



East of England
Local Government Association

Parallel Lives Roma Project

Roma Engagement and Integration Conference

@eelga

#Roma



East of England
Local Government Association



Ministry of Housing,
Communities &
Local Government



Parallel Lives Roma Project

Tuesday 10 March 2020

Sue Hay and Rachel Heathcock

Project Officers

Roma in the East of England



Town/City	Languages spoken by Roma families	Countries of origin	Estimated population 2013	Estimated population 2020
Peterborough	Romanes, Slovak, Czech, English, Latvian Lithuanian	Slovakia, Czech Republic	3,000	6,000
Southend-on-Sea	Romanes, Polish, Czech	Poland, Czech Republic	1,000	3,000
Ipswich	Romanes, Romanian, Spanish	Romania	300	3,000
Luton	Romanes, Romanian, Spanish, German, French	Slovakia, Romania	275	3,000
Cambridgeshire	Romanes, Polish, Slovak, Czech, English	Poland, Latvia, Lithuania, Slovakia, Czech Republic	170	1,000
Great Yarmouth and Waveney	Romanes, Polish, Slovak, Romanian, Learning English	Poland, Slovakia, Romania	140	500
Essex (excluding Southend & Thurrock)			50	250
Central Norfolk			10	100
TOTAL			4,945	16,850

Integration and Engagement Issues



- **Language barriers (Access to ESOL / Interpreters / Need for everyday English not language courses)**
 - **Lower expectations of healthcare, education and professional services – therefore not accessing services**
 - **Limited employment prospects & low income**
 - **Unsuitable housing – HMOs**
 - **Transience (impact on schooling and healthcare)**
 - **Risk of exploitation**
 - **Professionals understanding the different Roma clans and diverse cultural expectations**
-

Workshop Delivery

Location	Cultural Awareness Workshop Number of Attendees	Safeguarding Workshops Number of Attendees
Southend, Thurrock and Essex	100	45
Cambridgeshire and Peterborough	50	88
Luton	51	78
Ipswich	76	104 (+ Midwife session)
Total	277	315

Support at a Local Level



- **Multi-Agency working**
 - **Luton Roma Interagency Forum**
 - **Schools**
 - **Ipswich Roma Interagency Support**
 - **Developing County Contacts**
 - **Open Dialogue Workshops**
 - **Sharing National best practice**
-

Project Legacy



- **Professionals with greater Roma Cultural understanding**
 - **Project Evaluation**
 - **Professional Networks**
 - **Roma in the East of England Film**
 - **Website**
-

