



Background:

During the summer of 2016, East Belfast Community Development Agency (EBCDA) delivered a pilot project to raise awareness of suicide prevention services among members of the local community who are originally from Eastern Europe.

The project was developed in response to several suicides among ethnic minority communities in Belfast during the previous twelve months. It was recognised that members of minority communities may be at higher risk of suicide; and that the social isolation and language barriers which these groups may experience requires targeted preventative work to raise awareness of services and encourage help seeking. While there was evidence of a need for this work across the City, EBCDA agreed to run a pilot project in East Belfast to assess need and explore how suicide prevention information might be most effectively targeted at ethnic minority communities.

Research:

In preparation for the project, the following sources were consulted:

“Walking this Thin Line’ Black and Minority Ethnic (BME) Experiences of Mental Health & Wellbeing in N. Ireland” (2015) Radford, Sturgeon, Cuomo & Lucas; Institute of Conflict Research. This report highlighted several relevant issues including:

- A 2011 report by Belfast Health & Social Care Trust (BHSCT) indicated that the Polish Community is at higher risk of depression, substance abuse and suicide than other migrant groups.
- One of the most significant barriers that BME communities perceive in trying to access mental health support is language.
- Stigma is highlighted as another significant barrier, with fear of social consequences or judgment from service providers being a factor when considering seeking help.
- The report recommends the use of bilingual service providers where possible.
- The report recommends that information on services, self-care and self-help in various languages should be made easily accessible either online or in hard copy.

- There is a recommendation for outreach work into BME communities including information leaflet distribution for increasing awareness, breaking stigma and to make pathways to services clear.
- A further recommendation is the availability of suicide help-lines which are bilingual or offer interpreters.

“Ethnic Minorities Mental Health Toolkit: A Guide for Practitioners” (2014) HSC & Aware Defeat Depression. This document highlighted similar themes including:

- In most cultures mental ill-health is often considered shameful and carries a certain stigma. We may need to educate BME service users on mental health issues with empathy and compassion, to better enable them to access mental health services leading to earlier interventions and thereby increase the likelihood of a positive therapeutic outcome.
- Service users from other cultures may come from countries with very different health systems, and therefore it may be necessary to explain how the Northern Ireland Health and Social Care Service works.

Northern Ireland Strategic Migration Partnership: Community profiles for Local Government Districts (2014) This report gave useful demographic information from the 2011 Census including:

- *Outside of UK and ROI, the most common place of birth of Belfast residents was Europe with 9,064 individuals registered.*
- *After English and Irish, the most commonly spoken languages in the Belfast LGD area are Polish, Chinese, Filipino, Slovak, Malayalam, Lithuanian, Hungarian, Portuguese, Russian and Latvian.*

Meetings with practitioners: Meetings were held with several practitioners identified as having knowledge and expertise on the issue of health promotion with ethnic minorities including: Counselling All Nations (CANS), BHSC and Chinese Welfare Association. Relevant advice and recommendations included:

- Use of friendship clubs and other informal social activities targeting ethnic minorities as a means of disseminating information.
- Building links with providers of English lessons to disseminate information.
- Highlighting confidentiality of services to address fears over stigmatisation.

- Local groups highlighting the large population from Eastern European countries living in East Belfast.

Project Design:

The project was developed based on the research above and discussions with community organisations in East Belfast and relevant service providers.

- In line with the recommendations of the 'Walking this Thin Line' report, leaflets were developed for distribution with the aim of raising awareness of services, reducing stigma and encouraging help seeking.
- Leaflets were translated into five Eastern European languages: Polish, Lithuanian, Latvian, Czech and Slovak. This was based on the nationalities of those who had died by suicides in previous years and anecdotal and statistical evidence of the large populations of these nationalities in East Belfast.
- About 50% more Polish versions were printed than the other languages based on the above analysis of need.
- The flag of each country was used on the leaflets; firstly, for practical reasons to make it easier to identify which language they are in. A secondary reason for this was an attempt to draw the attention of individuals from these countries and to make it clear that an effort has been made to target this information at them in order to encourage help seeking.
- The heading on the leaflets reads "Your Emotional Health is Important". This was chosen in an attempt to avoid the stigma associated with mental health and suicide identified during research.
- Only services which are bilingual or routinely offer an interpretive service were listed to ensure that language would not be a barrier to help seeking.
- This included a link to the BHSCT website which offers multilingual self-help guides for common mental health issues and information on the structure of the health service in NI. A shortened version of this link was created for ease of use.
- The other service providers listed were consulted and their consent given for inclusion in the leaflet (Lifeline and CANS).
- The text on the leaflets was kept concise; partly due to the increased costs of translating and printing a longer document, but also keep the content clear and focussed.

