020). Pandemic fatigue: reinvigorating the public to prevent COVID-19: policy considerations for Member States in the WHO European Region. World Health Organization. Regional Office for Europe. <https://apps.who.int/iris/handle/10665/335820>. License: CC BY-NC-SA 3.0 IGO

# Examples of community outreach work

- Targeting university towns and cities
- Primary Care and NHS organisations
- Medical, nursing, pharmacy, AHP, public health
- HCP and community organisations
- Research networks
  - NIHR CRNs
- Charity organisations, faith groups, places of worship, local communities
- Media
  - Press \*Newspaper \*Radio \*Television
  - \*Social Media
  - Different languages



# University students championing research in the community

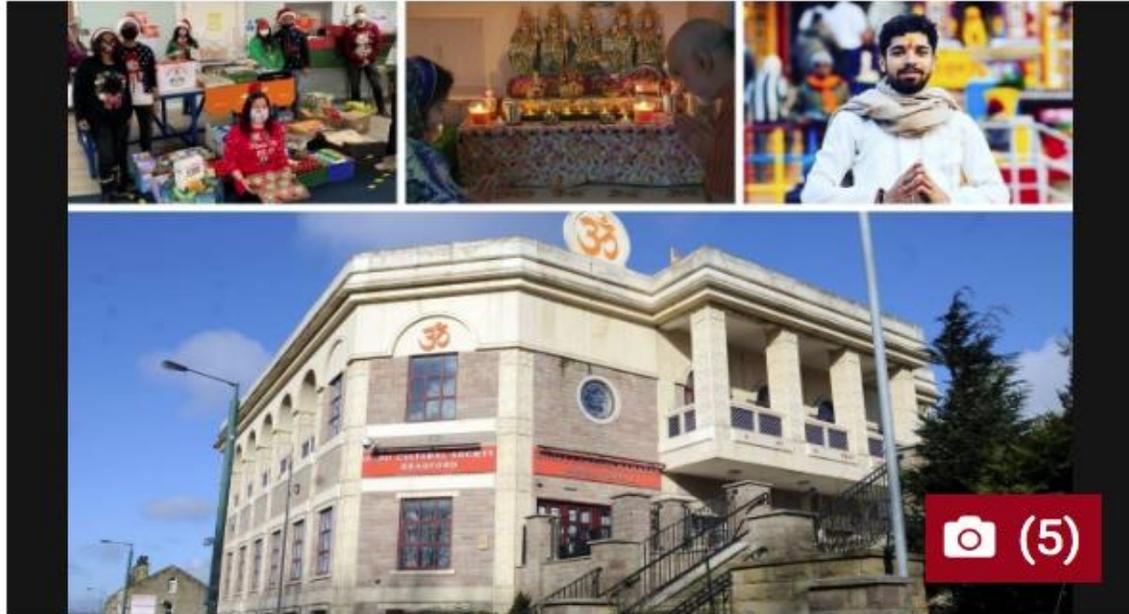


28th March 2021

# Bradford's Hindu community leaders on the vaccine



By **Natasha Meek** | [@journomeek](#)  
SEO Journalist



**FAITH, community and tireless efforts to promote the vaccine has helped guide Bradford's Hindu community through the most "challenging" months of the pandemic.**

In an interview held by the T&A and leading healthcare professional Dr Mahendra Patel, members of **Bradford** Hindu Council and priests gathered to reflect on the pandemic which has seen many loved ones lost to the virus.

## Local faith groups: varying influence

How faith is guiding Bradford's Hindu community in vaccine drive

### Telegraph & Argus

His message was translated by Deepak who explained: "Scientists and doctors have been gifted with the talent of being able to save lives. In our [Hindu] scriptures a doctor or scientist, their job is to save lives not take lives so when a scientist steps forward we believe they have the power of God flowing through them.

"We take that as gospel. There's very few people who would turn round and not take that advice. We have to look after our villages, our towns, our societies. It's not down to one individual saying, 'I don't want to do this'.

"It's in our system, it's just like a moral obligation. He used a word called 'Dharma' - it's a given law or responsibility that you have to abide by."

Mahesh Mistry, the chairperson of Bradford Hindu Council, said they have been acting as a "funnel" for **coronavirus** updates.

"We've been asking round in our communities if there's anyone concerned about the vaccine or refusing to take it," he said.

"From our network, we don't know one family or person within the Hindu community that doesn't want to have the vaccine. They're probably crying out for the vaccine rather than the latter.