**Thank you for all your
time and support with
the project**

Parallel Lives Roma Project

ROMA
SUPPORT GROUP

*Empowering the Roma
community since 1998*



August 2018 – March 2020

**34 workshops delivered across
East of England:**

Luton

Peterborough

Ipswich

Huntingdon

Southend-on-Sea

Thurrock

Stowmarket

Wisbech

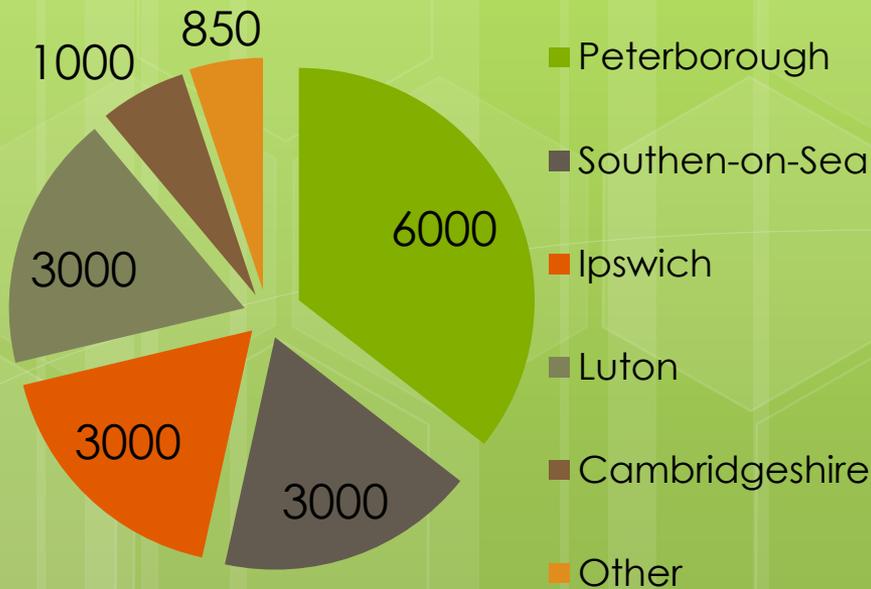
Parallel Lives Roma Project

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SUPPORT GROUP



Findings

Roma population East of England: 16,850

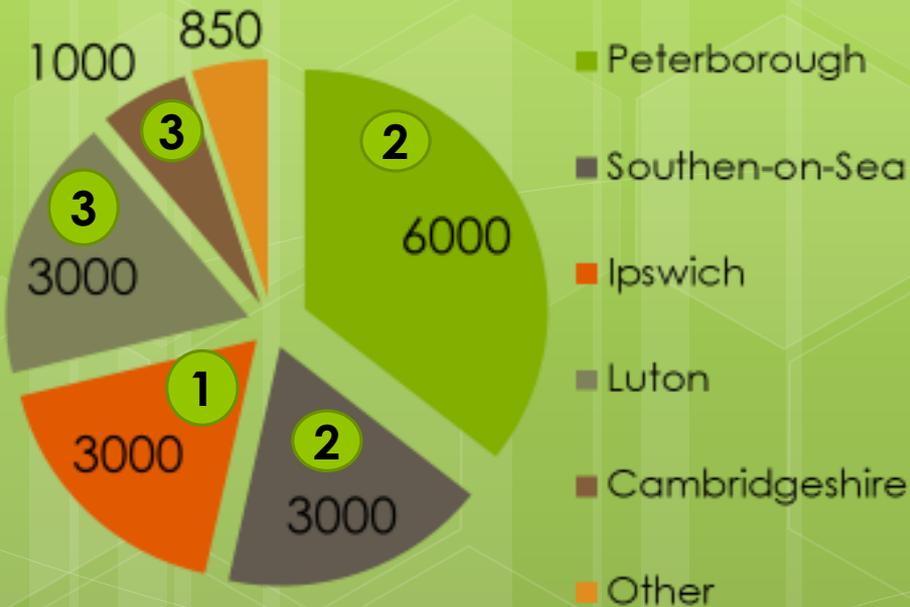


34 workshops delivered

About 650 professionals
working with more than
3000 Roma

Findings

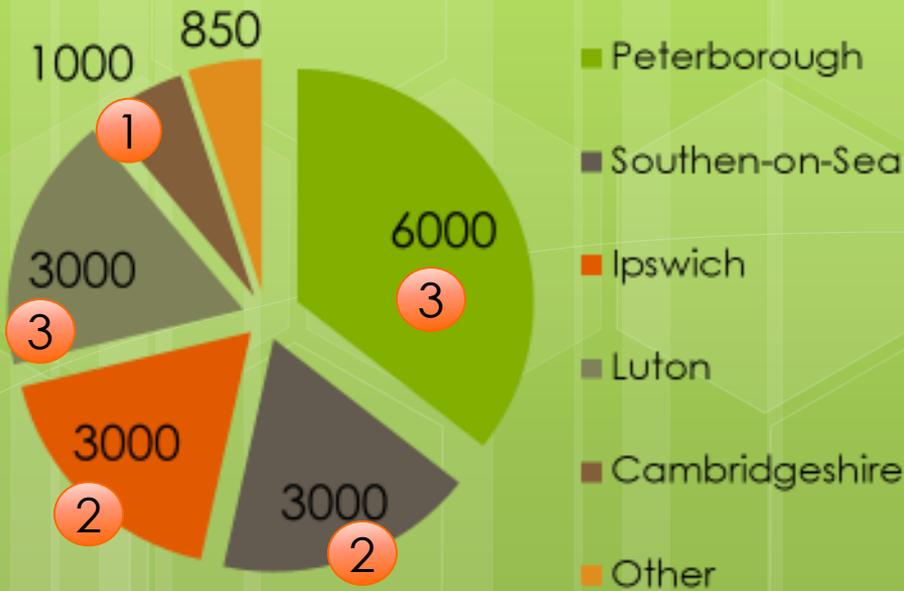
Direct engagement



5 – very good engagement
1 – low engagement

Findings

Knowledge about Roma communities prior to the training sessions



- 5 Very good knowledge
- 4 Good knowledge
- 3 General knowledge
- 2 Limited knowledge
- 1 Low knowledge

Frequently asked questions

Engagement with professionals

Ethnic identity/origins

Communication/Language

Education

Early marriages

Parallel Lives Roma Project



Adapting practices

Engaging local agencies/ charities

Using Roma interpreters/advocates

Consider Roma history & culture when working with Roma families

Adapt communication/ engagement methods

Training staff

Parallel Lives Roma Project





Breaking Down Barriers

Working in Partnership with Roma/Romanian families to reduce Health Inequalities and Improve access to services.

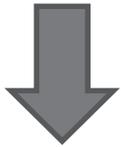






- Local Health Needs Assessment (HAREF, 2014)
- Ophelia – Health Literacy and access (The Health Foundation, 2017) Innovating for improvement: Using the Ophelia approach to generate and drive healthcare improvements, health.org.uk)
- Current Research (McFadden et al, 2018, Systematic review)
- Partnership work with a voluntary sector organisation (The King's Fund ,2013)
- Community engagement – Community development approach - Ownership, empowerment, integration, transferable skills. Time listening and getting to know each other, sharing culture and views (NICE,2016)

Research



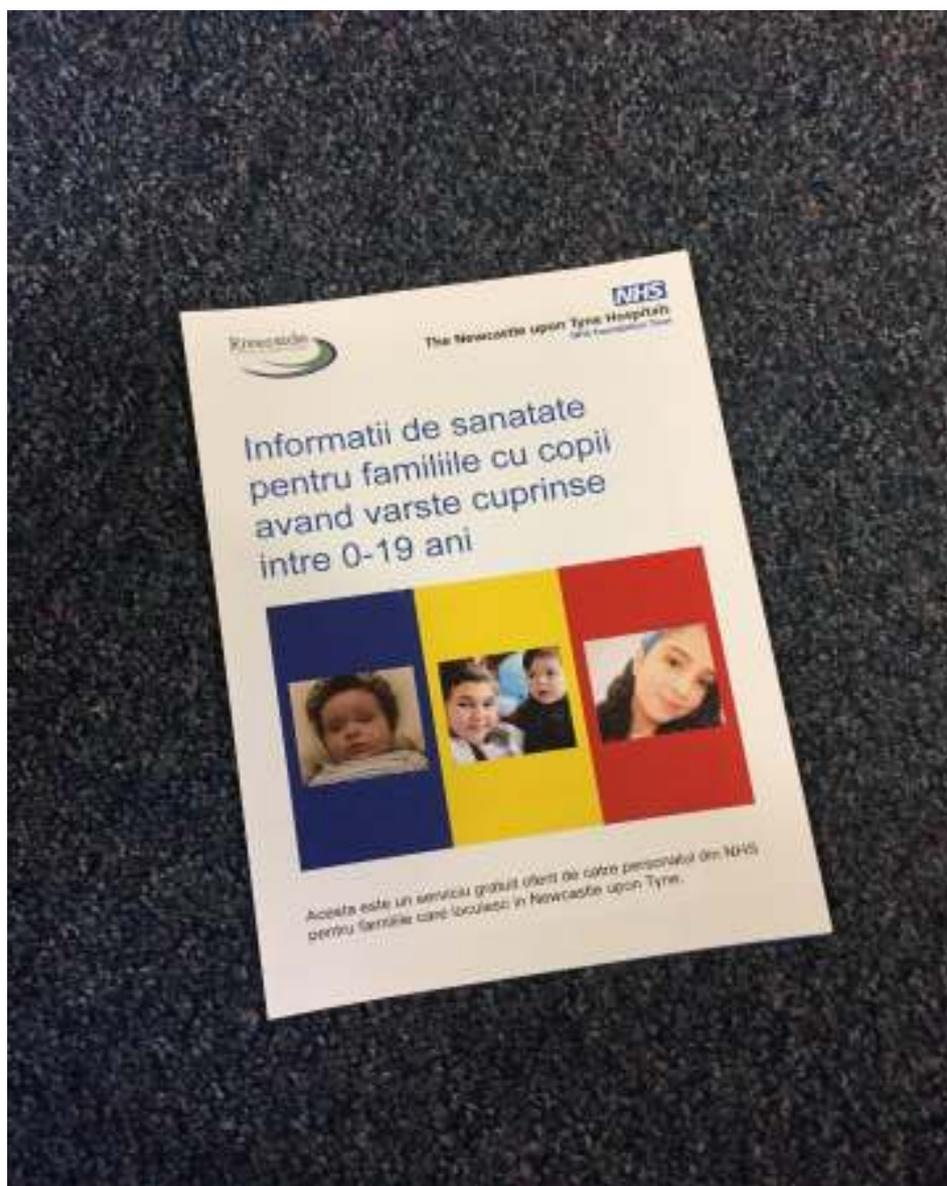
- Life expectancy
- Birth weight
- Physical exercise
- Access to screening services, dental care and immunisations (Cook, 2013)