- The leaflets were distributed to a range of local venues identified as being used by the local ethnic minority population. These included shops, cafes, service providers such as counselling and advice centres, church groups, libraries, childcare providers, parents' groups and a GP surgery.
- Electronic versions of the leaflet were also made available and distributed by email and social media.

Copies of the leaflets in each language can be found in Appendix 1. The English translation is shown below.

Your Emotional Health is Important

If you are finding life difficult it can help to talk to someone.

Information on health services in Belfast is available in a range of languages at:

<http://bit.do/Belfast>

This includes self-help guides on common mental health issues.

Other services which are free and confidential include:

Lifeline 24/7 Telephone Helpline

0808 808 8000

Crisis telephone support is available from Lifeline through an interpretive service called 'The Big Word'

CANS (Counselling All Nations)

cansinfo@counsellingallnations.org 0759 613 9247 or 0798 936 3113

One to One therapeutic support for members of minority communities including counselling services provided by bilingual counsellors.

Project Delivery:

From 21 to 27 July a total of 1,561 leaflets were distributed to 19 venues in East Belfast. The aims and purpose of the project were explained to the contact person at each venue and every venue approached agreed to take part in the project.

Some venues only took one of each leaflet and displayed these on their notice board. Others only took leaflets in certain languages to meet the profile of their customers or service users. Some venues had the leaflets on display for the public to pick up, while others disseminated the leaflets among staff and volunteers to give out to service users as needed.

The project was publicised using local press, TV, social media and the EBCDA website at www.ebcda.org/news/promoting-emotional-health-many-languages. As a result, a further 165 leaflets were distributed in response to requests from Hosford House homeless hostel, Barnardo's Child Bereavement Service, New Life Counselling and Graham Construction who all highlighted the need for multilingual information for their service users and staff.

The venues who took part and numbers of leaflets distributed are shown in the table on the next page.



Leaflets on display beside the checkout at Polita supermarket



Joanna at Café Meluzyne where leaflets were displayed



Staff at EBIAC (East Belfast Independent Advice Centre) where leaflets were displayed in the waiting area and provided to staff

			Leaflets Distributed					
Venue Type	Venue Name	Location	Polish	Czech	Slovak	Lithuanian	Latvian	Total
Service Provider	East Belfast Community Counselling	Templemore Avenue	32	18	18	18	18	104
Service Provider	EBIAC	Templemore Avenue	32	18	18	18	18	104
Service Provider	Skainos	Newtownards Rd	32	18	18	18	18	104
Retail	Asta's Glam Factory	Castlereagh Street	1	1	1	1	1	5
Service Provider	Oasis	Castlereagh Street	32	18	18	18	18	104
Service Provider	Addiction NI	Albertbridge Road	32	18	18	18	18	104
Retail	Karolina Shop	Albertbridge Road	32	18	18	18	18	104
GP	Templemore GP Practice	Albertbridge Road	9	0	0	15	16	40
Service Provider	CAB Hollywood Arches	Hollywood Arches	32	18	18	18	18	104
Library	Hollywood Arches Library	Hollywood Arches	32	18	18	18	18	104
Retail	Polita	Ravenhill Road	32	18	18	18	18	104
Retail	Cafe Meluzyne	Woodstock Road	32	18	18	18	18	104
Library	Woodstock Library	Woodstock Rd	32	18	18	18	18	104
Retail	Flamenco Café	Woodstock Rd	0	18	0	0	0	18
Service Provider	Lagan Village Hall	Ballarat Street	32	18	18	18	18	104
Service Provider	Micah Centre	My Lady's Road	32	18	18	18	18	104
Retail	JJ's Polish Shop	Cregagh Road	32	18	18	18	18	104
Retail	Karolina Shop	Cregagh Road	22	1	1	0	0	24
Retail	Czech & Slovak Shop	Cregagh Road	0	0	18	0	0	18
	TOTAL Distributed		480	272	272	268	269	1561

Evaluation Results:

Five weeks after distributing the leaflets, each venue was revisited in order to gather feedback. In the case of the venues which had left the leaflets on public display, the remaining leaflets were counted in order to monitor how many had been taken.