# Influence of faith groups

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## Britain's most influential Hindu temple spreads awareness of the PRINCIPLE trial among Indian community

PUBLISHED 22 OCT 2020

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RESEARCH CORONAVIRUS

Europe's BAPS Swaminarayan Sanstha, the largest Hindu temple outside of India, is supporting their community during the coronavirus pandemic by spreading awareness of the PRINCIPLE trial of Covid-19 treatments.

THE NEW INDIAN EXPRESS

Monday, January 24, 2022 08:56:46 PM

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STOCK MARKET BSE 57491.51 -1545.67(-2.62%) NSE 17149.10 -468.05(-2.66%)

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## UK's largest temple spreads COVID-19 treatment trials message to Indians

The key message to the Indian community is that those with COVID-19 symptoms can join the trial online from home or via general practitioner (GP) practices across the country

**Latest**

- Budget Session Part I: Rajya Sabha to sit in morning, Lok Sabha in evening due to Covid restrictions
- Pakistan hands over 20 Indian fishermen to India at Wagah
- UK scraps COVID tests for fully vaccinated travellers from February 11

22 Oct 2020

## Impact: Visits to trial website Oct – Nov 2020

### Visits by day



Three-fold increase in 61 day average immediately following broadcast

# Example: supporting research through community outreach

THE LANCET

Log in  

CORRESPONDENCE | [VOLUME 397, ISSUE 10291, P2251-2252](#),  
JUNE 12, 2021

## Inclusion and diversity in the PRINCIPLE trial

[Mahendra G Patel](#) • [Jienchi Dorward](#) • [Ly-Mee Yu](#) •  
[FD Richard Hobbs](#) • [Christopher C Butler](#)  • on behalf  
of the PRINCIPLE Trial Collaborative Group

Published: June 12, 2021 •

DOI: [https://doi.org/10.1016/S0140-6736\(21\)00945-4](https://doi.org/10.1016/S0140-6736(21)00945-4)

 [PlumX Metrics](#)

This strategy contributed to the inclusion of 55 (4.0%) South Asian and seven (0.5%) Black participants in our analysis of azithromycin for treatment of suspected COVID-19,<sup>2</sup> which was comparable to 3.7% Asian ethnicity and 1.6% Black ethnicity among people older than 50 years (PRINCIPLE's target age group) in England and Wales.<sup>3</sup> The proportions of participants' in Index of Multiple Deprivation (IMD) quintiles were (from most to least socioeconomically deprived): 352 (26%) of 1375 in IMD1; 267 (19%) of 1375 in IMD2; 270 (20%) of 1375 in IMD3; 241 (18%) of 1375 in IMD4, and 245 (17%) of 1375 in IMD5. Overall, this shows good recruitment from socioeconomically deprived and minority ethnic communities.

PRINCIPLE's innovative approach now supports the recruitment of minority ethnic participants to other UK national trials. We recognise that



# Combining medical science and faith



Post-Jumma Announcement



Finding new effective antiviral  
treatments for COVID-19

Assalaam'alaikum dear brothers and sisters,

Allah says in the Quran -  
"whoever saved one life, it is as if they saved  
the whole of humanity" 5:32

There is a study taking place in Oxford which is  
seeking to find cures - not vaccines, but actual  
treatments - for COVID

They have participants from all backgrounds but  
need more Muslims to take part and support the study

The trial is UK-wide and led by the University of Oxford

IF you have pre-existing health condition  
have COVID positive test in the last 5 days  
AND having symptoms

Visit [www.panoramictrial.org](http://www.panoramictrial.org) and help be part of world  
leading research which may save the world.



**The Muslim Council of Britain**

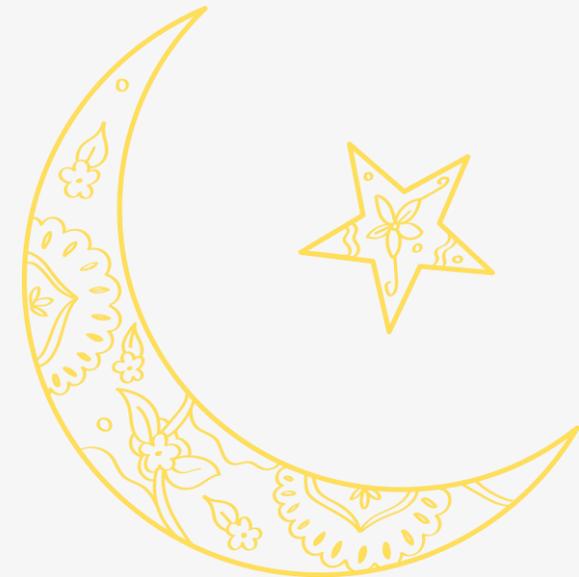


**British Islamic  
Medical Association**

British Muslim organisations support PANORAMIC  
ahead of Ramadan

31 March 2022

The Muslim Council of Britain (MCB) and the British Islamic Medical Association (BIMA) joined forces in March to help promote the PANORAMIC trial as part of a series of outreach activities ahead of the Muslim holy month of Ramadan, enabling greater outreach to diverse communities across Britain.