- Poor housing, deprived areas, low paid jobs
- Self reported poor health
- Obesity
- Smoking and alcohol intake
- Communicable and non-communicable disease
- Child and maternal mortality rates
- Accident and emergency visits for accidental injury and infections.



Healthcare at its very best - with a personal touch





Producing the Leaflet

- **Translation**
- **Public health messages**
- **Unpicking fears and concerns e.g. Safeguarding**
- **Health Promotion events**
- **Holding workshops to support staff who wished to develop their service to support Eastern European Families in their area of work.**

Nursing and Midwifery Annual Achievement Award for Research



<https://www.youtube.com/watch?v=D3sTnLI-vtY>

Video





University Presentations





Day trips



'At the Dentist'

- After consultation with the community, the group wanted to develop a resource that explained how to access the dentist and why its important.
- Address large numbers – dental caries and poor dental hygiene
- Script produced by the group and set in a local shop and dentists with the Romanian women and their families as the actors.
- Involved working with a variety of professionals
- Will be accessible on you tube and the trust intranet as well as a variety of community settings.

Filming at the Dentist

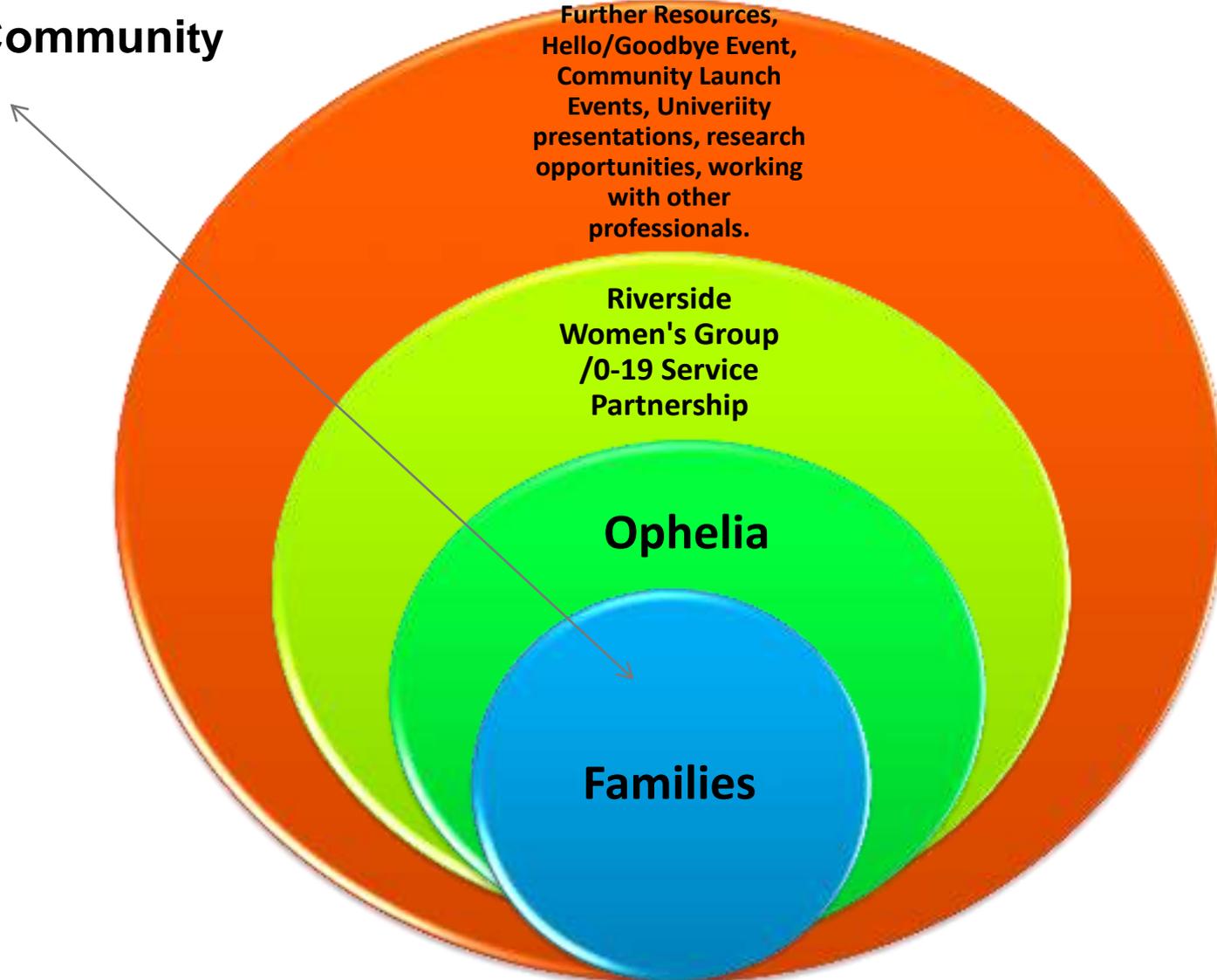






Putting Families at the heart of what we do.