The table below shows how many leaflets were originally left at each venue and how many were taken by members of the public during the 5 week period.

	Polish	Czech	Slovak	Lithuanian	Latvian	Total	% Taken
EBIAC	32	18	18	18	18	104	8.7%
Number taken after 5 weeks	7	0	1	0	1	9	
Skainos	32	18	18	18	18	104	1.0%
Number taken after 5 weeks	0	0	0	1	0	1	
Oasis	32	18	18	18	18	104	23.1%
Number taken after 5 weeks	8	4	4	4	4	24	
Addiction NI	32	18	18	18	18	104	3.8%
Number taken after 5 weeks	0	1	1	1	1	4	
Karolina Shop Albertbridge Rd	32	18	18	18	18	104	3.8%
Number taken after 5 weeks	4	0	0	0	0	4	
CAB Hollywood Arches	32	18	18	18	18	104	30.8%
Number taken after 5 weeks	11	7	1	5	8	32	
Hollywood Arches Library	32	18	18	18	18	104	2.9%
Number taken after 5 weeks	1	1	1	0	0	3	
Polita	32	18	18	18	18	104	37.5%
Number taken after 5 weeks	25	2	1	6	5	39	
Cafe Meluzyne	32	18	18	18	18	104	2.9%
Number taken after 5 weeks	2	0	0	0	1	3	
Woodstock Library	32	18	18	18	18	104	6.7%
Number taken after 5 weeks	2	2	3	0	0	7	
Flamenco Café	0	18	0	0	0	18	5.6%
Number taken after 5 weeks	0	1	0	0	0	1	
JJ's Polish Shop	32	18	18	18	18	104	65.4%
Number taken after 5 weeks	32	18	18	0	0	68	
Karolina Shop Cregagh Rd	22	1	1	0	0	24	20.8%
Number taken after 5 weeks	5	0	0	0	0	5	
Czech & Slovak Shop	0	0	18	0	0	18	100.0%
Number taken after 5 weeks	0	0	18	0	0	18	
TOTAL Distributed	374	217	217	198	198	1204	
TOTAL Taken	97	36	48	17	20	218	
% taken	25.9%	16.6%	22.1%	8.6%	10.1%	18.1%	

The table below shows which venues proved most successful at attracting members of the public to pick up leaflets:

Venue Type	Venue Name	% Taken
Retail	Czech & Slovak Shop	100.0%
Retail	JJ's Polish Shop	65.4%
Retail	Polita	37.5%
Service Provider	CAB Hollywood Arches	30.8%
Service Provider	Oasis	23.1%
Retail	Karolina Shop Cregagh Rd	20.8%
Service Provider	EBIAC	8.7%
Library	Woodstock Library	6.7%
Retail	Flamenco Café	5.6%
Service Provider	Addiction NI	3.8%
Retail	Karolina Shop Albertbridge Rd	3.8%
Library	Hollywood Arches Library	2.9%
Retail	Cafe Meluzyne	2.9%
Service Provider	Skainos	1.0%

Verbal and written feedback from each venue highlighted some of the reasons why some venues proved more successful than others.

Feedback from service providers and community venues:

- The two advice providers (Hollywood Arches CAB and EBIAC) both reported a large number of Eastern European clients, including those who do not speak much English, and expected a high uptake.
- The leaflets at Hollywood Arches CAB were left in a more prominent position next to the reception desk, while at EBIAC they were left on a table covered in many other flyers and were partly covered by other materials when revisited.
- East Belfast Community Counselling and Addiction NI both welcomed the leaflets as a useful resource for their staff who are supporting people including a small number of ethnic minorities.

- The libraries both had areas suitable for displaying the leaflets and from September Woodstock Library will be holding a Children's Reading Group in English for speakers of other languages which is likely to attract many ethnic minority families. Library staff will be making the leaflets available at this group in the future.
- Lagan Village Hall, the Micah Centre and Oasis are all used by ethnic minority families, however during the summer they run fewer activities and there has been less opportunity to give out the leaflets as a result. In September they will all be running more programmes and all agreed to continue to give out leaflets and support the project.
- Local schools were suggested as a service which has contact with many ethnic minority families.
- The GP Practice which took part operates a policy of not having any leaflets, posters, magazines, etc., in their waiting room. For that reason they passed on the leaflets directly to GPs to use as necessary and welcomed the information. They also advised that local GPs surgeries have adopted a system of targeting various nationalities. For example, the Templemore Practice which took part in this pilot has a Polish GP and attracts most of the registrations from the local Polish community while others would target different nationalities.
- Many of the local churches and community centres run English language classes during the course of the year but not during the summer. There is also a friendship club at the Lamp Post Café aimed at people of different nationalities which takes a break over the summer but resumes in September. There are several similar opportunities to develop the project further in the future with new venues.
- The Family Support Hub were forwarded electronic copies of the leaflets and fed back that there was a need for this information in different languages. Other hubs could also be included in future distribution of information.