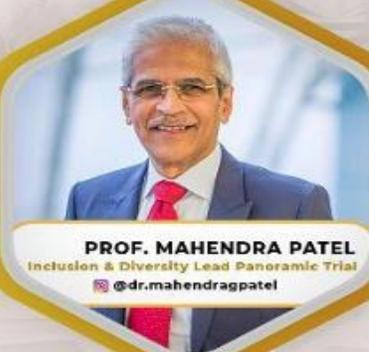
# Working effectively with key influencers

# ANTIVIRAL DRUGS CONVERSATION

GET ALL YOUR QUESTIONS ANSWERED  
ABOUT A NEW COVID-19 TREATMENT  
THAT COULD SAVE LIVES.



**DR. SEUN BAKARE**  
GP & Clinical Lead for Urgent Care  
@drsjbakare



**PROF. MAHENDRA PATEL**  
Inclusion & Diversity Lead Panoramic Trial  
@dr.mahendragpatel

**DATE: FRIDAY 4TH FEBRUARY, 2022**  
**TIME: 8:00 PM (GMT)**

**LIVE: @ladyannewelsh**



**ANNE WELSH**  
CEO and Founder of  
Painless Universal

 ladyannewelsh • Following

 ladyannewelsh Join me for a conversation on Instagram live on Friday 4th February @ 8pm with Dr Seun Bakare @drsjbakare and Dr Professor Mahendra OBE, @dr.mahendragpatel to discuss the Antiviral drug . It's important we get all our questions answered about a new Covid-19 treatment that could save lives. #annewelsh #conversation #knowmore #beinformed #covid\_19 #drugs

1d

 priscilla\_195 Looking forward to this. I hope we get a long lasting solution. #Stay safe

19h Reply

 gav\_draws\_too This will be a great talk, and a brilliant chance to highlight the PANORAMIC study. @dr.mahendragpatel is a great speaker. Looking forward to it.

20h Reply

 julie\_iyamba Looking to this 🙌🙌🙌

18h Reply

 gp\_tah Amazing 🔥🔥🔥

18h Reply

 sharon\_0j I'm Looking forward to this!! 🙌🙌🙌

19h Reply

 chrislyncollections Looking forward to it 🙌🙌🙌

17h Reply

9,523 likes  
1 DAY AGO

Add a comment...

# Celebrities: Mr. Motivator!



Collaborations and partnerships



Diabetes Specialist Nurse Forum UK



World Council of Hindus (UK)  
Vishwa Hindu Parishad (UK)  
Registered Charity No: 262684



**PANORAMIC**  
Panoramic: A study of COVID-19 in the community

"This is a very important study in the fight against COVID-19. PANORAMIC trial having a panoramic vision. Diversity. Community inclusion and diversity will make this a very powerful study"

Dr Nasibu Mwande, Speciality Doctor, Emergency Medicine  
Tanzania UK Healthcare Diaspora Association (TUHEDA) Vice Chair



# Definitions and terminology

# What is meant by race?

- RACE – termed by many as a discrete group of people defined by specific genetic and biological differences.  
Betancourt & Carrillo (2002)
  - Social construct

According to the Equality Act 2010, it could mean

- Colour
- Nationality (including your citizenship).
- Ethnic or national origins

# What is meant by ethnicity?

The Cambridge Dictionary:

- *“A particular ethnic group, or the fact of belonging to a particular ethnic group”* – equals a group of people with shared culture, tradition, language, history, etc.
- It is our race that is based on physical traits, not ethnicity. Just as with culture, everyone has an ethnicity, whether they originate from inside or outside of the UK

# What is meant by the term culture? Various definitions

The unique, multidimensional context of many aspects of the life of an individual