Wider Community



Future work

- **Staff Training – considering cultural views and ideas and impact on practice, how we can do things differently.**
- **Setting up of a community clinic**
- **Influence Commissioning**
- **Research and publishing – Research Conference, ARC.**
- **Networking – Scotland, Sheffield and Ipswich.**





Challenges

- Cost
- NHS culture and Staff understanding of partnership work and needs of Eastern European families.
- Making a video for the first time and the process involved with co-ordinating the filming and planning of the video.
- Evaluation
- Time
- New staff and changes to the group
- (Riverside Community Health Project Briefing 1, 2018)

Working in partnership has been invaluable. Using a community development approach has allowed us to develop a model of good practice and a greater understanding of the issues faced by EU migrants when accessing and understanding health care services. (Bren Riley, Migrant Project Manager)

I feel a greater sense of belonging and more settled. I feel I can make a difference to other people.

I feel very appreciated and listened to.

We are able to talk about what we are doing with the wider community.

Your Partnership is 'real' and meaningful in a way that a lot of researching isn't. Sitting in the last session, it really came over that the women feel equal partners. Great to watch the work happening ... (Ann McNulty, Researcher)

I feel more confident to speak and feel empowered taking part in these sessions.



Research

- Evaluation
- Writing up the process and hopefully publishing!
- ARC

Evaluation

Any Questions?



The Roma Community- Understanding Culture and Change



Kent Fire &
Rescue Service

Why we engaged with the Roma Community

- Actively promote equality of access and opportunity
- Raise awareness of job and volunteering opportunities at KFRS
- Reach those in the community not familiar with what KFRS does and the services it provides
- Build trusted relationships



Kent Fire &
Rescue Service

Community Development Officer

- Engage with local Roma residents
- Organise activities
- Support local Roma people within the community
- Signpost people to get support and advice
- Work with local partners to improve the lives of the Roma community



Roma In The Lead



Kent Fire &
Rescue Service

What we 'know':

- Studies. County Projects. Salvation Army. Loughborough University. European Union .Parallel Lives. Fire and Rescue Services.
- Many Roma experience poverty, often living in poor housing, which can lead to poor health
- Roma adults may have experienced a lifetime of being judged and discriminated against
- Previous experiences with “authority” figures may have been negative



may be '*interesting*', many sources.....

Understanding change and variation

(EG.) *“GYPSY, ROMA AND TRAVELER HISTORY MONTH”*

Reading between the lines
and the
Kent Roma Community



Kent Fire &
Rescue Service



Roma In The Lead

Uniforms

- **A major Kent evolution** : *“7 years ago there was a reluctance to engage with uniformed officers of any Service. By maintaining the uniform (not strictly but as necessary or depending on the occasion), not only has this fear been moved away from, but it has evolved (especially with the Fire Service and Health) to an expectation that there will likely be a uniformed presence.*
- *This in turn is allowing the Fire Service to approach the Roma Community and suggest career opportunities and even get the foot in the door for Wellbeing visits and engaging at events BECAUSE we are there”.*



Kent Fire &
Rescue Service

Identity

“5 years ago we would have agreed with the generalisation that Romanians tend not to identify as Roma, but Czechs and Slovaks do, and this is reported as such in many other parts of the UK. However in the South East, now that trust is being built up within the communities, mostly by key Roma employed Community workers, there is a definite trend to be proud of their heritage and when asked increasingly ‘Roma’ is now given as an answer.”



Roma In The Lead



Kent Fire &
Rescue Service

Roma in the Community

“Roma are introvert and don’t wish to mix with British culture whether public or services”

“This has found to be a cultural ‘appearance’ rather than strictly true. UK culture can be more basic and outgoing from a first introduction, but Roma culture leads towards polite introductions and in some cases a light embarrassment if there is a language barrier. Pair this with respect and trust being something that is traditionally built up over time, and it can be better understood that investment in time with the Community is what is needed ultimately.”



Kent Fire &
Rescue Service

Conclusion

- We have no shortage of expert groups, University studies, services and Partners working with the Roma Community.
- What we need to do by sharing this knowledge (nod to East Of England!) is make sure we adapt as quickly as the Community is itself and share updated learning and practices. (Second nod to East of England for the Conference!!)
- Only by doing that are we demonstrating inclusion that continues to be efficient and effective FOR the Roma Community themselves, creating a brighter and more positive future together.



Kent Fire &
Rescue Service



We'd like to share our [short film](#) with you



Kent Fire &
Rescue Service



East of England
Local Government Association

Parallel Lives Roma Project

Refreshment Break

Modern Slavery in Food Industry

Shayne Tyler

Fresca Group Compliance Director



shayne.tyler@frescagroup.co.uk

Hundreds of cases and thousands of victims.