Feedback from retailers:

- Some of the retail outlets such as Café Meluzyne and Karolina Shop Albertbridge Rd did not have any space to display the leaflets which was easily visible to customers. It was suggested that providing either posters or display units for leaflets would help in the future.
- Staff at the Czech & Slovak Shop left the flyers by the till and all were taken. They were very keen to have more in the future and said there was a real need for this type of information. Because the Czech and Slovak languages are so similar they advised that they are understood by both nationalities and only took Slovak versions as a result.
- Some shops had notice boards and displayed copies of the flyers there.
- Polita supermarket advised that the use of display units helped to keep the leaflets tidy and prevented them being knocked off the counter but fed back that because the leaflets were printed on office quality A4 paper they bent and therefore became less visible when stood up in display units.
- Two of the retailers also used their Facebook pages to share a link to the EBCDA website where the leaflets were available via download. Feedback from other retailers suggested that they would also be happy to do this; as long as the web link did not promote competitors (the original link to the EBCDA website showed staff at Polita Supermarket which deterred other retailers from sharing it).
- These venues were asked if they were happy to keep any remaining leaflets and all agreed that they would like to continue displaying them.

Summary and Recommendations:

The printing and translation costs for the project totalled £410.

Service providers listed on the leaflets were also consulted to explore any increase in uptake as a result of the project.

- Lifeline reported that there were 4 referrals from individuals from Eastern Europe during the period of the project.
- CANS reported an increase in enquiries regarding their counselling services.
- As of 19 October there were a total of 47 clicks on the link listed on the leaflet.

Learning and recommendations:

- Feedback from retailers, community venues and service providers showed a clear interest in access to multi-lingual information addressing the issues of mental health and suicide.
- Limiting the services listed to include only those which are most relevant to people who do not have English as their first language kept the leaflet content concise and reduced printing costs.
- The use of display units improved the uptake of the leaflets and allowed them to be displayed more effectively, especially in retail venues where space is limited.
- Several community venues provide English language classes, friendship clubs and parent and toddler groups which are targeted at ethnic minority communities and provide an effective means of distributing information with the potential for follow up awareness talks or events with service users.
- Social media presents a useful and cost effective means of disseminating information with potential for both retailers and service providers to reach a wide audience with links to online information.
- The pilot took place during the summer which resulted in missing out on the opportunity to link with groups and services which break for the summer months including: English language classes at church and

community venues; Polish Saturday school held during term time at local nursery school; and friendship clubs such as the Globe Café. These present opportunities for future development.

- It may be useful to identify and contact GP surgeries which attract a high number of ethnic minority patients in addition to sharing information with the Family Support and Mental Health Talking Therapies Hubs.
- Having a larger number of leaflets professionally printed would be more cost effective and be of better quality.
- The information on the leaflets is appropriate and relevant for all parts of Belfast and the project could be replicated across the city.

EBCDA will continue to make links with local community groups and service providers to explore opportunities for raising awareness with ethnic minority groups. We would welcome the development of a citywide resource and would be keen to play a leading role in promoting this in East Belfast.

Appendix 1

Polish Version

Twoje zdrowie emocjonalne jest ważne

Jeśli uważasz, że życie jest trudne, rozmowa z kimś może ci pomóc.

Informacje w kilku językach o pomocy medycznej w Belfaście dostępne są na stronie:

<http://bit.do/Belfast>

Znajdują się tu też poradniki w zakresie często występujących problemów psychicznych.

Inne formy bezpłatnej i poufnej pomocy to:

Lifeline 24/7 telefoniczna linia pomocy

0808 808 8000

Telefoniczne wsparcie w sytuacjach kryzysowych zapewniane przez organizację Lifeline;
tłumaczenie ustne zapewnia agencja „The Big Word”

CANS (Counselling All Nations)

cansinfo@counsellingallnations.org 0759 613 9247 lub 0798 936 3113

Indywidualne wsparcie terapeutyczne dla osób z mniejszości narodowych, które obejmuje
doradztwo psychologiczne prowadzone przez dwujęzycznych terapeutów.