- “The way of life of a people, including their attitudes, values, beliefs, arts, sciences, modes of perception, and habits of thought and activity.” Oxford Dictionary
- “The way of life, especially the general customs and beliefs, of a particular group of people at a particular time.” Cambridge Dictionary
- “The way of life, especially the general customs and beliefs, of a particular group of people at a particular time” Geert Hofstede Dutch Researcher University of Netherland

# What is cultural competency?

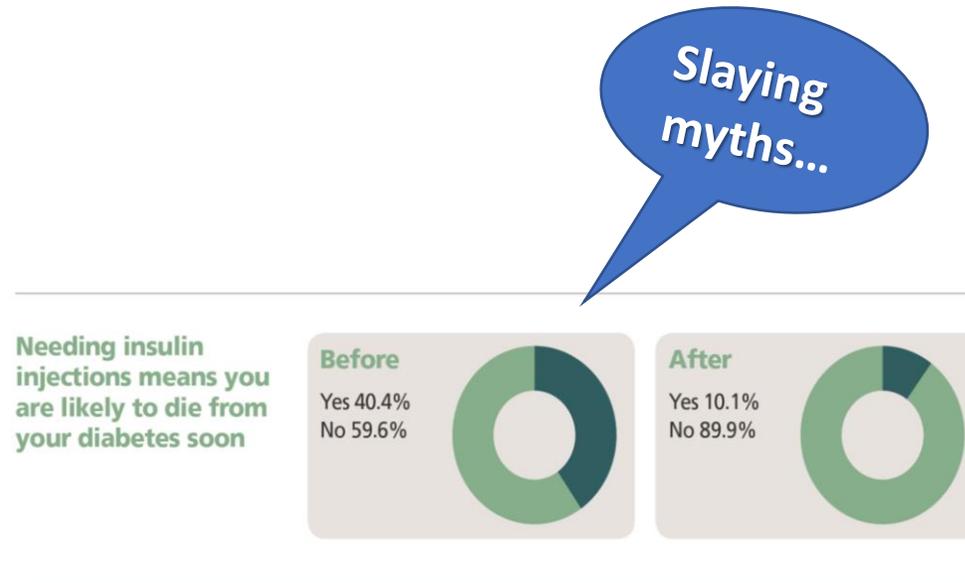
- 'Ability of systems to provide care to patients with diverse values, beliefs, and behaviours including tailoring delivery to meet patients' social, cultural and linguistic needs' Betancourt & Carrillo (2002)
- The ability to 'understand and interact effectively with people regardless of difference' Exeter University

# How important is culture?

“Understanding patient’s beliefs about their disease and treatment affects health behaviours  
.....and provides opportunities for improvements in health outcomes”

# Engaging communities: Example preventing T2D in South Asians

- Reducing unhealthy behaviour can be starting points for some **rather than actually stopping**
- Simple **visual aids and images** can have a profound impact in both men and women's to attitude to adopting a healthy lifestyle
- Need for **advice specifically around fasting** to reinforce importance of medication and avoiding fasting for long periods of time
- **Physical activity among those practising Islam** can be encouraged with greater **ease** if promoted through their regular and daily religious prayers





# Workshop

# Workshops

Three sessions (10 mins each) focusing on cultural understanding:

1. Do you find there is a need for improving your cultural understanding, and if so, why?
2. How may you be better supported to your own improve cultural understanding and awareness?
3. What does the CTU do to help improve your cultural knowledge and understanding, and how can this be better?

# Summary

## HOW can we help ensure recruitment to trials is more representative of our national diaspora?

- **Appreciate** one's own level of cultural understanding – acknowledge and accept truthfully what you do and don't know
- **Consolidate** cultural understanding and competence through ongoing training – **applies to all** (ethnic minority staff as well as white)
- **Applying** the learning requires motivation with commitment
- **Build meaningful** relationships to allow open, candid and confident dialogue to take place
- **Allow** flexibility for wider understanding and clarification – cultural norms can be complex and dynamic
- **Recognise** people's behaviours and attitudes to health and research can be unpredictable and variable
- **Avoid stereotyping and labeling** – value and understand individuals as individuals
- **More research needed** to explore where and how cultural understanding improves health outcomes
- **Make better use** of the resources at our disposal rather than commercialise

**\*Examples and characteristics outlined are by no means exclusive\***

People's culture is a complex science with evolving behaviours, attitudes and beliefs – it needs more than applying theoretical knowledge to try and understand it a little better, with emphasis on the practical and grass root knowledge through unprejudiced and broad-based experiences.

Thank you everyone

[Mahendra.patel@phc.ox.ac.uk](mailto:Mahendra.patel@phc.ox.ac.uk)