GLA FPC Board Rep

University / JS / GLA Course Launches

Shared Experiences

1st UK MS Statement

GLA LU Group

Safeguarded victims every year



Gangmasters: Monday, June 19, 2012
Report: Paul Keenan

Food & Dr

Lir

Threat

005



GLA Launch and Engage

Complyer Audit Tool
Grower Handbook

stronger together

tackling modern slavery in supply chains

Investigating Worker Exploitation
GLA Protocol
GLA Training
GLA Protocol

Concepts used to launch S2G

Bartos

EMPAC

PEN

2015

2016

2017

2018

2019

2020

Supply Chain RAs

Awareness Training Launch

M&S Plan A award

GLAA Impact award

GLAA Video

Multiple initiatives

Busiest year since 2009 for cases

THE EXPLOITERS



WHAT IS TRAFFICKING?

Traffickers undertake ACTION using MEANS for the PURPOSE of exploitation



OF FRUIT AND VEG!



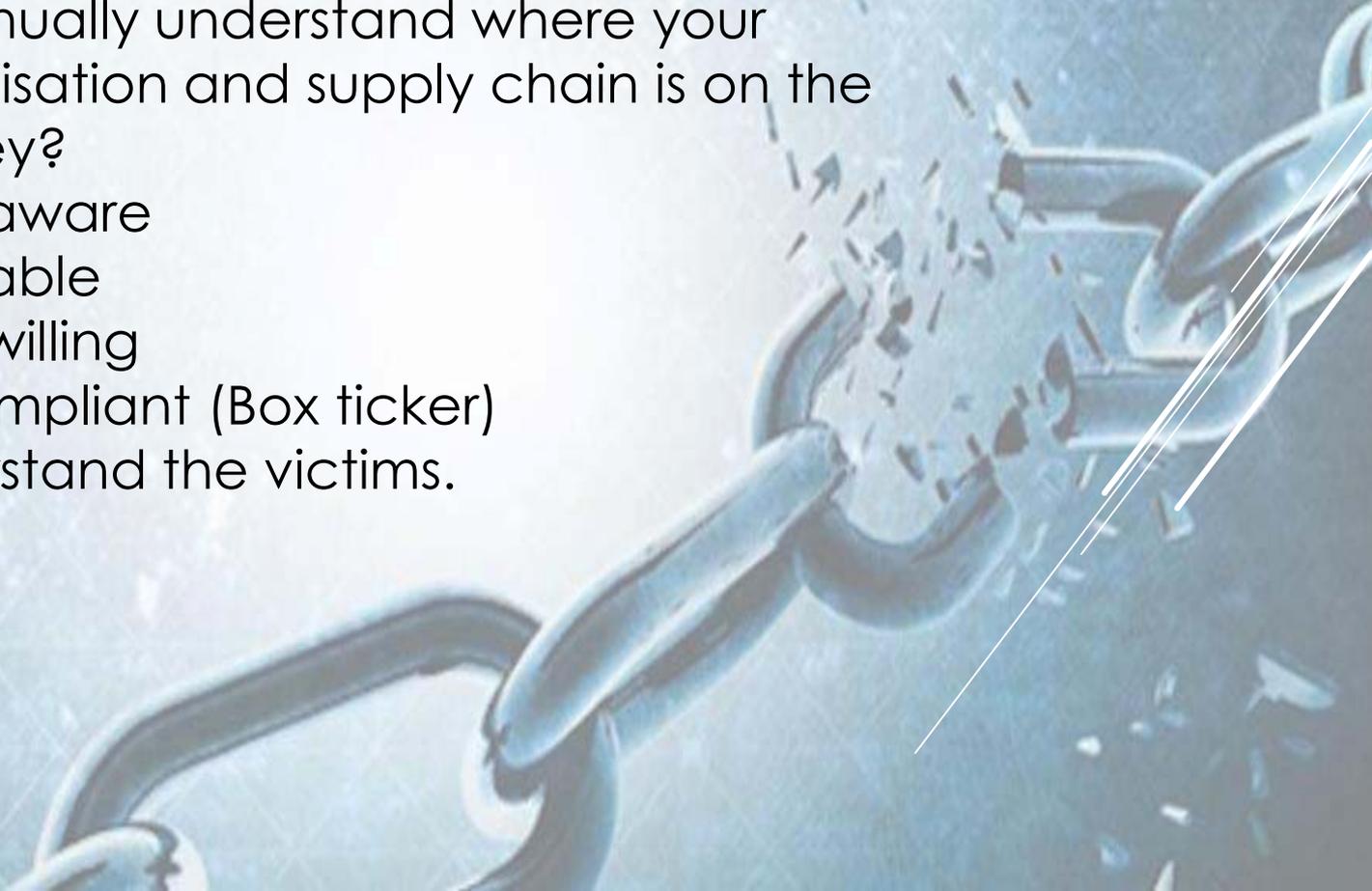
THE SIGNS





What to do?

- Adapt and don't just tick the boxes
- Continually understand where your organisation and supply chain is on the journey?
 - Unaware
 - Unable
 - Unwilling
 - Compliant (Box ticker)
- Understand the victims.



THE VICTIMS



WHAT MODERN SLAVERY LOOKS LIKE!

TRAINING





Thank you

Shayne.tyler@frescagroup.co.uk

07720 418899

ROSMINI CENTRE WISBECH



Rosmini Centre Wisbech

- Registered Charity
- Set up in 2007
- Identified need by local parishioners
- Trustees local
- No political or religious bias
- Support for all members of local communities

Rosmini Centre Wisbech

- Identify local needs – identify funding
- Know our communities – cultural awareness
- Staff & volunteers reflective of the local community – language support
- Fully inclusive - supported volunteering
- Targeted Social Media

Some of our Projects

- Information, Advice & Guidance (IAG)
- Community Transport
- Ely & Fenland Outreach
- Settled Status
- Woodwork Shop
- Community Café
- Pop up Legal Clinics

Case Studies

- Coach from Poland
- Latvian family
- Lithuanian mother & son
- Bulgarian contract
- Lithuanian injuries
- English learning disability
- Safeguarding
- Illegal evictions
- Illegal activities



Modern Day Slavery Project

- Modern Day Slavery, exploitation and people trafficking is happening in the UK
- Modern Day Slavery, exploitation and people trafficking is happening in Fenland
- Raise awareness in our local communities
- Training Front Line staff in both statutory & voluntary organisations
- First responders & internal reporting procedures
- Identify and support potential victims

Modern Day Slavery Project

- Successful information share
- Two arrests in Ely and two successful prosecutions in Wisbech
- Improve social media coverage
- 2 presentations to 500+ pupils at schools
- Conference - 6th November 2019
- Jake Bowers - Gypsy Media Company - MDS documentary available on You Tube

Challenges.....