Slovak Version



Ak je pre vás náročné zvládať životné problémy, môže vám pomôcť, keď sa o tom s niekým porozprávate.

Informácie o zdravotníckych službách v Belfaste sú dostupné vo viacerých jazykoch na stránkach:
<http://bit.do/Belfast>

Na stránkach nájdete praktické príručky, ktoré sa zaoberajú svojpomocou v oblasti bežných problémov s duševným zdravím.

Ostatné bezplatné a dôverné služby zahŕňajú:

Telefónna linka dôvery Lifeline 24/7

0808 808 8000

Linka dôvery Lifeline poskytuje krízovú telefónnu podporu prostredníctvom spoločnosti The Big Word, ktorá zaisťuje tlmočnicke služby.

Poradenstvo CANS (Counselling All Nations)

cansinfo@counsellingallnations.org 0759 613 9247 alebo 0798 936 3113

Individuálna terapeutická podpora pre príslušníkov menšinových komunít vrátane poradenstva, ktoré poskytujú bilingválni poradcovia.



Czech Version



Pokud je pro vás náročné zvládat životní problémy, může vám pomoci, když si o tom s někým promluvíte.

Informace o zdravotnických službách v Belfastu jsou dostupné v řadě jazyků na stránkách:

<http://bit.do/Belfast>

Na stránkách najdete praktické příručky, které se zabývají svépomocí v oblasti běžných problémů s duševním zdravím.

Ostatní bezplatné a důvěrné služby zahrnují:

Telefonní linka důvěry Lifeline 24/7

0808 808 8000

Linka důvěry Lifeline poskytuje krizovou telefonní podporu prostřednictvím společnosti The Big Word, která zajišťuje tlumočnické služby.

Poradenství CANS (Counselling All Nations)

cansinfo@counsellingallnations.org 0759 613 9247 nebo 0798 936 3113

Individuální terapeutická podpora pro příslušníky menšinových komunit včetně poradenství, které poskytují bilingvní poradci.



Latvian Version

Ja jums ir dzīves grūtības, vieglāk kļūs, ja ar kādu parunāsit.

Informācija par Belfāstā pieejamiem veselības aprūpes pakalpojumiem ir atrodama vairākās valodās šajā tīmekļa vietnē: <http://bit.do/Belfast>

Tur var atrast arī pašpalīdzības instrukcijas izplatītāko garīgo slimību gadījumā.

Vēl ir pieejami šādi bezmaksas un konfidenciālie pakalpojumi:

Lifeline palīdzības tālrunis, kas darbojas 24 h diennaktī, visu nedēļu:

0808 808 8000

Lifeline piedāvā krīzes tālruņa pakalpojumus, kā arī mutiskās tulkošanas pakalpojumus „The Big Word”.

Psihologiskās palīdzības dienests CANS (Counselling All Nations):

cansinfo@counsellingallnations.org, 0759 613 9247 vai 0798 936 3113

Individuāls terapeitisks atbalsts minoritāšu kopienu pārstāvjiem, tostarp psihologiskās konsultācijas, ko sniedz divās valodās runājoši psihologi.



Lithuanian Version



Jeigu Jums gyvenimas atrodo sunkus, gali būti naudinga pasikalbėti su kuo nors.

Informaciją apie sveikatos priežiūros paslaugas Belfaste įvairiomis kalbomis rasite internete adresu

<http://bit.do/Belfast>

Čia taip pat pateikiamos rekomendacijos, kaip padėti sau dažniais psichinės sveikatos klausimais.

Taip pat teikiamos kitos nemokamos ir konfidencialios paslaugos:

pagalba telefonu visą parą „Lifeline“

0808 808 8000

„Lifeline“ teikia pagalbą telefonu krizės atveju, pasinaudodami vertimo žodžių paslaugomis iš „The Big Word“

Konsultacijos visų tautybių žmonėms (angl. CANS)

cansinfo@counsellingallnations.org 0759 613 9247 arba 0798 936 3113

Asmeninė terapinė parama tautinių mažumų bendruomenėms, įskaitant konsultacijos paslaugas, kurias teikia dvikalbiai konsultantai.