- Trust and engagement with migrant communities
- Transient migration
- Criminals operating over wider geographical area
- On-going training to wider audiences
- Persuading organisations that staff should be trained to spot signs
- Understanding reporting procedures within individual organisations
- Responsibility & ownership – reporting
- Organisations lack of awareness regarding issues
- Lack of response from some organisations

Achievements....

- Working with Professor Gary Craig – knowledge
- Working with partner organisations
- Awareness leaflets produced in six languages
- Linked with Stop the Traffik Campaign
- Number of hits on Social media
- Training programme to raise awareness delivered to >150 front line workers including Police, LA, Housing
- Identified 140+ potential victims through IAG 2017 – 2018
- Final report completed and shared (available on our website)

THANK YOU





East of England
Local Government Association

Parallel Lives Roma Project

Lunch

Here to Stay!!



Jake Bowers and The Children of
St Matthews Primary School

Who?
Why?
What?



community
renewal
Transforming Communities

funded
through



Ann Hyde



community
renewal
Transforming Communities

funded
through



Key messages



community
renewal
Transforming Communities

funded
through



Roma Integration - **not a project**



The Local Conversations programme is a longer term resident led funding programme. Through the programme the People's Health Trust has developed relationships with 18 community organisations that are providing local leadership to the programme in some of the most economically and socially disadvantaged communities in Great Britain.

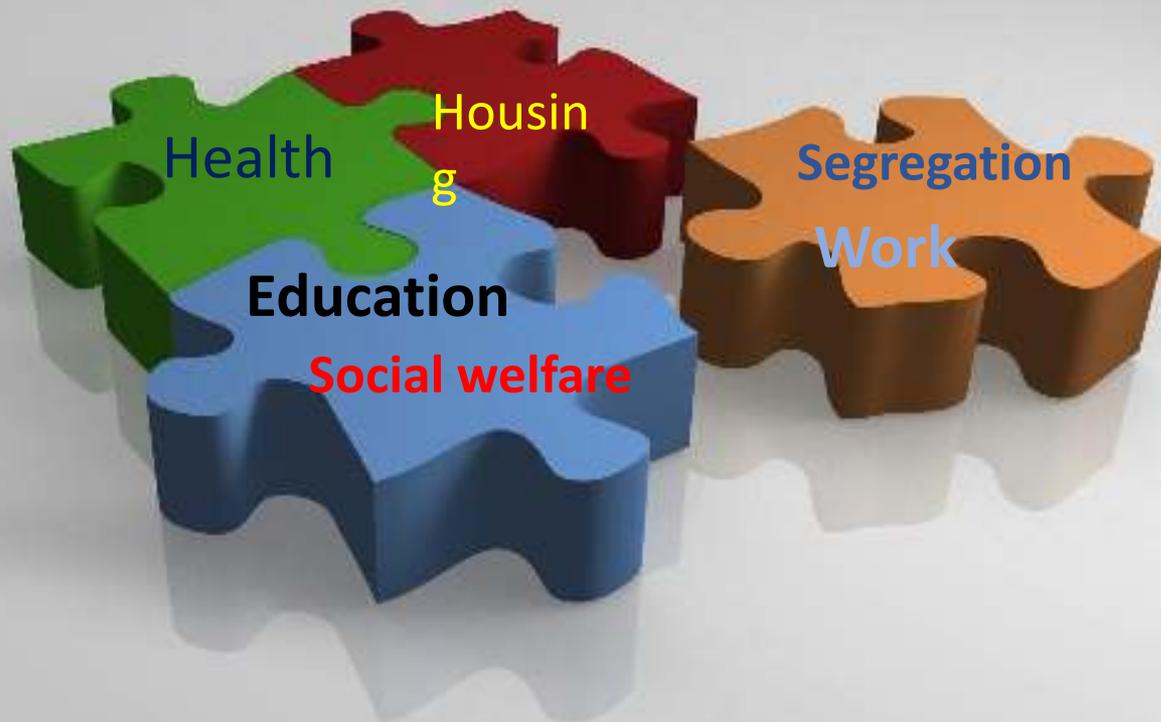
The Govanhill Local Conversation in Glasgow is unique as it is working with a Community of Interest - the Roma community. The Trust decided to work with Community Renewal Trust because it already had a significant presence in these areas and, in Govanhill already had built a relationship with members of the Roma community.



funded
through



Many different actions



Michael Young ..world's most
successful entrepreneur of social
enterprises **said** *“people are
competent interpreters of their own
reality”*

...for Roma, **by Roma**

...for Roma, by Roma



Marek Balog



for Roma, by Roma

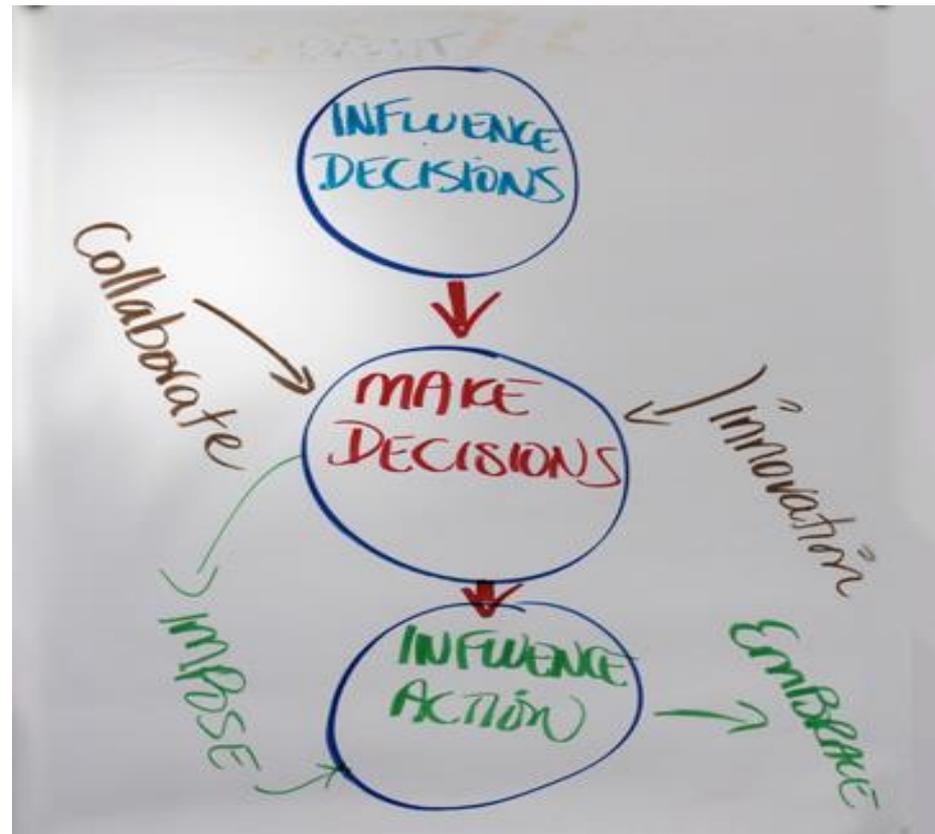


funded
through





Roma people
need to be
included in
decision making
at all levels

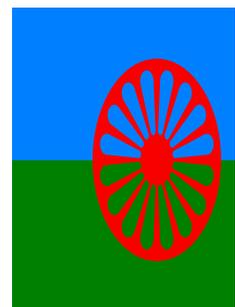


funded
through



Scotland





Role models are important

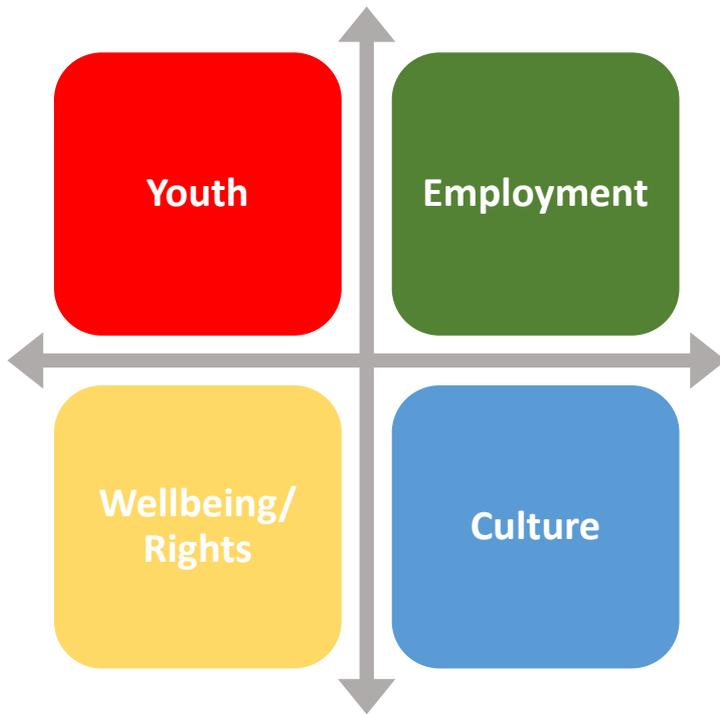


funded through



Scotland





Through the Local Conversation, Roma residents are tackling things that have a big impact on people's lives and health in Govanhill, such as housing and immigration rights, the environment, employment opportunities for young people, and celebrating their culture and heritage.

What we do

- Employability and training for work
- Full range of social and cultural activities
- Wellbeing & Rights
- Youth work
- Community forum
- EU Settlement Scheme
- Community Canteen
- Welfare advice – signposting and support



funded
through



Dana Balogova



for Roma, by Roma

community
renewal
Transforming Communities

funded
through



Scotland





Community Control

community
renewal
Transforming Communities

funded
through



Sabrina Janicka



for Roma, by Roma

community
renewal
Transforming Communities

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through



Connecting through language and culture



Leon Puska

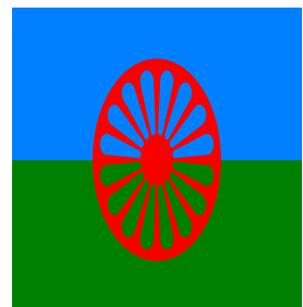


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Young
people are
our
future



funded
through



Scotland



YOUTH GROUP



Broadening horizons – participating in Scottish Youth Event



Vanessa Jiresova Natalia Balogova



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through



GOVANHILL

WE ♥ EACH OTHER



"FRIENDS" "PARKS" "SHOPS" "FOOD"

WE ARE THE MEMBERS OF GOVANHILL COMMUNITY TEAM AND IN APRIL 2014 WE ASKED OUR FELLOW PEOPLE IN GOVANHILL WHAT THEY THINK ARE THE POSITIVE SIDES OF THE GOVANHILL AREA.

WE TOOK THESE PHOTOS TO SHOW WHAT THEY SAID TO US.

CONTACT US ON LOCAL CONNECTIONS GOVANHILL [f](#)



GOVANHILL

WE ♥ EACH OTHER



"CLOSE COMMUNITY" "GOLFING" "SPORTS" "WELCOMING"

WE ARE THE MEMBERS OF GOVANHILL COMMUNITY TEAM AND IN APRIL 2014 WE ASKED OUR FELLOW PEOPLE IN GOVANHILL WHAT THEY THINK ARE THE POSITIVE SIDES OF THE GOVANHILL AREA.

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Thank you for listening



community
renewal
Transforming Communities

funded
through



Scotland





Rom Romeha

for Roma, by Roma



funded
through



Healthy Communities Programme Kent

Claire Doran, Project Manager

Philippa Burden, Health Visitor Facilitator

**10th March 2020, Roma Integration and Engagement
Conference, Ipswich**



Healthy Communities Programme Kent

Two year CMF project to promote whole family-based health in migrant communities in Kent

- Team and aims
- Example case study
- One You Service and how we have used reasonable adjustments to employ team members
- Our legacy
- Making of Roma Women Talk about Breastfeeding film
- Watch the film (10 mins)
- Post film developments

Healthy Communities Programme Kent



Kent Community Health
NHS Foundation Trust

3 services

- Health Visiting
- School public health
- One you team

Together with partner agencies working to

Improve access to health services for migrant communities in Dover, Folkestone, Margate and Gravesend

Deliver cultural competency training to KCHFT and partner organisations



Case study: Health



Kent Community Health

NHS Foundation Trust

Needs

- Mother requiring blood tests and scans for abdominal problems
- Mother registered at one GP surgery, rest of family (father and 8 children) registered at another surgery where mother has experienced difficulty in obtaining appointments, and reports “being made to feel small”
- Checking child under 5s immunisation status and development reviews

Outcomes

- One You Lifestyle Facilitator
 - Two joint visits with social worker
 - Registered whole family at mother’s GP
- Mother booked for required tests
- Local HV team informed about social services involvement with child under 5 and his outstanding development reviews and immunisations
- Information shared between services about Roma customs, safeguarding and gangs
- Social workers in contact with Red Zebra Roma communities projects to access other help
 - No further Social services involvement
 - Mother accesses 2 ESOL classes per week and community hubs

One You Service



Recruitment of One You Lifestyle Facilitator: Stage One

- **Allows manager to:**
- Talk through role
- Discuss training
- Find out people's aims in life
- Discuss travel
- Listen to their worries
- See how they deal with contact with me
- Extra long advertising period



Stage Two: Recruitment Event

- Informal session in local community space
- Talk about programme
- Talk from established adviser
- Mini stations – form filling (new client simulation), measure height and weight, calculate BMI, food diaries - eat well plate. Use Google to find websites.
- Assessing literacy and numeracy skills throughout
- Handouts of what is needed to apply for a job in easier read; career history, education, additional information
- Contact details given out for 1:1 support, hand holding for application process. Candidate can dictate application to NHS staff

Why so many reasonable adjustments?

- English as 3rd or 4th language
- Low literacy in own language
- Potentially low educational attainment
- NHS application system is very clunky and long winded
- Practical role so want the recruitment to reflect this
- Usual 2 day training will be extended to 3 days. Extra revision time
- Supply 3 days classroom based training for IT system whereas usual candidates would be given a manual and work autonomously
- Extra support bought in all through project for extra and longer training/updates
- Extensive mentoring



Link Workers for Migrant Communities

- At least one per team across the skill mix
- Own intranet workspace and regular support
- Support cultural competency in KCHFT
- Additional training in delivering key messages to target audiences
- Help to sustain implementation of changes agreed with core Health Visiting and school public health service around reasonable adjustments



<http://iqraa.me/family-legacy/>

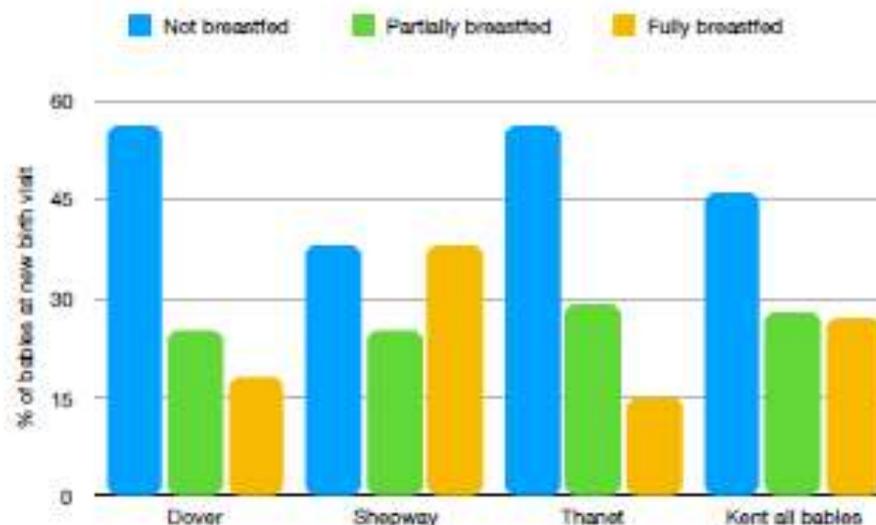
Our legacy

Making a film about breastfeeding with Slovakian Roma mothers



...some data about Roma babies

	Not B/F	Part B/F	Fully B/F
Dover	56	25	18
Shepway	38	25	38
Thanet	56	29	15
Kent all babies	46	28	27



Scoping and co-production

- Scoping – joining groups of women for coffee time
- Co-production – working together from start to finish to ensure authentic production and participation



Film production



Launch



Peer support breastfeeding training

- Two bespoke trainings delivered by KCHFT breastfeeding trainer
- Opportunities in existing community meetings to access infant feeding advice
- Links made with local midwifery teams with possibility of antenatal and postnatal support



Contact details

- Claire Doran
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- Philippa Burden
Philippa.burden@nhs.net

Thank you for watching



East of England
Local Government Association

Parallel Lives Roma Project

Thank you
and
Evaluations
